

# ESG

## From ESG ambition to actionable roadmap

### StaalService A/S

#### A CASE WITH ZILLION CONSULTING GROUP

How StaalService' leadership team, with support from ZILLION, established its first ESG baseline, identified strategic ESG priorities through a Double Materiality Assessment (DMA)\* and translated these into a sustainability strategy and roadmap – aligning mission, vision and actions for the coming years.

#### TRANSLATING AN ESG AMBITION INTO A SUSTAINABILITY STRATEGY WITH A DATA DRIVEN BASELINE

With a clear decision to create its first ESG baseline and report, StaalService's ambition was to turn ESG into a lever for competitiveness - by embedding sustainability into strategic targets and communication. To manage its rising customer expectations on sustainability, StaalService partnered with ZILLION to create its first data driven sustainability roadmap and ESG report.

\*DMA = Double Materiality Assessment for prioritization of in- and external factors impacting StaalService' future performance on selected ESG criteria, assessed by StaalService' management and their external partners

# From ESG baseline to a roadmap

StaalService set out to build a robust ESG foundation to meet growing expectations from customers and partners. Together with ZILLION, the company established its first ESG baseline and conducted a Double Materiality Assessment (DMA), which identified eleven high-priority focus areas. These insights formed the foundation for a sustainability roadmap that aligned strategic direction with practical implementation.

## Double Materiality Assessment (DMA)

### Capturing internal and external perspectives on ESG risks & opportunities

The DMA captured both internal perspectives and external stakeholder insights on ESG risks and opportunities. The DMA identified eleven material and high-priority ESG themes across environmental, social, and governance dimensions – helping StaalService’s leadership team sharpen focus and guide targeted initiatives over the coming years.

#### Double Materiality Assessment (DMA)

##### ENVIRONMENT

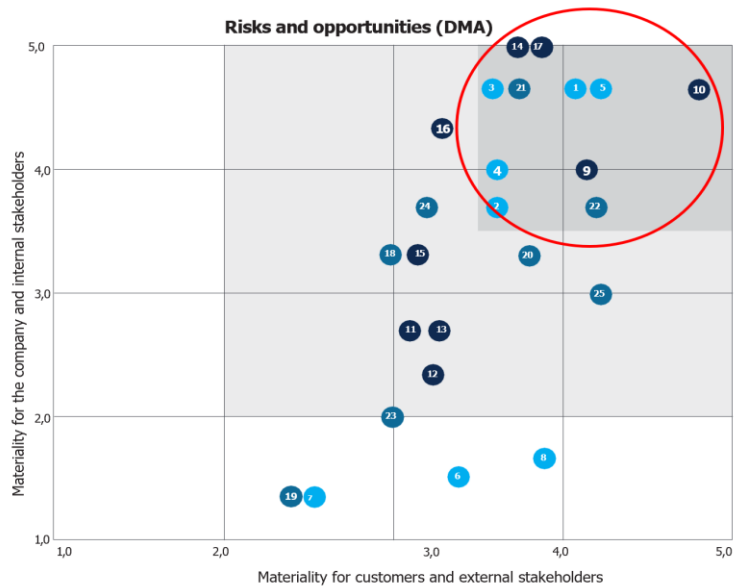
- 1 Greenhouse gas emissions
- 2 (CO2e) Climate change
- 3 Resource and material consumption
- 4 Pollution
- 5 Green transition (renewable energy)
- 6 Water consumption
- 7 Biodiversity
- 8 Circular product design

##### SOCIAL

- 9 Innovation & Development
- 10 Product Quality
- 11 Continuing Development & training
- 12 Inclusion
- 13 Diversity
- 14 Occupational health, safety and well-being
- 15 Contribution to society
- 16 Sick leave
- 17 Employee satisfaction

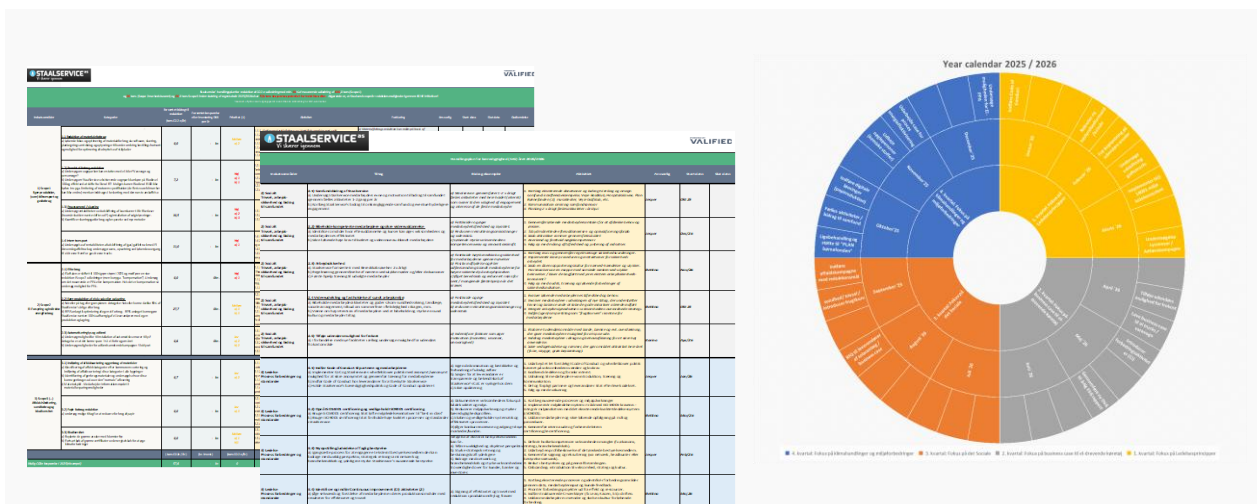
##### GOVERNANCE

- 18 Advisory board
- 19 More women managers/board members
- 20 Labour and human rights
- 21 Responsible Procurement
- 22 Fair business conditions
- 23 Fight against crime and corruption
- 24 Cybercrime
- 25 Partnership



## ESG activity roadmap and year calendar

ZILLION helped StaalService to establish an integrated ESG activity roadmap with clear deliverables. This roadmap was operationalized through a practical year calendar, enabling leadership to drive execution, ensure ownership and maintain focus across the organization, supporting the targets set to decarbonize their emissions.



# From strategy to communication

With support from ZILLION, StaalService consolidated its ESG ambition into a clear strategy – building on the DMA and roadmap to define concrete targets and initiatives. The resulting sustainability report was designed to anchor direction internally and communicate commitment to external stakeholders.

## StaalService' Sustainability Report

See the entire Sustainability Report 2024/2025 [here](#).

### StaalService' first ESG report and tailored sustainability policy launched



ZILLION helped StaalService establish their first ESG report with embedded calculation of their scope 1 & 2 emissions based on Valified's ESG Pro ® tool, helping StaalService to quickly assess, document, and improve its ESG performance and CSRD readiness through structured data collection, automated scoring, and actionable insights.

#### Message from the management

StaalService A/S is pleased to present our new Sustainability Report for 2024-2025, which is available for download (PDF).

We have chosen to write this Sustainability Report in Danish, as it is our primary language. We have also chosen to write it in English, as it is our primary language for our international customers. We have also chosen to write it in Danish, as it is our primary language. We have also chosen to write it in English, as it is our primary language for our international customers.

While it is a challenge to present our progress in both the short and long term, it is essential for the core DNA of StaalService – our people.

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Transparent communication and increased competitiveness



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*StaalService has for many years invested consistently in sustainable solutions, particularly within Scope 1 and 2 emissions and social initiatives. ZILLION helped us create the transparency needed to document our progress and identify concrete opportunities to further strengthen our competitiveness—especially in response to the increasing sustainability requirements from our largest customers.*

*Jesper Iversen  
CEO StaalService A/S*

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# ZILLION as Partner

In today's market, companies are not transforming because of ESG narratives – but due to investor pressure, customer demands, regulatory exposure, and the need to stay competitive.

ZILLION partners with organizations that view these forces not as a threat, but as a driver of long-term business value. We support transformation through actionable strategies, robust data, and integrated execution – delivered across three interconnected service areas:

## **ESG Strategy & Materiality Management - From complexity to strategic direction**

We help organisations clarify their ESG ambition through mission/vision alignment, double materiality assessments and prioritized focus areas. The outcome is a targeted ESG roadmap that strengthens our partners competitiveness and helps sharpen their strategic direction.

## **Performance Management - Making ESG measurable and actionable**

We establish a robust ESG baseline and translate insights into actionable plans with KPIs, ownership and business cases - for decarbonization, social well-being, safety and capability programs with establishing clear policies. This enables transparent reporting, measurable progress and informed decisions on climate, social and governance initiatives.

## **Implementation & Communication - Embedding ESG in Operations and Stakeholder Engagement**

We integrate ESG into core processes by formalizing governance, developing policies and reporting, and enabling internal and external communication. This embeds ESG into everyday operations and strengthens trust with customers, employees and partners.

## Curious to learn more?

Contact us for a no-obligation meeting.



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## Key initiatives

Creating the first ESG baseline – with the DMA qualifying priorities

Translating ESG data into actionable initiatives to drive performance

Integrating ESG into people, systems, and governance – from strategy through implementation