

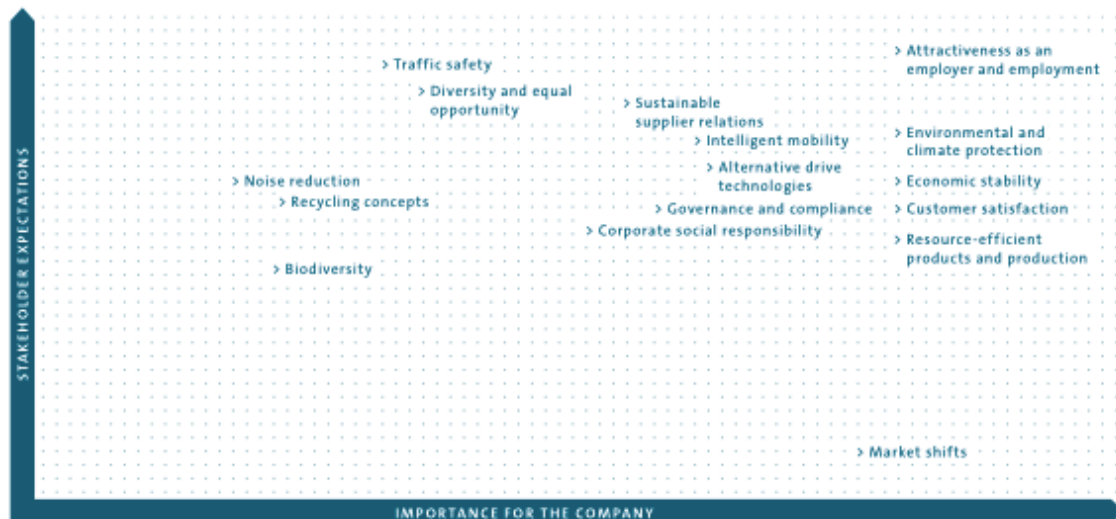
[www.materialitytracker.net](http://www.materialitytracker.net) RESULTS

Company:	Volkswagen
Sector:	Automobiles & Components
Report Year:	2013
Headquarters:	Germany
Standard Application:	GRI 3.1, AA1000
Format:	Matrix

**MATERIALITY ANALYSIS: PROCEDURE IN THE VOLKSWAGEN GROUP**



**MATERIALITY MATRIX: TOPICS FOR THE VOLKSWAGEN GROUP**



## For 17 years a stakeholder panel has been evaluating our reporting.

### Stakeholder Panel and Annual Evaluation

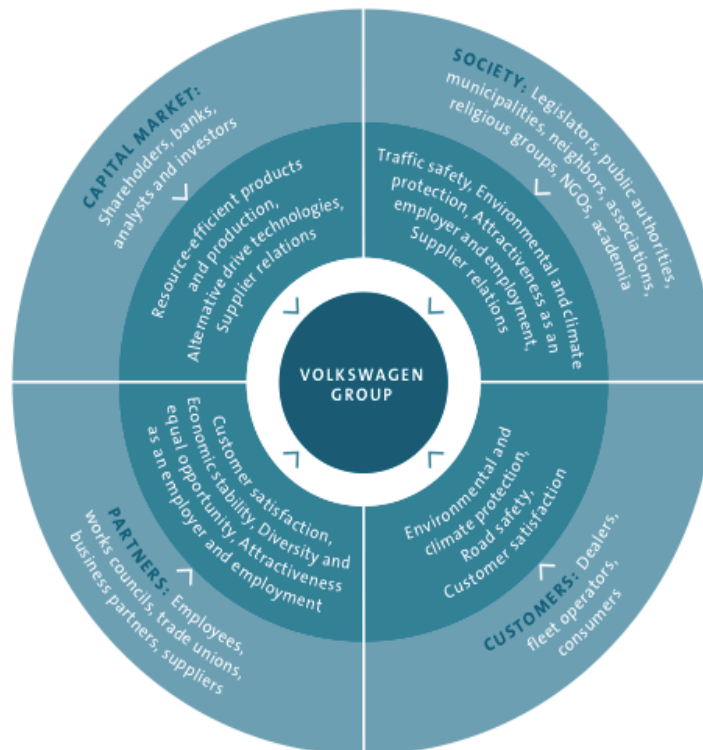
In cooperation with the Institute for Market, Environment and Society (imug) we established a stakeholder panel, which has now been running for 17 years. It follows our activities, especially our environmental and sustainability reporting activities, and produces a critical commentary every year. To this end, imug holds detailed interviews with a total of 33 representatives of different stakeholder groups. This evaluation helps us to critically scrutinize and improve our Sustainability Report, and also provides information about weaknesses in our Group-wide sustainability coordination. 13

The 2012 Group Sustainability Report scored very well on the whole – in fact it was rated the best ever. Criticism was voiced about its size: 170 pages. At the same time, however, the stakeholder representatives' comments indicate a need to improve the content, calling for more detailed treatment of quite a num-

ber of topics. The main recommendations are set out briefly below. We have also tried to address them in this report:

- › **Indicators:** Important indicators should be emphasized and their significance for management discussed. It would also be desirable to place the data in context and offer means of comparing them – both internally and with competitors.
- › **Dilemmas:** The report should devote more space to critical issues and discuss conflicts of interest. This also includes the issue of lobbying.
- › **Product responsibility:** As a global group, Volkswagen also bears responsibility for what happens to vehicles after they have been sold, and ought to make this clear. Stakeholders also want to see more about road safety.
- › **Intelligent mobility:** The Group should provide a more detailed presentation that is not confined to thinking within the Group, but also includes aspects going beyond its limits, such as how to design cities worth living in.
- › **Dealing with conflict materials:** This topic should be dealt with in greater detail. Stakeholders want to know where the raw materials used by the Group come from. There should also be a description of concrete measures.
- › **Social engagement:** The connection between social engagement projects and the Group's sustainability strategy should be

### THE VOLKSWAGEN GROUP'S STAKEHOLDERS AND THEIR EXPECTATIONS



VOLKSWAGEN GROUP STRATEGY 2018 AND SUSTAINABILITY GOALS



VOLKSWAGEN GROUP SUSTAINABILITY ROADMAP AT A GLANCE

Growth  
Earnings  
Innovation

- > Reducing risks by stepping up compliance and training in antitrust and competition law, **ongoing**
- > Supplier training: in-depth audits and training in sustainability, step up supplier monitoring and E-Learning, **ongoing**

- > More than two thirds of the total investment of €50.2 billion go into more efficient vehicles, new technologies and eco-friendly production, **2015**

- > Top for customer satisfaction in core markets with product, dealership and latest workshop visit, **2018**