

Company:	Danisco (DuPont)
Sector:	Bioproducts (nutrition & health and biosciences)
Report Year:	2010
Headquarters:	Copenhagen
Standard Application:	GRI G3.1 A+, ISAE3000
Format:	Matrix

For the past two years, we have conducted a systematic process to evaluate the issues that are material for our organization in the context of our business. The effort, which includes various steps, begins with a collection and cataloging of the inputs to identify major trends. When possible we strive to categorize trending items in subject categories. The inputs to this process include: our corporate footprint/LCA model; customer interactions; a risk analysis completed in our ethical supplier system, or Sedex; the various analyst questionnaires, like SAM, EIRIS and CDP; analysis of competitor and customer focus points; direct short-term financial risks; and our own performance over the previous year.

The resulting issues and topics are evaluated by examining several factors in the context of our sphere of influence, for instance, the level of interest the issue has to our stakeholders and the relative impact on our organization.

Stakeholder interest

In our matrix we rank the issues not only based on the number of stakeholders that raise the issue, but also the level

of interest or concern that any one stakeholder group may have. Items that are of high concern to our most important stakeholders, customers, and employees may rank high on the interest continuum.

Impact on our organisation

We further our assessment by evaluating the issues that affect our licence to operate and could have significant impact on our business, employees, and communities. We also supplement the analysis by discussing and determining whether the issue falls under our control or not.

As we develop our materiality matrix we consult with leaders in our organization to determine whether the ranking is correct. We enhance the process by discussing the material issues with our Stakeholder Advisory Board (SAB), made up of individuals who are thought leaders in our identified stakeholder categories. This process does result in modifications and reassessment, from time to time, but the process, in itself is robust, leading to stronger strategic direction.

