1. Environment category:

Positive: environment, water, package, facility, reduce, energy, emission, population, clean, prevention, recycle, tobacco, fuel, climate, carbon

Negative: hazardous, waste, agriculture, chemical, deplete

2. Community:

Positive: suppliers, local, education, woman, community, foundation, program, support, donation, giving, charitable, household, volunteer

Negative: dispute

3. Human capital:

Positive: employee, right, diversity, workplace, human, human right, workforce, aids, union, sharing, retirement benefits, freedom

Negative: layoff, reductions

4. Diversity:

Positive: diversity, work-life, women, minority, disability, director, gay, lesbian,

5. Product:

Positive: innovation, safety, product, customer, demand, technology

Negative: antitrust

6. Governance:

Positive: code, policy, board, compliance, director, corporate, committee, transparency, accountability,

Negative: