

Press Release

- For immediate release -

Winners of the Second Annual CR Reporting Awards (CRRRA '08) announced



Richard Howitt MEP presented the CR Reporting Awards 2008

London 30th March 2009 – The winners of the second CR Reporting Awards 2008 (CRRRA '08) have been announced at an awards ceremony on Friday, 27th March 2009, at the May Fair Hotel in London. The awards were presented by Richard Howitt MEP. Details can be found at <http://www.corporateregister.com/crra/>.

The CR Reporting Awards are the only annual, global awards for Corporate Responsibility (CR) reporting. They identify and acknowledge the best CR reports across nine categories, five of which are for specific 'transparency aspects' such as carbon disclosure.

This year's winners are:

- Best Overall Report - Vodafone Group
- Best 1st Time Report - Virgin Media
- Best SME Report - Ecologic Designs Inc
- Best integrated report - Novo Nordisk A/S
- Best Carbon Disclosure - Royal Dutch Shell plc
- Creativity in Communications - Coca-Cola Enterprises Inc
- Relevance & Materiality - Vodafone Group plc
- Openness & Honesty - Co-operative Group Limited
- Credibility through Assurance - Vodafone Group plc

The CR Reporting Awards are managed by CorporateRegister.com, the CR resources website and providers of the world's largest online directory of CR Reports. Over 2,000 companies with reports published between September 2007 and September 2008 (and profiled on CorporateRegister.com) were invited to enter. To make this year's voting more manageable, entry to certain categories was limited.

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All 26,000 registered users of CorporateRegister.com were entitled to vote, and voting took place online between October 2008 and January 2009.

CorporateRegister.com's Managing Director Paul Scott said: "For the second year, the thousands of votes entered for the CR Reporting Awards have demonstrated the global interest in corporate responsibility reporting. There is momentum behind CR reporting. In the midst of the current economic gloom this reflects a climate of optimism and hope."

Prior to the awards ceremony a high-profile daytime programme of CR debates was held at The Royal Institution of Great Britain, attended by representatives of companies who had entered into the awards and key stakeholders from the sustainable finance, regulatory and NGO communities.

The debate agenda was attendee-driven, with delegates prioritising a list of twelve themes. The more popular themes reflect a growing interest in the role of CR reporting in financial markets, particularly in times of economic hardship:

- Gold or gilt? However measured, CR reporting can never match financial reporting
- Bespoke materiality please! 'Materiality' can only be defined by engaging a company's stakeholders
- Wrong vehicle, wrong way! Companies still don't communicate 'sustainability' effectively to investors
- Regulate or fail! CR reporting must be mandatory to effect real change
- Has the moment passed? CR reporting will decline in importance in the context of the world economic crisis

- Ends -

Contacts

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Notes to editors

About the *CR Reporting Awards*

Organised by CorporateRegister.com, the CR Reporting Awards are the world's only annual, global online CR reporting awards. The programme was developed in August 2007 to identify and acknowledge the best in corporate non-financial reporting. The CRRA 2007 was the very first global, independent and online awards for CR reporting.

CorporateRegister.com invited 2,000 companies with relevant CR/Sustainability reports (published between September 2007 and September 2008) to participate. The number of entries was limited to make judging more manageable for the online voters.

Voting took place online between 22nd October 2008 and 30th January 2009. All 26,000 registered users of CorporateRegister.com were entitled to vote. Each voter could choose up to five reports per Award. Voters' choices were saved online for them to revisit, amend and refine right up until the deadline of 30th January 2009. CorporateRegister.com has taken extensive measures to ensure the integrity of the voting process. This includes checking new registrations against a number of tests, and tagging registered users with their IP addresses. Additionally, any suspicious voter patterns were investigated and these votes were not included in the final count. There are nine categories, with one winner and two runners-up for each category.

The CR Reporting Awards 2008 were sponsored by Bureau Veritas, Responsible Investor, Park, Carbon Smart, Environmental Finance, TBLI, Sustainable Business and AccountAbility.

About CorporateRegister.com

Founded in 1998, CorporateRegister.com is the global CR resources website and the world's comprehensive directory of corporate non-financial reporting, profiling 20,000 reports across 116 countries (status March 2009). Around 3,500 CR (Corporate Responsibility) reports will be published during 2009 and added to the current 20,000 reports profiled free and online on www.CorporateRegister.com. Used by 26,000 reporting stakeholders worldwide, the website also provides registers for some of the most significant organisations in the corporate responsibility field, including AccountAbility and the UN Global Compact. Access to CorporateRegister.com is free of charge.