



# CONSUMERS FOR SUSTAINABILITY ANNUAL REPORT 2016



Amsterdam, the Netherlands  
March 20, 2017

## Introduction

Rank a Brand is an international community of responsible consumers who want to buy sustainable and fair products or services. Rank a Brand exist to enable consumers to make responsible shopping choices and to put pressure on brands to become more sustainable, socially responsible and transparent.

Rank a Brand was founded in 2009 in the Netherlands, and has become one of Europe's largest brand-comparison sites on sustainability and corporate social responsibility.

In this annual report you will find an overview of the main activities and results in 2016.

## Mission

Rank a Brand contributes to a transition towards a sustainable and fair global economy by stimulating brands to continuously perform more responsibly, driven by consumers continuously making more responsible shopping choices. We do this by:

1. Creating a large international movement and a well-used tool by and for consumers to assess and compare policies and performance of brands on sustainability and social responsibility.
2. Creating pressure on brands through consumers, media and competitors to continuously improve their policies and performance on sustainability and social responsibility, and to be fully transparent on this.
3. Increasing awareness among consumers of their responsibility and influence on brands, and encouraging and facilitating them to select sustainable and fair brands.

## Rankings

Thanks to our 70 voluntary rankers we were able to update the rankings for the following (sub)sectors in 2016:

Food and beverages:

- [chocolate](#)
- [coffee](#)
- [tea](#)
- [beer](#)
- [soda](#)

Technology and online:

- [electronics](#)
- [web shops](#)

Newly ranked sectors are [cosmetics](#) and [drugstores](#).

The total number of brands on our website has increased from 720 to over 750 in 26 different (sub)sectors.

## Partners and clients

In 2016 we have cooperated with the following partners and clients:

- Our electronics ranking was supported by GoodElectronics.
- For PAN UK, Solidaridad and WWF we have done a research on [sustainable cotton](#).

- ☒ For Wakker Dier we have done a research on animal welfare of [dinner boxes](#) in the Netherlands.
- ☒ For Stoere Vrouwen we have made a ranking of cosmetics brands.
- ☒ Together with Questionmark we are working for Milieudefensie on a research on forest free soy for dairy in Dutch supermarkets, which will issued in March 2017.

## Outreach and media

Our main communication channel is our [website](#), which is available in 3 languages: [English](#), [German](#) and [Dutch](#). There are also [mobile](#) versions available. We also have an app for iOS. The total number of visitors of all our websites has increased from 760,000 (2015) to 918.000 (2016). Unique users in 2016 were 760.000.

The number of Facebook likes has increased in 2016 from 10.230 to 13.310 (excluding the German Facebook page, which has 4.566 likes).

In 2016 we had good media coverage including several TV interviews in the Netherlands (Nieuwsuur, EenVandaag, RTL Nieuws). For an overview see [here](#) and [here](#).

## Organisation and Board

Rank a Brand has two legal entities: Stichting Rank a Brand, based in Amsterdam, the Netherlands, and Rank a Brand e.V., based in Berlin, Germany. The two entities work closely together as one international organization.

Stichting Rank a Brand had 2 paid staff members in 2016 (1,2 FTE): Radboud van Delft (Managing Director, 1 FTE), and Ype van Woersem (coordinator research and communication).

Rank a Brand e.V. had 1 paid staff member in 2016: Mario Dziamski (Head of Research). We also have 70 volunteers from many different countries worldwide. Most of them work as rankers, researching sustainability of brands, and some also support on IT, communication and fundraising.

Stichting Rank a Brand has a Board who supports and supervises the managing director. In 2016 the Board consisted of Marleen Janssen Groesbeek (chair), Jiska Klein (treasurer), Krista Jansen (secretary), Anselm Iwundu and Tim Steinweg. There is also an Advisory Council, to support management and board, which in 2016 consisted of: Walter Etty, Maurits Groen, Niels Oskam, Gerhard Schuil.

The Board of Rank a Brand e.V. consisted in 2016 of Mario Dziamski, Jan Konietzko, Niels Oskam and Maurice Stanzus.

## Finances

In 2016 our income has decreased compared to 2015. This is mainly due to less subsidy – in 2015 a large subsidy was received from Hivos. This is partly compensated by other income sources, but less than budgeted. Therefore, expenses had to be reduced compared to budget. Still, this has led to a deficit, which was covered from available general reserves.

<b>Income and expenses Stichting Rank a Brand (NL)</b> <i>All in euro's</i>	Actuals 2015	Budget 2016	<b>Actuals 2016</b>	Budget 2017
Services	8.310	60.000	<b>43.190</b>	15.000
Subsidies and funds	67.380	35.000	<b>4.000</b>	0
Own contributions	12.320	0	<b>12.150</b>	0

Donations	3.577	40.000	<b>7.983</b>	10.000
Financial income	714	0	<b>125</b>	0
<b>Total income</b>	<b>92.301</b>	<b>135.000</b>	<b>67.448</b>	<b>25.000</b>
Personnel expenses	25.551	60.000	<b>43.610</b>	5.000
Freelancers and consultancy	32.412	30.000	<b>23.132</b>	10.000
Communication and fundraising	10.782	30.000	<b>12.814</b>	5.000
Office expenses	10.759	15.000	<b>8.129</b>	5.000
General expenses	137	0	<b>-215</b>	0
<b>Total expenses</b>	<b>79.646</b>	<b>135.000</b>	<b>87.470</b>	<b>25.000</b>
<b>Result</b>	<b>12.655</b>	<b>0</b>	<b>-20.022</b>	<b>0</b>

<b>Balance sheet Stichting Rank a Brand (NL) (in euros per year end)</b>	2015	2016
Receivables	907	<b>2.470</b>
Cash and banks	36.189	<b>12.728</b>
<b>Total assets</b>	<b>37.096</b>	<b>15.198</b>
Net assets	31.338	<b>11.316</b>
Total short term liabilities	5.758	<b>3.882</b>
<b>Total liabilities</b>	<b>37.096</b>	<b>15.189</b>

<b>Income and expenses Rank a Brand e.V. (Germany)</b> <i>All in euro's</i>	Actuals 2015	Actuals 2016
Services	8.894	<b>8.600</b>
Subsidies and funds	-	-
Own contributions	-	-
Donations	1.831	<b>479</b>
Other income	248	<b>543</b>
<b>Total income</b>	<b>10.974</b>	<b>9.079</b>
Personnel expenses	-	<b>10.205</b>
Freelancers and consultancy	-	-
Communication and fundraising	-	-
Office expenses	674	<b>1.655</b>
General expenses	-	-
<b>Total expenses</b>	<b>674</b>	<b>11.860</b>
<b>Result</b>	<b>10.299</b>	<b>-2.238</b>
<b>Reserves (net assets) per year end</b>	<b>12.326</b>	<b>10.088</b>

<b>Income and expenses for both entities combined</b> <i>All in euro's</i>	Actuals 2015	Actuals 2016
Services	17.204	<b>51.790</b>
Subsidies and funds	67.380	<b>4.000</b>
Own contributions	12.320	<b>12.150</b>
Donations	5.408	<b>8.462</b>
Other income	962	<b>668</b>
<b>Total income</b>	<b>103.275</b>	<b>76.527</b>
Personnel expenses	25.551	<b>53.815</b>
Freelancers and consultancy	32.412	<b>23.132</b>
Communication and fundraising	10.782	<b>12.814</b>
Office expenses	11.433	<b>9.784</b>
General expenses	137	<b>-215</b>
<b>Total expenses</b>	<b>80.320</b>	<b>99.330</b>
<b>Result</b>	<b>22.954</b>	<b>-22.260</b>
<b>Reserves (net assets) per year end</b>	<b>43.714</b>	<b>21.404</b>

## Plans for 2017

In 2017 we will have to further cut expenses in order to match it with available income. From April onwards the organization will rely mainly on volunteers.

All fashion brands will be updated in 2017, as well as telecom and websites. Other sectors subject to available funding and capacity.