

# Best Global Green Brands 2013

Interbrand | PERFORMANCE DATA POWERED BY Deloitte.

01  
Toyota  
TOYOTA  
0 0 GAP = -2.53

02  
Ford  
Ford  
+13 GAP = -2.57

03  
Honda  
HONDA  
0 0 GAP = -2.10

04  
Panasonic  
Panasonic  
+2 GAP = 15.15

05  
Nissan  
NISSAN  
+16 GAP = 2.06

06  
Johnson & Johnson  
Johnson & Johnson  
-4 GAP = 3.09

07  
Volkswagen  
VW  
-3 GAP = 2.96

08  
Danone  
DANONE  
+1 GAP = -0.62

09  
Nokia  
NOKIA  
+11 GAP = 18.50

10  
Dell  
DELL  
-3 GAP = 8.17

11  
Sony  
SONY  
+7 GAP = 7.09

12  
HP  
hp  
-7 GAP = 10.32

13  
BMW  
BMW  
-3 GAP = 5.42

14  
Nestlé  
Nestlé  
0 0 GAP = 5.74 NEW

15  
adidas  
adidas  
+7 GAP = 6.66

16  
Samsung  
SAMSUNG  
+9 GAP = 7.68

17  
Mercedes-Benz  
Mercedes-Benz  
-1 GAP = 8.13

18  
Siemens  
SIEMENS  
-10 GAP = 11.37

19  
Coca-Cola  
Coca-Cola  
+4 GAP = -13.65

20  
L'Oréal  
L'ORÉAL  
-6 GAP = 17.91

21  
Intel  
intel  
+6 GAP = 12.03

22  
Apple  
Apple  
-9 GAP = -0.93

23  
Philips  
PHILIPS  
+8 GAP = 7.39

24  
3M  
3M  
-12 GAP = 4.33

25  
GE  
GE  
-1 GAP = -9.00

26  
Pepsi  
pepsi  
+2 GAP = -0.88

27  
IBM  
IBM  
-8 GAP = 12.95

28  
Cisco  
CISCO  
-17 GAP = 17.38

29  
Xerox  
xerox  
+3 GAP = 15.71

30  
Canon  
Canon  
-1 GAP = 6.56

31  
Nike  
Nike  
-5 GAP = 1.18

32  
UPS  
UPS  
+11 GAP = 1.54

33  
IKEA  
IKEA  
+6 GAP = -11.18

34  
Hyundai  
HYUNDAI  
-17 GAP = 7.32

35  
Microsoft  
Microsoft  
-2 GAP = -9.30

36  
Starbucks  
Starbucks  
0 0 GAP = -4.83

37  
Kia  
KIA  
0 0 GAP = 6.11 NEW

38  
Kellogg's  
Kellogg's  
-3 GAP = -9.81

39  
Caterpillar  
CATERPILLAR  
-1 GAP = 0.30

40  
Shell  
Shell  
-6 GAP = -5.24

41  
Avon  
AVON  
-4 GAP = 5.13

42  
H&M  
H&M  
+4 GAP = 4.02

43  
Allianz  
Allianz  
-13 GAP = 1.40

44  
AXA  
AXA  
-2 GAP = -1.55

45  
SAP  
SAP  
-4 GAP = -2.91

46  
Santander  
Santander  
-6 GAP = -5.18

47  
McDonald's  
McDonald's  
-2 GAP = -21.27

48  
Zara  
ZARA  
0 0 GAP = -3.39 NEW

49  
Citi  
citi  
-5 GAP = 8.13

50  
Colgate  
Colgate  
0 0 GAP = -8.30 NEW

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