

Company:	Daimler
Sector:	Automotive Manufacturing
Report Year:	2013
Headquarters:	Stuttgart
Standard Application:	GRI G4, ISAE 3000
Format:	Bar Chart

Materiality analysis 2013

Significant action fields for sustainability management	Evaluation 2013 (2012) in percent (very high 100% / high 75% / medium 50%)		Page
	Stakeholders*	Company**	
<b>Product responsibility</b>			
Customer satisfaction	87 (91)	100 (100)	57
Innovative vehicle and powertrain technologies	86 (91)	92 (88)	20 f., 32 f., 42
Vehicle safety	86 (86)	92 (92)	22 ff., 32 f., 42
Fuel consumption and CO <sub>2</sub> emissions	85 (92)	98 (92)	20 f., 32 f., 43 ff.
Conservation of resources (product)	84 (84)	83 (80)	45
Pollutant emissions (product)	82 (84)	86 (78)	44
Environmental product development	82 (82)	81 (81)	40
Mobility concepts and services	75 (74)	79 (75)	26 f., 46
Noise emissions (product)	72 (84)	80 (78)	32 f., 45
<b>Production responsibility</b>			
Energy efficiency and CO <sub>2</sub> -free production	83 (86)	83 (83)	20 f., 47 ff.
Water protection	82 (85)	81 (75)	50
Disposal and resource management	82 (87)	80 (80)	49
Air purification (production)	80 (84)	75 (78)	49
Conservation of nature, soil, biodiversity	79 (76)	75 (64)	50
Logistics and employee transportation	75 (76)	75 (75)	50
<b>Employee responsibility</b>			
Employer attractiveness	88 (84)	93 (93)	51
Training and continuing education	84 (87)	92 (92)	53, 54
Occupational health and safety	83 (85)	88 (88)	54
Generation management	79 (77)	81 (81)	53, 66
Co-determination	78 (76)	80 (80)	51
Diversity management	70 (69)	82 (73)	53, 66
<b>Ethical responsibility</b>			
Human rights	90 (90)	92 (88)	14, 16 f., 55 f.
Data protection	87 (-)	92 (-)	18, online 002
Compliance	86 (87)	92 (92)	17 f., 37, 55 f., 67, 71
Integrity	82 (87)	96 (92)	13 ff., 16, 30 f., 67, 71
<b>Management responsibility</b>			
Sustainability strategy and organization	84 (88)	84 (84)	3, 13-18
Transparency in the reporting	78 (77)	83 (78)	14, 25, 52, 58, 71
Inclusion of our stakeholders	73 (76)	80 (77)	3, 14 f., 30-33, 51-60
Involvement in the political process	70 (71)	75 (80)	32 f.
<b>Responsible business partners</b>			
Business partner integrity management	85 (85)	85 (88)	17, 55 f.
Compliance with standards in the supply chain	84 (87)	85 (85)	55 f.
<b>Social responsibility</b>			
Support of social sustainability initiatives	74 (71)	73 (73)	13, 14, 58 f., 70 f.
Regional commitment at our locations	68 (76)	83 (83)	15, 59
Cross-regional commitment for social issues	68 (60)	70 (64)	14 f., 32 f., 58 f.
Support of voluntary employee commitment	67 (62)	70 (61)	59
Commitment through own foundation efforts	65 (64)	66 (61)	58
Company-initiated projects	57 (60)	64 (64)	58 f.

\*The evaluation of issues of particular relevance for the stakeholder dimension reflects the results of the open stakeholder survey.

\*\*The evaluation of sustainability topics of particular relevance for the company dimension reflects the evaluation by Daimler (Board of Management, Sustainability Board, Sustainability Office).