Materiality

Materiality analysis – results of the online stakeholder survey

Assessment of materiality.
The stakeholders who took part in the survey rated the materiality of the different areas of action in sustainability management, from very low (= 0) to very high (=100).

Open online stakeholder survey.
We conducted an international open online survey in order to obtain as broad a selection of stakeholder viewpoints as possible. All interested individuals could take part in the survey in our website at www.daimler.com.

Time period of the survey.
All interested individuals could take part in the survey from July 2017 to mid-August 2017.

Number of participants.
By the end of the survey in the summer of 2017, we had received more than 1,000 replies.

Firm integration of sustainability

- Sustainability strategy and organization: 86
- Transparency in reporting: 81
- Support for sustainability-related social initiatives: 79
- Incorporation of our stakeholders: 77

Sustainable vehicles

- Innovative drive technologies: 92
- Vehicle safety: 92
- Carbon footprint (product): 90
- Environmental focus along the entire value chain: 88
- Emissions of nitrogen oxides from the operation of the vehicle fleet: 88
- Carbon footprint (production): 88
- Energy efficiency (production): 88
- Water pollution control (production): 88
- Land use and biodiversity (production): 82
- Transportation logistics: 81
- Noise (product): 74

Sustainable mobility solutions

- Mobility concepts and services: 79

very low \[\underline{\quad}\] Assessment of the materiality by the stakeholders \[\underline{\quad}\] very high
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