

Company:	E.ON
Sector:	Energy / Power & Gas
Report Year:	2012
Headquarters:	Duesseldorf
Standard Application:	GRI G3.1 B+, ISAE3000
Format:	Matrix

Materiality Matrix 2011/2012



The topics with the highest priority for both sides are located in the upper right quarter of the matrix. Our stakeholders rated the topics on a scale of 1 (not important) to 5 (very important). CO₂ Reduction, Environmental Protection and Sustainable Procurement in particular have increased in importance. Participating stakeholders assessed the fields of actions and measures separately. In the aggregate, all individual measures were ranked higher than 2.5. To present the weighted fields of action more clearly, the scale of the matrix has been adjusted to start at 3.4.

Materiality Analysis 2012/2013

Instead of conducting an external survey, in the reporting period we concentrated on utilizing the results of the previous materiality analysis to work out central topics in our sustainability strategy. At the same time, we intend to improve the associated reporting activities and improve the link between our approach to the topic of sustainability and our corporate activities. We analyzed in more detail those fields of action and topics along the value chain that were rated as important the year before. To do this, representatives from different specialist areas, who represent our stakeholder groups, shared their assessments.

We took a similar approach in previous years, but what was new this time was that we systematically included different employees in a collective process. Together, employees from the areas of Procurement, HR, Political Affairs, Communications, Strategy and Sustainability all discussed the challenges that had been identified, and then organized them by their degree of urgency. The aim was to define those topics that are relevant for us and our stakeholders in more detail, and to be more selective in deriving the action required. The following table summarizes the result of this further development. The E.ON value chain in our Sustainability Report reveals how we are meeting these challenges.

Materiality Process 2012 Results

Value Chain Level	Prioritized Challenges
Strategic Planning	<ol style="list-style-type: none">1. Incorporation of environmental standards beyond Europe2. Balancing of climate protection and economic activities3. Social acceptance of energy sector projects
Technology and Innovation	<ol style="list-style-type: none">1. Power supplied solely through renewables?2. Solutions with added value for our customers3. Smart use of conventional power plants
Exploration, Procurement and Trading	<ol style="list-style-type: none">1. Enforcement of international standards and prevention of corruption in the supply chain2. Human rights and environmental standards in mining3. Occupational health and safety and environmental protection in the supply of natural gas
Generation	<ol style="list-style-type: none">1. Decommissioning of fossil-fuelled power plants2. Incorporation of impacts of the transformation of energy systems on communities3. Reducing the environmental impact of generation plants
Distribution	<ol style="list-style-type: none">1. Problem-free electricity supply2. Appropriate handling of local resistance to grid expansion3. Reducing the environmental impact caused by grid expansion
Sales and Consumption	<ol style="list-style-type: none">1. Affordable energy for customers2. Climate protection through innovative products and services3. Transparent pricing