

**Materiality Assessment as a strategic business tool:** Use the materiality process to apply a sustainability lens to business risk, opportunity, trend-spotting and risk management processes in your company's business strategy.



# MATERIALITY ASSESSMENT

## THE MAT - TOOL

### CONTEXT

*“Material information is any information which is reasonably capable of making a difference to the conclusions stakeholders may draw when reviewing related information”.*

#### What is Materiality?

Materiality Assessment is the process of identifying and assessing potential ESG issues that could impact your business and your stakeholders and condensing them into a short-list of topics that inform company strategy, targets and reporting.

#### What is the objective?

1. Inform your strategy
2. Strengthen your engagement with stakeholders
3. Inform your sustainability reporting

#### What are the benefits?

A thorough and inclusive materiality process using a stakeholder engagement can deliver valuable benefits, such as:

1. Identifying trends that could significantly impact your company's ability to create value in the long-term;
2. Being ready to take advantage of opportunities to develop new products or services and stay ahead of competitors;
3. Prioritizing company resources so you can focus time and money on the most important topics, and on collecting relevant data;
4. Mitigating business risks and opportunities;
5. Identifying where your company is creating, or reducing, value for society.

Engaging with stakeholders in the format of a one-day roundtable dialogue, is at the core of CSR Europe's approach to delivering materiality assessments. Watch our video testimonial [here](#).



- Materiality Matrix executed via 10 stakeholder dialogues with affiliates across Europe, Russia, Asia, Africa, USA and central and South America on country sustainability plans
- Topics: Education, Health, Road Safety, VET, Employment
- Sustainable Natural Rubber (see testimonial [here](#)).

# CSR EUROPE ASSESSMENT TOOLS

CSR Europe delivers a 5-step materiality process, aligned with GRI guidelines and can be tailored to apply in an integrated reporting context. Our team, specialising in CSR and corporate stakeholder engagement, is ready to deliver a comprehensive service, specifically tailored to your company's strategic need.

## CSR Europe's Signature Approach to Materiality: Stakeholder Dialogues

*Rather than engaging with stakeholders through a generic online survey or virtual setting, our experience shows that a face-to-face dialogue bringing all stakeholders to the table, is crucial – not only to enhance the quality and depth of feedback – but also to build trust and relationships with key stakeholders that have an impact on your business.*

CSR Europe's approach to materiality assessments is based on a proven 'stakeholder dialogue' methodology that delivers reliable results with a direct impact on companies' management processes and decision-making.

Thanks to our large network of companies, National Partner Organisations (NPOs), the European Commission, national governments, NGOs and other stakeholders, we have the capacity to reach out to the experts and organisations relevant for your business. We also have a proven methodology that consistently delivers reliable results.

### Examples of delivered stakeholder dialogues

**HITACHI** Inspire the Next

- Smart communities
- Human rights

- Lending and reporting
- Wealth creation and life empowerment



**NOVARTIS**

- Health diversity
- Healthcare services in developing countries

- Environmental performance

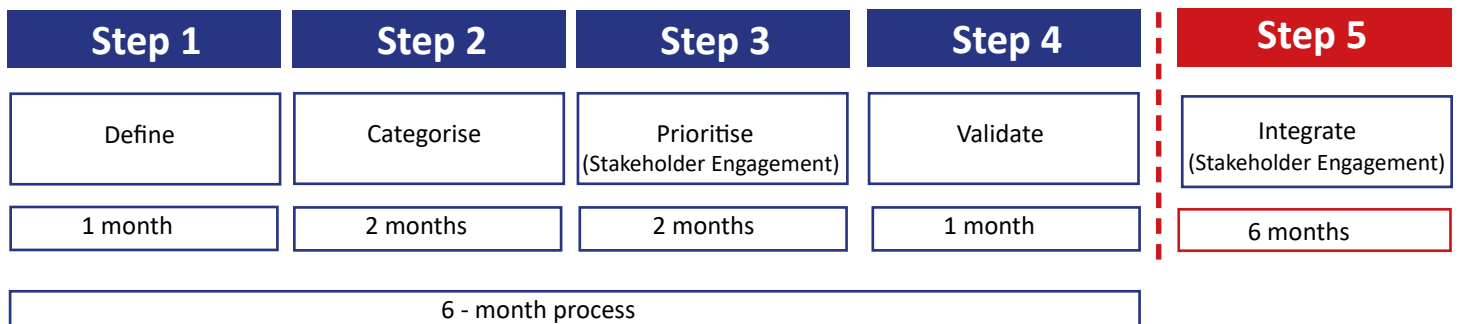
- Health and nutrition



## The materiality delivery process

CSR Europe proposes its services from identifying materiality topics for your company to stakeholder engagement globally, regionally and locally:

- 1. Define:** Define scope and purpose of materiality assessment; gather information about the impact and importance of material topics via a risk-assessment and sector analysis; benchmark matrix against other companies
- 2. Categorise:** Identify long-list of materiality topics; refine long-list by clustering them into categories; engage management to test the results
- 3. Prioritise:** Seek global stakeholder feedback on material topics reported and prioritise which material topics are of high importance to both business and key stakeholders. Stakeholder mapping; one-day moderation and facilitation; evaluation and follow-up; impact monitoring
- 4. Validate:** Engage internal management and executives to validate the outcome and test the results of your materiality matrix
- 5. Integrate:** Integrate the findings into your business strategy; Develop a regional sustainability plan; select regional partners and train local affiliates; implement process through regional stakeholder dialogues.



Engaging with stakeholders in the format of a one-day roundtable dialogue, is at the core of CSR Europe's approach to delivering materiality assessments. Watch our video testimonial [here](#).

