



SWIZZELS

MATERIALITY RESULTS

BETTER NOT STOP

THE MATERIALITY APPROACH

There is no doubt that businesses today have an impact on individuals, society as a whole and the environment. A materiality assessment is an exercise that helps an organisation identify what positive and negative impacts should be considered a high priority and formulate a proactive strategy to maximise its efforts.

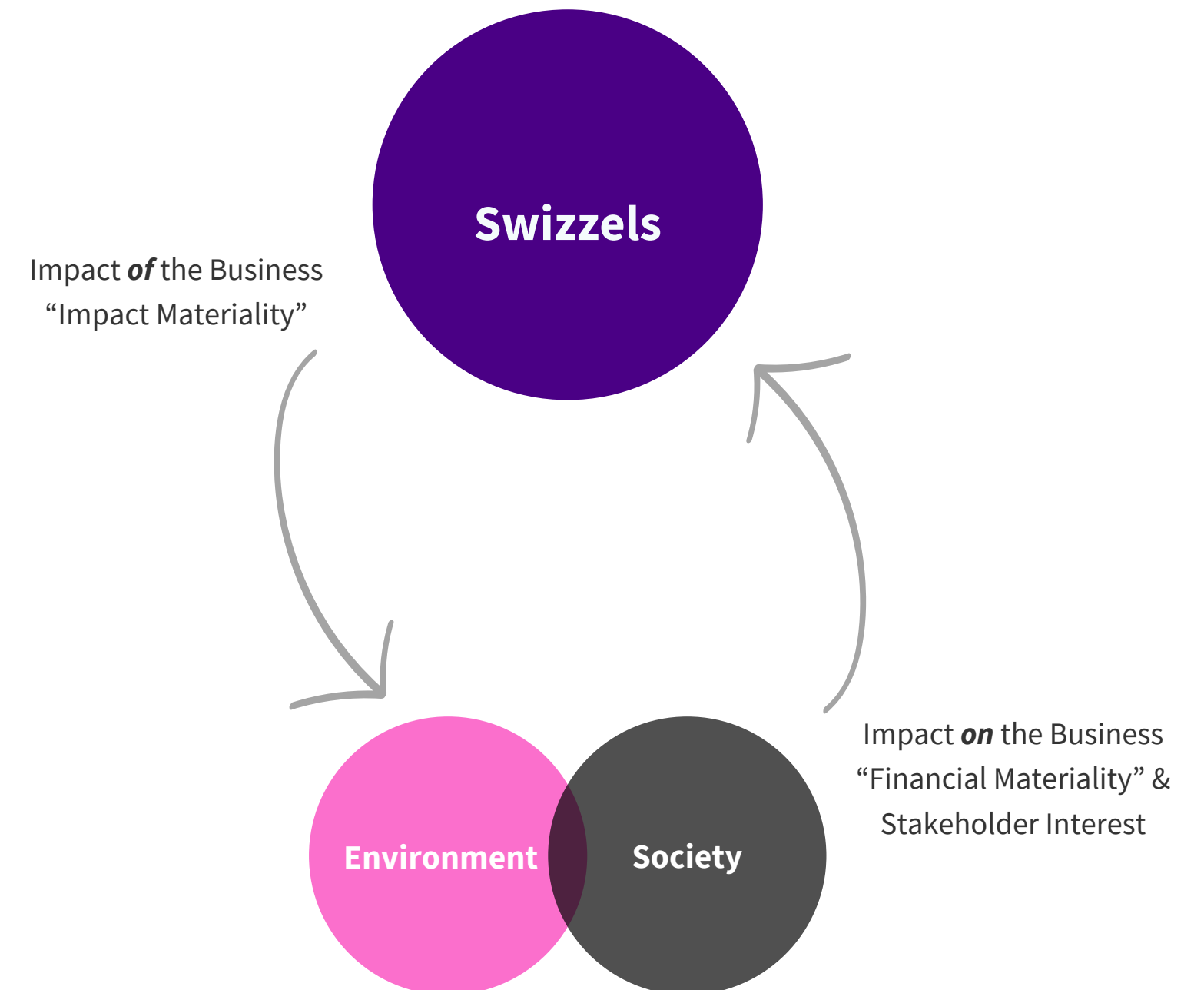
This is a double materiality approach looking at the impact of the business on people and the planet as well as the impact on the business. The context of the business has been taken into consideration using tools, such as the Sectoral Materiality Tool by SBTN which provides industry specific information, as well as investigating some location specific through.

The materiality assessment process included:

1. A context assessment
2. Selection of initial material topics through workshops and research
3. Stakeholder interviews, focus groups and analysis of past surveys
4. Evaluation of results
5. Validation with internal stakeholders
6. A final list of material issues, identification of impacts risks and opportunities
7. Prioritisation using an impact scoring system

STAKEHOLDER ENGAGEMENT

Throughout the process nine stakeholder individuals/organisations were engaged, two focus groups with employees and researched over 30 organisation's impact priorities.



DOUBLE MATERIALITY ASSESSMENT

EXECUTIVE SUMMARY

The process identified a long-list of material issues which were narrowed down to a final list of 18 issues. Some of these issues are strongly linked, such as energy efficiencies and GHG emissions, but we have separated them where the solutions may require separate projects or metrics.

RESOURCE CONSERVATION	THRIVING COMMUNITIES	RESPONSIBLE SOURCING	OTHER
Energy efficiency Water use Operational waste Packaging: Remove, Reduce, Reuse, Recycle	Community engagement & charitable giving Healthier or balanced nutrition/lifestyles	High risk materials/ingredients Changing & extreme weather Human rights	Innovation & new product development Special dietary requirements & vegan ingredients
CLIMATE & BIODIVERSITY IMPACT	EMPLOYER OF CHOICE	BUSINESS ETHICS	
GHG emissions Non-GHG emissions to air & water <i>ie particulate matter and pollution</i>	Employee satisfaction & belonging Employee voice Education & training	Responsible marketing <i>including labelling and selling practices</i> Quality, health & safety <i>including working conditions</i>	

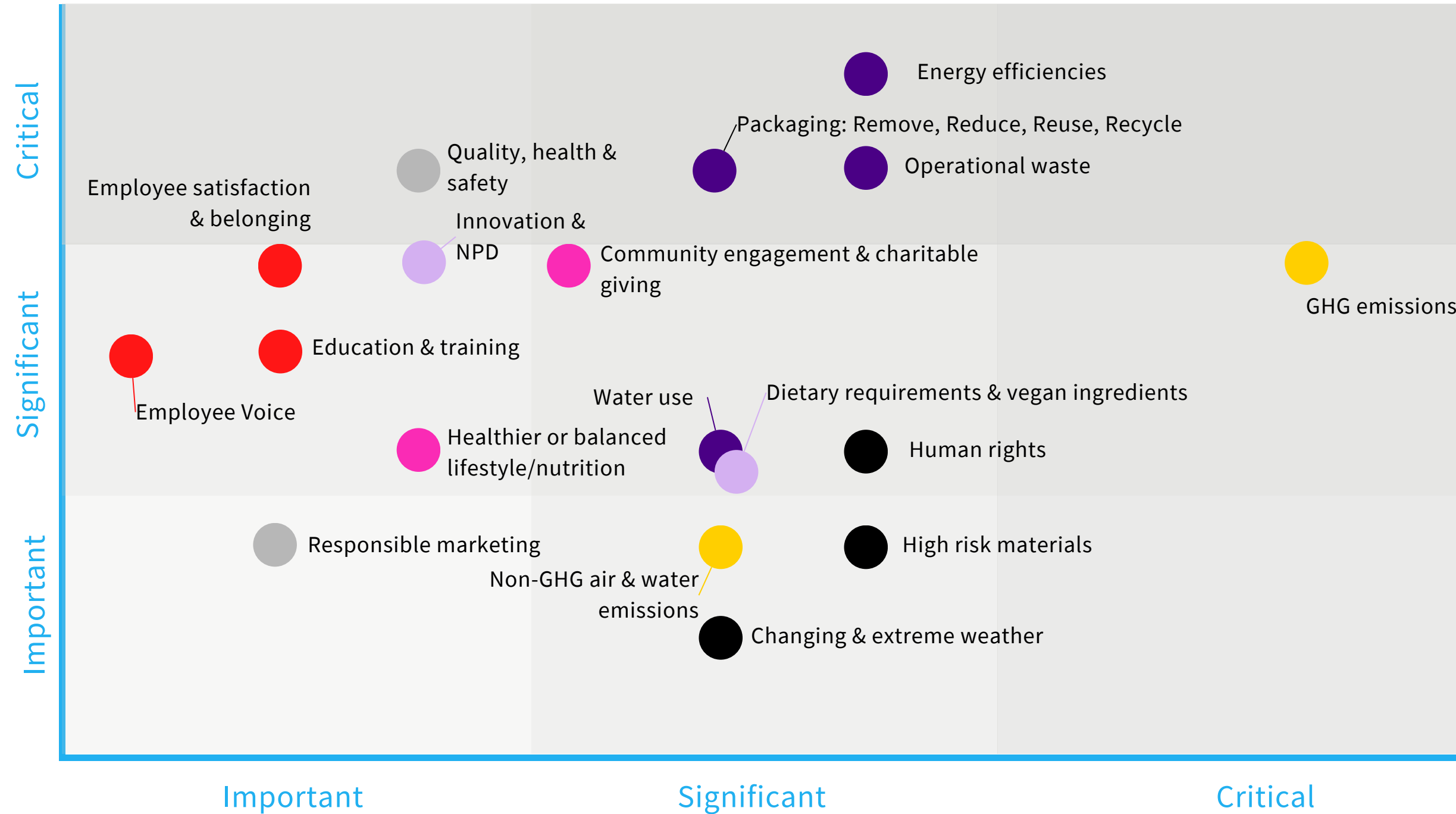
Materiality was prioritised based on the following approach:

Business impact on the environment and society = scope of impact + severity of impact + irreversibility

Impact of the environment and society on the business = stakeholder interest + likelihood of risk/opportunity + financial severity/benefit

MATERIALITY MATRIX

IMPACT OF SOCIETY AND THE ENVIRONMENT ON THE BUSINESS



- Resource Conservation
- Climate & Biodiversity Impact
- Thriving Communities
- Responsible Sourcing
- Business ethics
- Employer of Choice
- Other

IMPACT OF BUSINESS ON SOCIETY AND THE ENVIRONMENT

ABOUT BETTERNOTSTOP

We are an award winning sustainability impact and behaviour change agency, helping impact-driven businesses to implement strategies, policies and frameworks like the United Nations Sustainable Development Goals, B Corp Certification and Carbon Literacy to increase their business resilience, customer base, audience behaviour (for live events) and employee retention.

We believe every business has the ability and responsibility to make the world better.

In 2021, we founded the Better Business Network which empowers business leaders through support, guidance, networking, and collaboration, allowing them to grow their businesses while changing the world.

Contact laura@betternotstop.com to learn more about materiality assessments.

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