



# WEBINAR: “How does a credible & robust materiality analysis bring value to your company?”

**16 September 2014 (16:00 CET) New time!**

This webinar will address the value of a credible and robust materiality analysis, which is now an important requirement for corporate sustainability management and reporting.

Currently, International frameworks such as the Global Reporting Initiatives G4 guidelines, the International Integrated Reporting Council’s Integrated Reporting Principles advocate for strong materiality analysis processes to be conducted in companies. Whereas, other standard setting organisations such as the Sustainability Accounting Standards Board in the US or the European Federation of Financial Analysts Societies (EFFAS) in Europe are working on developing sectorial metrics and KPIs in order to make performance management and reporting more comparable.

There are risks that superficial materiality analysis may be a source of greenwashing. In this webinar, we wish to understand what the internal and external rewards are for credible and robust materiality analysis processes?

**Join the webinar to:**

- ✓ Understand how to use materiality analysis in your company
- ✓ Find out how the investor community values information coming from a credible and robust corporate materiality analysis

TIME	AGENDA	SPEAKER
16:00 – 16:05	Welcome & update	<b>Aron Horvath</b> Project Manager, CSR Europe
16:05 – 16:20	Is a credible and robust material analysis an engine for integrated performance?	<b>Thomas Scheiwiller (TBC)</b> Consultant and Advisory Council Ambassador Sustainability Accounting Standards Board (SASB)
16:20 – 16:35	Is a credible and robust materiality analysis valued by the investor community?	Vigeo (TBC)
16:35 – 17:05	Materiality analysis: engine for integrated performance or tick-the-box-and-go?	<b>Gary Niekerk</b> Director Corporate Citizenship Intel  <b>Eduardo Puig Aznar</b> Director Stakeholder Engagement Telefónica
17:05 – 17:15	Q&A	
17:15 – 17:30	What’s next on CSR Europe’s Valuing and Improving Sustainability Management series?	<b>Aron Horvath</b> Project Manager, CSR Europe

**MORE INFORMATION**

This event is part of CSR Europe’s “Valuing & Improving Sustainability Management” series. For more information please visit our [website](#)

**We look forward to your participation!**

For more information please contact Aron Horvath (ah@csreurope.org)

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## Speakers Biographies



### **Eduardo Puig de la Bellacasa**

#### **Director Stakeholder Engagement, Telefónica**

I have worked in Telefonica for more than 12 years, in regulatory strategy and public policy in the corporate regulatory department of the company. The area is responsible for setting up the regulatory strategy of the company in the main policy decisions that affect the telecommunications industry. During these years, I have also participated in the privatization processes in various countries in Latin America, contributing to the expansion of the company in the region.

In 2011, I was appointed Director of Institutional Relations in the Global Public Affairs Department, with the objective of strengthening the position of the company, in relation to ICT policies in different sectors where Telefonica has developed innovative products and services (education, health, smart cities, etc.), with public and private institutions at international, regional and local level. In April 2013, I have been appointed Director of Stakeholder Engagement, with the objective of increasing our dialogue and relation with our stakeholders. Before working in the telecommunications sector I worked in investment banking, in mergers and acquisitions in Southern Europe (Italy, Portugal and Spain) and Latin America, based in London and Madrid. I studied a Bachelor of Arts in Politics, Economics and Law at Buckingham University (United Kingdom) and a Master of Science in European Politics at the London School of Economics and Political Sciences (United Kingdom).



### **Gary Niekirk**

#### **Director Corporate Citizenship, Intel**

Gary Niekirk has spent over twenty-five years working with stakeholders, customers, and employees on sustainability and reputation issues; in his effort to protect and build the brands of some of the world's leading high-tech companies. Gary has worked for Hewlett-Packard, Apple and Intel Corporation where he has spent the past eighteen years. Gary's current position is Director, Corporate Citizenship working in Intel's Office of Corporate Responsibility. While at Intel, Gary has held a variety of leadership positions, including: Regional Environmental Health & Safety manager and Environmental External Affairs Manager. Gary has a B.S. degree from Montana Tech - The University of Montana and a M.S. degree from Texas A&M University. Gary and his family live in Arizona.



### **Thomas Scheiwiller**

#### **Consultant and Advisory Council Ambassador Sustainability Accounting Standards Board (SASB)**

Thomas Scheiwiller is the founder and owner of Scheiwiller Impacts, advising on governance, risk, compliance, integrity and sustainability with extensive experience in consumer goods, pharma and life sciences, financial services and mining industries. Prior to founding Scheiwiller Impacts, he was the Global Head of Advisory Business at Accountability and before that he was Global Managing Partner, Sustainability Practice, PwC Switzerland where he was the Lead responsible for Sustainability & Climate Change, Governance, Risk & Compliance, and Stakeholder Value. Currently he is also member of expert groups Reputation Ltd, Singapore and Maximpact, and in cooperation with RepRisk, Zurich. In addition to SASB, he holds advisory roles at sosense, Swiss Corporate Reporting symposium, and Cornerstone Capital Group. He is a Jury member of Zurich Insurance Climate Award. Mr Scheiwiller teaches Governance&Ethics at e Lorange Institute for Business (Executive MBA program) and Compliance&Sustainability at the University of St. Gallen's Executive School of Management in Switzerland.