

CRO

CORPORATE RESPONSIBILITY OFFICER



CRO's 100 Best Corporate Citizens 2009

By Danielle Lee & Jay Whitehead

When someone next asks you to define “corporate transparency,” show them this: the 10th annual CRO 100 Best Corporate Citizens List.

Why? Three reasons. First, CRO's 10th annual 100 Best List (compiled by IW Financial and edited by CRO) is completely based on publicly available information. That means the list's sources are public places anyone can access to research Russell 1000® companies—non-secure websites, government and regulatory sources, investment publications and NGO databases. Second, the methodology used to compile this year's 100 Best list was debated and voted on in open session by 27 leading corporate responsibility practitioners representing nine major industry segments October 2008 at the CRO Conference in Chicago. And lastly, for the first time ever, each listed company was asked to review the underlying data in advance of this publication to make sure no publicly available citation was overlooked. Of the 1,011 data edit requests we got back from the listees, 28.3 percent were validated and resulted in data changes. The result? Our most transparent 100 Best list.

This list also proves that 10 years is a long time on the corporate responsibility timeline. Only three companies have made the list all 10 years: Intel, Cisco and Starbucks. Nearly 400 companies have appeared on the list over the past 10 years, including 48, by our count, that no longer exist. Also, this year's No. 1, Bristol-Myers Squibb—along with No. 5 HP—represents this year's greatest comeback story. While both have been long-time strong performers on the responsibility front, they sat in the Penalty Box last year.

Over 10 years, the 100 Best List has gained a pretty high media profile. When last year's CRO 100 Best Corporate Citizens List appeared on Feb. 21, we noted that 158,450 people visited TheCRO.com to take a peek. In the days that followed, CNBC, CNN, Bloomberg.com, WSJ.com, MSN.com and over four dozen dailies and countless bloggers covered the list and its companies. What's more, 76 companies that fell short contacted CRO to ask what they needed to do to make the list next year. And that's the purpose of this ranking, as corporate responsibility is an endless race for stakeholder loyalty. The 100 Best List is the best-known annual snapshot of the leaders.

CRO's 100 Best Corporate Citizens 2009



Rank	Company	TICKER	CRO WEIGHTED AVERAGE SCORE	ENVIRONMENT 19.50%	CLIMATE CHANGE 16.50%	HUMAN RIGHTS 16.00%	PHILANTHROPY 9.00%	EMPLOYEE RELATIONS 19.50%	FINANCIAL 12.50%	GOVERNANCE 7.00%	INDUSTRY SUB GROUP
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51	Whirlpool Corp.	WHR	166.395	21	94	51	30	38	616	736	Household Appliance Manufacture
52	General Electric Co.	GE	167.37	32	132	61	72	101	689	247	Industrials - Diversified
53	Pfizer Inc.	PFE	172.65	85	6	172	27	296	401	247	Pharmaceutical Manufacture and Sale
54	ITT Corporation	ITT	173.265	68	79	137	362	295	279	1	Industrials - Diversified
55	Alcoa Inc.	AA	175.095	37	55	33	28	61	764	623	Primary Metals Manufacturing
56	Coca-Cola Co.	CCE	175.29	28	17	13	122	615	134	247	Soft Drinks
57	Genentech, Inc.	DNA	176.23	29	41	441	175	199	309	1	Healthcare - Equipment
58	Time Warner Inc.	TWX	179.925	115	111	172	362	27	590	1	Media
59	Texas Instruments Inc.	TXN	180.94	44	182	99	223	80	726	1	Electronic Components & Semiconductor Manufacture
60	Sun Microsystems Inc.	JAVA	183.37	123	74	33	362	16	849	1	Information Technology
61	Black & Decker Corp.	BDK	184.75	66	101	41	362	159	680	1	Electronic Equipments
62	Reynolds American Inc.	RAI	190.485	7	100	137	362	130	330	736	Tobacco Manufacture
63	Boeing Co.	BA	191.845	59	163	41	158	346	521	1	Aerospace Products and Parts Manufacture
64	Wells Fargo & Co.	WFC	193.4	163	206	441	44	63	326	1	Banks
65	Starbucks Corp.	SBUX	194.155	92	145	28	213	22	810	330	Restaurants
66	Freeport-McMoran Copper & Gold Inc.	FCX	195.04	12	64	8	235	142	644	736	Metals
67	Ball Corp.	BLL	195.145	30	215	224	362	34	218	736	Aerospace Products and Parts Manufacture
68	U.S. Bancorp	USB	196.625	40	139	172	109	172	348	736	Banks
69	Applied Materials Inc.	AMAT	198.02	56	23	6	136	346	629	343	Semiconductor Equipment
70	Xilinx, Inc.	XLNX	199.075	124	238	41	362	122	581	1	Electronic Components & Semiconductor Manufacture
71	Agilent Technologies Inc.	A	201.57	17	153	61	202	65	647	736	Semiconductor Equipment
72	Xcel Energy, Inc.	XEL	202.825	149	39	441	362	108	153	343	Utilities - Electric
73	Colgate-Palmolive Co.	CL	203.58	686	44	78	362	31	91	1	Personal Hygiene & Beauty Care Products
74	Best Buy Co. Inc.	BBY	204.445	122	329	61	85	85	547	343	Consumer Electronics Stores
75	Occidental Petroleum Corp.	OXY	205.87	752	37	15	362	60	51	1	Oil and Gas Exploration and Production
76	Limited Brands, Inc.	LTD	206.245	126	102	78	66	172	711	343	Specialty Retail

70 Xilinx, Inc. XLNX 199.075 124 238 41 362 122 581 1 Electronic Components & Semiconductor Manufacture

79	Staples, Inc.	SPLS	209.765	104	187	301	272	110	378	247	Retail - Specialty Stores
80	Accenture Ltd.	ACN	211.255	117	252	372	247	105	165	343	Consulting Services
81	CB Richard Ellis Group Inc.	CBG	217.565	83	277	15	362	75	848	1	Real Estate
82	Stericycle Inc.	SRCL	218.75	203	345	301	362	199	21	1	Services - Environmental
83	Norfolk Southern Corp.	NSC	218.8	157	345	224	267	159	131	343	Railtrack
84	Pitney Bowes, Inc.	PBI	219.285	132	138	113	113	172	523	623	Computer Hardware
85	Pepsico Inc.	PEP	226.285	858	47	33	53	30	282	1	Soft Drinks
86	Fluor Corp.	FLR	226.4	173	345	124	254	199	85	623	Construction
87	McDonald's Corp.	MCD	228.79	95	236	89	131	613	14	343	Fast Food and Quickservice Restaurants
88	Allstate Corp.	ALL	230.805	105	171	441	74	43	580	343	Insurance Carriers
89	El Paso Corp.	EP	231.38	310	75	441	37	121	488	1	Utilities - Gas
90	Jones Lang Lasalle Inc.	JLL	232.14	157	345	61	362	117	635	1	Real Estate Brokerage and Management
91	Smithfield Foods, Inc.	SFD	233.25	73	113	89	362	54	732	736	Meat Products Manufacture
92	Aflac Inc.	AFL	236.375	180	220	372	362	199	272	1	Managed Healthcare

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