

# BEST GLOBAL GREEN BRANDS 2014

Interbrand | PERFORMANCE DATA PROVIDED BY  
Deloitte.

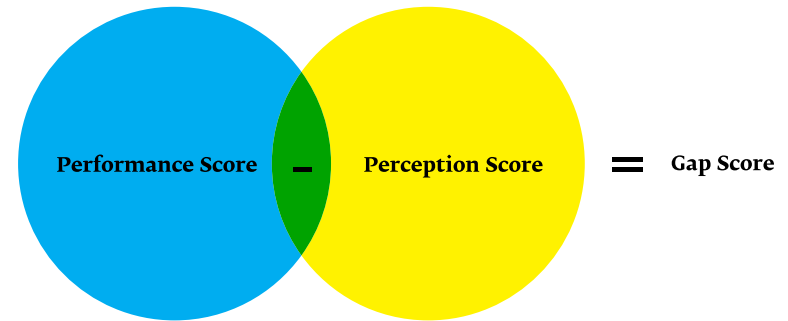


# ABOUT THE REPORT

**Interbrand's annual Best Global Green Brands report examines the gap that exists between a corporation's environmental practices and consumers' perceptions of those practices.**

Interbrand believes that the Best Global Green Brands like at the point where perception and performance meet. With this mind, the methodology of Best Global Green Brands is based on assessing both market perception and actual environmental performance.

When identifying the top 50 Best Global Green Brands each year, Interbrand starts with the 100 brands that make up its annual Best Global Brands report. Interbrand then conducts extensive consumer research to capture public perception of the brand's sustainable or green practices and compares that to environmental sustainability performance data provided by Deloitte - data that is based upon publicly available information.



**+ Gap = Higher Performance Score**

**- Gap = Higher Perception Score**

# MARKETING COLLATERAL



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# CUSTOM SLIDES FOR YOUR BRAND & SOCIAL MEDIA BADGE

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If you are a 2014 Best Global Green Brand and would like to obtain a social media badge or have any questions regarding how to promote your company's performance on the report, please contact:

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