



RESPONSIBLE PERFORMANCE MATURITY INDEX

EMPLOYMENT: THE ROLE OF CORPORATIONS IS VERY FAVOURABLY PERCEIVED BY CITIZENS IN FRANCE, THE UNITED KINGDOM AND ITALY

Thursday, December 12 2013

Economic performance and Responsibility are now completely inseparable and **convergent** in the public mind, according to the results of the **International Responsible Performance Observatory** conducted in France, the United Kingdom and Italy. The **Responsible Performance Maturity Index (RPMI)** is highest in the UK (at 2.9 on a scale from -10 to +10), followed by Italy (2.8) and then France (2.1).

Supported by leading financial and non-financial French institutions and managed by Capitalcom, **this innovative index reflects the perception – by ordinary citizens –** of corporations' ability to create sustainable value both for themselves and for their ecosystems (employment, efforts to combat discrimination, work-life balance, environmental protection, regional development, efforts to combat exclusion, technological change, and efforts to combat corruption).

It is in **employment** that the contribution of corporations is **the most well perceived**, but also where **expectations are highest** ("Employment RPMI" above 5 in all three countries, see chart on page 3). This is also the only theme where the creation of value is already perceived in all three countries as **balanced** between corporations and civil society.

Three main trends:

1. Economic performance and Responsibility are now inseparable and convergent
2. Employment: a key issue
3. Healthcare and consumer goods: two sectors that stand out

Responsible Performance: Top 5 corporations according to public opinion by country



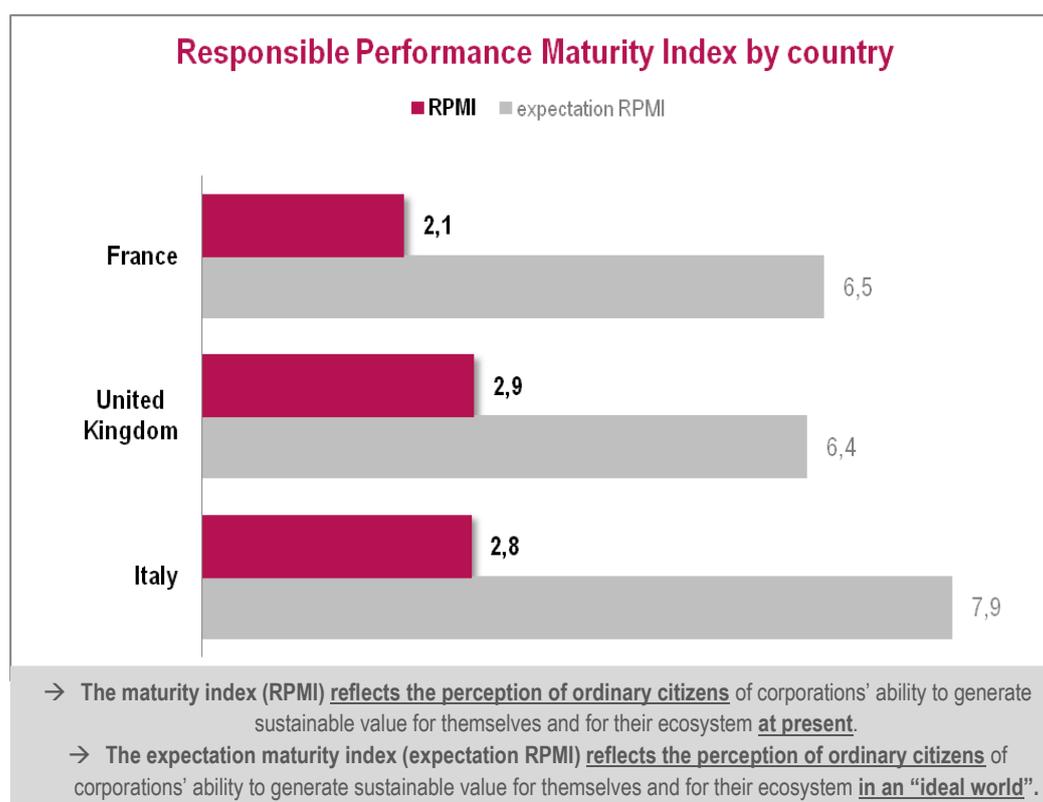
Classification: by alphabetical order



1. Economic performance and Responsibility are now inseparable and convergent

An unexpected outcome in a fast changing environment – marked notably by disruptive technologies and continued political and economic uncertainty – is that the contribution of employment, social and environmental commitments to the economic performance of companies and to their ecosystem is taken as a given by public opinion. **This finding is all the more surprising given that this perception is clearly demonstrated in all three countries:** this is shown by maturity indices of between 2 and 3 (on a scale from -10 to +10) in France, the United Kingdom and Italy.

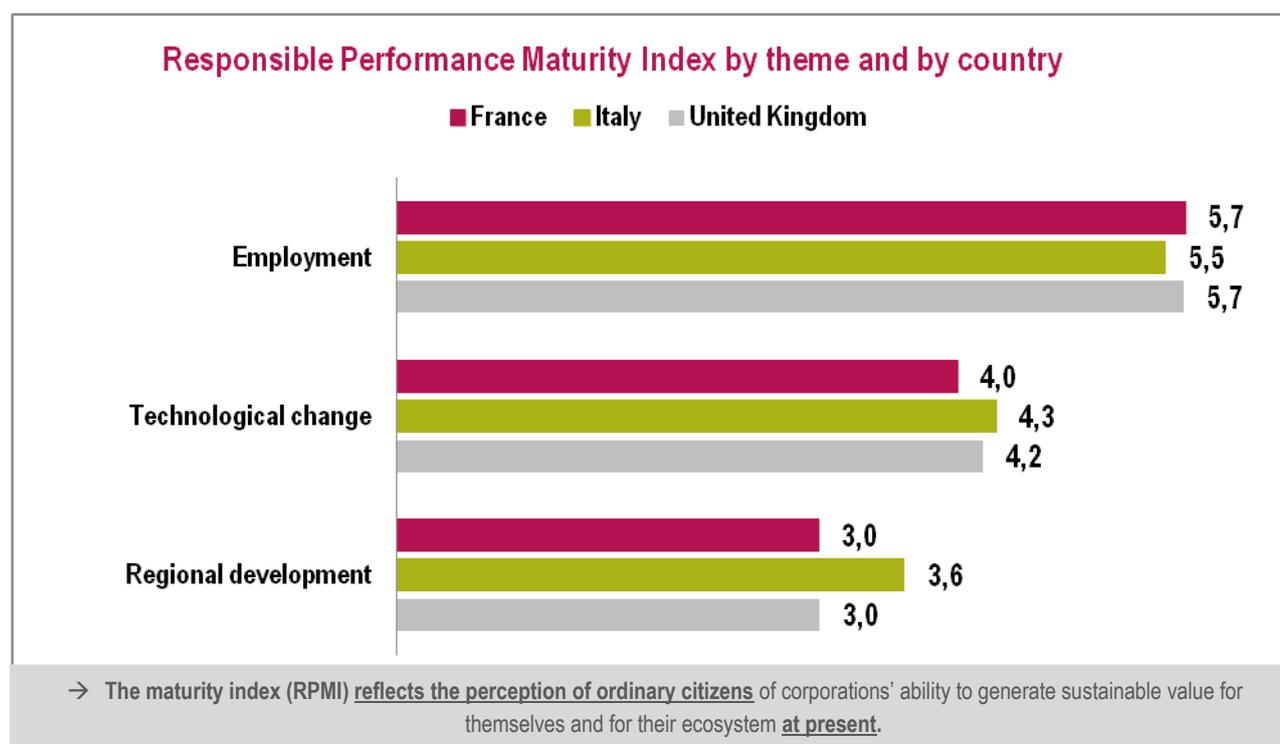
Citizens in all three countries have **very high expectations** of corporations: the **expectation index** (see chart below) is **above 6 in all three countries, and as high as 7.9 in Italy.**



This said, public opinion is that the employment, social and environmental commitments made by corporations currently benefits the corporation more than its ecosystem. This could change if corporations listened to the general public's desire that the benefits of these commitments should be greater and should be shared in a more balanced way between the corporation and all of its stakeholders. People's aspirations **for better sharing of value creation underline, in the public mind, the necessary strengthening of corporations' roots in their ecosystems in order to improve their performance.**

2. Employment: a key issue

Employment, followed by **evolving technologies** and **regional business development**, represent the **three priority themes** of the survey responses in terms of responsible performance, thus highlighting the **employment, social and local role of corporations**.



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“RPMI employment” expectations are highest in Italy (8.6), followed by France (7.9) and then the UK (7.3). And yet the fact that these are not at the maximum level indicates that three countries’ citizens believe that responsibility for this major issue must be shared with other bodies.

Efforts to combat corruption generate the greatest number of doubts, not to say suspicion. The harshest judgement on this topic is in France, with a slightly negative RPMI score of -0.3. This result is fully in line with the 2013 rankings for perceived corruption produced by Transparency International, which, placing France in 22nd place, highlighted the progress that still needs to be made. On this theme, and to a lesser extent on **that of environmental protection**, we observe the greatest gap between the public’s expectations and perceptions, indicating the greatest **room for improvement**.

Lastly, **efforts to combat exclusion** have the **lowest expectation scores** in the three countries studied, and particularly in France. This confirms the results of the first Observatory: expectations of corporations prioritise those issues most directly linked to their businesses.

3. Healthcare and consumer goods: two sectors that stand out

The Observatory also shows **areas of convergence** between the three countries in the perception of **economic sectors: healthcare is the best rated sector**, followed by **Telecoms & IT** and **Energy & Utilities** – the first two of these are also the sectors **most in line with the expectations** of the general public.

Conversely, **finance** is the sector **with the least good perceptions** and **the lowest expectations** in terms of responsible performance. This highlights the need for improvement in this sector.

Although the **consumer goods** sector has the highest expectation scores in all three countries, it is also the sector where practices are the most harshly judged.

Responsible performance: sector ranking according to public opinion by country



1.. <u>Energy & utilities</u>	1.. <u>Healthcare</u>	1.. <u>Energy & utilities</u>
2.. <u>Healthcare</u>	2.. <u>Telecoms & IT</u>	2.. <u>Telecoms & IT</u>
2.. <u>Telecoms & IT</u>	3.. <u>Industry & materials</u>	2.. <u>Healthcare</u>
2.. <u>Industry & materials</u>	4.. <u>Consumer Goods</u>	4.. <u>Industry & materials</u>
5.. <u>Consumer Goods</u>	5.. <u>Energy & utilities</u>	5.. <u>Consumer Goods</u>
6.. <u>Finance</u>	6.. <u>Finance</u>	6.. <u>Finance</u>

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It is worth noting for the purposes of information that the **consumer goods sector** – where public expectations are highest – is the sector which has seen the **best stock market performance in France** and the 2nd best in Italy over the past five years. In contrast, in both countries **finance has seen the weakest stock market performance** over the same period.

About Capitalcom: As an independent communication consultancy agency specialized in integrated, financial and non-financial communications, Capitalcom advises its clients – since its creation in 2005 – in their dynamics towards the **integration of financial and non-financial performances**. Capitalcom notably assists companies in France and abroad in the definition of their **communication strategy** and the implementation of their annual corporate publications, as well as their communication with their stakeholders (shareholders, clients, employees, ratings agencies, suppliers, partners, charities, NGOs, etc.). Find out more: www.capitalcom.fr

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METHODOLOGY



Quantitative survey conducted in France, Italy and the United Kingdom, with representative samples of the French (1,002 respondents), Italian (1,017) and UK (1,004) populations aged 18 and over. Samples were constructed using the quota method, with regard to criteria of gender, region and age in all three countries and socio-economic category in France. Respondents were surveyed electronically between 13 and 22 November 2013.

The **Responsible Performance Maturity Index (RPMI)** measures the CSR footprint of companies relative to their economic performance and major social challenges, using a sector-based approach, at present and “in an ideal world”.

Capitalcom produces “bespoke” indexes for clients in the countries of their choice.

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