THE NETHERLANDS

OFFICIAL REPORT 2020

EUROPE'S LARGEST BRAND STUDY ON SUSTAINABILITY

SUSTAINABLE BRAND INDEX B2C

ABOUT THE REPORT

This report was written by SB Insight AB. SB Insight is an insight agency based in Stockholm, Sweden and the founder of Sustainable Brand Index™.

SUSTAINABLE BRAND INDEX™

Sustainable Brand Index™ is Europe's largest independent brand study on sustainability. Sustainable Brand Index™ measures the perception of brands on sustainability across industries and countries. It is an independent study consisting of more than 1 400 brands and over 58 000 stakeholder-interviews across Europe. The study is conducted yearly since 2011 from a consumer perspective (B2C) and 2017 from a decision-maker perspective (B2B). Next to a yearly ranking and official report, Sustainable Brand Index™ provides tailored sustainability insights and strategic recommendations.

SB INSIGHT

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01

ABOUT

"THE MORE BRANDS COMMUNICATE ABOUT THEIR SUSTAINABILITY WORK, THE MORE CONSUMERS WILL KNOW, CARE AND DEMAND.

EUROPE'S LARGEST BRAND STUDY ON SUSTAINABILITY

WHO WE ARE

Sustainable Brand Index™ is Europe's largest independent brand study focused on sustainability. The study analyses how sustainability affects branding, communication and business development. With the help of more than 58 000 consumers across 8 countries, the study measures over 1 400 brands across 35+ industries on sustainability.

Sustainable Brand Index™ has been conducted yearly since 2011 from a consumer (B2C) perspective and since 2017 from a decision-makers (B2B) perspective. Sustainable Brand Index™ shows how brands are perceived on sustainability by their stakeholders, why they are perceived this way, and what to do about it. Next to yearly brand rankings and official reports, Sustainable Brand Index™ provides brands with unique sustainability data and insights. The study includes; comprehensive trend analysis, consumer behaviour analysis and strategic recommendations.

OUR PURPOSE

The purpose of Sustainable Brand Index™ is to drive the agenda, visualise the value of sustainable branding and increase the knowledge on sustainability within branding and communication. Based on data-driven insights, Sustainable Brand Index™ is able to identify important gaps between how brands think they are perceived on sustainability and the reality. By analysing important trends, mapping stakeholders' attitudes and behaviours and evaluating several materiality areas, the study provides brand-specific data and strategic tools. In doing so, Sustainable Brand Index™ encourages brands to improve their work and dares them to communicate about sustainability. The more brands talk about sustainability, the more consumers will know, care and demand. It creates a positive cycle for transparency and sustainability. Together we are on a mission to create sustainable brands.

WHAT WE DO

RANKINGS

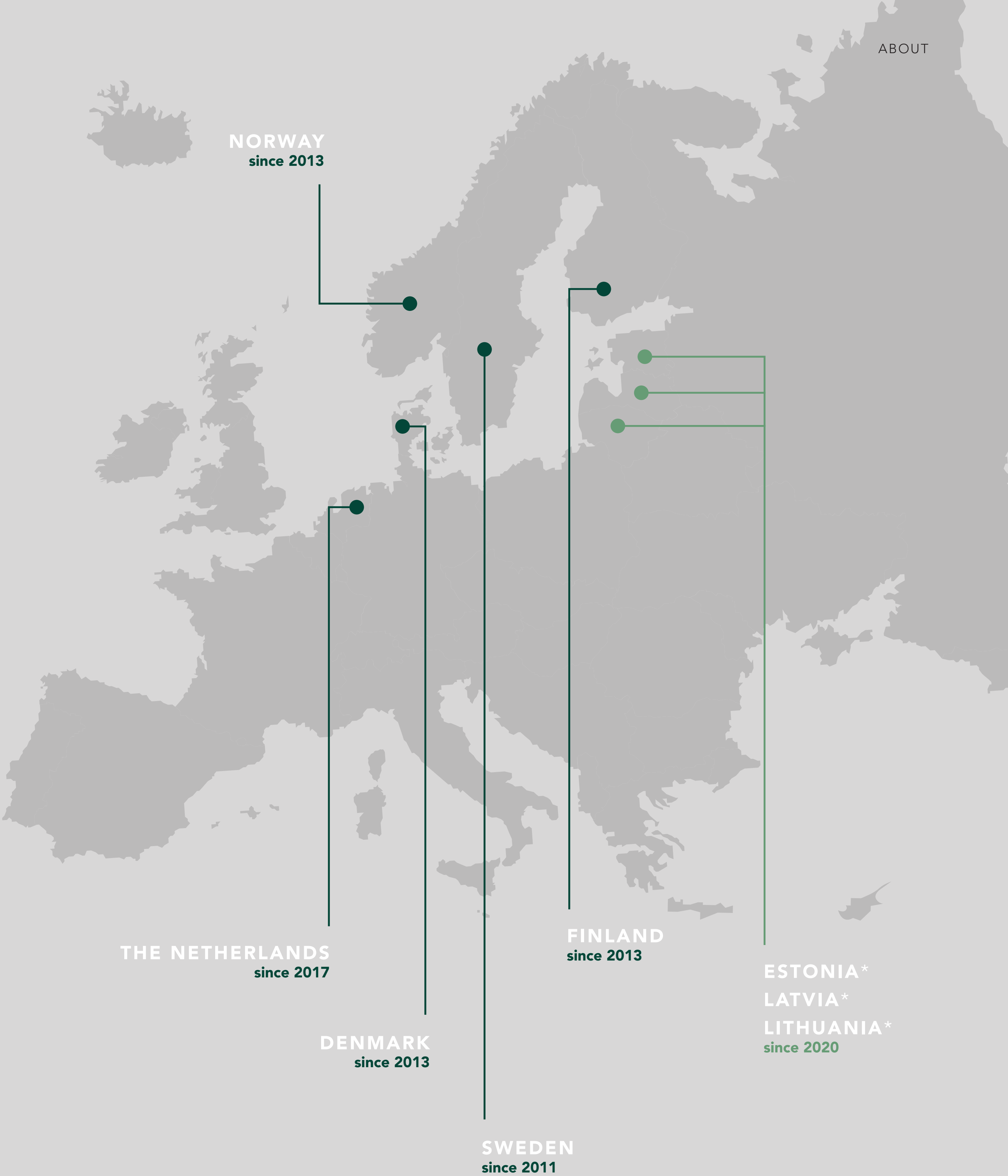
Our yearly rankings show how brands are perceived on sustainability by their important stakeholders. Brands are selected independently based on market share, turnover and general brand awareness.

REPORTS

Our official reports contains the complete ranking of each country over time, accompanied with key sustainability insights and stakeholder data.

INSIGHTS

We provide brands with brand-specific data, a tailored analysis and strategic tools. Our unique consumer data and sustainability insights help you understand; how sustainable your brand is perceived to be, why it is perceived this way and what to do about it.



OUR MARKETS

*The results of Sustainable Brand Index™ 2020 in Estonia, Latvia and Lithuania will be launched in separate reports during the spring of 2020.

For more info www.sb-index.com

DATA COLLECTION

Sustainable Brand Index™ B2C is an independent three-part study, based on desk research and two quantitative web-surveys among the target audience.

TARGET AUDIENCE & RESPONDENTS

The target audience in Sustainable Brand Index™ B2C is the general consumer or public, 16-75 years, in each country.

- In accordance with our policy, we do not use panels that are self-recruited. The respondents come from so-called consumer panels belonging to a subcontractor. The panels thus consist of regular citizens in each country that have been recruited to answer questions at even and uneven intervals.
- In the surveys, we set quotas for gender, age and geography
- The data is weighted for further fine-tuning
- The average length of the surveys is approximately 10 minutes.
- The study has been conducted during November 2019 to February 2020

BRAND SELECTION

Per country, brands are selected yearly across a variety of industries, based on a set of independent parameters. Parameters include: market share on the respective market, turnover and general brand awareness. The purpose of these criteria is to create a selection that mirrors the brands that consumers meet in their everyday life. Every brand is evaluated by at least 1 000 people.

Brands cannot choose to be included or excluded from the study and the annual results of Sustainable Brand Index™ are open to the public.

DEFINITION OF SUSTAINABILITY

The definition of sustainability in Sustainable Brand Index™ is based on the UN Global Goals for Sustainable Development (SDG). The ranking of Sustainable Brand Index™ is however only the tip of the iceberg in the study. We measure consumer perception in relation to sustainability in different ways, by diving deeper into specific attitudes, knowledge levels, behaviours and materiality areas relevant to each industry.

THE RANKING SCORE

The ranking of Sustainable Brand Index™ shows how brands are perceived on sustainability according to consumers in the respective country. Ranking scores are based on two main parts; environmental responsibility and social responsibility. The final score of each brand is based on the percentage of consumers who assess a company's sustainability efforts as good (4) or very good (5) on a scale of 1-5 + "don't know". The maximum score a brand can get is 200%. A brand that has 200%, performs very well within both environmental (100%) and social responsibility (100%) according to consumers. In other words, this means that 100% of consumers have answered 4 or 5. A brand with a 200% score usually does not exist in reality.

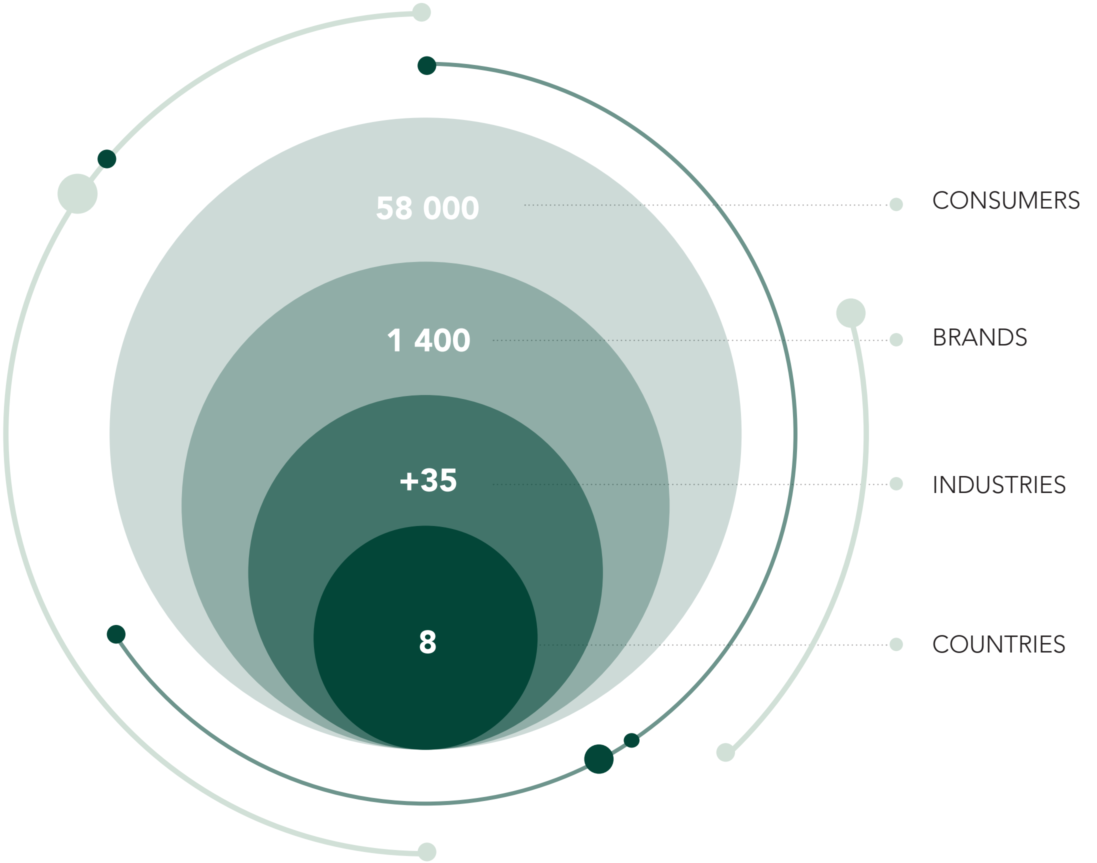
FOUNDED BY SB INSIGHT

Sustainable Brand Index™ was founded in 2011 by the Swedish insight agency SB Insight. Sustainable Brand Index™ is an independent study, owned and run entirely by SB Insight. The company is based in Sweden and is privately owned by its employees. SB Insight finances Sustainable Brand Index™ 100%.

TO LEARN MORE ABOUT SB INSIGHT

Click here

FACTS & FIGURES 2020



BREAKDOWN PER COUNTRY

COUNTRIES	CONSUMERS	BRANDS	INDUSTRIES
Sweden	21 640	381	35
Norway	10 400	247	23
Denmark	5 910	224	23
Finland	9 480	195	22
The Netherlands	7 727	176	14
Estonia	1 200	51	7
Latvia	1 200	50	7
Lithuania	1 200	49	7
TOTAL	**58 757**	**1373**	**+35**

INDUSTRIES 2020

SWEDEN

- Airlines
- Automotive
- Banks
- Beauty
- Beverages
- Clothes & Fashion - Brands
- Clothes & Fashion - Stores
- Consumer Goods Corporations
- Digital
- DIY & Crafts
- E-commerce
- Electricity & Heating
- Food
- Forest Owners
- Fuel
- Furniture & Decoration - Brands
- Furniture & Decoration - Stores
- Gambling
- Governmental Institutions
- Grocery Stores
- Healthcare Providers
- Hotels
- Insurance
- Leisure & Home Electronics
- Opticians
- Parcels & Logistics
- Pension
- Pharmacies
- Real Estate
- Restaurants & Cafes
- Technology
- Telecommunications
- Transport
- Travel
- Vehicle Inspection

NUMBER OF INDUSTRIES

35

NORWAY

- Airlines
- Automotive
- Banks
- Beauty
- Beverages
- Clothes & Fashion - Brands
- Clothes & Fashion - Stores
- Consumer Goods Corporations
- DIY & Crafts
- Electricity & Heating
- Food
- Fuel
- Furniture & Decoration
- Grocery Stores
- Hotels
- Insurance & Pension
- Leisure & Home Electronics
- Parcels & Logistics
- Pharmacies
- Restaurants & Cafes
- Telecommunications
- Transport
- Travel

NUMBER OF INDUSTRIES

23

DENMARK

- Airlines
- Automotive
- Banks
- Beauty
- Beverages
- Clothes & Fashion - Brands
- Clothes & Fashion - Stores
- Consumer Goods Corporations
- DIY & Crafts
- Electricity & Heating
- Food
- Fuel
- Furniture & Decoration - Brands
- Furniture & Decoration - Stores
- Grocery Stores
- Hotels
- Insurance & Pension
- Leisure & Home Electronics
- Pharmacies
- Restaurants & Cafes
- Telecommunications
- Transport
- Travel

NUMBER OF INDUSTRIES

23

FINLAND

- Airlines
- Automotive
- Banks
- Beauty
- Beverages
- Clothes & Fashion - Brands
- Clothes & Fashion - Stores
- Consumer Goods Corporations
- Electricity & Heating
- Food
- Fuel
- Furniture & Decoration - Brands
- Furniture & Decoration - Stores
- Grocery Stores
- Hotels
- Insurance & Pension
- Leisure
- Pharmacies
- Restaurants & Cafes
- Telecommunications
- Transport
- Travel

NUMBER OF INDUSTRIES

22

THE NETHERLANDS

- Airlines
- Automotive
- Banks
- Beverages
- Energy
- Food
- Hotels
- Insurance
- Restaurants & Cafes
- Retail
- Supermarkets
- Telecommunications
- Transport
- Travel & Leisure

NUMBER OF INDUSTRIES

14

ESTONIA LATVIA LITHUANIA

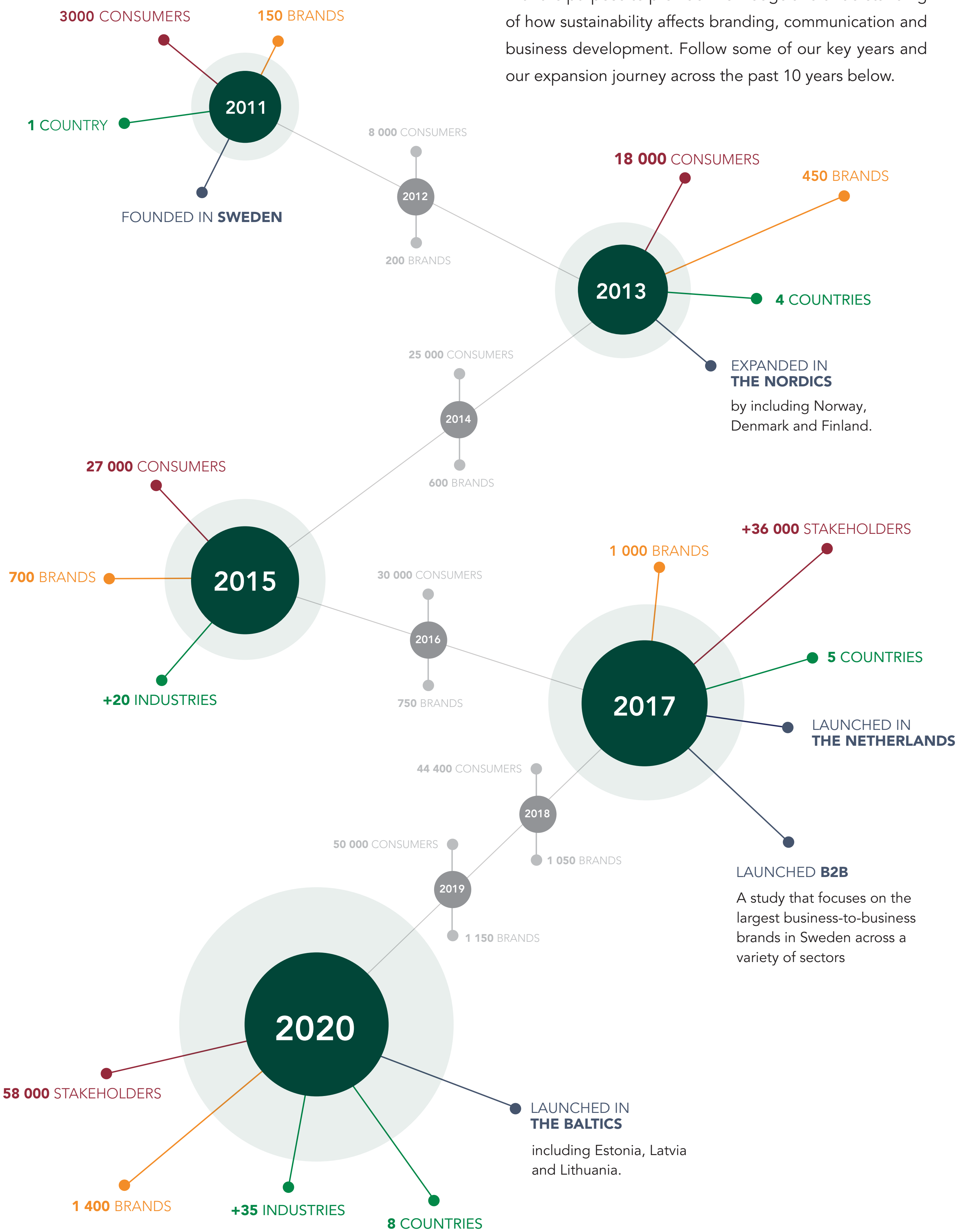
- Banks
- Electricity & Heating
- Food & Beverage
- Fuel
- Grocery Stores
- Telecom
- Transport/Travel

NUMBER OF INDUSTRIES

7

OUR JOURNEY 2011-2020

Sustainable Brand Index™ was founded in Sweden in 2011, with the purpose to provide knowledge and understanding of how sustainability affects branding, communication and business development. Follow some of our key years and our expansion journey across the past 10 years below.



02

KEY INSIGHTS

A decade of data 2011 - 2020

DURING THE LAST 10 YEARS, WE HAVE INTERVIEWED MORE THAN THAN **300 000 CONSUMERS** AND CONDUCTED OVER **7 MILLION BRAND EVALUATIONS** ACROSS **35+ INDUSTRIES** IN **8 COUNTRIES** IN EUROPE. THE YEAR 2020, NOW MARKS A DECADE WORTH OF DATA.

DISCOVER SOME OF OUR KEY SUSTAINABILITY INSIGHTS FROM 2011-2020.

A DECADE OF INCREASING DISCUSSIONS ABOUT SUSTAINABILITY

THE NORDIC NATIONS PROGRESS SIDE BY SIDE

This indicator shows the share of regular consumers talking and discussing sustainability-related issues (to different extents). Looking at the long-term development, we clearly see that the trend for the four Nordic countries is more or less identical year to year. The only difference is the absolute level of consumers discussing sustainability in each country. The Dutch market, with data from 2017 forward, shows a slightly different pattern but, in essence, the long-term movement is the same. Over time, the trend is clearly positive for all countries.

2011-2012 SHOWED UNREASONABLY HIGH LEVELS

Looking at the trend pattern, we see different reasons for the change from year to year. In 2011 and 2012, consumers in Sweden assumed that they knew what sustainability was all about, therefore the levels were unreasonably high. In 2013, the all-time low was a clear indication that consumers had realised that they were not that savvy after all. In short, consumers were made aware of their lack of knowledge. Therefore, not claiming to discuss sustainability issues to the same extent.

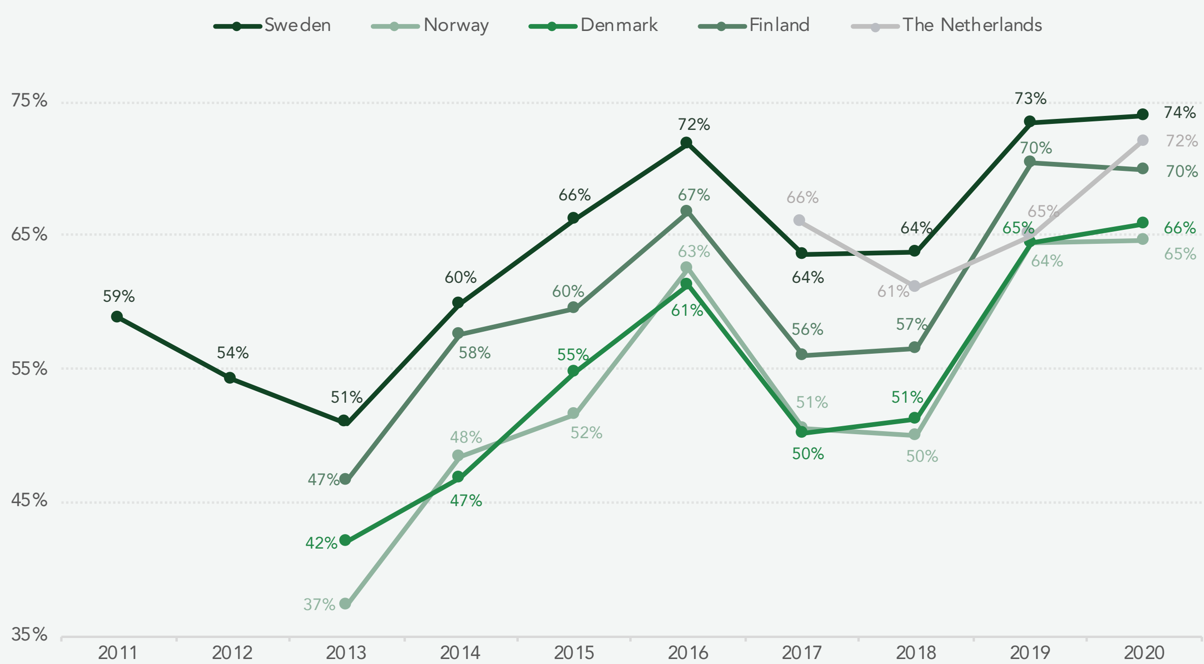
2013-2020 SUSTAINABILITY IS ON EVERYBODY´S LIPS

From 2013 and forward, the trends go up. Consumers talk more and more as sustainability becomes more normalised and present in society. The peak in 2016 was a consequence of the Paris Climate Meeting at the end of 2015. Suddenly, sustainability was on most peoples´ lips. The subsequent decrease during 2017-2018 was a correction of the market, indicating more normal levels of sustainability discussions, but also a consequence of societal debates being more focused on political issues e.g. Donald Trump, North Korea and the global security situation. It stole the spotlight from sustainability issues. In 2019, we saw a substantial increase in discussions on all markets, entirely driven by a strong focus on climate change and the climate emergency. Drivers were Greta Thunberg & Fridays for Future, The IPCC Report on Climate Change and general media coverage, to name a few.

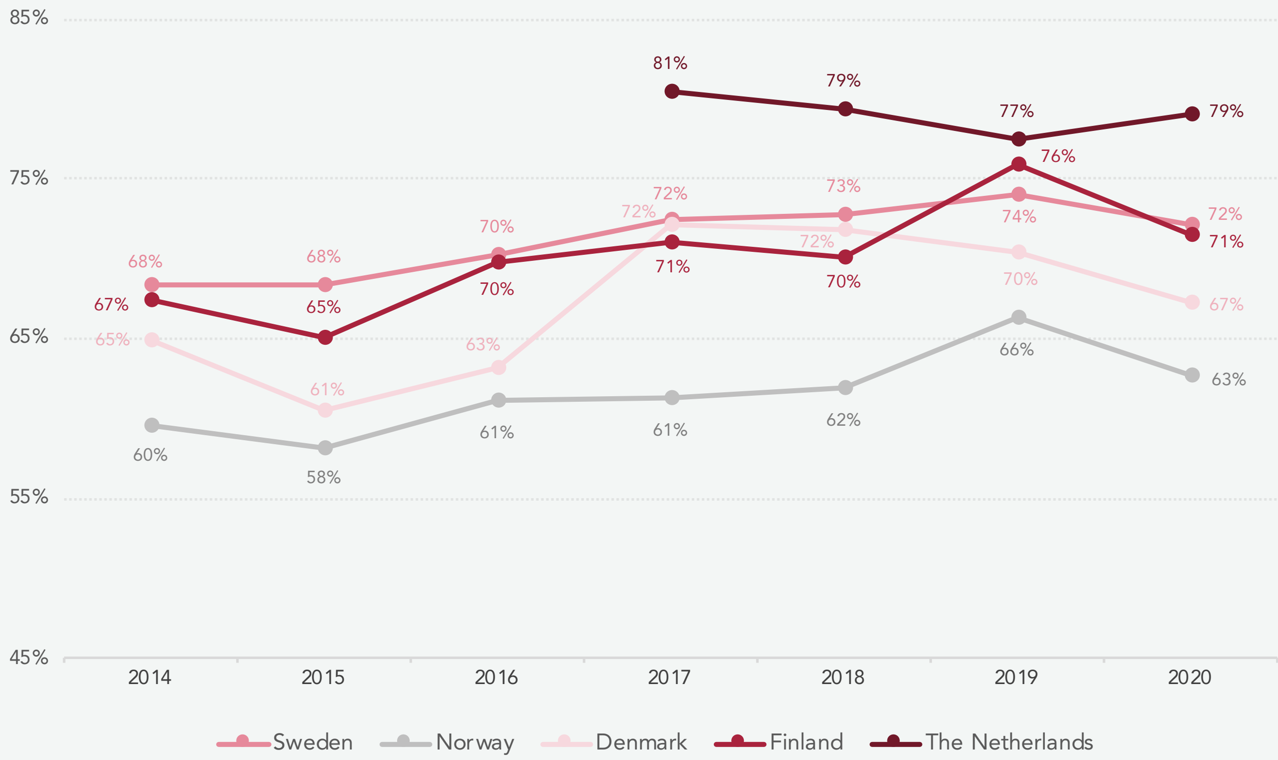
CLOSING THE GAP

Even though Sweden and Finland have higher levels than their neighbours, we see, over time, that the gap is closing between all the Nordic markets. Norway and Denmark are closing in.

THE % OF CONSUMERS DISCUSSING SUSTAINABILITY WITH OTHERS (SOMETIMES + OFTEN)



THE % OF CONSUMERS WHO SAY THEIR PURCHASING DECISIONS ARE INFLUENCED BY SUSTAINABILITY



A SLOW BUT STEADY INCREASE IN AMBITIONS

AN INDICATOR OVER TIME

This indicator shows the ambition among regular consumers in considering sustainability when purchasing products or services. It includes all levels of perceived effect, from sustainability being the decisive driver of decisions to it being one of several essential elements. It is a good indicator over time to see whether or not we are moving in the right direction.

SLOWLY BUT STEADILY

The long-term trend is slow but steadily positive in the Nordic countries. However, Denmark deviates a bit with a trend from 2017 and forward that is slightly negative. All Nordic countries also display a negative development between 2019-2020. The Dutch market has a different development, but with little movements year to year and a positive development 2019-2020. The Netherlands remains the country where sustainability impacts actual buying decisions the most. Even though in all markets, we see that the majority of consumers state to be affected by sustainability when making a purchase.

DISCUSSIONS DO NOT TRANSFORM INTO ACTIONS

It is important to note that the changes year to year are fairly small. Essentially meaning that the trend is neutral and that consumers in all countries experience issues in transforming sustainability discussions and interest into actions.

THE DEVELOPMENT OF SUSTAINABILITY PERCEPTIONS DIFFER

AN IRREGULAR DEVELOPMENT OF THE MARKET

This indicator shows the average score of all brands in Sustainable Brand Index™, year to year (cleaned from the effects of brands added or removed from the study). It gives us a picture of how well brands are perceived to perform on sustainability and how consumer awareness is developing – which in turn affects the perception of brands.

First of all, all long-term trends are positive, except for Sweden. Finland´s trend is positive but is flattening out since four years back. Denmark has moved from a rather low level to the same level as Sweden in 2020. The most deviating market is Norway with a steep positive development since the start in 2013. There are, of course, different explanations for these irregular evolution of the markets. The newcomer, The Netherlands, had a slight downfall between 2017-2018, but has, since then, shown positive progress.

The increases in average score in 2016 were driven by the Paris Climate Meeting at the end of 2015. It made consumers more aware in general and, especially, more prone to opinions on brands.

THE RANKING SCORE

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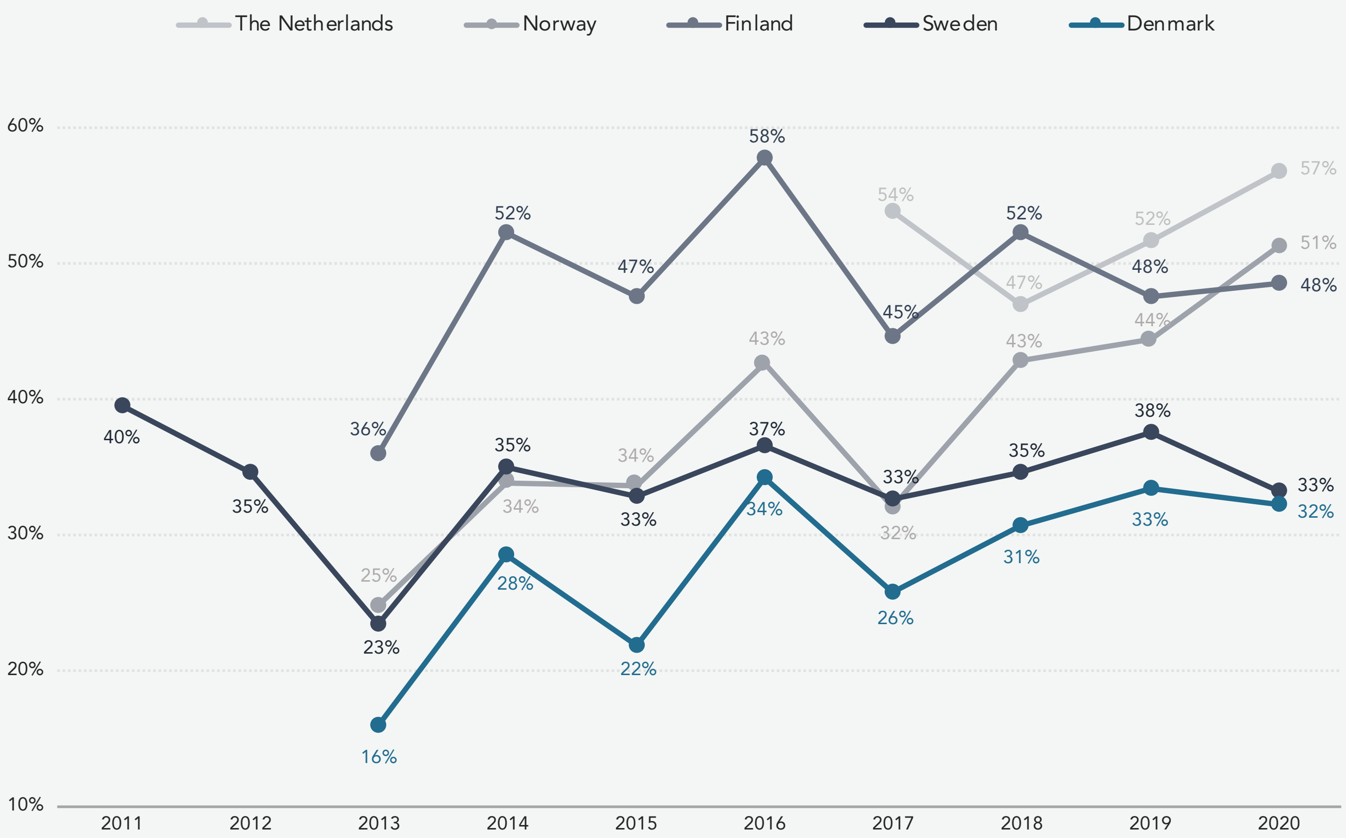
DEVELOPMENT OF AVERAGE RANKING SCORE



A SLOW BUT STEADY INCREASE IN AMBITIONS

65% - 74%

of consumers discuss sustainability

63% - 79%

of consumers' purchasing decisions are influenced by sustainability

SWEDEN – THE SURRENDERING FRONT RUNNER

Firstly, the steep decline between 2011-2013 was due to Swedish consumers moving from assuming they knew a lot about sustainability, to understanding that they knew quite little. This affected brand scores significantly.

Secondly, Swedish consumers are generally speaking sustainability frontrunners within the Nordics. The decrease in the average ranking score in 2020, and the flat development over time, can be explained by the fact that people are now experiencing an overload of sustainability information and communication. It makes it difficult to know what to trust, as there are different bids about what is the most sustainable alternative. The effect we see now is that Swedish consumers surrender to the confusion and experience difficulties in having a clear opinion about the sustainability work of brands.

NORWAY – THE SURPRISED & OVERWHELMED

When looking at sustainable consumer behaviour, Norway is the Nordic region's least developed country. But Norwegians are now in a phase where consumers are pleasantly surprised by the fact that brands seem to prioritise these issues. This is partly because they have seen little or nothing before, and partly because they, traditionally, do not expect this level of responsibility from companies, but rather from the state. The effect of this is a steep positive development in average ranking scores.

DENMARK – THE TIRED & LIGHT-HEARTED

Danes have always been the least positive consumers in the Nordics, not necessarily negative, but somewhat unwilling to take a stand and, in many cases, just not interested enough. The fact that the ranking score falls is mainly due to increased fatigue of sustainability communication.

FINLAND – THE NEW-BORN SCEPTIC

Finnish consumers have long been the overly positive ones, appreciating every little sustainability effort from brands. As sustainability has now become mainstream in society, the Finns' scepticism has started to show. They are now less inclined to trust brands on their sustainability messages, and therefore we see the average score flatlining.

THE NETHERLANDS – THE TRUSTING & FAITHFUL

In The Netherlands we see the highest average ranking score compared to the other markets in the study. This shows that the average Dutch consumer is quite aware of sustainability issues and the role of brands in the equation. In general, there is a strong focus on the business sector in The Netherlands when it comes to social and environmental responsibility. Dutch consumers put a lot of faith in companies to push sustainability and innovation forward and they want to be part of the journey themselves. However, sometimes the Dutch can have a tendency to overestimate one's own knowledge and understanding of the challenges at hand.

ARE YOU LOOKING FOR IN-DEPTH INSIGHTS ON HOW SUSTAINABILITY AFFECTS YOU?

Read on..

Sustainable Brand Index™ 2020 measures the sustainability perception of over 1 400 brands across 35+ industries, with the help of more than 58 000 stakeholders across 8 countries. The insights and ranking in this official report, only shows a fraction of the data we have available for you.

Depending on your needs, we can provide you with tailored insights and our expertise on how sustainability affect branding, communication and business development.

WE SPECIALISE IN:

- Sustainability Perception & Positions Of Brands
- Industry Insights & Materiality Analysis
- Consumer Attitudes & Behaviours
- Behavioural Groups, Consumer Segmentation & Target Group Analysis
- Trend Mapping & Frameworks
- Best Cases In Sustainable Branding
- Brand & Communication Models
- Strategic Recommendations

OUR WORK

01.

TAILORED BRAND REPORTS

For each of the 1 400 brands in Sustainable Brand Index™, there is a tailored brand report available on request, with a complete analysis from the sustainability perspective. You will learn more about your position in the ranking and why you are perceived in a certain way. You will also gain increased market knowledge of competitors, stakeholders, risks and unveiling opportunities and how they affect your work. Learn about your customers needs and demands, and find out how to talk about sustainability, in what way and with whom it will have an effect.

We tailor everything to the reality of your business and industry. Insights from our tailored brand reports are most commonly used for the materiality analysis, strategic planning and communication, as well as in following up on KPIs.

CONTACT US AND LET US TELL YOU MORE ABOUT HOW WE CAN HELP YOU.

Annemarije Tillema
Country Manager The Netherlands
annemarije.tillema@sb-index.com
+31 (0) 64 134 66 67

02.

INDUSTRY & CONSUMER REPORTS

Learn more about how an industry performs on sustainability and what consumers demand and expect from it. We have data into 35+ industries and are able to zoom in on different consumer demands and attributes for making sustainable choices. Gain increased knowledge on what prevents and enables sustainable purchasing decisions and if communication with buzzwords such as "climate positive" and "circular" are effective. You can learn more about the sustainable consumer with the help of our Behavioural Groups (p.20). and about how you can reach them with your communication. Furthermore, we can provide you with successful cases in sustainable branding and communication over the past 10 years.

03.

LECTURES & EDUCATION SOLUTIONS

Are you looking for a topic or speaker for your next event? Or are you interested in hosting a workshop or training with us? We offer tailored lectures, workshops and education solutions, on all different levels for all occasions. You choose the level, scope and area that fits your needs and future challenges. We work with real-life examples and cases in order to create understanding and spark creative thinking.

ACCORDING TO A CLIENT

IKEA

JONAS CARLEHED
SUSTAINABILITY MANAGER
IKEA SWEDEN

IKEA, the Swedish multinational group and currently the world's largest furniture retailer, has been a client of Sustainable Brand Index™ in Sweden since 2011. Over these last 10 years, IKEA has purchased a yearly brand report to help them understand sustainability form the consumer perspective. Their tailored report from Sustainable Brand Index™ has fueled their internal and external sustainability communication and long-term strategy. Jonas Carlehed, Sustainability Manager at IKEA in Sweden is sharing his experience and perspective on working with Sustainable Brand Index™.

What role do you think that Sustainable Brand Index™ has played for sustainable development during its 10 years on the market?

Sustainable Brand Index™ has been an early "unifying force" on the market and has played an important role in demonstrating how sustainability can strengthen a brand and be linked to the commercial agenda. The tailored brand reports of Sustainable Brand Index™, have provided us with a much deeper perspective on consumers' driving forces for a more sustainable life, compared to other studies we have worked with. For us in the sustainability team, our yearly brand reports have also been important in increasing the interest and knowledge around sustainability within other departments of the company - primarily within marketing, communication and sales.

SUSTAINABLE BRAND INDEX™ HAS BEEN AN EARLY "UNIFYING FORCE" ON THE MARKET AND HAS PLAYED AN IMPORTANT ROLE IN DEMONSTRATING HOW SUSTAINABILITY CAN STRENGTHEN A BRAND AND BE LINKED TO THE COMMERCIAL AGENDA.

You have worked internally with the material from Sustainable Brand Index™ for 10 years. How have you used it and what benefits do you feel it gives you?

We have shared the study and analysis with our colleagues in other departments and together we discussed how we would take this further into our business plan for IKEA Sweden. The strength of our brand reports is that it "speaks the same language" as the other consumer studies our marketing department works with. The study and ranking furthermore play a major role in creating engagement, knowledge and confidence of all of us asco-workers at IKEA. Of course, we saw a real increase in commitment when we had the honour of being ranked number 1 in 2019, as the most sustainable brand according to Swedish consumers!

How do you think the next 10 years will look like in terms of sustainability, consumer demands and building a sustainable brand? What will be different from the past 10 years?

Sustainability will be integrated in a much stronger way in all other communication and branding in the future. The driving force will be increased consumer awareness on sustainability issues, like climate change, loss of biodiversity and increased inequality that affects everyday life for all of us. I also believe that more ambitious laws and regulations from politicians will reinforce this development.

How can you, as a brand, continue to be relevant in the next 10 years?

We want to be even better at connecting our products, services and solutions to how we can help people live a better life within the limits of our planet. Sustainability, digitization and urbanization go hand in hand – and we need to understand which new consumer demands this will create, both for a better life at home and on our planet.

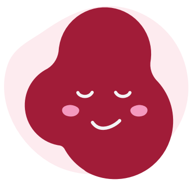
03

THE SUSTAINABLE CONSUMER

2020

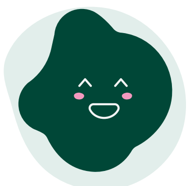
OUR FOUR BEHAVIOUR GROUPS

Sustainable Brand Index™ divides consumers into four different behaviour groups based on how they relate to sustainability. By looking at how consumers act in different situations and cross-tabulate this with underlying structures in their attitudes, we end up with a number of patterns. Based on these patterns, we have been able to identify four behaviours that consumers exhibit in relation to sustainability and companies.



EGO

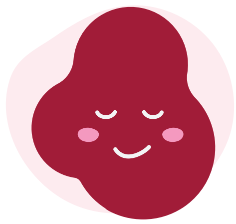
MODERATE



DEDICATED

SMART

EGO



CARES SOMEWHAT ABOUT SUSTAINABILITY BUT NOT FROM THE TRADITIONAL PERSPECTIVE

Ego is usually a man with strong views about how society functions, or at least how it should function. He has traditional values and the local community is a very important sphere for him. His greatest interests are his own existence, things happening in his own country, and the local community. There are various driving forces that determines the Ego group. Some people classified as Ego are generally uninterested in most things outside of their personal sphere. Others are more driven by tradition or resentment, while yet another segment of Ego has defined their interest and opinions related to sustainability based on a lower education and income. Ego´s educational level is in fact slightly lower than the national average.

For some years, we have seen that Ego has been completely uninterested in sustainability. That has now changed. Although the commitment to be sustainable, or listening to companies that talk about sustainability from a traditional angle is often low, one can reach Ego by targeting the sustainability message carefully around the right topics. Thus, Ego can be interested in sustainability, you just have to find out how to address them best. However, Ego does not want to be showered with sustainability messages. It needs to be an added value to other priorities, like price and well-being.

Ego bases behaviour and purchasing decisions on function, simplicity and speed. It is primarily about satisfying a need, regardless of the consequence.

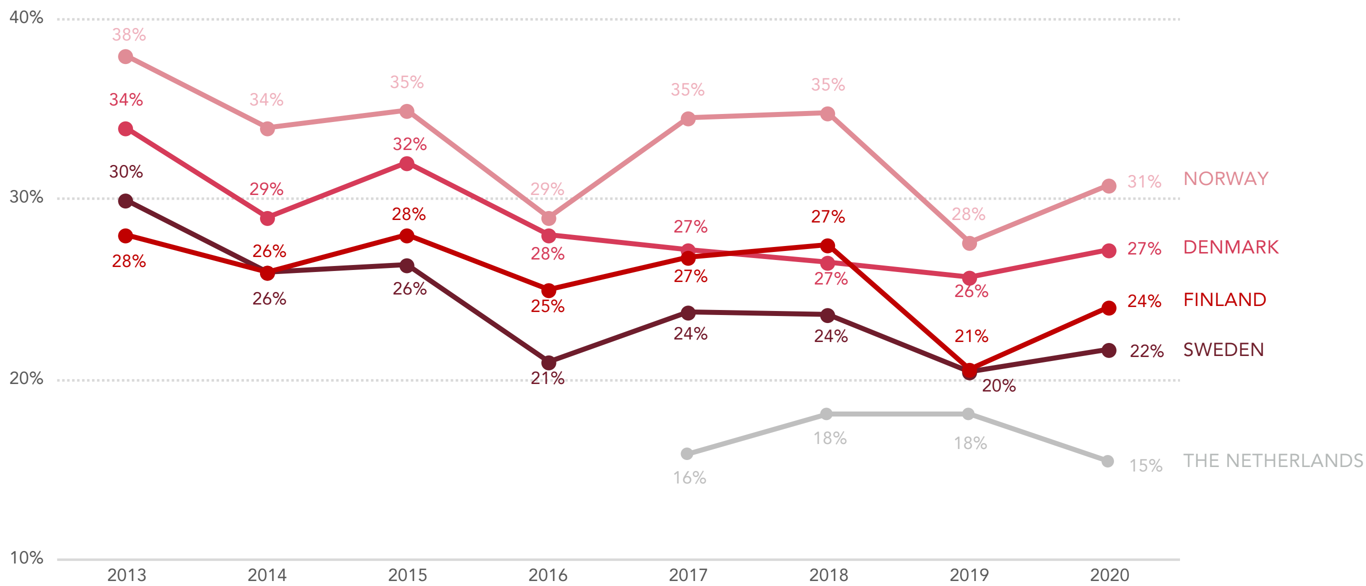
CHARACTERISTICS

- Middle-aged man on the countryside or in the city
- Relatively lower education level compared to the average population
- Traditional values
- Cares somewhat about sustainability but not from the traditional perspective

PRIORITIES

- Simplicity & price

THE DEVELOPMENT OF EGO 2013-2020



MODERATE

BELIEVES THAT SUSTAINABILITY CAN BE RATHER INTERESTING

Moderate is today the majority of the population. It is a man or a woman, on the countryside or in the city. Moderate is the symbol of the "ordinary citizen". Moderate does not make too much noise. Instead, Moderate is pretty pleased with things as they are. A Moderate consumer follows the developments in the local community through the news. Sometimes, Moderate worries about where the world is heading. But Moderate is generally satisfied with life. As a consumer, Moderate has general requirements in terms of longevity, quality and function. In addition, Moderate is interested in the price tag.

Moderate is a bit interested in sustainability but does not drive the agenda forward. Instead, Moderate is a follower when it comes to sustainability. Moderate follows what other people do, mainly the Smart group. Moderate behaves sustainably when it is trendy or becomes normative. Even more so if it gives them positive social attention.

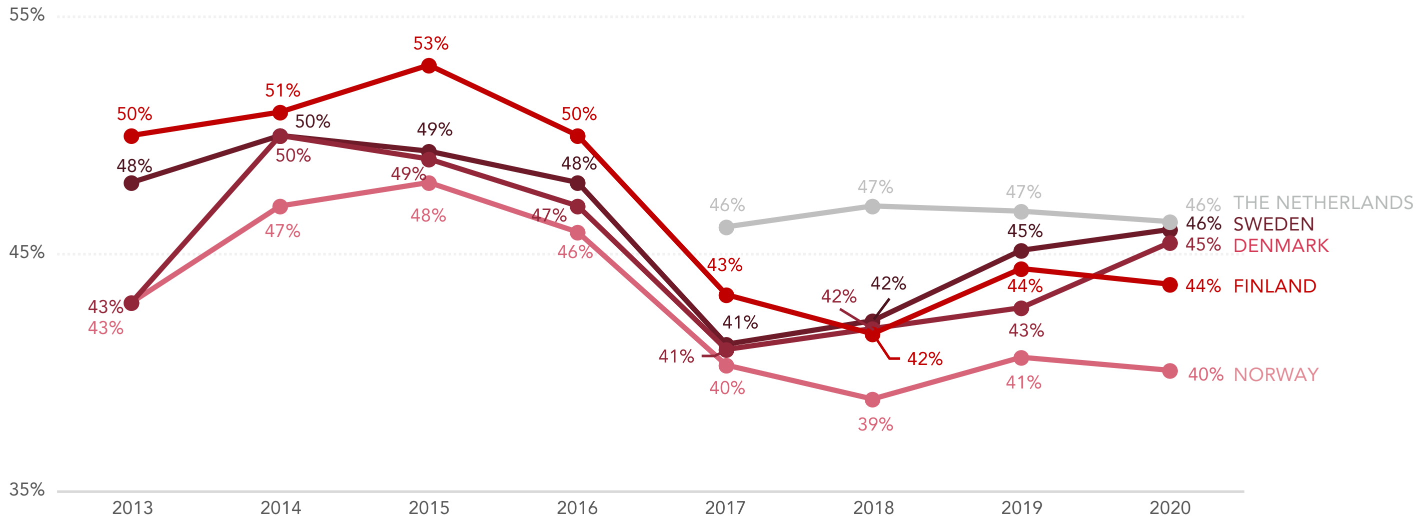
CHARACTERISTICS

- The average consumer – on average equally spread on gender and age
- Satisfied with life – does not make any fuss
- Thinks that sustainability becomes more and more interesting

PRIORITIES

- Quality, Function & Longevity

THE DEVELOPMENT OF MODERATE 2013-2020



SMART

CURIOUS & INTERESTED IN SUSTAINABILITY

Smart is often a determined person with high standards and with high demands on the companies whose products and services it consumes. "What's in it for me?" is always the first question for Smart. The Smart consumers see the possibility to combine things that are good for themselves with what is good for the world. They make everyday choices to balance these things. Quality and service are important priorities.

The Smart consumers want to make a difference in their everyday life through their decisions. They search for brands that they can identify with, and are interested in what happens in society. Smart actively seeks information about what is going on in the world.

Smart is curious and interested in sustainability. Doing the right things and choosing sustainable brands is a matter of lifestyle. It is a matter of identity for Smart. However, an important driver for Smart is their personal well-being. Smart does not prioritise sustainability over everything else. There needs to be a balance with their personal preferences and lifestyle.

The issue of health used to be the main priority for Smart, and although remaining important, Smart is starting to gain an increasing interest in the climate issue. More so than Ego and Moderate. Thus, the climate crisis is a major driving force for Smart to behave and act.

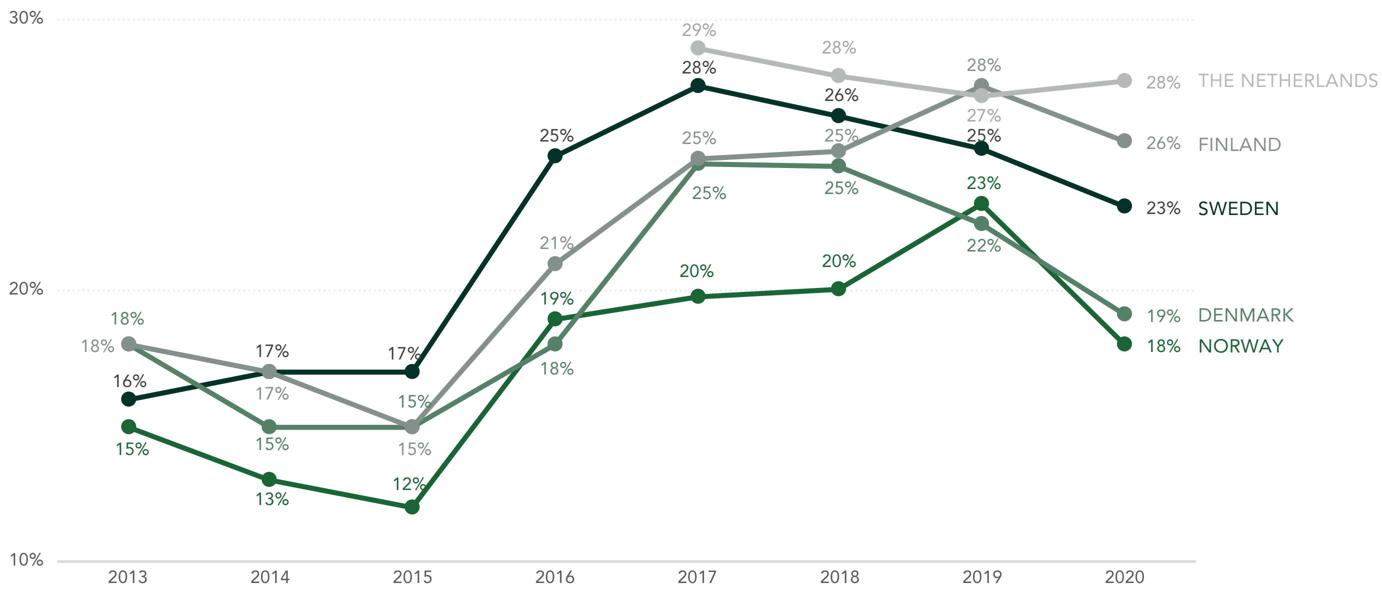
CHARACTERISTICS

- Determined with high standards
- Likes to discuss sustainability and learn more
- Thinks that sustainability is very interesting

PRIORITIES

- What's in it for me?"
- Quality, Service & Health
- The climate

THE DEVELOPMENT OF SMART 2013-2020



DEDICATED

ZEALOUS & WELL-INFORMED ON SUSTAINABILITY

Dedicated is a man or woman, that actively prioritises sustainability in all parts of life. Younger generations are over-represented in the Dedicated group. Dedicated is a person who lives consciously and weighs every consumption decision carefully. Dedicated is left-oriented and interested in international relations, politics and culture. In relation to companies Dedicated is questioning and zealous.

Dedicated prefers to listen to other Dedicated consumers. Usually she or he reads and researches a lot and avoids accepting information directly from companies. Dedicated assumes that companies are bad until the contrary has been proved. Their knowledge of sustainability is high. Dedicated is often well-informed about what companies do in the area of sustainability. However, Dedicated´s understanding of companies and their ambitions in general is often more limited. Dedicated often contacts companies to put them against the wall, and are active in social media channels.

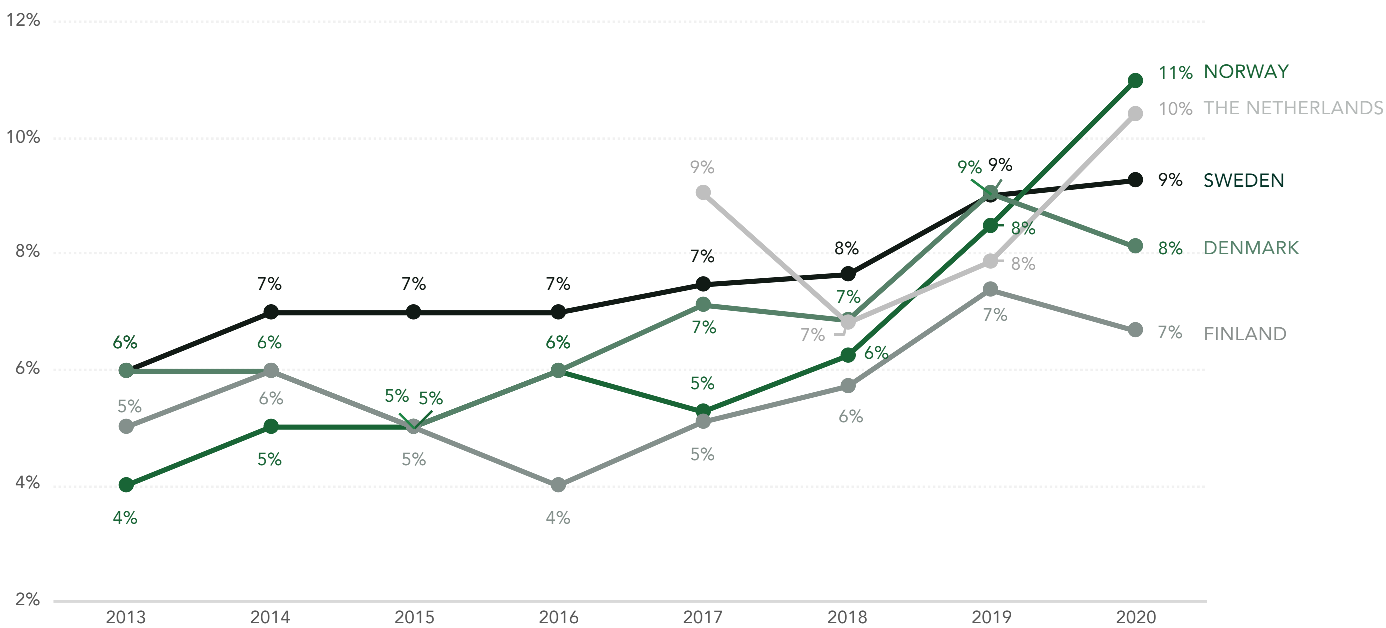
CHARACTERISTICS

- Younger and on average more educated than other groups
- Knowledgeable and well-informed on sustainability
- Actively seeks information on sustainability
- Zealous and critical towards corporations
- Focused on sustainability, whatever the situation

PRIORITIES

- Sustainability

THE DEVELOPMENT OF DEDICATED 2013-2020



THE DEVELOPMENT OF OUR BEHAVIOUR GROUPS 2013 - 2020

The short-term and long-term developments of our behaviour groups vary slightly. We also see certain geographical differences, especially when comparing the Nordic market and the Dutch market.

The most noticeable Nordic trend in the short term, i.e. between 2019 and 2020, is that the Ego group increases while the Smart group decreases, on average. However, in the Netherlands, we see the opposite development, i.e. the Smart group increases while the Ego group drops in numbers. The Moderate group makes a rather flat development in all markets. Looking at the Dedicated group, we can notice a significant increase in the Norwegian and the Dutch market, while the development is flat or slightly negative in Sweden, Denmark and Finland.

NORWAY STANDS OUT FOR ITS POLARIZED DEVELOPMENT WHERE BOTH EGO AND DEDICATED GROWS.

Two noteworthy geographical divergences in the data are thus that first; the Netherlands stands out for its positive development of the Smart group and the decrease in the Ego group. Second, Norway stands out for its polarized development where both Ego and Dedicated grows. In fact, Norway shows one of the most significant increases in the Ego group of all markets and one of the most significant increases in the Dedicated group of all markets.

Taking these short-term trends in consideration, it is essential to address the fact that Ego is still on its third lowest level altogether since 2013, that Moderate and Smart are on the same level as in 2016, and that Dedicated keeps growing. Thus, the long-term development over the past decade is positive when anaysing the maturity of consumers.

7-11%

of consumers are zealous and well-informed on sustainability.

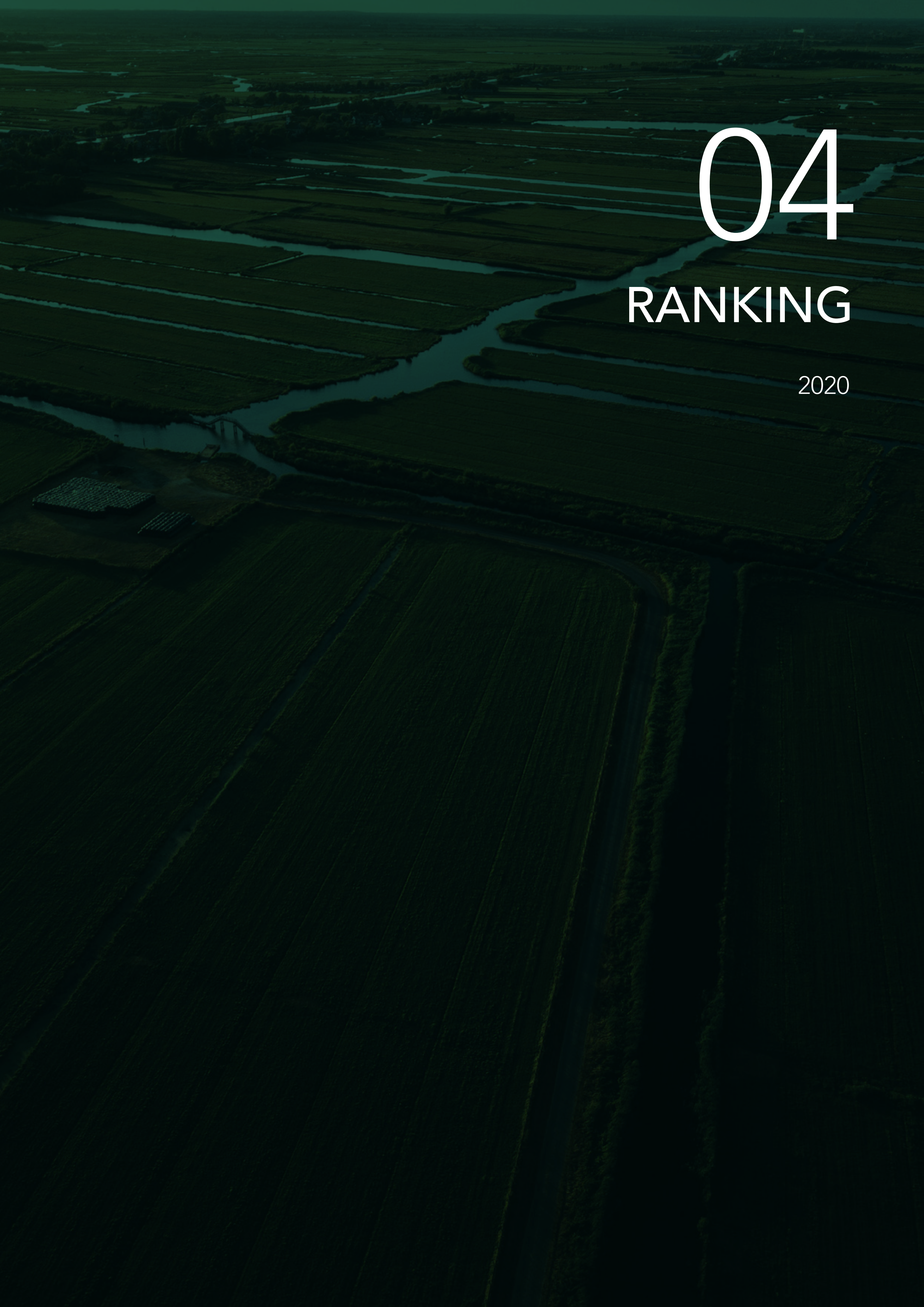
This Dedicated group is relatively younger and more educated than other groups.

36%

growth rate in the Smart consumer group compared to 2011 on average.

Do you want to learn more about the behavioural groups and the their attitudes and behaviours around sustainability?

Contact us



04

RANKING

2020

THE DUTCH RANKING 2020

The ranking of Sustainable Brand Index™ shows how brands are perceived on sustainability according to consumers in the respective country.

For the third year in a row, Tony´s Chocolonely claims the title as most sustainable brand in The Netherlands 2020. Ahead of energy brand Greenchoice and mobility actor ANWB. Vattenfall climbs no less than 38 spots and with that enters the top 10 this year. Letting go of the NUON brand lands Vattenfall at number 8 in The Netherlands.

Apart from Vattenfall, the best climbers this year are Novotel (+52), De Ruijter (+45) and Aldi (+44).

On the other end of the tanking, low-cost airlines Ryanair (last) and easyJet do not manage to come through as sustainable at all. Other brands having a tough time this year, dropping the most in The Ranking, are Shell (-63), Schiphol (-56) and Peugeot (-56).

THE DUTCH RANKING 2020

A REFLECTION BY: ANNEMARIJE TILLEMA

Country Manager of Sustainable Brand Index™ in the Netherlands

WE LIVE IN CHALLENGING TIMES.

2020 is a remarkable year in many ways. The sustainability work of many companies is accelerating, precisely today. It's important to get everyone involved, now more than ever. The more Dutch consumers become aware of sustainability, the more they will hold companies accountable and drive positive change towards longer term sustainability and responsibilities in the value chains.

The results of Sustainable Brand Index 2020 in the Netherlands show that the market is in a transition phase to a greater and more mature awareness of sustainability. We can see that the average ranking score in Sustainable Brand Index has risen sharply in The Netherlands compared to 2019 (the strongest increase of all European countries surveyed). This shows that consumer awareness levels around the environmental and social responsibility of companies have gone up and Dutch consumers are generally more positive.

Dutch consumers put a lot of faith in companies to push sustainability and innovation on the agenda. There have been a number of high-profile sustainability cases over the past year, where companies have made a statement about sustainability. These cases of Dutch brands are more about 'what are we doing in our sustainability work', in stead of 'just talking about it'. What was a vague and intangible understanding a few years ago, is now starting to be understood by companies and as well by Dutch consumers. As we see from this year results, this is translated into messages that consumers understand and engage with.

Overall, we can see that sustainability matters more and more to Dutch consumers and they are becoming more mature when it comes to the different sustainability issues. The percentage of consumers who say their purchasing decisions are affected by sustainability is actually the highest in The Netherlands (79%) compare to all countries who are included in the study. Even though the long-term trend is rather flat, is the only country where we see a positive trend this year around purchasing decisions.

Also younger Dutch generations are driving the sustainability agenda forward. They are more connected with the rest of the world than ever before, through movements such as Climate Strike for Schools, Fridays for Future, Extinction Rebellion and broader sustainability initiatives. When looking at the data of Sustainable Brand Index, we can for example see that the Dedicated consumer group is slowly growing. This is the group in society that is relatively younger and well-informed on sustainability issues.

THE DUTCH RANKING 2020

SOME OF OUR STRIKING OBSERVATIONS AND ASSUMPTIONS ARE THE FOLLOWING:

- Sustainability is becoming increasingly important for Dutch consumers and they are looking for evidence from brands: they want transparency about sustainable actions in understandable language (not just talk about it) - 79% of Dutch consumers' purchasing decisions are influenced by sustainability, this percentage is higher than in the Scandinavian countries (71% in Finland and 72% in Sweden).

- Brands with local roots and a long history are seen as a voice on sustainability topics, not just well-known foreign brands.

- Being visible through active participation in social issues and the protests (including the farmer protests) in 2019 and community initiatives is important for Dutch consumers when it comes to sustainability (however, it takes much more effort to solve real challenges than just logo-driven sponsorship).

- Recent public scandals clearly negatively impact perception of sustainability and responsibility - Even if an industry itself is usually viewed positively, scandals with a few individual brands can create a negative perception for the whole industry (e.g. banking).

  Past scandals also remain longer, although that also depends on the industry and the efforts of individual organizations in the social debate.

  Due to the COVID19 crisis, the social impact of brands has come under a magnifying glass. Dutch consumers are sensitive to this.

- Industries that have a greater impact on sustainability are also facing higher consumer demands. We see that the perception of such industries is again based on the image of the sector as a whole, and not on the work of specific brands (e.g. transport).

In the Post-Corona era, the future must show how we, as a sustainable society, will put our shoulders to the wheel. It seems that sustainability is accelerating even more. We encourage brands to understand the social and environmental issues that matter to their consumers and their business development. Brands must take a stand on areas in their entire value chain, both in their actions and in their communication.

THE NETHERLANDS' MOST SUSTAINABLE BRAND 2017 - 2020

Sustainable Brand Index™ was founded in 2011 in Sweden and is carried out for the 10th year in a row in 2020. The study has been conducted in The Netherlands since 2017.

On this page, you will find the winning brands of Sustainable Brand Index™ The Netherlands over the past four years.

2020

2019

2018

2017

TOP 10

Sustainable Brand Index™ 2020

01 — Tony's Chocolonely

02 — Greenchoice

03 — ANWB

04 — Tesla

05 — IKEA

06 — NS

07 — Zonnatura

08 — Vattenfall

09 — Vandebron

10 — Landal GreenParks

INDUSTRY OVERVIEW 2020

INDUSTRY WINNER

Ranking position	Brand	Industry
1.	TONY'S CHOCOLONELY	FOOD
2.	GREENCHOICE	ENERGY
3.	ANWB	TRANSPORT
4.	TESLA	AUTOMOTIVE
5.	IKEA	RETAIL
10.	LANDAL GREENPARKS	TRAVEL & LEISURE
14.	RABOBANK	BANKS
15.	ALBERT HEIJN	SUPERMARKETS
22.	PICKWICK	BEVERAGES
44.	LA PLACE	RESTAURANTS & CAFES
46.	MENZIS	INSURANCE
51.	KPN	TELECOMMUNICATIONS
60.	VAN DER VALK	HOTELS
81.	KLM	AIRLINES

INDUSTRY RANKING

Ranking position	Industry
01.	TRANSPORT
02.	BANKS
03.	SUPERMARKETS
04.	ENERGY
05.	INSURANCE
06.	FOOD
07.	BEVERAGES
08.	RETAIL
09.	AUTOMOTIVE
10.	TELECOMMUNICATIONS
11.	HOTELS
12.	TRAVEL & LEISURE
13.	RESTAURANTS & CAFES
14.	AIRLINES

SUSTAINABLE BRAND INDEX

OFFICIAL RANKING 2020

NETHERLANDS

1. Tony's Chocolonely

2. Greenchoice
3. ANWB
4. Tesla
5. IKEA
6. NS
7. Zonnatura
8. Vattenfall
9. Vandebron
10. Landal GreenParks
11. HEMA
12. Campina
13. Eneco
14. Rabobank
15. Albert Heijn
16. Becel Pro Activ
17. ASN Bank
18. Philips
19. Melkunie
20. The Body Shop
21. Alpro
22. Pickwick
23. Becel
24. Triodos Bank
25. Beemster kaas
26. bol.com
27. Jumbo
28. Lidl
29. Douwe Egberts
30. Essent
31. Arla
32. PLUS
33. Optimel
34. Rituals
35. Milner
36. Activia
37. Coolblue
38. Bolletje
39. Connexxion
40. Toyota
41. Center Parks
42. Kruidvat
43. Almhof
44. La Place
45. Campina Botergoud
46. Menzis
47. Maaslander
48. ENGIE
49. energiedirect.nl
50. Arriva
51. KPN
52. Volvo
53. Verkade
54. Appelsientje
55. Praxis
56. ING
57. C&A
58. Etos
59. Calvé
60. Van der Valk
61. SNS Bank
62. CoolBest
63. Oatly
64. VGZ
65. Roompot Vakanties
66. ALDI
67. Achmea
68. De Ruijter
69. Unox
70. Coop
71. Blue Band
72. CZ
73. NLE (Nederlandse Energie Maatschappij)
74. Zeeman
75. H&M
76. ABN AMRO
77. Heineken
78. Nespresso
79. Iglo
80. Old Amsterdam
81. KLM
82. Starbucks
83. Danio
84. Aviko
85. Grolsch
86. Bertolli
87. Coca-Cola
88. GAMMA
89. McDonald's
90. Knab
91. Kanis & Gunnink
92. Nike
93. Heinz
94. Karwei
95. NESCAFÉ
96. Chocomel
97. Knorr
98. Côte d'Or
99. BMW
100. Dirk
101. Schiphol
102. Volkswagen
103. Novotel
104. Nestlé Chocolade
105. T-Mobile
106. Dr. Oetker
107. Fletcher Hotels
108. Honig
109. NH Hotel Group
110. Kia
111. Blokker
112. Milka
113. De Bijenkorf
114. Ola
115. MAGGI
116. Vodafone
117. Grand'Italia
118. Opel
119. SPAR
120. Bavaria
121. Mercedes-Benz
122. Verstegen
123. Xenos
124. Oxxio
125. Subway
126. Renault
127. Bona
128. Amstel
129. Beter Bed
130. Action
131. NESCAFÉ Dolce Gusto
132. Ford
133. Toblerone
134. Tele2
135. D-reizen
136. KITKAT
137. Mora
138. JYSK
139. Airbnb
140. Leen Bakker
141. Shell
142. Mars
143. Alliander
144. TUI
145. Kinder
146. Sunweb
147. wehkamp
148. ibis
149. Peugeot
150. ŠKODA
151. Croma
152. Kwantum
153. Mercure
154. Goossens
155. WE Fashion
156. Booking.com
157. Esso
158. M&M's
159. Transavia
160. L'Oréal
161. BP
162. Oad
163. TUI fly
164. ZARA
165. Kras
166. Pepsi
167. Trendhopper
168. Corendon
169. Uber
170. KFC
171. Primark
172. FEBO
173. BURGER KING
174. Total
175. easyJet
176. Ryanair

= Industry winner

ABOUT THE RANKING IN SUSTAINABLE BRAND INDEX™

The ranking is based on the percentage of consumers who assess the company's sustainability efforts as good (4) or very good (5) on a scale of 1-5 + "don´t know." The maximum score is 200%. A company that has 200%, performs very well within both environmental and social responsibility according to consumers, ie. 100% have then answered 4 or 5 (a company like that does not exist).

RANKING DEVELOPMENT 2017-2020

	2020	2019	2018	2017
Tony's Chocolonely	1	1	1	
Greenchoice	2	2	3	1
ANWB	3	5	6	
Tesla	4	4	2	
IKEA	5	7	5	2
NS	6	6	10	
Zonnatura	7	3	4	3
Vattenfall	8	46	22	16
Vandebron	9	21	7	27
Landal GreenParks	10	18	25	
HEMA	11	26	19	10
Campina	12	10	11	7
Eneco	13	9	16	8
Rabobank	14	22	17	13
Albert Heijn	15	11	9	9
Becel Pro Activ	16	17		
ASN Bank	17	14	12	11
Philips	18	8	8	4
Melkunie	19	23		
The Body Shop	20	13	13	12
Alpro	21	12		
Pickwick	22	30	15	14
Becel	23	16		
Triodos Bank	24	20	14	6
Beemster kaas	25	42		
bol.com	26	36	31	44
Jumbo	27	25	23	23
Lidl	28	19	20	22
Douwe Egberts	29	27	27	19
Essent	30	28	30	17
Arla	31	15	21	20
PLUS	32	41	34	29
Optimel	33	29	39	42
Rituals	34	31	18	15
Milner	35	60	62	28
Activia	36	48	46	32
Coolblue	37	49	38	74
Bolletje	38	53	53	37
Connexxion	39	34	47	
Toyota	40	44	44	
Center Parks	41	58	41	
Kruidvat	42	66	69	65
Almhof	43	40	26	33
La Place	44	38	32	25
Campina Botergoud	45	33		
Menzis	46	35		
Maaslander	47	47	33	18
ENGIE	48	50	42	55
energiedirect.nl	49	32	28	21

	2020	2019	2018	2017
Arriva	50	24	56	
KPN	51			
Volvo	52	57	35	
Verkade	53	91	60	31
Appelsientje	54	59	48	40
Praxis	55	98	65	49
ING	56	39	86	30
C&A	57	63	63	53
Etos	58	61	73	75
Calvé	59	69	67	57
Van der Valk	60	64	64	
SNS Bank	61	51	57	59
CoolBest	62	65	29	45
Oatly	63	37		
VGZ	64	62		
Roompot Vakanties	65	72	85	
ALDI	66	110	110	86
Achmea	67	107		
De Ruijter	68	113	58	71
Unox	69			
Coop	70	68	68	79
Blue Band	71	56		
CZ	72	84		
NLE (Nederlandse Energie Maatschappij)	73	43	40	35
Zeeman	74	88	66	82
H&M	75	99	93	52
ABN AMRO	76	52	59	50
Heineken	77	86	43	38
Nespresso	78	75	36	73
Iglo	79			
Old Amsterdam	80	104	97	85
KLM	81	70	49	
Starbucks	82	83	61	
Danio	83	100	83	61
Aviko	84			
Grolsch	85	106	108	47
Bertolli	86	80	81	
Coca-Cola	87	95	51	36
GAMMA	88	109	72	76
McDonald's	89	55	45	34
Knab	90	94	91	
Kanis & Gunnink	91	119	76	39
Nike	92	67	100	51
Heinz	93	117	74	68
Karwei	94	76	87	48
NESCAFÉ	95	92	50	70
Chocomel	96	97	75	60
Knorr	97	81	84	64
Côte d'Or	98	73	70	

RANKING DEVELOPMENT 2017-2020

	2020	2019	2018	2017
BMW	99	116	109	
Dirk	100	102	89	77
Schiphol	101	45	37	
Volkswagen	102	87	113	
Novotel	103	155	124	
Nestlé Chocolade	104	90	54	
T-Mobile	105			
Dr. Oetker	106			
Fletcher Hotels	107	114	90	
Honig	108	79	55	62
NH Hotel Group	109	103	107	
Kia	110	85	80	
Blokker	111	124	102	69
Milka	112	115	95	
De Bijenkorf	113	120	103	66
Ola	114			
MAGGI	115	129	119	100
Vodafone	116			
Grand'Italia	117	128	112	88
Opel	118	112	94	
SPAR	119	126	121	96
Bavaria	120	136	116	67
Mercedes-Benz	121	101	88	
Verstegen	122			
Xenos	123	132	117	84
Oxxio	124	82	77	43
Subway	125	141	106	90
Renault	126	140	99	
Bona	127	77		
Amstel	128	137	79	80
Beter Bed	129	147	138	
Action	130	125	136	92
NESCAFÉ Dolce Gusto	131	134	82	54
Ford	132	105	105	
Toblerone	133	145	129	
Tele2	134			
D-reizen	135	160	143	
KITKAT	136	122	144	
Mora	137			
JYSK	138	138	145	87
Airbnb	139			
Leen Bakker	140	118	133	81
Shell	141	78	96	56
Mars	142	111	118	91
Alliander	143	96	101	78
TUI	144	139	104	
Kinder	145	89	78	
Sunweb	146	150	135	
wehkamp	147	142	127	
ibis	148	159	114	
Peugeot	149	93	141	
ŠKODA	150	153	125	
Croma	151	121		
Kwantum	152	131	126	
Mercure	153	108	98	
Goossens	154	133	137	105
WE Fashion	155	143	123	97
Booking.com	156			
Esso	157	127	92	63
M&M's	158	151	139	
Transavia	159	123	111	
L'Oréal	160	158	142	93
BP	161	152	122	83
Oad	162	156	146	
TUI fly	163	144	115	
ZARA	164	162	132	102
Kras	165	130	131	
Pepsi	166	135	120	94
Trendhopper	167	166	149	
Corendon	168	163	140	
Uber	169			
KFC	170	148	151	99
Primark	171	149	134	103
FEBO	172	165	150	104
BURGER KING	173	146	152	98
Total	174	154	128	95
easyJet	175	164	153	
Ryanair	176	167	148	

05

INDUSTRY RANKINGS

2020

2020
INDUSTRY RANKING

OUT OF THE TOTAL 14 INDUSTRIES MEASURED, THE INDUSTRY TRANSPORT RANKS

1st

TRANSPORT

Ranking position	Brand
3	ANWB
6	NS
39	Connexxion
50	Arriva
101	Schiphol
169	Uber

SUSTAINABLE BRAND INDEX B2C

2020

INDUSTRY RANKING

OUT OF THE TOTAL 14 INDUSTRIES MEASURED, THE INDUSTRY BANKS RANKS

2nd

BANKS

Ranking position	Brand
14	Rabobank
17	ASN Bank
24	Triodos Bank
56	ING
61	SNS Bank
76	ABN AMRO
90	Knab

SUSTAINABLE BRAND INDEX

2020

INDUSTRY RANKING

OUT OF THE TOTAL 14 INDUSTRIES MEASURED, THE INDUSTRY GROCERY STORES RANKS

3rd

SUPERMARKETS

Ranking position	Brand
15	Albert Heijn
27	Jumbo
28	Lidl
32	PLUS
66	ALDI
70	Coop
100	Dirk
119	SPAR

SUSTAINABLE BRAND INDEX B2C

2020
INDUSTRY RANKING

OUT OF THE TOTAL 14 INDUSTRIES MEASURED, THE INDUSTRY ELECTRICITY & HEATING RANKS

4th

ENERGY

Ranking position	Brand
2	Greenchoice
8	Vattenfall
9	Vandebron
13	Eneco
30	Essent
48	ENGIE
49	energiedirect.nl
73	NLE (Nederlandse Energie Maatschappij)
124	Oxxio
141	Shell
143	Alliander
157	Esso
161	BP
174	Total

SUSTAINABLE BRAND INDEX

2020
INDUSTRY RANKING

OUT OF THE TOTAL 14 INDUSTRIES MEASURED, THE INDUSTRY INSURANCE RANKS

5th

INSURANCE

Ranking position	Brand
46	Menzis
64	VGZ
67	Achmea
72	CZ

SUSTAINABLE BRAND INDEX B2C

2020

INDUSTRY RANKING

OUT OF THE TOTAL 14 INDUSTRIES MEASURED, THE INDUSTRY FOOD RANKS

6th

FOOD

Ranking position	Brand	Ranking position	Brand	Ranking position	Brand
1	Tony's Chocolonely	59	Calvé	114	Ola
7	Zonnatura	63	Oatly	115	MAGGI
12	Campina	68	De Ruijter	117	Grand'Italia
16	Becel Pro Activ	69	Unox	122	Verstegen
19	Melkunie	71	Blue Band	127	Bona
21	Alpro	79	Iglo	133	Toblerone
23	Becel	80	Old Amsterdam	136	KITKAT
25	Beemster kaas	83	Danio	137	Mora
31	Arla	84	Aviko	142	Mars
33	Optimel	86	Bertolli	145	Kinder
35	Milner	93	Heinz	151	Croma
36	Activia	97	Knorr	158	M&M's
38	Bolletje	98	Côte d'Or		
43	Almhof	104	Nestlé Chocolade		
45	Campina Botergoud	106	Dr. Oetker		
47	Maaslander	108	Honig		
53	Verkade	112	Milka		

SUSTAINABLE BRAND INDEX B2C

2020
INDUSTRY RANKING

OUT OF THE TOTAL 14 INDUSTRIES MEASURED, THE INDUSTRY BEVERAGES RANKS

7th

BEVERAGES

Ranking position	Brand
22	Pickwick
29	Douwe Egberts
54	Appelsientje
62	CoolBest
77	Heineken
78	Nespresso
85	Grolsch
87	Coca-Cola
91	Kanis & Gunnink
95	NESCAFÉ
96	Chocomel
120	Bavaria
128	Amstel
131	NESCAFÉ Dolce Gusto
166	Pepsi

SUSTAINABLE BRAND INDEX

THE NETHERLANDS

2020
INDUSTRY RANKING

OUT OF THE TOTAL 14 INDUSTRIES MEASURED, THE INDUSTRY CLOTHES & FASHION - BRANDS RANKS

8th

RETAIL

Ranking position	Brand	Ranking position	Brand
5	IKEA	111	Blokker
11	HEMA	113	De Bijenkorf
18	Philips	123	Xenos
20	The Body Shop	129	Beter Bed
26	bol.com	130	Action
34	Rituals	138	JYSK
37	Coolblue	140	Leen Bakker
42	Kruidvat	147	wehkamp
55	Praxis	152	Kwantum
57	C&A	154	Goossens
58	Etos	155	WE Fashion
74	Zeeman	160	L'Oréal
75	H&M	164	ZARA
88	GAMMA	167	Trendhopper
92	Nike	171	Primark
94	Karwei		

SUSTAINABLE BRAND INDEX

2020
INDUSTRY RANKING

OUT OF THE TOTAL 14 INDUSTRIES MEASURED, THE INDUSTRY AUTOMOTIVE RANKS

9th

AUTOMOTIVE

Ranking position	Brand
4	Tesla
40	Toyota
52	Volvo
99	BMW
102	Volkswagen
110	Kia
118	Opel
121	Mercedes-Benz
126	Renault
132	Ford
149	Peugeot
150	ŠKODA

SUSTAINABLE BRAND INDEX B2C

2020
INDUSTRY RANKING

OUT OF THE TOTAL 14 INDUSTRIES MEASURED, THE INDUSTRY TELECOMMUNICATIONS RANKS

10th

TELECOMMUNICATIONS

Ranking position	Brand
51	KPN
105	T-Mobile
116	Vodafone
134	Tele2

SUSTAINABLE BRAND INDEX

2020

INDUSTRY RANKING

OUT OF THE TOTAL 14 INDUSTRIES MEASURED, THE INDUSTRY HOTELS RANKS

11th

HOTELS

Ranking position	Brand
60	Van der Valk
103	Novotel
107	Fletcher Hotels
109	NH Hotel Group
148	ibis
153	Mercure

SUSTAINABLE BRAND INDEX B2C

2020
INDUSTRY RANKING

OUT OF THE TOTAL 14 INDUSTRIES MEASURED, THE INDUSTRY TRAVEL RANKS

12th

TRAVEL & LEISURE

Ranking position	Brand
10	Landal GreenParks
41	Center Parks
65	Roompot Vakanties
135	D-reizen
139	Airbnb
144	TUI
146	Sunweb
156	Booking.com
162	Oad
165	Kras
168	Corendon

SUSTAINABLE BRAND INDEX

2020
INDUSTRY RANKING

OUT OF THE TOTAL 14 INDUSTRIES MEASURED, THE INDUSTRY RESTAURANTS & CAFES RANKS

13th

RESTAURANTS & CAFES

Ranking position	Brand
44	La Place
82	Starbucks
89	McDonald's
125	Subway
170	KFC
172	FEBO
173	BURGER KING

SUSTAINABLE BRAND INDEX B2C

2020
INDUSTRY RANKING

OUT OF THE TOTAL 14 INDUSTRIES MEASURED, THE INDUSTRY AIRLINES RANKS

14th

AIRLINES

Ranking position	Brand
81	KLM
159	Transavia
163	TUI fly
175	easyJet
176	Ryanair

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Erik Elvingsson Hedén
Founder & Managing Director
erik.heden@sb-insight.com
+46 (0) 70 865 13 97

Maria Kausits
Founder & Insight Director
maria.kausits@sb-insight.com

Annemarije Tillema
Country Manager The Netherlands
annemarije.tillema@sb-index.com
+31 (0) 64 134 66 67

Sofia Jönsson
Sustainability Analyst & Client Relations
sofia.jonsson@sb-insight.com

Eva Seignette
Marketing Manager & Sustainability Analyst
eva.seignette@sb-insight.com

SB INSIGHT

Sustainable Brand Index™ was founded by SB Insight AB in 2011 in Sweden. SB Insight is an insight agency on a mission to create sustainable brands. We provide knowledge and understanding of how sustainability affects branding, communications and business development. Our insights come in different forms and are used for strategic decision-making.

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