

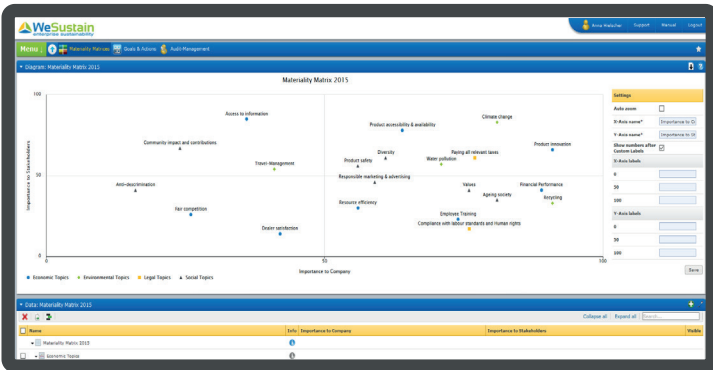


WeMateriality

THE STRATEGIC COMPASS OF SUSTAINABILITY MANAGEMENT

Use matrices to identify action fields

The materiality analysis forms the strategic foundation of sustainability management. It is used to identify focus topics, set priorities and determine the relevance of individual areas for various stakeholder groups. The materiality analysis is a key component of the GRI classification. The aim is to identify the driving sustainability issues including potential opportunities and risks at an early stage and to take them into account for your CSR strategy. The WeMateriality module offers the opportunity both to represent company and stakeholder interests clearly in a materiality matrix and to reinforce the materiality process. The matrix is composed of a standardized coordinate system divided into four quadrants, with one axis showing the weighted significance of the recorded factors for the company and the other displaying their significance for stakeholders. For improved clarity and categorization, individual topics are appropriately collated in content-based topic areas. The illustrations allow for flexible use, and can be used to create risk heat maps as well as other visualizations



Full flexibility with full functionality

Separate materiality matrices can be created and processed for individual years as well as for various areas and stakeholder groups, etc. Indicators can be suitably allocated to topics from the GRI and other standards using tagging, so that the most significant indicators can be displayed at a glance. WeMateriality enables data to be imported easily from external survey tools, as well as fully-automated imports from the mobile **WeApp**. Transferring results and matrices into the sustainability report via **WeCore** is equally straightforward.



Optimize strategies

Amongst other applications, the module is particularly well suited for annual differentiation analyses according to geographical or organizational units, or generally to compare the relevance of various factors in two directions. The insights acquired are essential to analyze and further develop a company's sustainability strategy, and serve as the data basis for target and measure planning in **WePerform**. Leading companies use WeMateriality to display the results of their regular global stakeholder surveys. The identified action fields enable companies to further develop their CSR strategy closely to stakeholder interests.

The materiality analysis captures your stakeholders' and your company's most significant expectations of sustainability management. This therefore enables you to define priorities and formulate effective implementation strategies.

- >> COMPARE COMPANY AND STAKEHOLDER INTERESTS
- >> CREATE RISK HEATMAPS
- >> IMPORT DATA EASILY FROM EXTERNAL TOOLS
- >> ILLUSTRATE DIFFERENTIATED ANALYSES



WeCore: The heart and foundation of the WeSustain ESM software
WeApp: our mobile application for stakeholder communication
WePerform: our ESM module for role, action and progress management

