



THE CORPORATE REALITY OF CONSUMER PERCEPTIONS

Bringing the Consumer Perspective
to CSR Reporting

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Introduction



What do companies such as Whole Foods, Burt's Bees and Lowe's have that corporate America craves? According to consumers: *eco-sensibility*.

Consumers believe that when they support companies like these, they do more than just shop. They align themselves with businesses that do good things for the environment.

This green paper provides research findings from the Earthsense Eco-Insights Survey on how consumers perceive corporate environmental responsibility. Findings are based on Earthsense Business Indicator (EBI) metrics that identify companies which consumers see as sustainability leaders. They also identify the businesses consumers support based on eco-friendly products, and they track changes in perceptions over time.

The impact of consumer perception on corporate reality is clear: if consumers don't know about corporations' sustainability initiatives, those efforts will not be fully realized.

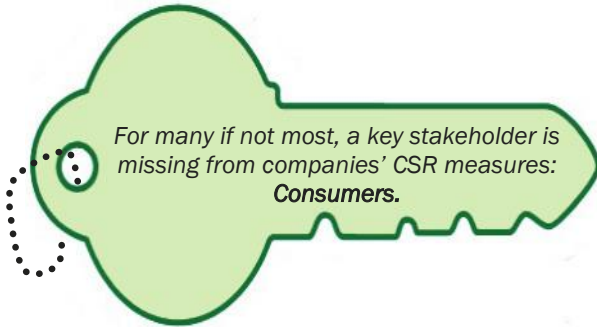
Background

"Do consumers really care about 'green?' They do! But there's a chasm between green 'concern' and green 'consumerism.' To close that gap companies need to communicate more effectively – and make sure their messages and marketing are pitch-perfect."

– Joel Makower, Executive Editor, GreenBiz.com; Author, [Strategies for the Green Economy](#), 2008

Before the recent economic downturn, the burgeoning green market seemed limitless. With an occasional blind eye to the size of consumers' wallets, manufacturers churned out a slew of eco-friendly, "green," environmentally responsible (fill in your favorite green term) products, many at premium prices. And consumers ate them up, put them on, and drove them around.

At the same time, another trend was on an upward swing – growth in CSR reporting (Corporate Social Responsibility) by major corporations. Auditing firm KPMG reported a 30 percent jump from 2005 to 2008 in the percentage of large companies generating CSR reports; four out of five (79%) of the world's largest companies now provide this information in a publicly available form.¹



A key driver of this growth, according to Judy Henderson of the Global Reporting Initiative, is that, “More than ever, employees, investors and consumers are looking to the companies from which they buy, invest in, and work for to join them in addressing the critical sustainability issues of the day in innovative ways.”²

There is a disconnect, however. Many CSR metrics measure things we can see and touch: the composition of products we buy (e.g., % of recycled content); manufacturing plants’ energy consumption (e.g., amount saved); waste reduction (e.g., amounts of water or emissions discharges). Rife with rich statistics, many CSR reports take a multi-dimensional approach that is as incomplete as an eight-cell Rubik’s cube. As the consumer marketplace has become ever-greener and consumers’ expectations of companies ever higher, a surprising gap is evident, in that a key stakeholder often is missing. The consumer.

The green movement is part of the larger framework of Corporate Social Responsibility, which takes into account a wide variety of factors that make companies successful, while also taking responsibility for their effect on the earth. Measures of progress, as part of a company’s overall sustainability strategy, are crucial arrows in the CSR quiver.

With an eye toward closing this gap, Earthsense – an applied marketing and research firm headquartered in upstate New York – has created the Earthsense Business Indicator, a set of metrics from the consumer point of view to help companies understand the marketplace perspective.

These measures are founded on an old business adage. “Unless you measure it, you can’t manage it. If you can’t manage it, you can’t improve it.” Which begs the question – *How do companies know that their efforts are resonating with the very people who drive their revenue – consumers?*

Earthsense [n]: Applied marketing and research company that generates actionable information about consumers’ attitudes and behaviors toward the earth

earthsense [n]: Treating the earth with common sense by using information to understand and manage impact

Why do so many companies shy away from including the consumer point-of-view in their CSR metric portfolio?

In the corporate world, perception is reality. And consumer perception – assuming you are on their radar – drives both boycotting and “buycotting” and, in these days of modern activism, positive and negative commentary on the web.

How is it then, for many if not most, such a key stakeholder is missing in action from companies’ CSR measures?

Why the Omission?

“Greenwashing” – a superficial nod to the environment that marketers and businesses historically not interested in sustainable concerns, do in order to improve their public relation standings with the consumer or public.

—LOHAS Glossary

While developing the Earthsense Business Indicator, we first had to answer a question for ourselves. *Why do so many companies shy away from including the consumer POV in their CSR metric portfolio?* In conversations with CSR and sustainability leaders at Fortune 500 companies, three primary reasons emerged:

- (1) Companies are reluctant to communicate with consumers due to fears of greenwashing complaints and, as a result, take a “don’t tell, don’t ask” stance, keeping their sustainability initiatives behind closed doors.
- (2) Others are skeptical that consumers would be interested, aware or even comprehend. As one Fortune 500 Marketing VP put it: “What would they know, anyway?” As a result, such companies are largely uninterested in the consumer perspective.
- (3) Some companies are interested in a consumer point of view but have no access to the kinds of metrics they need to measure and track consumers’ perceptions.

Happily, the last issue is easily resolved.

Earthsense Business Indicator

Industries Covered by Earthsense –

B2C companies that are familiar to consumers, from 11 industries:

- Alcoholic Beverages
- Appliances & Electronics
- Automotive
- CPG – Food
- CPG – Non-Food
- CPG Retail
- Gas & Fuel
- Home Improvements
- Internet & Media
- Restaurants
- Specialty Retail

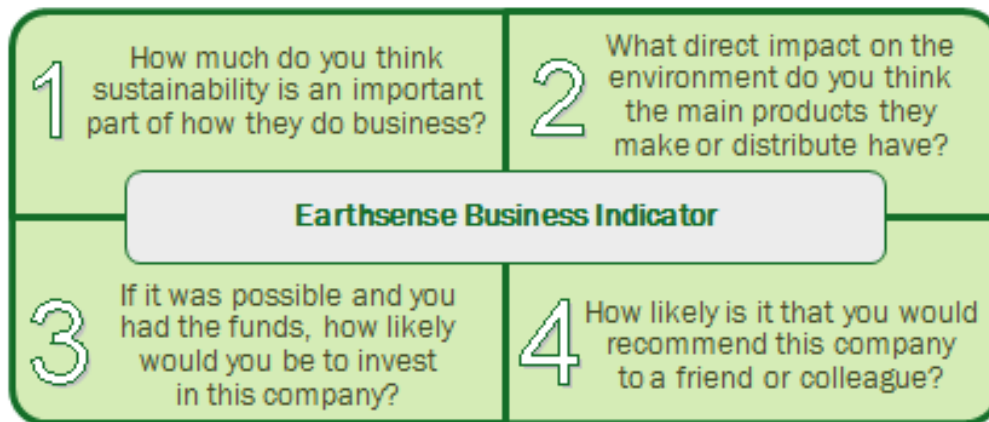
A new approach for measuring consumer perceptions comes from the Eco-Insights Survey by Earthsense. The Earthsense Business Indicator, derived from the survey, provides four different metrics that assess companies from the consumer point of view (POV):

1. Sustainability
2. Product Impact
3. Investment Attractiveness
4. Advocacy

Concentrating on a selected list of 11 consumer-oriented industries, it baselines over 350 companies that are familiar to consumers in their everyday lives. (To see the full list of companies included in Eco-Insights in 2008, go to earthsense.com/list_companies.php.)

Company ratings are assessed individually on these four metrics and their standings are compared within and across industries and over time. The benchmark was collected in mid-2008, just prior to the economic upheavals of late Summer/Fall 2008 and, as a result, will provide valuable measures in the 2009 Eco-Insights updates that tell the tale of the impact of the new economic roller coaster.

Eco-Insights Questions Driving EBI Consumer POV Metrics



The Earthsense 35

Note: Consumers only rated companies with which they were familiar, in the Earthsense Business Indicator.

Companies that have high degrees of recognition and rank high on these measures have great potential to raise the bar. These companies set standards others will follow or emulate, as well as define the pace of change and lead the market. So, who are the winners in the 2008 benchmark?

Of over 350 companies, a total of 35 were top notch, from the consumer perspective.

The Earthsense 35

<i>Amazon</i>	<i>Microsoft</i>
<i>Apple</i>	<i>MOM's</i>
<i>Benjamin Moore</i>	<i>Odwalla</i>
<i>Burt's Bees</i>	<i>Peet's</i>
<i>Discovery</i>	<i>Publix</i>
<i>Earthbound Farm</i>	<i>Sinclair Oil</i>
<i>E & J Gallo</i>	<i>Stonyfield Farm</i>
<i>Fresh & Easy</i>	<i>Target</i>
<i>General Electric</i>	<i>Tesla</i>
<i>Google</i>	<i>Tom's of Maine</i>
<i>Green Mountain Coffee</i>	<i>Trader Joe's</i>
<i>Hain Celestial Group</i>	<i>United Natural Foods</i>
<i>H. E. Butt</i>	<i>Wal-Mart</i>
<i>Hess</i>	<i>Walt Disney</i>
<i>Kashi</i>	<i>Wegmans</i>
<i>Kraft</i>	<i>Whole Foods</i>
<i>Lowe's</i>	<i>Yahoo</i>
<i>Method</i>	

Source: Earthsense Eco-Insights Survey 2008

Selection Criteria:³

- Company was among the "top 10"⁴ on one or more EBI metrics across the 11 industries covered in Eco-Insights
- Company was the top performer from their industry on the sustainability metric (Company Earthsense)

Earthsense EBI Standouts



The Standouts

Let's start with the nine companies whose scores made them Standouts. These companies were top performers on at least two of the four Earthsense metrics, with two specialty supermarket chains – Whole Foods and Trader Joe's – achieving this distinction on all four measures. Both of these innovative chains were consistently in the "top 10"⁴ for sustainable business practices ("Company Earthsense"), product impact ("Product Earthsense"), investment likelihood ("Investment Attractiveness") and likelihood to recommend ("Advocacy"). Whole Foods, which has been buffeted by challenges on the investment front that predated the Fall 2008 economic meltdown (largely due to less than rosy financials following their acquisition of Wild Oats), along with Trader Joe's, have clearly drawn the approval of consumers.

Interesting note... of the eleven industries included in Eco-Insights, three industries dominated among the Standouts: CPG manufacturing, CPG retailing, and Internet firms.

Earthbound Farm (long-time independent producer of organic foods), Burt's Bees (acquired in 2007 by Clorox) and Google (no description needed!) were each strong on three EBIs, including Product Earthsense. For the first two companies, the very tangible products that they produce heavily market the health and naturalness of the ingredients and how these are processed and brought to market; they have the advantage over larger, more mainstream companies' products with that more singular focus. In the case of Google, the "invisibility" of their product likely contributes to the perception of minimal-to-no environmental impact.

Rounding out the list of Standouts, Tom's of Maine and Kashi (both of which appealed initially to the niche "super green" market and have since expanded their focus to some



degree) and west coast retailer Fresh & Easy Neighborhood Market (part of UK-based Tesco’s foray into the US) were each strong on both Company and Product Earthsense. Yahoo excelled on the more traditional measures of Investment Attractiveness and Advocacy.

When looking for company role models whose consumers trust that what they say is also what they do, this list of nine Standouts is a good starting point – with the caveat that what works for small firms with a limited portfolio that is highly focused on all things green may be a challenge for larger, more diversified firms.

Company Earthsense: Sustainability Practices in Business

“Company Earthsense” Sustainability Practices in Business (average score)

Whole Foods	78
Tom’s of Maine	77
Earthbound Farm	77
Burt’s Bees	76
Trader Joe’s	73
Kashi	73
Fresh & Easy	71
Method	70
Stonyfield Farm	69
Green Mountain Coffee	69

Highest possible score = 100

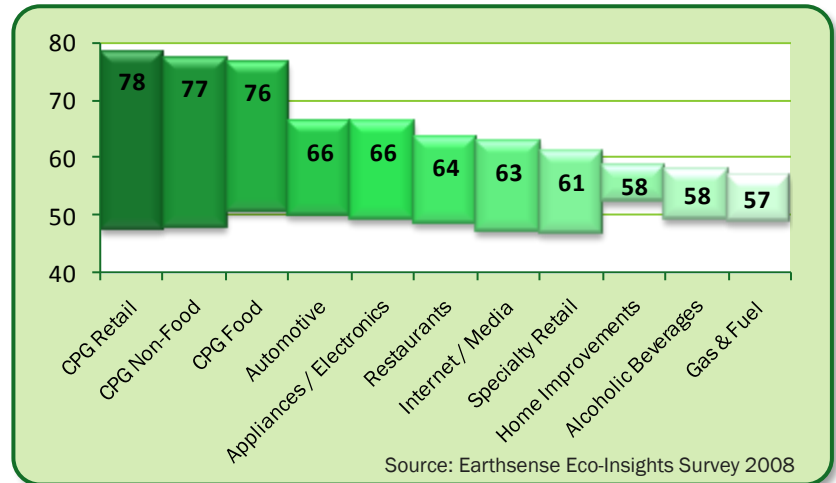
Source: Earthsense Eco-Insights Survey 2008

Among the top 10 performers on the Company Earthsense metric, seven excelled on more than one metric (as we’ve just seen with the Standouts). There are three other companies, though, whose scores demonstrate they have also earned consumers’ respect, and get top marks for making sustainability practices a central part of how they do business. Method, a relatively new company known among some demographics as much for the “sex appeal” and humor of their cleaning products’ ads as for their environmental responsibility; Stonyfield Farm, largely owned now by Group Danone who is said to take a largely hands-off approach with the 25-year-old yogurt firm; and Green Mountain Coffee, the Vermont-based company who routinely tops a number of corporate citizenship lists. While the data show that CPG companies tend to commandeer more kudos from consumers with respect to their sustainability practices than other consumer-oriented companies, it does not necessarily follow that this is true for the CPG industry as a whole – far from it. A hefty number of CPG companies’ scores on this metric are well below those in other industries, including automotive, appliances and gas & fuel – all industries that face significant challenges in reducing the detrimental impact of their products on the environment.

Not surprisingly, industries with a shorter list of competitors often have a smaller range of scores. But Gas & Fuel companies who spend a great deal on advertising and PR not only have a narrow range of scores, but the average score is significantly lower than other industries who don't tout their "greenness" with the same vigor.

Those CPG companies have much room to grow, and the good news is that they have clear industry role models to emulate. By the same token, it's worth noting that leaders can come from within any industry.

Company Earthsense Scores Ranges by Industry



**Product Earthsense:
Impact of Product**

**“Product Earthsense”
Impact of Products on
Environment**
(average score)

Earthbound Farm	76
Whole Foods	73
Tom’s of Maine	72
Burt’s Bees	72
Kashi	72
Fresh & Easy	69
Google	68
Trader Joe’s	68
Odwalla	67
Discovery Communications	67
United Natural Foods	67

Highest possible score = 100
Source: Earthsense Eco-Insights Survey 2008

It’s no surprise to see repeats from the Company Earthsense list on the roster of Product Earthsense top performers – certainly, for many, the products produced and/or distributed by a company play an important role in making visible their commitment (or lack thereof) to the environment. Three additional companies joined the Earthsense 35 roster of companies to watch, as a result of their product scores. Odwalla, a unit of Coca Cola who touts “freshology” as the philosophy behind their curiously named brand; Discovery Communications, whose recent launch of Planet Green cemented their green credentials; and United Natural Foods, the wholesale distributor of natural and organic foods whose name telegraphs its intent.

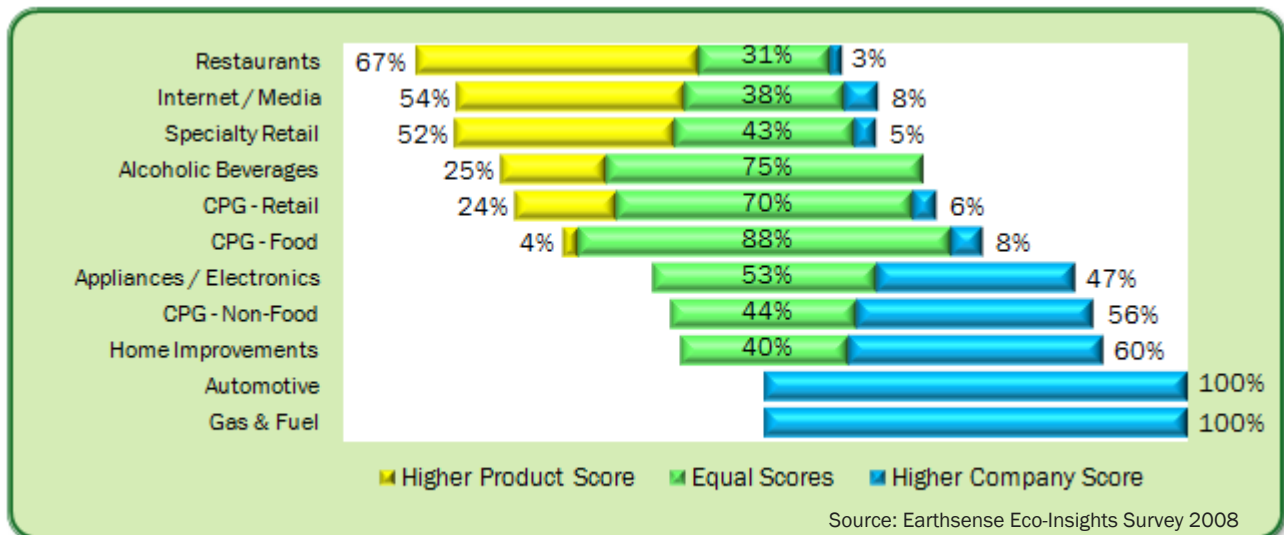
Company Lead or Product Lead?

Does the perception of a company’s sustainability lead or lag perception of its products? The challenge for retailers, for example, is that sustainability practices may largely be invisible – back in the warehouse, or on the road with the trucks – while the products on their shelves labeled with others’ brands get the credit. (Here’s some new leverage for private labels – these can help tell the story for their company, the one that puts them on the shelves.)

Does the perception of a company’s sustainability lead or lag perception of its products? It’s true that these often went hand-in-hand for about half of the companies in the survey: if a company was high on company sustainability perceptions, product perceptions were similarly high and vice versa. For the other half, though, the industry the company plays in was an important factor in determining which score exceeded the other.

The reverse is true for companies that manufacture products whose environmental reputations may be looked at with a jaundiced eye. Gas & fuel and automotive companies are more likely to have company scores higher than those of their products, while the opposite is true for restaurants, Internet/media and specialty retail. This suggests different emphases will be beneficial as part of a company’s green story. Stronger product than company scores, for example, point to a greater need to get the company’s brand story out. When the opposite is true, a clear product story is needed, including how products are managed through the product lifecycle – from composition/sourcing through to disposal and reuse.

Product Earthsense vs. Company Earthsense Scores by Industry



Investment Attractiveness: Likelihood to Invest

“Investment Attractiveness” Likely to Invest in Company (% “9” or “10” on 10-pt scale)

Google	34%
Microsoft	30%
Apple	28%
General Electric	27%
Yahoo	27%
Walt Disney	26%
Whole Foods	23%
Earthbound Farm	21%
Wal-Mart	21%
Kraft Foods	21%
Sinclair Oil	21%
Trader Joe’s	21%
Hain Celestial Group	21%

Highest possible score = 100%

Source: Earthsense Eco-Insights Survey 2008

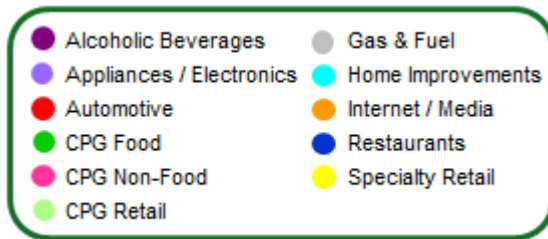
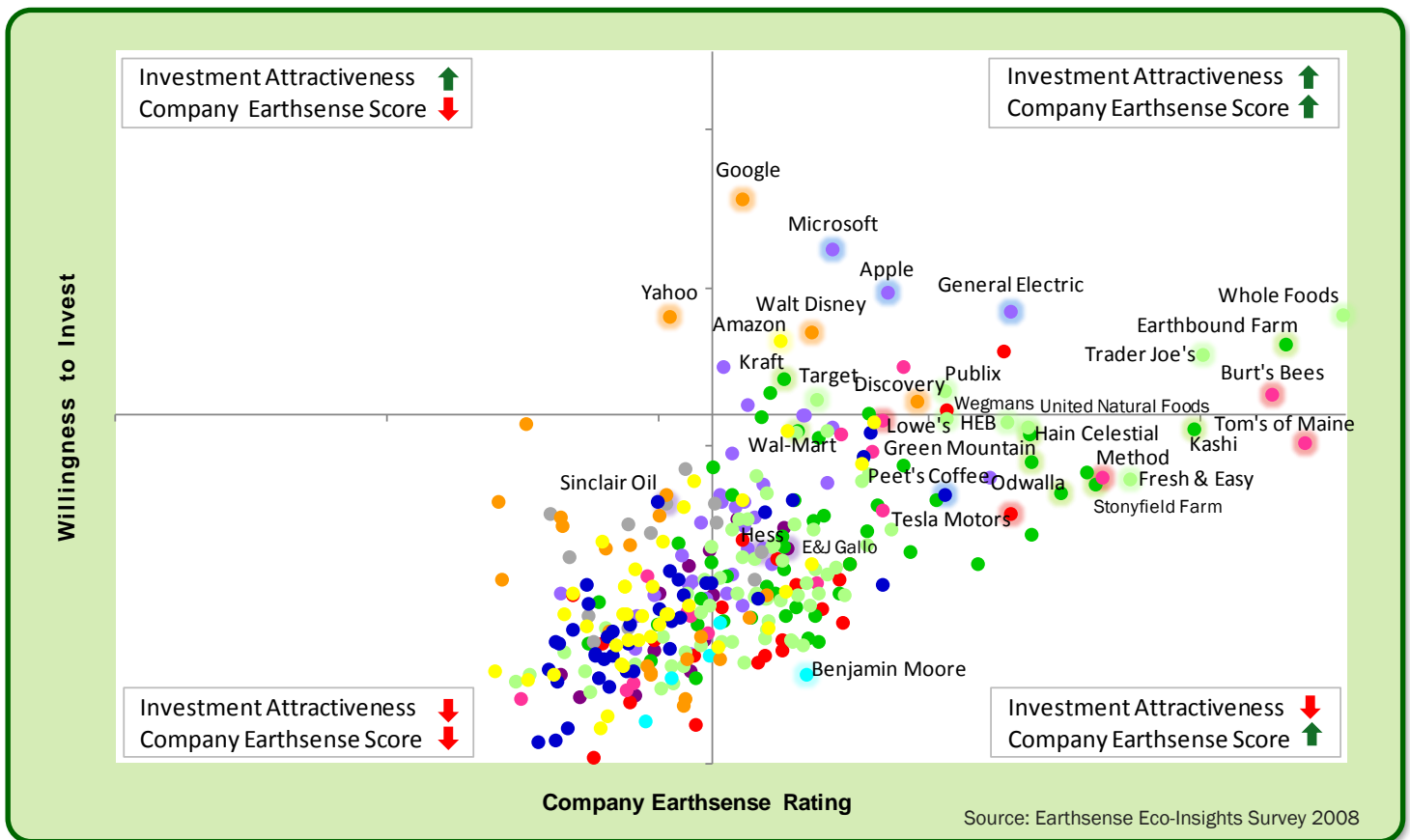
Half of the companies rated as top performers on Investment Attractiveness were familiar names, including Google who tops the list, followed by Microsoft and Apple. General Electric, whose Ecomagination mantra has caught the attention of many consumers, is also one of the highest on this list, tied with Yahoo, while smaller firms such as Earthbound Farm and Hain Celestial Group tied with marketplace lions like Wal-Mart and Kraft.

Anyone who has embraced sustainability as part of the business strategy — however far on the path they’ve come — recognizes what a shift this represents. Gone is the notion that the sole job of business is to make a profit and that “doing good” was by definition a probable conflict with the bottom line. The opportunities for cost savings, efficiency and innovation that sustainability now represents are increasingly acknowledged, with the potential of a corollary positive impact on the bottom line.

Investment Attractiveness and Company Earthsense

According to the Eco-Insights data, there’s a clear correlation between companies’ green reputations — as measured by their Company Earthsense score — and consumers’ willingness to consider investing in them. (It’s by no means the only determinant of course, and the old statistical adage of “correlation does not prove causation” is worth keeping in mind.) Nonetheless, some interesting patterns are evident. Companies like Whole Foods, Earthbound Farm and Trader Joe’s, for example, are also among the top companies in which consumers had an interest in investing.

In the chart below, the upper right quadrant is where many companies aspire to be and, of course, that's where many of the Earthsense 35 landed. It's clear that, for some industries, attaining the upper right quadrant — meaning, they are perceived both to have Company Earthsense and be an attractive investment — is more of a challenge than for others. Note, for example, the heavy concentration of CPG companies in the lower half of the chart — while CPGs tend to dominate the top ranks on corporate sustainability perceptions, they're likely to lag from an investment perspective.



Advocacy: Likelihood to Recommend

**“Advocacy”
Likely to Recommend
Company to Others**
(% “9” or “10” on 10-pt scale)

Google	39%
Trader Joe’s	37%
Publix	36%
H. E. Butt	34%
Whole Foods	33%
Amazon	32%
Burt’s Bees	32%
Target	31%
Wegmans	31%
Yahoo	30%

Highest possible score = 100%

Source: Earthsense Eco-Insights Survey 2008

The fourth Earthsense Business Indicator metric is Advocacy. This important metric has a high degree of correlation with Investment Attractiveness and can be a good indicator of a company’s potential for positive word-of-mouth. While Google’s appearance on this list is probably no surprise to anyone, this list of top performers is unique in another way. More than half of these companies are supermarket chains: Trader Joe’s, Publix, H. E. Butt (or HEB), Whole Foods, Target and Wegmans. One reason for the dominance of supermarkets may have to do with the relative frequency of food shopping – some people do it nearly every day – compared with the only occasional purchase of durables such as automobiles.

Advocacy Leads to Action

Word-of-mouth power plays out in another way that’s important to recognize. On average, more than half (56%) of consumers say they boycott some products with poor environmental reputations, or “boycott” others by making a conscious decision to buy from companies with good environmental reputations. While many are activists who do both – they boycott *and* they “boycott” – many others “boycott” only. They take proactive measures to seek out eco-friendly products, but don’t necessarily avoid others that are not.

56%

of consumers boycott or “boycott” based on environmental reputation:

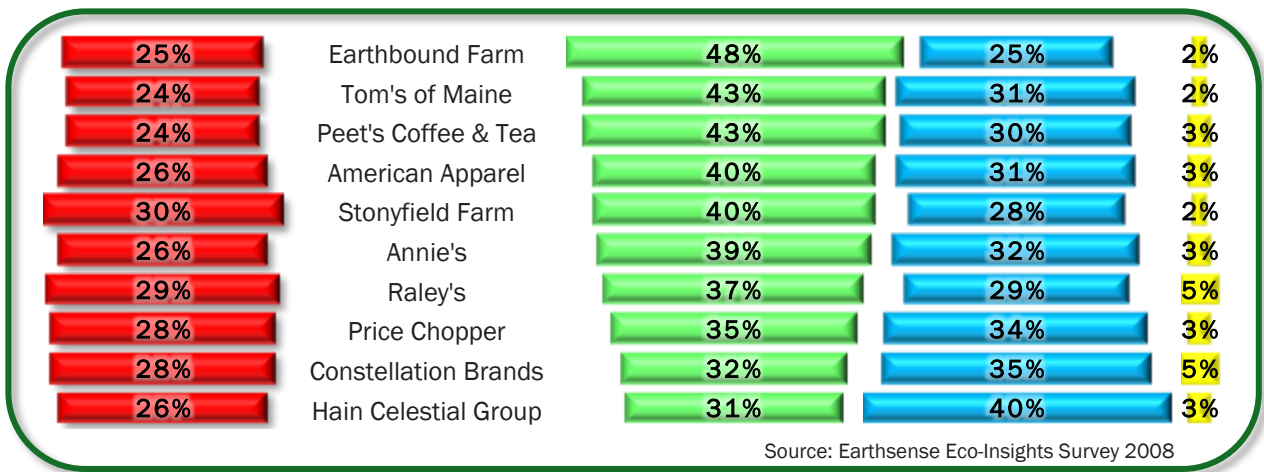
boycott [v]: Avoid purchasing from companies with poor environmental reputations

boycott [v]: Make a conscious decision to buy products from companies with good environmental reputations

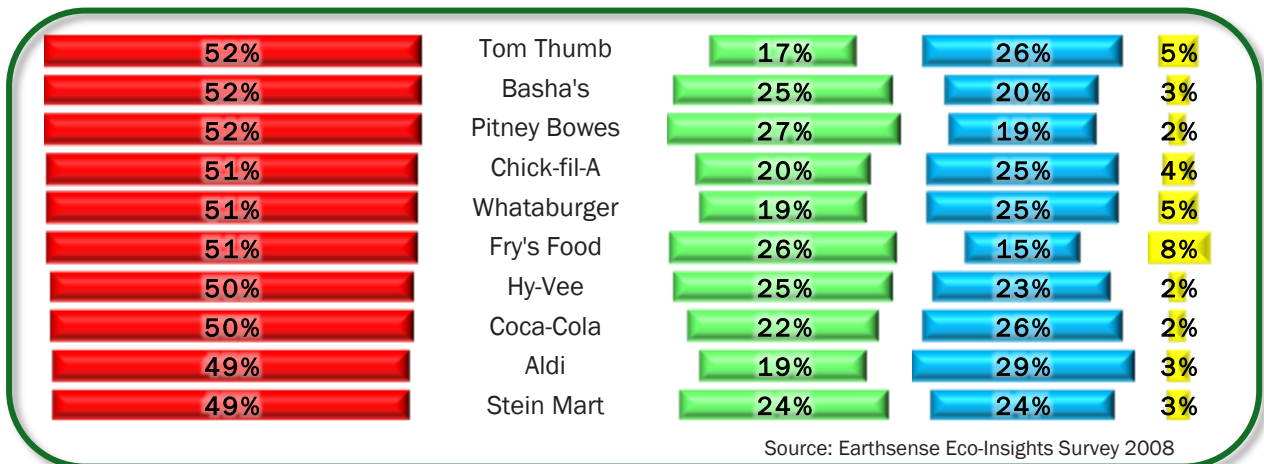
Attracting activist consumers can be both a blessing and a curse. On the one hand, it brings in new clientele specifically seeking your brand or product, providing a competitive differentiator. On the other, it can backfire if a company fails to deliver.

Companies such as Earthbound Farm and Tom's of Maine, for whom three-quarters of the consumers of their products describe themselves as either boycotters or "buycotters" (or both), lead the list of companies having activist consumers. In contrast, for others such as supermarkets Tom Thumb and Basha's, less than half of their shoppers take environmental concerns into account when deciding which products to buy.

Companies with Most Activist Consumers



Companies with Most Non-Activist Customers



Consumers Doubt Companies “Do Enough”

Other New Sources of Green Consumer Perceptions

Another rising trend comes from so-called Web 2.0, with the increase of social media online. More and more consumers are garnering word-of-mouth opinions from User-Generated Content (UGC) to guide their decisions. Two of many sources include:

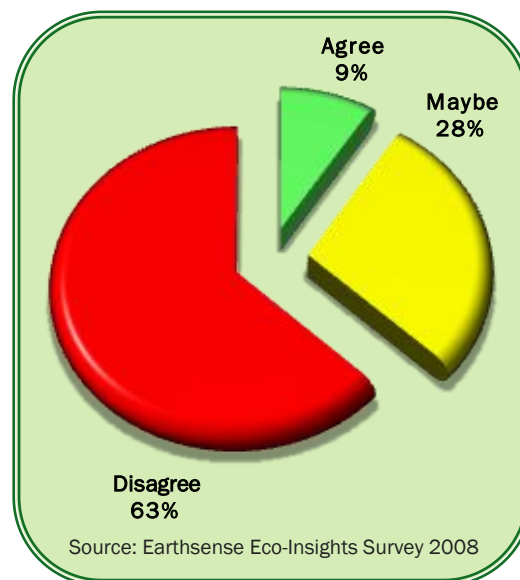
Vanno.com: Company Reputation Index captures input in six categories (including the environment) for over 5,000 companies, and how this affects perceptions. Useful source for understanding the “Why?” behind EBI ratings, for analysts and consumers alike to drill down into what companies are doing, what’s getting noticed, and how this attention affects perceptions.

Umbria, now a division of standard bearer J. D. Power, is one of a handful who have made their name analyzing social media, consumer-generated content on blogs, and other online sources of consumer opinion. Valuable source for identifying emerging themes and concerns and providing frequency-of-mention metrics to measure awareness of companies’ actions.

The “don’t tell, don’t ask” consumer metric gap in CSR measures has an impact. Nearly two out of three — 63 percent of consumers — don’t think companies (manufacturers, in particular) are doing enough to address their impact on the environment.

No doubt at least part of what’s driving the perception that companies are not doing enough comes from the relative infancy of many firms’ sustainability journeys. This will change with maturity, but only when companies communicate with all of their stakeholders — including consumers — about what they are doing. Greenwashing charges, which trumpet green marketers’ mistakes, are certainly one way to help clean up the green marketing act. They can, however, carry negative fallout, with some marketers concluding that the “don’t tell, don’t ask” policy is safer: don’t tell consumers what you’re doing (because they might not believe you or would be critical of the less green end of your product line) — and as a follow-on corollary, of course, don’t ask them what they think of you.

“Manufacturers are taking enough responsibility for their effect on the environment.”



Conclusion

The Eco-Insights Survey provides a unique perspective into consumers' green attitudes, behaviors and company perceptions. Take "Emily," for example:



Rates **Dell's** products a "5" on a 10 point scale, **Apple's** a "9"; and **Kraft's** and **Procter &**

Gamble's both "8" • Lives in a warm climate in Delaware • Democrat • Shops at **Trader Joe's** occasionally but **Safeway** is primary • Buys fresh produce but not organic (it costs too much) • Buys "green" juices, cereal and oral hygiene products because they're healthier • Would invest in **Sinclair Oil** along with **Microsoft** • Shops at the **Walgreen's** in her neighborhood, but **Duane Reade's** near work • Heats her home with oil and recently put in new replacement windows • Tries to live a 3R lifestyle, but her town's recycling program is limited and not affiliated with **RecycleBank** • Believes global warming is caused by human activity and that the environment will be worse in five years • Is considering natural/organic products for lawn care • Gives her electric utility **Delmarva Power & Light** a "7" on a 10 point environmental friendliness scale.

To capitalize on consumers' increased interest in all things green, it's important to be sure they know what you are doing. You'll either need to tell them... or they'll find out through word-of-mouth. If greenwashing reviews are "sticks" that help goad companies into avoiding green marketing mistakes and embarrassment, CSR metrics can be the "carrots" that help monitor and reinforce progress. This is the time to make the "C" in CSR mean both "Corporate" and "Consumer" and garner input from the very people the products are there to serve.

The metrics highlighted here are being used by companies as key performance indicators to provide insight into how their sustainability initiatives are registering in the marketplace. Four key issues that these metrics can address are:

Current Status

Where does the market see you now?

What is your baseline performance, and how does it compare to key competitors?

Trends

As you put measures in place across business operations, your supply chain and/or your products, are consumers' perceptions improving — are they noticing the changes?

Can you detect changes in their perceptions over time in a reliable way that tells you you're making progress?

Pace

Is the pace of change sufficient, especially given what competitors and sustainability role models are doing?

How do changes in your scores over time compare with others?

Role models

And, who are the role models to learn from and emulate in your industry? Across industries?



“If a tree falls in a forest and no one is there to hear it, does it make a sound?” This age-old riddle questions our most fundamental notions of perception and reality. Its answer requires that, first, we define “what is sound.”

So it is with “green.” As long as consumers lack clear definitions of what constitutes green products or green business practices, they’ll define them to the best of their ability and use these as their lens. They’ll “see green” on their own terms.

Perception is reality for consumers and for the corporations they support — at the cash register, with word-of-mouth advocacy, or as part of an investment portfolio. Being green is about more than just taking a stand, changing how we — as people and as corporations — perceive ourselves and our influence on society. It’s much more than a social fad: it is about eco-sensibility. It is about the sustainability of business. It is a rational approach to becoming better informed about our influence on ecosystems, so that we can be more confident that the actions we take will create the impact and outcomes we want.

Is it okay to do the “right thing” yet keep quiet about it? Sure. That’s one way to participate.

But to be part of the change we seek — doing more with less, while marshaling our resources to minimize our impact on the planet and at the same time improving the bottom line — we need to stop being shy. It’s time to tell — *and* ask. Tell the green stories about what your business is doing. And ask consumers if they’re “hearing your tree fall.” The Earthsense Business Indicator ratings provide a useful measure to help companies connect their reality with perceptions in the marketplace.

So: *What does your green “sound” like...and how well does your marketplace hear it?*

"This research is an excellent reflection of the current shifts in trends that have transpired in our society. It is great to see that LOHAS has penetrated mainstream thinking."*

– Ted Ning, Director at LOHAS

*Acronym for “Lifestyles of Health and Sustainability,” a way of thinking that focuses on health and fitness, the environment, personal development, sustainable living, and social justice. See lohas.com.

End Notes

1. *KPMG International Survey of Corporate Responsibility Reporting 2008*
2. *GRI: Global Reporting Initiative as cited in KPMG 2008*
3. *See chart next page for the specific selection criteria for the Earthsense 35 companies.*
4. *We put “top 10” in quotes because scores were tied for some of the metrics; this resulted in more than ten companies topping the list.*

About Earthsense



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Earthsense LLC is an applied marketing and research company headquartered in Syracuse, NY. Our mission is to make sense of our world by providing “must have” consumer knowledge that makes cause-related product, marketing and strategy efforts more effective. As an applied marketing company, we blend market research and database marketing principles to make consumer insights actionable. Earthsense is the creator of Eco-Insights, the largest study of its kind (30,000 each wave) focusing on consumers and the environment, to help close the gap between attitudes and behaviors. Using proprietary data fusing and modeling techniques, we blend our information with a plethora of 3rd party data to produce more relevant and actionable data. This integration of data enables alignment between the development of strategies and the tactical implementation of plans. Achieving this level of intelligence is one of the ways companies can “get earthsense.”

Earthsense.

Making sense of our world, to ensure confidence in the value of going green.

Selection Criteria for Earthsense 35

(Source: Earthsense Eco-Insights Survey 2008)

Earthsense 35 Companies	Company Earthsense	Product Earthsense	Investment Attractiveness	Advocacy
Amazon				⌘
Apple			⌘	
Benjamin Moore	Ⓢ			
Burt's Bees	⌘	⌘		⌘
Discovery	Ⓢ	⌘		
Earthbound Farm	⌘ Ⓢ	⌘	⌘	
E & J Gallo	Ⓢ			
Fresh & Easy	⌘	⌘		
General Electric	Ⓢ		⌘	
Google		⌘	⌘	⌘
Green Mountain Coffee	⌘			
Hain Celestial Group			⌘	
H. E. Butt				⌘
Hess	Ⓢ			
Kashi	⌘	⌘		
Kraft			⌘	
Lowe's	Ⓢ			
Method	⌘			
Microsoft			⌘	
MOM's ★				
Odwalla		⌘		
Peet's	Ⓢ			
Publix				⌘
Sinclair Oil			⌘	
Stonyfield Farm	⌘			
Target				⌘
Tesla	Ⓢ			
Tom's of Maine	⌘ Ⓢ	⌘		
Trader Joe's	⌘	⌘	⌘	⌘
United Natural Foods		⌘		
Wal-Mart			⌘	
Walt Disney			⌘	
Wegman's				⌘
Whole Foods	⌘ Ⓢ	⌘	⌘	⌘
Yahoo			⌘	⌘
⌘	On Top 10 List across industries for this metric			
Ⓢ	Led Company Earthsense metric within their industry			
★	Sample size for MOM's (My Organic Market) was less than 200 so it is not listed on any "top 10" lists; however, across all four EBIs it had the highest scores, so we felt it worth including.			