



Making progress become reality

METHOD DOCUMENT

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GROUP MATERIALITY MATRIX CONSOLIDATION METHODOLOGY

The main aim of assessing the Group’s CSR challenges, also called “materiality analysis”, is to rank these challenges from the perspective of its main business activities. The matrix cross-references internal opinions on the horizontal axis (senior executives, managers, employees) with external opinions on the vertical axis (suppliers, customers, local authorities, etc.). Four different levels of materiality emerge from the position of these challenges on the matrix:

- The challenges in the upper right of the matrix are considered to be “top priorities”. Both internal and external stakeholders agree on this;
- Those in the upper middle are considered to have a very high level of materiality. Slightly more external stakeholders are of this opinion;
- Those on the middle right are considered to have a very high level of materiality, with a large majority of internal stakeholders believing so;
- The challenges located diagonally are considered to have a high level of materiality. Both internal and external stakeholders agree on this.

Step 1: Consolidation of the challenges identified by the materiality analyses carried out by each business segment

This step aims to find matches between the challenges already identified at business segment¹ level and the more wide-reaching ones at Group level. The pooling of the business segment challenges led to the definition of 18 Group-wide challenges. These challenges were then grouped together into five major themes: Governance, Environmental footprint, Forward-thinking and innovation, Relations with stakeholders and society, Development of human capital

Step 2: Harmonisation of the scores for each subsidiary

This step aims to calculate the average of the scores for each Group challenge. The company calculates the level of impact of each challenge on its activities and its importance for its external stakeholders. The impact on activities is assessed by internal stakeholders (employees, management committee members, etc.) and through the expectations of external stakeholders (customers, suppliers, partners, local authorities, etc.). For both internal and external stakeholders, this impact is ranked on a scale of 1 to 4, (1=Low, 2=Average, 3 = High, 4= Very High). The final score is the average of these rankings.

Within the company, this score is used to determine the challenge’s level of materiality, based on the level of positive or negative impacts that it can have on the company’s financial results, its operational excellence, its reputation and its customer satisfaction. Outside the company, the materiality of each challenge is based on how important it is for each external stakeholder that it should be factored into the Group’s CSR strategy.

Step 3: Calculation of the average of the scores in order to obtain the final score for each Group challenge

For the Group challenges that correspond to more than one business segment challenge, no weighting was applied (Table 1). When a business segment challenge corresponds to several Group challenges, no weighting was applied, the challenge’s score is counted once for each corresponding Group challenge.

Group challenge	Bouygues group	Bouygues Construction	Bouygues Telecom	Bouygues Immobilier	Colas	TF1
Business ethics, respect for Human rights and compliance	3.12	3.33	2.69	3.09	2.70	2.90
					3.29	3.00
		3.31				3.40
					3.29	

(Table 1)

NB: the purpose of these matrix scores is not to rank the challenges between themselves but merely to classify them in a clear way for the reader.

¹ Bouygues Construction; Colas; Bouygues Immobilier; TF1; Bouygues Telecom