

Environment and Employment top Mining & Metals CSR Agenda

Environment and employment are currently the major concerns regarding the Mining & Metals industry's corporate social responsibility (CSR) record, states a report released today by Geneva-based reputation research firm Covalence, Covalence Mining & Metals Industry Report 2007.

For 2006 to 2007, the top positive and negative issues both have to do with environmental collaboration (*support climate change strategies*) or degradation (*negative environmental change around mines and plants*).

Interestingly, the second most important positive and negative topics for June 2006 to May 2007 also share a common focus. The issue here is on employment, both the satisfaction of new employment opportunities and the dissatisfaction with current jobs. The positive issue is *Economic impact by creating additional employment*, while the negative issue regards *Strike for a wage increase*. The high amount of news regarding creation of employment signifies the important impact the Mining and Metals industry has to offer for local economic development. The satisfaction of job creation might not hold strong, however, if the amount of dissatisfaction regarding wages increases.

The perceived differences between living conditions of mine workers and living conditions of end product consumers should generate increased coverage of labour issues in the future.

Although Mining & Metals is still ranked sixth out of ten, the EthicalQuote reputation curve calculated for this industry has seen a reduction in growth from June 2006 to May 2007, after a strong progression in 2005. Does the CSR momentum of the Mining & Metals industry belong to the past?

The EthicalQuote reputation curves shows Alcoa ranked first among seventeen Mining & Metals companies, ahead of Alcan and Anglo American, while Newmont Mining and Barrick Gold occupy the last positions. Looking at positive news only (Reported Performance), Alcan is first, ahead of Alcoa and BHP Billiton.

More information on Covalence Mining & Metals Industry Report 2007:

- > [Report extract](#)
- > [Report Offer & Order form](#)
- > [Public version of EthicalQuote](#)

About Covalence

Covalence's ethical quotation system is a reputation index based on quantifying qualitative data, which are classified according to 45 criteria of business contribution to human development such as *Labour standards*, *Waste management*, *Product social utility* or *Human rights policy*. It is a barometer of how multinationals are perceived in the ethical field.

The system integrates thousands of documents found among media, enterprise, NGO and other sources, for producing the EthicalQuote curves. These curves measure the historical evolution of the reputation of companies regarding ethical issues. They are created through the cumulative addition of positive news (documents coded as "ethical offers", which are weighed as +1, curve ascends) and negative news ("ethical demands" weighed as -1, curve descends). The Reported Performance measure is given by cumulating positive news only.

This tool received the Cantonal Sustainable Development Prize (Geneva) in 2004 and prompted Covalence among the finalists of the Social Entrepreneur of the Year 2005 award organised by the Schwab Foundation. Since September 2006, Covalence research is being distributed by Reuters.

Covalence is closely monitoring 10 sectors including 200 companies that are classified as the largest market capitalizations in the Dow Jones World Index. Covalence is a limited company that was founded in Geneva in 2001 by six persons coming from social sciences and finance.

More information on Covalence company and methodology:

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Methodology

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