

FOR IMMEDIATE RELEASE

## LEGO GROUP LEADS GLOBAL RANKING OF BEST CSR REPUTATION

*While Corporate Social Responsibility (CSR) Is Increasingly a Top Driver of Stakeholder Support, Earning a Good Reputation Through CSR Has Become More Difficult With Only 11 Companies Having a Strong Score in 2017 Compared With 18 Companies in 2016*

**BOSTON, MASSACHUSETTS (September 12, 2017)** – Reputation Institute has released the main findings of its 2017 Global CSR RepTrak® 100 report, including the list of the companies considered as the most responsible worldwide. The report is based on over 170,000 ratings from interviews with the public in the 15 largest economies (United Kingdom, Spain, Italy, Germany, France, Russia, Brazil, Mexico, USA, Canada, Japan, China, India, Australia and South Korea).

The challenge of earning a good reputation for corporate social responsibility has become even more difficult, with LEGO Group and Microsoft in first and second place this year, surpassing Google, which had been at the top of the ranking for the three prior years. Microsoft and Google’s prominent rankings reflect a reputation trend across the technology industry – given that technology ranks highest in terms of corporate social responsibility in 2017, with tech firms comprising 4 of the top 10.

The Top 10 include:

- |                            |                          |
|----------------------------|--------------------------|
| 1. LEGO Group              | 6. Intel                 |
| 2. Microsoft               | 7. Robert Bosch          |
| 3. Google                  | 8. Cisco Systems         |
| 4. The Walt Disney Company | 9. Rolls-Royce Aerospace |
| 5. BMW Group               | 10. Colgate-Palmolive    |

“There is a resurging importance of the Governance and Citizenship dimensions of CSR in 2017. The dominant drivers of CSR are defined by ethics, fairness, and societal impact,” said Stephen Hahn-Griffiths, Executive Partner and Chief Research Officer at Reputation Institute. “For an organization, having a strong CSR agenda is important, because it ensures customers will do business with you, policymakers and regulators will give you license to operate, and potential employees will be more willing to work for you. CSR is increasingly a top driver of stakeholder support. It equates to good will and good business.”

---

While the technology sector has a strong presence in the top rankings, some individual firms are struggling, such as Apple, which had one of the largest CSR score drops since 2016, and some industries, such as the Financial Industry, are falling behind on all dimensions of CSR.

“The top companies with stronger CSR scores have improved in reputation and stakeholder support with CSR. They have demonstrated their leadership is actively engaged in CSR, and their commitment to the cause is driven by action not just about rhetoric”, Hahn-Griffiths said. “When an organization’s CSR agenda aligns with its corporate brand purpose, it drives higher levels of internal and external engagement.”

The full results of the 2017 Global CSR RepTrak® 100 can be found online at <https://www.reputationinstitute.com/thought-leadership/csr-retrak-100>

### **About Reputation Institute**

Reputation Institute’s RepTrak® methodology is the gold standard in the science of reputation. Reputation Institute helps global companies unlock the power of their reputations for competitive advantage. Reputation Institute has conducted research over the last 20 years on 7,000 companies across 40 countries developing the largest global normative database in the world on reputation management, KPI’s, benchmarks, metrics and best practices.

Learn more at: <http://www.reputationinstitute.com>

### **Further information**

Contact Reputation Institute

+1 617 758 0955

[info@reputationinstitute.com](mailto:info@reputationinstitute.com)

---