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Vattenfall has best corporate website of government-owned companies

Swedish utilities company Vattenfall has the best website among Swedish companies with government ownership. The listed companies TeliaSonera and Nordea Bank come second and third.

Best website of a company with government-ownership belongs to Vattenfall, with a score of 70.5 points, followed by TeliaSonera, 69.5 points and Nordea Bank, 63.75 points.

“Companies with government ownership score higher than listed Swedish companies in navigation, layout and accessibility”, says Marcus Eriksson, Project Manager of the survey. “They receive lower scores for financial information. On interactivity and corporate governance, the government-owned companies score less than listed companies.”

”Vattenfall is a European energy company with more than six million customers in the Nordic countries, Germany and Poland. The web is increasingly becoming more important as a meeting-point with our customers, investors, analysts, journalists and others interested in Vattenfall. Based on our new group Internet strategy, which is to give our websites a modern, useful and accessible design, we have surveyed our target groups’ wishes and needs. This ranking confirms that we have succeeded. The result is most flattering”, says Ann-Christine Larsson, Manager of External Web Communication.

The government has high ambitions for government-owned companies. They must publish interim and annual reports, as if they were listed. In its ownership policy, the government states that companies shall follow the Swedish Code of Corporate Governance. But the owner, the Swedish state, has few requirements on the companies’ websites other than publishing reports and following the Code. Communication on par with listed companies is also a way to inform citizens, potential buyers and others on the capital market.

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H&H Webranking is the leading survey of corporate websites, since 1997. Each year more than 500 corporate websites are scrutinized. The results are published in business media around Europe. In this ranking of government-owned Swedish companies the 21 largest companies with a government holding are included. They all had sales exceeding 2.5 bn Swedish kronor in 2005. Four of them are listed. In the survey 18 of the 125 criteria were excluded, since they are not relevant for non-listed companies. Thus the maximum possible score is 91.25. The survey follows the review protocol used for Webranking 2006. The protocol is based on a survey with investors, analysts and business journalists. Only information in Swedish has been reviewed. For more on Webranking, see www.webranking.nu

Web score for 21 companies with government ownership, 2007

Rank	Company	Total score	Website	Sector
1	Vattenfall	70.5	www.vattenfall.com	Utility
2	TeliaSonera*	69.5	www.teliasonera.com	Telecom services
3	Nordea Bank*	63.75	www.nordea.com	Bank
4	OMX*	51.5	www.omxgroup.com	Financial services
4	SAS*	51.5	www.sasgroup.net	Air carrier
6	Vasakronan	50.5	www.vasakronan.se	Real estate
7	Sveaskog	49.75	www.sveaskog.se	Forestry
8	Apoteket	46	www.apoteket.se	Retail
9	Posten	45.5	www.posten.se	Post
10	LKAB	44.5	www.lkab.com	Mining
11	SBAB	43	www.sbab.se	Finance
12	Green Cargo	41.75	www.greencargo.com	Transport
13	Svensk Exportkredit	40.25	www.sek.se	Finance
14	SJ	39.25	www.sj.se	Railway
15	V&S Vin & Sprit	38.25	www.vsgroup.se	Beverages
16	Akademiska Hus	37.75	www.akademiskahus.se	Real estate
16	Systembolaget	37.75	www.systembolaget.se	Retail
18	Samhall	36.5	www.samhall.se	Services
19	Teracom	35.75	www.teracom.se	Telecom services
20	Svenska spel	35.5	www.svenskaspel.se	Gaming
21	Swedcarrier	23	www.swedcarrier.se	Transport
Average		45.3		

* Listed, partly government owned
Maximum possible score 91.25

Score per area, Swedish Government owned companies, 2007

Area	Government-owned companies	100 Swedish listed companies	Max score	No of criteria
No of companies	21	100		
Technology, Search Engines, Accessibility, Navigability & Layout	8.4	7.6	12.00	9
Global/Interactive Functions	5.6	6.5	15.75	21
Corporate/IR front page	3.0	3.3	4	5
General Company Information	4.5	5.0	9	8
Press Room	2.6	2.9	5.75	10
IR/ Financial Information	10.3	12.4	22	17
Corporate Governance	4.2	5.5	8.25	12
Corporate Social Responsibility, CSR	1.4	1.2	3	8
Contact Information	3.8	4.0	6.5	10
Website Calendar	1.2	1.9	5	7
Total	45.0	50.3	91.25	107