



**BEST
GLOBAL
GREEN
BRANDS
2014**

The Power of Participation

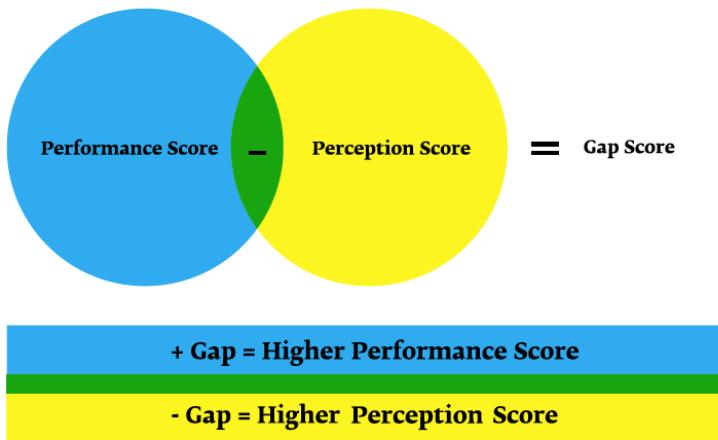
The Power of Participation

About the report

Interbrand's annual Best Global Green Brands report examines the gap that exists between a corporation's environmental practices and consumers' perceptions of those practices.

Interbrand believes that the Best Global Green Brands lie at the point where perception and performance meet. With this mind, the methodology of Best Global Green Brands is based on assessing both market perception and actual environmental performance.

When identifying the top 50 Best Global Green Brands each year, Interbrand starts with the 100 brands that make up its annual Best Global Brands report. Interbrand then conducts extensive consumer research to capture public perception of the brand's sustainable or green practices and compares that to environmental sustainability performance data provided by Deloitte – data that is based upon publicly available information.

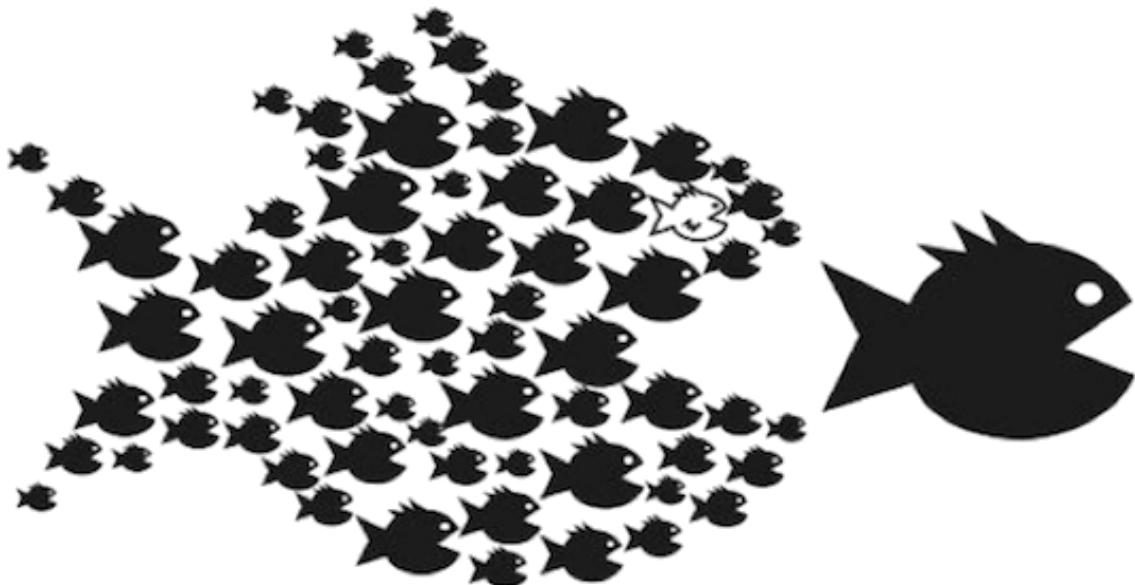


We are facing enormous challenges collectively – climate change, a water crisis, resource depletion, high levels of population



2014 Theme: Power of Participation

Highlighting the power of participation and collective action, suggesting that every constituency (businesses, consumers, employees, suppliers, governments, investors, civil society, etc.) will need to be engaged in order to take Corporate Citizenship and sustainability to the next level – and ensure a better future for us all.

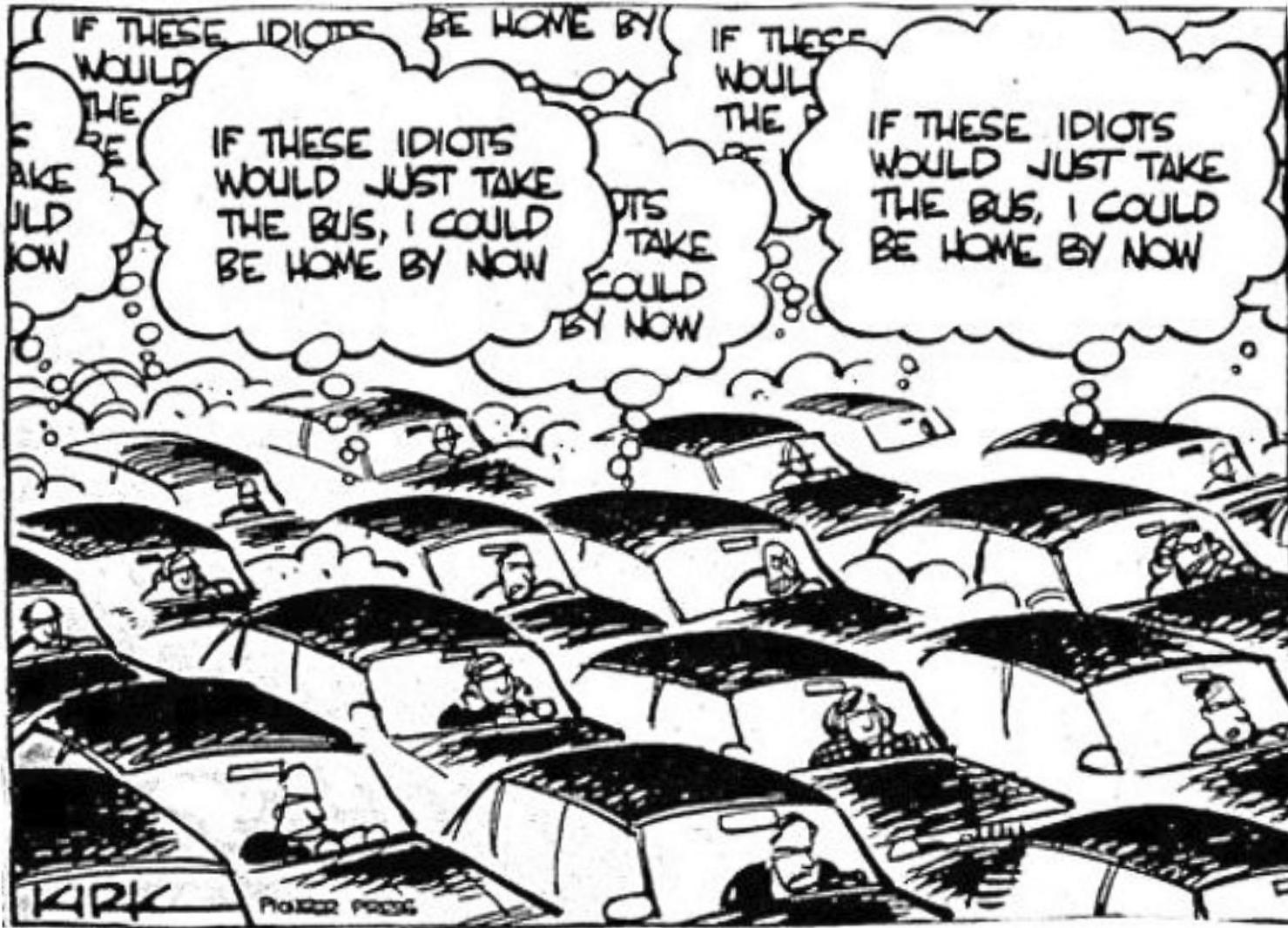




The Power of Participation

Businesses, consumers, employees, suppliers, governments and investors—need to be engaged and willing to collaborate in order to take Corporate Citizenship and sustainability to the next level

Collective action isn't easy



BEST GLOBAL GREEN BRANDS 2014

Interbrand | Deloitte



Perception Performance

www.bestglobalgreenbrands.com

Methodology

Best Global Brands are the starting point for Best Global Green Brands



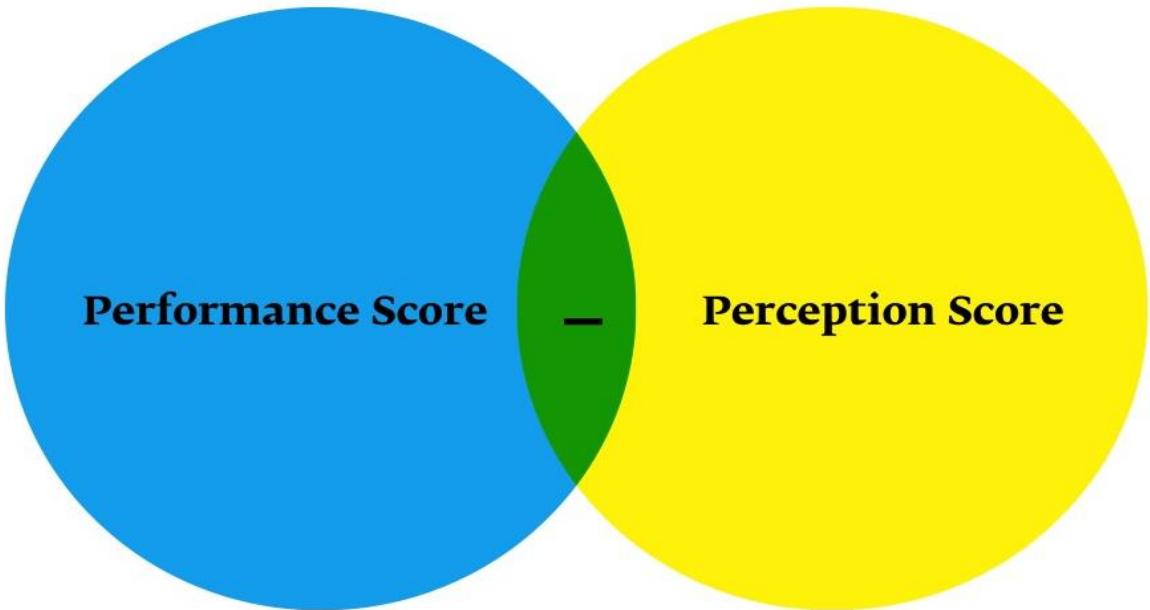
Best Global Brands 2013

Interbrand Creating and managing brand value™

01 Apple	02 Google	03 Coca-Cola	04 IBM	05 Microsoft	06 GE	07 McDonald's	08 Samsung	09 Intel	10 Toyota	11 Mercedes-Benz	12 BMW
Apple +28% 98,316 \$m	Google +34% 93,201 \$m	Coca-Cola +2% 79,213 \$m	IBM +4% 78,808 \$m	Microsoft +3% 59,546 \$m	GE +7% 46,947 \$m	McDonald's +5% 41,992 \$m	Samsung +20% 39,610 \$m	Intel -5% 37,757 \$m	Toyota +17% 35,340 \$m	Mercedes-Benz +6% 31,904 \$m	BMW +10% 31,839 \$m
13 CISCO	14 Disney	15 HP	16 Gillette	17 LOUIS VUITTON	18 ORACLE	19 Amazon	20 Honda	21 H&M	22 Pepsi	23 American Express	24 Nike
Cisco +7% 29,053 \$m	Disney +3% 28,147 \$m	HP -1% 25,843 \$m	Gillette +1% 25,105 \$m	Louis Vuitton +6% 24,893 \$m	Oracle +9% 24,088 \$m	Amazon +27% 23,620 \$m	Honda +7% 18,490 \$m	H&M +10% 18,168 \$m	Pepsi +8% 17,892 \$m	American Express +12% 17,646 \$m	Nike +13% 17,085 \$m
25 SAP	26 IKEA	27 UPS	28 eBay	29 Pampers	30 Kellogg's	31 Budweiser	32 HSBC	33 J.P.Morgan	34 Volkswagen	35 Canon	36 ZARA
SAP +7% 16,670 \$m	IKEA +8% 13,818 \$m	UPS +5% 13,763 \$m	eBay +20% 13,162 \$m	Pampers +15% 13,035 \$m	Kellogg's +8% 12,987 \$m	Budweiser +6% 12,614 \$m	HSBC +7% 12,183 \$m	J.P. Morgan 0% 11,450 \$m	Volkswagen +20% 11,120 \$m	Canon -9% 10,989 \$m	Zara +14% 10,821 \$m
37 NESCAFÉ	38 GUCCI	39 L'ORÉAL PARIS	40 PHILIPS	41 accenture	42 Ford	43 HYUNDAI	44 Goldman Sachs	45 SIEMENS	46 SONY	47 THOMSON REUTERS	48 Citi
Nescafé -4% 10,651 \$m	GUCCI +7% 10,151 \$m	L'Oréal +12% 9,874 \$m	Philips +8% 9,813 \$m	Accenture +8% 9,471 \$m	Ford +3% 9,181 \$m	Hyundai +20% 9,004 \$m	Goldman Sachs +12% 8,536 \$m	Siemens +13% 8,503 \$m	Sony -8% 8,408 \$m	Thomson Reuters -4% 8,103 \$m	Citi +5% 7,973 \$m
49 DANONE	50 Colgate	51 Audi	52 f	53 Heinz	54 HERMÈS PARIS	55 adidas	56 Nestlé	57 NOKIA	58 CATERPILLAR	59 AXA	60 Cartier
Danone +6% 7,968 \$m	Colgate +2% 7,833 \$m	Audi +8% 7,767 \$m	Facebook +43% 7,732 \$m	Heinz -1% 7,648 \$m	Hermès +23% 7,616 \$m	adidas +12% 7,535 \$m	Nestlé +9% 7,527 \$m	Nokia -65% 7,444 \$m	Caterpillar +13% 7,125 \$m	AXA +5% 7,096 \$m	Cartier +26% 6,897 \$m
63 Allianz	64 PORSCHE	65 NISSAN	66 KFC	67 Nintendo	68 Panasonic	69 Sprite	70 Discovery New	71 Morgan Stanley	72 PRADA	73 Shell	74 VISA
Allianz +8% 6,710 \$m	Porsche +26% 6,471 \$m	Nissan +25% 6,203 \$m	KFC +3% 6,192 \$m	Nintendo -14% 6,086 \$m	Panasonic +1% 5,821 \$m	Sprite +2% 5,811 \$m	Discovery New 5,756 \$m	Morgan Stanley -21% 5,744 \$m	PRADA +30% 5,570 \$m	Shell +16% 5,535 \$m	VISA +11% 5,465 \$m
77 BURBERRY	78 MTV	79 Adobe	80 JOHN DEERE	81 Johnson & Johnson	82 Johnnie Walker	83 KIA	84 Santander	85 DURACELL	86 JACK DANIEL'S	87 AVON	88 RALPH LAUREN
Burberry +20% 5,189 \$m	MTV -12% 4,980 \$m	Adobe +8% 4,899 \$m	JOHN DEERE +15% 4,865 \$m	Johnson & Johnson +9% 4,777 \$m	Johnnie Walker +10% 4,745 \$m	Kia +15% 4,708 \$m	Santander -2% 4,660 \$m	Duracell New 4,645 \$m	Jack Daniel's +7% 4,642 \$m	AVON -11% 4,610 \$m	RALPH LAUREN +14% 4,584 \$m
91 Starbucks	92 Heineken	93 Corona Extra	94 Pizza Hut	95 SMIRNOFF	96 HARLEY-DAVIDSON	97 MasterCard	98 Ferrari	99 MOËT & CHANDON	100 GAP		
Starbucks +8% 4,399 \$m	Heineken +10% 4,331 \$m	Corona Extra +5% 4,276 \$m	Pizza Hut +2% 4,269 \$m	Smirnoff +5% 4,262 \$m	HARLEY-DAVIDSON +10% 4,206 \$m	MasterCard +8% 4,206 \$m	Ferrari +6% 4,013 \$m	MOËT & CHANDON +3% 3,943 \$m	GAP +5% 3,920 \$m		

bestglobalbrands.com

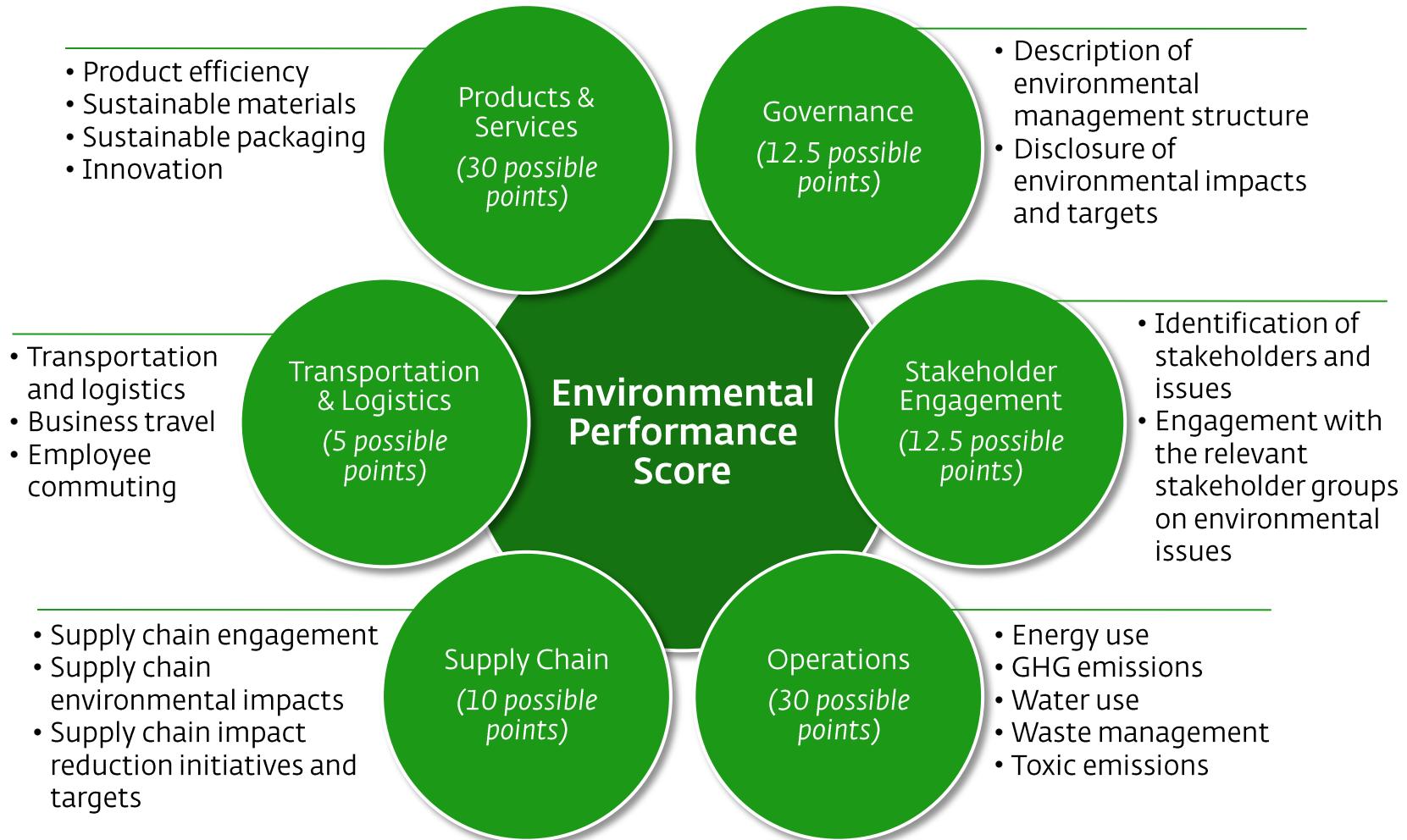
We measure Perception and Performance



Interbrand | PERFORMANCE DATA POWERED BY
Deloitte.

Performance Score

The perception score is calculated by **Deloitte** composed of 83 metrics across six pillars



Perception Score

The perception score is calculated by **Interbrand** based on the 6 external factors of our Brand Strength

Authenticity

The perceived credibility of the brand's environmental claims.

Differentiation

How differentiated the brand's green efforts are perceived to be relative to other competitors in the category.

Presence

Consumer awareness of the brand's green activities and its green reputation in the market.

Relevance

An assessment of the relevance of brand's environmental claims. This involves comparing the perceived importance of green activities for the category with the brand's green perception

Consistency

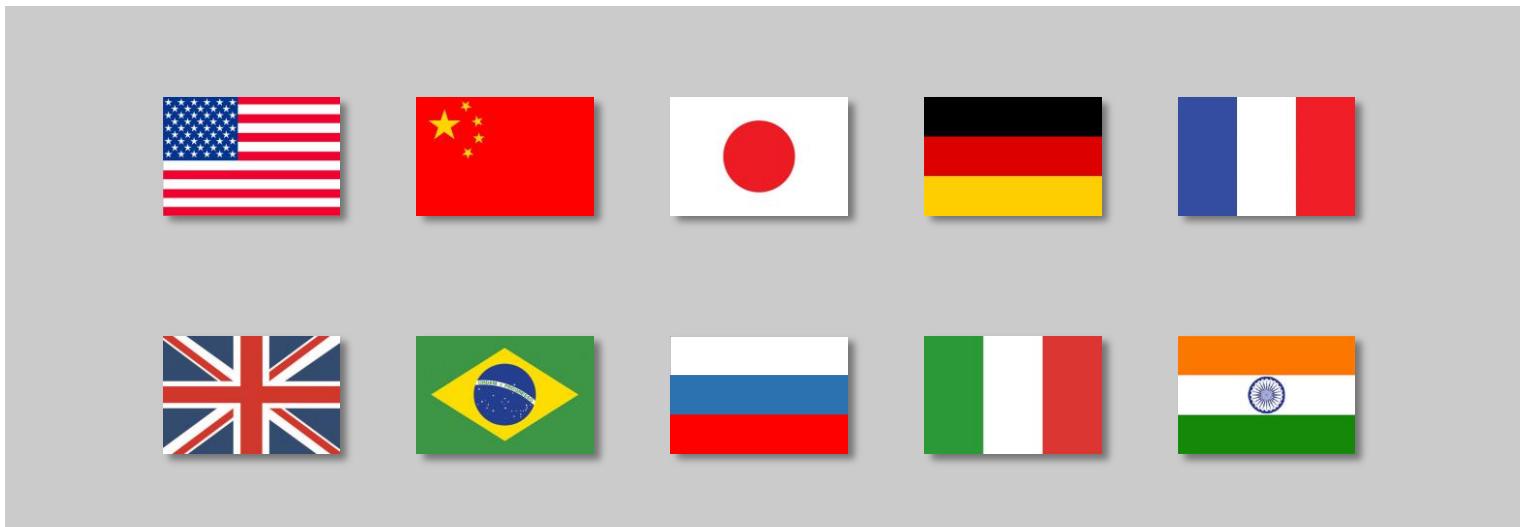
The consistency of the brands various green communications across all touchpoints.

Understanding

The level of understanding of the brand's green activities as a whole.

Perception score is based on a global consumer survey

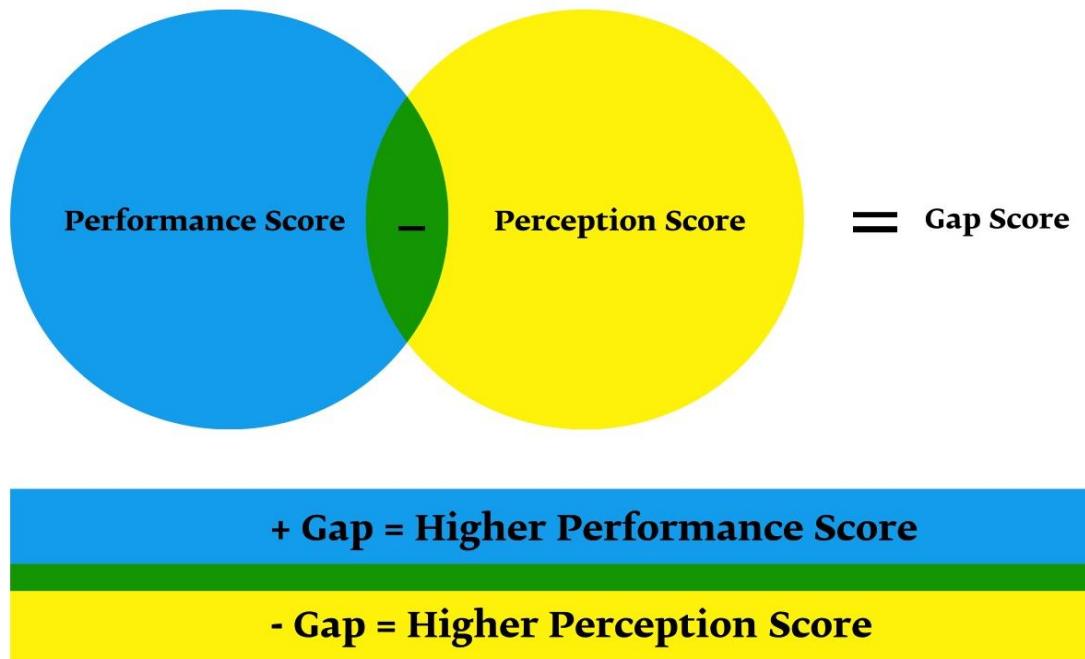
- We interviewed over **15,000 consumers** via an online survey
- Each brand was rated by at least 125 consumers per market (a total of 1,250 respondents per brand)
- The markets included the **top 10 countries** in terms of economic impact (highest percentage of global GDP)



The Gap

Positive gap: The brand is doing more sustainable work than it is getting credit for in the marketplace.

Negative gap: The public thinks the brand is doing more around sustainability/Corporate Citizenship than it actually is.



Top 10 Brands

After 3 years, we have a new #1!



Top 10 brands



Rank: 1
Gap: 3.2 ↑
1



Rank: 2
Gap: 0.3 ↓
1

HONDA

Rank: 3
Gap: 1.8



Rank: 4
Gap: 6.6 ↑
1

Panasonic

Rank: 5
Gap: 13.9 ↓
1



Rank: 6
Gap: 19.0 ↑
3



Rank: 7
Gap: 10.7 ↑
4



Rank: 8
Gap: 6.1 ↑
7

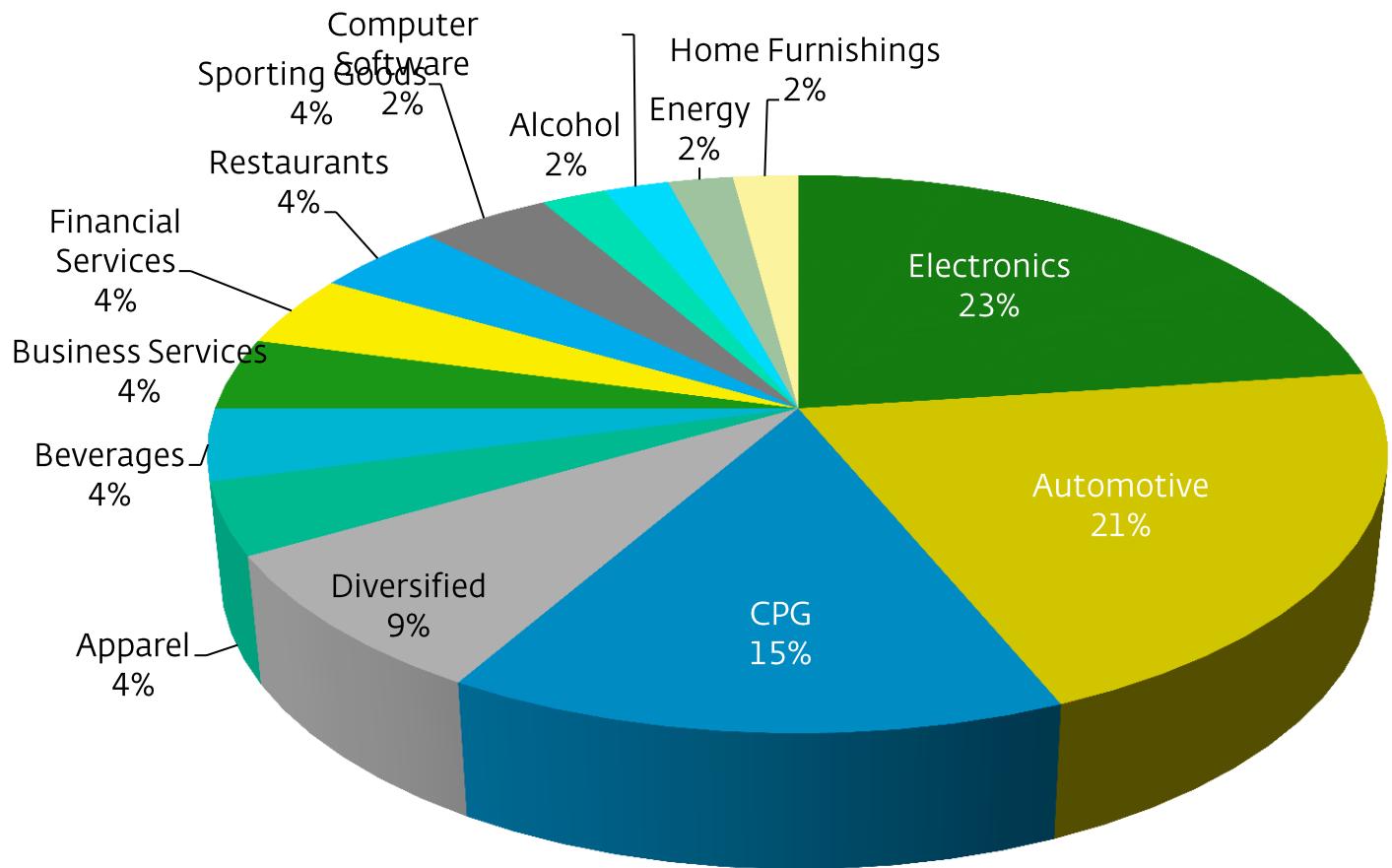


Rank: 9
Gap: -1.3 ↓
1



Rank: 10
Gap: 6.9

Best Global Green Brands by sector



Top Risers

Top Risers (by rank)

Increased **14**
in rank



IKEA #19

ZARA

Zara #34

Increased **9**
in rank

PHILIPS

Philips #14

Increased **7**
in rank

adidas®

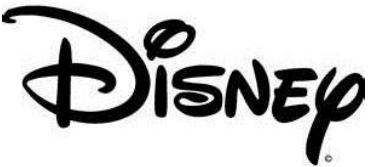
adidas #8

2014 New Entrants and Exits

New Entrants



Chevrolet #32



Disney #49



Heineken #50

Exits



Allianz #43



SAP #45



Citi #49

Best Global Green Brands Event & Media

Performance and Perception Alignment

Panel featuring McDonald's, Ford, Intel, Fortune



Just about every major corporation today understands the importance of running a sustainable business. Until now, there have been few ways to measure not only how brands are performing environmentally but also how the public perceives that performance. And how the public perceives a company's greenness is becoming increasingly important.

- Bob Langert, VP, Corporate Social Responsibility, **McDonald's**
- Susan Rokosz, Senior Environmental Engineer, **Ford**
- Stephen Harper, Global Director, Environmental and Energy Policy, **Intel**
- Moderated by Brian Dumaine, Senior Editor at Large, **Fortune Magazine**

Collective Action: The Power of Participation

Panel featuring Rainforest Alliance, WWF, Coca-Cola, Deloitte



Partnerships have now become essential to both companies and NGOs to tackle some of the most pressing environmental and social issues. Every constituency—including consumers, corporations, employees, suppliers, governments and investors—must be engaged in order to take efforts around sustainability and Corporate Citizenship initiatives to the next level. Action alone isn't enough; it will take people coming together to address common interests/goals.

- Daniel R. Katz, Founder and Chairman, **Rainforest Alliance**
- Terry Maco, CMO/SVP of Communications and Marketing, **World Wildlife Fund**
- Bea Perez, Chief Sustainability Officer, **The Coca-Cola Company**
- Will Sarni, Director and Practice Leader, Enterprise Water Strategy, **Deloitte**

Media

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8:15 AM EDT Google to enter TV set-top box race against Apple, Amazon

Is Apple "greener" than Starbucks?

by Brian Dumaine @FortuneMagazine JUNE 24, 2014, 1:00 AM EDT

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See where the world's top businesses rank in the 50 Best Global Green Brands list for 2014.

Just about every major corporation today understands the importance of running a sustainable business. Generally speaking, this means one in which water gets conserved, energy and materials come increasingly from clean sources, and the social impact of the business is positive. The trouble is, until now there have been few ways to measure not only how brands are performing environmentally but also how the public perceives that performance. And how the public perceives a company's greenness is becoming increasingly important. "More and more companies are looking at social purpose and corporate citizenship as part of their core offering," says Jez Frampton, the Global CEO of Interbrand, an international brand consultancy. "Why? It helps drive purchases."

BEST GLOBAL GREEN BRANDS 2014

Interbrand | PERFORMANCE DATA POWERED BY Deloitte.

Media



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In a world in which consumers take ever greater interest in the environmental track records of [the companies](#) they do business with and brands they buy, several car brands topped Interbrand's "Best Global Green Brands 2014" list. Since car companies are not usually considered paragons of green business practices, their presence in the first four spots on this list is surprising. In order, the leaders were Ford Motor Co. ([NYSE: F](#)), Toyota Motor Corp. ([NYSE: TM](#)), Honda Motor Co. Ltd. ([NYSE: HMC](#)) and Nissan.



The car brands have an advantage because the universe of those considered is from Interbrand's "Best Global Brands," which numbers only 100, and auto brands take up much of the list.

How these brands are viewed from the outside is as important as their real green practices and credentials, according to the Interbrand methodology:



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Auto brands top green rankings

25 June 2014

NEW YORK: Ford, Toyota, Honda and Nissan occupy the top four places in a new report ranking the world's fifty leading global green brands.

While auto marques might not be immediately obvious candidates for such acclamation, Interbrand, the brand consultancy, said that demand for electric vehicles was growing and forcing car manufacturers to expand production of electric and hybrid models.

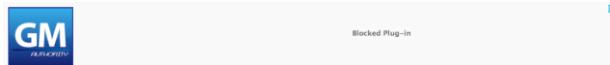
In addition, Ford's work on improving employee engagement around sustainability, developing better water/energy/emissions intensities, enhancing green build policies (through, for example, the use of soybean-based foam cushions) and increasing waste recycling had pushed it into the top spot, displacing Toyota.

Following the four auto brands, electronics brands – Panasonic, Nokia and Sony – took the next three places, with adidas (sports goods), Danone (FMCG) and Dell (technology) rounding out the top ten.

Overall, automotive, electronics and technology brands occupied almost half of the overall rankings, while financial services brands struggled to make any impact.

The [Best Global Green Brands](#) report was based on an assessment by Deloitte of the environmental or sustainability performance data of leading global brands combined with research into consumer perceptions of those brands' sustainable or green practices – more than 10,000 respondents were interviewed across the ten largest economies. The report then examined the gap that existed between a brand's environmental performance and consumers' perceptions of that performance.

BGGB: The Power of Participation | June 2014



Chevrolet Ranked As A Top Global Green Brand

By JOEL PATEL — JUN 24, 2014



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Chevrolet has recently been ranked No. 32 in Interbrand's 2014 Best Global Green Brands report. Interbrand, the world's leading brand consultancy, created the report to measure the market's perception and actual environmental performance of a company and its products.

The brand praised Chevrolet's vehicles, how they are made, and the regulation of vehicles as standout items in its

USA TODAY MONEY



The four greenest brand names belong to auto makers, led by Ford, while some of the largest brands — Google, Amazon, Facebook — don't make the top 50 greenest list published Tuesday by [Fortune](#).

Ford, which offers several hybrid models and one — the Focus Electric — that runs solely on battery power, took top honors from Toyota, which placed second this year followed by Honda and Nissan, according to the [50 Best Global Green Brands for 2014](#).

BGGB on Social Media: #bestglobalgreenbrands

Philips News @PhilipsPR · 3h

We're proud to be at #14 in @Interbrand #BestGlobalGreenBrands, up 9 places from last year! philips.to/T4HBIW #sustainability

5 6 ...

Kellogg Company @KelloggCompany · 1m

Corporate responsibility efforts land Kellogg on @Interbrand 50 Best Global Green Brands list bit.ly/1rtigOG

1 3 ...

Joel Makower
@makower

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Interbrand @Interbrand · Jun 24

Who are this year's top rising #BestGlobalGreenBrands? Find out here: goo.gl/v2fp4J

5 3 ...

Panasonic Corp. @panasonic · 1h

We are ranked as the best electronics company in @Interbrand #BestGlobalGreenBrands 2014 bit.ly/1qlSqJ6 #ABetterLifeABetterWorld

4 3 ...

McDonald's @McDonaldsCorp · 22h

RT @interbrand: Just launched: Best Global Green Brands 2014! See which brands made the list: goo.gl/v2fp4J #BestGlobalGreenBrands

2 2 ...

Ford Motor Company @Ford · 21h

We're proud to have achieved the number one spot on the @Interbrand #bestglobalgreenbrands list of 2014! ford.to/1nA2X4I

41 36 ...



Contact us!

If you are a 2014 Best Global Green Brand and would like to obtain a social media badge to promote your company's performance or to receive your company's extended brand profile, please contact hello@interbrand.com