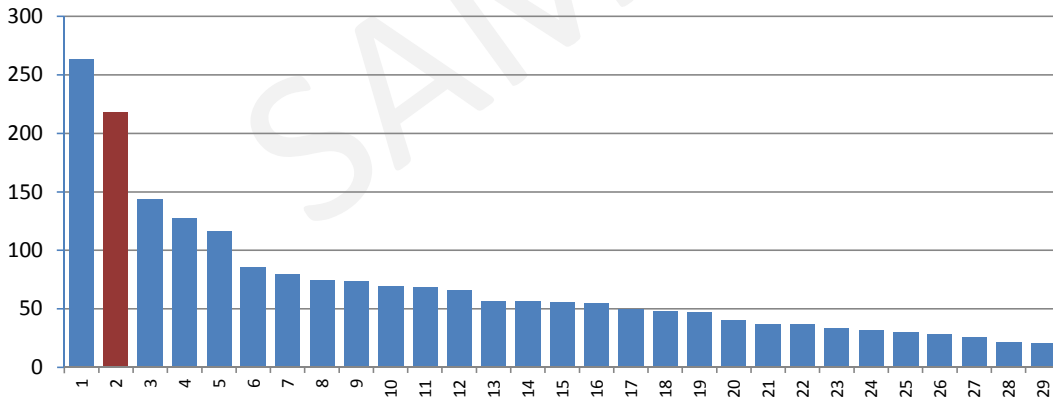


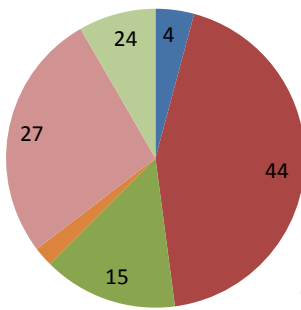
**Company:** Your Company  
**Report Title:** Your Report Title  
**Category:** The Category you've entered

Which report is a real pleasure to read, because the authors have given thought to both the content and the reader? Do you find the report engaging and informative, or boring and unimaginative? This award is for the report which best succeeds in getting its message across, using creativity as a defining factor.

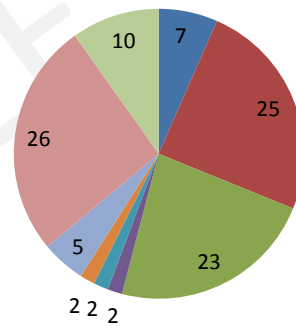
**Distribution of votes**



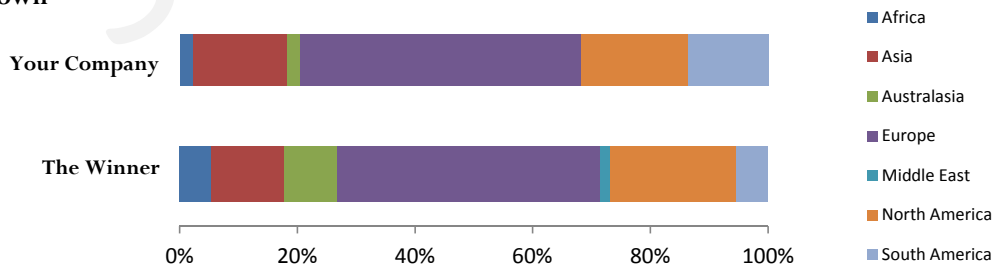
**Scoring by stakeholder audience (in %) for: Your Company**



**Scoring by stakeholder audience (in %) for: The Winner**



**Regional Breakdown**



**Comments:**

*"This is a well-balanced report which uses clear navigation to communicate clear messages. It would be easy to create a lengthy report packed with content, but it's much more difficult to develop a clear pathway so the key messages stand out."*

*Academic, USA*

*"The navigation tools including icons, color coding and overall framework all combine to make this report a pleasure to read. I can find the information I want with a minimum of effort."*

*Investor, Australia*

*"I like the way I can drill down into different levels of information, whether I'm looking at the main company, the international subsidiaries, or right down to site level at the various factories. The way the content has been developed means I can get a quick overview, or as much detail as anyone would wish for – and there's even more on the web"*

*CSR Consultant, UK*

*"The report is so much easier to work thru' than the others in its sector. This report is easy to read. The others are harder work"*

*Student, Germany*

*"Very clever, it takes skill to pack this much information into a report and still make it readable. I like the mix of hard data and case studies. Pictures and charts are selected well – not just for visual impact but to illustrate points made in the text."*

*Corporate CSR Professional, USA*