



# Strategy, Materiality and Program Design

*Developing sustainability  
strategies that drive  
business value*

As the sustainability agenda has progressed, many organizations have recognized sustainability as both a value driver and differentiator. A robust sustainability program can be the foundation for ongoing cost savings, product and service innovation, enhanced recruiting and retention, and improved relationships with customers, investors, suppliers and other stakeholders.

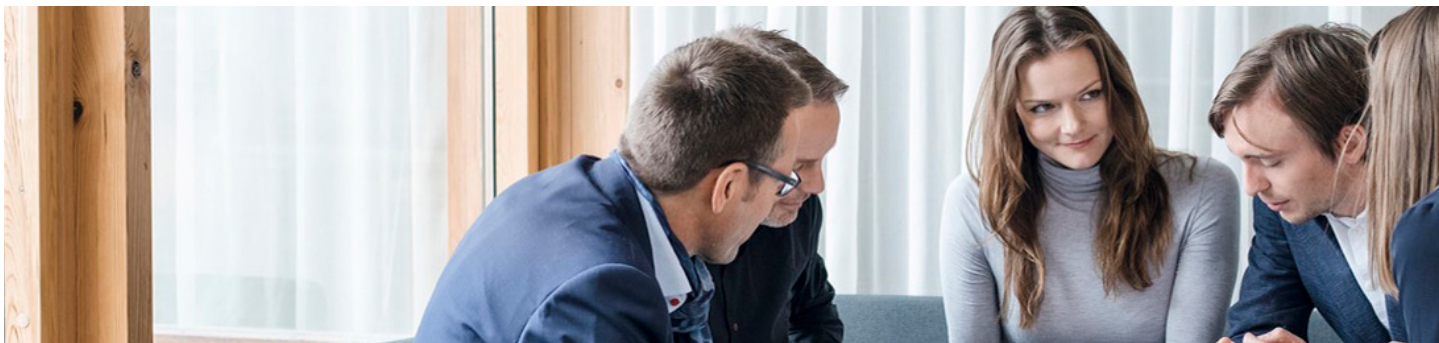
With a balance of strategic and technical expertise, and experience across sectors, WSP provides a unique perspective on what issues to address, how to structure programs, and where to prioritize effort to achieve the greatest benefit.

## Our services

Our strategy, materiality and program design services include:

- **Benchmarking and maturity assessment:** Evaluating company sustainability efforts relative to peers to guide program direction
- **Materiality assessment:** Identifying and prioritizing issues most important to the company and its stakeholders
- **Policy development:** Reviewing and drafting policies and procedures that show commitment and guide action
- **Strategic planning:** Developing actionable strategies with clear vision, focus, accountability and timing
- **Program design and governance:** Structuring effort across functions
- **Goal and target setting:** Setting ambitious goals (e.g., Science-Based Targets Initiative) and communicating anticipated results
- **Stakeholder engagement:** Identifying and consulting stakeholders on program design, priorities and progress

Our strategy, materiality, and program design services are complemented by technical capability in inventory management, product sustainability and life cycle assessment (LCA), energy and water strategy and management, green power procurement, public reporting and disclosure, climate resiliency and adaptation planning, and sustainable supply chain, positioning WSP to address issues across the evolving sustainability landscape.



## Our experience

- **Guided revisions to climate change strategy** for an apparel and footwear client including calculating a complete value chain (scope 3) GHG inventory, evaluating energy efficiency and renewable energy opportunities, developing a science-based GHG target, and assessing climate risks and opportunities in the supply chain
- **Supported GHG reduction strategy** for a financial services client's owned operations, including guidance on calculating a comprehensive energy and GHG footprint, conducting energy audits at 15+ office locations globally, and developing a strategy to reduce employee business travel
- **Developed sustainability strategy and action plan** for manufacturing operations of a food and beverage client to support company energy, GHG, waste and water goals including conducting a maturity assessment, aligning corporate mission, vision and objectives, recommending an appropriate governance structure and outlining 3-year action plans by business function.

- **Advised on priorities, initiatives, and key performance indicators (KPIs)** for financial services client's environmental, social, and governance (ESG) program including support during materiality assessment, goal setting and goal achievement planning, and reporting strategy. Also led measurement of KPIs (energy, GHG, water, waste, green building, paper and food service) and responses to CDP, the Dow Jones Sustainability Index and CR100, among other frameworks.

## About WSP

WSP is one of the world's leading engineering professional services consulting firms. We bring together approximately 39,000 talented people, based in 500 offices, across 40 countries. We are technical experts who design comprehensive and sustainable solutions and engineer projects that will help societies grow for lifetimes to come. In the United States, WSP USA's multidisciplinary sustainability and energy team has been providing related services for two decades. We support clients across sectors, including more than 25 Fortune 500 companies, in strategy and planning, as well as provide operational and technical expertise. We are passionate about contributing to our client's successes, enabled by our depth of expertise, collaborative approach, and unique perspective on the market.



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