

# moving ahead

2012 KeyCorp Corporate Responsibility Report  
GRI Index



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# GRI index

Standard disclosures part 1: **Profile disclosures**

● Fully ● Partially ● Not

Profile Disclosure	Description	Reported	Location in report
<b>Strategy and analysis</b>			
1.1	Statement from the most senior decision-maker of the organization.	●	Page 4
<b>Organizational profile</b>			
2.1	Name of the organization.	●	KeyCorp
2.2	Primary brands, products, and/or services.	●	Page 11
2.3	Operational structure of the organization, including main divisions, operating companies, subsidiaries, and joint ventures.	●	KeyCorp operates through two major business segments: Key Community Bank and Key Corporate Bank. The Key Community Bank franchise extends into 14 states from Maine to Alaska. Key Corporate Bank includes three lines of business – Real Estate Capital and Corporate Banking Services, Equipment Finance, and Institutional Capital Markets – that operate nationally both within and beyond the branch network
2.4	Location of organization's headquarters.	●	Cleveland, OH
2.5	Number of countries where the organization operates, and names of countries with either major operations or that are specifically relevant to the sustainability issues covered in the report.	●	All major operations are located within the United States of America.
2.6	Nature of ownership and legal form.	●	KeyCorp was organized in 1958 under the laws of the state of Ohio. It is a publicly traded company, headquartered in Cleveland, OH.
2.7	Markets served (including geographic breakdown, sectors served, and types of customers/beneficiaries).	●	Page 11, 12
2.8	Scale of the reporting organization.	●	Page 8, 9, 12

Profile Disclosure	Description	Reported	Location in report
2.9	Significant changes during the reporting period regarding size, structure, or ownership.	●	There were no material changes to size, structure or ownership during the reporting period
2.10	Awards received in the reporting period.	●	Page 24, 36, 49, 56-57
<b>Report parameters</b>			
3.1	Reporting period (e.g., fiscal/calendar year) for information provided.	●	This report covers the calendar year 2012.
3.2	Date of most recent previous report (if any).	●	Previous report covered calendar year 2011.
3.3	Reporting cycle (annual, biennial, etc.)	●	Annual
3.4	Contact point for questions regarding the report or its contents.	●	Page 6, 68
3.5	Process for defining report content.	●	Page 6
3.6	Boundary of the report (e.g., countries, divisions, subsidiaries, leased facilities, joint ventures, suppliers). See GRI Boundary Protocol for further guidance.	●	This report covers all KeyCorp owned entities over which the organization exercises control and that generate significant sustainability impacts.
3.7	State any specific limitations on the scope or boundary of the report (see completeness principle for explanation of scope).	●	This report covers all KeyCorp owned entities over which the organization exercises control and that generate significant sustainability impacts.
3.8	Basis for reporting on joint ventures, subsidiaries, leased facilities, outsourced operations, and other entities that can significantly affect comparability from period to period and/or between organizations.	●	This report covers all KeyCorp owned entities over which the organization exercises control and that generate significant sustainability impacts.

Standard disclosures part 1: **Profile disclosures**

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Profile Disclosure	Description	Reported	Location in report
3.10	Explanation of the effect of any re-statements of information provided in earlier reports, and the reasons for such re-statement (e.g., mergers/acquisitions, change of base years/periods, nature of business, measurement methods).	●	Page 6
3.11	Significant changes from previous reporting periods in the scope, boundary, or measurement methods applied in the report.	●	None.
3.12	Table identifying the location of the Standard Disclosures in the report.	●	Page 58-67
3.13	Policy and current practice with regard to seeking external assurance for the report.	●	The content of this report is reviewed internally instead of engaging an external auditor.

Profile Disclosure	Description	Reported	Location in report
4.4	Mechanisms for shareholders and employees to provide recommendations or direction to the highest governance body.	●	Page 68
4.14	List of stakeholder groups engaged by the organization.	●	Page 6, 16, 22
4.15	Basis for identification and selection of stakeholders with whom to engage.	●	Page 6, 16

**Governance, commitments, and engagement**

4.1	Governance structure of the organization, including committees under the highest governance body responsible for specific tasks, such as setting strategy or organizational oversight.	●	Page 9-10
4.2	Indicate whether the Chair of the highest governance body is also an executive officer.	●	Beth E. Mooney currently serves as KeyCorp's Chairman of the Board and Chief Executive Officer.
4.3	For organizations that have a unitary board structure, state the number and gender of members of the highest governance body that are independent and/or non-executive members.	●	Page 9-10

Standard disclosures part 3: **Performance indicators**

● Fully ● Partially ● Not

Profile Disclosure	Description	Reported	Location in report
<b>Product and Service Impact</b>			
<b>Product portfolio</b>			
FS1	Policies with specific environmental and social components applied to business lines.	●	Page 19-25, 28-29
FS2	Procedures for assessing and screening environmental and social risks in business lines.	●	Page 14
FS3	Processes for monitoring clients' implementation of and compliance with environmental and social requirements included in agreements or transactions.	●	
FS4	Processes for monitoring clients' implementation of and compliance with environmental and social requirements included in agreements or transactions.	●	Page 41
FS5	Interactions with clients/investees/business partners regarding environmental and social risks and opportunities.	●	Page 16
FS6	Percentage of the portfolio for business lines by specific region, size (e.g. micro/SME/large) and by sector.	●	
FS7	Percentage of the portfolio for business lines by specific region, size (e.g. micro/SME/large) and by sector.	●	
FS8	Monetary value of products and services designed to deliver a specific environmental benefit for each business line broken down by purpose.	●	
<b>Audit</b>			
FS9	Coverage and frequency of audits to assess implementation of environmental and social policies and risk assessment procedures.	●	Page 24

Profile Disclosure	Description	Reported	Location in report
<b>Active ownership</b>			
FS10	Percentage and number of companies held in the institution's portfolio with which the reporting organization has interacted on environmental or social issues.	●	
FS11	Percentage of assets subject to positive and negative environmental or social screening.	●	
FS12	Voting polic(ies) applied to environmental or social issues for shares over which the reporting organization holds the right to vote shares or advises on voting.	●	
<b>Economic</b>			
<b>Economic performance</b>			
EC1	Direct economic value generated and distributed, including revenues, operating costs, employee compensation, donations and other community investments, retained earnings, and payments to capital providers and governments.	●	Page 11, 20-37
EC2	Financial implications and other risks and opportunities for the organization's activities due to climate change.	●	Page 44
EC3	Coverage of the organization's defined benefit plan obligations.	●	
EC4	Significant financial assistance received from government.	●	KeyCorp did not receive financial assistance in 2012.

Standard disclosures part 3: **Performance indicators**

● Fully ● Partially ● Not

Profile Disclosure	Description	Reported	Location in report
<b>Economic (continued)</b>			
<b>Market presence</b>			
EC5	Range of ratios of standard entry level wage by gender compared to local minimum wage at significant locations of operation.	●	
EC6	Policy, practices, and proportion of spending on locally-based suppliers at significant locations of operation.	●	
EC7	Procedures for local hiring and proportion of senior management hired from the local community at significant locations of operation.	●	
<b>Indirect economic impacts</b>			
EC8	Development and impact of infrastructure investments and services provided primarily for public benefit through commercial, in-kind, or pro bono engagement.	●	Page 11, 20-37
EC9	Understanding and describing significant indirect economic impacts, including the extent of impacts.	●	Page 11, 20-37
<b>Environmental</b>			
<b>Materials</b>			
EN1	Materials used by weight or volume.	●	
EN2	Percentage of materials used that are recycled input materials.	●	
<b>Energy</b>			
EN3	Direct energy consumption by primary energy source.	●	Page 46-47
EN4	Indirect energy consumption by primary source.	●	Page 46-47

Profile Disclosure	Description	Reported	Location in report
EN5	Energy saved due to conservation and efficiency improvements.	●	Page 44-49
EN6	Initiatives to provide energy-efficient or renewable energy based products and services, and reductions in energy requirements as a result of these initiatives.	●	Page 28, 29
EN7	Initiatives to reduce indirect energy consumption and reductions achieved.	●	Page 44-49
<b>Water</b>			
EN8	Total water withdrawal by source.	●	
EN9	Water sources significantly affected by withdrawal of water.	●	None.
EN10	Percentage and total volume of water recycled and reused.	●	Key does not recycle or reuse water at this time but we are evaluating opportunities to do so in future years.
<b>Biodiversity</b>			
EN11	Location and size of land owned, leased, managed in, or adjacent to, protected areas and areas of high biodiversity value outside protected areas.	●	
EN12	Description of significant impacts of activities, products, and services on biodiversity in protected areas and areas of high biodiversity value outside protected areas.	●	
EN13	Habitats protected or restored.	●	
EN14	Strategies, current actions, and future plans for managing impacts on biodiversity.	●	
EN15	Number of IUCN Red List species and national conservation list species with habitats in areas affected by operations, by level of extinction risk.	●	

Standard disclosures part 3: **Performance indicators**

● Fully ● Partially ● Not

Profile Disclosure	Description	Reported	Location in report
<b>Environmental (continued)</b>			
<b>Emissions, effluents, and waste</b>			
EN16	Total direct and indirect greenhouse gas emissions by weight.	●	Page 46-47
EN17	Other relevant indirect greenhouse gas emissions by weight.	●	Page 46-47
EN18	Initiatives to reduce greenhouse gas emissions and reductions achieved.	●	Page 44-49
EN19	Emissions of ozone-depleting substances by weight.	●	
EN20	NOx, SOx, and other significant air emissions by type and weight.	●	
EN21	Total water discharge by quality and destination.	●	
EN22	Total weight of waste by type and disposal method.	●	Page 51
EN23	Total number and volume of significant spills.	●	
EN24	Weight of transported, imported, exported, or treated waste deemed hazardous under the terms of the Basel Convention Annex I, II, III, and VIII, and percentage of transported waste shipped internationally.	●	
EN25	Identity, size, protected status, and biodiversity value of water bodies and related habitats significantly affected by the reporting organization's discharges of water and runoff.	●	

Profile Disclosure	Description	Reported	Location in report
<b>Products and services</b>			
EN26	Initiatives to mitigate environmental impacts of products and services, and extent of impact mitigation.	●	Page 53
EN27	Percentage of products sold and their packaging materials that are reclaimed by category.	●	
<b>Compliance</b>			
EN28	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with environmental laws and regulations.	●	
<b>Transport</b>			
EN29	Significant environmental impacts of transporting products and other goods and materials used for the organization's operations, and transporting members of the workforce.	●	
<b>Overall</b>			
EN30	Total environmental protection expenditures and investments by type.	●	Page 43-53

Standard disclosures part 3: **Performance indicators**

● Fully ● Partially ● Not

Profile Disclosure	Description	Reported	Location in report
<b>Social: Labor Practices and Decent Work</b>			
<b>Employment</b>			
LA1	Total workforce by employment type, employment contract, and region, broken down by gender.	●	
LA2	Total number and rate of new employee hires and employee turnover by age group, gender, and region.	●	
LA3	Benefits provided to full-time employees that are not provided to temporary or part-time employees, by major operations.	●	
LA15	Return to work and retention rates after parental leave, by gender.	●	
<b>Labor/management relations</b>			
LA4	Percentage of employees covered by collective bargaining agreements.	●	
LA5	Minimum notice period(s) regarding significant operational changes, including whether it is specified in collective agreements.	●	
<b>Occupational health and safety</b>			
LA6	Percentage of total workforce represented in formal joint management-worker health and safety committees that help monitor and advise on occupational health and safety programs.	●	Key's Health and Safety Committee operates at the corporate-level and includes representatives from throughout the company and within all levels of the organization. All Key employees (100% of Key's workforce) are represented in Key's Health and Safety Committee.
LA7	Rates of injury, occupational diseases, lost days, and absenteeism, and number of work-related fatalities by region and by gender.	●	

Profile Disclosure	Description	Reported	Location in report
LA8	Education, training, counseling, prevention, and risk-control programs in place to assist workforce members, their families, or community members regarding serious diseases.	●	
LA9	Health and safety topics covered in formal agreements with trade unions.	●	Key does not have collective bargaining agreements.
<b>Training and education</b>			
LA10	Average hours of training per year per employee by gender, and by employee category.	●	
LA11	Programs for skills management and lifelong learning that support the continued employability of employees and assist them in managing career endings.	●	
LA12	Percentage of employees receiving regular performance and career development reviews, by gender.	●	
<b>Diversity and equal opportunity</b>			
LA13	Composition of governance bodies and breakdown of employees per employee category according to gender, age group, minority group membership, and other indicators of diversity.	●	
<b>Equal remuneration for women and men</b>			
LA14	Ratio of basic salary and remuneration of women to men by employee category, by significant locations of operation.	●	



Standard disclosures part 3: **Performance indicators**

● Fully ● Partially ● Not

Profile Disclosure	Description	Reported	Location in report
<b>Social: Human Rights</b>			
<b>Investment and procurement practices</b>			
HR1	Percentage and total number of significant investment agreements and contracts that include clauses incorporating human rights concerns, or that have undergone human rights screening	●	
HR2	Percentage of significant suppliers, contractors, and other business partners that have undergone human rights screening, and actions taken.	●	
HR3	Total hours of employee training on policies and procedures concerning aspects of human rights that are relevant to operations, including the percentage of employees trained.	●	
<b>Non-discrimination</b>			
HR4	Total number of incidents of discrimination and corrective actions taken.	●	
<b>Freedom of association and collective bargaining</b>			
HR5	Operations and significant suppliers identified in which the right to exercise freedom of association and collective bargaining may be violated or at significant risk, and actions taken to support these rights.	●	
<b>Child labor</b>			
HR6	Operations and significant suppliers identified as having significant risk for incidents of child labor, and measures taken to contribute to the effective abolition of child labor.	●	

Profile Disclosure	Description	Reported	Location in report
<b>Prevention of forced and compulsory labor</b>			
HR7	Operations and significant suppliers identified as having significant risk for incidents of forced or compulsory labor, and measures to contribute to the elimination of all forms of forced or compulsory labor.	●	
<b>Security practices</b>			
HR8	Percentage of security personnel trained in the organization's policies or procedures concerning aspects of human rights that are relevant to operations.	●	
<b>Indigenous rights</b>			
HR9	Total number of incidents of violations involving rights of indigenous people and actions taken.	●	
<b>Assessment</b>			
HR10	Percentage and total number of operations that have been subject to human rights reviews and/or impact assessments.	●	
<b>Remediation</b>			
HR11	Number of grievances related to human rights filed, addressed, and resolved through formal grievance mechanisms.	●	

Standard disclosures part 3: **Performance indicators**

● Fully ● Partially ● Not

Profile Disclosure	Description	Reported	Location in report
<b>Social: Society</b>			
<b>Local communities</b>			
S01 (FSSS)	Nature, scope, and effectiveness of any programs and practices that assess and manage the impacts of operations on communities, including entering, operating, and exiting.	●	Page 19-25
FS13	Access points in low-populated or economically disadvantaged areas by type.	●	
FS14	Initiatives to improve access to financial services for disadvantaged people.	●	Page 19-24
S09	Operations with significant potential or actual negative impacts on local communities.	●	
S010	Prevention and mitigation measures implemented in operations with significant potential or actual negative impacts on local communities.	●	
<b>Customer health and safety</b>			
S02	Percentage and total number of business units analyzed for risks related to corruption.	●	Page 14
S03	Percentage of employees trained in organization's anti-corruption policies and procedures.	●	Each year, 100% of employees are required to complete a Conduct and Ethics training course, pass an exam, and certify their compliance
S04	Actions taken in response to incidents of corruption.	●	Key's Code of Ethics states that there is a zero-tolerance policy in response to incidents of corruption.

Profile Disclosure	Description	Reported	Location in report
<b>Public policy</b>			
S05	Public policy positions and participation in public policy development and lobbying.	●	
S06	Total value of financial and in-kind contributions to political parties, politicians, and related institutions by country.	●	
<b>Anti-competitive behavior</b>			
S07	Total number of legal actions for anti-competitive behavior, anti-trust, and monopoly practices and their outcomes.	●	
<b>Compliance</b>			
S08	Monetary value of significant fines and total number of non-monetary sanctions for non-compliance with laws and regulations.	●	
<b>Social: Product Responsibility</b>			
<b>Customer health and safety</b>			
PR1	Life cycle stages in which health and safety impacts of products and services are assessed for improvement, and percentage of significant products and services categories subject to such procedures.	●	
PR2	Total number of incidents of non-compliance with regulations and voluntary codes concerning health and safety impacts of products and services during their life cycle, by type of outcomes.	●	

Standard disclosures part 3: **Performance indicators**

● Fully ● Partially ● Not

Profile Disclosure	Description	Reported	Location in report
<b>Social: Product Responsibility (continued)</b>			
<b>Product and service labelling</b>			
PR3	Type of product and service information required by procedures, and percentage of significant products and services subject to such information requirements.	●	
PR4	Total number of incidents of non-compliance with regulations and voluntary codes concerning product and service information and labeling, by type of outcomes.	●	
PR5	Practices related to customer satisfaction, including results of surveys measuring customer satisfaction.	●	
FS15	Policies for the fair design and sale of financial products and services.	●	Page 19-20
FS16	Initiatives to enhance financial literacy by type of beneficiary.	●	Page 20-21
<b>Marketing communications</b>			
PR6	Programs for adherence to laws, standards, and voluntary codes related to marketing communications, including advertising, promotion, and sponsorship.	●	
PR7	Total number of incidents of non-compliance with regulations and voluntary codes concerning marketing communications, including advertising, promotion, and sponsorship by type of outcomes.	●	

Profile Disclosure	Description	Reported	Location in report
<b>Customer privacy</b>			
PR8	Total number of substantiated complaints regarding breaches of customer privacy and losses of customer data.	●	
<b>Compliance</b>			
PR9	Monetary value of significant fines for non-compliance with laws and regulations concerning the provision and use of products and services.	●	

# helping our clients and communities thrive.

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