

We conducted a materiality analysis



Previously, our sustainability efforts were driven by scattered, singular actions. In early 2021, we realised we needed a structured approach – so we conducted a materiality analysis.

A well-structured materiality analysis is our starting point for coherent, reliable sustainability management. It clarifies the strategic focus, helps define suitable goals and KPIs, and sets the framework for internal and external communication. Also, it holistically keeps the expectations and needs of everyone in our community relevant and listened to.



Every single company will confront Environmental, Social and Governance (ESG) issues that prevent them from undertaking fully sustainable business. And this is where the materiality analysis comes in. We asked our customers, shareholders, employees, partners, management, a non-profit organisation, and suppliers to identify and understand what the most valuable ESG topics are for them – and what they felt Canyon must address, fast.

The key working areas that we identified were:



People

- Diversity, equity, and inclusion (DEI)
- Corporate culture
- Corporate citizenship



Planet

- Our carbon footprint
- Water stewardship
- Circularity



Product

- Product quality and safety
- Respect for human rights along the supply chain
- Batteries

Knowing these topics give us uniform priorities to address coherently in the weeks, months, and years to come.