

Two different content hubs

— ONE VOICE

The Clariant Newsdesk and the Integrated Report are two important content hubs for Corporate Communications at Clariant. They feed and influence each other. While the Newsdesk is a regular steering tool for topic and channel management, the Integrated Report once a year discusses the topics that are most material for the company and its internal and external stakeholders. A rich story pool for integrated communication activities.

By *Claudia Kamensky*

205 topics were listed on endless flip chart paper at the Integrated Report 2018 editorial board meeting that took place last September. Every year's reporting process starts with a kickoff meeting, an editorial board meeting, and a conceptual workshop about six months before the date of publication. 205 topics had to be reviewed by the participants: Clariant's project team and representatives from the supporting agencies. 75% of the topics came out of the Newsdesk, another 20% stemmed from an annually run Topic Identification Process, covering both corporate and business topics worldwide. The remaining 5% was proposed by business units to add another perspective or a filter for topics that didn't make it in the Newsdesk. Still studies were followed by a lively discussion about the topics. At the end, the editors agreed on roughly a dozen of topics that were caught in so-called two-perspective interviews and can be found at <http://reports.clariant.com>

The Newsdesk – daily steering of content flow

Clariant Corporate Communications introduced its Newsdesk in 2017. Since then it serves as a steering tool for Corporate topics and channels, with clearly defined roles and responsibilities. The Newsdesk is organized as a meeting that takes place twice a week. Before each meeting, topic owners are asked to suggest their topics via a Topic Suggestion Form on Sharepoint. In the Newsdesk meetings, the topics are discussed with the channel owners and the editor-in-chief or his deputy who take finally the decision which topic goes in which channel. The decision-making process is totally transparent and documented on Sharepoint. Over time, there is a constantly growing list with topics – those accepted, postponed, or rejected. As the Newsdesk mostly

covers Corporate topics, the business units, service units, and functions can publish additional topics in their own channels, e.g., business unit websites, HR blog on LinkedIn or Yammer.

The topic selection for the Integrated Report was based on the preselection of the Newsdesk, on typical journalistic criteria like timeliness, relevance, diversity, the fit to the target reputation “Clariant is a focused specialty chemical company delivering innovative and sustainable solutions” and – first and foremost – on the materiality matrix – a core element of the Integrated Report.

In 2017, Clariant performed a comprehensive materiality assessment to identify and prioritize the issues that matter most to the company and its internal and external stakeholders. It was based on internationally recognized frameworks, e.g., the Integrated Reporting framework of the International Integrated Reporting Council (IIRC), the sustainability reporting standards of the Global Reporting Initiative, and the UN Global Compact. More than 400 topics gathered initially, were consolidated to a list of 50 topics that was distributed to more than 400 internal and external stakeholders. They were asked to evaluate the topics regarding their relevance for the company's ability to create value in the longrun.

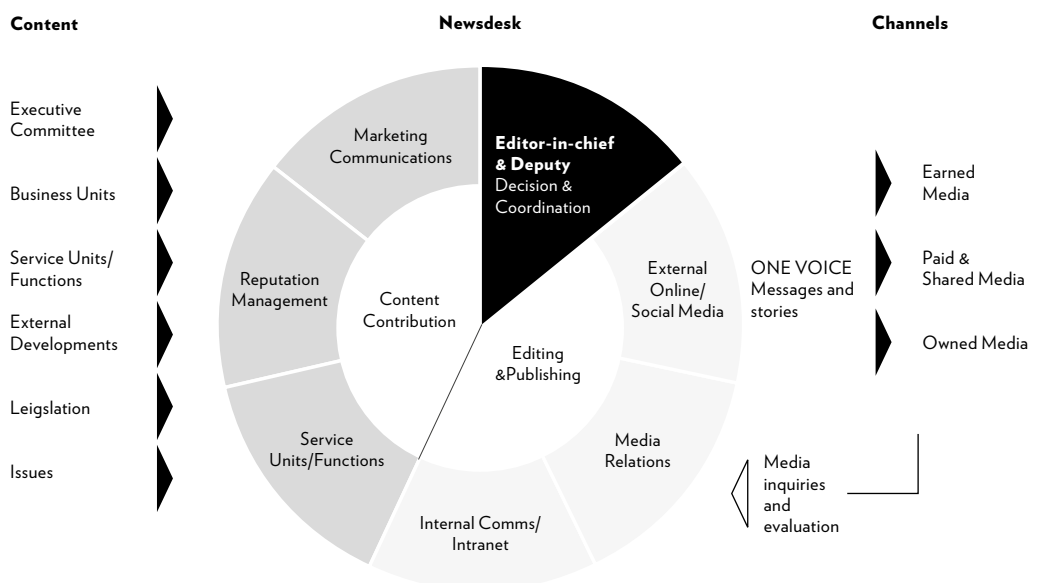


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The assessment resulted in a matrix with the most material topics for the company's success, and in a very useful tool to prove the relevance of new topics.

The Integrated Report editors decided to select only those topics from the 205 items that fit ideally to the focus topics of the materiality matrix. These are: Innovation and Technological Advances, Product Stewardship/Sustainable Chemistry, Occupational Health, Safety, and Well-being, Customer Relationship, Environmental Protection and Resources, Growth and Profitability, Circular Economy, Talent Attraction and Development, and Digitalization. That approach was also applied to the GRI reporting: Clariant only reports on those indicators that were defined as most material. The materiality matrix determines the content of the Integrated Report.

Hence, the Integrated Report serves as a content hub providing a selection of evaluated topics that can be used for integrated communication activities in the different Corporate channels over the year. This, in turn, requires the Newsdesk because here the Corporate content will be planned. Thus, the loop closes and at the end is a fully integrated communication campaign which feeds from two sources and follows a one-voice approach.



Clariant's Newsdesk serves as a regular steering tool for topic and channel management.