

METHODOLOGY

America's Most Responsible Companies 2025

in collaboration with

Newsweek

statista 

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The ranking of “America’s Most Responsible Companies 2025” is based on a holistic view on corporate responsibility

Overview

In a world facing pressing environmental and social challenges, it’s vital to acknowledge and reward companies that prioritize responsible practices. The ranking **“America’s Most Responsible Companies 2025”** sets a standard for others to emulate and promotes transparency and accountability within the corporate sector, encouraging businesses to incorporate responsibility into their core strategies.

For the sixth time, **Newsweek** and **Statista** have created this ranking to acknowledge U.S. companies that show a strong commitment to corporate social responsibility (CSR) in environmental, social and governance (ESG) factors. This ranking adopts a comprehensive approach, evaluating performance across all three pillars of ESG: Environment, Social, and Corporate Governance.

The analysis is based on two key metrics:

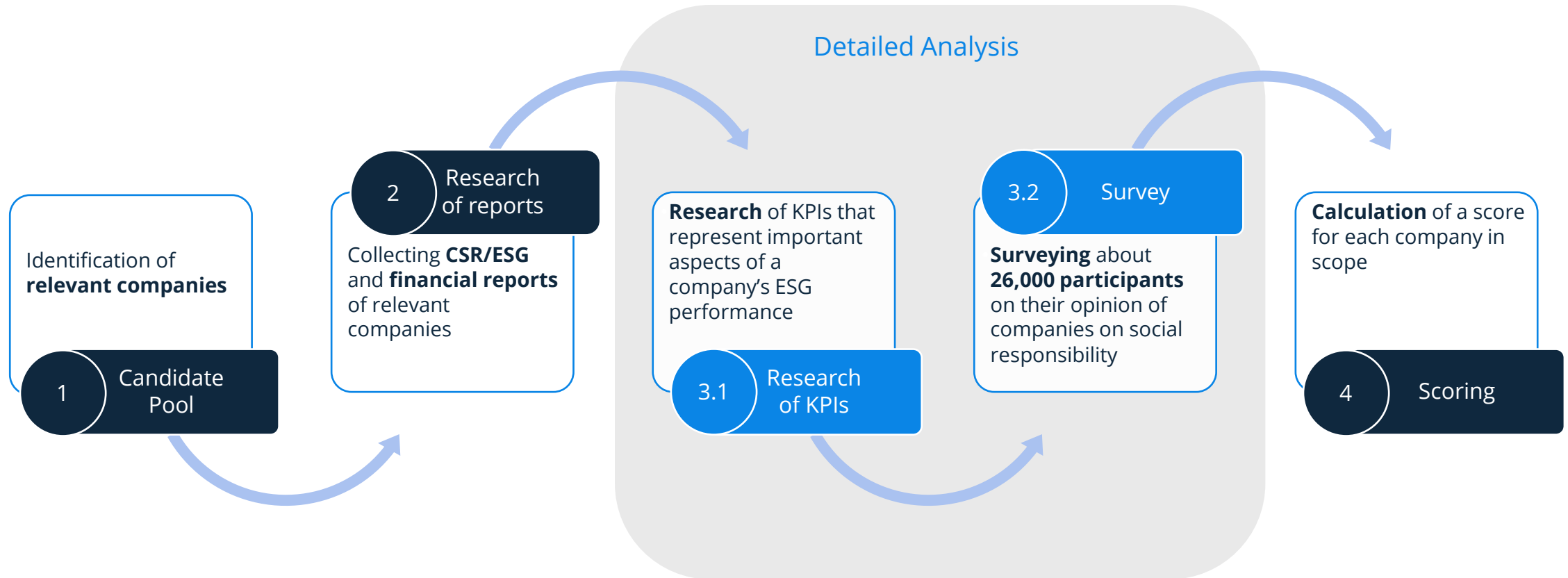
- **Quantitative data from KPI research**, considering more than 30 KPIs across the three areas of ESG, which were factored into the ranking.
- **CSR reputation**, derived from an extensive survey conducted among U.S. residents, assessing the public’s perception of each company’s social responsibility efforts.

In total, 600 companies have been honored as “America’s Most Responsible Companies 2025”.



A multi-layered process was implemented to achieve a comprehensive result

Process of the analysis



From the candidate pool of companies only those that published a CSR/ESG report were considered for further analysis

Step 1 and 2

1

Candidate pool

In the first step of creating the ranking a longlist of potentially relevant companies was created. This longlist included:

- The top 2,000 public companies by revenue with headquarters in the U.S.

2

Research of reports

In the second step the companies were screened based on the criteria below. Only companies that passed this screening were considered for the detailed analysis.

- The company had published a CSR/ESG-Report, Sustainability Report or similar data for 2022 or 2023 as well as relevant data in the environmental area (status: June 30, 2024).
- The company had published a financial report (10k or annual report) with data for the same year (status: June 30, 2024).⁽¹⁾
- The company's activities did not primarily focus on defense.
- The company was not involved in major lawsuits and scandals related to CSR topics. Companies that had recently been involved in large CSR-relevant scandals or legal proceedings were excluded from the further analysis.

The KPI Research covered the three areas of corporate social responsibility

Step 3.1: Research of KPIs

3.1

Research
of KPIs

The KPI research formed the first part of the detailed analysis. Over 30 KPIs have been researched for each company following the guidelines below:

- **Data sources:** The data was researched in companies' CSR/ESG reports and in the respective annual reports (10-k). For some KPIs data from other publicly available sources was also taken into consideration.⁽¹⁾
- **Registration Survey:** Before starting the research, Statista sent out a survey to all companies in scope. The survey allowed companies to send their relevant reports directly to Statista. Over 200 companies participated in the survey.
- **Research:** Researched data was purely quantitative, so it was either numerical or binary (in case of statements). If a company didn't report a certain KPI they received a score of 0, even if that KPI was not relevant for the company's industry or type of operation.

- **Selection of KPIs:** Regardless of the company's industry, all for the survey relevant KPIs from the three areas of ESG have been researched or calculated. The detailed list of KPI's in the different dimensions (see below) can be found on the next pages.

Area	Dimension
Emissions	Emissions
	Energy Use
	Waste & Water Use
Social	Board Diversity
	Equality
	Employees
	Philanthropy & Engagement
Governance	Economic Performance
	Disclosure & Transparency

(1) e.g. Science Based Targets Initiative, UN Global Compact, CDP

Carbon emissions & energy usage are the major metrics in the environmental pillar of CSR/ESG

Step 3.1: Research of Environmental KPIs

Dimension	KPI	Methodology
Emissions	Emission intensity	GHG emissions: scope 1 & 2 / revenue
	Transparency of emission reporting (Scope 1, 2 & 3)	Yes / no (for each scope)
	Emission intensity reduction rate	Carbon intensity (y) / carbon intensity (y-1)
	Commitment to Science Based Targets initiative (SBTi)	Committed / targets set: 2°C / Well below 2°C / 1,5°C
	Reporting of information to CDP (cdp.net)	CDP Score A/ B/ C/ D, none
Energy Use	Energy intensity	Energy use / revenue
	Energy intensity reduction rate	Energy intensity (y) / Energy intensity (y-1)
	Renewable energy ratio	Renewable energy / total energy
Waste & Water Use	Waste intensity	Total waste / revenue
	Recycle ratio	Recycled waste / total waste
	Recycled waste reporting	Yes / no
	Water intensity	Water use / revenue
Long Term Performance ⁽¹⁾	Score "Environment 2024"	1-100

(1) Last year's results were taken into account but were attributed a lower weight within the evaluation.

Board diversity, equality and employees are the most important aspects in the social pillar

Step 3.1: Research of Social KPIs

Dimension	KPI	Methodology
Board Diversity	Share of women on board of directors	# of women on board / total # of people on board
	Share of minorities on board of directors	# of minorities on board / total # of people on board
Equality	Gender Pay Gap	Female employees wages / male employees wages
	Human Rights Campaign (hrc.org)	Corporate Equality Index Rating (0-100)
	CEO ACTION	Signed pledge at ceoaction.com
	LGBTQ+ Inclusion	Statement about inclusion of LGBTQ+ people
Employees	Employee turnover	Number of departures / average total employees
	Average training hours	Training hours per employee
	TRIR (Total Recordable Incident Rate) or DART (Days Away/Restricted or Transfer Rate)	# of lost time cases * 200,000 / total hours worked
Philanthropy & Engagement	Average volunteer hours	Employee volunteer hours / # employees
	Human rights policy	Yes / no
	Charitable giving	Charitable giving / revenue
Long Term Performance ⁽¹⁾	Score "Social 2024"	1-100

(1) Last year's results were taken into account but were attributed a lower weight within the evaluation.

Financial stability and transparency are key topics in the governance pillar

Step 3.1: Research of Governance KPIs

Dimension	KPI	Methodology
Economic Performance	Financial Stability (Piotroski F-Score Test)	Net income / profit > 0 Operating cash flow > 0 Return on assets > Return on assets (y-1) Operating cash flow > Net income Debt to equity < Debt to equity (y-1) Current ratio > Current ratio (y-1) Number of shares <= Number of shares (y-1) Gross margin > Gross margin (y-1) Asset turnover ratio > Asset turnover ratio (y-1)
	Innovation capacity	R&D expenses / revenue
Disclosure & Transparency	ESG-Report with GRI Reporting Guidelines	Scope of usage
	Compliance / anti-corruption guideline	Yes / no
	Application of General Requirements for Disclosure of Sustainability-related Financial Information (IFRS) (formerly TCFD)	Usage (yes / no)
	Active participation in the UN Global Compact	Usage (yes / no)
	Assurance	Yes / no
	ESG-Report within Sustainability Accounting Standards Board (SASB)	Usage (yes / no)
Long Term Performance ⁽¹⁾	Score "Corporate Governance 2024"	1-100

(1) Last year's results were taken into account but were attributed a lower weight within the evaluation.

A survey on the external perception of the companies' ESG commitment was the second part of the analysis

Step 3.2: Survey

3.2 Survey

The survey represented the second phase of the detailed analysis aimed at evaluating the companies' CSR reputation:

- The survey was conducted among about 26,000 U.S. residents, using an online access panel and was carried out from August 31 to September 26, 2024
- Respondents were asked to select companies they were familiar with and evaluate the company's overall CSR performance, as well as its performance in the three ESG sub-dimensions: environmental, social, and governance

The following statements were evaluated

General

- In general, the company does a good job in terms of corporate social responsibility

Environment

- The company is active in protecting the environment
- The company meets relevant environmental standards
- The company uses resources responsibly and acts in an environmentally friendly way

Social

- The company is committed to good causes
- The company is a popular employer
- The company supports diversity and is committed to increasing the number of women and ethnic minorities in its workforce

Governance

- The company is transparent with its public disclosures
- The company handles sensitive data with care
- The company works against all forms of corruption

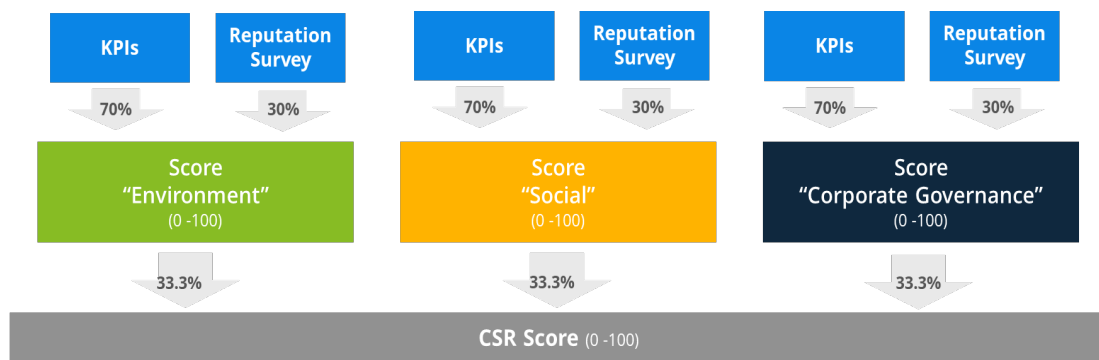
For every company in the detailed analysis a score was calculated from KPI performance and survey evaluations

Step 4: Scoring Model

4 Scoring

In the final step, an overall score was calculated for each company that had been included in the analysis.

- A score was calculated for each area of ESG. The results from the KPI research were weighted at 70%, while the survey results contributed 30% to the final score within each area.
- Each ESG area accounted for one third of the overall score. In each area, a maximum overall score of 100 could be achieved by the top-performing company.



- The 600 companies with the highest overall CSR scores have been awarded as “America’s Most Responsible Companies 2025”.⁽¹⁾
- The final list published by Newsweek is ranked by the overall CSR score.
- In addition, the publication allows to be sorted by industry. Each of the 600 companies has been assigned to one of the 14 industries: Automotive & Components, Capital Goods, Energy & Utilities, Financial, Health Care, Life Sciences & Pharmaceuticals, Hotels, Dining & Leisure, Materials & Chemicals, Professional Services, Real Estate & Housing, Retail & Consumer Goods, Software, Media & Telecommunication, Technology, Transport & Logistics

(1) The editors reserved the right to exclude companies whose broader sustainability record is sufficiently disputed to undermine any claim to be a “responsible company”.

Disclaimer

The selection of the companies and the definition of the evaluation criteria were carried out according to independent journalistic criteria of Newsweek and Statista. The evaluation was carried out by the statistics and market research company Statista. The ranking is comprised exclusively of companies that are eligible regarding the scope described in this document. A mention in the ranking is a positive recognition, based on an analysis of publicly available data and a comprehensive survey of U.S. residents at the time.

The ranking is the result of an elaborate process which, due to the interval of data-collection and analysis, is a reflection of CSR/ESG reporting periods 2022 and 2023. Furthermore, events following October 1, 2024, and/or pertaining to individual persons affiliated/associated to the companies were not included in the metrics.

As such, the results of this ranking should not be used as the sole source of information for future deliberations. The information provided in this ranking should be considered in conjunction with other available information about these companies. The quality of companies that are not included in the rankings is not disputed.