TABLE OF CONTENTS

2. MAIN FINDINGS 4 3. FULL UNIVERSE (18 SECTORS) EthicalQuote historical and progress; Bi-dimensional space 6 Volume, Positive and Negative news, Changes last year 8 4 groups of criteria, 45 criteria 10 Banks vs 18 sectors: Groups of Criteria, Criteria 11 Banks vs 18 sectors: regions of source 15 4. BANKING SECTOR ANALYSIS 15 HISTORY 16 Covalence Ethical Ranking, Details 16 EthicalQuote 2002-2009; Companies in bi-dimensional space 20 Volume, Positive and Negative news, Changes last year 21 4 groups of criteria, 45 criteria 23 Recent changes among criteria groups, Evolution of criteria weight 24 Criteria in bi-dimensional space 28 Issues 30 Climate Change emissions, energy, recycling 31 Community 33 Job cuts / creations 35 CSR awards & rankings 37 Tax issues 39 Countries of action 41 Source groups; Recent changes 42 Regions of source; Most active sources 45 CR	1. SUMMARY		3	
EthicalQuote historical and progress; Bi-dimensional space6Volume, Positive and Negative news, Changes last year84 groups of criteria, 45 criteria10Banks vs 18 sectors: Groups of Criteria, Criteria11Banks vs 18 sectors: regions of source15 4. BANKING SECTOR ANALYSIS 15 4. BANKING SECTOR ANALYSIS 16EthicalQuote 2002-2009; Companies in bi-dimensional space18JUN 2008 - MAY 200920Companies in bi-dimensional space20Volume, Positive and Negative news, Changes last year214 groups of criteria, 45 criteria23Recent changes among criteria groups, Evolution of criteria weight24Criteria in bi-dimensional space20Volume, Positive and Negative news, Changes last year214 groups of criteria, 45 criteria23Recent changes among criteria groups, Evolution of criteria weight24Criteria in bi-dimensional space28Issues30Climate Change emissions, energy, recycling31Community33Job cuts / creations35CSR awards & rankings37Tax issues39Courties of action41Source groups; Recent changes42Regions of source; Recent changes42Regions of source; Recent changes42Regions of source; Recent changes44Courties of source; Most active sources43International Presence11. Joint Ventures11. Labour Standards2. Wa	2. MAIN FINDINGS		4	
EthicalQuote historical and progress; Bi-dimensional space6Volume, Positive and Negative news, Changes last year84 groups of criteria, 45 criteria10Banks vs 18 sectors: Groups of Criteria, Criteria11Banks vs 18 sectors: regions of source15 4. BANKING SECTOR ANALYSIS 15 4. BANKING SECTOR ANALYSIS 16EthicalQuote 2002-2009; Companies in bi-dimensional space18JUN 2008 - MAY 200920Companies in bi-dimensional space20Volume, Positive and Negative news, Changes last year214 groups of criteria, 45 criteria23Recent changes among criteria groups, Evolution of criteria weight24Criteria in bi-dimensional space20Volume, Positive and Negative news, Changes last year214 groups of criteria, 45 criteria23Recent changes among criteria groups, Evolution of criteria weight24Criteria in bi-dimensional space28Issues30Climate Change emissions, energy, recycling31Community33Job cuts / creations35CSR awards & rankings37Tax issues39Courties of action41Source groups; Recent changes42Regions of source; Recent changes42Regions of source; Recent changes42Regions of source; Recent changes44Courties of source; Most active sources43International Presence11. Joint Ventures11. Labour Standards2. Wa	3. Full universe (18 sectors)			
4 groups of criteria, 45 criteria 10 Banks vs 18 sectors: Groups of Criteria, Criteria 11 Banks vs 18 sectors: regions of source 15 4. BANKING SECTOR ANALYSIS HISTORY Covalence Ethical Ranking, Details 16 EthicalQuote 2002-2009; Companies in bi-dimensional space 200 Volume, Positive and Negative news, Changes last year 21 4 groups of criteria, 45 criteria 23 Recent changes among criteria groups, Evolution of criteria weight 24 Criteria in bi-dimensional space 28 ISSUES Major issues & keywords 30 Climate Change emissions, energy, recycling 31 Community 33 Job cuts / creations 35 CSR awards & rankings 37 Tax issues 29 Countries of action 35 CSR awards & rankings 37 Tax issues 39 Countries of action 50 Countries of source; Recent changes 29 Source groups; Recent changes 29 Source groups; Recent changes 29 CRITERIA & ISSUES 21 Labour Standards 2. Wages 47 4. Training & Insertion 5. Women 49 10. International Presence 11. Joint Ventures 51 28. Exercent 13. Social Impact 35 29. Kangent 31. Social Impact 35 29. Kangent 31. Social Impact 35 29. Fiscal Contributions 55 26. Environmental Impact of Production 31. Product Environmental Risk 57 33. Eco Innovative Product 34. Information to Consumers 59 77. Social Sponsorship 38. Anticorruption Policy 61 34. Social Stability 44. Support to Politicians 65				
4 groups of criteria, 45 criteria 10 Banks vs 18 sectors: Groups of Criteria, Criteria 11 Banks vs 18 sectors: regions of source 15 4. BANKING SECTOR ANALYSIS HISTORY Covalence Ethical Ranking, Details 16 EthicalQuote 2002-2009; Companies in bi-dimensional space 200 Volume, Positive and Negative news, Changes last year 21 4 groups of criteria, 45 criteria 23 Recent changes among criteria groups, Evolution of criteria weight 24 Criteria in bi-dimensional space 28 ISSUES Major issues & keywords 30 Climate Change emissions, energy, recycling 31 Community 33 Job cuts / creations 35 CSR awards & rankings 37 Tax issues 29 Countries of action 35 CSR awards & rankings 37 Tax issues 39 Countries of action 50 Countries of source; Recent changes 29 Source groups; Recent changes 29 Source groups; Recent changes 29 CRITERIA & ISSUES 21 Labour Standards 2. Wages 47 4. Training & Insertion 5. Women 49 10. International Presence 11. Joint Ventures 51 28. Exercent 13. Social Impact 35 29. Kangent 31. Social Impact 35 29. Kangent 31. Social Impact 35 29. Fiscal Contributions 55 26. Environmental Impact of Production 31. Product Environmental Risk 57 33. Eco Innovative Product 34. Information to Consumers 59 77. Social Sponsorship 38. Anticorruption Policy 61 34. Social Stability 44. Support to Politicians 65				
Banks vs 18 sectors: Groups of Criteria, Criteria11Banks vs 18 sectors: cource groups; Regions13Banks vs 18 sectors: regions of source15 4. BANKING SECTOR ANALYSIS 16EthicalQuote 2002-2009; Companies in bi-dimensional space18JUN 2008 - MAY 200918Companies in bi-dimensional space20Volume, Positive and Negative news, Changes last year214 groups of criteria, 45 criteria23Recent changes among criteria groups, Evolution of criteria weight24Criteria in bi-dimensional space28Issues30Climate Change I emissions, energy, recycling31Community33Joctaf / creations35CSR awards & rankings37Tax issues39Countries of action41Source groups; Recent changes2. Wages474. Guopts Creations505. Women4910. International Presence11. Joint Ventures5112. Economic Impact31. Social Impact13. Social Sponsorship38. Anticorruption Policy31. Social Stability44. Support to Policicians33. Social Stability44. Support to Policicians34. Social Stability44. Support to Policicians			10	
Banks vs 18 sectors: regions of source 15 4. BANKING SECTOR ANALYSIS 16 HistorRY 16 Covalence Ethical Ranking, Details 16 EthicalQuote 2002-2009; Companies in bi-dimensional space 20 Jun 2008 - MAY 2009 20 Companies in bi-dimensional space 20 Volume, Positive and Negative news, Changes last year 21 4 groups of criteria, 45 criteria 23 Recent changes among criteria groups, Evolution of criteria weight 24 Criteria in bi-dimensional space 28 Issues 15 Major issues & keywords 30 Climate Change emissions, energy, recycling 31 Comunity 33 Job cuts / creations 35 CSR awards & rankings 37 Tax issues 39 Countries of action 41 Sources 45 CHTERIA & ISSUES: DETAILS 42 1. Labour Standards 2. Wages 47 4. Training & Insertion 5. Women 49 10. International Presence 11. Joint Ventures 51 12. Econo		ria	11	
4. BANKING SECTOR ANALYSIS HISTORY Covalence Ethical Ranking, Details 16 EthicalQuote 2002-2009; Companies in bi-dimensional space 18 JUN 2008 - MAY 2009 20 Companies in bi-dimensional space 20 Volume, Positive and Negative news, Changes last year 21 4 groups of criteria, 45 criteria 23 Recent changes among criteria groups, Evolution of criteria weight 24 Criteria in bi-dimensional space 28 ISSUES 30 Glimate Change emissions, energy, recycling 31 Community 33 Job cuts / creations 35 CSR awards & rankings 37 Tax issues 39 Countries of action 41 Source groups; Recent changes 42 Regions of source; Most active sources 45 Centrenta & Issues: 45 Cententiag Insertion 5. Women 49 10. International Presence 11. Joint Ventures 51 12. Economic Impact 13. Social Impact 53 13. Dovinsizing 25. Fiscal Contributions 55	•			
History 16 Covalence Ethical Ranking, Details 16 EthicalQuote 2002-2009; Companies in bi-dimensional space 18 Jun 2008 - May 2009 20 Companies in bi-dimensional space 20 Volume, Positive and Negative news, Changes last year 21 4 groups of criteria, 45 criteria 23 Recent changes among criteria groups, Evolution of criteria weight 24 Criteria in bi-dimensional space 28 ISSUES 30 Climate Change emissions, energy, recycling 31 Community 33 Job cuts / creations 35 CSR awards & rankings 37 Tax issues 39 Courtries of action 41 Source groups; Recent changes 42 Regions of source; Recent changes 42 Regions of source; Recent changes 42 Countries of source; Recent changes 42 Countries of source; Recent changes 42 Regions of source; Recent changes 42 Regions of source; Recent changes 43 1. Labour Standards 2. Wages 47 1. L				
Covalence Ethical Ranking, Details16EthicalQuote 2002-2009; Companies in bi-dimensional space18JUN 2008 - MAY 200920Companies in bi-dimensional space20Volume, Positive and Negative news, Changes last year214 groups of criteria, 45 criteria23Recent changes among criteria groups, Evolution of criteria weight24Criteria in bi-dimensional space28ISSUES30Climate Change emissions, energy, recycling31Community33Job cuts / creations35CSR awards & rankings37Tax issues39Countries of action41Source groups; Recent changes42Regions of source; Recent changes42Regions of source; Recent changes42Countries of source; Recent changes41Labour Standards2. Wages11. Joint Ventures11. Joint Ventures12. Economic Impact13. Social Impact13. Economic Impact31. Product Environmental Risk14. Downsizing25. Fiscal Contributions26. Environmental Impact of Production31. Product Environmental Risk37. Social Sponsorship38. Anticorruption Policy38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy43. Social Stability44. Support to Politicians	4. BANKING SECTOR ANALYSIS			
EthicalQuote 2002-2009; Companies in bi-dimensional space18Jun 2008 - MAY 200920Companies in bi-dimensional space20Volume, Positive and Negative news, Changes last year214 groups of criteria, 45 criteria23Recent changes among criteria groups, Evolution of criteria weight24Criteria in bi-dimensional space28Issues30Climate Change emissions, energy, recycling31Community33Job cuts / creations35CSR awards & rankings35CSR awards & rankings39Countries of action41Source groups; Recent changes42Regions of source; Recent changes42Regions of source; Recent changes44Countries of source; Recent changes474. Training & Insertion5. Women10. International Presence11. Joint Ventures11. Labour Standards2. Wages12. Economic Impact13. Social Impact13. Eco Innovative Product31. Product Environmental Risk33. Eco Innovative Product34. Information to Consumers33. Eco Innovative Product34. Information Policy34. Social Stability44. Support to Politicians35. Social Stability44. Support to Politicians	HISTORY			
Jun 2008 - Mary 2009Companies in bi-dimensional space20Volume, Positive and Negative news, Changes last year214 groups of criteria, 45 criteria23Recent changes among criteria groups, Evolution of criteria weight24Criteria in bi-dimensional space30IssuesIssuesIssues30Climate Change emissions, energy, recycling31Community33Job cuts / creations35CSR awards & rankings37Tax issues39Countries of action41Source groups; Recent changes42Regions of source; Most active sources45CRITERIA & ISSUES: DETAILS411. Labour Standards2. Wages1. Labour Standards2. Wages1. Labour Standards3. Social Impact2. Fiscal Contributions533. Bownszing25. Fiscal Contributions3. Bownszing34. Anticorruption Policy3. Social Sponsorship38. Anticorruption Policy41. United Nations Policy41.42. Support to Politicians5933. Social Stability44. Support to Politicians43. Social Stability44. Support to Politicians	Covalence Ethical Ranking, Details		16	
Companies in bi-dimensional space 20 Volume, Positive and Negative news, Changes last year 21 4 groups of criteria, 45 criteria 23 Recent changes among criteria groups, Evolution of criteria weight 24 Criteria in bi-dimensional space 28 ISSUES 30 Climate Change emissions, energy, recycling 30 Climate Change emissions, energy, recycling 31 Community 33 Job cuts / creations 35 CSR awards & rankings 37 Tax issues 39 Countries of action 41 Source groups; Recent changes 42 Regions of source; Recent changes 42 Regions of source; Most active sources 45 CRITERL & ISSUES: DETAILS 1. Labour Standards 2. Wages 47 4. Training & Insertion 5. Women 49 10. International Presence 11. Joint Ventures 51 12. Economic Impact 13. Social Impact 53 18. Downsizing 25. Fiscal Contributions 55 26. Environmental Impact of Production 31. Product Environmental Risk 57 33. Eco Innovative Product 34. Information to Consumers 59 37. Social Sponsorship 38. Anticorruption Policy 61 40. Human Rights Policy 41. United Nations Policy 63 43. Social Stability 44. Support to Politicians 65	EthicalQuote 2002-2009; Companies in bi-dim	nensional space	18	
Volume, Positive and Negative news, Changes last year214 groups of criteria, 45 criteria23Recent changes among criteria groups, Evolution of criteria weight24Criteria in bi-dimensional space28IssuesIssuesMajor issues & keywords30Climate Change emissions, energy, recycling31Community33Job cuts / creations35CSR awards & rankings37Tax issues39Countries of action411Source groups; Recent changes42Regions of source; Nest active sources42Regions of source; Most active sources45CRITERIA & ISSUES: DETAILS11. Joint Ventures1. Labour Standards2. Wages474. Training & Insertion5. Women4910. International Presence11. Joint Ventures5112. Economic Impact31. Social Impact5338. Downsizing25. Fiscal Contributions5539. Eco Innovative Product34. Information to Consumers5937. Social Sponsorship38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy6343. Social Stability44. Support to Politicians65	JUN 2008 - MAY 2009			
4 groups of criteria, 45 criteria23Recent changes among criteria groups, Evolution of criteria weight24Criteria in bi-dimensional space28ISSUES30Major issues & keywords30Climate Change emissions, energy, recycling31Community33Job cuts / creations35CSR awards & rankings37Tax issues39Countries of action41Source groups; Recent changes42Regions of source; Recent changes42Regions of source; Recent changes42Countries of source; Recent changes42Countries of source; Recent changes42Countries of source; Recent changes411. Labour Standards2. Wages1. Labour Standards2. Wages1. Labour Standards2. Wages1. Labour Standards5. Women1. Labour Standards5. Fiscal Contributions1. Social Impact13. Social Impact13. Social Sponsorship38. Anticorruption Policy14. Information to Consumers5937. Social Sponsorship38. Anticorruption Policy38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy41. United Nations Policy6142. Support to Politicians65<	Companies in bi-dimensional space		20	
Recent changes among criteria groups, Evolution of criteria weight24Criteria in bi-dimensional space28ISSUES30Major issues & keywords30Climate Change emissions, energy, recycling31Community33Job cuts / creations35CSR awards & rankings37Tax issues39Countries of action41Source groups; Recent changes41Source groups; Recent changes42Regions of source; Recent changes42Regions of source; Recent changes44Countries of source; Most active sources42Retion & States: DETAILS411. Labour Standards2. Wages1. Labour Standards2. Wages1. Labour Standards5. Women12. Economic Impact13. Social Impact13. Social Impact5314. Downsizing25. Fiscal Contributions15. Econ Innovative Product34. Information to Consumers36. Environmental Impact of Production31. Product Environmental Risk37. Social Sponsorship38. Anticorruption Policy38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy44. Support to Politicians6343. Social Stability44. Support to Politicians	Volume, Positive and Negative news, Change	es last year	21	
Criteria in bi-dimensional space28IssuesIssuesMajor issues & keywords30Climate Change emissions, energy, recycling31Community33Job cuts / creations35CSR awards & rankings37Tax issues39Countries of action41Source groups; Recent changes42Regions of source; Recent changes42Regions of source; Recent changes44Countries of source; Nost active sources45CRITERIA & ISSUES: DETAILS411. Labour Standards2. Wages1. Labour Standards2. Wages1. Labour Standards2. Wages1. Labour Standards512. Economic Impact13. Social Impact13. Downsizing25. Fiscal Contributions26. Environmental Impact of Production31. Product Environmental Risk37. Social Sponsorship38. Anticorruption Policy38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy43. Social Stability44. Support to Politicians	4 groups of criteria, 45 criteria		23	
ISSUESMajor issues & keywords30Climate Change emissions, energy, recyclim31Community33Job cuts / creations35CSR awards & rankings37Tax issues39Countries of action41SOURCES41Source groups; Recent changes42Regions of source; Recent changes42Regions of source; Recent changes44Countries of source; Most active sources45CRITERIA & ISSUES: DETAILS471. Labour Standards2. Wages1. Labour Standards5. Women1. Labour Standards2. Wages1. Labour Standards5. Women1. Labour Standards5. Social Impact13. Social Impact5314. Downsizing25. Fiscal Contributions15. Eco Innovative Product31. Product Environmental Risk31. Eco Innovative Product34. Information to Consumers37. Social Sponsorship38. Anticorruption Policy38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy41. Support to Politicians6343. Social Stability44. Support to Politicians	Recent changes among criteria groups, Evolu	tion of criteria weight	24	
Major issues & keywords30Climate Change emissions, energy, recycling31Community33Job cuts / creations35CSR awards & rankings37Tax issues39Countries of action41Source groups; Recent changes42Regions of source; Recent changes44Countries of source; Most active sources45CRITERIA & ISSUES: DETAILS411. Labour Standards2. Wages4. Training & Insertion5. Women90. International Presence11. Joint Ventures12. Economic Impact13. Social Impact13. Downsizing25. Fiscal Contributions26. Environmental Impact of Production31. Product Environmental Risk37. Social Sponsorship38. Anticorruption Policy38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy43. Social Stability44. Support to Politicians44. Support to Politicians65	Criteria in bi-dimensional space		28	
Climate Change emissions, energy, recycling31Community33Job cuts / creations35CSR awards & rankings37Tax issues39Countries of action41Source groups; Recent changes42Regions of source; Recent changes42Countries of source; Recent changes44Countries of source; Most active sourcesCRITERIA & ISSUES: DETAILS1. Labour Standards2. Wages474. Training & Insertion5. Women4910. International Presence11. Joint Ventures12. Economic Impact13. Social Impact5318. Downsizing25. Fiscal Contributions5526. Environmental Impact of Production31. Product Environmental Risk5733. Eco Innovative Product34. Information to Consumers5937. Social Sponsorship38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy6343. Social Stability44. Support to Politicians65	ISSUES			
Community33Job cuts / creations35CSR awards & rankings37Tax issues39Countries of action41SOURCES41Source groups; Recent changes42Regions of source; Recent changes44Countries of source; Most active sources45CRITERIA & ISSUES: DETAILS451. Labour Standards2. Wages1. Labour Standards2. Wages4. Training & Insertion5. Women10. International Presence11. Joint Ventures11. Loonmic Impact13. Social Impact13. Downsizing25. Fiscal Contributions26. Environmental Impact of Production31. Product Environmental Risk37. Social Sponsorship38. Anticorruption Policy37. Social Sponsorship38. Anticorruption Policy43. Social Stability44. Support to Politicians43. Social Stability44. Support to Politicians	Major issues & keywords			
Job cuts / creations35CSR awards & rankings37Tax issues39Countries of action41Sources41Source groups; Recent changes42Regions of source; Recent changes44Countries of source; Most active sources45CRITERIA & ISSUES: DETAILS471. Labour Standards2. Wages474. Training & Insertion5. Women4910. International Presence11. Joint Ventures5112. Economic Impact13. Social Impact5318. Downsizing25. Fiscal Contributions5526. Environmental Impact of Production31. Product Environmental Risk5733. Eco Innovative Product34. Information to Consumers5937. Social Sponsorship38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy6343. Social Stability44. Support to Politicians65	Climate Change emissions, energy, recycling	9	31	
CSR awards & rankings37Tax issues39Countries of action41SOURCES41Source groups; Recent changes42Regions of source; Recent changes44Countries of source; Most active sources45CRITERIA & ISSUES: DETAILS451. Labour Standards2. Wages4. Training & Insertion5. Women10. International Presence11. Joint Ventures11. Social Impact5318. Downsizing25. Fiscal Contributions26. Environmental Impact of Production31. Product Environmental Risk37. Social Sponsorship38. Anticorruption Policy40. Human Rights Policy41. United Nations Policy43. Social Stability44. Support to Politicians	Community			
Tax issues39Countries of action41SOURCES42Source groups; Recent changes42Regions of source; Recent changes44Countries of source; Most active sources45CRITERIA & ISSUES: DETAILS451. Labour Standards2. Wages4. Training & Insertion5. Women10. International Presence11. Joint Ventures11. Leconomic Impact13. Social Impact12. Economic Impact31. Product Environmental Risk13. Lownsizing25. Fiscal Contributions26. Environmental Impact of Production31. Product Environmental Risk37. Social Sponsorship38. Anticorruption Policy34. Social Stability44. Support to Politicians43. Social Stability44. Support to Politicians	Job cuts / creations			
Countries of action41Sources50Source groups; Recent changes42Regions of source; Recent changes44Countries of source; Most active sources45CRITERIA & ISSUES: DETAILS451. Labour Standards2. Wages4. Training & Insertion5. Women10. International Presence11. Joint Ventures11. Social Impact5312. Economic Impact13. Social Impact13. Downsizing25. Fiscal Contributions26. Environmental Impact of Production31. Product Environmental Risk33. Eco Innovative Product34. Information to Consumers37. Social Sponsorship38. Anticorruption Policy40. Human Rights Policy41. United Nations Policy43. Social Stability44. Support to Politicians	CSR awards & rankings			
Source S42Source groups; Recent changes44Regions of source; Recent changes44Countries of source; Most active sources45CRITERIA & ISSUES: DETAILS471. Labour Standards2. Wages4. Training & Insertion5. Women10. International Presence11. Joint Ventures11. Leconomic Impact13. Social Impact12. Economic Impact5113. Downsizing25. Fiscal Contributions26. Environmental Impact of Production31. Product Environmental Risk37. Social Sponsorship38. Anticorruption Policy40. Human Rights Policy41. United Nations Policy43. Social Stability44. Support to Politicians				
Source groups; Recent changes42Regions of source; Recent changes44Countries of source; Most active sources45CRITERIA & ISSUES: DETAILS471. Labour Standards2. Wages4. Training & Insertion5. Women10. International Presence11. Joint Ventures11. Laboursing25. Fiscal Contributions26. Environmental Impact of Production31. Product Environmental Risk37. Social Sponsorship38. Anticorruption Policy40. Human Rights Policy41. United Nations Policy43. Social Stability44. Support to Politicians	_		41	
Regions of source; Recent changes44Countries of source; Most active sources45 CRITERIA & ISSUES: DETAILS 471. Labour Standards2. Wages4. Training & Insertion5. Women10. International Presence11. Joint Ventures11. Leconomic Impact13. Social Impact12. Economic Impact25. Fiscal Contributions26. Environmental Impact of Production31. Product Environmental Risk37. Social Sponsorship38. Anticorruption Policy40. Human Rights Policy41. United Nations Policy43. Social Stability44. Support to Politicians				
Countries of source; Most active sources45CRITERIA & ISSUES: DETAILS471. Labour Standards2. Wages474. Training & Insertion5. Women4910. International Presence11. Joint Ventures5112. Economic Impact13. Social Impact5318. Downsizing25. Fiscal Contributions5526. Environmental Impact of Production31. Product Environmental Risk5733. Eco Innovative Product34. Information to Consumers5937. Social Sponsorship38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy6343. Social Stability44. Support to Politicians65				
CRITERIA & ISSUES: DETAILS1. Labour Standards2. Wages474. Training & Insertion5. Women4910. International Presence11. Joint Ventures5112. Economic Impact13. Social Impact5318. Downsizing25. Fiscal Contributions5526. Environmental Impact of Production31. Product Environmental Risk5733. Eco Innovative Product34. Information to Consumers5937. Social Sponsorship38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy6343. Social Stability44. Support to Politicians65				
1. Labour Standards2. Wages474. Training & Insertion5. Women4910. International Presence11. Joint Ventures5112. Economic Impact13. Social Impact5318. Downsizing25. Fiscal Contributions5526. Environmental Impact of Production31. Product Environmental Risk5733. Eco Innovative Product34. Information to Consumers5937. Social Sponsorship38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy6343. Social Stability44. Support to Politicians65	-		45	
4. Training & Insertion5. Women4910. International Presence11. Joint Ventures5112. Economic Impact13. Social Impact5318. Downsizing25. Fiscal Contributions5526. Environmental Impact of Production31. Product Environmental Risk5733. Eco Innovative Product34. Information to Consumers5937. Social Sponsorship38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy6343. Social Stability44. Support to Politicians65		0.14/10.00		
10. International Presence11. Joint Ventures5112. Economic Impact13. Social Impact5318. Downsizing25. Fiscal Contributions5526. Environmental Impact of Production31. Product Environmental Risk5733. Eco Innovative Product34. Information to Consumers5937. Social Sponsorship38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy6343. Social Stability44. Support to Politicians65		-		
12. Economic Impact13. Social Impact5318. Downsizing25. Fiscal Contributions5526. Environmental Impact of Production31. Product Environmental Risk5733. Eco Innovative Product34. Information to Consumers5937. Social Sponsorship38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy6343. Social Stability44. Support to Politicians65	-			
18. Downsizing25. Fiscal Contributions5526. Environmental Impact of Production31. Product Environmental Risk5733. Eco Innovative Product34. Information to Consumers5937. Social Sponsorship38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy6343. Social Stability44. Support to Politicians65				
26. Environmental Impact of Production31. Product Environmental Risk5733. Eco Innovative Product34. Information to Consumers5937. Social Sponsorship38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy6343. Social Stability44. Support to Politicians65	-	-		
33. Eco Innovative Product34. Information to Consumers5937. Social Sponsorship38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy6343. Social Stability44. Support to Politicians65	-			
37. Social Sponsorship38. Anticorruption Policy6140. Human Rights Policy41. United Nations Policy6343. Social Stability44. Support to Politicians65	-		-	
40. Human Rights Policy41. United Nations Policy6343. Social Stability44. Support to Politicians65				
43. Social Stability44. Support to Politicians65	· ·	· ·		
	c <i>i</i>	-		
D. DYNTHESIS	5. SYNTHESIS		00	
Criteria and Issues summary tables: risks and opportunities 67				
Strategic comments 69				
6. ANNEXES				
Covalence company and methodology; original data 71	71			
Detailed results 72	72			

3. FULL UNIVERSE



EthicalQuote curves measure the ethical reputation of multinational companies. The chart below compares the average score of 18 sectors, with data spanning the last 5 years and calculation starting in 2002.



Looking at the 2002 - 2009 (May) time frame, the Banking sector is ranked in 5th place, ahead of Personal & Household Goods, while Technology and Automobiles & Parts are first.

ETHICALQUOTE ACROSS INDUSTRIES - LAST YEAR PROGRESS

Now, let's look at what happened over the last 12 months. The next chart compares the average EthicalQuote score of 18 sectors in the Jun 2008 - May 2009 period.



18 sectors: EthicalQuote Jun 2008 - May 2009, average, indexed to 31.05.2008

The Banking sector experienced a regular decline in the last 12 months period, achieving the 18th and last position among sectors covered.



BANKS VS 18 SECTORS: CRITERIA

The table below compares Banks and the 18 sectors along the 45 basic criteria.



Compared to the 18 sectors, Banks receive relatively more **positive news** on criteria *37. Social Sponsorship, 43. Social Stability, 1. Labour Standards,* and less on *criteria 33. Eco Innovative Product, 32. Waste Management, 31. Product Environmental Risk.* Looking at **negative news**, Banks have registered more points on criteria *25. Fiscal* Contributions, *18. Downsizing, 38. Anticorruption Policy,* and less on criteria *26. Environmental Impact of Production, 1. Labour Standards,* and *27. Product Human Risk.*

18 SECTORS: SOURCE GROUPS

The chart below describes the distribution of news within source groups for the 18 sectors.



Major source groups generating positive news are Specialised press (9407, 38%), Press (8842, 36%), and Individual (blogs) (2374, 10%). Major groups producing negative news are Press (6689, 50%), Specialised press (3321, 25%), and Individual (blogs) (1571, 12%).



12. Economic Impact

Criteria	Issues & Keywords	Scores to	otal	%	Trend	I
	job cuts creations, crisis, csr awards,	Positives	30	3%	Future	\downarrow
12. Economic	initiative, sri governance, loan,	Negatives	99	10%	Present	\downarrow
Impact mortgage, salary, community, government	EQuote/vol	-69/129 (-53%)		Past	\downarrow	

Criteria 12. Economic impact of production deals with how a company's investments influence local industries in terms of job creation, access to markets, competition, economic growth.





5. ANNEXES

Contact us and get a quote:

Covalence Sector Reports are produced on a yearly basis. Price will be indicated upon request.

For more information, please contact: Marc Rochat, Marketing & Sales, marc.rochat@covalence.ch; phone: +41 (0) 22 800 08 55.

Covalence Company and Methodology

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Original data

Data used for producing this report is available upon request. Price depends on the quantity of information used.