BEST GLOBAL GREEN BRANDS 2014

Interbrand | Performance data powered by Deloitte.

Rank	Brand	GAP	Change
01	Ford	3.2	+1
02	Toyota	0.3	-1
03	Honda	1.8	0
04	Nissan	6.6	+1
05	Panasonic	13.9	-1
06	Nokia	19.0	+3
07	Sony	10.7	+4
08	adidas	6.1	+7
09	Danone	-1.3	-1
10	Dell	6.9	0
11	Samsung	8.3	+5
12	Johnson & Johnson	2.8	-6
13	BMW	5.8	0
14	Philips	5.4	+9
15	Intel	12.3	+6
16	Volkswagen	3.0	-9
17	HP	9.7	-5
18	Nestlé	4.0	-4
19	IKEA	-6.5	+14
20	Coca-Cola	-12.2	-1
21	Apple	-1.1	+1
22	L'Oréal	15.3	-2
23	GE	-1.8	+2
24	Mercedes-Benz	10.0	-7
25	IBM	10.9	+2
26	Canon	3.8	+4
27	Xerox	14.6	+2
28	UPS	6.3	+4
29	Nike	-0.5	+2
30	Pepsi	-2.3	-4
31	Siemens	14.1	-13
32	Chevrolet	-2.9	NEW
33	Cisco	19.0	-5
34	Zara	4.7	+14
35	Kia	9.5	+2
36	3M	3.4	-12
37	Starbucks	-2.0	-1
38	Kellogg's	-6.0	0
39	H&M	4.7	+3
40	Hyundai	7.2	-6
41	Microsoft	-9.1	-6
42	Avon	5.7	-1
43	McDonald's	-14.5	+4
44	Santander	-0.9	+2
45	AXA	0.9	-1
46	Caterpillar	3.1	-7
47	Shell	-9.1	-7
48	Colgate	-7.0	+2
49	Disney	-9.1	NEW
50	Heineken	-1.5	NEW

Perception — Performance

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