



**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**.





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# 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



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## Screenshots – Claim Entry Form

Wikirate.org | Crowdsource bett... +

wikirate.org/new/Claim

SIGN OUT INVITE A FRIEND PHILIPP

TOPIC COMPANY SOURCES RATING

New Claim Add a Claim about a Company

**Claim**

**+Company**

AnotherDummyCo  
Apple  
BP  
Chevron

**+Topics**

see topics organized by categories

Environmental Integrity  
Good Governance  
Societal Contribution  
Value Creation

**+Description**

(No word limit)

Paragraph **B** *I* **↶** **☰** **☰** **☰** HTML

**+Source type**

new  
 existing

**+Source Link**

Submit Cancel



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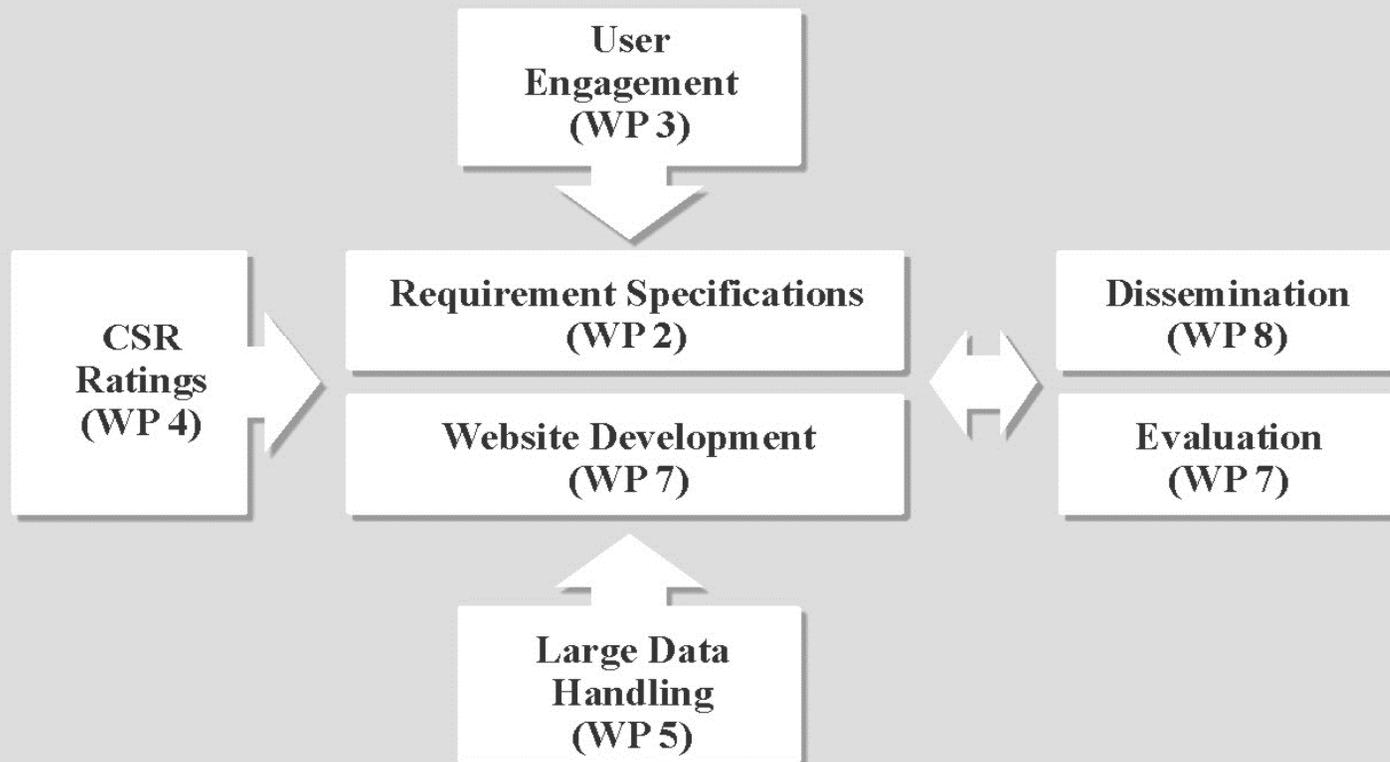
## Screenshots – Company + Topic view

The screenshot displays the Wikirate.org interface for the 'BP+Environmental Integrity' page. At the top, the browser address bar shows the URL 'wikirate.org/BP+Environmental\_Integrity'. The page header includes a navigation menu with 'TOPIC', 'COMPANY', 'SOURCES', and 'RATING' tabs, and a search bar. The user is logged in as 'PHILIPP'. The main content area is titled 'BP+Environmental Integrity' and features a '+Summary' section with a placeholder text and a BP logo. Below the summary is a '+Claims' section with two entries: 'BP caused a major oil spill in the Gulf of Mexico' and 'BP criticised for involvement in Baky-Tbilisi-Ceyhan pipeline'. The right sidebar contains a 'More on Environmental Integrity' section with subtopics like 'Environmental Ethics' and 'Sustainable Resource Use', and a section for 'Other Car Fuel companies' listing 'AnotherDummyCo' and 'Shell'. A 'Sources' section at the bottom right shows '0 results'.



## Overview of the work plan

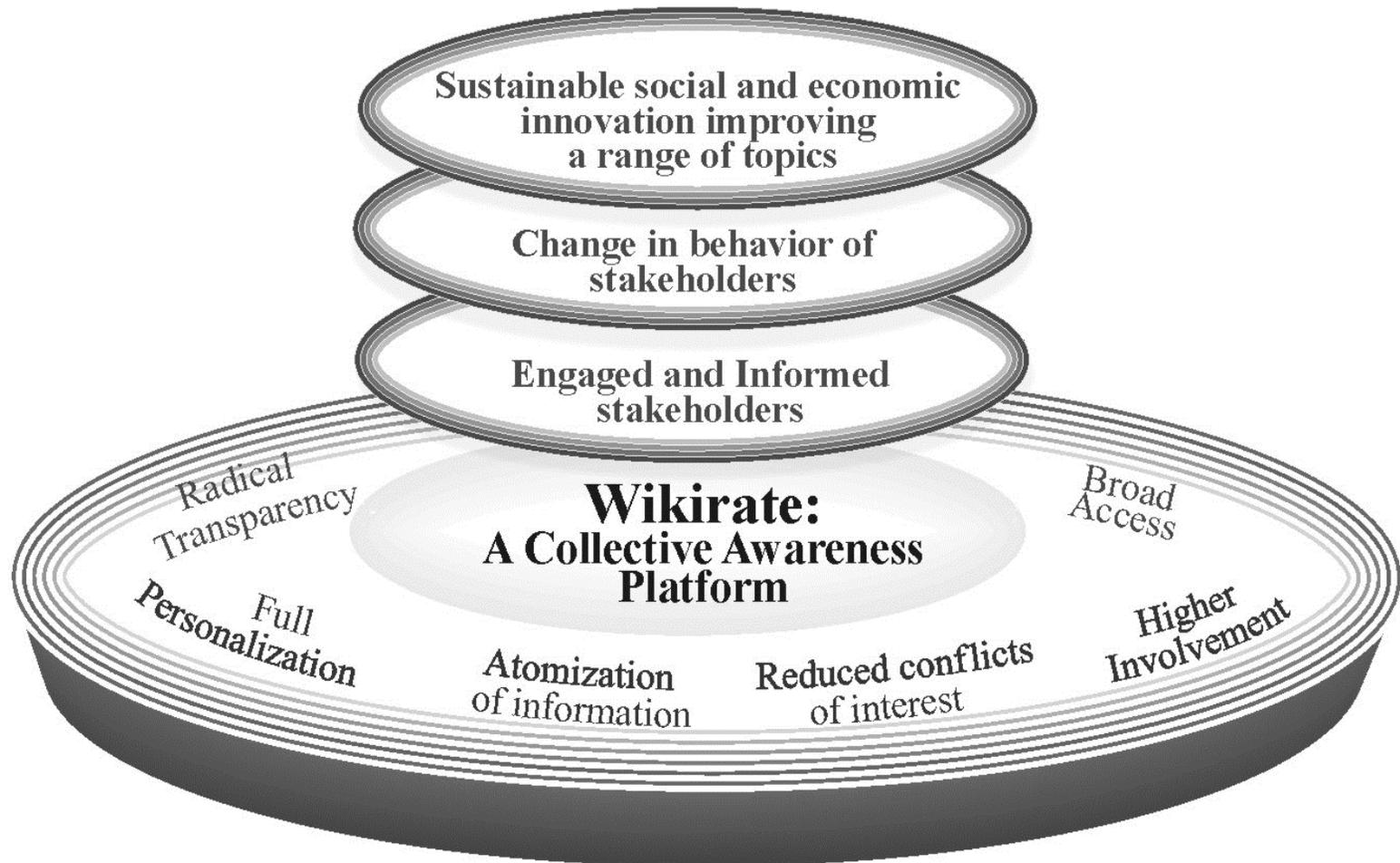
### Project Management (WP 1)





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## Expected Impact of Wikirate





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## Expected Impact of Wikirate

Stakeholder	Possible change in behaviour and impact
<b>Consumers</b>	<b>New Paradigm</b> <ul style="list-style-type: none"><li>- Consumers are empowered to shop according to their conscious based on facts and not greenwash marketing</li></ul> <b>Change in behaviour</b> <ul style="list-style-type: none"><li>- Self-regulation: shop according to their values, shop less due to increased guilt</li></ul> <b>Possible impact</b> <ul style="list-style-type: none"><li>- Companies taking sustainability issues seriously to respond to consumer needs</li><li>- Healthy competition on sustainability issues between companies</li></ul>
<b>Employees</b>	<b>New Paradigm</b> <ul style="list-style-type: none"><li>- Easy way to learn for employees to learn about their company's sustainability efforts/lack of efforts</li></ul> <b>Change in behaviour</b> <ul style="list-style-type: none"><li>- May choose to work for a company that aligns with their conscious,</li><li>- May put pressure on management to improve the company's practices</li></ul> <b>Possible Impact</b> <ul style="list-style-type: none"><li>- May benefit from better working conditions with for example less discrimination</li></ul>



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## Expected Impact of Wikirate

Stakeholder	Possible change in behaviour and impact
<b>Competitors</b>	<b>New Paradigm</b> <ul style="list-style-type: none"><li>- Consumers more engaged and aware of sustainability topics and how companies relate to them</li></ul> <b>Change in behaviour</b> <ul style="list-style-type: none"><li>- May find new ways to differentiate themselves from competition and position themselves to consumers</li></ul> <b>Possible Impact</b> <ul style="list-style-type: none"><li>- More competitive energy available to solve sustainability issues</li></ul>
<b>Governments</b>	<b>New Paradigm</b> <ul style="list-style-type: none"><li>- Bottom-up feedback on what issues concerns consumers/voters most</li></ul> <b>Change in behaviour</b> <ul style="list-style-type: none"><li>- May be able to respond quicker to consumer/voter needs</li></ul> <b>Possible Impact</b> <ul style="list-style-type: none"><li>- Increased attention to topics that are usually below the radar</li></ul>



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## Expected Impact of Wikirate

Stakeholder	Possible change in behaviour and impact
Supply Chain	<p><b>New Paradigm</b></p> <ul style="list-style-type: none"><li>- More attention to and transparency around supply chain issues than before</li></ul> <p><b>Change in behaviour</b></p> <ul style="list-style-type: none"><li>- May find new ways to differentiate themselves from competition and position themselves to consumers</li></ul> <p><b>Possible impact</b></p> <ul style="list-style-type: none"><li>- Suppliers with sustainable methods will be rewarded as they become partners of choice, since consumers will hold the ultimate consumer-facing company/brand responsible</li></ul>
Community	<p><b>New Paradigm</b></p> <ul style="list-style-type: none"><li>- Community issues widely available for anyone to see and point to</li></ul> <p><b>Change in behaviour</b></p> <ul style="list-style-type: none"><li>- May see how other communities with similar problems/companies fared</li></ul> <p><b>Possible impact</b></p> <ul style="list-style-type: none"><li>- May benefit from increased involvement in local company decisions</li></ul>



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## Expected Impact of Wikirate

Stakeholder	Possible change in behaviour and impact
<b>Investment Advisors</b>	<b>New Paradigm</b> <ul style="list-style-type: none"><li>- Sustainable investment advice is no longer reserved to investment advisors that can afford access to CSR ratings</li></ul> <b>Change in Behaviour</b> <ul style="list-style-type: none"><li>- Any advisor or investor may quickly reposition his portfolio to his client's or his values.</li></ul> <b>Possible Impact:</b> <ul style="list-style-type: none"><li>- Additional pressure on companies to improve their practices</li></ul> Investor needs are better served
<b>Media</b>	<b>New Paradigm</b> <ul style="list-style-type: none"><li>- Journalists and bloggers may learn quickly about connected issues surrounding the latest scandal</li></ul> <b>Change in behaviour</b> <ul style="list-style-type: none"><li>- Quoting of Wikirate data in news reports</li></ul> <b>Possible Impact:</b> <ul style="list-style-type: none"><li>- Further dissemination about wider issues</li></ul>



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## Contact

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# Appendix

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## 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