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Company:	Ball Corporation
Sector:	Packaging
Report Year:	2010
Headquarters:	Broomfield, USA
Standard Application:	GRI G3 B
Format:	Matrix

The results of that analysis, shown in the box below, reflect the outcome of an online survey we conducted in 2009, insights from stakeholder meetings and internal assessments. Senior management and internal subject experts assessed the current or potential impact on Ball (horizontal axis) and external stakeholders provided insights into how significant they consider certain sustainability issues to be for Ball (vertical axis). While all issues are important to Ball, in the upper right corner of the table are the issues that this analysis identified as most significant, or “material,” to Ball.

We grouped these issues into five sustainability priorities:

- ◆ Packaging
- ◆ Energy
- ◆ Water & Waste
- ◆ Safety
- ◆ Talent Management

The packaging, energy and safety priorities came directly from this analysis. We added water and waste and talent management because our senior management considered them very significant for Ball. We will continue this process in the future to verify that we are focusing our efforts on the right issues.

Results of the 2009 Sustainability Materiality Process				
Significance for Ball from an External Stakeholder's View	Very Significant		Life Cycle Assessment	Collection and recycling Material use / lightweighting Innovations Energy efficiency Greenhouse gas emissions Safety
	Significant	Renewable energy Pollutant emissions Community engagement Bribery and corruption Child labor Forced labor Freedom of association	Recycled content Product carbon footprints Hazardous substances Discrimination and harassment	Bisphenol-A Talent management Human rights Business ethics Legal compliance Customer relationship management Water and wastewater Waste
	Less Significant	Chemical use Spills and other incidents Supply chain management Wellness Employee volunteering Charitable donations Public policy Support of small and minority businesses	Environmental management systems Volatile organic compounds Economic contributions Diversity	
		<b>Less Significant</b>	<b>Significant</b>	<b>Very Significant</b>
Current or Potential Impact on Ball				