

**Everyone interested in the present state and foreseeable future of the energy industry should read the new energy industry report** based on research conducted by Reputation Institute, the leading international organization devoted to advancing knowledge about corporate reputations and to providing professional assistance to companies interested in measuring and managing their reputations proactively.

In the **emerging reputation economy**, consumers care more than ever about the companies behind the products and services they buy. And stakeholders have become painfully aware that corporate actions have far-reaching effects on their experiences as investors, suppliers, employees and regulators.

**To succeed in this rapidly evolving environment**, energy company executives must pay close attention to how their actions are perceived and judged by:

- Consumers
- Regulators
- The Media

Faced with citizen reporters and bloggers and the reality of the 24/7 global media, **slick advertising campaigns are losing their ability to influence the buying public.**

**Executives in every sector of the energy industry** will want to read and put to use the results of this in-depth study. **Its point of view focuses on the growing role played by corporate reputation in effecting the financial growth and health of companies in the energy sector.**

The report builds on an annual study conducted by Reputation Institute of over 30,000 consumers in twenty-five countries, and is supplemented by industry analyses and interviews with leading industry executives and thought leaders. **This evidence-based report profiles the overall reputation of the industry and details to what extent seven distinct factors drive the energy industry's reputation in the public's mind.** It also delves into industry segments and takes a close look at the prospects for companies offering renewables.

**Please read the attached one-page abstract for details of the report's contents, which include:**

- Detailed analysis of the reputation of the energy industry and its leading firms
- A close look at the impact of reputational drivers—products and services, innovation, financial performance, leadership, workplace practices, governance, and corporate citizenship—on reputation ratings in the industry
- Impact of reputation on key stakeholders: customers, employers, analysts, the public and how they may influence the financial performance and prospects of the industry and individual companies
- Corporate and industry reputational initiatives and messaging—what is working and what is not—and what else is needed

**This study is a must-read for members of the energy industry, investors, regulators and the media.**

# Industry Reputation Profile

## An Energy Industry Reputation Report

Worldwide consumption of energy is expected to increase 15-20 percent by 2020 from its 2010 base, leading to what should be a boom time for energy companies whose growth has been stalled by the current recession.

However, to ensure their license to grow and to attract top technical talent, retain current customers and win new ones while differentiating themselves in a crowded and global marketplace, energy companies will need to better manage and, ultimately, improve their reputations amongst their stakeholders, including customers, current and future employees, government regulators and the media.

BP's oil spill in the Gulf has not only frayed *its* reputation with the public, it has cast a shadow on the entire oil industry (down 40% in public approval in the US since the spill). Coal mining accidents—along with hundreds of safety violations— have undermined the promise of clean coal, and nuclear energy hardly fares any better. Meanwhile, global warming looms in the public's mind, and politicians, along with industry groups pro and con, are debating Cap & Trade legislation and myriad policies to reduce energy use and emissions.

Amidst this cornucopia of opportunities and risks, energy companies (and their investors and followers) need facts on:

- Where the industry stands today
- Which companies have winning (and losing) reputations, and
- Which factors can help to drive reputational repair (short-term) and improvement (longer-term)

These are just a few of the subjects addressed in a new report on *Corporate Reputation for the Energy Industry* prepared by the Reputation Institute, a global Corporate Reputation research and advisory services firm. Drawing on its annual survey of over 30,000 consumers in twenty-five countries, and informed by industry analyses and interviews with leading industry executives and thought leaders, this evidence-based report profiles the overall reputation of the industry and details to what extent seven distinct factors drive the energy industry's reputation in the public's mind. It also delves into industry segments and takes a close look at the prospects for companies offering renewables.

## What does the Energy Industry Reputation Report include?

Delivered in both hard copy format and PDF, the report includes the following:

- Overall reputation ratings for the global energy industry versus the ratings of nineteen other industries in the U.S. and worldwide for 2010
- Detailed analysis of the reputation of the energy industry and its leading firms
- A close look at the impact of reputational drivers—products and services, innovation, financial performance, leadership, as well as workplace practices, governance, and corporate citizenship—on reputation ratings in the industry
- Impact of reputation on key stakeholders: customers, employers, analysts, the public and how they may influence the financial performance and prospects of the industry and individual companies
- Corporate and industry reputational initiatives and messaging—what is working and what is not—and what else is needed
- Best practices in reputation management in the industry
- Recent and current reputational trends 2008-2010 for the industry overall
- Projections of where energy's reputation will be in five years

Price: \$8,500 USD

Full Report Available Fall 2010