Adobe Materiality

At Adobe, our comprehensive materiality assessment process is key to ensuring that our strategies, programs, and reporting all focus on the issues that matter most to our stakeholders and deliver the greatest social and environmental impact to our communities.

Focusing on what matters

We worked with a third party to refresh our materiality assessment in 2020 to take an unbiased and thorough approach in reviewing the breadth of issues across our stakeholders. Using the 2015 materiality assessment as a starting point along with significant research around emerging and relevant issues, we re-examined Adobe's material issues via a multi-phased process including interviews with internal and external stakeholders.

About our stakeholders

Adobe considers stakeholders as any groups or individuals that can be affected by our business or the decisions we make. Whether employees, investors, customers, partners, shareholders, communities, or others, we actively seek their perspectives and insights to help inform our strategies and business decisions. Listening to these voices and engaging in active dialogue to learn form and share perspectives helps us best advance progress toward sustainable development. Stakeholders engaged in our materiality assessment process included internal executives, investors, suppliers, partners, corporate peers, NGOs, think tanks, and civil society.

Our materiality process

Desk Research	Issue Identification & Consolidation	Internal & External Interview	Analysis & Materiality Matrix
— Existing Adobe materiality & issues	— Identify new issues against existing materiality	— Internal Adobe senior executives and issue experts	— Data from all sources scored and plotted
— Adobe peer & competitor materiality analysis	— Consolidated analysis of issues and definitions	— External professional stakeholders from a range of sectors	— Informs Adobe reporting requirements and strategy on issues to support platform design & goal setting
— Academic and authoritative sources on materiality (i.e., GRI, SASB, TCFD)			

Adobe

Key areas of opportunity

In our materiality assessment process, we seek to identify, understand, and prioritize social, environmental, and economic issues by identifying the company's impacts, the interests and expectations of stakeholders, societal challenges, sectoral issues, laws and regulations, and those core competencies of Adobe that can contribute to sustainable development.

Responsible impact

As we examined all inputs gathered and identified material issues, six key themes emerged as those which represent the areas of greatest opportunity for Adobe to maximize its impact.

Diversity, Equity & Inclusion

Delivering inclusivity both in our workforce and with our products and services allows us to better represent the communities in which we operate, as well as drive greater positive change throughout society.

Creativity for All

Adobe's unique position to enable creativity through its technology informs several material issues. Creativity for all requires not only an intentional approach to ensuring inclusive access to products and services, but also the broadening of creative skills throughout the community.

Technology for Good

Wider accessibility of Adobe's products and services drives greater opportunity, as does our ability to drive positive change in education and skills building. Innovating environmental and social benefits of our products must be matched with an understanding of any potential harm that could come with misuse.

Environment & Climate

Adobe's impact on the environment and climate is recognized to be important within our own operations and supply chain, and in our ability to make a positive impact through our products and services.

Responsible Business

The necessity to transparently demonstrate that Adobe conducts its business in an ethical manner is important across several issues, most significantly around the security and privacy of our customers' data.

Employees

How Adobe treats and engages with its employees is a crucial element of its corporate responsibility efforts. Of utmost significance is working to ensure an employee base that is diverse and inclusive of the community, and that people are treated equally.
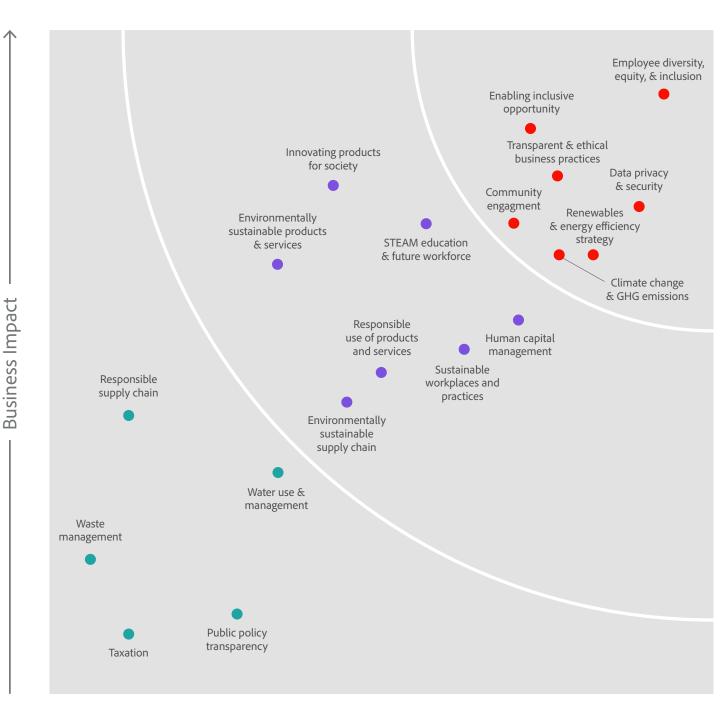
Material Issues

Within the six themes above, the individual social, environmental and economic issues identified play an important role as core elements, dependent issues, or outcomes. We have generated a materiality matrix to capture these issues and demonstrate their relative importance to stakeholders as well as business impact.

Relative Importance & Impact

Issues in the upper right corner of the matrix are both relatively more important from a societal expectation perspective for Adobe to focus on and the impact of and/or on Adobe's business is relatively higher. Conversely, issues in the lower left corner of the matrix are both relatively less important from a societal perspective for Adobe to focus on and there is relatively less impact of and/or Adobe's business. However, it is important to note that all issues on the grid are material to Adobe, and the grid serves to show relative importance.

Business Impact

Importance to Society

- Employee diversity, equity, & inclusion
- Enabling inclusive opportunity
- Transparent & ethical business practices
- Data privacy & security
- Innovating products for society
- Community engagment
- Renewables & energy efficiency strategy
- Environmentally sustainable products & services
- STEAM education & future workforce
- Climate change & GHG emissions
- Responsible use of products and services
- Human capital management
- Sustainable workplaces and practices
- Responsible supply chain
- Environmentally sustainable supply chain
- Water use & management
- Waste management
- Public policy transparency
- Taxation

Tier 1
Most critical material issues

Tier 2
Important material issues

Tier 3
Material issues