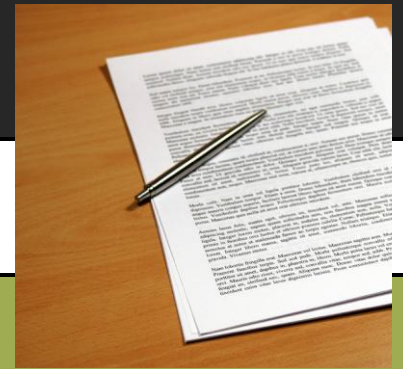


Materiality Analysis

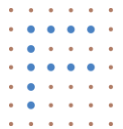
Workshop

Identify and prioritize key stakeholder and strategic issues



Discuss ways to:

- Solicit stakeholder input and aggregate the results
- Map your priority issues
- Streamline and focus your sustainability reporting process
- Further integrate material issues into your core business strategy



Framework : CR



Webinar Program

Wednesday, September 30, 2009; 1pm EST

Scheduled for 90 minutes

Sustainability 2009



Materiality and Sustainability Reporting

To deliver maximum value, sustainability reports should be based on the results of a comprehensive materiality analysis. Companies that have analyzed their stakeholder needs and concerns against their own strategic issues can effectively prioritize the topics they cover in their reports—thus meeting stakeholder expectations and avoiding the “everything and the kitchen-sink” approach to reporting.

For an in-depth look at reporting and its connection to materiality, please join us for our Sustainability Reporting Webinar on August 27, 2009.

Register for both courses together to take advantage of our special reduced rate. Attend both courses for:

\$ 399

Materiality Analysis Workshop

What's Material?

The materiality analysis is an important element of both sustainability strategy development and sustainability communications. Companies from diverse industry sectors use this technique to uncover stakeholder issues, refine their strategies, communicate effectively, and enhance their overall brand value.

A strategic imperative: the materiality analysis assists companies in identifying and prioritizing key issues and helps the company determine how best to allocate resources in strategic planning and program implementation.

A communications imperative: the materiality analysis helps companies selectively communicate performance on issues of greatest concern to stakeholders. Companies wishing to adhere to the ten reporting principles outlined in the Global Reporting Initiative (GRI) Sustainability Reporting Guidelines must also describe the process by which they have determined the materiality of the issues covered in their reports.

The **Materiality Analysis Workshop** is designed to take you **step-by-step** through the materiality analysis process of:

- **Information review**
- **Stakeholder mapping**
- **Issues identification and prioritization**
- **Materiality matrix development and verification**
- **Application of the materiality analysis results**

You'll learn from the experiences of sustainability leaders from various industry sectors through case studies and best practice examples. And you'll also have the opportunity to share your experiences with other webinar participants via built-in interactive components such as question/answer periods, polling, and discussion points.

About the Instructors

Kathee Rebernak

CEO, Framework:CR

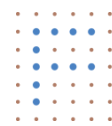
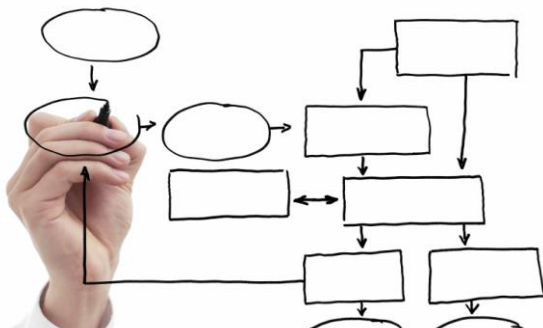
Kathee has nineteen years of experience as a strategist and communicator. She began her career as an attorney representing federal and private-sector financial institutions in complex commercial litigation and appellate matters. For the past decade she has leveraged her analytical skills and business experience in her work as an entrepreneur and consultant to multinational companies on sustainability strategy and communications. Kathee founded Framework:CR in 2003.

Aleksandra Dobkowski-Joy

Principal, Framework:CR

Aleksandra provides strategic and tactical counsel to multinational corporations in diverse industry sectors. In addition to managing reporting teams and processes, she advises clients on sustainability strategy; conducts assessments, materiality and benchmark analyses; develops reports, web content, newsletters, and other materials.

Prior to joining Framework, Aleksandra worked as a sustainability strategy consultant and as a Regional Innovations Coordinator for the United States Environmental Protection Agency, assisting corporations to develop and implement “beyond-compliance” environmental initiatives. She holds a Master of Environmental Management degree from Duke University's Nicholas School of the Environment and a B.S. in Biology from the University of Connecticut.



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About Framework:CR

Framework:CR helps companies to develop integrated sustainability strategies and communications approaches that build brand value, cut costs, and, ultimately, enhance profitability.

Framework:CR's clients—including Avon Products, Citigroup, Del Monte Foods, EMCOR, H.J. Heinz, Seventh Generation, and Symantec—are represented in the Fortune Global 500, Fortune 500, S&P 500, Dow Jones Sustainability, and FTSE4Good indices. Framework:CR principals speak and write on sustainability issues and regularly review reports for *Ethical Corporation* magazine.

For more information, please visit:

www.frameworkcr.com

Early Registration for
**Materiality Analysis
 Workshop:**

\$ 249

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About Altamont Group:

Altamont Group's purpose is to provide the best online trainings dedicated to sustainable business practices for private and government organizations. We work with expert industry leaders with proven track records of success in order to drive organizational change. Our trainings are the product of in-depth research in current trends and best practices.

Altamont Group is dedicated to answering the needs of today's companies and institutions. Please contact us with any training, consulting or recruitment requests.

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Both Courses DVD (with attendance)	\$ 249
Both Courses DVD (no attendance)	\$ 499

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