

Develop and Pilot a Sustainability Materiality Framework for the Calgary Stampede



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Research Questions

What are the material topics most important to the Calgary Stampede’s stakeholder groups?

What are the best methods to identify the Calgary Stampede's stakeholder groups' material values?

Project Overview

The goal of this project is to create and test a sustainability materiality assessment framework for the Calgary Stampede. Understanding stakeholder values helps organizations make better strategic decisions, and this pilot provides a way to test the framework before using it more broadly. Built on the Global Reporting Initiative’s standards, the framework offers a repeatable process that can be expanded to external stakeholders and used for future sustainability reporting if desired. The pilot is exploratory and does not commit the Calgary Stampede to any recommendations or future assessments.

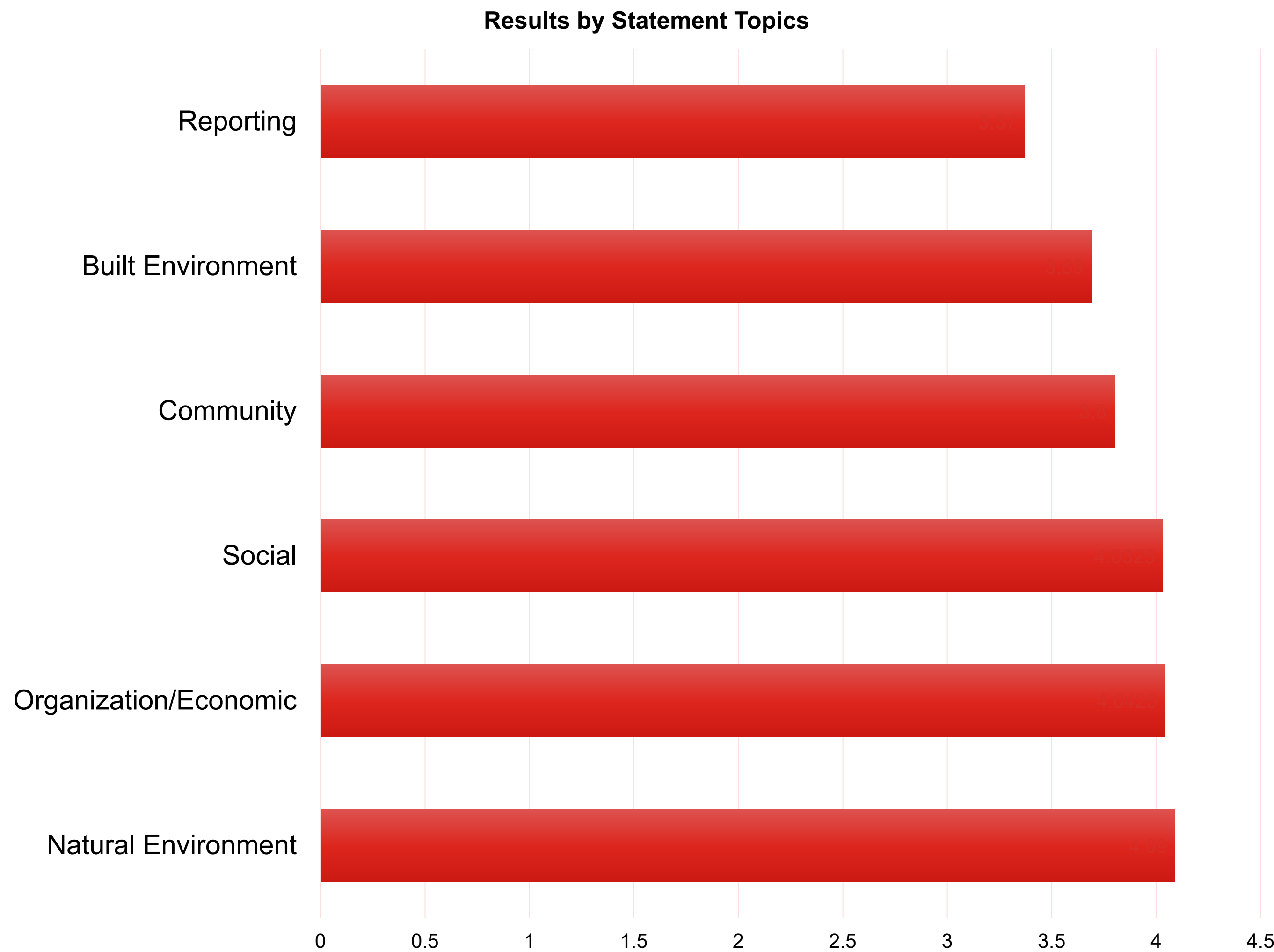
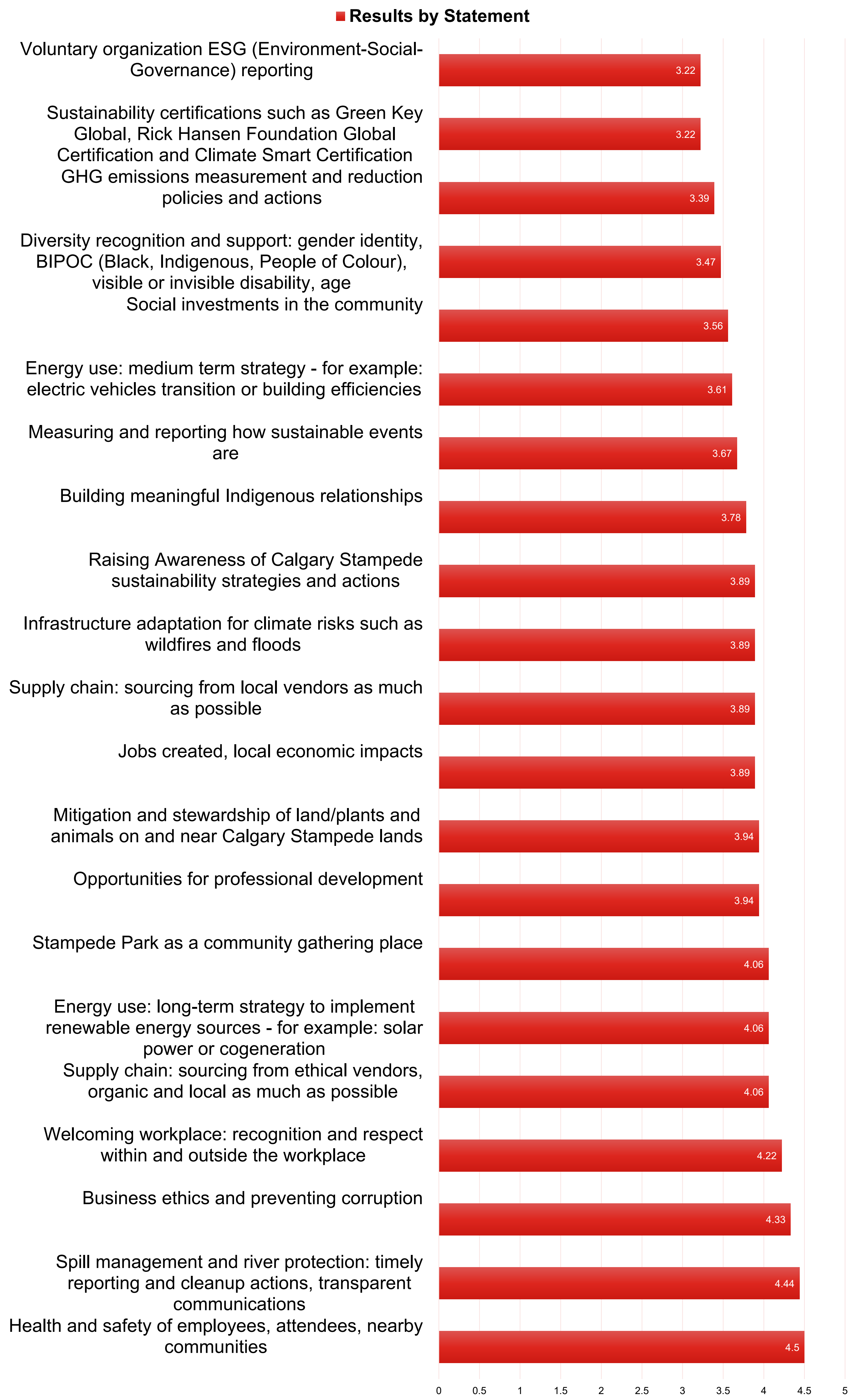
Methodology

Phase 1: Define purpose and scope	Phase 2: Peer analysis and benchmarking	Phase 3: Identify potential material Sustainability topics
This phase was carried out through the weekly meetings with the Calgary Stampede. Defining the goals and research questions of the report is a critical step in this phase.	Peer analysis was conducted through a review of relevant North American convention centers and rodeos.	In conjunction with the Calgary Stampede, potential material topics were identified and are addressed in the survey.
Phase 4: Gather the data from stakeholders	Phase 5: Management engagement	Phase 6: Materiality assessment report
This phase was carried out through the weekly meetings with the Calgary Stampede. Defining the goals and research questions of the report is a critical step in this phase.	Integrating the results of the survey with senior leadership plans – feedback During the pilot session, a feedback survey was made available.	Includes the information and results provided in this report. Additional steps include validation of the results and the development of focus groups to begin to operationalize.

Steps for Materiality Assessments

Step 1	Step 2	Step 3	Step 4
1	2	3	4
Understand your Organization's Context	Identify Actual and Potential Impacts	Assess the Significance of the impacts	Prioritize the Most Significant Impacts for Reporting

Results



Results

The results of the survey were analyzed using several tools. The first was interpreting the average scores for the questions individually. This helps to and rank the statements individually and identify the gaps between statements. A second analysis was done on the topics, ranking them from lowest to highest average ratings from the 1-5 Likert scale. Analyzing the results involved a combination of Excel and Power BI to develop more sophisticated graphics. The results display trends across statement topics and demonstrate the gradient of priorities for the Calgary Stampede's EAT group.

The results indicate that the topic of highest importance for the Calgary Stampede's EAT group is the *Health and Safety of Employees, Attendees and nearby communities*. The data indicates that when developing future systems and processes, the Calgary Stampede should ensure that they prioritize the health and safety of employees, guests and nearby communities more than any other issue.

The lowest scored statement is *Voluntary organization ESG (Environment-Social-Governance) reporting*. Moreover, the category concerned with reporting was additionally ranked the lowest. The results indicate to the Calgary Stampede that seeking out voluntary reporting should not be the highest-prioritized topic. Applications of this data may result in the Calgary Stampede foregoing elective reporting organizations. However, foregoing reporting is not recommended. Failure to report may create the feeling amongst stakeholders that their contributions may be irrelevant if nothing is done with the results. Moreover, it is important to maintain engagement with internal and primary stakeholders to determine whether they are aware of how the data was utilized, and what they know about the organization's sustainability journey. Because no statement received an average score below a 3, representing “Somewhat Important”.

Conclusion

By developing a survey that covered essential aspects of sustainability and is easily accessible, this report concludes that continuing to increase the survey scope and continuing to refine the engagement process is a realistic and practical method to identify the Calgary Stampede's stakeholder groups material topics. The pilot program that was carried out yielded results that indicated that the topics of *Natural Environment, Organization/Economic and Social* are the most important to the Calgary Stampede EAT group.

Completing this pilot is an important first step toward a long-term, organization-wide approach to sustainability. With expanded use and refinement, the Calgary Stampede can set an example for others in how organizations of all kinds can take meaningful action on sustainability.

Works Cited

- Global Reporting Initiative. (n.d.). A short introduction to the GRI standards. Retrieved December 20, 2024, from <https://www.globalreporting.org/media/wtaf14tw/a-short-introduction-to-the-gri-standards.pdf>
- IFRS Foundation. (n.d.). SASB standards: Materiality finder. Retrieved August 15, 2025, from <https://sasb.ifrs.org/standards/materiality-finder/find/?industry%5B0%5D=SV-LF>