

Materiality matrix

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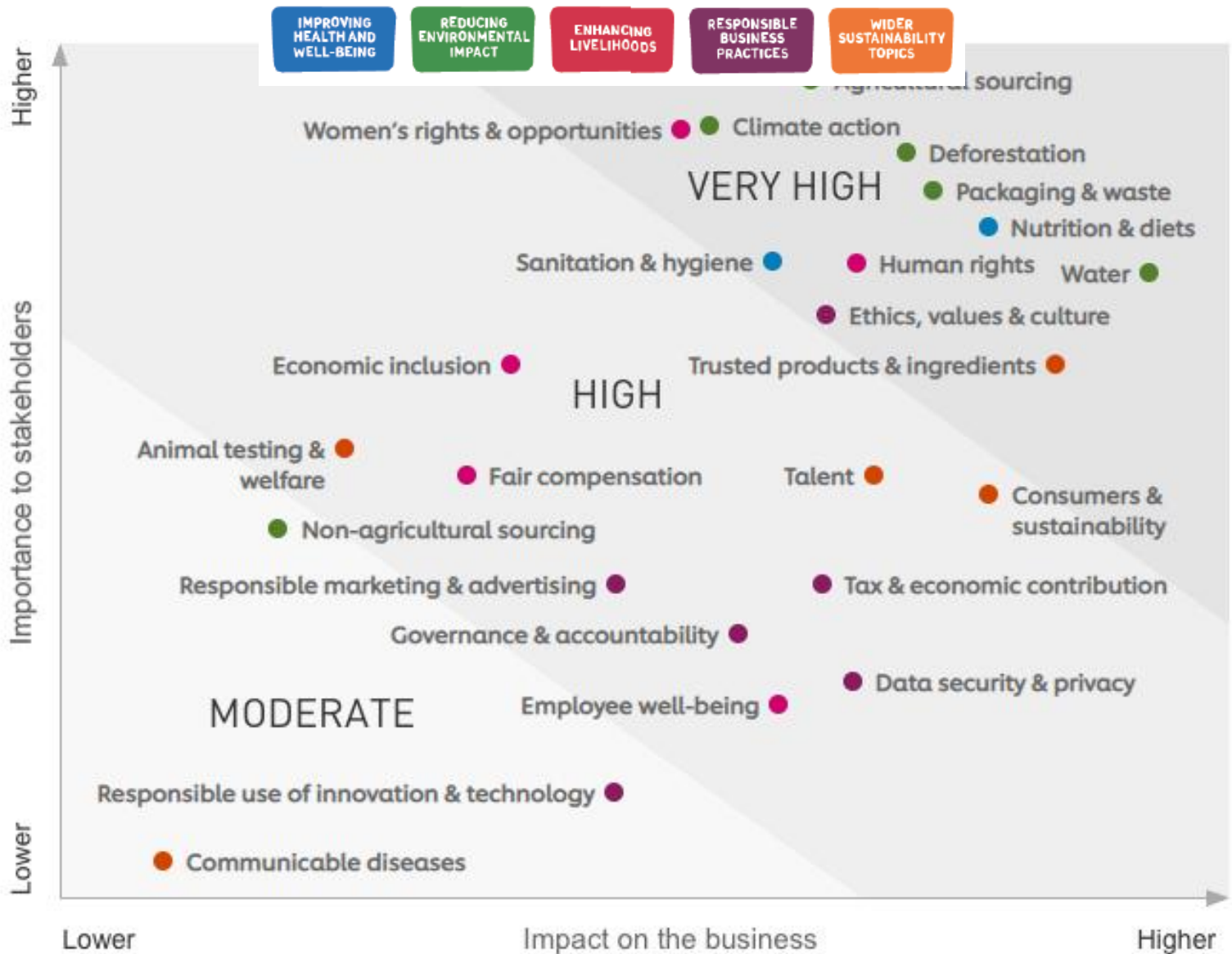
A materiality matrix enables a company to decide which CSR (corporate social responsibility) initiatives to invest in. The total value created by a CSR initiative can broadly be broken down into business and societal values.

Business value refers to the favorable stakeholder behaviors resulting from the initiative such as purchasing the company's products, investing in the company, or otherwise helping the company reach its goals.

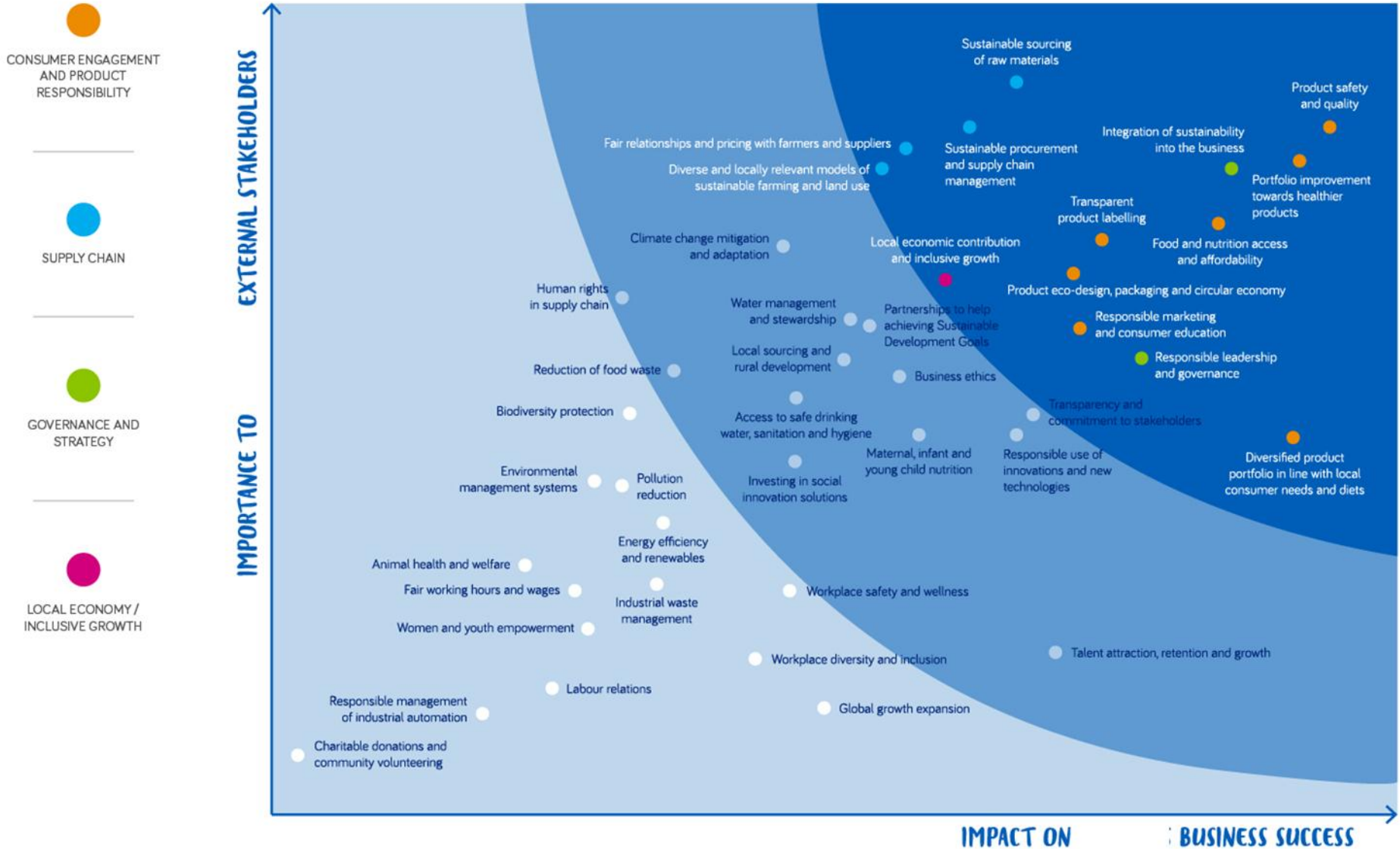
In contrast, **societal value** refers to the direct **social benefits** (such as healthier lifestyles) and/or **environmental benefits** (for example, increased recycling) that result from the CSR initiative.

The matrix plots CSR issues in terms of **two dimensions**: the importance or attractiveness of the issue to stakeholders and the importance of the issue to the company in terms of the likely influence of the initiative(s) on business success.

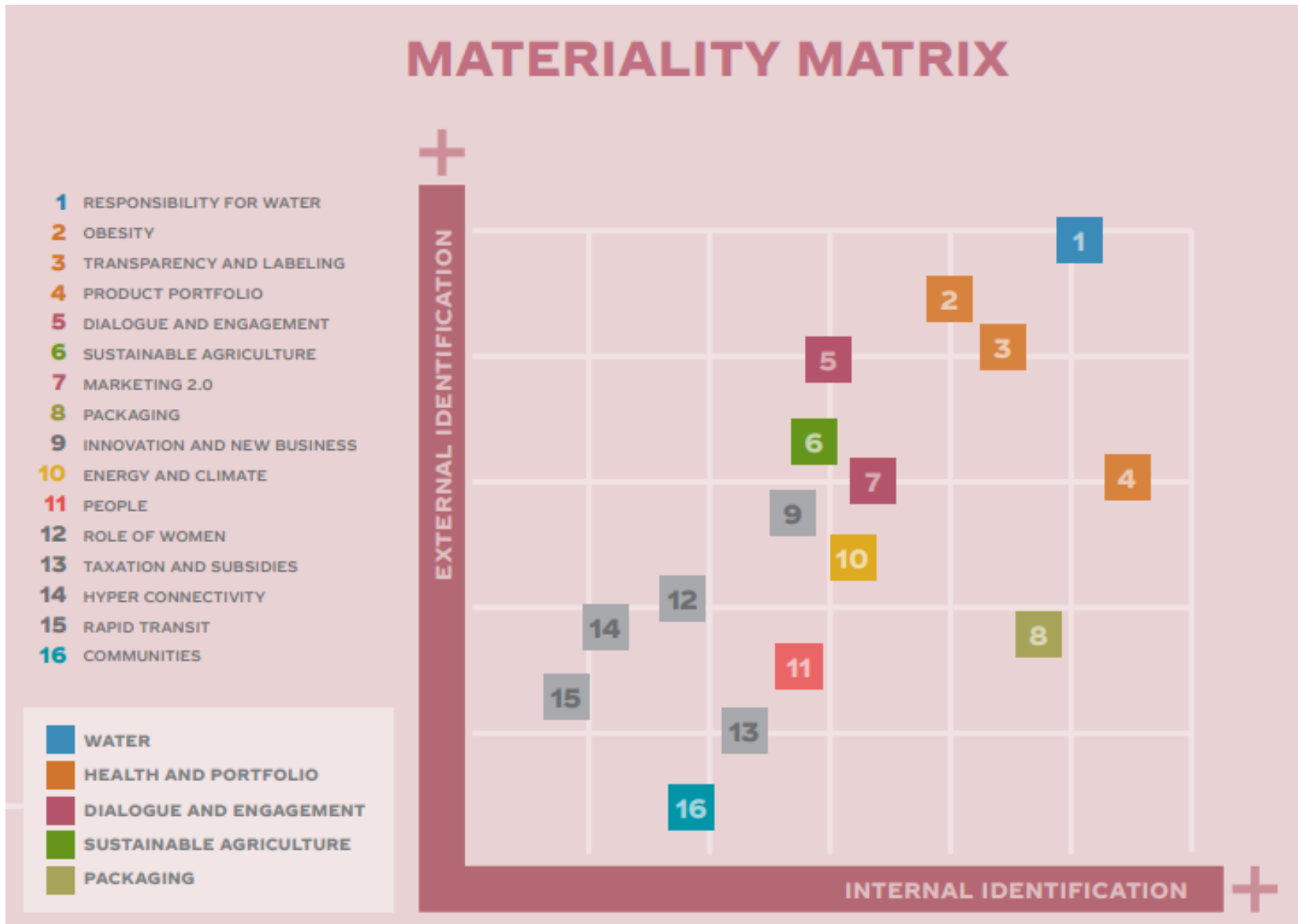
Materiality matrix - examples



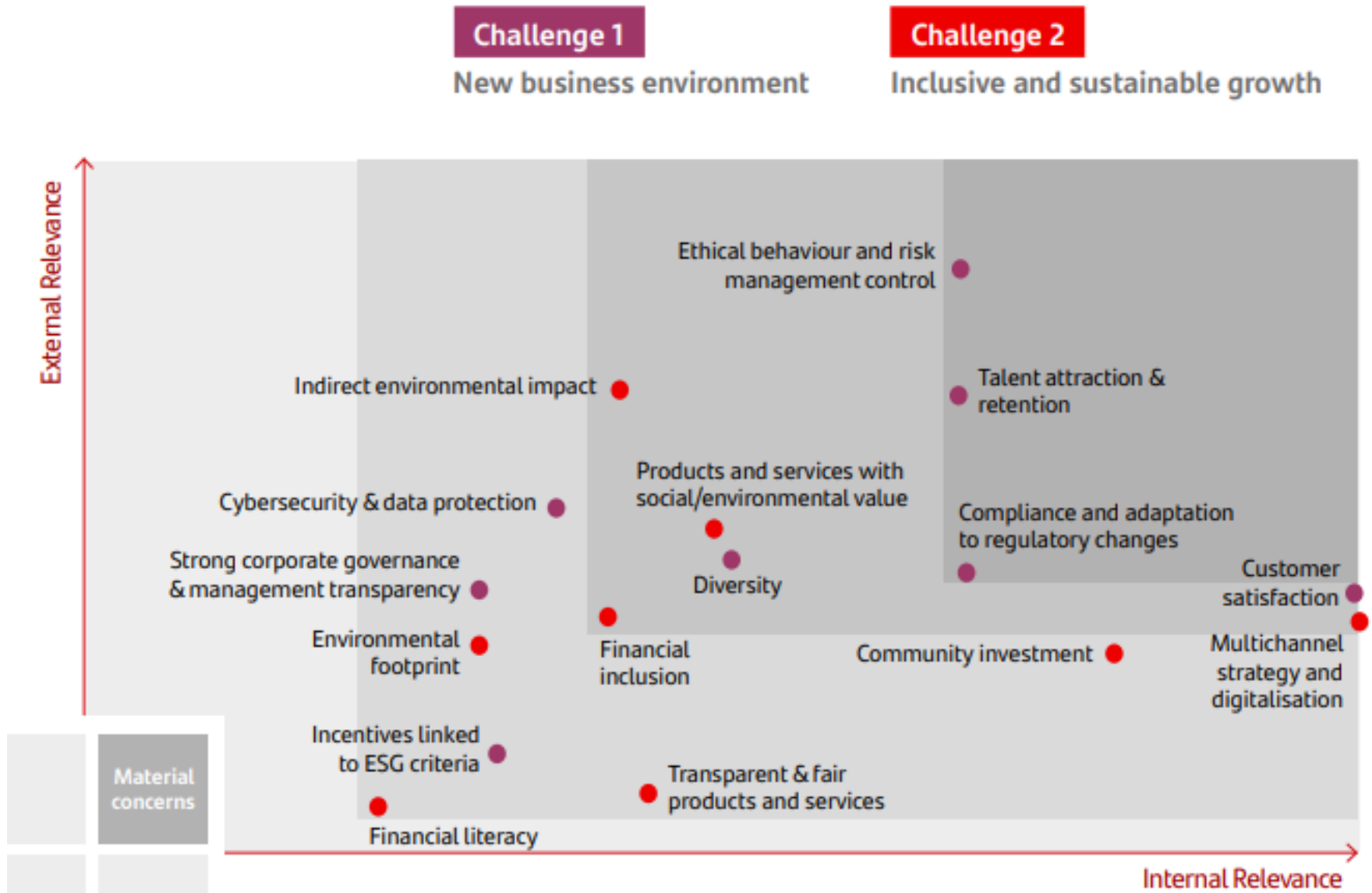
Materiality matrix - examples



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Questions

1. Choose 2 materiality matrices from those presented and compare them, analyzing:

- which initiatives are similar and which are different;
- whether there is clarity and objectivity in the initiatives; and
- if there are conflicting initiatives.

Try to find out which sectors of the economy the 2 chosen companies belong to.