

Benchmarking

Measuring up to your peers and leading practitioners to shape your CSR plans

“Benchmarking lets you see the bigger picture.”

Benchmarking is vital to planning your CSR journey. It gives you a clear view of your current level of corporate responsibility, and enables you to learn from the leaders so you can lift your performance.

It's easy to get caught up in the day-to-day management of your CSR programme and lose sight of the progress you're making and good practices elsewhere. Benchmarking lets you see the bigger picture.

The csrnetwork approach

Our external benchmarking, based mainly on our Accountability RatingTM methodology, tells you how your accountability compares with what others are doing – whether that's the leaders in CSR, your industry peers, or the world's largest companies. It accesses best practice from over 500 companies across all sectors. We distil that information to give you clear recommendations for improvement.

We also carry out internal benchmarking to measure and compare CSR practices across your operating companies or major facilities. The results are the basis of action plans to drive performance across the organisation and enable units to learn from each other. The output of internal benchmarking can also be used to inform corporate risk and impact assessments.

The Accountability Rating


The Accountability RatingTM is at the heart of our external benchmarking. Developed by **csrnetwork** in conjunction with international think-tank AccountAbility and launched in 2004, the Rating has become the foremost tool for measuring the extent to which companies build responsible practices into the way they do business.

To evaluate companies' strategy, governance, management and engagement practices, we analyse and compare their public reports. The Rating also seeks to assess companies' actual social and environmental impacts.

We use the Rating methodology to give you a detailed report on your accountability. We compare your company with best practice and the peer groups you select, and provide clear, practical recommendations for how you can improve.

In addition, every year we apply the Rating to the world's largest companies, and the headline results are published in *Fortune* magazine. To supplement the global list, our partners publish country rankings. In 2007, these covered Russia, Hungary, Turkey, Greece and South Africa.





“The report painted a detailed picture of ExxonMobil’s accountability.”

Case study: ExxonMobil

To help in its bid to establish a leadership position in sustainability, ExxonMobil asked us to benchmark its performance using our Accountability Rating methodology.

Our work focused on how well the organisation integrates sustainability into its core business strategy, and how this is implemented through its management systems.

We compared ExxonMobil’s performance with that of other Fortune Global 100 companies and of peer companies in the oil and gas sector.

The resulting report painted a detailed picture of ExxonMobil’s current level of accountability. It also provided clear recommendations for improvement supported by examples of good practice from the leaders in CSR.

Reality Check

Your organisation may be committed to CSR at the highest level and have sound policies in place, but are your business units and major facilities around the world really buying into your vision and delivering the performance you require?

We help you find out through the Reality Check, our framework for internal benchmarking of CSR performance. The Reality Check assesses the management of non-financial issues across operations and business units. It’s of great benefit to global businesses that aspire to consistent standards of CSR.

Through visits to your operating units and interviews with local management, we evaluate CSR management against criteria that reflect the material issues for your organisation and your industry.

We then produce a report that benchmarks operating units against each other, and make recommendations for company-wide and local improvement. These are often drawn from examples of best practice uncovered during our work. In this way, operating units can learn from one another.

Our visits can also help you establish a network of local CSR champions and provide valuable insight into the views of local management and other stakeholders.

csrnetwork

csrnetwork is a leading consultancy that helps companies do business in a responsible and sustainable way. Our mission is to make CSR a reality.

We help organisations by providing services in seven main areas:

- benchmarking of CSR management and performance
- strategy development
- stakeholder engagement
- assurance of CSR and sustainability reports
- performance management
- communication (external and internal)
- responsible sourcing.

Our high-calibre team of consultants offers a rich blend of skills in everything from CSR strategy to environmental auditing, and stakeholder dialogue to report development. We have in-depth knowledge of the crucial CSR issues across all industry sectors.

Client list

- Airbus
- ArcelorMittal
- Bacardi
- Bechtel
- The Co-operative Group
- EDF Energy
- Exxon Mobil
- First Group
- Holcim
- Guardian Media Group
- HP
- ProLogis
- Royal Bank of Scotland
- RWE
- Stora Enso
- TNT
- Tokyo Electric Power
- Vodafone

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