

Stakeholders

Key stakeholder groups

SSAB's key stakeholders are those who are impacted by SSAB's operations and activities, and who similarly impact SSAB.

The following groups are considered as being the most important stakeholder groups:

- Existing and potential customers
- Existing and potential employees
- Shareholders, investors and financiers
- Existing and potential suppliers
- Local communities near SSAB's production sites
- Public agencies and organizations

Other stakeholders SSAB interacts actively with include the media, analysts, regulators, various research bodies and partner organizations, research institutes, universities and vocational schools.

Approach to stakeholder engagement

SSAB aims for regular, honest and transparent interaction with its stakeholders. We actively maintain and develop stakeholder relations and draw on information obtained from them when developing our operations, products and services. Transparent and continuous dialog increases the trust in SSAB's ability to manage risks and utilize opportunities, which at the same time enhances the development of the company.

Key stakeholders, engagement, topics and concerns raised (GRI 102-43,44)

Stakeholder group: Existing and potential customers

Examples of engagement

- Personal sales work and meetings with customers
- Technical support
- Knowledge Service Center Customer seminars and training
- Trade fairs
- Site visits
- The Swedish Steel Prize

Key concerns, expectations

- High quality, sustainable products
- Reliability
- Services
- R&D cooperation and support

SSAB's response/actions

- We offer our customers a broad range of high-strength and wear-resistant steels that enable improved efficiency and sustainability benefits in the applications they are used
- We have developed the SSAB EcoUpgraded concept, which highlights the environmental benefits of upgrading to high-strength steel
- Through close customer collaboration, we continuously develop new products, services and applications
- Good delivery performance is our highest priority

Stakeholder group: Existing and potential employees

Examples of engagement

- Performance dialogs
- Coaching and training
- Site safety committees
- Info screens, intranet
- Employee surveys
- Co-operation with local universities and schools to engage potential future employees
- Regular dialogs with unions, centrally and locally

Key concerns, expectations

- Healthy and safe work place
- Equal treatment and open communication
- Job security and incentivizing compensation
- Opportunities for professional development
- Responsible and sustainable operations
- Employee related sustainability matters

SSAB's response/actions

- We operate in line with our vision, values and Code of Conduct
- We promote a high-performing organization
- Our long-term safety goal is zero accidents and we are committed to striving for this through our safety work
- Our employee compensation is based on standardized principles
- We work toward having a more diverse workforce and becoming a more attractive employer
- We value constructive dialog with our unions

Stakeholder group: Shareholders, investors and financiers

Examples of engagement

- Annual General Meeting
- Result conferences and webcasts
- Capital Markets Day
- Investor meetings

Key concerns, expectations

- Long-term value creation
- Responsible governance
- Sustainable operations (CO₂ emissions, resource efficiency)
- Safety
- Transparency and reliable reporting

SSAB's response/actions

- We updated our strategic growth targets in 2017 and their realization is ongoing
- We are committed to achieving our financial targets
- We take economic, social and environmental responsibility into consideration in our business
- We are committed to reducing CO₂ emissions both short and long-term
- Our long-term safety goal is zero accidents and we are committed to striving for this through our safety work

Stakeholder group: Existing and potential Suppliers

Examples of engagement

- Supplier management process including audits, development meetings, price and other negotiations
- Visits to suppliers
- Training, supplier days

Key concerns, expectations

- Good financial position
- Fair and equal treatment of suppliers
- Long-term business relations
- Responsible operations

SSAB's response/actions

- We are committed to achieving our financial targets
- We operate in line with our vision, values and Code of Conduct
- We implement responsible sourcing practices
- We manage supplier relationships in a systematic manner
- We train contractors in work safety

Stakeholder group: Local communities near SSAB's production sites

Examples of engagement

- Locally, engagement with politicians, regulators, the media and the general public, people living close to the production sites

Key concerns, expectations

- Creating well-being locally through employment, local purchasing and taxes
- Operational safety
- Reducing emissions, noise and other inconveniences close to production sites
- Open communication and interaction

SSAB's response/actions

- We have a significant role in the local and regional community as an employer, tax payer, buyer of regional goods and services
- We promote sustainable development of the local communities, participate in local initiatives, and sponsor selected local activities

Stakeholder group: Public agencies and organizations

Examples of engagement

- Involvement in many research projects to drive technological developments
- Collaboration with industry associations on many topics

Key concerns, expectations

- Climate change, reducing CO₂ emissions and other environmental impacts
- Responsible and sustainable operations

SSAB's response/actions

- We communicate openly and we actively engage in a dialog with different organizations about key issues

Key topics discussed with stakeholders in 2019:

- SSAB's sustainability strategy
- Sustainable offering and SSAB EcoUpgraded
- CO₂ emissions and how SSAB works to reduce its carbon footprint
- HYBRIT (Hydrogen Breakthrough Iron Making Technology) initiative
- Safety in SSAB's operations
- Responsible and sustainable supply chain
- Anti-corruption and ethics compliance

Memberships of Associations and National or International Advocacy Organizations (GRI 102-13)

The following table lists SSAB's key memberships by country or area.

Area or country	Organizations
Globally	World Steel Association
Europe	Eurofer, Euroslag, Eurometal
North America	American Iron and Steel Institute (AISI), National Association of Manufacturers (NAM)
Sweden	Jernkontoret, Svenskt Näringsliv (Confederation of Swedish Enterprise), SKGS (Skogen, Kemin, Gruvorna och Stålet), Steel and Metal Wholesalers Association, the Swedish Institute of Steel Construction, Swedish Mineral Processing Research Association, Swedish Cement and Concrete Research Institute, Swedish Leadership for Sustainable Development
Finland	Finnish Metal Producers, Confederation of Finnish Industries EK, Suomen ElFi (Finnish Large Electricity Consumers), Finnish Constructional Steelwork Association, Confederations of Finnish Construction Industries, the Federation of Finnish Technology Industries, Finnish Coal Info

[CONTACT SSAB](#)

Contact us with your questions or inquiries

Find your contact

Get direct contact information for the relevant person in your area

[BROWSE CONTACTS](#)

Download Center

Search and download SSAB's brochures, certificates and other materials.

[GO TO DOWNLOADS](#)

Sign up for newsletters

Visit our subscription center to manage all your SSAB newsletters subscriptions

[SIGN UP HERE](#)