

PRESS RELEASE

Russia sinks its international reputation with the war in Ukraine, according to the RepCore® Nations 2022 ranking

- Russia occupies the last position in the recently published RepCore® Nations 2022, a ranking carried out by Reputation Lab that analyzes the reputation of the 60 leading economies in the world in the eyes of the citizens of the G7, the most industrialized countries in the world.
- Ukraine and Poland carry positions 23 and 22, a reaction to the current conflict that, within the G7, has created an emotional attachment towards the former and feelings of admiration towards the humanitarian response of the latter.
- China occupies one of the lowermost places, 57th out of 60.
- Citizens of Russia and China each grant their own country the highest score but still highly value each other and coincide in bestowing the lowest positions to the United States and Ukraine.
- Canada leads the 2022 ranking, followed by Switzerland, Finland, Norway, and Sweden.

July 28th, 2022.- The invasion of Ukraine sank Russia's international reputation to the bottom of the RepCore® Nations 2022 ranking prepared by the consulting firm Reputation Lab. The ranking analyzes the perception of the world's 60 leading economies by the population of the countries in the G7.

The RepCore® Nations model introduces the RepScore indicator, a measurement of the quantity of admiration, respect, and trust held towards a country by the general public. A country's RepScore can be understood through the analysis of 22 rational attributes grouped into five dimensions: quality of life; quality of institutions, level of development, ethics and responsibility, and the "human factor".

Measuring a country's reputation is extremely important; it has a significant and quantifiable impact on tourist arrivals, total exports, and foreign direct investment.

Following Russia's invasion, Ukraine has obtained the 23rd position in the ranking, which amounts to a score similar to that of Greece or the US. The country has gained a large positive "emotional halo," measured by the difference between the RepScore and the Index (the weighted average of the scores obtained in the 22 *rational* attributes of the model). In short, a positive emotional halo suggests that the level of admiration, respect, and trust in a country would be lower if the score rested solely on rational variables.

Poland's reaction to the war, welcoming a large number of Ukrainian refugees, has been very well received by the international public. In fact, out of the 60 countries in the study, it was the nation whose reaction to the conflict was most valued. It ranks 22nd in the ranking with a reputation similar to countries such as Germany.

China maintains a weak reputation, holding the 57th position of the 60 countries evaluated.

The world in the eyes of Russia and China

The study also analyzes the reputation of the 60 largest economies in the eyes of the populations of Russia and China, producing results diametrically different from the G7.

In the case of Russia, its citizens give their own country the highest rating and assign fourth place to China. The worst reputation for Russians is obtained by the US, followed by Ukraine, Poland, and leading European powers such as the United Kingdom or Germany.

China follows a similar pattern: citizens grant the first position to China, the fourth position to Russia, and relegate the US to the bottom of the ranking, along with countries such as Japan, India, and South Korea.

"This is the first study of its kind to be carried out on a global scale after the pandemic and the invasion of Ukraine. It allows us to understand the emotional state of citizens in a particularly critical context such as the current one", explains Fernando Prado, Partner at Reputation Lab and co-director of the study. "At Reputation Lab, we believe that investing in the 'Country Brand' delivers substantial returns: firstly, economic ones, for we can empirically demonstrate that an increase in the reputation of a nation impacts tourist arrivals, foreign direct investment, and exports, but, also, countries with a good reputation have a greater influence on the international community than would correspond to their economic and military potentials, contributing to what is known as soft power."

Canada receives the leading position in the RepCore® Nations 2022 ranking, followed by Switzerland, Finland, Norway, and Sweden. The "top 10" is completed with New Zealand, Australia, Denmark, the Netherlands, and Ireland.

About the RepCore® Nations 2022 model

RepCore® Nations is an adaptation of the **RepCore®** model created to measure the reputation of companies. It analyzes the opinion of citizens in G7 countries about the 60 major economies of the world. The data was collected through online surveys carried out between the months of March and April of 2022 to a sample of 37,742 people, 22,610 of them in the G7 (USA, Canada, Germany, France, United Kingdom, Italy, and Japan), in addition to Russia and China. The ranking is completed with 15,132 interviews in other countries.

The RepCore® Nations model includes the RepScore global emotional indicator, which is explained by 22 rational attributes including but not limited to: the management and efficient use of public resources, security, efficient government and institutions, leisure and cultural offerings, and the fight against

climate change. These 22 attributes are grouped into five dimensions that hold varying weights when measuring the reputation of a country: Ethics and Responsibility is the dimension that has the highest, with 24%, followed by Level of Development with a 22.9%, Quality of Life, 20.5%, Institutional Quality, 20.3% and finally the Human Factor with 12.4%.

About Reputation Lab

[Reputation Lab](#) is an advisory firm that specializes in the analysis and management of reputation. Its professionals are pioneers in the measurement of intangible assets, seeking to quantify the perceptions, judgments, and priorities of stakeholders regarding companies and nations. Reputation Lab promotes the development of sustainable competitive advantages from the integrated management of brand and reputation.

Reputation of the 60 countries with the highest GDP in the G7



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