

Best Global Green Brands 2011

Rank	Brand	Sector	Country of Origin	Score	Gap
1	Toyota	Automotive	Japan	64.19	-7.64
2	3M	Diversified	United States	63.33	+0.74
3	Siemens	Diversified	Germany	63.08	+6.44
4	Johnson & Johnson	FMCG	United States	59.41	+2.35
5	Hewlett-Packard	Electronics	United States	59.06	+12.88
6	Volkswagen	Automotive	Germany	58.90	+1.82
7	Honda	Automotive	Japan	58.85	-11.11
8	Dell	Electronics	United States	58.81	+11.08
9	Cisco	Business Services	United States	57.66	+15.07
10	Panasonic	Electronics	Japan	57.32	+12.68
11	Hyundai	Automotive	South Korea	57.18	+11.28
12	BMW	Automotive	Germany	56.81	+4.90
13	Apple	Electronics	United States	56.43	-0.48
14	Danone	FMCG	France	56.15	+1.39
15	L'Oréal	FMCG	France	55.84	+22.68
16	Mercedes-Benz	Automotive	Germany	55.24	+2.63
17	Nike	Sporting Goods	United States	54.94	+7.83
18	Sony	Electronics	Japan	54.73	+4.84
19	IBM	Business Services	United States	54.68	+13.93
20	Ford	Automotive	United States	54.67	-13.61
21	Allianz	Financial Services	Germany	54.55	-0.13
22	Nokia	Electronics	Finland	54.51	+17.26
23	adidas	Sporting Goods	Germany	54.48	+7.48
24	GE	Diversified	United States	54.24	-23.17
25	Samsung	Electronics	South Korea	54.06	+11.76
26	Intel	Electronics	United States	53.89	+10.63
27	Coca-Cola	Beverages	United States	53.38	-19.61
28	Canon	Electronics	Japan	53.13	+7.46
29	Pepsi	Beverages	United States	53.04	-1.98
30	Microsoft	Computer Software	United States	53.02	-8.69
31	Xerox	Electronics	United States	52.61	+14.27
32	Philips	Electronics	Netherlands	52.58	+9.88
33	Shell	Energy	Netherlands	52.47	+4.07
34	Caterpillar	Diversified	United States	52.08	-6.06
35	Campbell's	FMCG	United States	50.94	+6.90
36	Kellogg's	FMCG	United States	50.81	-16.14
37	Avon	FMCG	United States	50.36	+0.92
38	SAP	Business Services	Germany	50.16	-0.20
39	Ikea	Home Furnishings	Sweden	49.32	-16.64
40	Santander	Financial Services	Spain	49.26	-5.70
41	AXA	Financial Services	France	48.39	-2.72
42	Starbucks	Restaurants	United States	47.99	-13.01
43	Nintendo	Electronics	Japan	47.78	+8.23
44	Credit Suisse	Financial Services	Switzerland	47.07	+6.25
45	McDonald's	Restaurants	United States	47.06	-27.96
46	Citi	Financial Services	United States	46.97	+11.81
47	Barclays	Financial Services	United Kingdom	46.90	+7.13
48	HSBC	Financial Services	United Kingdom	46.54	+15.86
49	UPS	Transportation	United States	46.12	-9.79
50	Accenture	Business Services	United States	45.76	-13.18

*Gap='Performance score' - 'Perception score'