



Community and Stakeholder Engagement, Part 2

Agenda

1. Class Liaison
2. Debrief on Woodfibre LNG
3. Materiality
4. Gap Inc. discussion
5. Stakeholder Engagement Assignment



Woodfibre
LNG

Debrief:

Key takeaways?

Questions?

Disagreements?

BETTER IS BETTER

We're proud to have participated in a groundbreaking new environmental process with Squamish Nation.

Here's a closer look at the conditions of the Environmental Assessment Agreement with Squamish Nation that will help us build a better project for Squamish, and for BC.

LAND

Provide controlled and safe access to surrounding area for Squamish Nation members to practice Aboriginal rights



The site will only ever be used for LNG purposes



Formally recognize Woodfibre LNG is located on the former Squamish Nation village of Swiyat



Co-manage environmental plans to make sure we meet our commitments



We can't expand our operations without Squamish Nation consent



Materiality

What makes something “material”?

Why does materiality matter, if at all?

Are there different kinds of materiality?

How is materiality assessed?



Socio-ecological Impact Matrix

	Extraction of Raw materials/ Material manufacturing	Automobile Manufacturing	Automobile Use/ Maintenance	Automobile Disposal
Resource Use	High Impact	Medium Impact	Medium Impact	Medium Impact
Energy Consumption	Medium Impact	Medium Impact	High Impact	Medium Impact
Air	Medium Impact	Medium Impact	High Impact	Medium Impact
Noise	Medium Impact	Medium Impact	High Impact	Medium Impact
Water	High Impact	Medium Impact	Medium Impact	Medium Impact
Waste	Medium Impact	Medium Impact	Medium Impact	High Impact
Land Use	Medium Impact	Medium Impact	High Impact	Medium Impact
Health Accidents	Medium Impact	Medium Impact	High Impact	Medium Impact

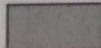
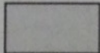
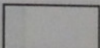
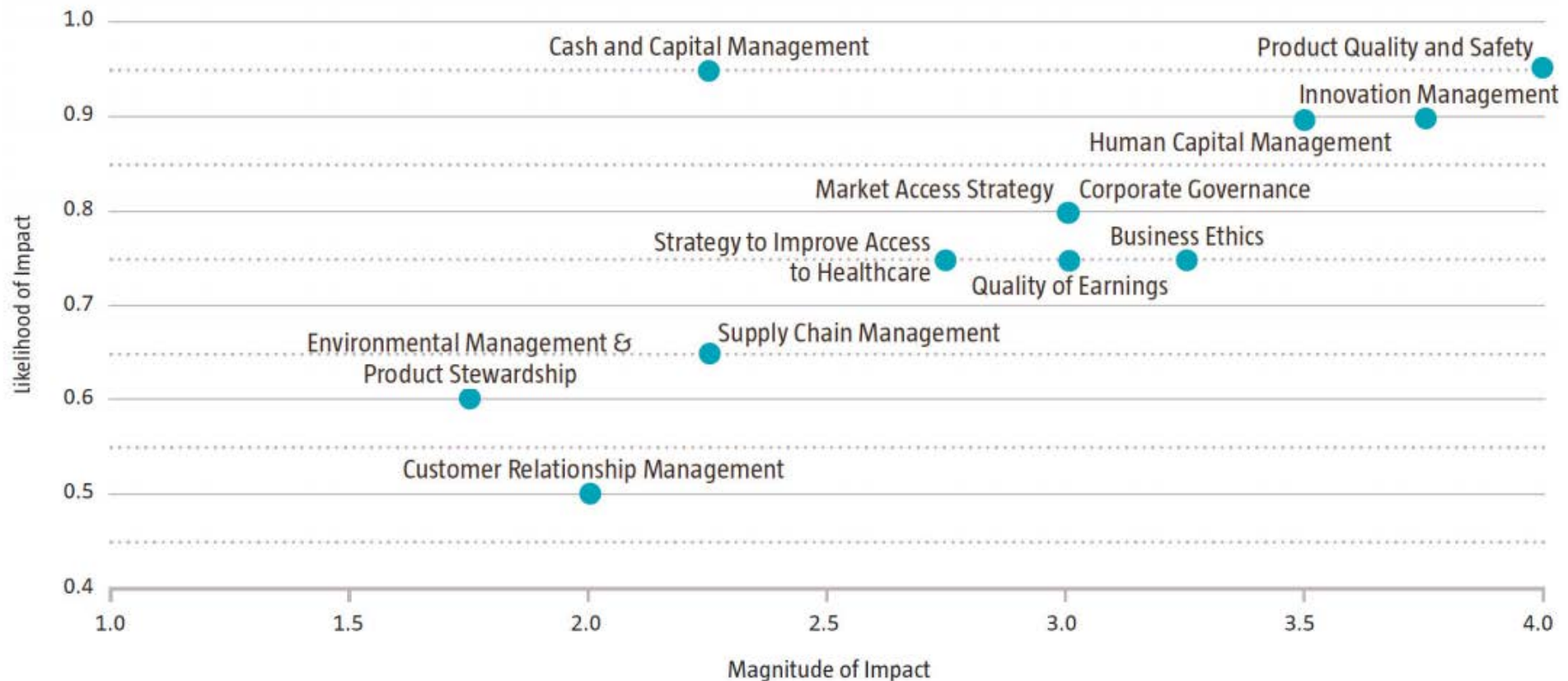
Legend:  High Impact  Medium Impact  Low Impact

Figure 3.6 Impact matrix of automobiles

Source: Belz, F.-M. (2001) *Integratives Öko-Marketing: Erfolgreiche Vermarktung von ökologischen Produkten und Leistungen*, Wiesbaden: Gabler, p. 175.

Dow Jones Sustainability Index: Financial Materiality

Figure 5: Financial materiality matrix for the pharmaceuticals industry



The factors that appear in the upper right-hand corner of the matrix are the most financially material.

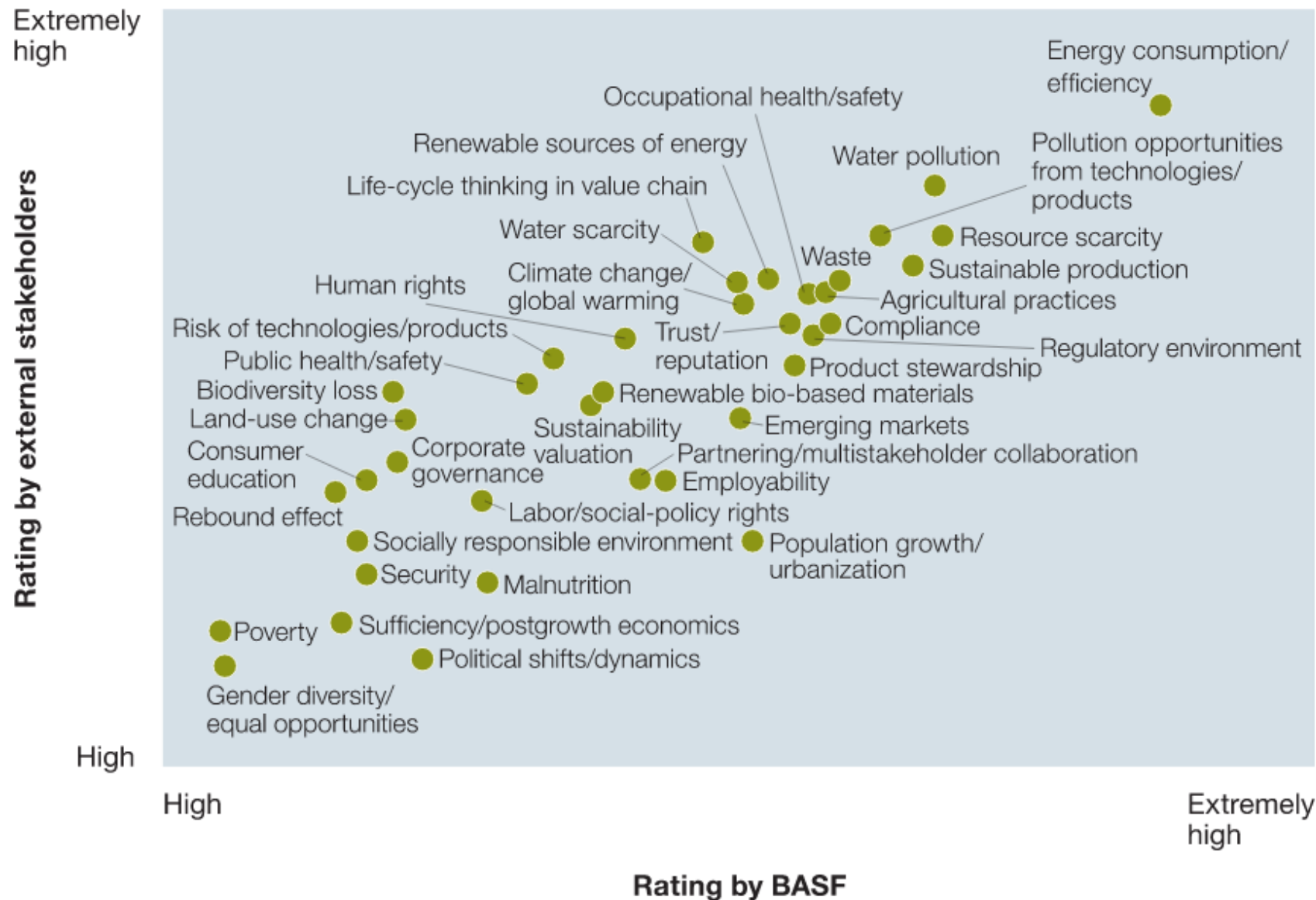
Source: RobecoSAM

SASB: Financial/Sustainability Materiality



[Materiality Map](#)

BASF: Sustainability Materiality



Gap Inc.

Gap

Banana Republic

Old Navy

Key lessons and takeaways?

Gap Inc. – Strategic Stakeholder Engagement

1. Draw a stakeholder map
2. Identify the material issues
3. Define objectives
4. Resolve issues collaboratively
5. Embed engagement

Gap Inc. – Gauging the Maturity of Issues



Reminder

Stakeholder Engagement Analysis due by 6 pm
on Sun, Oct 8

