

RESPONSIBLE BUSINESS INDEX®

Who is Belgium's Most Responsible Business?

While consumers may not be familiar with terms such as ESG, they increasingly expect companies to conduct business ethically, fairly, and responsibly. That's why, at the end of May, we're launching the Belgian edition of the Responsible Business Index (RBI).

This groundbreaking study, in collaboration with Ghent University, will reveal which companies are perceived as Belgium's most responsible businesses.

However, our research goes beyond rankings. Analyzing 200 companies across 15+ industries, it decodes what "business responsibility" means to Belgian consumers – overall and within each industry. We identify variations across regions, generations, genders, and brand metrics, as well as measure the impact on key business value drivers.



Why is a new and innovative approach needed?

Traditional tools measure corporate reputation. Our research shows that responsible business perception follows a different playbook. Its key drivers differ significantly from conventional reputation metrics.

These drivers include trust in a company's commitment to act responsibly, its expertise in developing responsible products and services, and the relevance of its contribution to societal well-being. Our innovative methodology measures and models all perception drivers, providing businesses with insights to strengthen their responsible reputation.

Which narratives work best?

Our preliminary findings show that consumers believe most companies are not acting responsibly enough. To bridge this gap, businesses need the right narratives.

We analyze 100+ corporate and commercial communications to uncover which messages, storylines, and rational or emotional narratives strengthen – or weaken – a company's responsible business perception.



Unlock the 2025 RBI Insights

Get the insights to boost your responsible business perception and drive real impact on your value drivers. Amongst others, here's what you'll uncover:



Where you stand:
your company's rank
against 200 others and the
national benchmark.



How you compare:
industry insights, plus
regional, generational, and
gender breakdowns.



**What drives your
perception:**
key factors shaping your
responsible business
credibility.



Why it matters:
how your perception fuels
consumer interest, brand
consideration, pricing
power, and NPS.



The bottom line:
a data-backed audit
showing what a one-point
perception boost means for
your business impact.



How to improve:
sharpening your
communication,
refining narratives, and
strengthening your
responsible business
reputation.

The RBS 2025 available reports



The RBS Belgium Report
A free benchmark report
available for download at the
end of May 2025. It provides
indexed data, high-level insights,
and identifies key value drivers.



The RBS Scorecard Report
A company-specific report
offering benchmarking scores,
competitor comparisons,
consumer segmentation insights,
and non-indexed individual
scores across all criteria and
drivers.

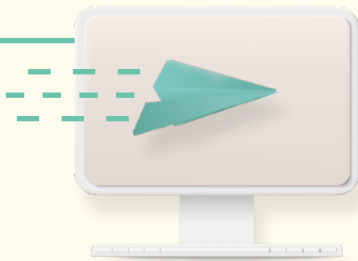
WHY PRE-ORDER NOW?

Get Ahead of the Competition

Only three companies per industry can pre-order the individual scorecard. With delivery at the general release, you'll have a head start while others wait.

Lock in pre-order Pricing

RBS Scorecard Report: €3,500



Visit www.bubka.be/rbi to pre-order.

Methodology & statistical approach

The benchmark runs on an N=1500 sample representative for the Belgian population. Dedicated code has been developed to allow descriptive, inferential and visual analyses on item and KPI data levels.

All KPI measures are psychometric valid (reliable) and a simulation tool has been developed in Structural Equation software AMOS to allow company specific improvement assessments, modelling brand consideration, premium pricing potential and NPS.

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