

Conducting a Successful Materiality Assessment: A 7-Step Process

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7 Steps for Conducting a Materiality Assessment

1	Identify Key Stakeholders	Create a list of stakeholders to gain perspective on your sustainability strategy.
2	Conduct Stakeholder Outreach	Get in touch with them early on to set the stage and ensure their participation.
3	Identify & Prioritize Metrics	Identify and categorize indicators in three ways: economic, social, environmental.
4	Design your Materiality Survey	Ask stakeholders to rate each identified indicator on a numerical scale.
5	Launch your Survey & Collect Data	Now it's time to invite people to take your survey and collect insights.
6	Analyze the Insights	Review the results collectively, rolling up rankings according to reviewed indicator.
7	Put Insights into Action	Share your results. Continue the conversation & engagement with your sustainability initiatives.

Contact our sustainability team to learn more about conducting a materiality assessment which is the first step in developing your ESG strategy.
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Materiality is a hot topic in the corporate sustainability world, with CSR teams working hard to meaningfully convey the opportunities and successes of their initiatives to internal and external stakeholders.

To bring insight and focus to their work, many are utilizing materiality assessments.

What is a Materiality Assessment?

Materiality assessments are formal exercises aimed at engaging stakeholders to find out how important specific environmental, social and governance (ESG) issues are to them. The insights gained can then be used to guide strategy and communication, and help you tell a more meaningful sustainability story.

If you're considering conducting a materiality assessment, below we offer seven basic steps that should be a part of your initiative:

- Identify Internal and External Stakeholders
- Conduct Initial Stakeholder Outreach
- Identify and Prioritize What You Want to Measure
- Design Your Materiality Survey
- Launch Your Survey and Start Collecting Insights
- Analyze the Insights
- Put Insights into Action

Read more and download your copy of the 7 step Materiality infographic in the full blog.

View additional multimedia and more ESG storytelling from Antea Group on 3blmedia.com