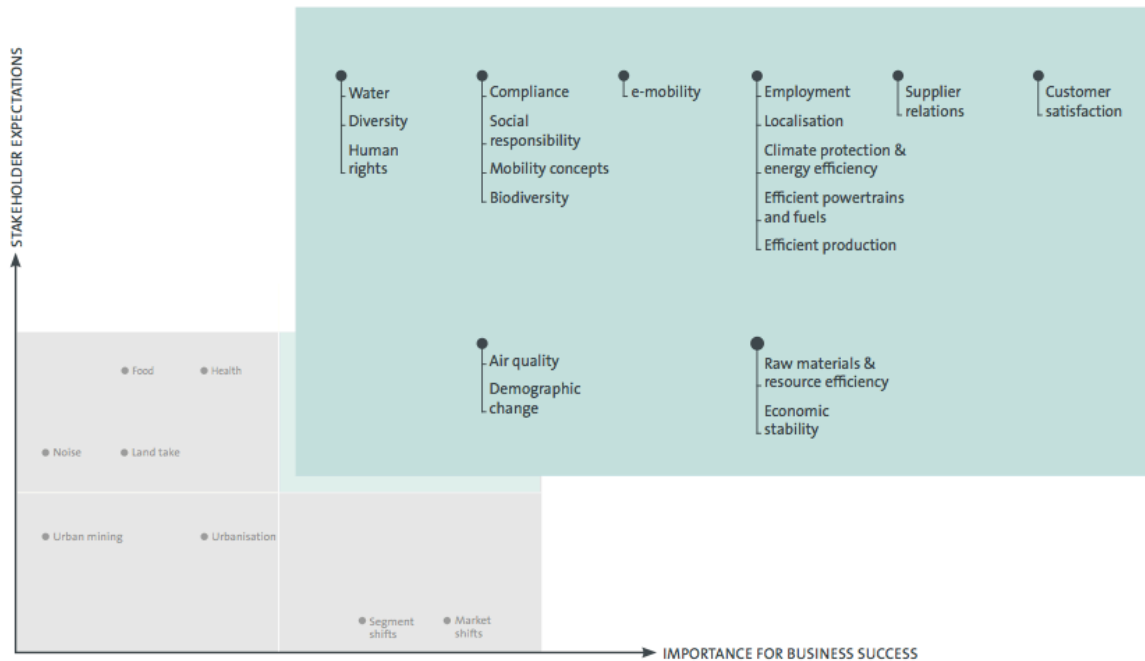


Company:	Volkswagen
Sector:	Automotive manufacturing
Report Year:	2010
Headquarters:	Wolfsburg
Standard Application:	GRI 3.1 A+, AA1000, ISAE3000
Format:	Matrix



Materiality

On the basis of our main topics in the Strategy 2018 and a broad evaluation of recent international sustainability analyses, we set in motion an internal discussion and filtering process to identify issues that are of priority importance for us. Major external sources included international studies in the fields of politics and research, financial market analyses and position papers published by NGOs. Using a multi-stage scoring system we finally arrived at a short list of the most important topics. The main classification criteria were stakeholder expectations on the one hand and importance for the company’s performance on the other. Another aspect taken into account was Volkswagen’s capacity as an automaker to impact these issues. » 11

sis were not only presented to internal steering bodies, such as the Corporate Strategy Group, but also discussed with external stakeholders, for example the German Nature and Biodiversity Conservation Union (NABU). They then underwent further revision and specification in the light of comments. This procedure enabled us to achieve further improvements in the transparency and quality of our agenda.

A cross-functional team was set up to prepare this materiality matrix. The results of the analy-

The materiality matrix is the result of the analysis and scoring system mentioned earlier. It is the main thread running through our sustainability topics and projects, and hence a frame of reference for further descriptions in this sustainability report. The main topics are shown in the highlighted quadrant. Our projects and related measures are described in the chapters that follow. Topics not represented in this quad-

rant should not by any means be seen as unimportant within the general sustainability agenda: either they are largely beyond our control or they do not yet have any significant influence on the company's performance. More detailed information, e.g. about the definitions of the individual topics and the classification criteria, can be found via the online link. » 11



In 2010 management processes were strengthened by merging the CSR Steering Group and the Sustainability Reporting Steering Group to form the CSR & Sustainability Steering Group.