Wikirate.org

crowdsource better companies

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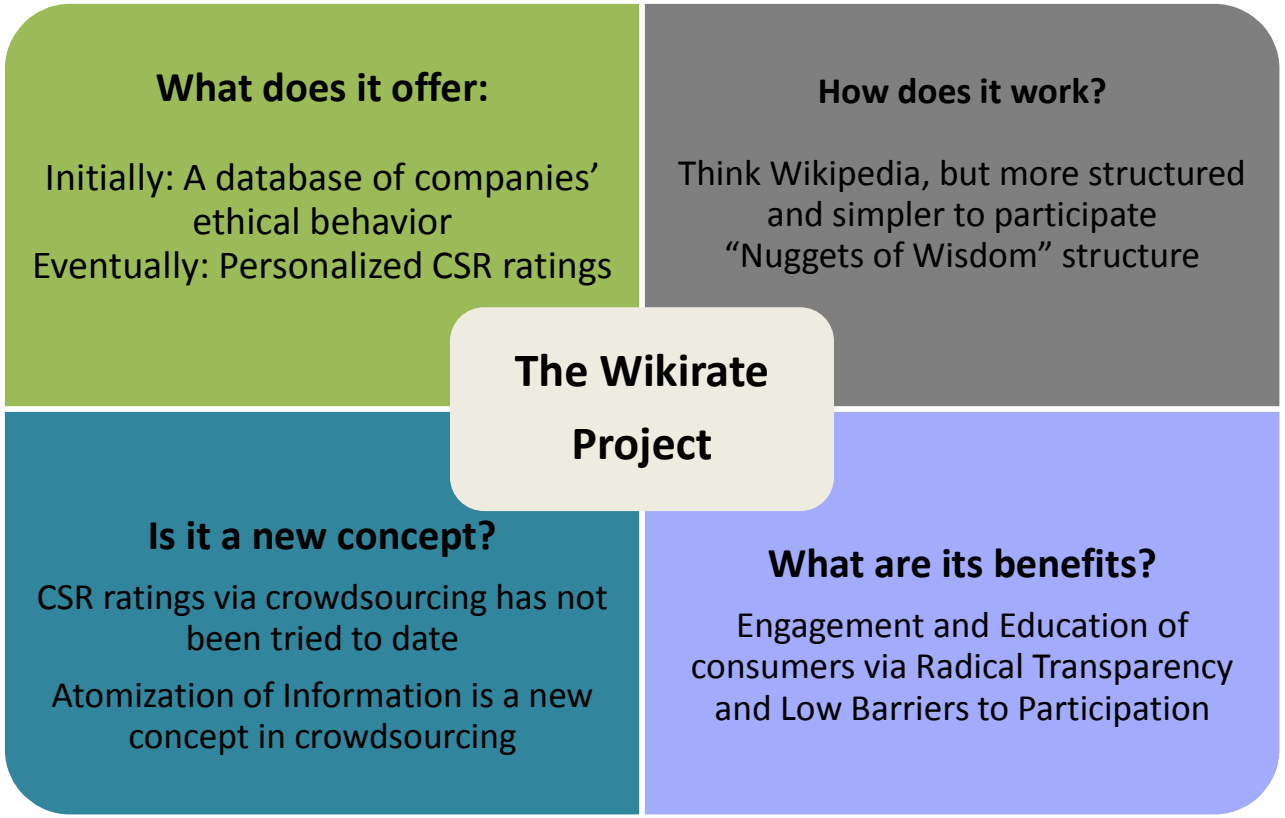
What is it?

The Wikirate Project is

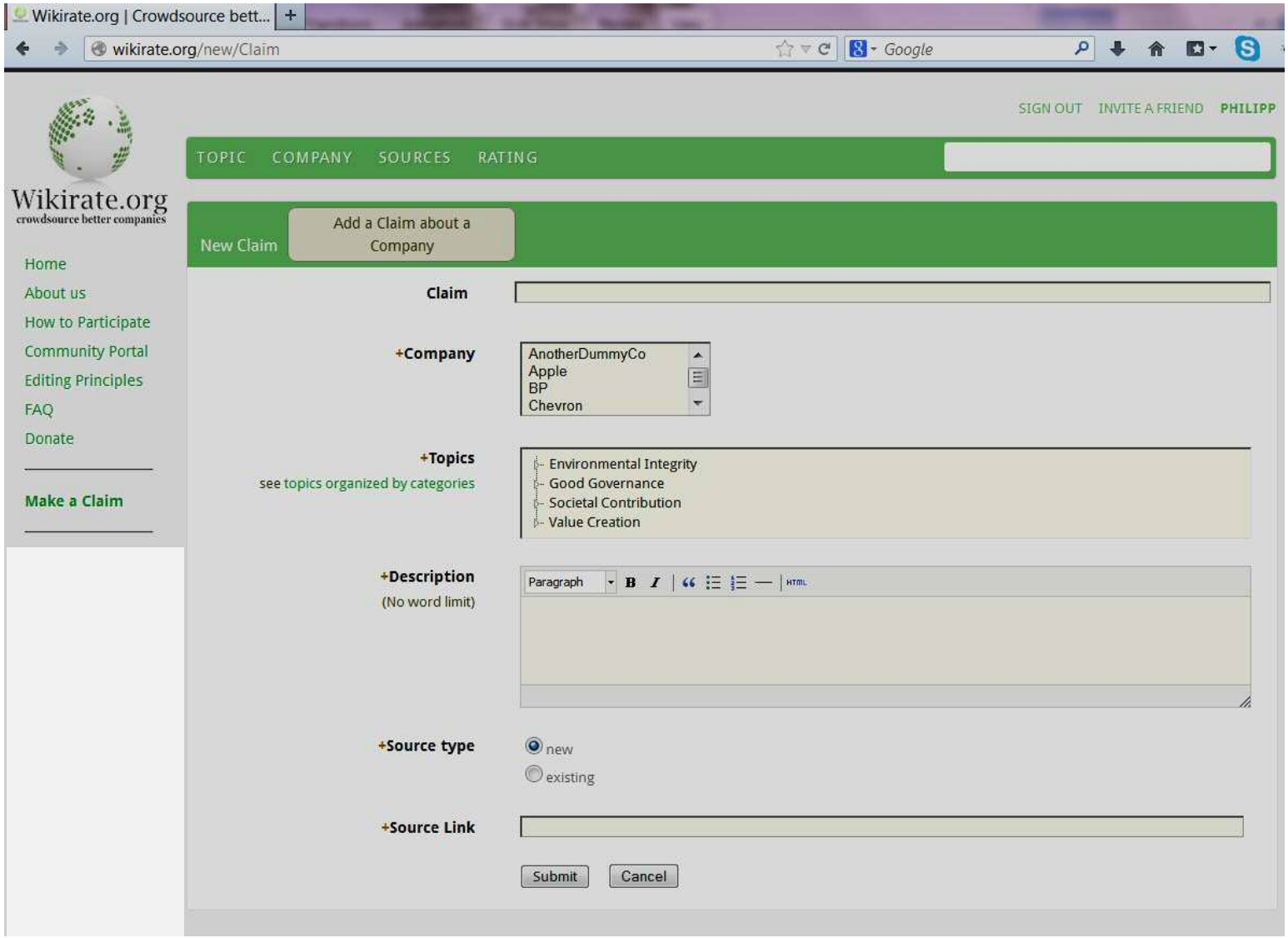
has the objective to **be the 'go-to' place for information on companies' social and environmental practices**,

allowing consumers and stakeholders such as policymakers or the media to **be better informed**.

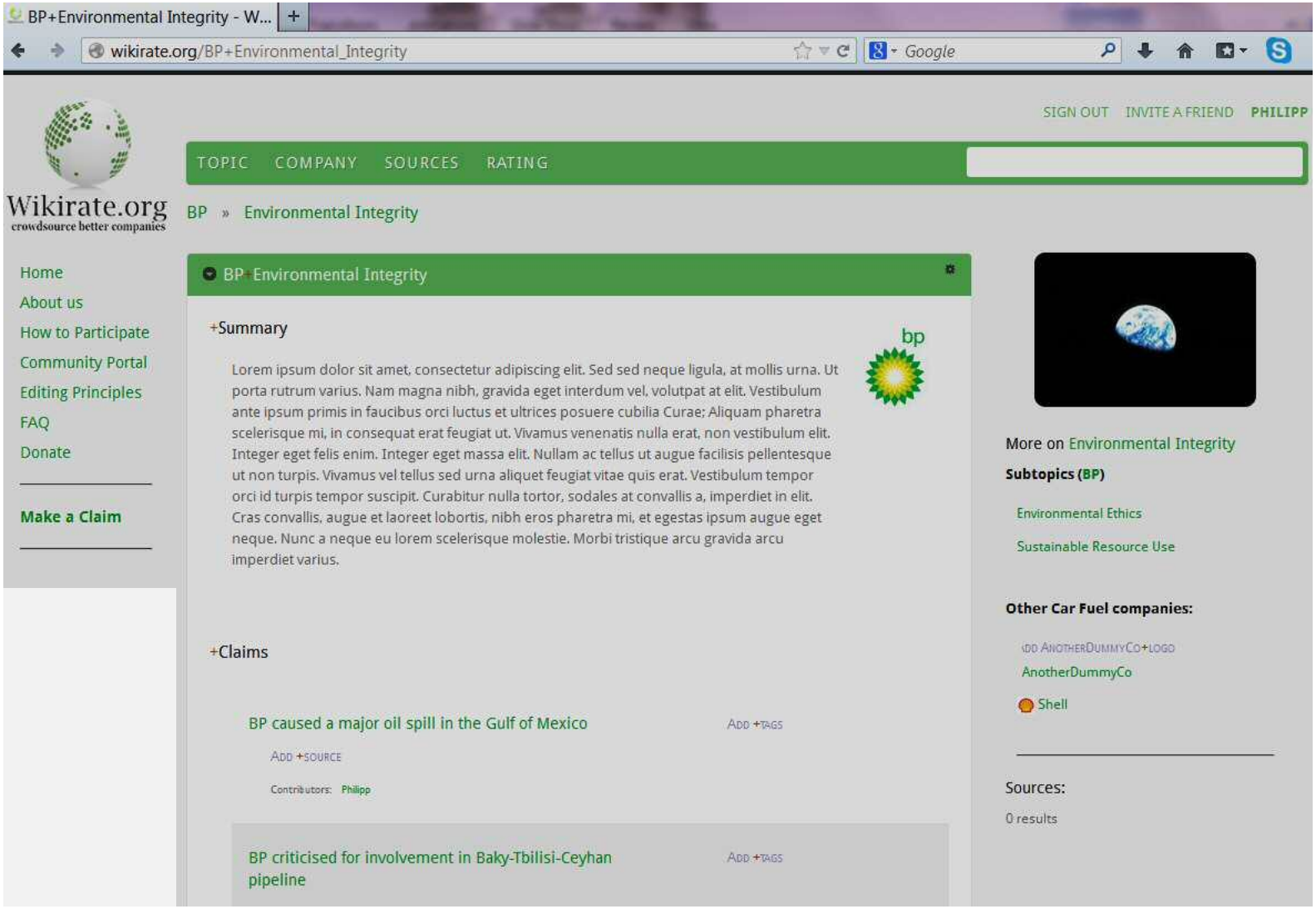
What is it?


What does it offer:
Initially: A database of companies' ethical behavior
Eventually: Personalized CSR ratings
How does it work?
Think Wikipedia, but more structured and simpler to participate
"Nuggets of Wisdom" structure
The Wikirate Project
Is it a new concept?
CSR ratings via crowdsourcing has not been tried to date
Atomization of Information is a new concept in crowdsourcing
What are its benefits?
Engagement and Education of consumers via Radical Transparency and Low Barriers to Participation

Screenshots – Claim Entry Form



Screenshots – Company + Topic view



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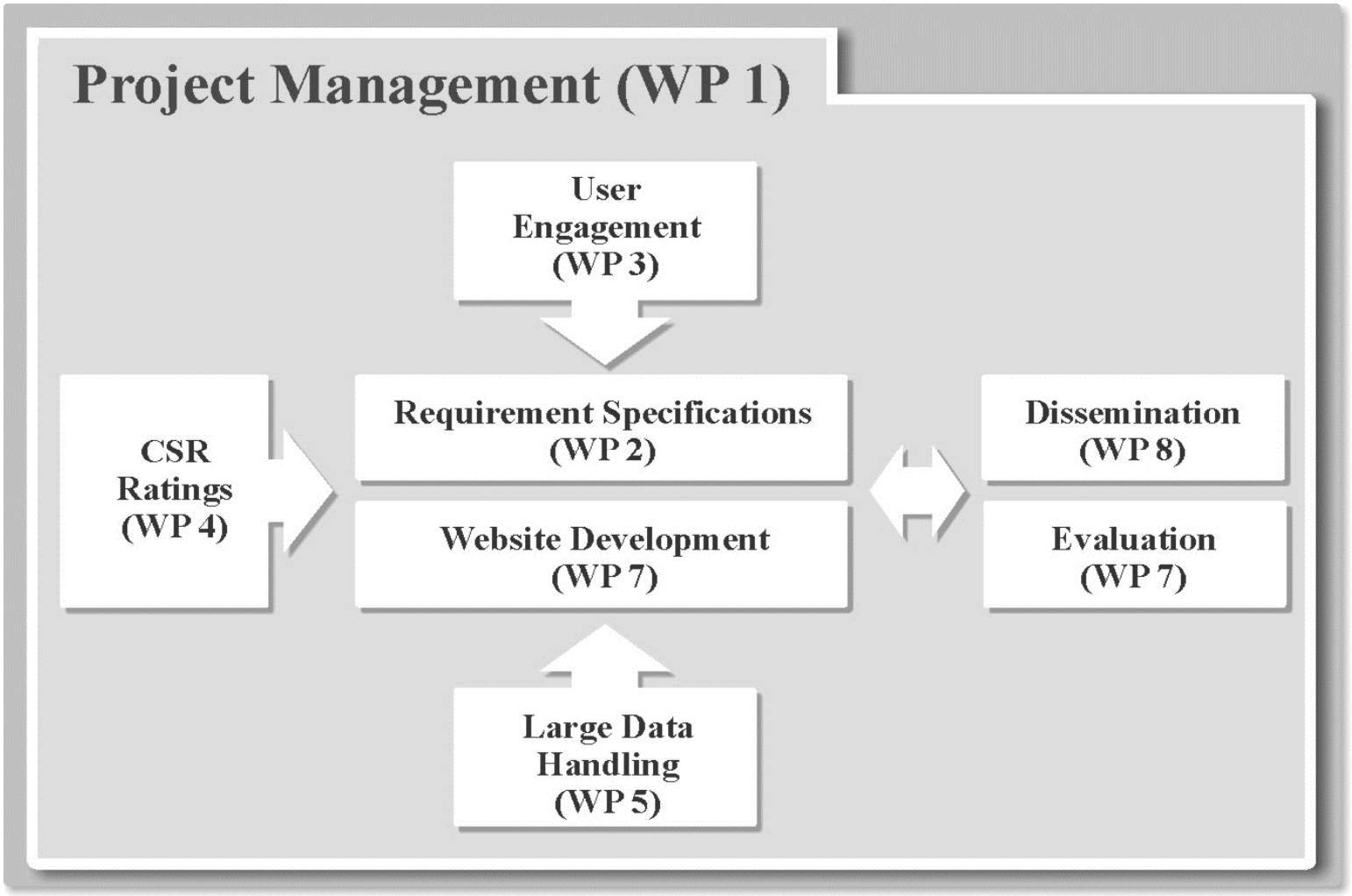
Overview of the work plan



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Expected Impact of Wikirate

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Stakeholder	Possible change in behaviour and impact
Consumers	**New Paradigm** - Consumers are empowered to shop according to their conscious based on facts and not greenwash marketing **Change in behaviour** - Self-regulation: shop according to their values, shop less due to increased guilt **Possible impact** - Companies taking sustainability issues seriously to respond to consumer needs - Healthy competition on sustainability issues between companies
Employees	**New Paradigm** - Easy way to learn for employees to learn about their company's sustainability efforts/lack of efforts **Change in behaviour** - May choose to work for a company that aligns with their conscious, - May put pressure on management to improve the company's practices **Possible Impact** - May benefit from better working conditions with for example less discrimination

Expected Impact of Wikirate

Stakeholder	Possible change in behaviour and impact
Competitors	**New Paradigm** - Consumers more engaged and aware of sustainability topics and how companies relate to them **Change in behaviour** - May find new ways to differentiate themselves from competition and position themselves to consumers **Possible Impact** - More competitive energy available to solve sustainability issues
Governments	**New Paradigm** - Bottom-up feedback on what issues concerns consumers/voters most **Change in behaviour** - May be able to respond quicker to consumer/voter needs **Possible Impact** - Increased attention to topics that are usually below the radar

Expected Impact of Wikirate

Stakeholder	Possible change in behaviour and impact
Supply Chain	**New Paradigm** - More attention to and transparency around supply chain issues than before **Change in behaviour** - May find new ways to differentiate themselves from competition and position themselves to consumers **Possible impact** - Suppliers with sustainable methods will be rewarded as they become partners of choice, since consumers will hold the ultimate consumer-facing company/brand responsible
Community	**New Paradigm** - Community issues widely available for anyone to see and point to **Change in behaviour** - May see how other communities with similar problems/companies fared **Possible impact** - May benefit from increased involvement in local company decisions

Expected Impact of Wikirate

Stakeholder	Possible change in behaviour and impact
Investment Advisors	**New Paradigm** - Sustainable investment advice is no longer reserved to investment advisors that can afford access to CSR ratings **Change in Behaviour** - Any advisor or investor may quickly reposition his portfolio to his client's or his values. **Possible Impact:** - Additional pressure on companies to improve their practices Investor needs are better served
Media	**New Paradigm** - Journalists and bloggers may learn quickly about connected issues surrounding the latest scandal **Change in behaviour** - Quoting of Wikirate data in news reports **Possible Impact:** - Further dissemination about wider issues

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Contact

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Appendix

Appendix

Endorsements

One of the reasons that corporate sustainability & responsibility (CSR) has largely failed to deliver on its promises is that it has yet to embrace the open-source innovation and collective intelligence mindset of our Web 2.0 era. ***Wikirate promises to add a dimension of radical transparency*** *in which stakeholders are able to collaboratively share their knowledge and opinions on companies' economic, social, ethical and environmental performance in real-time. I have no doubt that tools like Wikirate will be an essential component of what I call Transformative CSR, or CSR 2.0, in the future.*

Dr. Wayne Visser, Founder & CEO of CSR International, author of The Age of Responsibility: CSR 2.0 and the New DNA of Business

In a world going through its fastest change cycle, sustainable development is not just a wish, it is a reality to be faced today. There are plenty of obstacles to be overcome, and chief among them is the creation and maintenance of a platform that will constantly monitor (and give feedbacks) to the different stakeholders on their sustainability to make them aware of the changes needed. I believe that the vision and the Management team behind ***the Wikirate project has the potential and level of ambition to deliver such platform.***

Davide Sola, Professor of Strategy and Management, ESCP Europe