

Prioritise your sustainable future
with a **Materiality workshop**

Independent validation for sustainable business

Understanding Sustainability Materiality

Materiality analysis is a process with which organisations prioritise key risks and opportunities with specific relevance to all their stakeholders both internal and external. Sustainability materiality is an effective process which enables organisations to analyse and prioritise issues within an increasingly complex sustainability landscape.

Organisations use the concept of sustainability materiality to guide the strategic planning process. Results prioritise issues such as economic, environmental, or social concerns which an organisation has an impact on or may be impacted by. Results will also highlight issues that significantly influence the behaviours and decisions of most stakeholders.

Although recognised as good practice, sustainability reporting is currently a voluntary exercise. It is becoming increasingly important for all organisations to report on the sustainable material issues. These issues have a direct and indirect impact on the ability to create and maintain intrinsic economic, environmental and social value. Not only for the business but for stakeholders, the environment, and society at large.

In a sustainability context, 'materiality' refers to those issues that have significant repercussions on an organisation, both positive and negative. While there are no immediate financial implications, bottom line will be affected by productivity linked to staff engagement, retention, recruitment, brand reputation and so on.

Sustainability materiality assessments are formal exercises aimed at engaging with stakeholders to find out how environmental, socially responsible issues relate to them. The insights gained should then be used to set objectives and targets and inform communications to tell a more meaningful sustainability story. The process includes identifying key issues, collecting data, conducting stakeholder surveys and mapping and prioritising the issues from which to build sustainability strategy.

Any organisation can perform a sustainability materiality analysis to best understand what issues are relevant to strategy and how 'moderate', 'significant' or 'major' they are.

Sharing your sustainability materiality assessment results can serve as a starting point for continuing a conversation with stakeholders and help maintain engagement with your sustainability initiatives. When incorporated into an overall sustainability strategy, your findings can inform communications plans for each stakeholder group and enable more focused and effective story telling.

While a sustainability materiality assessment requires time, effort and resources, it is an invaluable tool for gathering insights which can drive your sustainability strategy and enable meaningful impact reporting.

The idea of double materiality derives from a recognition that an organisation's impact on the world beyond finance can be material and therefore worth disclosing. Results describe value beyond the financial, encompassing impacts on society at large, for reasons other than their effect on bottom line.

Using the concept of materiality to guide a **sustainable, strategic planning process** will lead to a clear stakeholder influenced sustainability roadmap prioritising strategy and policy.

CSR-A offers a workshop to kick-start your sustainability materiality process and engage internal and external stakeholders.

Sustainability Materiality Workshop: 2.5 hours

Introductions

1. Overview of the session and expectations
2. First exercise – data gathering against the Four Pillars:

We will ask delegates to use the work sheets and notes to write down areas of importance.

This information will be used to inform the next exercise.

3. Second exercise – explore a dummy survey:

We ask each delegate to formulate example survey questions intended for all stakeholders based on the information collected in the first exercise.

Once we have a number of questions for each pillar we will ask different delegates to represent different stakeholder groups and answer the questions as that stakeholder.

We go around the room and collect answers and priorities of importance, together with any comments.

4. Third exercise – use dummy survey data to fill in the materiality matrix:

We complete a master matrix in the room based on results.

5. Fourth exercise – how to identify and prioritise sustainability and communications strategy.

Sustainability Materiality: Further Actions To Complete

1. Sustainability data gathering audit:

Pull together sustainable information that is 'material' to both internal and external stakeholders. This could be Climate Change, Net Zero, Diversity and Inclusion, community engagement etc.

2. Identify all relevant stakeholder groups:

Materiality assessments are most valuable when you are able to gather diverse insights from inside and outside your organisation. We then create a list of relevant stakeholder groups and identify key contacts within each, who can provide a meaningful perspective on an organisation's sustainability strategy.

3. Design and launch surveys tailored to each stakeholder group:

Write survey questions and analyse insights individually to determine what issues are most important to each stakeholder group.

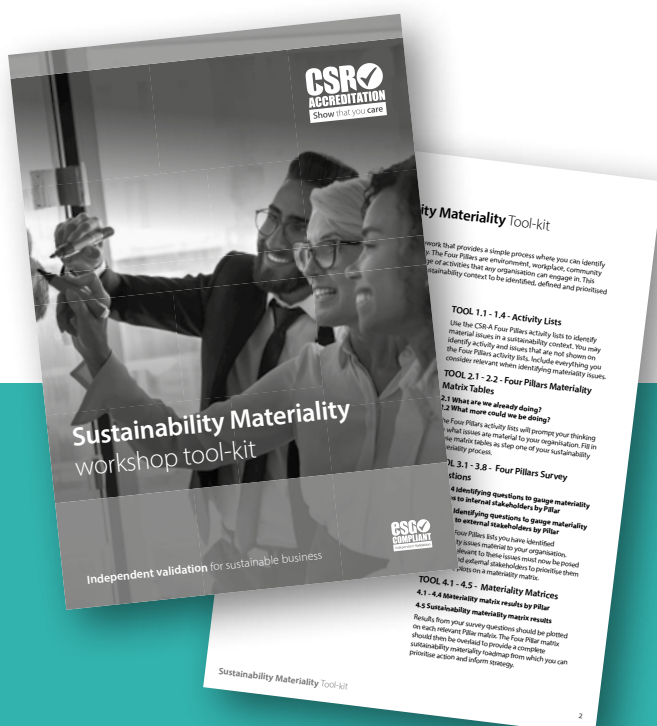
4. Analysis of results:

Bring all data together to identify commonalities by creating a matrix of overlays to map out trends and observations across the Four Pillars. Collated results prioritise issues according to importance and urgency.

5. Turn insights into action:

Typically the process will take several months to complete.

The outcome will be a clear stakeholder influenced sustainability roadmap, prioritising strategies and policies. These will include the integration of social responsibility and governance policies to enhance sustainable growth, reduce reputation risk and generate value.



We provide a tool-kit of consultation services which can be delivered as modules to provide support for the sustainability materiality process.

Alternatively CSR-A can act as a facilitator to the entire sustainability materiality process.

An overview of the **sustainability materiality** process



Show the world you are **environmentally and socially responsible** by becoming **CSR Accredited**

CSR-A is the only organisation delivering a global environmental and social responsibility accreditation providing independent validation and recognition of an organisations sustainability activities. It is a powerful way to communicate these positive actions to all stakeholders.

CSR Accreditation will:



DEMONSTRATE ESG COMPLIANCE



IDENTIFY RELEVANT UN SDG'S



LEVEL UP YOUR TENDERING POWER



RECRUIT & RETAIN TALENT



MANAGE AND MITIGATE RISK



PROTECT & ENHANCE YOUR BRAND

Workshops & Webinars

To inform and inspire CSR policy and its benefits. Introducing the Four Pillars of CSR and explaining how good CSR policies drive corporate change. How with well defined objectives and measurable targets, your policy will provide the foundation towards running a sustainable, ethical and efficient business.

CSR Training Courses

CSR-A provides a comprehensive, 6 module training course to explore SR, CR, ESG and learn how your organisation will benefit. The course enables organisations to understand how to create a CSR policy using the CSR Four Pillars and suggests ways of working that deliver positive outcomes for all.

Social Impact Reporting

A Social Impact Report is similar to an annual report and shows all your audiences the impact that your organisation is making through its CSR commitments. This includes financial benefits, environmental impact, staff and stakeholder engagement, positive impact on communities and charities.

Register now for CSR Accreditation. Registration is free and easy and you will be provided with our comprehensive Guidance for Accreditation, information on our fee structure, a full list of membership benefits and a Word document application form in which you compile and upload your completed application.

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