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Materiality Analysis

Rather than trying to address every sustainability risk and potential opportunity, leading companies focus their efforts on areas that deliver the greatest value to their business and to their most important stakeholders.

A BSR Service

Our Approach

Prioritization is a critical component of any strategy development process. We have used materiality analysis, or the process of identifying significant issues, to help some of the world's leading companies prioritize sustainability risks and opportunities to ensure company resources are focused strategically.

Our proven approach to materiality analysis evaluates sustainability issues based on your unique business strategy and stakeholder interests. Leveraging a materiality analysis, we can help your company tailor its sustainability program, reporting, and stakeholder engagement activities around the issues that are most 'material' to your business and sector.

Business Benefits

A materiality analysis will enable your company to:

- » **Build your sustainability strategy** around the most significant and relevant issues for your business, maximizing the impact of your efforts
- » **Focus your reporting and communications** on the areas that are of greatest interest and concern to stakeholders
- » **Identify products, services, and business lines** with greatest potential for sustainable business growth
- » **Utilize a consistent framework for weighing risks** associated with a range of issues and inform decision making

Sample Clients

Archer Daniels Midland Company
AstraZeneca PLC
AT&T Corp.
Exxon Mobil Corporation
General Electric Company
Hitachi
IBM Corporation
Global e-Sustainability Initiative
Sodexo Group
Sony Corporation
Sprint Nextel

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Sample Materiality Analysis



75%

of the 250 largest global companies apply the principle of materiality when reporting

(Source: KPMG International Survey of Corporate Responsibility Reporting 2008)