

FIELDS OF ACTION MATRIX

TAB: 1.2.1

	Opportunities	Risks	Stakeholder expectations	Potential influence by K+S
Megatrends				
Emerging markets	Change in dietary patterns/ higher consumption	—	Contribution to develop- ment of agriculture	Expansion of sales and logistics in emerging market countries/communicating knowledge about balanced application of fertilizers
Population growth	Increase in agricultural produc- tion by 70% by 2050	—	Contributing to the feeding of the world's increasing population	—
Demographic change	—	Shortage of new employees /ageing workforce/age-related employee turnover	—	Training/further training, health management, promotion of women, flexible working hours models
Shortage of water	Higher demand for liquid and leaf fertilizers	—	Reduction of high water consump- tion by agricultural industry	Research into improving the efficient use of water by plants and soil
Climate change	—	—	Reduction of climate-related emissions from production	Self-obligation to climate protection
Management themes				
Transfer of know-how	K+S is distinguished by its consulting services, employee skills contribute to economic success	—	Passing on knowledge and experience to new generation of employees, to customers, education and research	Training our partners and customers, CIP, international transfer of employees
Work and health	Efficient, motivated employees throughout their whole working life	—	High work safety require- ments in mining	Effective work safety and health management
Biodiversity	—	Further increase in environ- mental requirements	Equal priority of protection of species/nature conservation and exploitation of raw materials	Package of measures on water protection/ compensatory measures/covering of tailings piles
Compliance	Improving image with all stakeholders	Breaches of compliance by employees, financial disadvantages	Good Corporate Governance	Training of employees in compliance-related topics/pursuit and punishment of breaches
Energy efficiency	Relief in emissions trading	—	Reduction of energy consumption throughout the entire value chain	Energy efficiency potentials largely exhausted
Specific sustainability challenges				
Availability of raw materials	Developing new deposits globally	Critical framework conditions for raw materials industry in Germany	Equal priority of environmental protection/nature conservation and exploitation of raw materials	Decision for acquisition and cooperation projects
Water protection	Securing production through investments in water protection	Restriction of operating licences/ high investment costs (pipeline)	Equal priority of environmental protection/nature conservation and exploitation of raw materials	Halving of saline water through investments in water protection (€ 360 million package of measures)
Agricultural prices	High price level makes corresponding earnings prospects possible	Fluctuating prices make plan- ning certainty difficult	Fair prices, no "artificial" reduction in availability of products	—
Reduction in land under cultivation	Compensating for losses in land under cultivation through the more efficient management of existing areas	—	Contributing to the feeding of the world's increasing population despite decline in land under cultivation	Advice on balanced application of fertilizers