

New mobile app lets companies rank & compare sustainability performance

TORONTO, Canada, June 6, 2013 – Corporate Knights Inc., the company for clean capitalism, today launched an innovative mobile app that lets any company large or small (public or private) assess its sustainability performance and rank itself against the world's biggest and best performing companies

The market rewards responsible business, and no company wants to be perceived as a social and environmental laggard. But where does a company start? What does it need to measure? How does it compare to industry peers? And what areas are in most need of improvement?

CK Ranker, now available through the App Store and designed to work on all iPhone and iPad devices, walks the user through a series of simple steps designed to match a company's information with 12 key performance indicators that assess resource productivity (energy, water, waste, emissions), management diversity, sustainability commitment, governance and workplace safety. Together, these indicators offer a picture of the most environmentally and socially responsible companies on the planet. The more information provided the clearer the picture.

Once questions are answered, the app creates a score for the company and can rank that score against one of three lists that Corporate Knights has published annually for more than five years – the Global 100 Most Sustainable Companies in the World, the Best 50 Corporate Citizens in Canada, and the S&P 500 Sustainability Ranking. These lists represent a universe of more than 2,000 large publicly traded companies. Hundreds of thousands not captured in this universe can now see how they measure up.

“What's powerful about this app is that companies can not only benchmark their performance, but are able to compare that performance against big industry peers filtered down to specific indicators, such as energy productivity or management/board diversity,” explained Toby Heaps, CEO of Corporate Knights. “Any company can assess its place in an industry and identify weaknesses as they relate to environmental and social responsibility. With the ability to measure, rank and compare, they are better informed and can more confidently take the next step.” Heaps emphasized that the data entered is not collected or shared beyond the app, which was skillfully built by Ottawa-based developer EnergyMobile Studios.*

The first 1,000 downloads of CK Ranker are available for free from the App Store, after which the basic version will sell for \$2.99. CK Ranker Pro, which lets users create, export and save multiple scenarios and do industry- and indicator-specific comparisons, sells for \$9.99 as an in-app purchase. Android-compatibility is in the works.

Corporate Knights Inc., founded in 2002, is an independent Toronto-based media, research and financial products company focused on clean capitalism. Visit www.corporateknights.com.

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