

SOMO IN THE MEDIA: 2009-2010

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Date: May 30, 2011

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Executive summary

Since the establishment of the Centre for Research on Multinational Corporations (SOMO) in 1973 many factors have changed. Communication, mobility and accessibility being a part of an on-going technological progress have created new challenges and opportunities.

In order to facilitate new strategies and adapt to them, an analysis was carried out in the field of the media-attention that SOMO has generated over the past two years. This was to assess if the media-attention has helped SOMO in attaining its strategies: Knowledge building, Cooperation, Capacity building, Lobby/policy influencing. Furthermore, whether it has led to feasible results that correspond to the objectives, and whether the media-attention has contributed to effectively reaching the desired target groups. In addition, this report answers the questions that correlate to SOMO's media-attention, the findings are accompanied by charts followed by recommendations and conclusion that are based upon the findings.

The overall results have been very promising in numbers and observed achievements. In September 2010 there was significant amount of media-attention generated by successful cooperation with the Volkskrant. Media-attention performance in 2009 was quantitatively less than in 2010. The main highlight in 2009 that generated a number of media entries was the book "*Het onzichtbare label*". A correlation between press releases and media-attention follow up could not be established. The outcomes showed that the ratio of press releases to media-attention in 2010 was nowhere near that of 2009, yet the media-attention results proved the opposite. The issue of manually processing data to Pluriform could also have influenced the validity of results.

Nevertheless, there are some minor points for improvement that should not be considered as shortcomings, but rather as a productive part of an evaluation process. First of all, an actual media policy should be created that can cover directives regarding the social media approach. Secondly, as a step from media policy, social media should be maintained accordingly. Furthermore, for effective monitoring of media-attention, it should be decided which are the right maintenance tools (e.g. Pluriform).

With rapid changes in the media landscape the opportunities have never been greater and stakes have never been higher for those aiming to reach their goals. Thus adapting to those changes is crucial for everyone involved in any kind of public or private activity. Therefore this analysis report, tries to distinguish means from ends and shape a retrospect of SOMO's media-attention.

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Preface

Hereby I present this analysis report, assigned by the Centre for Research on Multinational Corporations (SOMO). The main aim of this report was to identify the effectiveness of SOMO's media policy with regard to attaining SOMO's objectives.

Although, beforehand I had a plan in mind for this dissertation's topic I was pleasantly surprised when SOMO's communication department came up with its own theme: research and analyse the media-attention and its effectiveness. It seemed pretty easy in the beginning, but after a few weeks I realised that the research itself would be much more difficult to manage than expected. During the process I encountered several obstacles regarding data collection and its processing. Nonetheless, it has not obstructed me from delivering my final conclusion and giving recommendations.

Every assignment is a unique one. No matter how many assignments there were at The Hague University to train us, it always remained a challenge. Learning while doing could sum up the whole process. I worked with pleasure on this report and hope that the outcomes of this research will contribute to SOMO shaping a media-policy that will help to effectively deliver the message to its target groups.

Finally, I would like to thank SOMO and everyone at their communications department for the opportunity to do my internship at SOMO. Leontien Aarnoudse in particular for a great help, coordination and support during the research. Furthermore, I would also like to thank Peter Pijlman for supervising me during the process and helping with HHS matters. And last but not least, my mother and my beloved girlfriend Inge for their support and understanding.

May 30, 2011

The Hague

1. Introduction

In the previous years SOMO was in the media numerous times. For its communication department this was an occasion to initiate a study on how effective that media-attention really was. A significant amount of media-attention that bounces back to an organization cannot be controlled, or at least that is presumed. However, some processes and patterns can be detected that are essential for an organization's targeted functioning. Media-attention frequency is an unstable, yet essential variable. SOMO, being a not-for-profit organization values media-attention and depends on it to a certain degree. It can be seen as revenue, an incentive that helps to promote the values of the organization and helps to achieve its objectives.

Herein SOMOs' strategies play a determining role in the right approach of delivering the message to their target groups. Over the years they have been narrowed down to clearly stating the essence of organization, an on-going process that frequently requires analysis and evaluation. With the generated media-attention SOMO evoked important dialogues in the society, a call for change, and a call to act. This dialogue should remain and therefore SOMO's role and effectiveness evaluation of ever changing factors is a vitally necessary measure.

With the coming of social media the new paradigm shifted from existing, static media to participatory media. This shift has given a boost for change just like in the finest example *The Obama moment*, which was strongly related to the successful implementation of social media. According to Jaap Bloem's *Me the media*: "This time it was the adoption of powerful web tools for communication, coordination, and cooperation... brought out by web conversations can be viewed as the ultimate consequence, if not goal..." (Bloem, van Doorn, Duivestein, 2009, p.20).

A tremendous amount of information is projected daily upon citizens, who face the problem of distinguishing what is right and what is wrong. This is where the challenge begins: to get through to your audience. SOMO uses its established channels to communicate to their target groups that have in some ways been proven to be the most effective. However, without balanced evidence there is no justified proof. Over the years SOMO has collected their observations into a solid database. Now these data provide SOMO with an opportunity to reveal its shortcomings and mementos.

Thus this report attempts to give an analysis of the past and prepare for possible future scenarios. For their target groups SOMO presents its successes and achievements in annual reports and newsletters, where internal staff and financial stakeholders rely on hard data. This happens on frequent occasions for justification of SOMO's expenditures and continuation of its networking.

This analysis is an in-depth verification of SOMO's own interaction with media over the past two years.

1.1 Background

This analysis report is assigned by SOMO in order to investigate its effectiveness in the media field during the past two years 2009-2010, from the perspective of traditional media that has a priority: newspapers, magazines, radio, TV and also to the impact of social media. This report resembles a similar study that was previously performed in 2008 and is meant for internal verification and possible improvements of SOMO's communication department by collecting and evaluating media-attention. Its overall outcome might help to define further adjustments in its communication (media) policy. In order to provide comprehensibility regarding SOMO and its activities, the background described in APPENDIX I, presents key information for a thorough understanding of this report.

1.2 Research justification

The main purpose of this document is to provide an insight in and evaluate how effective was SOMO's media activity, their interaction with the media over the past two (2009-2010) years and how the media-attention has contributed to the overall strategies/objectives of SOMO. The outcomes will help to shape and provide an added value for further implementation of social and traditional media into SOMO's strategies.

1.3 Limitations

Limitations of the research are the restrictions of the database that SOMO uses, called Pluriform. Data stored in Pluriform are being processed manually and this can lead to inaccurate data retrieval, resulting in some media-attention not being mentioned and/or could not be traced on the Internet. Furthermore, it is simply impossible to find all the media-attention of SOMO worldwide. Thus reliability of the outcomes might not be 100% accurate. Moreover, some data in Pluriform have not been fully completed with regard to date/media source. This accounts for 1% of the total entries and can be negligible. Data regarding outreach have not been completed in approximately one-third of all entries. Therefore the outreach numbers were not taken into account while writing this report. It must be mentioned that the only media-attention that is being processed through Pluriform and presented in this report is where SOMO is presented in positive and neutral context.

1.4 Questions

1.4.1 Central question

How effective was SOMO's media policy regarding attaining SOMO's objectives?

1.4.2 Sub-questions

1. What are the advantages/disadvantages of traditional/social media?
- 2.a. How often was SOMO in the media after press releases?
- 2.b. When was SOMO in the media after press releases?
- 2.c. In what media was SOMO after the press releases?
3. What results have been achieved with media-attention?
4. What target groups have been reached?

1.5 Process and methodology

The primary method that was used during this analysis was desk research. SOMO's media-attention database Pluriform provides access to secondary data that have been processed manually by interns and/or communication staff. In addition, Pluriform enables an overview of stored statistics of the media outreach, being an accessible method to retrieve data in excel format that are clear and easy to use for further analysis.

Moreover, SOMO's internal media database was consulted, which provided access to the press releases and other media that SOMO published over the years. Stored in folders it is convenient to link to SOMO's media-attention from Pluriform. This was the most time-consuming element of the analysis, as it could not been done automatically.

Furthermore, SOMO's website and intranet provided access to publications and some media outreach over the past years and documents regarding policies.

In addition, HandboekNederlandsepers (HandbookDutchpress) was consulted for the target group terminology and to establish target groups as such of various printed media sources.

The Secondary tool was a (written) interview with the communication coordinator. The answers provided an insight from the internal perspective onto the current situation concerning media policy.

SOMO's publications, strategy plan and annual reports were used as a reference to reinforce the theoretical framework. The report was divided into parts that incorporated the communications

officer's answers and provided answers to the above-mentioned questions (See part 1.3 central and (sub) question(s)).

In order to answer the questions the following processing took place: firstly, data regarding press releases and media have been extracted in excel format from Pluriform. Secondly, the internal (media) database was consulted for entries that have not been listed in Pluriform in order to complete them. Thirdly, data have been complied and processed for further analysis. Finally, questions were answered and findings concluded.

1.6 Explanation of Part Order

Parts regarding current state of SOMO's media policy comes first followed by essential data to help reinforce the answers to theoretical questions and narrow down the scope for the findings/results. Here follows a brief explanation of part order and their summary:

Part 1: Introduction

First part provides an overview to the research subject: introduction, research justification, limitations, questions, process and methodology.

Part 2: SOMO's media policy: current situation

The second part describes SOMO's current situation regarding media policy. Furthermore, based on the answers of the communications officer, it informs us about the communications department role in the process and its functioning.

Part 3: Current trends

Question: What are the advantages and disadvantages of traditional/social media?

The third part current trends in the field of traditional/social media. Moreover, it weighs traditional media against social media with respect to potential advantages and disadvantages. In addition, this chapter links current media trends to SOMO's strategies.

Part 4: Frequency of SOMO's media-attention

Questions: How often was SOMO in the media after press releases?

When was SOMO in the media after press releases?

In what media was SOMO after the press releases?

The forth part presents raw data, answering three (sub)questions regarding the frequency of SOMO's media-attention or how often they were in the media during 2009 and 2010. Moreover,

the frequency of press releases and publications has been established. The graphs compare the most productive months against the least productive and establish a link, for following part (5. Achieved results) on what factors made it possible. Furthermore, the media types were examined, distinguishing newspapers, magazines, electronic newsletters, TV, radio, website and freelance journalism. The same entries were distinguished by language.

Part 5: Achieved results

Question: What results have been achieved with media-attention?

The fifth part discusses the practical side of the frequency of SOMO's media-attention: what press releases have generated more media-attention. Furthermore, their content has been examined, whether there was correlation between specific topics and interest from the press. Moreover, a short overview has been provided of feasible achievements that resulted in actions (questions in the parliament, changes in companies' CSR policy, public debate etc.).

Part 6: Reaching target groups

Question: What target groups have been reached?

In this part, an analysis was made from the perspective of media channels as target groups. Since every media channel has its potential clientele it made it possible to trace the connection with SOMO's target group and detect its reachability.

Part 7: Social media in SOMO's context.

The last part gives overview of social media networks where SOMO is present and sums up its progress.

Part 8: Conclusion

Part 9: Recommendations

Part 10: References

Part 11: Appendices

2. SOMO's media policy: current situation

2.1 Introduction

In this part an insight is given on how SOMO interacts with the media, the steps it makes to create awareness of their work.

In the following text Leotien Aarnoudse, communication coordinator, answers questions regarding SOMO's media policy. (See APPENDIX II for questions and answers transcript in Dutch).

In SOMO's context, the media itself, figures as a means to spread SOMO's mission helping to achieve their goals. For practical reasons the media are also a target group (as they are targeting the media), but the eventual goal is to use the media in order to communicate the message to the target groups (civil society organizations, companies, governments and policymakers).

2.2 Pluriform

Since 2003, SOMO employs the system called Pluriform, to track and gather media-attention that SOMO has generated. Data in Pluriform are processed manually, bit by bit. It is time-consuming, yet cost-effective and useful in the end. In addition, Pluriform is also a (relation) management system for finance, contacts, publications, prospects and other sections relevant to the organization.

Pluriform enables the possibility of diverse data (list) storages. Data stored there relates to press addresses and other specialist listings such as: electronics, extractives, pharmaceuticals, financial sector, tourism, garments and textiles, taxation, food and agriculture, and sustainable investment.

When necessary these lists are completed with additional contacts or information, this is often done by the administration or interns/temporary workers. Updating and completing of media contacts is an on-going process. Journalists, television, radio programmes and other media are always changing, and SOMO may choose to focus on new territories, and thus the approach needs to be adjusted.

2.3. The responsibilities of communication department

The media policy as such has not been laid out on paper (yet). However, SOMO's communication coordinator L. Aarnoudse has provided current implementation of traditional/social media in its policy and gave an overview of the SOMO's communication department by answering several questions related to this issue.

The communication department is responsible for the layout of the press release and sending it out to relevant media contacts, this happens both on national and international levels. Furthermore, the communication department coordinates the media work, which involves planning and overview.

Moreover, the communication team initiates press moments, whenever there is news that can be brought to the public.

Several steps can be made after publishing a (research) report or in the case of a success story. One of these steps is to communicate the message to the media. The following can be done:

1. Send out a press release to the press;
2. Personally contact a journalist;
3. Tweet the message;
4. Incorporate into press releases or statement of other (like-minded) organisations.

All press releases and messages are put on SOMO's website and the media portals, such as Nieuwsbank.nl and OneWorld.nl, sometimes also on the websites of SOMO's subsidiary networks: Coalition for Trade and Development, Dutch CSR Platform, ECCJ, GoodElectronics, OECD Watch and makeITfair. From there it is picked up by the journalists of newspapers to be spread in the media. Not all of the topics are equally distributed through media channels due to a low response from journalists as they decide on its suitability for their particular media.

When the press is publishing SOMO, the communication team registers all the media-attention and outreach as an output. The file is then stored on the internal server and in Pluriform. To track the outreach, broadcasting numbers are registered too, along with the media-attention. In this way SOMO gets a better overview of its outreach. Furthermore, it is needed for the financial record statements of their financiers.

Finally, the communication department speaks with the media (press). If there are any questions from journalists, these are answered by mail or phone. Then, if necessary, the communication department brings journalists in touch with the researchers and experts from within SOMO who can elaborate on the topics. When SOMO cannot help the journalists in one way or another with their questions, they are referred to the (relevant) sources and information.

If a press release must be written, the researcher or the project leader sets up a draft. From there, in cooperation with the researcher or project leader, the communication team draw up a message and facilitates (if necessary) translations.

3. Current trends

3.1 Introduction

In this part, the present situation is given on the state of development of the media. It is fairly clear that social media are an upcoming medium that has potential and requires no further discussion in that sense. However, in SOMO's case, a distinction should be made in terms of obtaining the desired goals and whether social media are an appropriate tool to achieve them.

3.2 Defining media

In order to start with this part, key terms should be clearly defined to avoid any mistakes. What is media? According to an online dictionary reference that provided 19 possible definitions, one from World English Dictionary is the definition that suits this research: media are “the means of communication that reach large numbers of people, such as television, newspapers, and radio” (Media, n.d.). According to Longman’s dictionary, media are “all the organizations, such as television, radio, and newspapers, that provide news and information for the public, or the people who do this work” (Media, 2008, p.1024). Both definitions are quite alike. The social media are a relatively new phenomenon that has not found its way yet in the above-mentioned sources. Merriam-Webster’s online dictionary provides however the definition: “forms of electronic communication (as Web sites for social networking and microblogging) through which users create online communities to share information, ideas, personal messages, and other content (as videos)” and “first known use of SOCIAL MEDIA was in 2004”(Social media, n.d.). Now we can distinguish the media in its traditional sense (newspapers, magazines, television, radio) from social media (Facebook, LinkedIn, Twitter, online forums and blogs).

In the past decade the (traditional) media has undergone important changes. The coming of Internet into our daily life has shifted the perception of how we communicate with each other. Since the year 2000 the number of Dutch Internet users has nearly quadrupled from 24,1% of the population to 88,6% by 2010, counting almost 15 million people (Internet Usage and Population Statistics, 2010). The overall Internet usage in Europe has resulted in 352% growth over the same time span (INTERNET USAGE STATISTICS, 2010). Such rapid growth indicates its popularity and reveals unseen possibilities for the future.

On the other hand the traditional media such as television, radio and press is going through rough times, yet it is not standing still. It evolves along with new the technologies and digitalizes accordingly. Nevertheless, in the mind of the information consumer that the most of us are, traditional media are associated with the “quality” that possesses the credibility factor, a source that many rely on. However, according to Hopkins’s “Social media” this “mainstream media ...

are traditionally one-way media devices (experts pontificate and readers have little opportunity to contribute or start any discussion with the author)” in that delivers its message in a ‘static’ way, while the social media communicates and does this both ways (Hopkins, 2009, VII). It “enables players, protagonists, pundits and the public to interact, engage and build rapport more easily than ever before” (2009, VII). Put into the SOMO’s context it strongly relates to the second strategy, cooperation: “strengthening networks between like-minded organisations to create a broad societal base and engage relevant target groups with prospects for action” (Strategie, n.d.). Thus, used in the right direction, social media can be an immense valuable tool to achieve this strategy.

Interaction is the key element that makes the social media so appealing. Live-time communication and participation triggers the element of being truly involved in a certain process. This involvement is nowadays shared by millions of users around the globe.

3.3 Knowledge gap

Participating in the media stream by acquiring information is not as obvious as it might be assumed. A theory developed by Tichenor, Donahue, and Olien, called the ‘knowledge gap’: “that holds that in the development of any social or political issue, the more highly educated segments of a population know more about the issue early on and, in fact, acquire information about that issue at a faster rate than the less-educated ones”. In that way the “difference between the two types of people grows wider”, causing a knowledge gap. According to Professors Tichenor, Donahue and Olien that might mean that “the poorer segments of society could not participate meaningfully in discussions of social issues” (Turow, 2009, p.167). However, that was in 1970 and Internet was not yet invented. Do we still face the same problems regarding the distribution of knowledge? The continents in the Northern hemisphere are better off in that respect compared to the developing countries, where the digital divide, “the separation between those who have access to and knowledge about technology and those who (perhaps because of their level of education or income) do not”, still causes this knowledge gap (p.169).

Where traditional media tries to catch up with the successes and possibilities of the Internet: “Newspapers and magazines can now be delivered in paperless online form, while radio and television broadcasts are “streamed” over the Internet”, it still lags behind on interactivity. “The emerging technology allows for a great deal of personalization. Opportunities that each individual can choose from: channels, programs, or even types of stories that will appear on the screen”, are among a few transformations of the ‘old’-media to more user-friendliness (Henderson, 2004, p.20).

The 21st-century media consumer who also wants to be an informed, active citizen can no longer rely on a few trusted voices of authority. News is no longer a common narrative

shared by millions of viewers but rather, a roiling sea of fact and speculation that changes from hour to hour. Evaluating the credibility of often obscure sources can be difficult.

Henderson, 2004, pp.20-21

The statement mentioned above cannot be ignored or denied. It is somewhat prospective for the future of media. The authority (read traditional media) is no longer the main source of information. The social media have established a new communication platform through which not only individuals, but also organizations, governments and multinational corporations can provide, obtain and share data. According to the Dutch market research bureau Multiscope, Social media awareness (popularity) of Twitter, Facebook and LinkedIn in the Netherlands alone will only grow in the future.

| Social media in Nederland 2010 | | | | | | |
|--------------------------------|-------------|-------------------------|----------------------|----------------------|-------------------|-----------------------|
| | | Bekendheid ¹ | Profiel ² | Gebruik ³ | Uren ⁴ | Toekomst ⁵ |
| 1 | Hyves | 90% | 60% | 48% | 13.912.000 | -10% |
| 2 | Youtube | 87% | 22% | 44% | 14.453.000 | 14% |
| 3 | Twitter | 76% | 11% | 9% | 2.982.000 | 26% |
| 4 | Facebook | 76% | 28% | 19% | 6.276.000 | 12% |
| 5 | MySpace | 50% | 3% | 2% | 285.000 | -10% |
| 6 | LinkedIn | 46% | 23% | 9% | 1.222.000 | 33% |
| 7 | Picasa | 39% | 7% | 4% | 557.000 | 4% |
| 8 | Flickr | 32% | 3% | 1% | 211.000 | 15% |
| 9 | Netlog | 14% | 2% | 0% | 63.000 | -24% |
| 10 | Google Buzz | 12% | 2% | 0% | 18.000 | 18% |

(Nederlander 'netwerkt' 7 uur per maand, 2010).

On the contrary, according to statistics of HOI (Institute for media auditing) Dutch national and regional newspapers have been facing a decline since 2007. There are however a few exceptions, NRC Next and Het Parool selling has increased since then. (Enkel NRC.Next en Het Parool nog positief, 2010).

Selling's of the physical newspapers might be in decline but that does not mean that they will totally disappear in the near future. As success of any undertaking is reaching its target, thus the most effective way is preferable. Both mediums have their own advantages over the other, however best implementation for reaching a certain strategy is by combining them to effectively deliver the message and/or campaigning. How to achieve that depends on the organization and its goals.

As statistics shows, different target groups have their particular (media)-channels where they can be reached. However, non-profit organizations do not often have a grip on the situation where they might appear, especially regarding the commercial channels.

3.4 Conclusion

The traditional media are an effective medium in reaching a broader audience however expensive, whereas social media attributes are often free, but heavily dependant on a well-structured strategy.

Both ways are still being used, often complementing each other reaching its target, whether commercial or not. However, being a non-profit organization SOMO does not aim at commercial publicity, like television commercials or magazine adverts. Their activities are mainly oriented at particular target groups, not directly at the general public and (more in part 6: reaching target groups and strategies) thus SOMO's active participation on the social networks is not only desirable, but also essential in the long run.

For SOMO social networking should be taken into account as an evolving and powerful tool that is worth investing in. The main benefits are reaching of a broader audience at relatively low (if not free) cost, a great amount of control over the published content, and direct influence through interaction.

4. Frequency of SOMO's media-attention

4.1 Introduction

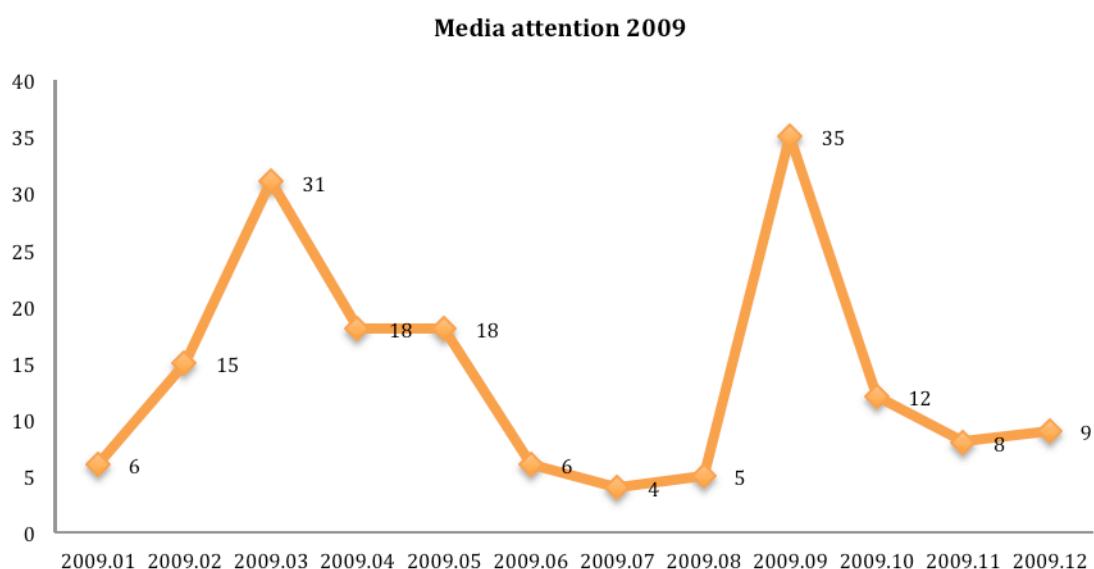
In order to establish comparison, firstly media results are treated separately, year by year, before they are combined and weighted against each other. (See the full list of the media-attention for these years in APPENDIX VII).

4.2 Definitions

- Media-attention – Publication of SOMOs' work on the radio, television or newspaper, websites, blogs, magazines, as result of press releases, knowledge sharing and/or publications, where SOMO has been mentioned in positive context. The data are saved in Pluriform.
- Press releases – short information notices that are sent to the (online) databanks in order to inform the media of SOMO's recent results, achievements, campaigns, reports and/or research developments. Mostly in Dutch and English.
- Publications – reports and briefings of the research information published on SOMO's (and other) subsidiary websites. In English and Dutch.

4.3 2009

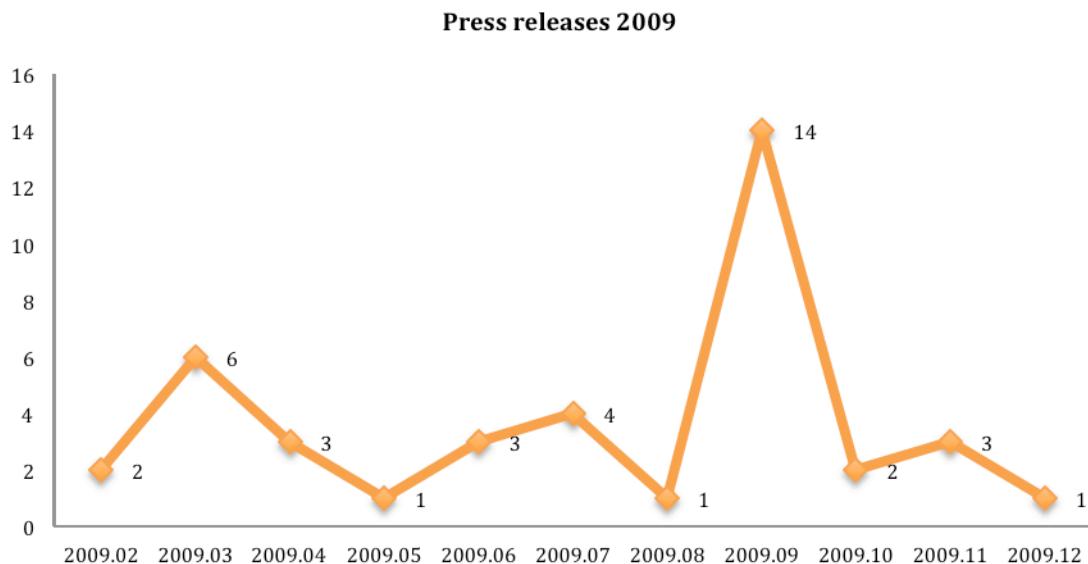
4.3.1 Media-attention



The year 2009 had a total of 167 entries. Most productive were the month September and March with 35 and 31 entries respectively, followed by April and May with both 18 entries. February and October have been mentioned 15 and 12 times respectively. The least productive months were

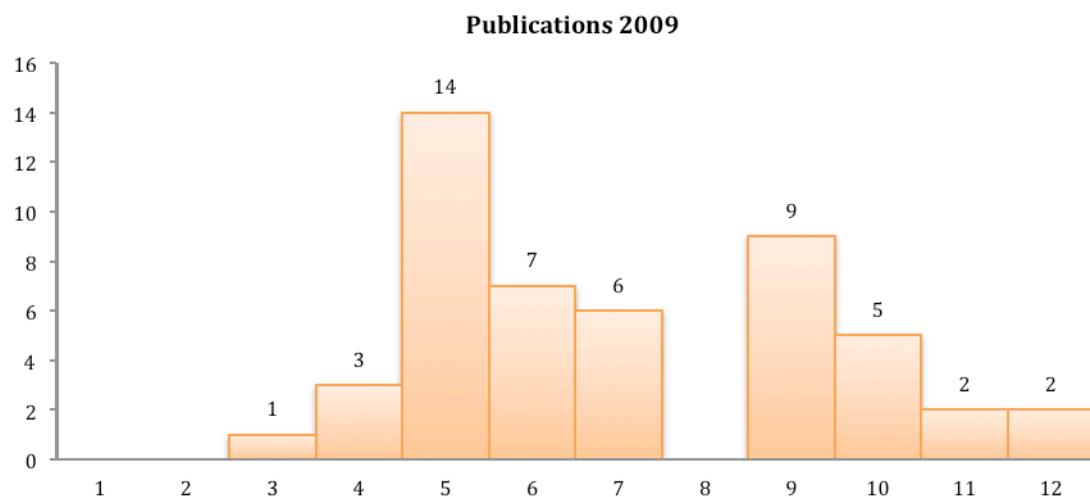
January, June, July, August, November and December (6,6,4,5,8 and 9 entries respectively). This could be explained by the holiday periods in both summer and winter.

4.3.2 Press releases



40 press releases were sent out during year 2009, 26 in Dutch, 12 in English and 2 in Spanish. The highlight was in September; during this month 14 press releases were sent (9 in Dutch and 5 in English). (See APPENDIX IV for full list of press releases), followed by May (6), 4 in July, 3 in April and November, 2 in February and October, and 1 in May, August and December. Press releases in the different languages (other than Dutch) have the same content, however are aimed at the foreign press. (See part 5. Achieved results, for the sectors of press releases and the media-attention that they had generated).

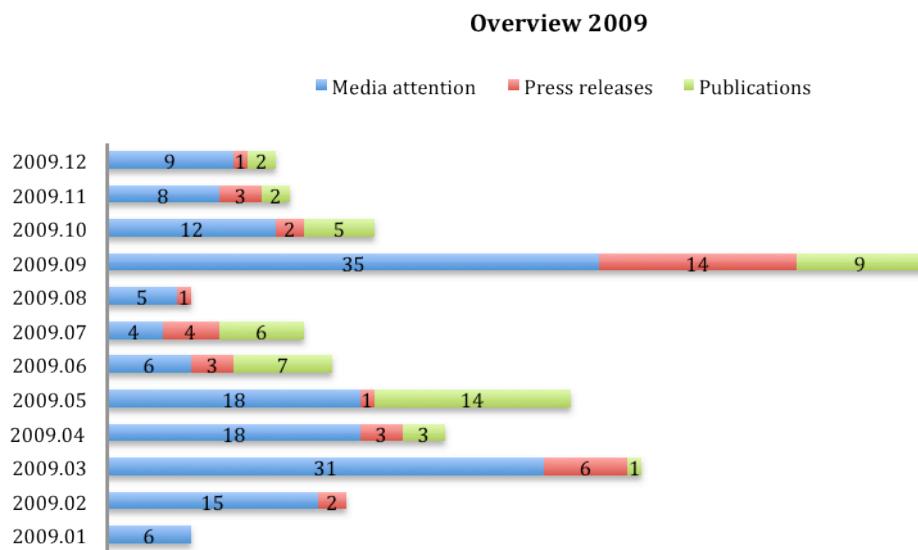
4.3.3 Publications



In 2009 there were 49 publications in total (See APPENDIX V for full list of publications); 14 in May and 9 in September, 7, 6, 5 and 3 in June, July, October and April. There were 2 publications in November and December, 1 in March, and none in January, February and August.

4.3.4 Overview 2009

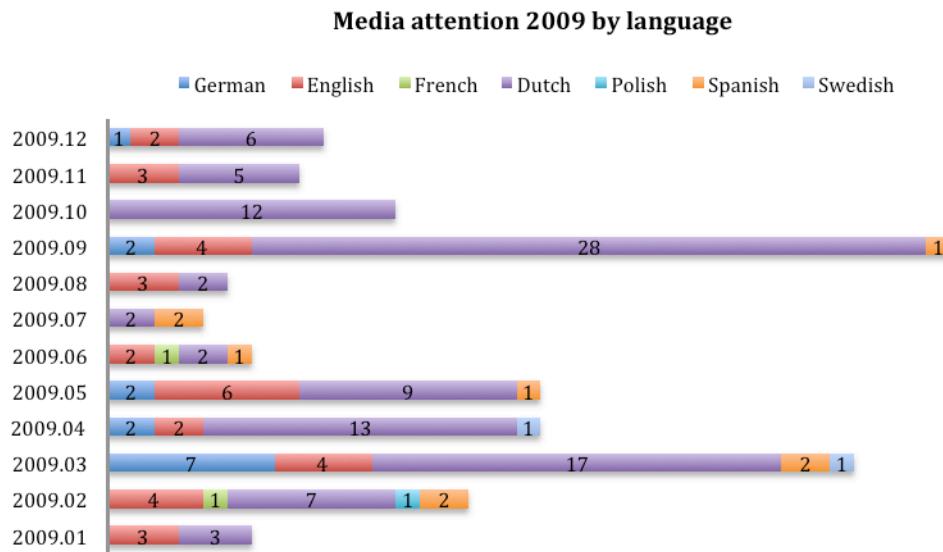
Combining three above-mentioned graphs reveal the following results:



March and September were the months with the most media-attention and the most press releases. The relation between both media-attention and press releases can clearly be seen in both of these months. In March there were 6 press releases that resulted in 31 entries of media-attention in March. In September 14 press releases were published, resulting in 35 entries of publicity in the following month September. To a lesser extent it is applicable for February, April, May, October and December. During these months quite a few media-attention was generated, however with a lesser amount of press releases. There could be two explanations for this phenomenon:

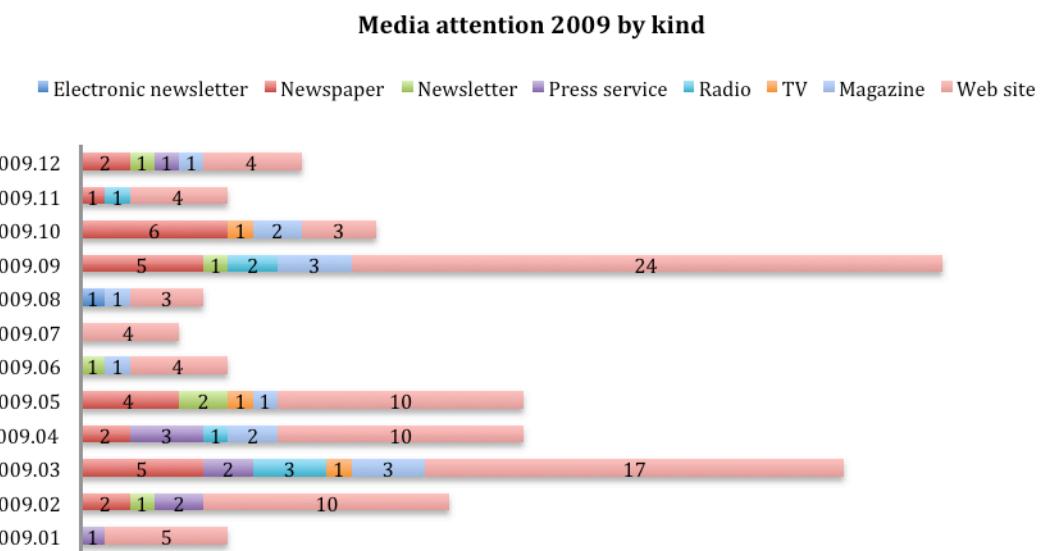
1. It takes quite an effort to generate media-attention in terms of quantity of press releases.
More press releases result in more media-attention
2. Media-attention is determined by the content of press releases regardless of its quantity

Media-attention compared by language gives us the following results:



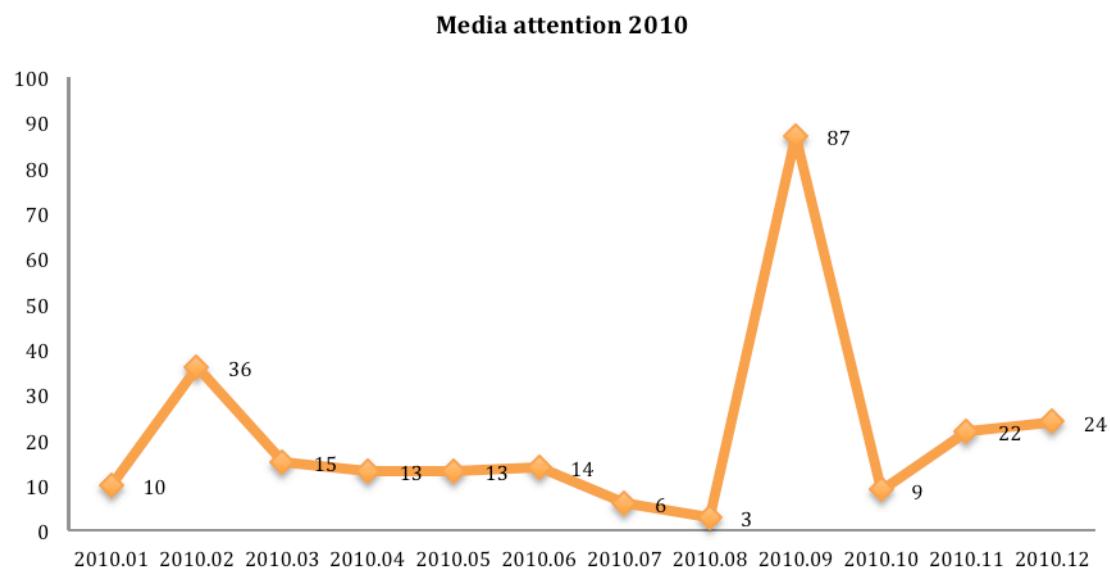
Most publicity in 2009 was in Dutch (colour purple on the graph) with overall of 106 entries. Media-attention in English was second biggest with 33 entries, followed by German (14), Spanish (9), 2 entries in French and Swedish and 1 in Polish.

The following graph presents media-attention by type in order to establish a clear picture of the sources where SOMO was mentioned throughout 2009. In that year, 98 sources were online (web sites), 27 were mentioned in the newspaper, 14 in magazines, 9 in press service, 7 on radio, 6 sources in newsletter, 3 on television and once in electronic newsletter. Two sources were not mentioned in Pluriform.



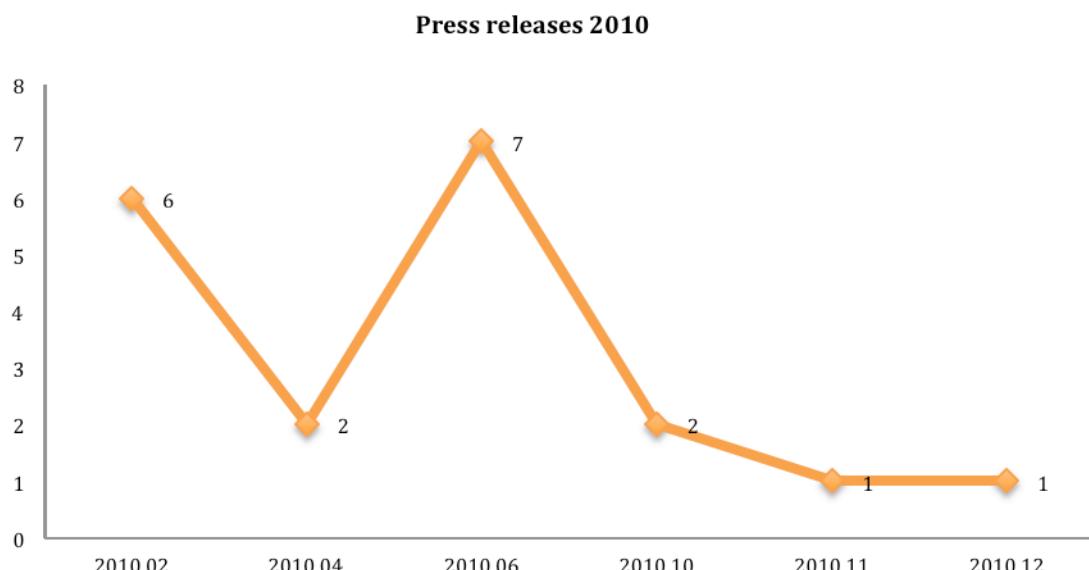
4.4 2010

4.4.1 Media-attention



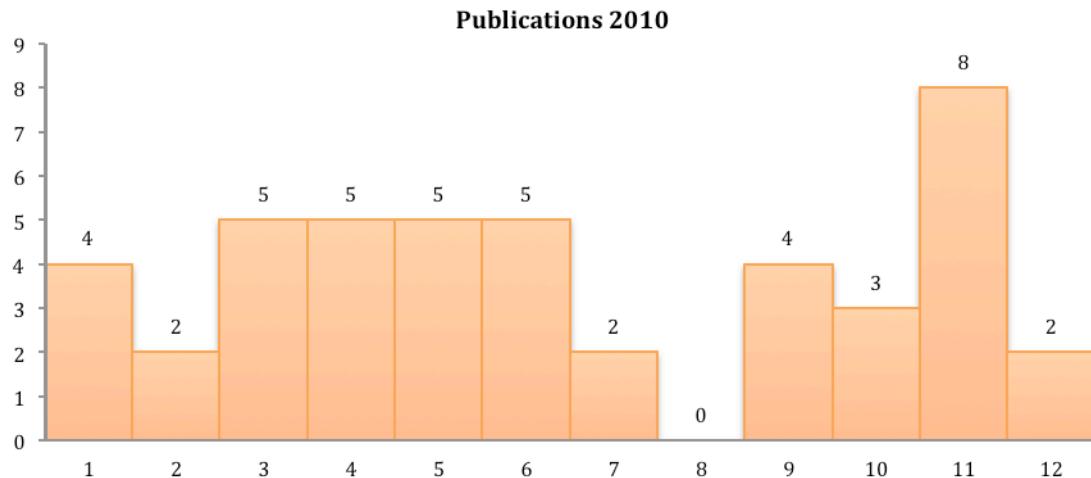
In 2010 there were 252 entries of media-attention. As seen on a graph a significant amount of entries were in September (87), followed by less than half of September's attention in February (36). Then December had 24 entries and November 22. March and June had 15 and 14 entries each. April and May were on a par with 13 entries. January, October, July and August scored to a lesser extent with 10, 9, 6 and 3 entries respectively.

4.4.2 Press releases



There were 19 press releases in 2010, 11 in Dutch and 8 in English. 7 were sent in June and 6 in February, followed by 2 in April and October and only 1 in November and December. Other months had no entries.

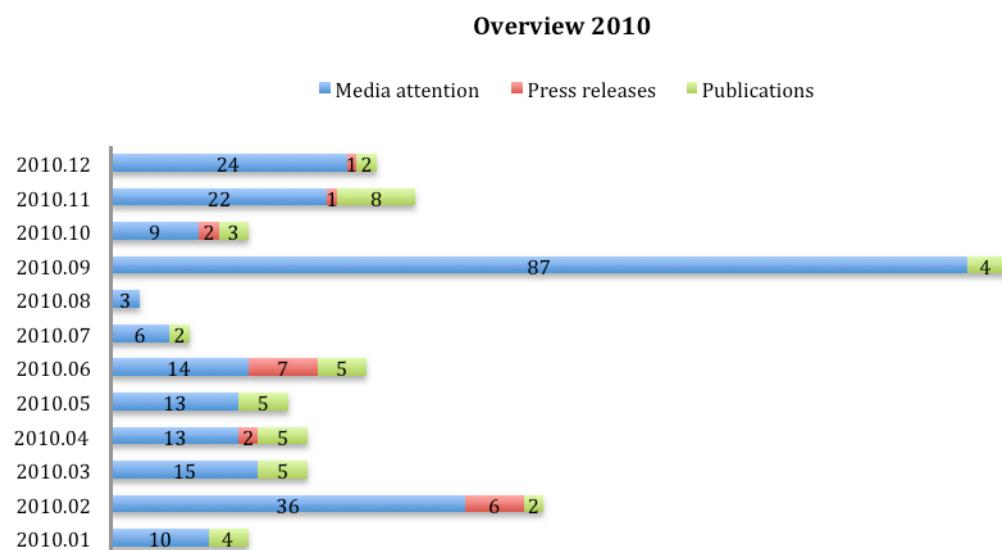
4.4.3 Publications



The year 2010 had a total of 45 publications. 8 were in November 5 in March, April, May and June, 4 in January and September, 3 in October and 2 publications in February, July and December each. There were no publications in August.

4.4.4 Overview 2010

When combined into one, the three above mentioned charts provide following results:



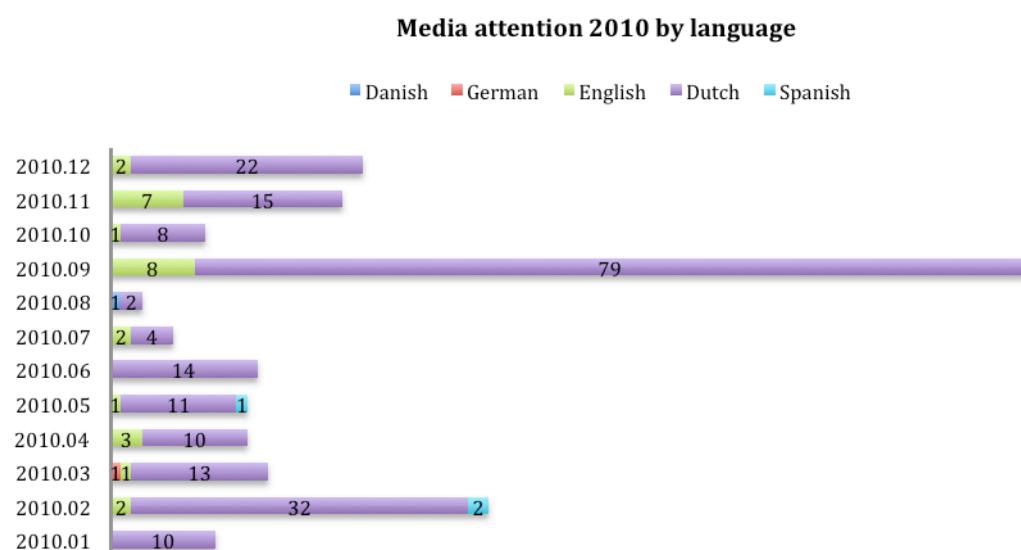
The first statement from the year 2009 that “*It takes quite an effort to generate media-attention in terms of quantity of press releases*” is not really applicable for year 2010. We see only 19 press releases (in red), which is less than half compared with (online) publications (45) (in green). Probably second statement that “*Media-attention is determined by the content of press releases regardless of its quantity*” should be the case in this scenario. To be further discussed in the next part (5: Achieved results).

In September 2010 there were no registered press releases and only four publications, resulting in the remarkable media-attention that was received in general with 87 entries (only 8 in English and 79 in Dutch) while 3 of the publications were in English and only 1 in Dutch in following sectors:

| Title publication | Sector | Sector | Sector |
|--|--------------------------|------------------------|-------------------------|
| Duurzaamheid in het Nederlandse Handelsbeleid | Corporate Accountability | Trade & Investment | |
| EU financial reform: Some small steps, but no fundamental changes in sight | Financial | EU financial reforms | |
| Investing Responsibly: A Financial Puzzle Relevantie | Financial | Sustainable Investment | International standards |
| Changing Industrial Relations in India's Mobile Phone Manufacturing Industry | Electronics | | |

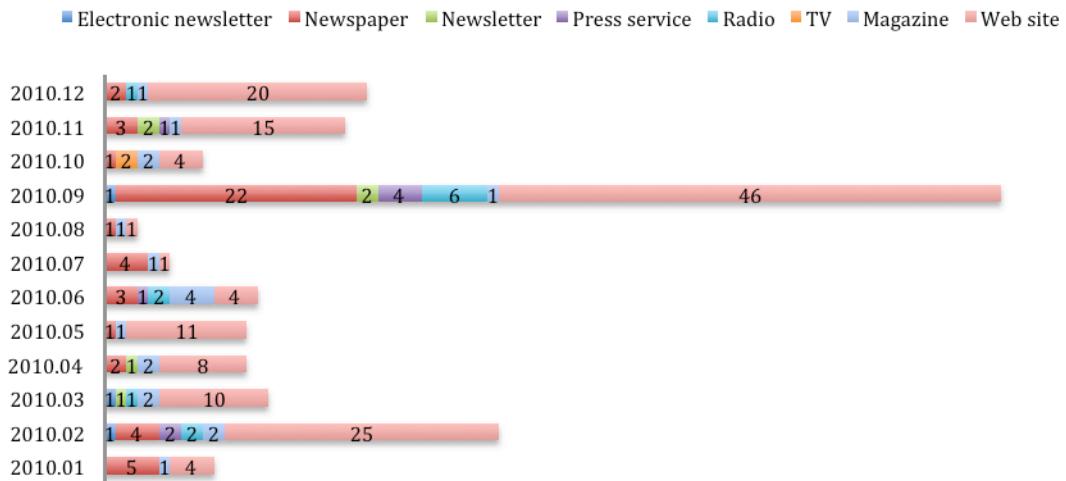
Results publication search. 2011

In 2010 SOMO was represented in following languages:



In that year media-attention was predominantly in Dutch with 220 entries; 27 entries for publicity in English, three entries in Spanish and only one in Danish and German.

Media attention 2010 by kind

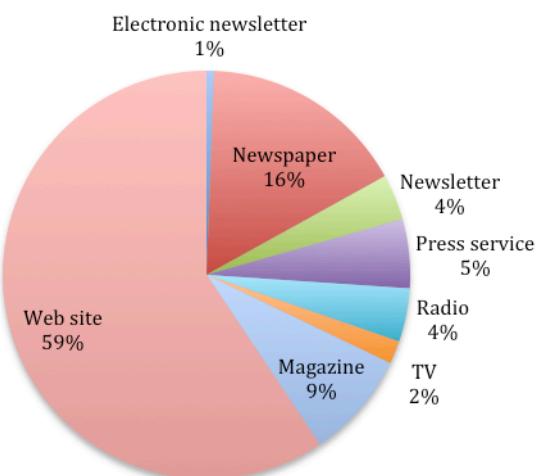


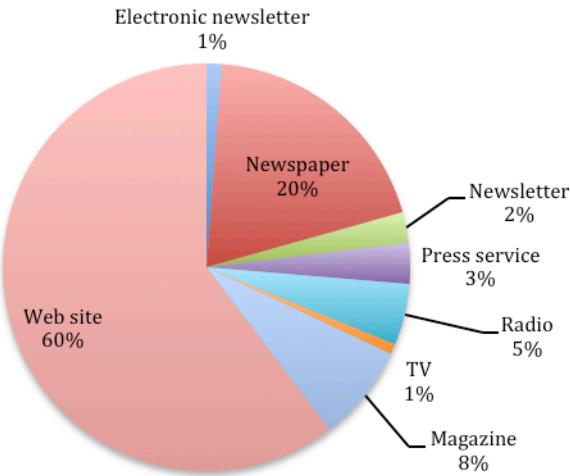
As in 2009, the major part of publicity in 2010 was from online resources (149 in pink on the graph), followed by newspapers (in red), accounts for 48 entries. To lesser extent SOMO was mentioned in magazines (19), radio (12), press services (8), newsletters (6), electronic newsletter (3) and twice on television.

4.5 Comparing 2009-2010

In the following pie charts media-attention for both years is being compared against each other for variety of sources.

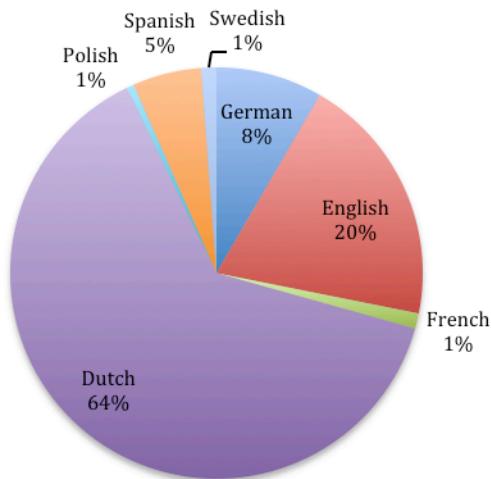
Media attention 2009 by kind

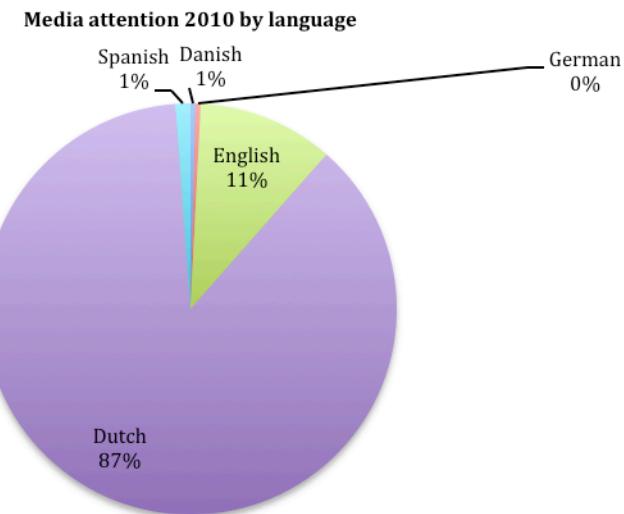


Media attention 2010 by kind

Although there were far more entries in 2010 (252) than in 2009 (167), the spread of sources in 2009 was slightly better represented. That accounts for newsletters and press services both 2%, magazines and television both reached 1% more than in 2010. Newspapers and radio, 4% and 1% more were better off in 2010. Representation on web sites was almost equal 59% in 2009 and 60% in 2009.

The next pie charts present the division of languages in both years:

Media attention 2009 by language



In terms of variety and division of languages 2009 was again better represented than 2010. There was 9% more media-attention in English in 2009 than in 2010. German media-attention was 9% in 2009 compared to none in 2010. Furthermore, publicity in Spanish was 4% higher in 2009. Swedish, French and Polish all gave a little media-attention at 1% in 2009, but was not represented at all in 2010. Only Danish increased its entries with 1% in 2010. Publicity in Dutch grew by as much as 23% in 2010.

When looked at the amount of press releases in 2009 could be suggested that this would result in greater quantity of media-attention, however opposite is true.

5. Achieved results

5.1 Introduction

Previous part gave us results only from a statistical point of view. Both years were compared against each other only by numbers, yet in this part was looked at the content of press releases that generated media-attention. Furthermore, an extract was given of actual results achieved by SOMO and SOMO's networks in 2009-2010.

From the data noted in Pluriform it can be concluded right away that the press releases were followed up by media-attention on the same or by the next day after publication (See APPENDIX VIII for detailed information).

As to the relation between frequency of press releases and media-attention follow-up, there was no clear indicator in favour of first statement that "*It takes quite an effort to generate media-attention in terms of quantity of press releases*" (See part 4, Frequency of SOMO's media-attention). It can be assumed then that "*Media-attention is determined by the content of press releases regardless of its quantity.*"

On SOMO's website the press releases, publications and reports are divided into subjects (dossiers). These are:

| |
|-------------------------------------|
| Companies |
| Sectors & Supply chains: |
| Financial |
| • Sustainable Investment |
| • Financial Reform |
| • EU Financial Reforms |
| Electronics |
| Food & Agriculture |
| • Fruit & Vegetables |
| • Tea & Coffee |
| • Supermarkets |
| Extractives |
| Energy & Water |
| Garments & Textiles |
| Pharmaceuticals |
| Other sectors |
| • Tourism |
| Corporate Accountability |
| • Guidelines & Regulation |
| • Voluntary Initiatives |
| • Sustainable Procurement |
| • Chain Responsibility |
| Economic Reform: |
| • Trade & Investment |
| • EPAs |
| • GATS |
| • Investment |
| • WTO |

Dossiers, n.d.

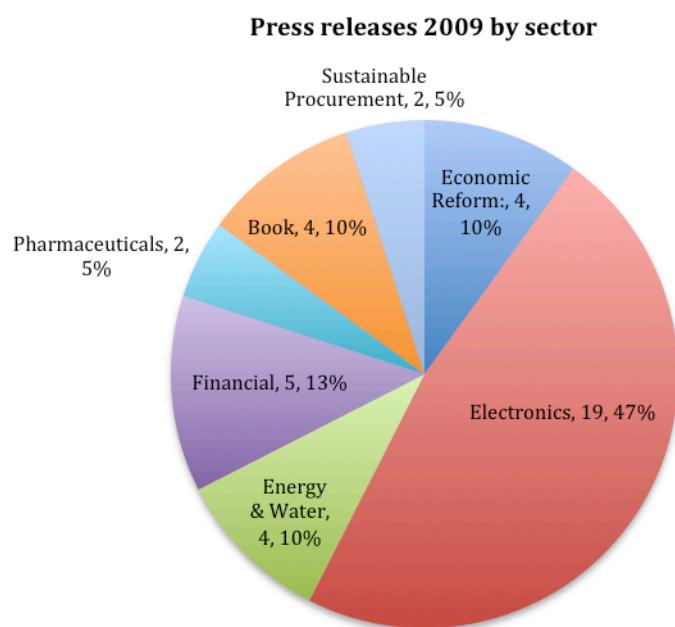
It must be mentioned that not all of the sent press releases were mentioned in the Pluriform as to whether they had generated any media-attention. In the section 5.2 all press releases were discussed, in section 5.3 only those that have had a response from the media.

5.2 All sent out press releases

Several press releases are noted in more than one dossiers. In the charts, only first the entry has been processed. Other entries were treated later on in this part. It is however uncertain whether other press releases require several mentions, as it happens manually. This can result in inaccurate results, for example: while processing media-attention on SOMO's website it was found that previous entries were not noted fully in their sector.

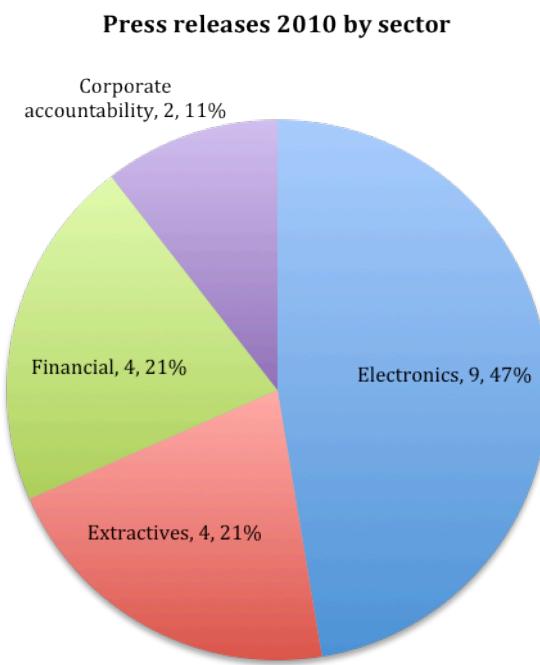
5.2.1 2009

The following pie chart shows the division of press releases by (sector) subjects that were represented in 2009:



With almost the half of all press releases (19), electronics was the subject most written about, followed by financial sector with 5 press releases. Economic reform, energy & water and the book "*Het onzichtbare label*" each had four press releases. Sustainable procurement and pharmaceuticals sector accounted for 2 press releases each in 2009.

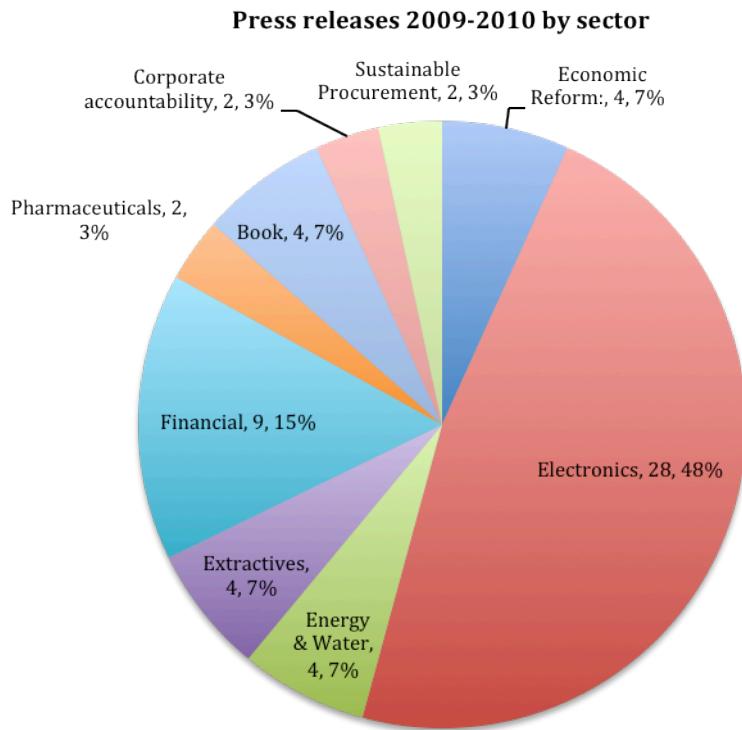
5.2.2 2010



A similar pattern can be seen in 2010, with electronics and the financial sectors in the lead as well as extractives. Electronics had the most press releases (9), financial and extractives had 4 each, and corporate accountability with 2 releases.

5.2.3 2009-2010

As mentioned previously in both years the electronics sector topped the charts of press releases as an current topic.



In 2010 there were less press releases (only 19), however there was more media-attention than in 2009 (See part 3 for more details). In both years the electronics theme prevailed in press releases, followed by financial. In 2009 there was more variation on (sub) topics such as economic reform, energy & water, sustainable procurement, pharmaceuticals, tax justice, corporate accountability and even a book publication (See APPENDIX IV for full list of press releases and their sectors).

In 2010, on the contrary had a small portion of the above mentioned, yet it had press releases about food & agriculture, EU financial reforms/sustainable investment. This could indicate that these subjects were accountable for increment of media-attention in 2010.

An eventual step would be to look at the content of media-attention and from which press releases it has derived and whether an increase in media-attention is related to press releases. Unfortunately only one-third of the media-attention entries in Pluriform are designated with information from which press releases they have derived. Thus this part of the research is unacceptable to be taken into account, as the results will be less than 33% accurate.

5.3 Press releases that had response that was noted in Pluriform

The following list presents press releases that generated more than two entries of media-attention and their (sub) sectors.

| Title | Entries | Period | Sector | Sub sector |
|---|---------|---------|----------------|--------------------------|
| Nieuw rapport: schending van arbeidsrechten in productie van spelcomputers en MP3-spelers | 12 | 2009.03 | Electronics | |
| Playing with labour rights | 2 | 2009.03 | Electronics | Corporate accountability |
| Protest in Jersey tegen 'offshore' bankwereld | 4 | 2009.03 | Electronics | Tax justice |
| Take responsibility | 2 | 2009.03 | Electronics | Extractives |
| Zitten er eerlijke materialen in mijn mobiel? | 3 | 2009.03 | Electronics | Extractives |
| Empresas de electricidad dejan a los pobres a oscuras | 3 | 2009.06 | Energy & Water | |
| Empresas de electricidad dejan a los pobres a oscuras | 2 | 2009.07 | Energy & Water | |
| Het onzichtbare label | 24 | 2009.08 | Book | |
| 'Het onzichtbare label' daagt lezers uit tot duurzaam handelen | 3 | 2009.09 | Book | |
| Geen eerlijke mobile telefonie in Nederland | 4 | 2009.09 | Electronics | |
| Geen eerlijke telefonie in Nederland | 6 | 2009.09 | Electronics | |
| Vooraankondiging boek 'Het onzichtbare label; perspectief op duurzaam handelen' | 2 | 2009.09 | Book | |
| Automakers not driven by responsibility | 2 | 2010.02 | Electronics | Corporate accountability |
| Automakers nemen hun verantwoordelijkheid niet | 10 | 2010.02 | Electronics | Corporate accountability |
| De scherpe kantjes van edelstenen | 12 | 2010.02 | Extractives | |
| Olympische medailles van electronica-afval | 9 | 2010.02 | Electronics | Extractives |
| Financial agricultural markets deserve more attention in financial reforms | 3 | 2010.04 | Financial | Food & Agriculture |
| Online petitie tegen arbeidsrechtenschendingen bij computerproductie | 2 | 2010.06 | Electronics | |
| Jongeren hebben genoeg van foute mobeltjes | 12 | 2010.12 | Electronics | |

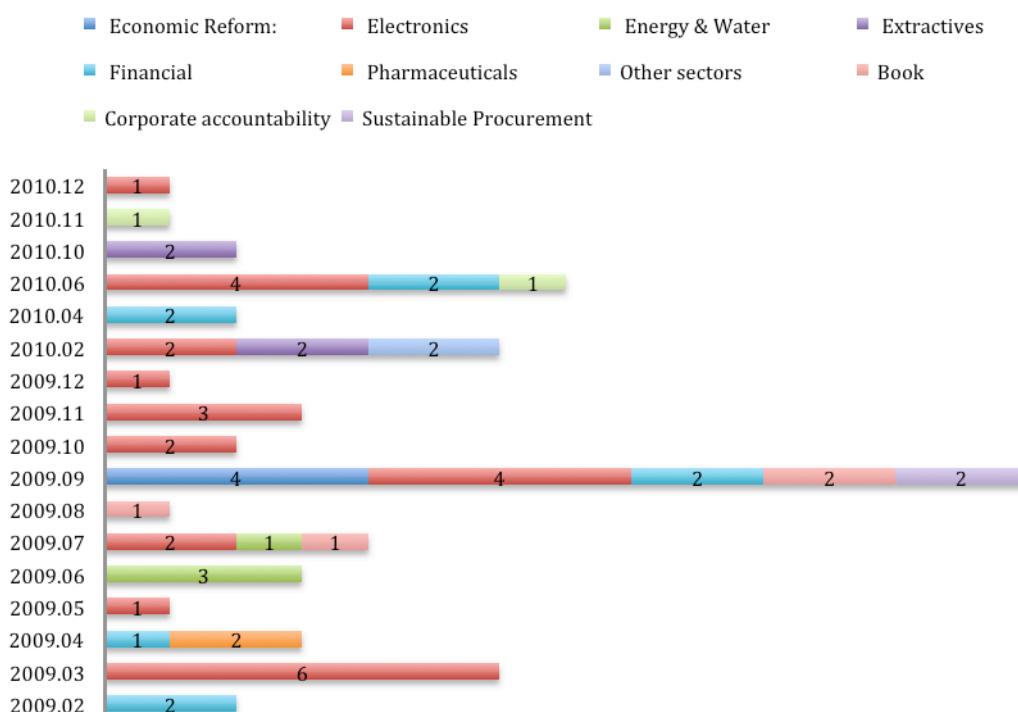
In 2009 release of the book "*Het onzichtbare label*" did a good job for the media-attention, which was associated with total of 29 entries. Press release of a new report "*Schending van arbeidsrechten in productie van spelcomputers en MP3-spelers*" also did firm work and delivered 12 entries in the electronics sector. For the electronics sector the double press release "*Geen eerlijke (mobile) telefonie in Nederland*" accounted for 10 entries. Other press releases had meagre results of no more than two to four entries.

In 2010 extractives press release "*De scherpe kantjes van edelstenen*" delivered good results with 12 entries. Similar results were had in electronics with "*Jongeren hebben genoeg van foute mobeltjes*". "*Automakers nemen hun verantwoordelijkheid niet*" and its English version accounted together also for 12 entries in electronics/ corporate accountability. "*Olympische medailles van*

electronica-afval' had 9 entries for electronics/extracts. Thus the extractives sector was accountable for 21 entries.

Surprisingly, from the sectors mentioned in part 1 (food & agriculture, EU financial reforms/sustainable investment) for possible increment of media-attention in 2010, only food & agriculture/financial appears in the list with a modest three entries for press release (*Financial agricultural markets deserve more attention in financial reforms*) in English.

Press releases 2009-2010 by sector and release period



5.4 Feasible achievements

In 2009-2010 SOMO achieved some notable results from performed activities (projects) that are worth to mentioning. Furthermore, these results have helped SOMO to accomplish most of its objectives (See Background: Strategies). Here a short overview of those that had feasible achievements resulting in such actions as: raising questions in the parliament, and changes in companies' CSR policy, public debate etc.

5.4.1 2009

- In 2009, the dialogue between SOMO, Tax Justice NL, the Dutch ministry of Finance and the Dutch Ministry of Foreign Affairs intensified considerably. The discussion was focused mainly on building capacity in developing countries. Many meetings took place

and Tax Justice NL, with the help of SOMO, sent a reaction to various consultation rounds of the Ministry of Finance.

- Tax Justice Network has intensified its dialogue with both CSR and the tax experts of Dutch multinational corporations. Discussion meetings on CSR and Tax Planning took place. It led to more awareness on the effects of tax planning for developing countries, and a willingness among these multinational corporations to look for solutions. It also created cooperation on tax justice issues between CSR and the tax experts of multinational corporations. Tax planning is now being considered as a CSR issue, which was not the case before the meetings.
- Corporate policies of electronics companies with regard to extractives were influenced, and in Namibia a public debate arose on the basis of SOMO research.

See Annual report 2009

5.4.5 2010

January

- After publishing a report in October 2009, commissioned by Greenpeace, there was a big reaction to the study. “It resulted in debate among members of parliament and in local councils, among other places, primarily regarding the feasibility of the cabinet's objective of achieving a level of 20% sustainable energy of the total energy by 2020... As a result, in April 2010, the Dutch Minister of the Environment Cramer published an evaluation and announced supplementary measures” (SOMO research feeds the debate on sustainable energy, 2010).

January (MVO Platform)

- “At the invitation of the Committee for Economic Affairs, the MVO Platform explained its vision and recommendations during a hearing in the Lower House on 14 January 2010. Joris Oldenziel (SOMO) took part in the hearing, representing the MVO Platform” (MVO Platform speaking at hearing in the Lower House, 2010).

April

- “SOMO organised a conference in Brussels on the European WEEE directive on electronic waste (e-waste) from computers, televisions, mobile telephones, etc. SOMO brought together European policymakers, scientists, social organisations and the business community to discuss relevant themes such as recycling standards, collection objectives and producer responsibility, and to generate ideas for tightening up the WEEE directive.

The European Parliament will be voting on a reform of this directive” (SOMO brings together various stakeholders in Brussels for e-waste conference, 2010).

September

- After a visit of the Dutch newspaper Volkskrant, together with SOMO, to the textile factory KPR Mill, findings were published on “Indian textile workers that make clothing in harrowing conditions for clothing chain stores such as C&A and H&M. Other Dutch and Belgian newspapers, television and radio also showed interest in the story. Dutch political parties submitted written questions about this issue in Parliament. H&M and C&A both responded in the press” (Dutch media focuses on abuses in the Indian textile sector, 2010).

5.5 Conclusion

Themes of feasible achievements vary significantly, from finance (Tax Justice) and CSR to energy and garments & textiles. Where in the first part Electronics dominates the press releases, there is no notion of any correlation between what the media distinguishes as important and what will deliver feasible results such as raising questions in the parliament.

Furthermore, no correlation could have been established between the large amounts of media-attention in September 2010 and the few press releases, however a visit of Dutch newspaper the Volkskrant, has contributed to that occurrence. Most of September’s articles were about the harsh conditions of Indian textile workers in relation to clothing retailers C&A and H&M.

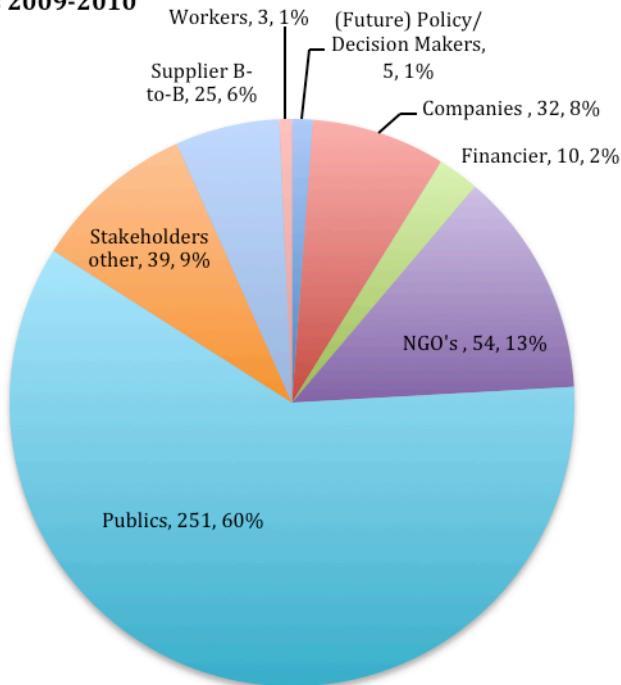
Peaks of March and September 2009 could not be explained with particular successes achieved in that year. A combination of factors could have contributed to increased media-attention such as press releases, publication of the book “*Het onzichbare label*” and achievements related to electronics.

6. Reaching target groups and strategies

In the previous part the frequency of media-attention and its results was looked at. This part combines those two in order to analyse whether SOMO's target groups along with the strategies were reached. HandboekNederlandsePers (media database online and printed) allows tracking down target groups by media (source previously listed in Pluriform). As the name suggests it is only applicable for Dutch printed media (magazines, newspapers, periodicals etc.). For other media sources a search of Internet websites were conducted to determine their target group. The same terminology was applied as for printed media in order to remain coherent. There are (more) specified target groups that are used in HandboekNederlandsePers, these were reduced in order to fit SOMO's criteria. For the target group terminology used for (specific) media sources in HandboekNederlandsePers see APPENDIX VI and VII.

6.1 Target groups

Reached target groups 2009-2010



The biggest part of those reached is general public (60%) who are not a direct target group of SOMO's. However a certain percentage of these readers/watchers could be among one of the potential target groups. Furthermore, other target groups are well-represented ranging from 6 to 9% of the totals, except for workers, (future) policy/decision makers and financiers. These last groups are least represented with only 1% each for workers and (future) policy/ decision makers, and 2% for financiers.

6.2 Strategies

SOMO's strategies (previously objectives in "SOMO Annual Report 2009") as laid out earlier in the background part are:

1. Knowledge building
2. Cooperation
3. Capacity building
4. Lobby/policy influencing

Strategie, n.d.

Each strategy aims at a particular target group (See SOMO background part in APPENDIX I for SOMO's strategy and target groups). In the following table strategies are projected onto target groups, in order to determine whether the strategies (objectives) have been reached, while looking at the media-attention's target groups.

| 1. Knowledge building | 2. Cooperation | 3. Capacity building | 4. Lobby/policy influencing |
|------------------------------|----------------|----------------------|--|
| NGOs Companies Workers | NGOs | NGOs | Financier (Future) Policy/ Decision Makers Companies Governments NGOs Stakeholders other Supplier B-to-B |

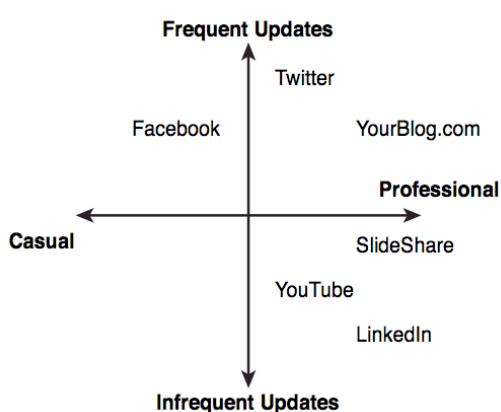
6.3 Conclusion

The number of media entries indicates that SOMO did sufficiently succeed in attaining media-attention especially in 2010 with 252 entries (See part 4: Frequency of SOMO's media-attention). Projecting results obtained from the target groups onto the above mentioned table could indicate (but not necessarily) that SOMO's strategies 1. Knowledge building and 4. Lobby/policy influencing were not completely met in 2009 and 2010. Thus some kind of policy adjustment is required in order to effectively reach the desired target groups and meet the objectives.

7. Social Media in SOMO's context

7.1 Introduction

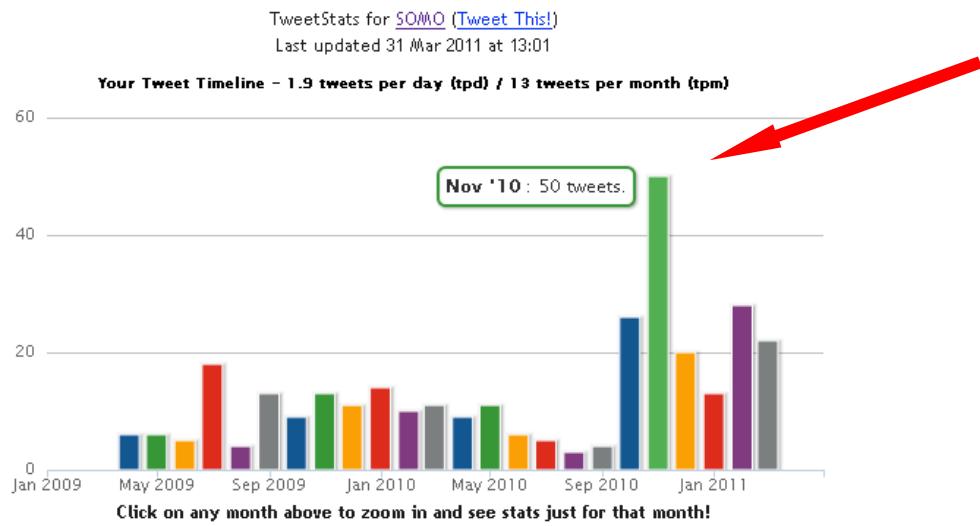
According to current circumstances at SOMO, traditional media are preferred, however steps have been made into the social media direction. SOMO's main orientation on traditional sources, such as the press and journalists, results in less attention spent on social content. SOMO employs several social networking sites, however their activity is not (yet) adequate for their purposes. Each tool has specific updating frequency that is advisable for beneficial interaction with their followers. The following graph illustrates the update frequency of each platform.



Turner, Shah, 2011, p.100.

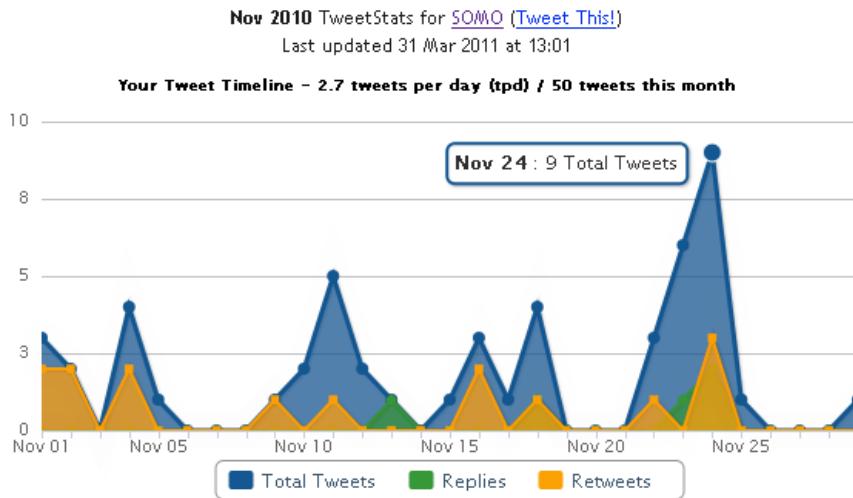
7.2 Twitter

In 2009, a news message “Twitter works” was published on SOMO’s intranet that questioned the researchers to tweet on regular occasion at least once a week, which would daily produce up to five tweets (See APPENDIX III). It is been more than a year since then, meaning that at least 900 tweets (3 tweets x 300 working days) would be posted. By now (April 2011) there are only 316 tweets posted, that is two-third less than the least expected amount. The request was probably not treated seriously and no one felt personally addressed. “Twitter works”, does it, really? SOMO’s twitter followers are subscribing for its content that is obviously not there (yet). Thus the work done by the researchers cannot be completely valued to its full potential on Twitter and is only available for the selected group of people that were somehow reached, and that group had better be their target group, otherwise time spent on the social media maintenance might be wasted.



TweetStats for SOMO, 2011.

The above graph provides the number of tweets per month. A reasonable amount of messages were only measured in November 2010 with an average ratio of 2.7 tweets a day. During other months the amount was less than 2 tweets a day on average.



7.3 Facebook

The Facebook page was fully employed and active only in February 2011. That does not give any notion that the idea and possibilities of social media were taken seriously and or stated in media policy. Especially the non-profit sector benefit is dependent on the public awareness (on their followers) and should spread (stream) the information into the world. This can also be advised for twitter.

7.4 LinkedIn

SOMO's LinkedIn profile does exist and essential information is present. This kind of networking site does not require frequent updates such as Twitter or Facebook.

7.5 Conclusion

Social media should not be overrated and treated as the only medium to reach SOMO's goals. It provides great sense of exposure, but requires a lot of effort in terms of time for maintaining the content. From the organizational perspective SOMO's behaviour on social network sites has not been very proactive. SOMO should decide whether to go for more followers and friends and figure/fact as a news source or focus on dialogue and active participation from their followers. Twittering happens on a sporadic occasion primary form communication department that has little or no interaction from their followers. Linked to SOMO's strategy of knowledge building, social media are an essential factor to fully realize this mission. Furthermore, the social media can be an asset to reach the traditional media.

8. Conclusion

SOMO initiated this research to cover results of the media-attention of the past two years. In previous parts, sub-questions were answered by collecting and analysing data, establishing links and correlations. In order to state the decisive part of the research it must be taken into account that SOMO, at the moment of writing, does not have a (written) media policy as such. Nonetheless, SOMO's communication department has clear directives regarding the process of reaching the media (See part 2. SOMO's media policy: current situation).

Attaining SOMO's objectives (or strategies) prominently depends on whether all the generated media-attention has resulted in actions from their target groups that will lead to dialogue and changes for society. The results of media-attention are primarily related to first strategy: knowledge building: spreading news that will possibly have a response from the target groups.

So did SOMO attain its objectives with its media policy? Yes and no. SOMO did attain its objectives, but not only with its media-policy. In the past two years SOMO has had a significant amount of media exposure, namely 419 entries that delivered information about what SOMO does and has achieved.

SOMO's cooperation and collaboration with Volkskrant has proved to be a great media-attention generator that delivered significant amount of entries. Furthermore, the book '*Het onzichtbare label*' did also a firm job in that respect. Sending out the press releases remains to be a primary tool to search the media and media-attention, but not always as effective as might be assumed. The main sector for press releases most written about was by far electronics, followed by financial. Main language for media-attention was Dutch, followed by English. Other languages were represented much less as they are difficult to track, for example Chinese, due to different alphabet.

Without directly aiming at the general public SOMO has reached most of their target groups, as well as unintentionally providing the general public with access to a reliable alternative source of information, while Workers and (Future) Policy/Decision Makers were the least reached of all SOMO's target groups. Reaching Workers would have been better as they are a part of first strategy: Knowledge building.

According to the extract from the Annual report 2009, information from 2010 newsletters* (part 5: Achieved results) and the results of 6th part: reaching target groups, strategies two (Cooperation) and three (Capacity building) were met. The same could have been said about the fourth strategy (Lobby/policy influencing), however the results of part 5 were not so promising. Several influential

target groups represented by this strategy were poorly met. These are Financiers, (Future) Policy/Decision Makers and Governments.

Did media-attention contribute to SOMO's strategies? Not in case of social media, however a step has been made in the right direction by creating Facebook and LinkedIn profiles, SOMO's activity on social networks (especially Twitter) has not been optimized (yet) to its full potential. Whereas restraints of the traditional media could limit the information reaching its goal (read target group) simply because people often might not pay attention for the predetermined content of official channels, herein SOMO's proactive approach on social media networks could break through this pattern and provide the possibility to determine personalized content for those willing to know more about SOMO's field of investigation (See part 3, section 3.3. Knowledge gap).

Having said earlier that social media have future potential and especially for non-profit organizations like SOMO. SOMO would only benefit realising their third pillar "Increasing the impact of civil society organisations: organising participation in the public debate" (Goals, n.d.). To this extent good planning and thinking ahead are indispensable.

* Annual report 2010 was not published, at the time of writing.

9. Recommendations

While doing this research several obstacles were encountered that obstructed and influenced formulation (the right interpretations) of the results. The research is highly dependent on the available data thus the outcomes and conclusion can be questioned on its truthful validity.

Sending out the press releases should remain as a primary mechanism to reach and generate media-attention. However, experimenting with other methods should also be encouraged. Although, Twitter is not used much at the moment, it might have potential in reaching target groups. On this matter SOMO should decide where to set priorities in order to effectively plan and manage their efforts.

For better maintenance of the media-attention, it is recommended for the communications department to take following actions into account:

Firstly, data in Pluriform and on the internal server differed significantly, meaning that not all media-attention was processed evenly, mirroring each other. There was a difference ratio of 1:1,5. Almost 1/3 of the data on the server were not present in Pluriform. For further beneficial results, exploitation of the media-attention in Pluriform is advisable.

Secondly, some data that was available in Pluriform were not processed correctly. In many cases it lacked information on the outreach and origins of media-attention (result of a press release). In few cases language, source and type of media-attention were not filled in. For the validity of the future results it is advisable to input all the information available, interns can do this on a weekly basis. Several websites provide approximate outreach numbers of the websites, such as: <http://urlinformatie.nl/>. It has to be decided and recorded on how outreach will be tracked in the future. Although SOMO has directives for the keeping record of media outreach (Werkwijzer/Communicatie & Informatie/3.3.5 Richtlijnen oplage- en bereikcijfers) these are obsolete and should be updated.

The origins of media-attention with regard to press releases should be marked right away while processing the data in Pluriform. Doing this afterwards would be time-consuming as it might be difficult finding the origins. SOMO has the tools to monitor their accomplishments regarding media-attention. Might a real need for assessment arise, these tools should be fine-tuned to contribute to SOMO's performance. This fine-tuning is closely related to completing the requirements in time and preventing mistakes such as double entries.

Thirdly, SOMO's target groups were not clearly defined as various sources (Annual report, Plurifrom, SOMO's website) mentioned (slightly) different target groups. This can result in

complex decisions on whom to focus exactly: sustainable investors or just investors, civil society or the general public, international organizations or NGO's.

Fourthly, it is advisable to daily update Twitter and Facebook accounts with current developments that might trigger the journalists that follow SOMO. Furthermore, monitor active Twitter accounts with sites as Tweet Reach <http://tweetreach.com/> and Twitter Counter <http://twittercounter.com/> or similar for (recent) progress. This will give an overview and points for improvement if decided to increase tweets. Moreover, a tool called Klout <http://beta.klout.com/> provides more in-depth information on the behaviour of Twitter users. This can be helpful to evaluate the effectiveness of a campaign.

Finally, it is imperative to have a written media policy that will set guidelines for an effective approach of the media. Moreover, it will help to measure the progress, success and weak points more easily by providing a structure of responsibilities used in other SOMO documents.

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11. List of APPENDICES

APPENDIX I SOMO Background

About SOMO

Established in 1973, the Centre for Research on Multinational Corporations (SOMO) is a non-profit Dutch research and advisory bureau. SOMO investigates the consequences of Multinational Enterprises' (MNEs) policies and the internationalisation of business worldwide. SOMO's main interest lies in the field of international guidelines, treaties and codes of conduct for MNEs, and it conducts research on compliance with related norms. Focus is placed upon research on labour conditions in the global South and cooperation with local organisations and trade unions.

SOMO, n.d.

Mission

SOMO strives toward global economic development that is sustainable and fair and toward the elimination of the structural causes of poverty, environmental problems, exploitation and inequality. Through research targeted at achieving sustainable change and strengthening cooperation, SOMO seeks to offer social organisations worldwide, especially those in developing countries, the opportunity to promote sustainable alternatives and to provide a counterweight to unsustainable strategies and practices of multinational corporations.

Missie, n.d.

Vision

In SOMO's vision, strong civil society organisations are the initiators and drivers of positive change. Such change is initiated on the basis of reliable information and close cooperation and is guided by the principles of social and economic justice, sustainable development, transparency and fair distribution of power.

Visie, n.d.

SOMO's target groups

SOMO aims with its activities worldwide primary at supporting organisations in the civil society with similar aims as SOMO. These can be the following organizations:

- NGO's (Developing, Environmental, Campaigning, Human rights and Gender organizations, international networks aimed at corporate accountability, socio-economic change, honest trade and equitable taxation systems, organizations for sustainable investment)
- Companies
- Financier
- (Future) Policy/ Decision Makers
- Stakeholders other
- Supplier B-to-B
- Workers

(From Annual report 2010 that was not published, at the time of writing)

Goals

Change through knowledge building:

The research SOMO carries out is aimed at stimulating change. This means that on the one hand, SOMO fulfils a 'watch dog' function; SOMO collects the necessary information and carries out analyses to reveal

unsustainable corporate conduct and contradictions in economic and political systems.

On the other hand, with its analyses and its alternative proposals, SOMO contributes to the policy development of governments, international organizations, NGOs and corporations.

The first pillar of SOMO activities is research.

Strengthening of civil society in the global North and South:

By providing information and facilitating cooperation, SOMO helps to strengthen civil society in the global North and South. SOMO's activities focus on the disclosure of previously fragmented information, the building of networks of NGOs and the training of NGOs. SOMO concentrates its efforts on NGOs that work with Multinational Enterprises and international trade, such as labour unions and human rights-, consumer-, environmental-, gender- and development- organisations.

The second pillar of SOMO activities is network coordination, on a national as well as an international level.

Increasing the impact of civil society organisations:

Through its research, cooperation with partners from the South, and joint initiatives with other NGOs, SOMO contributes to the debate on Corporate Social Responsibility. SOMO targets its policy influence, workshops and public meetings at opinion leaders and decision makers from governments, civil society organisations and the media. SOMO promotes the interests of the global South when participating in policy dialogues, lobby activities, conferences, expert meetings, et cetera.

The third pillar of SOMO activities is organising participation in the public debate.

Goals, n.d.

Strategy

In order to realise its mission, SOMO aims to strengthen the position of civil society organisations, workers and local communities. SOMO achieves this by integrating knowledge and action with regard to multinational corporations.

SOMO presumes that in order to affect positive social change, it must employ four interrelated strategies.

1. Knowledge building: provide civil society with access to reliable alternative information;
2. Cooperation: strengthen networks between like-minded organisations to create a broad societal base;
3. Capacity building: build the capacity of civil society organisations to conduct critical research and integrate the resulting knowledge with action and
4. Lobby/policy influencing: engage relevant target groups with prospects for action.

Strategie, n.d.

APPENDIX II Interview with communications officer Leontien Aarnoudse

Wat is het aandeel van communicatie afdeling in het media beleid?

Als er een onderzoek gepubliceerd wordt, of successen zijn, heeft SOMO een aantal stappen die ondernomen kunnen worden om deze informatie naar buiten te brengen. Een van die stappen is het communiceren naar de media. Dat kan gebeuren aan de hand van:

1. het uitsturen van een persbericht naar de pers
2. het persoonlijk contacteren van journalisten
3. de wereld in twitteren
4. aansluiten bij persberichten of statements van andere organisaties.

Communicatie is tevens verantwoordelijk voor de opmaak van het bericht, en het uitsturen naar relevante mediacontacten. Dat gebeurt zowel nationaal als internationaal.

Verder coördineert communicatie het mediawerk. Het team initieert persmomenten, als er nieuws is dat naar de buitenwereld bericht mag worden. Ook houdt communicatie de planning en het overzicht.

Alle berichten worden op de website van SOMO geplaatst, en soms van de netwerken.

Daarnaast registreert het communicatieteam ook de media-aandacht en outreach. Als SOMO in de pers komt, achterhalen we de artikelen of uitzendingen en registreren deze als output activiteit. Het bestand slaan we op op onze server en in Pluriform. Om de outreach vast te stellen, volgen we de kijk- en luistercijfers op, die we noteren bij de media aandacht. Op die manier krijgen we een beter zicht op onze outreach. Ook is het nodig voor de rapportage aan onze financiers.

Tenslotte staan we de media ook te woord. Als er vragen binnenkomen van journalisten, per mail of telefoon, behandelen we deze en brengen ze in contact met onderzoekers en experts binnen SOMO. Ook als SOMO ze niet verder kan helpen, helpen we ze vaak in hun zoektocht naar bronnen en informatie.

Hoe gaan de persberichten deur uit? Welke stappen worden ondernomen?

Als er een persbericht geschreven moet worden, dan is het meestal zo dat de onderzoeker of projectleider een draft opstelt. Communicatie redigeert het bericht, in overleg met de onderzoeker of projectleider. Communicatie verzorgt ook de vertalingen. Alle persberichten komen op de website te staan, en ze worden ook op andere websites gepubliceerd, zoals OneWorld of Nieuwsbank.

In Pluriform staan er diverse lijsten. Zo is er de perslijst algemeen, met algemene persadressen. Ook zijn er specialistische lijsten zoals voor: duurzaam inkopen, electronica, extractives, farmaceutische sector, financiële sector, jongeren, kleding en texties, taxation, toerisme en voedsel en landbouw. Adreslijsten per regio zijn in de maak. Ook is er een lijst agenda.

Indien relevant, worden er adressen van specifieke contacten of vakmedia opgezocht en aangevuld. Meestal helpen stagiairs of tijdelijke krachten hierbij.

Het updaten en aanvullen van mediacontacten is een ongoing proces, journalisten wisselen vaak van betrekking, programma's en media vervallen en er komen nieuwe bij en SOMO focust zich soms weer op nieuwe terreinen.

Bij het verschijnen van nieuwe publicaties, hoe wordt het kenbaar gemaakt aan (publiek) de doelgroep?

Via de perslijst, via de website, via twitter, via onze nieuwsbrief, via mailinglijsten van onderzoekers, via partnerorganisaties/multipliers, via persoonlijke mails van onderzoekers en communicatiemedewerkers.

Zijn (online) publicaties de aanleiding voor de persberichten?

Ja, maar het kan voorkomen dat er ook andere aanleidingen zijn (successen, afronding project, toekenning financiering).

APPENDIX III Twitter werkt (INTRANET ARTICLE)

30-06-2009

Dat twitter werkt bewijst de enige actieve SOMO-twitteraar Bart. Binnenkort wordt een interview met Bart gepubliceerd in de Spaanse krant *Público*, de journalist had hem gevonden via de twitter van Global Compact Critics. Een oproep aan iedereen om ook eens een zogeheten tweet te maken.

Op dit moment heeft de SOMO-twitter 85 volgers. We volgen zelf slechts 67 gebruikers. Dit aantal gaan we op korte termijn flink opschoeven, zodat ook het aantal volgers toeneemt. De Global Compact Critics (GCG) twitter heeft nu 604 volgers.

Naast een artikel in de krant worden ook regelmatig berichten van de GCC-twitter opgepakt en gepubliceerd door andere nieuwskanalen. "Mijn advies is dus: gewoon even volhouden met de SOMO Twitter! Hoe meer volgers, hoe groter de kans dat er journalisten of onderzoekers bij zitten," aldus Bart.

Op de SOMO-twitter verschijnen tot nu toe weinig nieuwe berichten. Voor de communicatie-mensen is het niet te doen de actualiteiten van de onderzoekers bij te houden en te publiceren. Daarom de vraag aan alle onderzoekers regelmatig iets op twitter te zetten over je eigen thema. Als iedereen één keer per week een tweet maakt, hebben we vijf keer per dag een bericht.

Wat is een tweet precies? Een tweet kan gaan over een interessant artikel, een nieuw onderzoek of project, of alle relevante ontwikkelingen die je opmerkt rondom ons werk. Een tweet is niet meer dan 140 karakters, wil je een verwijzing naar een site maken, maak het aantal karakters van je link dan korter via bijvoorbeeld tinyurl.com. Probeer het eens, wellicht ga je het leuk vinden.

APPENDIX IV

Press releases 2009

| Titel | Datum | Periode | Sector | Sub sector |
|---|--------------|----------------|-------------------------|--------------------------|
| De beperkte reikwijdte van maatschappelijk verantwoord beleggen | 2-2-2009 | 2009.02 | Financial | |
| Maatschappelijk verantwoord beleggen | 2-17-2009 | 2009.02 | Financial | |
| Take responsibility | 3-5-2009 | 2009.03 | Electronics | Extractives |
| Zitten er eerlijke materialen in mijn mobiel? | 3-5-2009 | 2009.03 | Electronics | Extractives |
| Nieuw rapport: schending van arbeidsrechten in productie van spelcomputers en MP3-spelers | 3-11-2009 | 2009.03 | Electronics | |
| Playing with labour rights | 3-11-2009 | 2009.03 | Electronics | Corporate accountability |
| Schending van arbeidsrechten in productie van spelcomputers en mp3-spelers | 3-11-2009 | 2009.03 | Electronics | |
| Protest in Jersey tegen 'offshore' bankwereld | 3-13-2009 | 2009.03 | Electronics | Tax justice |
| Maakt verklaring G-20 einde aan financieel casino? | 4-2-2009 | 2009.04 | Financial | |
| Europees toezicht op medicijntesten in ontwikkelingslanden | 4-15-2009 | 2009.04 | Pharmaceuticals | |
| Europees toezicht op medicijntesten in ontwikkelingslanden kan beter | 4-15-2009 | 2009.04 | Pharmaceuticals | |
| Thousands of consumers call for fair mobile phones | 5-15-2009 | 2009.05 | Electronics | |
| Electricity companies leave poor in the dark | 6-10-2009 | 2009.06 | Energy & Water | |
| Elektriciteitsbedrijven laten armen in het donker | 6-10-2009 | 2009.06 | Energy & Water | |
| Empresas de electricidad dejan a los pobres a oscuras | 6-10-2009 | 2009.06 | Energy & Water | |
| Computerindustrie Filippijnen komt beloftes niet na | 7-6-2009 | 2009.07 | Electronics | |
| Empresas de electricidad dejan a los pobres a oscuras | 7-6-2009 | 2009.07 | Energy & Water | |
| Filippijnse computerindustrie komt beloftes niet na | 7-6-2009 | 2009.07 | Electronics | |
| Voorraankondiging Het onzichtbare label | 7-9-2009 | 2009.07 | Book | |
| Het onzichtbare label | 8-25-2009 | 2009.08 | Book | |
| Critical overview SOMO on G-20 and EU financial reforms | 9-3-2009 | 2009.09 | Financial | |
| Kritisch commentaar SOMO op G-20 en financiële hervormingen EU | 9-3-2009 | 2009.09 | Financial | |
| 'Het onzichtbare label' daagt lezers uit tot duurzaam handelen | 9-8-2009 | 2009.09 | Book | |
| Voorraankondiging boek 'Het onzichtbare label; perspectief op duurzaam handelen' | 9-9-2009 | 2009.09 | Book | |
| Handleiding duurzaam inkopen | 9-17-2009 | 2009.09 | Sustainable Procurement | |
| Procure IT Fair launches company monitor | 9-17-2009 | 2009.09 | Electronics | |
| Verduurzaming computers in handen van inkopers | 9-18-2009 | 2009.09 | Sustainable Procurement | |
| Fair phones it's your call | 9-23-2009 | 2009.09 | Electronics | |
| Geen eerlijke mobile telefonie in Nederland | 9-23-2009 | 2009.09 | Electronics | |
| Geen eerlijke telefonie in Nederland | 9-23-2009 | 2009.09 | Electronics | |
| Activists and campaigners in 30 countries demand turnaround in EPA negotiations | 9-25-2009 | 2009.09 | Economic Reform: | |
| Stop EPA day 2009 English | 9-25-2009 | 2009.09 | Economic Reform: | |
| Stop EPA day 2009 NL | 9-25-2009 | 2009.09 | Economic Reform: | |
| Activisten en campaigners in 30 landen eisen koerswijziging in de EPA-onderhandelingen | 9-28-2009 | 2009.09 | Economic Reform: | |
| Clear guidance on CSR for the global electronics sector | 10-26-2009 | 2009.10 | Electronics | |
| Duidelijke MVO-normen voor de wereldwijde | 10-26-2009 | 2009.10 | Electronics | |

| | | | | |
|---|------------|---------|-------------|--------------------------|
| elektronicasector | | | | |
| Modern devices, outdated practices | 11-11-2009 | 2009.11 | Electronics | Corporate accountability |
| Moderne apparaten, achterhalde praktijken | 11-11-2009 | 2009.11 | Electronics | Corporate accountability |
| Fair phones in demand | 11-16-2009 | 2009.11 | Electronics | |
| Important improvements at mobile phone charger manufacturer in shenzhen | 12-17-2009 | 2009.12 | Electronics | |

Press releases 2010

| Titel | Datum | Periode | Sector | Sub sector | Sub sector |
|---|------------|---------|--------------------------|--------------------------|------------------------|
| De scherpe kantjes van edelstenen | 2-10-2010 | 2010.02 | Extractives | | |
| Gemstones a rough cut | 2-10-2010 | 2010.02 | Extractives | | |
| Olympic medals made of electronic waste | 2-16-2010 | 2010.02 | Electronics | Extractives | |
| Olympische medailles van electronica-afval | 2-16-2010 | 2010.02 | Electronics | Extractives | |
| Automakers not driven by responsibility | 2-25-2010 | 2010.02 | Electronics | Corporate accountability | |
| Automakers nemen hun verantwoordelijkheid niet | 2-25-2010 | 2010.02 | Electronics | Corporate accountability | |
| Financial agricultural markets deserve more attention in financial reforms | 4-22-2010 | 2010.04 | Financial | Food & Agriculture | |
| Financiële voedselmarkten verdienen meer aandacht bij financiële hervormingen | 4-22-2010 | 2010.04 | Financial | Food & Agriculture | |
| Handelmissies | 6-4-2010 | 2010.06 | Corporate accountability | | |
| Suicides at Foxconn in China: an appalling showcase for the electronics sector | 6-8-2010 | 2010.06 | Electronics | | |
| Zelfmoorden bij Foxconn in China: een blamage voor de elektronica-industrie | 6-8-2010 | 2010.06 | Electronics | | |
| Conflict in Sudan: Europese banken gooien olie op het vuur | 6-20-2010 | 2010.06 | Financial | EU Financial Reforms | Sustainable Investment |
| European banks provide fuel for the conflict in Sudan | 6-20-2010 | 2010.06 | Financial | EU Financial Reforms | Sustainable Investment |
| Online petitie tegen arbeidsrechtenschendingen bij computerproductie | 6-22-2010 | 2010.06 | Electronics | | |
| Online Petition Against Exploitation in Computer Production | 6-22-2010 | 2010.06 | Electronics | | |
| LOCAL VOICES MUST BE HEARD - Electronic companies must increase efforts to support conflict free mineral trade in Eastern DRC | 10-14-2010 | 2010.10 | Extractives | Electronics | |
| Luister naar de stem van de lokale bevolking | 10-14-2010 | 2010.10 | Extractives | Electronics | |
| PERSAANKONDIGING DEBAT MVO Platform | 11-5-2010 | 2010.11 | Corporate accountability | | |
| Jongeren hebben genoeg van foute mobieljes | 12-2-2010 | 2010.12 | Electronics | | |

APPENDIX V

Publications 2009

(49 items)

Date

January

February

March

The dark side of cyberspace Relevantie: 1% van admin, 20-03-2009 12:09

April

Out Of Controle Relevantie: 1% van admin, 15-04-2009 10:59

Clinical Trials in Developing Countries Relevantie: 1% van admin, 15-04-2009 12:15

Playing with Labour Rights Relevantie: 1% van admin, 02-04-2009 14:23

May

Uranium mining in Namibia Relevantie: 1% van admin, 11-05-2009 01:00

Philips Electronics – Overview of controversial business practices in 2008 Relevantie: 1% van admin, 12-05-2009 14:56

TNT - Overview of controversial business practices in 2008 Relevantie: 1% van admin, 12-05-2009 15:00

Where on earth are you? Relevantie: 1% van admin, 27-05-2009 12:31

AEGON - Overview of controversial business practices in 2008 Relevantie: 1% van admin, 12-05-2009 15:10

Reed Elsevier - Overview of controversial business practices in 2008 Relevantie: 1% van admin, 12-05-2009 14:44

Heineken - Overview of controversial business practices in 2008 Relevantie: 1% van admin, 04-05-2009 11:56

AkzoNobel - Overview of Controversial Business Practices 2008 Relevantie: 1% van admin, 12-05-2009 15:16

Ahold - Overview of Controversial Business Practices 2008 Relevantie: 1% van admin, 12-05-2009 15:04

Computer Connections Relevantie: 1% van admin, 07-05-2009 16:10

Unilever - Overview of controversial business practices in 2008 Relevantie: 1% van admin, 04-05-2009 02:00

SBM Offshore - Overview of controversial business practices in 2008 Relevantie: 1% van admin, 12-05-2009 14:40

Shell - Overview of controversial business practices in 2008 Relevantie: 1% van admin, 12-05-2009 14:33

Ethical concerns in clinical trials in India Relevantie: 1% van admin, 28-05-2009 12:30

June

Down to the Wire Relevantie: 1% van admin, 10-06-2009 02:00

From Tea Garden To Cup Relevantie: 1% van admin, 11-06-2009 10:42

Down to the Wire - Executive Summary Relevantie: 1% van admin, 02-07-2009 16:06

OECD Watch Quarterly Case Update Spring 2009 Relevantie: 1% van admin, 17-06-2009 14:28

OECD Watch Quarterly Case Update Summer 2009 Relevantie: 1% van admin, 17-06-2009 14:25

Labour Rights in Global Production Networks Relevantie: 1% van admin, 23-06-2009 10:37

De Beperkte Reikwijdte van Maatschappelijk Verantwoord Beleggen Relevantie: 1% van admin, 25-06-2009 11:51

July

Configuring Labour Rights Relevantie: 1% van admin, 09-07-2009 13:55

Legal and Illegal Blured Relevantie: 1% van admin, 14-07-2009 11:38

Richer Bosses, Poorer Workers Relevantie: 1% van admin, 24-07-2009 11:41

End WTO financial deregulation of finance Relevantie: 1% van admin, 02-07-2009 11:28

'Free Trade' agreements contribute to financial and other crises Relevantie: 1% van admin, 02-07-2009 11:38

The financial crisis does not justify a WTO deal Relevantie: 1% van admin, 02-07-2009 11:14

August

September

Quality Kilowatts Relevantie: 1% van admin, 01-09-2009 02:00

buy IT fair - Handleiding voor het duurzaam inkopen van computers Relevantie: 1% van admin, 17-09-2009 02:00

Fair Phones: It's your call Relevantie: 1% van admin, 22-09-2009 02:00

Fair Phones in the Netherlands: It's your call Relevantie: 1% van admin, 22-09-2009 02:00

The deficits of the EU financial reforms Relevantie: 1% van admin, 23-09-2009 02:00

Corporate Geography, Labour Conditions and Environmental Standards in the Mobile Phone Manufacturing Industry in India Relevantie: 1% van admin, 23-09-2009 02:00

Rethinking Liberalisation of Banking Services under the India-EU Free Trade Agreement Relevantie: 1% van admin, 23-09-2009 02:00

An Oversight of Selected Financial Reforms on the EU Agenda Relevantie: 1% van admin, 23-09-2009 02:00

Het onzichtbare label Relevantie: 1% van admin, 07-09-2009 02:00

October

OECD Watch Quarterly Case Update Autumn 2009 Relevantie: 1% van admin, 06-10-2009 02:00

The Powerful and the Powerless Relevantie: 1% van admin, 20-10-2009 02:00

Failure to Communicate Relevantie: 1% van admin, 20-10-2009 02:00

Sustainability in the Dutch Power Sector - 2009 Update Relevantie: 1% van admin, 21-10-2009 02:00

Reset Relevantie: 1% van admin, 22-10-2009 02:00

November

Modern Devices, Outdated Practices Relevantie: 1% van admin, 11-11-2009 02:00

The Abuse of Supermarket Buyers - Power in the EU Food Sector Relevantie: 1% van admin, 18-11-2009 02:00

December

Mobile Phone Production in China Relevantie: 1% van admin, 17-12-2009 02:00

E-Waste Relevantie: 1% van admin, 17-12-2009 02:00

Publications 2010

(45 items)

Date

January

Remedies to the adverse effects Relevantie: 1% van admin, 03-01-2011 01:00

Business as Usual Relevantie: 1% van admin, 13-01-2011 01:00

Inbreng MVO Platform hoorzitting aansprakelijkheid, 14 januari 2010 Relevantie: 1% van admin, 15-01-2010 02:00

UNIDO - Making Private Standards Work for You Relevantie: 1% van admin, 18-01-2011 01:00

February

Rough Cut Relevantie: 1% van admin, 09-02-2010 02:00

Driven by Corporate Social Responsibility? Relevantie: 1% van admin, 24-02-2010 01:00

March

SOMO - Annual Report 2008 Relevantie: 1% van admin, 09-03-2010 02:00

Series for SRI-engagement - E-waste Relevantie: 1% van admin, 23-03-2010 02:00

Series for SRI-engagement - Metal mining Relevantie: 1% van admin, 23-03-2010 02:00

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| | Series for SRI-engagement - Production in low-wage countries Relevantie: 1% van admin, 23-03-2010 02:00 |
| | buyITfair - duurzaam inkopen van computers Relevantie: 1% van admin, 25-03-2010 01:00 |
| April | KPN - Overview of controversial business practices in 2009 Relevantie: 1% van admin, 07-04-2010 02:00 |
| | Ahold - Overview of controversial business practices in 2009 Relevantie: 1% van admin, 07-04-2010 02:00 |
| | SBM Offshore - Overview of controversial business practices in 2009 Relevantie: 1% van admin, 07-04-2010 02:00 |
| | Financing Food Relevantie: 1% van admin, 21-04-2010 02:00 |
| | Aegon - Overview of controversial business practices in 2009 Relevantie: 1% van admin, 28-04-2010 02:00 |
| May | Royal Dutch Shell - Overview of controversial business practices in 2009 Relevantie: 1% van admin, 04-05-2010 02:00 |
| | Handel en Maatschappelijk Verantwoord Ondernemen Relevantie: 1% van admin, 27-05-2010 02:00 |
| | Unilever - Overview of controversial business practices in 2009 Relevantie: 1% van admin, 04-05-2010 01:00 |
| | Fugro - Overview of controversial business practices in 2009 Relevantie: 1% van admin, 04-05-2010 01:00 |
| | Reset - Chinese version Relevantie: 1% van admin, 27-05-2010 02:00 |
| June | Heineken - Overview of controversial business practices in 2009 Relevantie: 1% van admin, 09-06-2010 02:00 |
| | Social Dialogue at Philips Lighting Relevantie: 1% van admin, 11-06-2010 02:00 |
| | Best practices in sustainable public procurement of IT hardware in Europe Relevantie: 1% van admin, 25-06-2010 02:00 |
| | European Works Councils and Corporate Social Responsibility in the European Energy Sector Relevantie: 1% van admin, 08-06-2010 01:00 |
| | OECD Watch - 10 Years On Relevantie: 1% van admin, 29-06-2010 01:00 |
| July | EU Investment Agreements in the Lisbon Treaty Era: A Reader Relevantie: 1% van admin, 08-07-2010 02:00 |
| | ING - Overview of controversial business practices in 2009 Relevantie: 1% van admin, 20-07-2010 02:00 |
| August | Duurzaamheid in het Nederlandse Handelsbeleid Relevantie: 1% van admin, 20-09-2010 02:00 |
| September | EU financial reform: Some small steps, but no fundamental changes in sight Relevantie: 1% van admin, 30-09-2010 02:00 |
| | Investing Responsibly: A Financial Puzzle Relevantie: 1% van admin, 16-09-2010 01:00 |
| | Changing Industrial Relations in India's Mobile Phone Manufacturing Industry Relevantie: 1% van admin, 27-09-2010 02:00 |
| October | Voices from the inside Relevantie: 1% van admin, 11-10-2010 02:00 |
| | Quick Scan Hazelnootsector Relevantie: 1% van admin, 26-10-2010 01:00 |
| | Fixing Global Finance Relevantie: 1% van admin, 21-10-2010 02:00 |
| November | Working Conditions and Economic Development in ICT Production in Central and Eastern Europe Relevantie: 1% van admin, 02-11-2010 01:00 |
| | Sustainability in the Power Sector 2010 Update - Belgium Relevantie: 1% van admin, 19-11-2010 01:00 |
| | Sustainability in the Power Sector 2010 Update - Europe Relevantie: 1% van admin, 19-11-2010 01:00 |
| | How European Financial Sector Reforms affect Developing Countries Relevantie: 1% van admin, 11-11-2010 01:00 |
| | Rights for Whom? Relevantie: 1% van admin, 09-11-2010 01:00 |
| | Working Conditions in Thailand's Hard Disk Drive Industry Relevantie: 1% van admin, 29-11-2010 01:00 |
| | OECD Watch Quaterly Case Update November 2010 Relevantie: 1% van admin, 17-11-2010 01:00 |
| | Sustainability in the Power Sector 2010 Update - The Netherlands Relevantie: 1% van admin, 19-11-2010 01:00 |
| December | Eskom: Business as usual in Africa Relevantie: 1% van admin, 07-12-2010 01:00 |
| | SOMO - Annual Report 2009 Relevantie: 1% van admin, 01-12-2010 01:00 |

APPENDIX VI

Target group terminology HandboekNederlandsepers

| Target groups HandboekNederlandsePers | Target groups in English | Reduced to SOMO's target groups | Entries | SOMO's target groups |
|---------------------------------------|---|----------------------------------|---------|-------------------------------------|
| Accountants | Accountants | Financier | 1 | NGO's |
| Agro-sector, land- en tuinbouw | Agro-sector, agriculture and horticulture | NGO's | 1 | Companies |
| Ambtenaren | Civil servants | (Future) Policy/ Decision Makers | 1 | Financier |
| Bank- en kredietwezen | Banks and creditors | Financier | 1 | (Future) Policy/ Decision Makers |
| Bedrijfsleven, algemeen | Businesses, general | Companies | 23 | Stakeholders other |
| Bedrijfsleven, internationaal | Businesses, international | Companies | 4 | Supplier B-to-B |
| Bedrijfsleven, regionaal | Businesses, regional | Companies | 1 | Workers |
| Belangenbehartigers | Trustees/lobbyists | NGO's | 17 | Publics-niet directe SOMO doelgroep |
| Beleggers | Investors | Financier | 4 | |
| Boekhandelaren en uitgevers | Book publishers and editors | Stakeholders other | 4 | |
| Computergebruikers, thuisgebruiker | Computer users, personal | Publics | 3 | |
| Cultuur liefhebbers, muziek | Culture devotees, music | Publics | 2 | |
| Detailhandel, overige | Retail, remaining | Supplier B-to-B | 1 | |
| Economien | Economists | Financier | 4 | |
| Expatriates | Expatriates | Publics | 10 | |
| ICT-sector | ICT-sector | Supplier B-to-B | 9 | |
| ICT, multimediasector | ICT, multimedia sector | Supplier B-to-B | 3 | |
| ICT, resellers | ICT, resellers | Supplier B-to-B | 2 | |
| ICT, telecommunicatiesector | ICT, telecommunication sector | Supplier B-to-B | 3 | |
| Jongeren | Young people | Publics | 7 | |
| Journalisten, voorlichters | Journalists, instructors | Stakeholders other | 22 | |
| Land en cultuur, geïnteresseerden | Country and culture, interested | Publics | 4 | |
| Maatschappij, geïnteresseerden | Society, interested | Publics | 105 | |
| Management, algemeen | Management, general | Companies | 3 | |
| Management, ICT | Management, ICT | Companies | 1 | |
| Milieusector | Environment sector | NGO's | 3 | |
| Modesector | Fashion sector | Stakeholders other | 3 | |
| Non-profitsector | Non-profit sector | NGO's | 27 | |
| Ondernemers | Entrepreneurs | Supplier B-to-B | 7 | |
| Onderwijssector | Education sector | Stakeholders other | 4 | |
| Ontwikkelingswerkers | Development workers | NGO's | 6 | |
| Ouders | Parents | Publics | 1 | |
| Pharma | Pharmacy sector | Stakeholders other | 2 | |
| Politiek, geïnteresseerden | Political, interested | (Future) Policy/ Decision Makers | 4 | |
| Publiek, algemeen, | Publics, general, | Publics | 1 | |
| Publiek, algemeen, landelijk | Publics, general, rural | Publics | 87 | |
| Publiek, algemeen, online | Publics, commonly, online | Publics | 20 | |
| Publiek, algemeen, regionaal | Publics, general, regional | Publics | 6 | |

| | | | |
|------------------------------|----------------------------|--------------------|---|
| Religie, geïnteresseerden | Religion, interested | Publics | 1 |
| Transportsector | Transport sector | Stakeholders other | 1 |
| Unknown | Unknown | Publics | 2 |
| Vakbeweging | Trade unions | Workers | 3 |
| Vrouwen | Women | Publics | 2 |
| Werktuigbouwkundigen | Building equipment experts | Stakeholders other | 1 |
| Wetenschap, geïnteresseerden | Science, interested | Stakeholders other | 1 |
| Zorg, medisch personeel | Care, medical staff | Stakeholders other | 1 |

APPENDIX VII

Media-attention 2009-2010 + HandboekNederlandsepers target group terminology

| Title | Medium | Kind | Language | Period | Handboeknederlandsepers.nl |
|--|----------------------|------------|------------|---------|--------------------------------|
| Afrika kent nog tweehonderd jaar armoede | AfrikaNieuws | Web site | Nederlands | 2009.01 | Maatschappij, geïnteresseerden |
| Petrochina Accused of Complicity in Genocide by Over 80 Civil Society Organizations | CSRwire | Web site | Engels | 2009.01 | Non-profitsector |
| NGOs to Further Challenge UN Global Compact to Uphold its "Integrity Measures" | CSRwire | Web site | Engels | 2009.01 | Non-profitsector |
| Petrochina Blasted for Indirectly Supporting Human Rights Violations | Matter Network | Web site | Engels | 2009.01 | Belangenbehartigers |
| 2009.206 Kracht van Congo: muziek, debat en workshops over de DR Congo | Nieuwsbank B.V. | Persdienst | Nederlands | 2009.01 | Journalisten, voorlichters |
| "Afrika kent nog tweehonderd jaar armoede" | One World - Redactie | Web site | Nederlands | 2009.01 | Maatschappij, geïnteresseerden |
| 2009.206 Kracht van Congo: muziek, debat en workshops over de DR Congo | Allegoededoelen.nl | Web site | Nederlands | 2009.02 | Belangenbehartigers |
| Alternative views of the economic crisis | BBC | Persdienst | Engels | 2009.02 | Journalisten, voorlichters |
| 2009.005 Study questions local benefits of MNCs' clinical trials | Business Line | Web site | Engels | 2009.02 | Ondernemers |
| 2009.002 Para un nuevo modelo económico y social, ¡Pongamos la finanza en su sitio! | Diario Responsable | Web site | Spaans | 2009.02 | Maatschappij, geïnteresseerden |
| 2009.002 Rsc. organizaciones dedicadas al control bancario piden el fin de los paraísos... | El Economista | Web site | Spaans | 2009.02 | Economén |
| 2009.005 GSK and AstraZeneca Deny Dutch NGO-Sponsored Study's Allegations of Unethical... | Global Insight | Web site | Engels | 2009.02 | Maatschappij, geïnteresseerden |
| 2009.002 Maatschappelijk verantwoord beleggen nog lang niet volwassen | INSnet | Web site | Nederlands | 2009.02 | Non-profitsector |
| 2009.206 Chałupka: Telefon łączny (niektórych) ludzi | Krytyka Polityczna | Web site | | 2009.02 | Politiek, geïnteresseerden |
| Les altermondialistes sont confortés par le succès du Forum social mondial | Le Monde | Web site | Frans | 2009.02 | Publiek, algemeen, landelijk |
| 2009.005 Experimenteel borstkankermedicijn onethisch getest op Indiase vrouwen | Nieuwsbank B.V. | Persdienst | Nederlands | 2009.02 | Journalisten, voorlichters |
| 2009.005 Are GSK and AZ's "off-shore" drug trials ethical? | PharmaGossip | Web site | Engels | 2009.02 | Maatschappij, geïnteresseerden |
| (Boek) Het onzichtbare label | Puur Gezond | Web site | Nederlands | 2009.02 | Publiek, algemeen, landelijk |
| 2009.005 India proeftuin voor westerse medicijnen | Trouw - Redactie | Krant | Nederlands | 2009.02 | Publiek, algemeen, landelijk |

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|--|------------------------|-------------|------------|---------|------------------------------------|
| 2009.005 Testen borstkankerrmedicijn in India onethisch | Trouw - Redactie | Krant | Nederlands | 2009.02 | Publiek, algemeen, landelijk |
| 2009.005 Experimenteel borstkankermedicijn onethisch getest op Indiase vrouwen | Wemos | Nieuwsbrief | Nederlands | 2009.02 | Non-profitsector |
| 2009.206 Wirtschaft: Unwürdige Bedingungen in Elektronik-Branche | Berliner Umschau | Web site | Duits | 2009.03 | Publiek, algemeen, online |
| 2009.206 Irene Schippers over MakeITFair | BNR Nieuws Radio | Radio | Nederlands | 2009.03 | Publiek, algemeen, landelijk |
| Consumo responsable | Canal UNED | Radio | Spaans | 2009.03 | Onderwijssector |
| 2009.206 Zitten er eerlijke materialen in mijn mobiel | Channelweb | Web site | Nederlands | 2009.03 | ICT, resellers |
| 2009.206 Tegen mobiele viespeukerij | De Pers | Krant | Nederlands | 2009.03 | Publiek, algemeen, landelijk |
| 2009.206 Rsc. denuncian las condiciones laborales de las fábricas de consolas... | El Economista | Web site | Spaans | 2009.03 | Economie |
| 2009.206 Energieeffizienz ist noch keine "grüne IT" | EPO | Web site | Duits | 2009.03 | Ontwikkelingswerkers |
| 2009.002 Jersey meeting and protest expose 'offshore' finance problems | Eurodad | Web site | Engels | 2009.03 | Non-profitsector |
| 2009.002 Secrecy jurisdictions under pre-G20 summit pressure | Eurodad | Web site | Engels | 2009.03 | Non-profitsector |
| 2009.206 Elektronikföretag tar ansvar för metallerna de använder | Evertiq | Web site | | 2009.03 | Maatschappij, geïnteresseerden |
| 2009.206 Foute producten... | Friesch Dagblad | Krant | Nederlands | 2009.03 | Publiek, algemeen, landelijk |
| 2009.206 Germanwatch uitgave over makeITfair | German Watch | Krant | Duits | 2009.03 | Non-profitsector |
| 2009.206 IT-Industrie: Es ginge noch grüner | Greenpeace Magazin | Web site | Duits | 2009.03 | Non-profitsector |
| 2009.206 Spelcomputers schenden mensenrechten | INSnet | Web site | Nederlands | 2009.03 | Non-profitsector |
| 2009.206 Lachen mag niet in de iPhone-fabriek | iPhoneclub | Web site | Nederlands | 2009.03 | Maatschappij, geïnteresseerden |
| 2009.206 Populaire spelcomputers buiten Chinese arbeiders uit | IPS | Web site | Engels | 2009.03 | Maatschappij, geïnteresseerden |
| 2009.206 Pret is taboe in de iPhone-fabriek | MacFan | Web site | Nederlands | 2009.03 | Computergebruikers, thuisgebruiker |
| 2009.002 Protest in belastingparadijs Jersey | MO* : mondial magazine | Tijdschrift | Nederlands | 2009.03 | Ontwikkelingswerkers |
| 2009.206 Populaire spelcomputers buiten Chinese arbeiders uit | MO* : mondial magazine | Tijdschrift | Nederlands | 2009.03 | Ontwikkelingswerkers |
| 2009.206 Schending arbeidsrechten bij productie spelcomputers en MP3-spelers | Nieuwsbank B.V. | Persdienst | Nederlands | 2009.03 | Journalisten, voorlichters |
| 2009.206 De VBDO geeft Duurzaam Stemadvies Philips 2009 | Nieuwsbank B.V. | Persdienst | Nederlands | 2009.03 | Journalisten, voorlichters |
| 2009.206 Unwürdige Bedingungen in Elektronik-Branche | PC Welt | Web site | Duits | 2009.03 | Computergebruikers, thuisgebruiker |
| 2009.206 Zitten er eerlijke materialen in uw mobiele telefoon? | PCMWeb | Web site | Nederlands | 2009.03 | Computergebruikers, thuisgebruiker |
| 2009.206 Unwürdige Bedingungen in Elektronik-Branche | Pressetext | Web site | Duits | 2009.03 | Publiek, algemeen, landelijk |
| 2009.206 Esther de Haan over makeITfair bij het programma Atlas | Radio 1 | Radio | Nederlands | 2009.03 | Publiek, algemeen, landelijk |
| 2009.002 Albert Hollander over Tax Justice NL | RTL Z nieuws | Televisie | Nederlands | 2009.03 | Maatschappij, geïnteresseerden |
| 2009.206 Der aufmerksame Umgang mit dem eigenen PC senkt die Stromrechnung und schont... | Süddeutsche Zeitung | Krant | Duits | 2009.03 | Publiek, algemeen, regionaal |
| 2009.005 Trade in Services: Study questions local benefits of MNCs' clinical trials | The World Trade Review | Krant | Engels | 2009.03 | Bedrijfsleven, internationaal |
| 2009.002 Du paradis au serpent fiscal | Trends Magazine | Tijdschrift | Nederlands | 2009.03 | Maatschappij, geïnteresseerden |
| 2009.206 Zware schending arbeidsrechten in Chinese elektronicafabrieken | ZDNet.be | Web site | Nederlands | 2009.03 | ICT, multimediasector |
| 2009.206 Zware schending arbeidsrechten in Chinese elektronicafabrieken | ZDNet.nl | Web site | Nederlands | 2009.03 | ICT, multimediasector |
| 2009.002 Myriam vander Stichele over de G20 | BNR Nieuws Radio | Radio | Nederlands | 2009.04 | Publiek, algemeen, landelijk |

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|--|---|-------------|------------|--------------------------------|--------------------------------|
| Fragen, Verpflichtung und nachfragen | der Standard | Krant | Duits | 2009.04 | Publiek, algemeen, landelijk |
| 2009.206 Tekenen voor een eerlijk mobielte | Doemaarduurzaam | Web site | Nederlands | 2009.04 | Maatschappij, geïnteresseerden |
| 2009.206 Der Lebensweg eines Computers: die Anfänge | Fair Computer Internationale Samenwerking | Web site | Duits | 2009.04 | ICT-sector |
| 2009.005_Berichten uit het Europees Parlement | Tijdschrift | Nederlands | 2009.04 | Maatschappij, geïnteresseerden | |
| 2009.206 Elektronica motor achter verkrachtingen in Congo | MO* : mondial magazine | Tijdschrift | Nederlands | 2009.04 | Ontwikkelingswerkers |
| 2009.005 Europa slukt nog steeds een bittere pil | Nieuwsbank B.V. | Persdienst | Nederlands | 2009.04 | Journalisten, voorlichters |
| 2009.206 Milieudefensie organiseert verdiepingsprogramma tijdens Movies that Matter... | Nieuwsbank B.V. | Persdienst | Nederlands | 2009.04 | Journalisten, voorlichters |
| De VBDO geeft duurzaam stemadvies AEGON 2009 | Nieuwsbank B.V. | Persdienst | Nederlands | 2009.04 | Journalisten, voorlichters |
| 2009.005 SOMO: Afrikaanse prostituees met hiv besmet door medicijntests | People Planet Profit | Web site | Engels | 2009.04 | Bedrijfsleven, algemeen |
| Europaweite NGO-Kampagne: Nehmen Sie Ihre EU-Kandidaten in die Pflicht! | Pressrelations | Web site | Duits | 2009.04 | Maatschappij, geïnteresseerden |
| 2010.006 De scherpe kantjes van edelstenen | Radio 1 | Radio | Nederlands | 2009.04 | Publiek, algemeen, landelijk |
| 2009.206 Yritysmoraali on meidän jokaisen juttu | Tekniikka & Talous | Web site | | 2009.04 | Maatschappij, geïnteresseerden |
| MNC's not fulfilling corporate social responsibility | The News | Krant | Engels | 2009.04 | Publiek, algemeen, landelijk |
| 2009.005 Wemos_Schot in dossier onethisch testen | Wemos | Nieuwsbrief | Nederlands | 2009.04 | Non-profitsector |
| 2009.002 Antillen nog steeds belastingsluiproute | Z24 | Web site | Nederlands | 2009.04 | Beleggers |
| 2009.002 Helpen staatsbanken belastingontduikers? | Z24 | Web site | Nederlands | 2009.04 | Beleggers |
| 2009.002 OESO werkt aan einde belastingparadijzen | Z24 | Web site | Nederlands | 2009.04 | Beleggers |
| 2009.002 BELASTINGPARADIJS Lage tarieven Nederland liggen onder vuur... | AD - Algemeen | Krant | Nederlands | 2009.05 | Publiek, algemeen, landelijk |
| 2009.002 Obama pakt Nederland aan | AD - Economie | Krant | Nederlands | 2009.05 | Publiek, algemeen, landelijk |
| Bonn: Electioncampaign.eu - Online-Kampagne zur Europa-Wahl gestartet! | Bonner Presseblog | Web site | Duits | 2009.05 | Publiek, algemeen, online |
| 2009.002 The Perils of Global Banking | BusinessWeek | Web site | Engels | 2009.05 | Ondernemers |
| 2009.002_The perils of global banking | BusinessWeek | Web site | Engels | 2009.05 | Ondernemers |
| 2009.002 Obama baalt van Holland | De Pers | Web site | Nederlands | 2009.05 | Publiek, algemeen, landelijk |
| RENACE pone el acento sobre el derrame de petróleo de Magdalena | Diario El Sol | Krant | Spaans | 2009.05 | Publiek, algemeen, landelijk |
| 2009.002 US tax haven claim surprises Dutch | Dutch News | Web site | Engels | 2009.05 | Expatriates |
| 2009.002 Holland no longer a US 'tax haven' | Dutch News | Web site | Engels | 2009.05 | Expatriates |
| 2009.002 Nederland wél een belastingparadijs | FOK! | Web site | Nederlands | 2009.05 | Jongeren |
| 2009.002 Nederland is wel een belastingparadijs | Nederlands Dagblad | Krant | Nederlands | 2009.05 | Publiek, algemeen, landelijk |
| 2009.002 Albert Hollander over Nederland als belastingparadijs | Nova - Algemeen | Televisie | Nederlands | 2009.05 | Publiek, algemeen, landelijk |
| 2009.206 Alleen Toshiba, HP en Apple kijken dieper in eigen keten | People Planet Profit | Web site | Engels | 2009.05 | Bedrijfsleven, algemeen |
| 2009.005_Growing support for ethical testing campaign | Pharma Marketletter | Nieuwsbrief | | 2009.05 | Pharma |
| 2009.206_Thousands of consumers call for mobile phones | Pressmap.de | Web site | Duits | 2009.05 | Publiek, algemeen, landelijk |
| 2009.002 Blauw betalen | Quest | Tijdschrift | Nederlands | 2009.05 | Wetenschap, geïnteresseerden |
| 2010.005 Filmdebat 'Body Hunters' | Wemos | Nieuwsbrief | Nederlands | 2009.05 | Non-profitsector |

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|--|--|----------|-------------|------------|---------|--------------------------------|
| 2009.002 Nederland geen paradijs, maar wel heel voordelig | Z24 | | Web site | Nederlands | 2009.05 | Beleggers |
| 2009.007 Rs las eléctricas no contribuyen al desarollo de las_Eleconomista_12-6-09 | El Economista | | Web site | Spaans | 2009.06 | Economien |
| 2009.007 Ny rapport bekrefter problemer med norsk energibistand_Forum_12-6-09 | ForUM Insurance Weekly | Business | Web site | Nederlands | 2009.06 | Belangenbehartigers |
| 2009.002 Business Ethics Study Results..._Insurance Business Weekly_28-6-09 | La Ruta | | Tijdschrift | Engels | 2009.06 | Bedrijfsleven, algemeen |
| 2009.007 Electriciteitsbedrijven laten armen in het donker_LaRuta_10-6-09 | La Ruta | | Web site | Nederlands | 2009.06 | Non-profitsector |
| 2009.205_OECD Watch to make recommendations on OECD Guidelines & economic crisis | On the Horizon | | Nieuwsbrief | Engels | 2009.06 | Journalisten, voorlichters |
| 2009.210 Les leaders de l'informatique ne respectent pas les droits humains | ZDNet.fr | | Web site | Frans | 2009.06 | ICT, multimediasector |
| 2009.007 Las electricas no aportan al Sur_Diario Responsable_6-7-09 | Diario Responsable Durzaam Ondernemen - Algemeen | | Web site | Spaans | 2009.07 | Maatschappij, geïnteresseerden |
| 2009.206_Computerindustrie Filippijnen | El Economista | | Web site | Nederlands | 2009.07 | Bedrijfsleven, algemeen |
| 2009.007 Rsc las comunidades de los paises en desarollo..._ElEconomista_6-7-09 | Mondiaal Nieuws | | Web site | Nederlands | 2009.07 | Economien |
| 2009.206 Lange dagen en lange lonen_Mondiaal Nieuws_6-7-09 | De Betere Wereld | | Tijdschrift | Nederlands | 2009.07 | Publiek, algemeen, online |
| (Boek) Het onzichtbare label daagt u uit | La Ruta | | Web site | Nederlands | 2009.08 | Maatschappij, geïnteresseerden |
| (Algemeen) Maatschappelijk verantwoorde milieuvervuiling | Ny Tid | | Web site | Engels | 2009.08 | Non-profitsector |
| 2009.205 Lite samfunnsansvar | OECD Watch | | Web site | Engels | 2009.08 | Maatschappij, geïnteresseerden |
| 2009.205 Dutch NCP issues final statement on OECD complaint | Regulatory Affairs Journal | | Tijdschrift | Engels | 2009.08 | Non-profitsector |
| 2009.005 Clinical trials in developing countries meet same standards as in developed nations | BNR Nieuws Radio | | Radio | Nederlands | 2009.09 | Pharma |
| (Boek) Interview met Evert-Jan Quak | De Limburger | | Krant | Nederlands | 2009.09 | Publiek, algemeen, landelijk |
| 2009.006 RPM kartrekker van _Duurzame Natuursteen_Dagblad de Limburger_29-09-09 | De Ondernemer Durzaam Ondernemen - Algemeen | | Web site | Nederlands | 2009.09 | Publiek, algemeen, regionaal |
| 2009.206 Geen eerlijke mobile telefonie in Nederland | Durzaam Ondernemen - Algemeen | | Web site | Nederlands | 2009.09 | Ondernemers |
| (Boek) Het onzichtbare label daagt lezers uit tot duurzaam handelen | Europa NU Financiële Dagblad - Algemeen | | Web site | Nederlands | 2009.09 | Bedrijfsleven, algemeen |
| 2009.206 Geen eerlijke mobiele telefonie in Nederland | Eco Diario | | Web site | Spaans | 2009.09 | Bedrijfsleven, algemeen |
| 2009.210 Rsc._procure it fair_lanza una web sobre los comportamientos responsables | Europa NU Financiële Dagblad - Algemeen | | Web site | Nederlands | 2009.09 | Maatschappij, geïnteresseerden |
| 2009.206 MakeITfair jongeren rond de tafel | Global issues | | Web site | Nederlands | 2009.09 | Maatschappij, geïnteresseerden |
| 2009.205 Oeso-richtlijn bedrijven tandloos | Groen Links Magazine | | Tijdschrift | Nederlands | 2009.09 | Politiek, geïnteresseerden |
| 2009.205 OESO-richtlijn bedrijven tandeloos | Inquirer Internationale Samenwerking | | Web site | Engels | 2009.09 | ICT-sector |
| (Boek) Het onzichtbare label_Global Issues_13-09-09 | KIT Publishers | | Web site | Nederlands | 2009.09 | Maatschappij, geïnteresseerden |
| (Boek) Wat staat er op het onzichtbare label? | | | Web site | Nederlands | 2009.09 | Boekhandelaren en uitgevers |
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| 2009.206 Jugendliche wachen auf | Öko-Institut e.V. | Web site | Duits | 2009.09 | Milieusector |
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| 2009.207 Het duurzame mobielte bestaat niet | Onze Wereld | Tijdschrift | Nederlands | 2009.09 | Land en cultuur, geïnteresseerden |
| 2009.206 Mobiele telefonieaanbieders niet maatschappelijk verantwoord | People Planet Profit | Web site | Engels | 2009.09 | Bedrijfsleven, algemeen |
| (Boek) Doe er zelf iets aan (recensie) | PM - Algemeen | Tijdschrift | Nederlands | 2009.09 | Ambtenaren |
| 2009.206 Fabricage gsm's onder slechte omstandigheden | Radio Kassa | Radio | Nederlands | 2009.09 | Publiek, algemeen, landelijk |
| 2009.206 Duurzaam bezig zijn is niet makkelijk_Spits | Spits - Binnenland | Krant | Nederlands | 2009.09 | Publiek, algemeen, landelijk |
| 2009.206 MakeITfair mobieltes in Nederland niet éerlijk' | Telecompaper | Web site | Nederlands | 2009.09 | ICT, telecommunicatiesector |
| 2009.206 Telefoonaanbieders doen te weinig aan recycling | Telegraaf | Web site | Nederlands | 2009.09 | Publiek, algemeen, landelijk |
| | Universiteit van Leiden - Journalistiek en Nieuwe Media | Web site | Nederlands | 2009.09 | Onderwijssector |
| 2009.206 Mobiele telefoon vaak onverantwoord gratis | Wemos | Web site | Nederlands | 2009.09 | Non-profitsector |
| 2009.005 Europees toezicht op medicijntesten in ontwikkelingslanden kan beter | De Betere Wereld | Electronische nieuwsbrief | Nederlands | 2009.10 | Maatschappij, geïnteresseerden |
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| 2009.06 Strategisch samen optrekken | NRC Next | Krant | Nederlands | 2009.10 | Publiek, algemeen, landelijk |
| 2009.206 Strategisch samen optrekken | nu.nl | Web site | Nederlands | 2009.10 | Publiek, algemeen, landelijk |
| 2009.309 Te weinig investeren in schone energie | Onze Wereld | Web site | Nederlands | 2009.10 | Land en cultuur, geïnteresseerden |
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| 2009.002 ABNAmro investeert niet in klimaatbeleid | Trouw - Redactie | Krant | Nederlands | 2009.10 | Publiek, algemeen, landelijk |
| 2009.002 Gedragcodes maken grote bedrijven hun beloftes waar | Vara | Televisie | Nederlands | 2009.10 | Publiek, algemeen, landelijk |
| 2009.309 Graadmeter Greenpeace toont geen verbetering energiesector | Volkskrant - Redactie | Krant | Nederlands | 2009.10 | Publiek, algemeen, landelijk |
| 2009.309 Eneco weer groenste energiebedrijf | | | | | |

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| (Boek) Het onzichtbare label (recensie) | ZOZ tijdschrift voor doen-denkers | Tijdschrift | Nederlands | 2009.10 | Maatschappij, geïnteresseerden |
| 2009.206 Bad phones | Dubai Eye Financiële Dagblad - | Radio | Engels | 2009.11 | Publiek, algemeen, landelijk |
| 2009.002 Verantwoord ondernemen sluitpost | Algemeen International | Krant | Nederlands | 2009.11 | Bedrijfsleven, algemeen |
| 2009.209 Global electronics sector failing to be socially responsible | Metalworkers' Federation | Web site | Engels | 2009.11 | Vakbeweging |
| 2008.001 Hippe kleren voor een hongerloon | Llink - Juist nu | Web site | Nederlands | 2009.11 | Maatschappij, geïnteresseerden |
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| 2009.002 What is the role of WTO services rules in the context of the current FC | Transnational Institute | Web site | Nederlands | 2009.11 | Non-profitsector |
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| 2008.001 Silicon Sweatshops_ A promising model_Globalpost | | | | 2009.11 | Unknown |
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| 2009.206 Improvements at Mobile Phone Charger Manufacturer in Shenzhen_Cellular-news_- | cellular-news | Web site | Engels | 2009.12 | ICT, telecommunicatiesector |
| 2009.006 EU voor het eerst geen afkeurende verklaring voor landbouw_de Accountant | de Accountant | Tijdschrift | Nederlands | 2009.12 | Accountants |
| 2009.006 Protective gear, but still illegal overtime in mobile phone factories | Evertiq | Web site | | 2009.12 | Maatschappij, geïnteresseerden |
| 2009.206 Die Dunkle Seite des IT-business | Heise Online | Web site | Duits | 2009.12 | ICT-sector |
| (MFS aanvraag) Woord en Daad Alliancies vragen om hulpgelden_Nederlands Dagblad_2-12-09 | Nederlands Dagblad | Krant | Nederlands | 2009.12 | Publiek, algemeen, landelijk |
| (MFS aanvraag) Hulpclubs willen meer subsidie dan er is | Telegraaf | Web site | Nederlands | 2009.12 | Publiek, algemeen, landelijk |
| (MFS aanvraag) Samen subsidie vragen garandeert geen samenwerking | Trouw - Economie | Krant | Nederlands | 2009.12 | Maatschappij, geïnteresseerden |
| (boek) Het onzichtbare label | Unicef Nieuws | Nieuwsbrief | Nederlands | 2009.12 | Non-profitsector |
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| 2010.002 Multinationals beroven massaal onze schatkisten | NRC Handelsblad | Krant | Nederlands | 2010.01 | Maatschappij, geïnteresseerden |
| 2010.002 Wat Icesave deed, kon niet. Toch is Nederland ook verantwoordelijk | Algemeen/Economie | | | | |
| 2010.005 Index brengt medicijn dichterbij de armsten | NRC Handelsblad | Krant | Nederlands | 2010.01 | Maatschappij, geïnteresseerden |
| (Boek) Het onzichtbare label in webwinkel | Algemeen/Economie | | | | |
| (Boek) Het onzichtbare label perspectief op duurzaam handelen | Onze Wereld | Tijdschrift | Nederlands | 2010.01 | Land en cultuur, geïnteresseerden |
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| 2009.007 Lang niet genoeg duurzame elektriciteit_Volkskrant_16-01-10 | PALA | Web site | Nederlands | 2010.01 | Maatschappij, geïnteresseerden |
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| (Boek) Het onzichtbare label in webwinkel | Volkskrant - Economie | Krant | Nederlands | 2010.01 | Maatschappij, geïnteresseerden |
| 2010.006 Gouden bestemming voor e-waste | Volkskrant - Economie | Krant | Nederlands | 2010.01 | Maatschappij, geïnteresseerden |
| | Volkskrant - Redactie | Krant | Nederlands | 2010.01 | Publiek, algemeen, landelijk |
| 2010.006 On the horizon | Aandrijven en Besturen | Tijdschrift | Nederlands | 2010.02 | Werktuigbouwkundigen |
| | Business & Human Rights | | | | |
| | Resource Centre | | | | |
| | Algemeen | Electronische nieuwsbrief | Engels | 2010.02 | Bedrijfsleven, internationaal |

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| 2010.204 Geniepig India speelt de bitch van de wereld | De Pers | Krant | Nederlands | 2010.02 | Publiek, algemeen, landelijk |
| 2010.309 RSE Duras críticas a Global Compact en un debate sobre transnacionales y respons | Diario Responsable | Web site | Spaans | 2010.02 | Maatschappij, geïnteresseerden |
| 2010.106 Tien grootste autofabrikanten negeren mensenrechten bij inkoop metalen | Duurzaam Ondernemen - Algemeen | Web site | Nederlands | 2010.02 | Bedrijfsleven, algemeen |
| 2010.006 Olympische medailles van elektronisch | Duurzaam Ondernemen Utrecht | Web site | Nederlands | 2010.02 | Bedrijfsleven, regionaal |
| 2010.006 Olympische medailles van gerecycled edelmetaal | FNV Mondiaal | Web site | Nederlands | 2010.02 | Vakbeweging |
| 2010.002 Europe's phony war on tax evasion | Human Events Online | Web site | Engels | 2010.02 | Politiek, geïnteresseerden |
| 2010.210 Verantwoorde IT? Begin bij jezelf | IT Executive | Web site | Nederlands | 2010.02 | Management, ICT |
| (Boek) Het onzichtbare label in top 5 | KIT Publishers | Web site | Nederlands | 2010.02 | Boekhandelaren en uitgevers |
| 2010.106 Automakers nemen hun verantwoordelijkheid niet | Kritische Massa | Web site | Nederlands | 2010.02 | Maatschappij, geïnteresseerden |
| 2010.006 Arbeidsomstandigheden edelstenensector beneden peil | Llink - Juist nu | Web site | Nederlands | 2010.02 | Maatschappij, geïnteresseerden |
| 2010.002 Reynders spot met het parlement | MO* : mondial magazine | Tijdschrift | Nederlands | 2010.02 | Ontwikkelingswerkers |
| 2010.006 Medailles Winterspelen uit gerecycleerde metalen | Mondiaal Nieuws | Web site | Nederlands | 2010.02 | Publiek, algemeen, online |
| 2010.106 Tien grootste autofabrikanten negeren mensenrechten bij inkoop metalen | MVO Nederland | Web site | Nederlands | 2010.02 | Bedrijfsleven, algemeen |
| 2010.006 SOMO meldt Olympische medailles van elektronica-afval | News on the Net | Web site | Nederlands | 2010.02 | Publiek, algemeen, online |
| 2010.006 Gekleurde edelstenensector kampet met slechte arbeidsomstandigheden | Nieuwsbank B.V. | Persdienst | Nederlands | 2010.02 | Journalisten, voorlichters |
| 2010.106 Automakers nemen hun verantwoordelijkheid niet | Nieuwsbank B.V. | Persdienst | Nederlands | 2010.02 | Journalisten, voorlichters |
| Niza lid van Tax Justice NL | NIZA | Web site | Nederlands | 2010.02 | Non-profitsector |
| 2010.006 De scherpe kantjes van edelstenen | One World - Redactie | Web site | Nederlands | 2010.02 | Maatschappij, geïnteresseerden |
| 2010.006 Nieuwsbrief | One World - Redactie | Web site | Nederlands | 2010.02 | Maatschappij, geïnteresseerden |
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| 2010.106 Automakers nemen hun verantwoordelijkheid niet | One World - Redactie | Web site | Nederlands | 2010.02 | Maatschappij, geïnteresseerden |
| (Boek) De armen slikken een betere pil | Onze Wereld | Web site | Nederlands | 2010.02 | Land en cultuur, geïnteresseerden |
| 2010.309 Duras criticas a global compact en un debate sobre transnacionales | Quiendebe a Quien | Web site | Spaans | 2010.02 | Belangenbehartigers |
| 2009.002 Francis Weyzig bij Dit is de Dag van de EO | Radio 1 | Web site | Nederlands | 2010.02 | Publiek, algemeen, landelijk |
| 2010.006 Sanne van der Wal spreekt in Radio 1 | Radio 1 | Web site | Nederlands | 2010.02 | Publiek, algemeen, landelijk |
| 2010.006 Sanne van der Wal spreekt in Radio Kassa | Radio Kassa | Radio | Nederlands | 2010.02 | Publiek, algemeen, landelijk |
| 2010.006 Slechte arbeidsomstandigheden in edelstenensector | Sieradenpassionista | Web site | Nederlands | 2010.02 | Vrouwen |
| 2010.006 Gekleurde edelstenen fout | Spits - Algemeen | Krant | Nederlands | 2010.02 | Publiek, algemeen, landelijk |
| 2010.006 De scherpe kantjes van edelstenen | Startlog | Web site | Nederlands | 2010.02 | Publiek, algemeen, online |
| 2010.006 Olympische medailles van elektronica afval | Studium Generale Universiteit Utrecht | Web site | Nederlands | 2010.02 | Onderwijssector |
| 2010.006 De scherpe kantjes van edelstenen | Upaid | Web site | Nederlands | 2010.02 | Maatschappij, geïnteresseerden |
| 2010.006 Na de chocoladeletters nu eerlijke edelstenen | Volkskrant - Redactie | Krant | Nederlands | 2010.02 | Publiek, algemeen, landelijk |

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| 2010.006 Baanbrekend nieuws | Volkskrant - Redactie | Krant | Nederlands | 2010.02 | Publiek, algemeen, landelijk |
| 2010.006 SOMO meldt Olympische medailles van elektronica-afval | Wij Weten Alles | Web site | Nederlands | 2010.02 | Publiek, algemeen, online |
| 2010.004 Sanne vd Wal spreekt over Unilever | BNR Nieuws Radio Business & Human Rights Resource Centre | Radio | Nederlands | 2010.03 | Publiek, algemeen, landelijk |
| | - Algemeen | Electronische nieuwsbrief | Engels | 2010.03 | Bedrijfsleven, internationaal |
| 2010.106 Top 10 auto-makers allegedly failing to address supply chain | De Wereld Morgen | Web site | Nederlands | 2010.03 | Publiek, algemeen, online |
| 2010.006 Franse kernenergie gevoed door uranium uit niger | De Wereld Morgen | Web site | Nederlands | 2010.03 | Publiek, algemeen, online |
| 2010.106 Automakers tonen mankementen | Deutsche Welle | Web site | Duits | 2010.03 | Publiek, algemeen, online |
| 2010.206 Report warns of crippling culture of consumption | ECI | Web site | Nederlands | 2010.03 | Boekhandelaren en uitgevers |
| (Boek) Het onzichtbare label | Hulporganisaties.be Internationale Samenwerking | Web site | Nederlands | 2010.03 | Belangenbehartigers |
| 2010.106 Autofabrikanten negeren mensenrechten bij aankoop | Kerk in actie Koepel van de Vlaamse Noord-Zuidbeweging Netwerk Bewust Verbruiken | Tijdschrift | Nederlands | 2010.03 | Maatschappij, geïnteresseerden |
| 2010.002 Wie betaalt, bepaalt | Nieuws.be | Web site | Nederlands | 2010.03 | Belangenbehartigers |
| 2010.004 Treurig debat glossy Gerda | Oikos Nieuws | Nieuwsbrief | Nederlands | 2010.03 | Belangenbehartigers |
| 2010.106 Autofabrikanten negeren mensenrechten | One World - Redactie | Web site | Nederlands | 2010.03 | Non-profitsector |
| 2010.106 Autofabrikanten negeren mensenrechten | Vrij Nederland | Tijdschrift | Nederlands | 2010.03 | Publiek, algemeen, landelijk |
| 2010.002 Ontwikkelingssamenwerking op het gebied van belastingheffing | Agrarisch Dagblad Ethical Performance Best Practice | Krant | Nederlands | 2010.04 | Agro-sector, land- en tuinbouw |
| 2010.001 J.C. Rags gaat voor goede arbeidsomstandigheden | EUG oekumenische studentengemeente | Tijdschrift | Engels | 2010.04 | Belangenbehartigers |
| 2010.006 Foute edelstenen | Global Info | Web site | Nederlands | 2010.04 | Religie, geïnteresseerden |
| 2010.002 Somo: beperk invloed van niet-agrarische beleggers | Managementboek | Web site | Nederlands | 2010.04 | Maatschappij, geïnteresseerden |
| 2010.106 Car makers 'ignore abuses' at their peril | Nieuws.be | Web site | Nederlands | 2010.04 | Management, algemeen |
| 2010.002 April Stichting Oikos - Tax Justice | One World - Redactie | Web site | Nederlands | 2010.04 | Publiek, algemeen, landelijk |
| 2010.002 Tomatenplukkers in Florida versus Ahold | P+ | Tijdschrift | Nederlands | 2010.04 | Maatschappij, geïnteresseerden |
| (Boek) Het onzichtbare label | Private Sector | Nieuwsbrief | Nederlands | 2010.04 | Journalisten, voorlichters |
| 2010.004 Ahold aandeelhoudersvergadering en uitbuiting bij toeleveranciers | Rethinking Finance | Web site | Engels | 2010.04 | Bedrijfsleven, algemeen |
| 2010.002 OneWorld Nieuws van en door partners | Rethinking Finance | Web site | Engels | 2010.04 | Non-profitsector |
| Proefschrift: Druk van buiten stimuleert MVO-beleid | Transnational Institute | Web site | Nederlands | 2010.04 | Publiek, algemeen, landelijk |
| Newsletter PrivateSector OxfamNovib #1 | Trouw - Redactie | Krant | Nederlands | 2010.04 | Journalisten, voorlichters |
| 2010.002 Financialisation and Financial Actors in Agriculture Commodity Markets | Adital | Web site | Spaans | 2010.05 | Maatschappij, geïnteresseerden |
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| 2010.004 Supermarkt heerst voor en achter de toonbank | | | | | |
| 2010.002 En el banquillo del Tribunal Permanente de los Pueblos | | | | | |

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| 2010.206 Bedrijfsprofielen van de bekende merken | Fair IT | Web site | Nederlands | 2010.05 | ICT-sector |
| 2010.206 Factsheets over Duurzame ICT | Fair IT | Web site | Nederlands | 2010.05 | ICT-sector |
| 2010.206 Rapport modern devices, outdated practices - SOMO | Fair IT | Web site | Nederlands | 2010.05 | ICT-sector |
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| 2010.206 The list of principles | Fair IT | Web site | Nederlands | 2010.05 | ICT-sector |
| 2010.002 Nederland aangeklaagd voor misstanden in Peru | Noticias | Web site | Nederlands | 2010.05 | Non-profitsector |
| 2010.MVO VVD meldt helemaal niets over MVO | P+ | Tijdschrift | Nederlands | 2010.05 | Bedrijfsleven, algemeen |
| 2010.006 Heb ik een bloedmobielje? | Trouw - Redactie | Krant | Nederlands | 2010.05 | Publiek, algemeen, landelijk |
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| Stem nu voor beste greenwash campagne | Duurzaam Ondernemen - Algemeen | Web site | Nederlands | 2010.06 | Bedrijfsleven, algemeen |
| Philips Turnhout krijgt ervan langs | Eindhovens Dagblad | Krant | Nederlands | 2010.06 | Publiek, algemeen, regionaal |
| Rechten voor mensen, regels voor bedrijven | Goede Waar | Tijdschrift | Nederlands | 2010.06 | Maatschappij, geïnteresseerden |
| De groene zeepbel | Groen Verder | Web site | Nederlands | 2010.06 | Maatschappij, geïnteresseerden |
| Teken ook de petitie van rights for people rules for business | Hivos Magazine | Tijdschrift | Nederlands | 2010.06 | Maatschappij, geïnteresseerden |
| FNV bondgenoten en EMB medezeggenschap werknemers Philips wassen neus | Nieuwsbank B.V. | Persdienst | Nederlands | 2010.06 | Journalisten, voorlichters |
| 2010.206 Na zelfmoorden weer loonsverhoging voor werknemers Foxconn | NRC Next | Krant | Nederlands | 2010.06 | Publiek, algemeen, landelijk |
| 2010.210 Online petitie tegen arbeidsrechtenschendingen bij computerproductie | One World - Redactie | Web site | Nederlands | 2010.06 | Maatschappij, geïnteresseerden |
| Rights for people rules for business | One World - Redactie | Web site | Nederlands | 2010.06 | Maatschappij, geïnteresseerden |
| Lekker leesvoer voor de zomer | QPQ | Tijdschrift | Nederlands | 2010.06 | Ondernemers |
| 2010.206 Eerlijke en groene mobiele telefoons | Radio FunX | Radio | Nederlands | 2010.06 | Publiek, algemeen, landelijk |
| 2010.206 Campagne voor eerlijke telefoons | Vara Radio Kassa | Radio | Nederlands | 2010.06 | Publiek, algemeen, landelijk |
| 2010.006 EnergieNed onderzoekt herkomst van steenkool | Volkskrant - Redactie | Krant | Nederlands | 2010.06 | Publiek, algemeen, landelijk |
| 2010.007 Europese ondernemingsraden willen grotere rol | Zeggenschap | Tijdschrift | Nederlands | 2010.06 | Belangenbehartigers |
| 2010.205 The OECD Guidelines for Multinational Enterprises: Time for a serious upgrade | Ethical Corporation | Tijdschrift | Engels | 2010.07 | Belangenbehartigers |
| Call for shake-up on company conduct | Financial Times | Krant | Engels | 2010.07 | Maatschappij, geïnteresseerden |
| Als er een eerlijke en groene pc in de winkel ligt, ben ik de eerste die 'm koopt | INSnet | Web site | Nederlands | 2010.07 | Non-profitsector |
| Financiëlen kiest naast RBS óók voor duurzame bank | Telegraaf | Web site | Nederlands | 2010.07 | Publiek, algemeen, landelijk |
| Rijk verkiest verantwoorde bank | Economie/Financieel | Krant | Nederlands | 2010.07 | Maatschappij, geïnteresseerden |
| Bank moet nadenken over bommen | Trouw - Economie | Krant | Nederlands | 2010.07 | Maatschappij, geïnteresseerden |
| 2010.002 Alarm over voedselprijzen en speculatie | Volkskrant - Economie | Krant | Nederlands | 2010.07 | Maatschappij, geïnteresseerden |
| | Global Info | Web site | Nederlands | 2010.08 | Maatschappij, geïnteresseerden |

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| Organisaties doen jongeren en zichzelf tekort | Vice Versa | Tijdschrift | Nederlands | 2010.08 | Ontwikkelingswerkers | |
| 2010.001 Makers C&A- en H&M-kleding uitgebuit | 925.nl | Web site | Nederlands | 2010.09 | Maatschappij, geïnteresseerden | |
| 2010.001 C&A en H&M buiten Indiase vrouwen en meisjes uit | AD - Economie | Krant | Nederlands | 2010.09 | Publiek, algemeen, landelijk | |
| 2010.001 Bericht over kinderarbeid schok voor modewereld | AD - Internet | Web site | Nederlands | 2010.09 | Publiek, algemeen, landelijk | |
| 2010.001 C&A en H&M zijn uitbuiters | ANP - Algemeen | Persdienst | Nederlands | 2010.09 | Journalisten, voorlichters | |
| 2010.002 Verantwoorde banken | ANP - Algemeen | Persdienst | Nederlands | 2010.09 | Journalisten, voorlichters | |
| 2010.002 European banks provide fuel for the conflict in Sudan | Banktrack.org | Web site | Engels | 2010.09 | Maatschappij, geïnteresseerden | |
| 2010.001 Stop kinderarbeid met scholing | Brabants Dagblad | Krant | Nederlands | 2010.09 | Publiek, algemeen, regionaal | |
| 2010.002 Investing responsibly: A financial puzzle - The limited scope of sustainable asset management | Business & Human Rights Resource Centre | - | Electronische nieuwsbrief | Engels | 2010.09 | Bedrijfsleven, internationaal |
| 2010.001 Omdat mooie kleren niets mogen kosten | Algemeen | Dagelijksstandaard.nl | Web site | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| 2010.001 Indiase textielarbeidsters uitgebuit door C&A en H&M | De Morgen - Buitenland | Krant | Nederlands | 2010.09 | Publiek, algemeen, online | |
| 2010.001 H&M deelt 108 miljoen euro uit aan personeel | De Morgen - Buitenland | Krant | Nederlands | 2010.09 | Publiek, algemeen, online | |
| 2010.001 C&A en H&M zijn uitbuiters | De Ondernemer | Web site | Nederlands | 2010.09 | Ondernemers | |
| 2010.001 Dilemma kinderuitbuiting | De Ondernemer | Web site | Nederlands | 2010.09 | Ondernemers | |
| 2010.001 Dilemma | De Pers | Web site | Nederlands | 2010.09 | Publiek, algemeen, landelijk | |
| 2010.001 CDA stelt Kamervragen over kinderarbeid | Dit is de dag | Web site | Nederlands | 2010.09 | Publiek, algemeen, online | |
| 2010.002 Banken niet altijd verantwoord bezig | Duurzaam Ondernemen | - | Web site | Nederlands | 2010.09 | Bedrijfsleven, algemeen |
| 2010.001 Petitie: stop uitbuiting door C&A en H&M | Algemeen | Europa NU | Web site | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| 2010.001 European clothing chains accused of exploiting Indian workers | Expatica | Web site | Engels | 2010.09 | Expatriates | |
| 2010.001 European clothing chains accuses of exploiting Indian workers | Expatica | Web site | Engels | 2010.09 | Expatriates | |
| 2010.001 H&M en C&A buiten Indiase arbeiders uit | Fashion.blog.nl | Web site | Nederlands | 2010.09 | Maatschappij, geïnteresseerden | |
| 2010.001 Fabriek C&A en H&M onder vuur | Fashionunited.nl | Web site | Nederlands | 2010.09 | Modesector | |
| 2010.001 C&A ontkent relatie KPR Mills | Fashionunited.nl | Web site | Nederlands | 2010.09 | Modesector | |
| 2010.001 H&M en C&A onder vuur | Financiële Dagblad | - | Krant | Nederlands | 2010.09 | Bedrijfsleven, algemeen |
| 2010.001 Misstanden in Indiase textielindustrie | Algemeen | FNV Mondiaal | Web site | Nederlands | 2010.09 | Vakbeweging |
| 2010.001 Made in India | Gazet Van Antwerpen | Web site | Nederlands | 2010.09 | Publiek, algemeen, landelijk | |
| 2010.001 Deel van collectie C&A en H&M wordt geproduceerd onder slechte omstandigheden | Goede Waar | Tijdschrift | Nederlands | 2010.09 | Maatschappij, geïnteresseerden | |
| 2010.001 Made in India | Het Belang Van Limburg | Web site | Nederlands | 2010.09 | Publiek, algemeen, | |
| 2010.001 Indiase textielarbeidsters uitgebuit door C&A en H&M | Het Laatste Nieuws | Web site | Nederlands | 2010.09 | Maatschappij, geïnteresseerden | |
| 2010.001 Kinderarbeid bij toeleverancier C&A en H&M | Hivos website | Web site | Nederlands | 2010.09 | Maatschappij, geïnteresseerden | |

2010.002 Banken vertalen duurzaam beleid niet in harde beleggingscriteria
 2010.001 C&A en H&M buiten arbeiders India uit
 2010.001 Indiase textielarbeidsters uitgebuit voor C&A en H&M
 Rights for people rules for business van MVO Platform
 2010.001 C&A en H&M doen mee aan uitbuiting textielarbeidsters India
 2010.001 Bono: tussen droom en daad staat belastingontwijking
 2010.001 Textielarbeidsters uitgebuit voor C&A en H&M
 2010.002 Banken vertalen duurzaam beleid niet in harde beleggingscriteria
 2010.001 C&A ontkent produceren in foute Indiase fabrieken
 2010.001 Voorkom uitbuiting in lagelonenlanden door ketentransparantie
 2010.001 C&A ontkent beweringen door 'de Volkskrant'
 2010.001 H&M en C&A buiten Indiase kinderen uit
 2010.001 Jan Smit geschokt door mogelijk kinderarbeid C&A
 2010.001 H&M onderzoekt uitbuiting in India
 2010.001 C&A en H&M buiten Indiase textielarbeidsters uit
 EU financial reform: some small steps, but no fundamental changes in sight
 Forthcoming speakers tours in Europe
 2010.002 Conflict in Sudan: Europese banken gooien olie op het vuur
 2010.002 Duurzaamheidsoverwegingen van Nederlandse overheid
 2010.001 C&A en H&M buiten kinderen uit
 2010.001 C&A en H&M doen mee aan uitbuiting textielarbeidsters India
 2010.001 'C&A en H&M buiten Indiase vrouwen en meisjes uit'
 2010.001 Indiase textelfabriek van H&M en C&A buit werknemers uit
 2010.001 Arbeiders India uitgebuit voor C&A en H&M
 2010.001 C&A denies dealing with controversial Indian supplier
 2010.001 C&A ontkent contact met gewraakt Indiaas bedrijf
 2010.001 European clothing chains accused of exploiting Indian workers
 2010.001 C&A_ slager die zijn eigen vlees keurt
 2010.001 C&A_ turning a blind eye to the cost of cheap clothes
 2010.002 Beleggen is één, duurzaam is wat anders
 2010.001 Onethische leverancier H&M en C&A aan het licht

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|-----------------------------------|-----------|-------------|------------|---------|--------------------------------|
| IPS | | Web site | Engels | 2010.09 | Maatschappij, geïnteresseerden |
| Joop.nl | | Web site | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| Kritische Massa | | Web site | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| Llink - Juist nu | | Web site | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| Manageronline.nl | | Web site | Nederlands | 2010.09 | Management, algemeen |
| Mondiaal Nieuws | | Web site | Nederlands | 2010.09 | Publiek, algemeen, online |
| MSN Nieuws | | Web site | Nederlands | 2010.09 | Publiek, algemeen, online |
| Nieuws.be | | Web site | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| nieuws.nl | | Web site | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| Nieuwsbank B.V. | | Persdienst | Nederlands | 2010.09 | Journalisten, voorlichters |
| Nieuwsbank B.V. | | Persdienst | Nederlands | 2010.09 | Journalisten, voorlichters |
| Nieuwsblad.be | | Web site | Nederlands | 2010.09 | Publiek, algemeen, online |
| NLTracks.nl | | Web site | Nederlands | 2010.09 | Cultuur liefhebbers, muziek |
| NOS - Internet | | Web site | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| nu.nl | | Web site | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| On the Horizon | | Nieuwsbrief | Engels | 2010.09 | Journalisten, voorlichters |
| On the Horizon | | Nieuwsbrief | Engels | 2010.09 | Journalisten, voorlichters |
| One World - Redactie | | Web site | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| One World - Redactie | | Web site | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| POWned.tv | | | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| Profnews.nl | | Web site | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| Qmusic website | | Web site | Nederlands | 2010.09 | Cultuur liefhebbers, muziek |
| Radio 1 | Nederland | Web site | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| Radio Wereldomroep | Nederland | Radio | Nederlands | 2010.09 | Expatriates |
| Radio Wereldomroep | Nederland | Radio | Nederlands | 2010.09 | Expatriates |
| Radio Wereldomroep | Nederland | Radio | Nederlands | 2010.09 | Expatriates |
| Radio Wereldomroep | Nederland | Radio | Nederlands | 2010.09 | Expatriates |
| Radio Wereldomroep | Nederland | Radio | Nederlands | 2010.09 | Expatriates |
| Radio Wereldomroep | Nederland | Radio | Nederlands | 2010.09 | Expatriates |
| Reformatorisch Dagblad - Economie | | Krant | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| Retaildetail website | | Web site | Nederlands | 2010.09 | Detailhandel, overige |

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|--|---|-------------|------------|---------|--------------------------------|
| 2010.001 Meisjes uitgebuit voor C&A en H&M | RTL Nieuws | Web site | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| Directie goede doelen goed betaald | RTL Nieuws | Web site | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| 2010.001 Kritiek op H&M en C&A | sevendays.nl | | Nederlands | 2010.09 | Jongeren |
| 2010.001 Kritiek op H&M en C&A | sevendays.nl | | Nederlands | 2010.09 | Jongeren |
| 2010.001 Leggings met een luchtje | sevendays.nl | | Nederlands | 2010.09 | Jongeren |
| 2010.001 C&A en H&M zijn uitbuiters | Telegraaf | Web site | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| 2010.001 Stefan Persson De Zweedse waldoener van personeel H&M | tijd.be | | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| 2010.002 Banken niet altijd verantwoord bezig | Trouw - Economie | Krant | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| 2010.002 Banken zijn soms verantwoord | Trouw - Economie | Krant | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| 2010.001 Kledingmerken moeten optreden tegen misstanden | Trouw - Economie | Krant | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| 2010.002 Donner vertrouwt te veel op zelfregulering | Trouw - Economie | Krant | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| 2010.001 Textielarbeidsters uitgebuit voor C&A en H&M | Trouw - Redactie | Krant | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| 2010.002 Banken zijn soms verantwoord | Trouw - Redactie | Krant | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| 2010.001 C&A ontket produceert in foute Indiase fabrieken | Trouw website | Web site | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| 2010.001 Gevangen tussen fabrieksmuren voor bruidsschat | Volkskrant - Economie | Krant | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| 2010.001 'We lichten bedrijven helemaal door' | Volkskrant - Economie | Krant | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| 2010.001 Naaisters Cambodja staken om hoger loon | Volkskrant - Economie | Krant | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| 2010.002 Bankbeleid 'alleen op papier' mooi | Volkskrant - Economie | Krant | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| 2010.001 Bank leent zonder lastige vragen | Volkskrant - Economie | Krant | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| 2010.001 Indiase textielarbeidsters uitgebuit voor C&A en H&M | Volkskrant - Redactie | Krant | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| 2010.001 Vuile kleren | Volkskrant - Redactie | Krant | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| 2010.001 Waar koop Ab Klink zijn kleren | Volkskrant - Redactie | Krant | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| Seattle voelde als eerste stap naar rechtvaardiger wereld | Volkskrant - Redactie Volkskrant Opinie & Debat | Krant | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| 2010.001 Kinderarbeid | Volkskrant website | Web site | Nederlands | 2010.09 | Maatschappij, geïnteresseerden |
| 2010.002 Bankbeleid alleen op papier mooi | Volkskrant website | Web site | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| 2010.001 H&M beëindigt relatie met Indiase leverancier | Volkskrant website | Web site | Nederlands | 2010.09 | Publiek, algemeen, landelijk |
| 2010.002 Banken niet altijd verantwoord bezig | Yahoo | Web site | Engels | 2010.09 | Publiek, algemeen, online |
| 2010.004 Turkse kinderen werken voor onze hazelnoten | AVRO - Algemeen | Televisie | Nederlands | 2010.10 | Publiek, algemeen, landelijk |
| 2010.002 EU en de Crisis: Business as usual of breekpunt? | Global Info | Web site | Nederlands | 2010.10 | Maatschappij, geïnteresseerden |
| 2010.002 EU en de Crisis: Business as usual of breekpunt | Global Info | Web site | Nederlands | 2010.10 | Maatschappij, geïnteresseerden |
| 2010.001 Uitbuiting | Opzij | Tijdschrift | Nederlands | 2010.10 | Vrouwen |
| 2010.004 Turkse kinderen plukken hazelnoten | People Planet Profit | Web site | Engels | 2010.10 | Bedrijfsleven, algemeen |
| 2010.004 SOMO-rapport: "Keten van hazelnoten onder vuur" | Supermarkt.nl | Web site | Nederlands | 2010.10 | Maatschappij, geïnteresseerden |
| 2010.001 Vraag om schone kleren | Trouw - Redactie | Krant | Nederlands | 2010.10 | Publiek, algemeen, landelijk |

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| 2010.206 Bloedmobieljes | Vara | Televisie | Nederlands | 2010.10 | Publiek, algemeen, landelijk |
| 2010.206 Bloed achter de schermen | Vrij Nederland | Tijdschrift | Nederlands | 2010.10 | Publiek, algemeen, landelijk |
| 2010.208 Sweatshop conditions abound in electronics industry | Aliran.com | Web site | Engels | 2010.11 | Non-profitsector |
| 2010.005 Filmdebat: medicijnen testen in ontwikkelingslanden | Artsennet.nl | Web site | Nederlands | 2010.11 | Zorg, medisch personeel |
| 2010.208 Global Network Urges Electronics Supply Chain to Respect Workers' Rights | Bulatlat website | Web site | Engels | 2010.11 | Journalisten, voorlichters |
| 2010.001 C&A neemt afstand van ECCJ-rapport 'Rights for Whom?' | de Echo website | Web site | Nederlands | 2010.11 | Publiek, algemeen, online |
| 2010.008 UN Global Compact: Ten years of greenwashing? | Ethical Corporation | Web site | Engels | 2010.11 | Belangenbehartigers |
| Country briefing the Netherlands | Ethical Corporation | Tijdschrift | Engels | 2010.11 | Belangenbehartigers |
| Gesprek met vertegenwoordigers van NGO's uit Zuid-Afrika, Colombia en India op initiatief van MVO-platform, Den Haag | Europa NU | Web site | Nederlands | 2010.11 | Maatschappij, geïnteresseerden |
| 2010.005 Filmdebat 'Body Hunters', over medicijntesten in ontwikkelingslanden | Fairdrugs.org | Web site | Engels | 2010.11 | Belangenbehartigers |
| 2010.001 C&A ontkent banden met uitbuitende fabrieken | Fashionunited.nl | Web site | Nederlands | 2010.11 | Modesector |
| 2010.004 "Voedselimpuria zijn de oorzaak van landbouwcrisis" | ipsnews.be | Web site | Nederlands | 2010.11 | Publiek, algemeen, landelijk |
| 2010.206 Nieuwsbrief JMA - MakeITfair Sint Actie | JMA nieuwsbrief | Nieuwsbrief | Nederlands | 2010.11 | Jongeren |
| 2010.001 Friesland Bank moet verantwoord ondernemen | Leeuwarder Courant | Krant | Nederlands | 2010.11 | Publiek, algemeen, regionaal |
| 2010.206 Oude telefoons en laptops bevatten kostbare mineralen | Managersonline.nl | Web site | Nederlands | 2010.11 | Management, algemeen |
| 2010.206 Oude telefoons en laptops bevatten kostbare metalen | MDinfo.nu | Web site | Nederlands | 2010.11 | Maatschappij, geïnteresseerden |
| 2010.001 C&A neemt afstand van ECCJ-rapport 'Rights for Whom?' | Nieuwsbank B.V. | Persdienst | Nederlands | 2010.11 | Journalisten, voorlichters |
| 2010.206 Alleen Toshiba, HP en Apple kijken dieper in eigen keten | People Planet Profit | Web site | Engels | 2010.11 | Bedrijfsleven, algemeen |
| Staatssecretaris Knapen hakt in op budget ICCO | People Planet Profit | Web site | Engels | 2010.11 | Bedrijfsleven, algemeen |
| 2010.206 Oude telefoons en laptops bevatten kostbare metalen | Profnews.nl | Web site | Nederlands | 2010.11 | Maatschappij, geïnteresseerden |
| ABV studiemiddag: Ethisiek via de markt: Antropologie en wereldverbetering op afstand | RU.nl | Web site | Nederlands | 2010.11 | Onderwijssector |
| 2010.001 Help ze liever, de Indiase naaisters | Trouw - Economie | Krant | Nederlands | 2010.11 | Maatschappij, geïnteresseerden |
| Vuile handen maken aan kolenstroom | Volkskrant - Economie | Krant | Nederlands | 2010.11 | Maatschappij, geïnteresseerden |
| (Boek) SOMO-boek over duurzaamheid en medicijnen | Wemos | Web site | Nederlands | 2010.11 | Non-profitsector |
| 2010.206 Bent u voor duurzaam geproduceerde mobieljes! | autoConnect | Web site | Nederlands | 2010.12 | ICT, resellers |
| 2010.206 Protests Across Europe Demand "Fair & Green Mobile Phones" | cellular-news | Web site | Engels | 2010.12 | ICT, telecommunicatie-sector |
| 2010.002 Financing Food - Financialisation and Financial Actors in Agriculture Commodity Markets | CFC website | Web site | Engels | 2010.12 | Politiek, geïnteresseerden |
| 2010.210 Shake up call voor eerlijke computers heeft resultaat | DUB website | Web site | Nederlands | 2010.12 | Maatschappij, geïnteresseerden |
| 2010.206 Jongeren hebben genoeg van foute mobieljes | Duurzaam Ondernemen | Web site | Nederlands | 2010.12 | Bedrijfsleven, algemeen |
| 2010.313 Nuon en Essent zetten onvoldoende stappen richting duurzame elektriciteit | Duurzaam Ondernemen | Web site | Nederlands | 2010.12 | Bedrijfsleven, algemeen |
| 2010.313 "Nuon en Essent zetten onvoldoende stappen richting | Energiegids website | Web site | Nederlands | 2010.12 | Maatschappij, geïnteresseerden |
| 2010.313 Greenpeace: 'Nuon en Essent onvoldoende duurzaam' | Energieraad website | Web site | Nederlands | 2010.12 | Maatschappij, geïnteresseerden |
| 2010.206 Jongeren hebben genoeg van foute mobieljes | Green Office Initiative | Web site | Nederlands | 2010.12 | Belangenbehartigers |

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| 2010.313 Nuon en Essent achterblijvers schone energie | Greenpeace Jongeren Milieu Actief website | Web site | Nederlands | 2010.12 | Non-profitsector |
| 2010.206 St Nicolaas wil volgend jaar eerlijke en groene mobieljes | Jongeren Milieu Actief website | Web site | Nederlands | 2010.12 | Jongeren |
| 2010.206 Jongeren hebben genoeg van foute mobieljes! | Jongeren Milieu Actief website | Web site | Nederlands | 2010.12 | Jongeren |
| 2010.206 Jongeren protesteren tegen 'foute' mobieljes | Mijn Kind Online weblog | Web site | Nederlands | 2010.12 | Ouders |
| 2010.206 Jongeren hebben genoeg van foute mobieljes | MVO Nederland | Web site | Nederlands | 2010.12 | Bedrijfsleven, algemeen |
| 2010.206 Jongeren hebben genoeg van foute mobieljes | Nieuws uit Amsterdam | Web site | Nederlands | 2010.12 | Publiek, algemeen, regionaal |
| 2010.206 Jongeren hebben genoeg van foute mobieljes | Nieuws.be | Web site | Nederlands | 2010.12 | Publiek, algemeen, landelijk |
| 2010.206 Jongeren hebben genoeg van foute mobieljes | One World - Redactie | Web site | Nederlands | 2010.12 | Maatschappij, geïnteresseerden |
| 2010.206 Overhandiging actiekaarten makeITfair | One World - Redactie | Web site | Nederlands | 2010.12 | Maatschappij, geïnteresseerden |
| 2010.206 Groene pieten en duurzame mobieljes | One World - Redactie | Web site | Nederlands | 2010.12 | Maatschappij, geïnteresseerden |
| 2010.005 Filmdebat 'Bodyhunters', 17 december a.s. | One World - Redactie | Web site | Nederlands | 2010.12 | Maatschappij, geïnteresseerden |
| 2010.001 H&M reageert direct op kritiek | Spaarmotief | Tijdschrift | Nederlands | 2010.12 | Bank- en kredietwezen |
| 2010.206 Jongeren willen eerlijke mobiele telefoons | Volkskrant - Economie | Krant | Nederlands | 2010.12 | Maatschappij, geïnteresseerden |
| 2010.313 Gas en wind, gouden combinatie | Volkskrant - Economie | Krant | Nederlands | 2010.12 | Maatschappij, geïnteresseerden |
| 2010.313 Nuon en Essent achterblijvers schone energie | Vroege vogels | Radio | Nederlands | 2010.12 | Publiek, algemeen, landelijk |

APPENDIX VIII

Press releases, media-attention follow up

| Title | Medium | Date | Press release date | Title press release |
|--|------------------|----------|--------------------|--|
| 2009.002 Maatschappelijk verantwoord beleggen nog lang niet volwassen | INSnet | 03-02-09 | 02-02-2009 | De beperkte reikwijdte van maatschappelijk verantwoord beleggen Vooraankondiging boek 'Het onzichtbare label; perspectief op duurzaam handelen' |
| (Boek) Het onzichtbare label | Puur Gezond | 18-02-09 | 09-09-2009 | Zitten er eerlijke materialen in mijn mobiel? |
| 2009.206 Zitten er eerlijke materialen in mijn mobiel | Channelweb | 06-03-09 | 05-03-2009 | Zitten er eerlijke materialen in uw mobiele telefoon? |
| 2009.206 Zitten er eerlijke materialen in uw mobiele telefoon? | PCMWeb | 06-03-09 | 05-03-2009 | Nieuw rapport: schending van arbeidsrechten in productie van spelcomputers en MP3-spele |
| 2009.206 Schending arbeidsrechten bij productie spelcomputers en MP3-spelers | Nieuwsbank B.V. | 11-03-09 | 11-03-2009 | Nieuw rapport: schending van arbeidsrechten in productie van spelcomputers en MP3-spele |
| 2009.206 Wirtschaft: Unwürdige Bedingungen in Elektronik-Branche | Berliner Umschau | | 11-03-2009 | Nieuw rapport: schending van arbeidsrechten in productie van spelcomputers en MP3-spele |
| 2009.002 Jersey meeting and protest expose 'offshore' finance problems | Eurodad | 12-03-09 | 13-03-2009 | Protest in Jersey tegen 'offshore' bankwereld |
| 2009.206 Pret is taboe in de iPhone-fabrik | MacFan | 12-03-09 | 11-03-2009 | Nieuw rapport: schending van arbeidsrechten in productie van spelcomputers en MP3-spele |
| 2009.206 Unwürdige Bedingungen in Elektronik-Branche | PC Welt | 12-03-09 | 11-03-2009 | Nieuw rapport: schending van arbeidsrechten in productie van spelcomputers en MP3-spele |

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| 2009.206 Unwürdige Bedingungen in Elektronik-Branche | Pressetext | 12-03-09 | 11-03-2009 | Nieuw rapport: schending van arbeidsrechten in productie van spelcomputers en MP3-spele |
| 2009.206 Zware schending arbeidsrechten in Chinese elektronicafabrieken | ZDNet.be | 12-03-09 | 11-03-2009 | Nieuw rapport: schending van arbeidsrechten in productie van spelcomputers en MP3-spele |
| 2009.206 Zware schending arbeidsrechten in Chinese elektronicafabrieken | ZDNet.nl | 12-03-09 | 11-03-2009 | Nieuw rapport: schending van arbeidsrechten in productie van spelcomputers en MP3-spele |
| 2009.206 Spelcomputers schenden mensenrechten | INSnet | 13-03-09 | 11-03-2009 | Nieuw rapport: schending van arbeidsrechten in productie van spelcomputers en MP3-spele |
| 2009.206 Lachen mag niet in de iPhone-fabriek | iPhoneclub | 13-03-09 | 11-03-2009 | Nieuw rapport: schending van arbeidsrechten in productie van spelcomputers en MP3-spele |
| 2009.206 Populaire spelcomputers buiten Chinese arbeiders uit | IPS | 13-03-09 | 11-03-2009 | Nieuw rapport: schending van arbeidsrechten in productie van spelcomputers en MP3-spele |
| 2009.002 Protest in belastingparadijs Jersey | MO* : mondial magazine | 13-03-09 | 13-03-2009 | Protest in Jersey tegen 'offshore' bankwereld |
| 2009.206 Populaire spelcomputers buiten Chinese arbeiders uit | MO* : mondial magazine | 13-03-09 | 11-03-2009 | Nieuw rapport: schending van arbeidsrechten in productie van spelcomputers en MP3-spele |
| 2009.002 Albert Hollander over Tax Justice NL | RTL Z nieuws | 13-03-09 | 13-03-2009 | Protest in Jersey tegen 'offshore' bankwereld |
| 2009.002 Secrecy jurisdictions under pre-G20 summit pressure | Eurodad | 19-03-09 | 13-03-2009 | Protest in Jersey tegen 'offshore' bankwereld |
| 2009.206 Foute producten... | Friesch Dagblad | 19-03-09 | 11-03-2009 | Nieuw rapport: schending van arbeidsrechten in productie van spelcomputers en MP3-spele |
| 2009.005 Europees toezicht op medicijntesten in ontwikkelingslanden kan beter | Wemos | 15-04-09 | 15-04-2009 | Europees toezicht op medicijntesten in ontwikkelingslanden |
| 2009.206_Thousands of consumers call for mobile phones | Pressmap.de | 15-05-09 | 15-05-2009 | Thousands of consumers call for fair mobile phones |
| 2009.005_Growing support for ethical testing campaign | Pharma Marketletter | 27-05-09 | 15-04-2009 | Europees toezicht op medicijntesten in ontwikkelingslanden kan beter |
| 2009.007 Las electricas no aportan al Sur_Diario Responsable_6-7-09 | Diario Responsable | 06-07-09 | 06-07-2009 | Empresas de electricidad dejan a los pobres a oscuras |
| 2009.206_Computerindustrie Filippijnen | Duurzaam Ondernemen - Algemeen | 06-07-09 | 06-07-2009 | Computerindustrie Filippijnen komt beloftes niet na |
| 2009.007 Rsc las comunidades de los paises en desarollo..._ElEconomista_6-7-09 | El Economista | 06-07-09 | 06-07-2009 | Empresas de electricidad dejan a los pobres a oscuras |
| 2009.206 Lange dagen en lange lonen_Mondiaal Nieuws_6-7-09 | Mondiaal Nieuws | 06-07-09 | 06-07-2009 | Filippijnse computerindustrie komt beloftes niet na |
| (Boek) Wat staat er op het onzichtbare label? | Groen Links Magazine Internationale Samenwerking | 01-09-09 | 25-08-2009 | Het onzichtbare label |
| (Boek) Kritisch kopen (recensie) | Onze Wereld | 01-09-09 | 25-08-2009 | Het onzichtbare label |
| 2009.207 Het duurzame mobielte bestaat niet | Duurzaam Ondernemen - Algemeen | 01-09-09 | 09-09-2009 | Vooraankondiging boek 'Het onzichtbare label; perspectief op duurzaam handelen' |
| (Boek) Het onzichtbare label daagt lezers uit tot duurzaam handelen | BNR Nieuws Radio | 08-09-09 | 09-07-2009 | Vooraankondiging Het onzichtbare label |
| (Boek) Interview met Evert-Jan Quak | KIT Publishers | 09-09-09 | 08-09-2009 | 'Het onzichtbare label' daagt lezers uit tot duurzaam handelen |
| (Boek) Het onzichtbare label | One World - Redactie | 09-09-09 | 25-08-2009 | Het onzichtbare label |
| (Boek) Duurzame zonde: naar de grootgrutter | Spits - Binnenland | 09-09-09 | 25-08-2009 | Het onzichtbare label |
| 2009.206 Duurzaam bezig zijn is niet makkelijk_Spits | PM - Algemeen | 11-09-09 | 25-08-2009 | Het onzichtbare label |
| (Boek) Doe er zelf iets aan (recensie) | Global issues | 13-09-09 | 08-09-2009 | Het onzichtbare label |
| (Boek) Het onzichtbare label_Global Issues_13-09-09 | MilieuFocus | 16-09-09 | 25-08-2009 | 'Het onzichtbare label' daagt lezers uit tot duurzaam handelen |
| (Boek) Boek van de week Het Onzichtbare Label | One World - Redactie | 18-09-09 | 17-09-2009 | Het onzichtbare label |
| 2009.210 Verduurzaming computers in handen van inkopers_oneworld.nl_18-09-09 | Wemos | 21-09-09 | 25-08-2009 | Handleiding duurzaam inkopen |
| (Boek) SOMO-boek over duurzaamheid en medicijnen | KIT Publishers | 22-09-09 | 08-09-2009 | Het onzichtbare label |
| (Boek) Het onzichtbare label_catalogus KIT publicers_22-09-09 | Duurzaam Ondernemen - | 23-09-09 | 23-09-2009 | 'Het onzichtbare label' daagt lezers uit tot duurzaam handelen |
| 2009.206 Geen eerlijke mobiele telefonie in Nederland | | | | Geen eerlijke mobile telefonie in Nederland |

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| | Algemeen | | | |
| 2009.206 Fabricage gsm's onder slechte omstandigheden | Radio Kassa | 24-09-09 | 23-09-2009 | Geen eerlijke telefonie in Nederland |
| 2009-206 Mobiele telefonieaanbieders niet maatschappelijk verantwoord | People Planet Profit | 27-09-09 | 23-09-2009 | Geen eerlijke telefonie in Nederland |
| (Boek) Het onzichtbare label daagt u uit | De Betere Wereld | 01-10-09 | 25-08-2009 | Het onzichtbare label |
| (Boek) Het onzichtbare label (recensie) | ZOZ tijdschrift voor doen-denkers Nieuwsblad | 01-10-09 | 25-08-2009 | Het onzichtbare label |
| (Boek) Wij vol Braeburns, zij vol lood | Transport | 09-10-09 | 25-08-2009 | Het onzichtbare label |
| 2009.06 Strategisch samen optrekken | NRC Next | 20-10-09 | 23-09-2009 | Geen eerlijke telefonie in Nederland |
| (Boek) Het onzichtbare label bij duurzaam bouwen | | 01-11-09 | 25-08-2009 | Het onzichtbare label |
| (Boek) Onzichtbare label bij duurzaam bouwen | Omgeving in de praktijk | 30-11-09 | 25-08-2009 | Het onzichtbare label |
| (boek) Het onzichtbare label | Unicef Nieuws | 01-12-09 | 25-08-2009 | Het onzichtbare label |
| (Boek) Het onzichtbare label in webwinkel | PALA | 13-01-10 | 25-08-2009 | Het onzichtbare label |
| (Boek) Het onzichtbare label perspectief op duurzaam handelen | PALA | 13-01-10 | 25-08-2009 | Het onzichtbare label |
| (Boek) Consument verdwaalt in het doolhof | Volkskrant - Economie | 22-01-10 | 25-08-2009 | Het onzichtbare label |
| (Boek) Het onzichtbare label in webwinkel | Volkskrant - Redactie | 22-01-10 | 25-08-2009 | Het onzichtbare label |
| 2010.005 Index brengt medicijn dichterbij de armsten | Onze Wereld | 25-01-10 | 25-08-2009 | Het onzichtbare label |
| (Boek) Het onzichtbare label in top 5 | KIT Publishers | 02-02-10 | 25-08-2009 | Het onzichtbare label |
| (Boek) De armen slikken een betere pil | Onze Wereld | 02-02-10 | 25-08-2009 | Het onzichtbare label |
| 2010.006 Arbeidsomstandigheden edelstenensector beneden peil | Llink - Juist nu | 10-02-10 | 10-02-2010 | De scherpe kantjes van edelstenen |
| 2010.006 Gekleurde edelstenensector kampt met slechte arbeidsomstandigheden | Nieuwsbank B.V. | 10-02-10 | 10-02-2010 | De scherpe kantjes van edelstenen |
| 2010.006 De scherpe kantjes van edelstenen | One World - Redactie | 10-02-10 | 10-02-2010 | De scherpe kantjes van edelstenen |
| 2010.006 Sanne van der Wal spreekt in Radio Kassa | Radio Kassa | 11-02-10 | 10-02-2010 | De scherpe kantjes van edelstenen |
| 2010.006 Slechte arbeidsomstandigheden in edelstenensector | Sieradenpassionista | 11-02-10 | 10-02-2010 | De scherpe kantjes van edelstenen |
| 2010.006 Gekleurde edelstenen fout | Spits - Algemeen | 11-02-10 | 10-02-2010 | De scherpe kantjes van edelstenen |
| 2010.006 De scherpe kantjes van edelstenen | Startlog | 11-02-10 | 10-02-2010 | De scherpe kantjes van edelstenen |
| 2010.006 De scherpe kantjes van edelstenen | Updaid | 11-02-10 | 10-02-2010 | De scherpe kantjes van edelstenen |
| 2010.006 Medailles Winterspelen uit gerecycleerde metalen | Mondiaal Nieuws | 12-02-10 | 16-02-2010 | Olympische medailles van elektronica-afval |
| 2010.006 Na de chocoladeletters nu eerlijke edelstenen | Volkskrant - Redactie | 12-02-10 | 10-02-2010 | De scherpe kantjes van edelstenen |
| 2010.006 De scherpe kantjes van edelstenen | Radio 1 | 14-02-10 | 10-02-2010 | De scherpe kantjes van edelstenen |
| 2010.006 Sanne van der Wal spreekt in Radio 1 | Radio 1 | 14-02-10 | 10-02-2010 | De scherpe kantjes van edelstenen |
| 2010.006 Olympische medailles van elektronica-afval | One World - Redactie | 16-02-10 | 16-02-2010 | Olympische medailles van elektronica-afval |
| 2010.006 SOMO meldt Olympische medailles van elektronica-afval | Wij Weten Alles Duurzaam Ondernemen | 16-02-10 | 16-02-2010 | Olympische medailles van elektronica-afval |
| 2010.006 Olympische medailles van elektronisch | Utrecht | 17-02-10 | 16-02-2010 | Olympische medailles van elektronica-afval |
| 2010.006 SOMO meldt Olympische medailles van elektronica-afval | News on the Net | 17-02-10 | 16-02-2010 | Olympische medailles van elektronica-afval |
| 2010.006 Baanbrekend nieuws | Volkskrant - Redactie | 17-02-10 | 16-02-2010 | Olympische medailles van elektronica-afval |

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| 2010.006 Olympische medailles van gerecycled edelmetaal | FNV Mondiaal Studium Generale Universiteit Utrecht Kritische Massa Duurzaam Ondernemen - Algemeen MVO Nederland Nieuwsbank B.V. One World - Redactie Aandrijven en Besturen De Wereld Morgen ECI Vrij Nederland Hulporganisaties.be Koepel van de Vlaamse Noord-Zuidbeweging Netwerk Bewust Verbruiken Nieuws.be Business & Human Rights Resource Centre - Algemeen Ethical Performance Best Practice Managementboek | 22-02-10 22-02-10 24-02-10 25-02-10 25-02-10 25-02-10 25-02-10 25-02-10 28-02-10 02-03-10 04-03-10 04-03-10 15-03-10 15-03-10 15-03-10 15-03-10 15-03-10 24-03-10 02-04-10 14-04-10 22-04-10 26-04-10 | 16-02-2010 16-02-2010 25-02-2010 25-02-2010 25-02-2010 25-02-2010 25-02-2010 16-02-2010 25-02-2010 25-08-2009 10-02-2010 25-02-2010 25-02-2010 25-02-2010 25-02-2010 25-02-2010 25-02-2010 25-02-2010 25-02-2010 25-02-2010 25-02-2010 | Olympische medailles van electronica-afval Olympische medailles van elektronica afval Automakers nemen hun verantwoordelijkheid niet Tien grootste autofabrikanten negeren mensenrechten bij inkoop metalen Tien grootste autofabrikanten negeren mensenrechten bij inkoop metalen Automakers nemen hun verantwoordelijkheid niet Automakers nemen hun verantwoordelijkheid niet Gouden bestemming voor e-waste Automakers tonen mankementen (Boek) Het onzichtbare label Foute edelstenen Autofabrikanten negeren mensenrechten bij aankoop Autofabrikanten negeren mensenrechten Autofabrikanten negeren mensenrechten Autofabrikanten negeren mensenrechten Top 10 auto-makers allegedly failing to address supply chain Car makers 'ignore abuses' at their peril (Boek) Het onzichtbare label Financialisation and Financial Actors in Agriculture Commodity Markets Financialisation and Financial Actors in Agriculture Commodity Markets |
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