



Meet the Emoji Table of Experiments



# THE 6TH ANNUAL SOCIAL MEDIA SUSTAINABILITY INDEX

SAVE OUR WORLD

# TABLE OF CONTENTS

- 3 COMPANIES —  
WHAT ARE THEY GOOD FOR?
- 12 KEY FINDINGS
- 17 THE TOP 10
- 28 THE TOP 100
- 33 ABOUT

# COMPANIES — WHAT ARE THEY GOOD FOR?

Which companies do you really care about? Is there one you simply couldn't do without?

It's a question that we rarely ask ourselves – so prevalent and dominant are companies and brands in our everyday lives. But while we're obviously dependent on the consumer products and services that enable our modern existence, do we really care who makes them?

Apple, many people will cry. Surely we can't live without Silicon Valley's minimalist yet superbly functional pads, pods and phones. Perhaps, but remember Apple was dead on its feet just 15 years ago before it sized up a music industry ripe for disruption and well and truly disrupted it. What about Coca-Cola then? It is perhaps the most iconic and best-loved brand the world has ever seen. Yet, when you scratch below the marketing veneer of universal Happiness, you'll find a company grappling with changing consumer attitudes to sugar.

In fact, everywhere you look, our relationships to companies and brands are changing. A big part of that shift is attributable to the growth of social media – the communication revolution that has given every person a voice, a community to connect and learn from, and, in some cases, a mini bully pulpit to hold

companies to account. This people power will only increase as the numbers of digital natives increases and as mobile and other connected technologies take hold.

Already, 57% of Millennials use smartphones and other mobile devices in stores to compare prices before purchasing, according to one recent study by customer analytics firm, AIMIA. And it's not just prices. Those same Millennials are asking tough questions and doing research on the ethical standards of the companies they buy from and aspire to work for. This super-connected and informed generation of consumers poses serious challenges for companies as they try to adapt, respond and stay relevant in real time.

It's not just consumers' views and voices that are changing. As companies plan for the near and long term they find themselves confronted by a series of migraine-inducing major challenges – some call them megatrends – that will affect how they do business and the products and services they provide.

Today's companies must plan for growing urbanization and automation in society. They must secure raw materials, manage energy and offer useful products in a world being defined by finite natural resources and where climate change is becoming a tangible business risk. They must maintain and nurture employees when a generation of young people are choosing to, or being forced to, look globally for work. And, as the world of transportation, banking and even healthcare is discovering, they must remain successful even as technologies like the Internet of Things and Cloud Computing are allowing new types of competitors to challenge and disrupt their business.

In many ways then, companies are more vulnerable than ever before and more aware than ever before that they have to make themselves relevant and attractive to this new breed of connected and informed consumer. Simply put, today's companies are under greater scrutiny than ever before from consumers, the media, employees, NGOs and their own investors to be successful and yet responsible businesses. No wonder then that four of the biggest buzzwords in the world of modern corporate strategy are purpose, authenticity, trust and transparency. As the CEO of Body Shop, Jeremy Schwartz observed recently: "The idea of a company that made money but is also a force for good was laughed at 40 years ago. That's now mainstream."

## WHAT DO YOU STAND FOR?

Convincing consumers that companies are committed to doing the right thing is no small task, not least because, time and time again, companies make promises to consumers and society that they simply can't or won't back up (as The Mistakes They Made sidebar illustrates).

In today's always-on, smarter-than-before society, pledging to be a better company just won't cut it. You have to demonstrate how your company's purpose is creating a tangible better experience. So, it's no surprise that, as companies look to prove their purpose, they are turning to sustainability for help in communicating why they really are authentic corporate citizens. Sustainability, after all, is rooted in doing business in a transparent and authentic way.

The companies that are truly committed to integrating sustainability throughout their operations aren't doing this to look good – they understand the fundamental business value and opportunities it provides. Sustainable business planning won't just cut energy and natural resource costs, it will provide new business models along with product and service opportunities to meet the needs and expectations of a connected, changing society. Increasingly, sustainability will also give companies a crucial license to operate in countries, regions, states and cities where regulations enforce a more responsible way of working.

That's why for the 6th Annual Social Media Sustainability Index we have focused on what companies stand for and how effectively they communicate their sense of purpose. We've always maintained that, in sustainability, when you're doing good work then you have a better story to tell.

That's not to discount the importance of companies investing in traditional CSR campaigns around supporting local community projects or charities. It's just that when those companies direct their good business thinking at the heart of their own operations they find it's easier to demonstrate their authentic commitment to society rather than throwing money at some external cause while continuing business as usual.

## THE MISTAKES THEY MADE

Sometimes sorry is the hardest word. That was certainly the case in 2015 for the likes of Chipotle, Coca-Cola, Exxon-Mobil and, of course, Volkswagen. All, in their own way, failed society and alienated authorities and the public through the way they conducted themselves.

For Chipotle, getting caught up in a public health scare around its fresh food is as bad as it gets for a restaurant chain. It could happen to any food brand, but not every brand has built its reputation on being cleaner, fresher and more sustainable than the competition. That Chipotle was humbled by a matter of compliance shows that to be sustainable you have to get the basics right.

It's not often that you get to lump Coca-Cola and ExxonMobil in the same category but, in 2015, both mega corporations found themselves under attack for research they conducted or supported. Coca-Cola took flak from the media and activists for funding academic studies that sought to promote the links between exercising and obesity. So intense was the criticism that Coca-Cola's CEO, Muhtar Kent, issued a clarification and a pledge in the Wall Street Journal saying, "I am disappointed that some actions we have taken to fund scientific research and health and well-being programs have served only to create more confusion and mistrust. I know our company can do a better job engaging both the public-health and scientific communities – and we will."

ExxonMobil's problem lay in its own research. In 2015 the New York attorney general launched an investigation into whether the oil giant had lied to the public and shareholders about the risks posed

by climate change when its own scientists were regularly briefing company executives on the reality of those risks, and the company was applying those conclusions into its own business planning. In early 2016 California's attorney general opened a similar investigation.

And then there was Volkswagen. In September 2015 the formerly squeaky-clean German automaker was forced to admit that it had deliberately misled US authorities (and its own consumers) about polluting emissions from its diesel engines by installing so-called defeat devices in nearly 500,000 vehicles. As the scandal grew VW also admitted it had applied the same technology to millions of vehicles in Europe but, perhaps failing to grasp the reputational fallout from its widespread hoodwinking, the company insists it has broken no European rules.

In all cases, news that these companies had not been transparent in their dealings with government and consumers was amplified greatly using social media – prompting further scrutiny of the companies and exacerbating the reputational fallout. For this reason we have deducted 10 points off Coca-Cola and ExxonMobil in this year's Index while neither Chipotle nor Volkswagen make the Top 100.



**"I AM DISAPPOINTED THAT SOME ACTIONS WE HAVE TAKEN TO FUND SCIENTIFIC RESEARCH AND HEALTH AND WELL-BEING PROGRAMS HAVE SERVED ONLY TO CREATE MORE CONFUSION AND MISTRUST. I KNOW OUR COMPANY CAN DO A BETTER JOB ENGAGING BOTH THE PUBLIC-HEALTH AND SCIENTIFIC COMMUNITIES — AND WE WILL."**

Coca-Cola's CEO, Muhtar Kent

## WHAT COMPANIES DISCUSSED IN 2015

Based on our analysis of the top 200 companies in the Index we're able to provide a sketch of the different sustainability themes the corporate world looked to communicate in 2015. As you might imagine, different industry sectors look to play to their own strengths and specific sustainability concerns.

Insurance companies tend to focus on health and wellness issues (Aetna's campaigns around sleep and mindfulness being notable in this space) as well as placing a strong focus on safe driving (picking up the mantle from AT&T's groundbreaking It Can Wait campaign). Banks are keen to stress financial literacy but tend to play it safe by focusing on community CSR campaigns epitomised by Barclay's Lifeskills.

Inspired by the work of Unilever's Dove brand a number of other consumer goods companies worked hard in 2015 to promote female self esteem. Procter & Gamble's Like a Girl campaign for Always and Kimberly-Clark's Power of Kindness anti-bullying campaign for Kleenex stand out.

For technology and media companies stressing the importance of science, technology, engineering and mathematics (STEM) education is an issue particularly close to home as is encouraging coding for kids. 3M, Time Warner Cable, Boeing, BP and Dell all stepped up STEM initiatives while Microsoft's long-term YouthSpark program (bolstered by being able to call on Minecraft inspiration) impresses.

A number of companies got behind global issues that they could easily have shied away from. The Paris COP21 climate change negotiations were one such example with Michelin, Veolia and Ben & Jerry's looking to mobilise support for a deal. Ikea for its part created a CSR campaign to help refugees fleeing conflicts in Syria, Afghanistan and Sub-Saharan Africa.

To give a sense of the sustainability topics companies chose to communicate in 2015 we've created this word cloud (the greater the number of campaigns and projects the bigger the font naturally.)





SAFE & EFFICIENT DRIVING

SMART CITIES

SUSTAINABLE DESIGN & INNOVATION

CODING FOR KIDS

COMMUNITY BUILDING

FULL EMPLOYMENT

SHARING ECONOMY

Circular Economy

SUSTAINABLE FOOD

HEALTH & WELLNESS

REFUGEES

Diversity

RESPONSIBLE DRINKING

Resource Scarcity

Female Self-Esteem

WORLD HUNGER

ENVIRONMENTAL AWARENESS

Food Waste

TEEN BULLYING

VETERANS

YOUTH LITERACY & EDUCATION

STEM OR STEAM

RECYCLING

Paris COP 21

## ABOUT THE SOCIAL MEDIA SUSTAINABILITY INDEX

The 6th Social Media Sustainability Index takes an exhaustive look at how 475 global companies communicate their sustainability actions and initiatives using social media. We select the initial 475 from a variety of sustainable company indices including the Dow Jones Sustainability Index and the FTSE-4GOOD. We also include a few companies that warrant inclusion on their communication efforts alone.

Our team of researchers has looked at every online and social media channel used by each of the companies for communication. This year we have assessed more than 2,500 corporate sites and social media channels.

Our initial benchmark for success is to identify whether companies have a real commitment to social media sustainability communications. We do that primarily by evaluating which companies have social media channels, platforms, campaigns or projects dedicated to communicating sustainability. However, things are never that simple and, increasingly, companies are talking about sustainability through their brands and corporate voices rather than relying on more niche sustainability platforms.

This year, we were able to select a long list of 283 companies that have some form of dedicated social media sustainability efforts (an increase from 273 in 2014, 230 in 2013, 176 in 2012 and a marked improvement from the 120 of 2011). We then looked at how those 283 companies used their social media sustainability voice and whether they had a joined-up strategy for sustainability communication. (We didn't include companies that rely only on foundations to talk about CSR.) Of those 283, we selected a short list of 200 that we then evaluated to create the Top 100 featured in the Index.

Given the volume of information that we consider to create this index, we realize that some sustainability efforts may have slipped through the cracks. Please let us know if you think we've missed your company's social media sustainability efforts.

## HOW WE RANK THE TOP 100

Good social media communications is based on having a compelling story to tell and being able to back it up. That's what, in the most extreme cases, can separate best practice from outright greenwashing. In our view, the companies that have strategies, services and products that demonstrate their commitments to environmental and societal responsibility have the best story to tell and so we rank them accordingly.

Successful social media communication is based around a combination of frequent, topical, relevant, open, authentic, creative and innovative content and dialogue. As such, we judge each company's social media sustainability communication efforts based on:

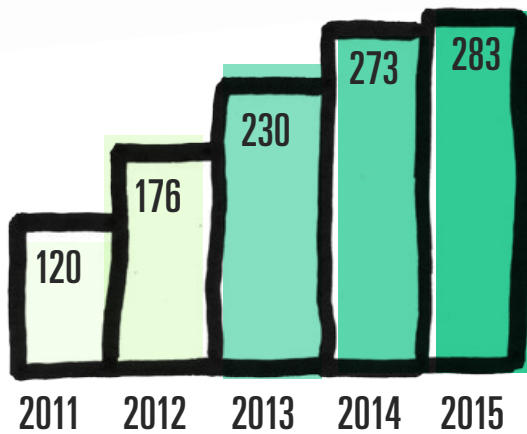
- How often they publish and update their sustainability social media channels (maximum of 20 points)
- How transparent they are in allowing comments and responding to comments and conversation (maximum of 20 points)
- How authentic is their social media content? Do they communicate what the company is doing or just what it says it would like to do? (maximum of 20 points)
- How creative and innovative is the social media content? (maximum of 20 points)
- How useful is their content? (maximum of 15 points)
- Can the Sustainability or Corporate Responsibility Report be shared in part or in full via social media? (maximum of 5 points)

Overall competition to make the Top 100 continues to improve. In 2013 the cut-off for inclusion in the Top 100 was 51 points out of 100. In 2014 it had risen to 60. This year only companies with a ranking of 63 out of 100 made the top 100. Last year just 30 companies scored 80 or above. This year that number rose to 37.

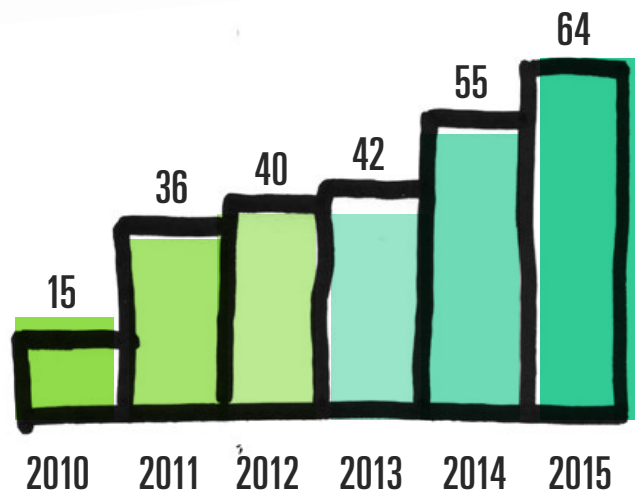
The degree to which many different companies are looking to communicate sustainability online and through social media also is reflected by the the numbers of new entries in the Top 100 and companies re-entering it after a year or two out of the mix. There were 19 such companies this year.

# KEY FINDINGS

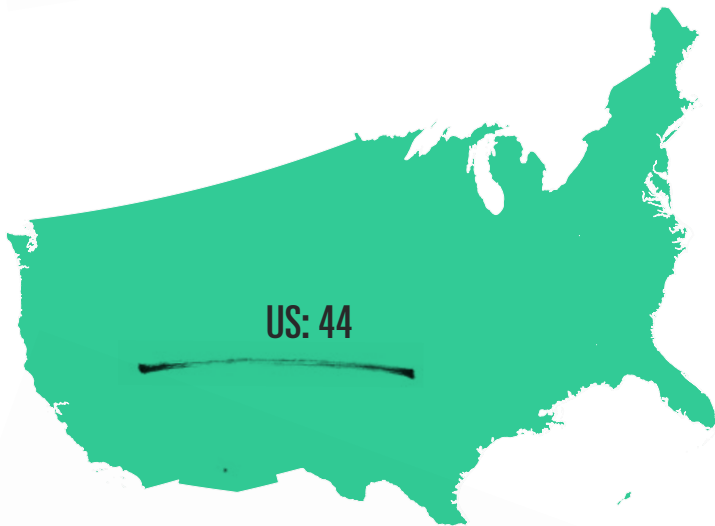
## NUMBER OF COMPANIES DEDICATED TO TALKING ABOUT SUSTAINABILITY USING SOCIAL MEDIA



## SUSTAINABILITY REPORTS THAT CAN BE SHARED VIA SOCIAL MEDIA



## COUNTRIES

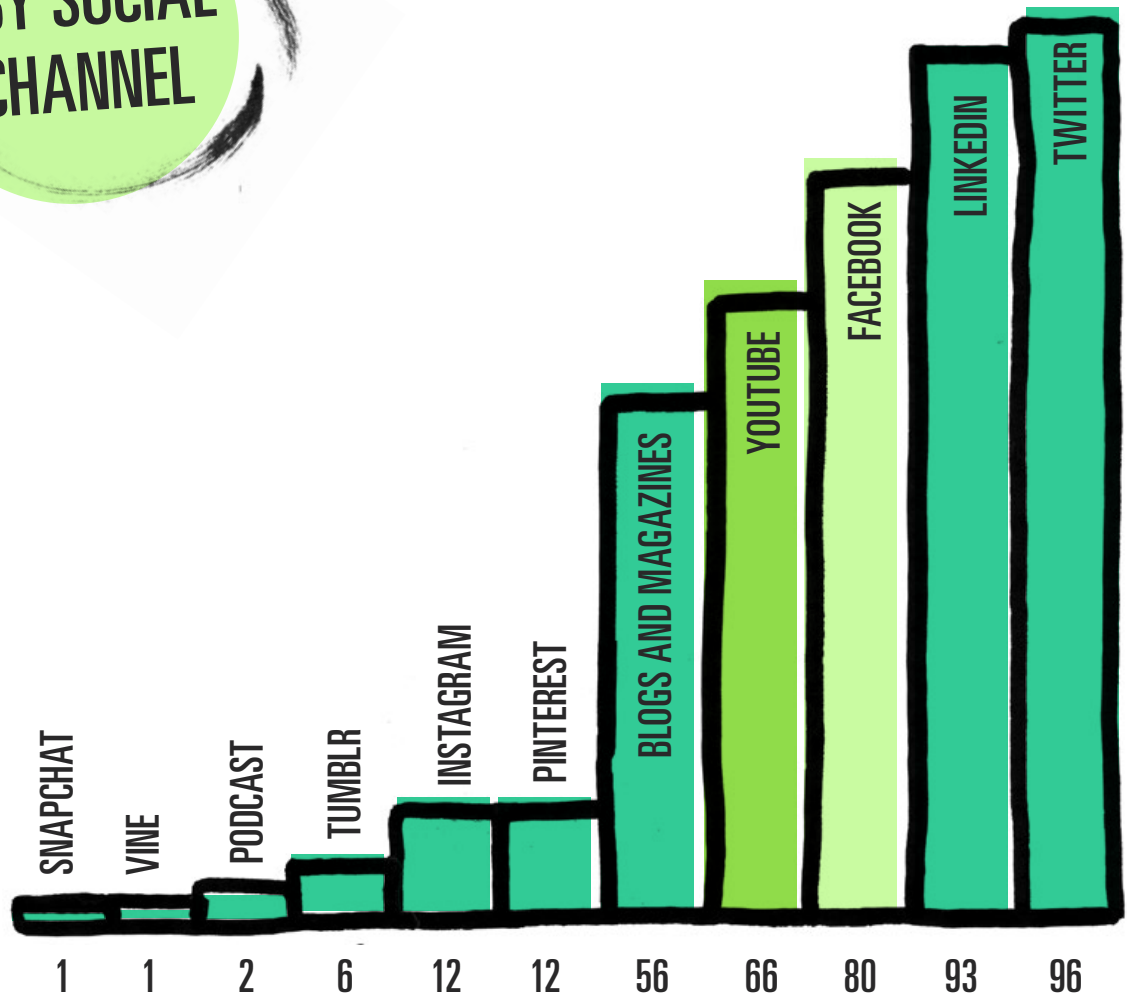


REST OF WORLD: 4

UK: 14	NETHERLANDS: 4
DENMARK: 4	NORWAY: 1
FRANCE: 10	SPAIN: 4
GERMANY: 6	SWEDEN: 3
IRELAND: 1	SWITZERLAND: 4
ITALY: 1	



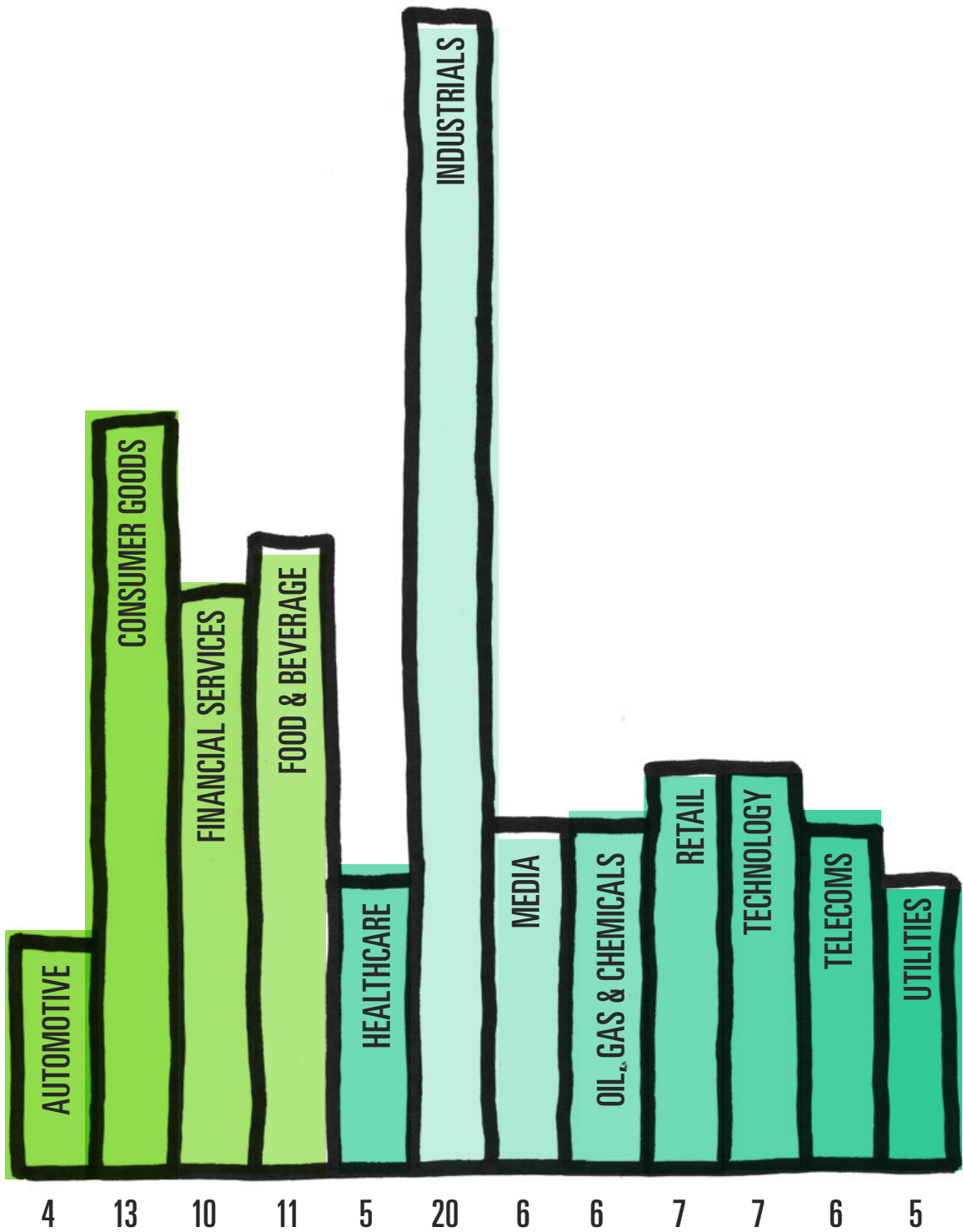
## BY SOCIAL CHANNEL



That Twitter is the leading social channel companies choose to communicate sustainability should come as no surprise. Nearly every company nowadays has a corporate Twitter feed and most are now committed to some form of sustainability and CSR messaging. A few companies also maintain dedicated sustainability Twitter accounts (BT Better Future for example). The same is true for Facebook. Interestingly, and this mirrors the growth of LinkedIn as a content hub, nearly as many companies (93) now use the business social network for sustainability comms as they do Twitter (96).

YouTube remains pretty much a graveyard for sustainability content. While 66 companies host some sustainability-themed content on the platform very few companies are actually committed to developing a YouTube audience. Perhaps it's time for non entertainment brands to consider whether YouTube is the right place to be? Finally a note about the innovators. This year GE has started a Snapchat channel to talk innovation while a few companies have embraced podcasts. IBM's Wild Ducks series is particularly interesting.

# SECTORS





# THE TOP 10

Amid a shifting business and cultural landscape, where companies increasingly are looking for a sense of purpose to guide them, our Top 10 this year is all about companies who walk the talk – putting into practice the principles they say they believe and communicating their work effectively.

None of these companies are perfect. Each one of them have issues that one interest group or another could challenge. But each of them is carrying through on big sustainability issues and has found interesting and useful ways to talk about them.

In time we hope they and other companies are able to incorporate this best practice throughout their operations.

Here are Sustainly's Top 10 for 2015.

# EMOJI SCIENCE

## GE

GE topped our first two Indexes and returns to the joint number one ranking this year thanks to a truly comprehensive series of communication and marketing initiatives. GE has spent the last decade reinventing itself into a smart machine and information innovator and, while it doesn't shout about sustainability from the rafters, the philosophy flows through a great deal of what GE does, be it overtly through ecomagination and healthymagination or more subtly through its campaigns around science and connected machines. In 2015 GE launched a Snapchat channel to talk innovation and it also created a sustainable innovation TV series with National Geographic as well as promoting its line of sustainable products on Facebook.

### STORYTELLING FOCUS — EMOJI SCIENCE

Attempts to make science fun are nothing new. GE has given us #6secondscience which featured short experiments on Vine and #Springbreakit, which demonstrated the power of its next generation of "super materials".

Now the multinational conglomerate adds Emoji Science, with its Emoji Periodic Table of Experiments, which categorizes emojis in different cohorts, much like the real periodic table. Behind each element emoji is an experiment, video or celebrity guest.

A dedicated microsite includes a wealth of links and resources including lesson plans, as well as the obligatory connections to GE's social media channels.

Emojis are now a central part of communication, especially for Millennials, and they work especially well in social media and mobile, so this looks a smart way to engage a young audience in exploring science and sustainable innovation.

#### Meet the Emoji Table of Experiments



# UNILEVER

Last year's top-ranked company shares the number one spot with GE this year and continues to deliver when it comes to communicating its sense of purpose. Be it Dove's stance on female self-esteem, Ben & Jerry's mobilization around climate action, Hellmann's reduction of food waste through a newly designed bottle or Comfort's new formula that uses less water for rinsing, Unilever is demonstrating that sustainability is about action, not words.

## STORYTELLING FOCUS — BRIGHT FUTURE

The revamped Project Sunlight continues to evolve the magazine sensibility of sustainability storytelling and provides a platform for Unilever to demonstrate how sustainability now infuses the thinking of so many of its brands.



# PATAGONIA

As a private company, and one with longstanding environmental credentials, Patagonia can embrace sustainability in ways that many public companies find difficult. That said, Patagonia is still in the business of making money which is what makes its commitment to consuming less all the more remarkable.

## STORYTELLING FOCUS — WORN WEAR

In these times of cheap clothing, you might expect apparel brands to encourage us to buy more, but outdoor clothing company Patagonia is pushing in the other direction.

Its Worn Wear campaign highlights the benefits of making your clothes last, and repairing them, rather than tossing them. Patagonia clothing, designed for climbing, hiking, fishing and other outdoor pursuits, is inherently rugged and long-lasting, and this campaign invites customers to share the stories of their clothing adventures. So the campaign site tells tales of faithful pants, vests, hats and shorts, which have accompanied their owners on thrilling journeys across the US and around the world.

The campaign echoes the words of Patagonia CEO Rose Marcario: “As individual consumers, the single best thing we can do for the planet is to keep our stuff in use longer. This simple act of extending the life of our garments through proper care and repair reduces the need to buy more over time—thereby avoiding the CO2 emissions, waste output and water usage required to build it.”

**WORN WEAR**  
a film about the stories we wear





# SAINSBURY'S

When Sainsbury's launched its Food Rescue app in partnership with Google back in 2014 it would have been easy for the retailer to congratulate itself on a smart piece of buzz-worthy technology and leave it at that. Instead, faced with the shocking statistics about how much food UK shoppers throw away, Sainsbury's has made food waste a centrepiece of what it stands for. In doing so it has fleshed out its To the Rescue campaign into a far more ambitious initiative known as Waste Less, Save More that will see the company invest £10 million over the next five years to help customers waste less and save more. First up is a £1 million experimental collaboration with the English town of Swadlincote.

## STORYTELLING FOCUS — FACEBOOK FOOD WASTE VIDEOS

How best to get the attention of that short-attention Facebook community – especially around an issue as serious as food waste? The answer for Sainsbury's was to create short, funny, animated videos that are easily shareable and also link back to the retailer's main hub about food waste.



# GENERAL MILLS

Last summer General Mills announced it would start removing artificial flavors and colors from artificial sources from its cereals as well as offering a gluten-free version of the Cheerio brand. The moves were an important nod to changing consumer expectations and a growing sensibility and sensitivity to food ingredients especially on the part of parents. But how best to communicate this bold change – four years in the planning – to consumers without coming across as preachy or boring and without denigrating its existing product line? First General Mills launched a corporate campaign that played on parents' concerns about needing to be a better parent and equating it to General Mills also striving to improve. Then it communicated its commitments at a brand level, notably through the Facebook pages for Cheerios and Trix.

## STORYTELLING FOCUS – PARENT PROMISES

Parents want what's best for their kids – it's only natural – and General Mills aims to show it shares that commitment with its Parent Promises campaign that explains the decision to remove all artificial flavors and colors from its cereal products.

The campaign highlights that General Mills is on the side of parents – sharing their concerns about what kids are eating. An animated campaign video takes the form of a message from a mom – a series of promises (to provide shelter, clothes, learning, protection, play, and good food) as handwritten notes. It signs off with General Mills supporting that intention to do the best they can for your kids by removing those artificial additives.

I  
promise to  
always do  
my best

And  
push you  
to do the  
same.



Mindfulness  
can help you  
be patient  
with yourself  
and others.

# AETNA

In the winter of 2014 Aetna's now CEO, Mark Bertolini almost died in a skiing accident. His injuries left him in chronic pain and, to paraphrase Radiohead, the drugs didn't work. So Bertolini searched out alternative methods of coping – turning first to yoga then to meditation through mindfulness. When Bertolini became CEO he started instilling this culture of well-being into the purpose of Aetna. Today, more than a quarter of the company's 50,000 employees have taken mindfulness classes. Bertolini also believes in the power of a good night's sleep. It's no surprise then that Aetna has developed its own internal wellness culture into external sustainability programs around sleep deprivation and mindfulness.

## STORYTELLING FOCUS

Health care provider Aetna understandably has an interest in mental as well as physical wellbeing. Its 30-day mindfulness challenge (#Mindful30) in January 2016 enlisted the help of bloggers to share tips and help add mindfulness to daily routines.

A lively campaign tumblr includes contributions from bloggers on a whole range of mindfulness aspects, ranging from relationships to eating, from bathtime to laughter, from breathing to posture, and from work-life balance to sleeping. Readers are invited to get involved too, by sharing posts and making their own contributions through social media.

It makes sense for a healthcare company to help improve health, and the ability of mindfulness to reduce stress could be a big help towards that goal.

# PHILIPS

Philips continues to build on its principles of sustainable innovation around issues like lighting and healthcare. Its Innovation and You platform, launched in 2014, continues to provide a storytelling platform for sustainable thinking and products – content that Philips can then highlight on Facebook, Twitter and Pinterest depending on the audience.

## STORYTELLING FOCUS – THE BREATHLESS CHOIR

For people with reduced lung capacity, who struggle to cope with the everyday challenge of breathing, the act of singing seems like an impossible goal. But tech giant Philips brought together 18 people with breathing difficulties and let British choirmaster Gareth Malone teach them to overcome their challenges to perform live at Harlem’s Apollo Theater.

Among those in this unlikely choir are people with asthma, cystic fibrosis, chronic obstructive pulmonary disease (COPD), and one with reduced lung capacity since his experience as a first responder on 9/11.

A video, telling the story, climaxes with the Apollo performance – appropriately, the old hit by The Police, ‘Every Breath You Take’. The video is schmaltzy but effective, and has gained more than eight million views in the three months since it was posted in November 2015. What’s in it for Philips? The campaign website points out that COPD cases are expected to increase, and Philips “has a range of solutions” to help.





# H&M

In recent years H&M has seriously upped its sustainability commitment as it confronts the huge environmental and social impact that fast fashion has on our world. That involves tackling ethical working conditions in its supplier factories and also confronting the waste associated with consumer culture clothing. To that end, H&M has a well-established recycling initiative, which aims to reduce textile waste, and cut the need for virgin resources. Already it has recycled more than 260 billion pounds of unwanted clothing. Communicating this work to consumers who crave stylish and affordable fashion, but don't often ask where the clothes come from, can be tricky. That's why we like the approach H&M took with its Close the Loop campaign.

## STORYTELLING FOCUS — CLOSE THE LOOP

It's ok for blondes to wear yellow, and redheads to wear red. It's fine to wear socks with sandals, and it's fine to stand out, or blend in. You can try too hard or not try at all. There are no rules in fashion, except to recycle your clothes.

That's the message from H&M's 'Close the Loop' campaign video, narrated by Iggy Pop, who also features in it, along with a hugely diverse cast of characters breaking some conventional fashion 'rules'. Those featured also include blogger Pardeep Singh Bahra, emerging designer Loza Maleombho and artist Daniel Lismore, and the video supports H&M's Close the Loop collection and Global Recycling initiative, which reuses unwanted clothing, collected at its network of stores.



# MICROSOFT

From a dedicated Facebook page for its YouthSpark digital literacy and coding program to a Tumblr account highlighting innovation, makers and “dogooders” to updates on e-sustainability on LinkedIn, Microsoft is working to inspire and upskill the next generation. That’s good for society but also good for Microsoft’s business as it looks to cement a leadership position in cloud computing – the future backbone of business.

## STORYTELLING FOCUS — YOUTHSPARK HUB

As one of the founders of modern computing and software, technology obviously sits at the heart of Microsoft’s business. Yet, like many technology companies, Microsoft has legitimate concerns about the number and quality of smart, tech-savvy employees it will be able to call on in a world whose future and well-being will be shaped by those who understand technology.

That is why Microsoft has invested so heavily in its YouthSpark program, which involves the corporation partnering with non-profits, schools, governments and other businesses to make computer science education more accessible to more young people, especially those from underrepresented backgrounds.

The tech giant has pledged another \$75m over three years to the program, which now uses Minecraft as one of the ways to get kids coding – with a tutorial that teaches some basic programming through the hugely popular, Microsoft-owned game.

A YouthSpark Hub provides access to info and material including the basic #hourofcode and more sophisticated classroom-based resources and training programs.






# CVS

When CVS took the decision in 2014 to stop selling tobacco products at all 7,600 of its retail stores the company knew its principled and strategic decision to focus on health care products and services would hurt sales in the short term. After all, tobacco accounted for some \$2 million in sales each year. However the decision already seems to be having an health effect in the states where CVS operates. It's own study estimates that 95 million fewer packs of cigarettes have been sold in those states since it took its cold turkey approach. To support the business decision CVS launched a large scale sustainability education campaign in the form of its Quit Smoking Hub and, in doing so, was able to communicate exactly what the company stood for.

## STORYTELLING FOCUS — QUIT SMOKING HUB



Want to quit smoking, but don't know where to get help? Or maybe you're overwhelmed by all the sources of support and guidance and don't know where to turn? Either way, pharmacy chain CVS aims to provide the answer with its Quit Smoking Hub.

This is a microsite, designed as a one-stop shop for those wanting to quit the habit. It provides links to ask advice from a pharmacist or arrange to visit a 'minute clinic' in a CVS store—because, the site tells us, smokers who are helped by a health care provider are more likely to succeed at quitting.

The site also provides quitting tips and success stories as motivation. There's a quick questionnaire to find out just how dependent you are on nicotine, and there's advice if you're on the site to help a loved one to quit.

# THE TOP 100

	COMPANY NAME	SECTOR	COUNTRY	LAST YEAR'S RANKING	SCORE OUT OF 100
1	General Electric Co	Industrials	US	8	93
2	Unilever PLC	Consumer Goods	UK/Netherlands	1	93
3	Patagonia	Consumer Goods	US	35	90
4	Sainsbury's	Retail	UK	7	89
5	General Mills	Food & Beverage	US	25	88
6	Aetna	Financial Services	US	80	88
7	Philips	Consumer Goods	Netherlands	4	87
8	H&M	Retail	Sweden	66	87
9	Microsoft Corp.	Technology	US	12	87
10	CVS Health	Retail	US	New Entry	87
11	Intel Corp	Technology	US	2	86
12	Pearson	Media	UK	13	86
13	Reckitt Benckiser	Consumer Goods	UK	15	86
14	Ikea	Retail	Sweden	New Entry	85
15	AT&T	Telecoms	US	39	85
16	Procter & Gamble	Consumer Goods	US	10	84
17	Kimberly-Clark	Consumer Goods	US	33	84
18	Danone S.A.	Food & Beverage	France	9	84
19	Accenture	Industrials	Ireland	49	84
20	British Sky Broadcasting Group	Media	UK	18	84
21	Ericsson	Telecoms	Sweden	71	84
22	Autodesk	Technology	US	24	84
23	Monsanto	Industrials	US	46	83
24	BASF	Oil, Gas & Chemicals	Germany	14	83
25	Cigna	Healthcare	US	22	82
26	Schneider Electric	Industrials	France	36	82

	COMPANY NAME	SECTOR	COUNTRY	LAST YEAR'S RANKING	SCORE OUT OF 100
27	Novo Nordisk	Telecommunications	Spain	19	81
28	Telefonica	Healthcare	Denmark	11	81
29	Commonwealth Bank	Financial Services	Australia	New Entry	81
30	McDonald's Corp	Food & Beverage	US	5	81
31	Siemens	Industrials	Germany	44	81
32	Cisco Systems	Technology	US	23	81
33	Suez Environnement	Utilities	France	72	81
34	Heineken	Food & Beverage	Netherlands	27	80
35	Johnson & Johnson	Healthcare	US	26	80
36	Orange/France Telecom	Telecoms	France	82	80
37	Iberdrola	Utilities	Spain	45	80
38	Banco Bilbao Vizcaya Argentaria S.A.	Financial Services	Spain	17	78
39	BT Group PLC	Telecommunications	UK	67	78
40	Coca-Cola Company	Food & Beverage	US	3	77
41	Waste Management Inc	Industrials	US	65	77
42	Facebook	Media	US	New Entry	77
43	Walmart	Retail	US	85	77
44	Verizon Communications	Telecoms	US	16	77
45	Co-operative Bank	Financial Services	UK	70	76
46	Time Warner Cable	Media	US	38	76
47	Ford Motor Co.	Automotive	US	48	75
48	Nike	Consumer Goods	US	21	75
49	Mars Incorporated	Food & Beverage	US	20	75
50	Marks & Spencer Group	Retail	UK	41	75
51	Dell Inc.	Technology	US	New Entry	75
52	IBM	Technology	US	6	75
53	Veolia Environnement	Utilities	France	68	74

	COMPANY NAME	SECTOR	COUNTRY	LAST YEAR'S RANKING	SCORE OUT OF 100
54	Allstate	Financial Services	US	83	74
55	Renault S.A.	Automotive	France	73	73
56	Wells Fargo	Financial Services	US	30	73
57	Virgin Media	Media	UK	69	73
58	Levi Strauss & Co.	Consumer Goods	US	42	73
59	AXA	Financial Services	France	60	72
60	Pfizer	Healthcare	US	100	72
61	Deutsche Post	Industrials	Germany	New Entry	72
62	DuPont	Oil, Gas & Chemicals	US	New Entry	72
63	Natura	Consumer Goods	Brazil	55	71
64	PwC	Industrials	UK	40	71
65	Comcast	Media	US	84	71
66	Dow Chemical	Oil, Gas & Chemicals	US	54	71
67	PepsiCo	Food & Beverage	US	79	70
68	Nestlé	Food & Beverage	Switzerland	37	70
69	Mondelēz	Food & Beverage	US	New Entry	70
70	Wipro	Technology	India	New Entry	70
71	Acciona	Industrials	Spain	62	69
72	CSX	Industrials	US	New Entry	69
73	Hewlett-Packard	Technology	US	34	69
74	Michelin	Automotive	France	New Entry	68
75	LEGO	Consumer Goods	Denmark	58	68
76	Kering	Consumer Goods	France	95	68
77	SABMiller	Food & Beverage	UK	74	68
78	DNVGL	Industrial Services	Norway	New Entry	68
79	SGS	Industrial Services	Switzerland	New Entry	68
80	FedEx Corp	Industrials	US	53	68

	COMPANY NAME	SECTOR	COUNTRY	LAST YEAR'S RANKING	SCORE OUT OF 100
81	3M	Industrials	US	New Entry	68
82	Sodexo	Industrials	France	New Entry	67
83	Barclays	Financial Services	UK	97	67
84	PG&E Corp	Utilities	US	89	67
85	TD Bank	Financial Services	US	29	66
86	LafargeHolcom	Industrials	Switzerland	98	66
87	Tesco PLC	Retail	UK	56	65
88	Con Agra	Industrials	US	New Entry	65
89	BMW	Automotive	Germany	59	65
90	Herman Miller	Consumer Goods	US	New Entry	65
91	Maersk	Industrials	Denmark	28	65
92	ENI	Oil, Gas & Chemicals	Italy	New Entry	65
93	Syngenta AG	Oil, Gas & Chemicals	Switzerland	51	64
94	Diageo	Food & Beverage	UK	63	64
95	Novozymes	Healthcare	Denmark	88	64
96	Akzo Nobel	Industrials	Netherlands	50	64
97	United Parcel Service	Industrials	US	91	64
98	Royal Dutch Shell	Oil, Gas & Chemicals	UK/Netherlands	61	64
99	Adidas AG	Consumer Goods	Germany	New Entry	63
100	Allianz SE	Financial Services	Germany	31	63






# ABOUT

Sustainly is a membership community that acts as a bridge between the worlds of sustainability and communication – providing companies and agencies the information they need to deliver authentic and creative sustainability content.

The heart of Sustainly's operation is its Intelligence Engine – an interactive, smart, database of over 1200 original case studies that guides users through a research and planning journey to ensure authentic sustainability communication.

Sustainly also publishes special reports and provides consulting services for companies and agencies.

To hear more about Sustainly, contact:  
Matthew Yeomans – Director

 +44 (0)7949 830256  
 matthew@sustainly.com  
 @sustainly

[WWW.SUSTAINLY.COM](http://WWW.SUSTAINLY.COM)

## Credits

Lead Author: Matthew Yeomans  
Writer: Andrew Welch  
Design: Sonia Malpeso  
Research and Evaluation: Jowa Coffey

# BECOME A FULL MEMBER

Becoming a full member of Sustainly opens up a wealth of information that will help you with sustainability communication and innovation. Our full members have access to Sustainly's Intelligence Engine database of over 1200 case studies as well as all our Special Reports and Trend Briefings. All the information you'll need to communicate sustainability.



## RESEARCH 1000 CASE STUDIES SMARTLY AND EFFICIENTLY

The Intelligence Engine is an interactive, smart database of more than 1200 global case studies to help brands and agencies with marketing and communication research and planning.

It guides you through the Issues, Risk, Innovation and Storytelling of sustainability.

Using our curated Intelligence Engine will make you better informed and save you valuable time.

## CREATE YOUR OWN PRESENTATIONS

When you've finished using the Intelligence Engine, export our case studies in PDF to create your own presentations.

[UPGRADE TO FULL MEMBERSHIP HERE](#)

# SUSTAINLY

WHERE BUSINESS GETS GOOD

[WWW.SUSTAINLY.COM](http://WWW.SUSTAINLY.COM)