

# HOW JOLLIES MAPPED THEIR SUSTAINABILITY PRIORITIES

CASE STUDY

Jollies completed PSC's Materiality Survey project to align action with what matters most.

## PROJECT OVERVIEW

### 100+ SUSTAINABILITY TOPICS IDENTIFIED

Inspired by ESRS and PSC's topic library

### 23 TOPICS SELECTED FOR SURVEY

7 Environmental • 5 Social • 6 Governance • 5 Industry-Specific

### LEADERSHIP SURVEY CONDUCTED

Board members, Regional Managers, and Support Office Leaders ranked topics

### TOP 5 PRIORITIES FOR JOLLIES

1. Employee Wellbeing & Development
2. Waste Management
3. Capital/Store Improvements
4. Pet Care & Treatment in Stores
5. Animal Welfare

## SUMMARY

Through a structured and collaborative process, Jollies turned internal perspectives into a clear list of priority issues. With PSC's support, they gained clarity and focus, laying the groundwork for a smarter, more aligned sustainability strategy.

## THE CHALLENGE

The Jollies team needed to understand which sustainability issues were most important to their internal stakeholders, and where knowledge gaps might exist. Aligning future targets with leadership priorities was key to driving meaningful progress.

## THE SOLUTION

To address these challenges, Jollies worked with PSC to design and analyze a customized sustainability survey to internal leaders. The survey tested a curated list of 23 sustainability topics across environmental, social, governance, and industry-specific categories. By collecting both quantitative rankings and open-ended responses, the project helped clarify which topics internal stakeholders view as most important and revealed key areas where additional education and engagement may be needed.

## WHAT'S NEXT

Jollies has integrated the results of the survey into their strategy and training processes, live for all colleagues. Continued engagement with stakeholders will be key to turning survey results into meaningful action.

*"The survey we worked on in partnership with PSC gave us great insight into our internal ESG knowledge and what was important to different members in our team. This helped us set our internal priorities and refine our overall strategy in line with global goals."*

Annabel Battersby, Technical manager