

Company:	E.ON
Sector:	Electric Utility Services
Report Year:	2011
Headquarters:	Duesseldorf
Standard Application:	GRI G3.1, AA1000, ISAE3000
Format:	Matrix

Materiality Matrix 2011/2012



Stakeholders surveyed in our 2011/2012 process

- E.ON employees
- Investors, analysts and shareholders
- Business and private customers
- Suppliers
- Sustainability experts
- NGOs
- Policymakers and regulatory authorities
- Unions
- International organizations
- Universities and research institutes

In addition, we have refined our surveying methodology. Instead of the traditional ranking of topics, this time we requested an evaluation of the strategic fields of action that make up our [Sustainability Work Program](#) as well as measures within the specific fields. This represents a quantitative and qualitative improvement in the analysis – a move away from a simple weighting of the reporting topics. In the long term, we aim to align our analysis more strongly with the Standard AccountAbility 1000 (AA 1000), which defines basic principles for interaction with stakeholders and their involvement in corporate development. By focusing on the essential, we also comply with the approach of the [Global Reporting Initiative](#).

The materiality matrix shows the relevance that each topic has for E.ON and for our stakeholders. The topics with the highest priority for both sides are located in the upper right quarter of the matrix. The stakeholders rated the topics on a scale of 1 (not important) to 5 (very important), with the participants delivering differentiated evaluations of the fields of action and measures. In the aggregate, all individual