

Setting Goals and Metrics

Based on your business needs, we guide you to objectives and metrics that support your strategy and success.

Why set ambitious goals?

- Goals illustrate your intent and drive performance.
- Setting more ambitious targets can help you prioritize how best to engage externally on significant issues, and help manage rising expectations and increasing stakeholder demands.
- Clear goals and metrics are often the difference between sustainability platforms with deep, lasting impact and ones that make only incremental, short-term gains.

Our spectrum of goal types

- Relative goals e.g. 15% less water produced per unit.
- Absolute goals e.g. zero waste.
- Net positive/decoupled e.g. create more forest than is used.

What are the benefits?

Working with SustainAbility to set your company's sustainability goals lets you:

- Create and communicate a strong vision of where your business is heading.
- Produce goals and metrics that align with your material issues and reflect your ambitions.
- Secure buy-in from internal stakeholders which is essential to implementation and integration.
- Identify the best Key Performance Indicators (KPIs) for your organization.
- Set milestones to help assess and report on progress.
- Strengthen internal and external communication on priorities and results.

Our 2017 research *Targeting Value* provides guidance on setting, pursuing, achieving and reporting on sustainability goals. Find out more at: sustainability.com/targeting-value



How we can help

The needs of your business determine the goal setting services we provide. These may include:

Developing goals aligned with your most material sustainability issues

This allows you to hone in on goals based on the issues most critical to your strategy.

Landscape analysis and benchmarking

We research current best practice so you know how ambitious your goals need to be to put you in a leadership position.

Understanding your ambition

We help you determine the appropriate level of ambition for each of your focus areas.

Working to create internal consensus

We help build understanding and consensus on goals and metrics with key executives, other business units and your own team.

Validating goals with key stakeholders

We engage select internal and external experts who help test and refine your goals.

Our experience

Making the future the cause of our present.

We inspire and enable businesses like yours to lead the transition to a more sustainable economy.

Since 1987, we have worked tirelessly to catalyze innovation and provide solutions to make businesses and markets more sustainable. We are at the forefront of the sustainability agenda.

Our knowledge is extensive — we know what works and what doesn't for hundreds of other organizations. We are uniquely positioned to advise clients on how to collaborate in ways that give your business the greatest potential to deliver change on a huge scale.

Some of our goal setting clients...



Are you ready?

Creating real change doesn't have to be out of your reach. You just need the right goals to get you there.

Get in touch

Learn more about how we can help you

- sustainability.com
- info@sustainability.com