

Defining Materiality

Principles and Priorities

As part of our commitment to sustainability, we have identified a set of four focus areas that consistently intersect with our businesses and guide our day-to-day operating decisions.

These focus areas were identified with the input of our stakeholders as part of our first Sustainability Materiality Assessment, which was completed in 2017 in accordance with GRI G4 requirements. The assessment process included: identification, evaluation and prioritization.

Identification

Around 20 of our most important sustainability topics were identified through a survey of nearly 100 internal and external stakeholders. These topics were selected from a broader list of environmental, social and governance considerations and they are included in our published Materiality Matrix.



Stakeholder interviews included employees representing a cross-section of functions, geographies and roles (e.g. administrative, manufacturing, technology), customers and suppliers. We also conducted in-depth interviews with senior executives representing a range of our business lines, geographies and functions.

Evaluation

Our evaluation process included assessing reports outlining the environmental, social and governance stakeholders for the industry and analyzing our business plans, strategies and key risk assessments. Industry peers, enterprise customers and suppliers were also benchmarked as a part of this analysis.

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Prioritization

While all of the listed topics identified as part of this process are important, four of the most “material” topics were selected as among the most critical to manage on a continuing basis:

- Employee health, safety and wellness
- Product quality, safety (including food safety) and stewardship
- Energy and carbon footprint
- Business ethics and governance

By completing this process, we also learned that there is a great deal of commonality between how internal and external stakeholders view material sustainability issues for Crown. In cases where aspect boundaries are not self-explaining, we work closely with stakeholders to establish them.