

Goal and Target Setting

Establishing ambitious goals and targets through quantitative analysis and stakeholder engagement

Goals and targets are a critical component of any organization's sustainability program and commitment to reducing its related impacts.

WSP advises clients to develop clear, metrics-based goals and targets, which can help optimize sustainability efforts and provide a platform for communicating program progress over time.

Our Services

WSP supports clients throughout the process of setting qualitative goals and quantitative targets, from peer benchmarking and stakeholder engagement to designing strategies for goal achievement and communicating goal progress. We use data analysis, including climate science, to determine options for a target's level of ambition, and we manage stakeholder engagement to support clients in setting a goal or target that suits the unique interests of their business, industry and stakeholders. Our services include:

- **Benchmarking:** Assessing the goal and target-setting landscape based on activity of peers, customers and leaders to inform goal or target scope and ambition.
- **Materiality assessment:** Identifying and prioritizing the most important issues to the company and its stakeholders, including facilitating stakeholder feedback via interviews, focus groups and surveys.
- **Stakeholder engagement:** Identifying and consulting stakeholders on goal or target scope, ambition and priorities, and communicating strategy and progress to stakeholders throughout the goal or target period.
- **Quantitative target analysis:** Analyzing current and historic performance and projecting pathways for future performance, including modeling science-based targets (SBTs) in alignment with the latest climate science.
- **Goal achievement planning and monitoring:** Identifying and prioritizing measures to achieve the target, planning implementation of the measures, monitoring progress, and revising the achievement strategy throughout the goal period.
- **External communication:** Developing strategies to convey goal or target progress and achievement to relevant stakeholders, including creating content such as press releases, report materials and meeting presentations.

WSP is positioned to address issues across the evolving sustainability landscape. Our goal and target setting services are complemented by technical capability in inventory management and verification, reporting and disclosure, green power procurement, and sustainable supply chain.

Our Experience

DESIGNED SUITE OF ENVIRONMENTAL GOALS FOR A FINANCIAL SERVICES CLIENT

WSP supported development of environmental goals across greenhouse gas (GHG), energy, green building, water, waste and supply chain. Our support included identifying material impact categories, determining goal ambition and timeframe, creating goal announcement and promotional materials, developing achievement strategies, calculating and reporting progress against goals on an annual basis, and supporting our client in achievement of industry awards and being named to leadership indices.

SUPPORTED SBT SETTING FOR A TECHNOLOGY CLIENT

Our team helped determine scope, focus and objective; calculated scenarios to meet the published criteria of the Science Based Targets Initiative (SBTi); and engaged internal stakeholders to communicate target options and actions to achieve the target. WSP also generated a portfolio of GHG and facility energy projections to understand the potential impact of efficiency improvements on achievement of the recommended goal.

GUIDED PROCESS FOR DEVELOPING GHG TARGET ALIGNED WITH SBTi FOR AN APPAREL AND FOOTWEAR CLIENT

WSP supported the quantification of value chain (scope 3) GHG emissions, modeled future emissions, recommended appropriate targets, and advised on target submission and target communications once approved by SBTi.

DEVELOPED CARBON AND RENEWABLE ENERGY GOALS FOR A TECHNOLOGY CLIENT

We assisted in developing an industry-leading carbon neutrality commitment, including initial scoping, stakeholder engagement and onboarding, implementation of a carbon fee structure and ongoing technical support to ensure continued goal achievement. WSP also supported the client in assessing and setting a 100% renewable electricity target, and most recently a scope 1 and 2 GHG goal consistent with the level of decarbonization necessary to avoid the worst effects of climate change.

DEVELOPING GREENHOUSE GAS PERFORMANCE METRICS FOR A PUBLIC UTILITY'S RETAIL ELECTRIC DELIVERIES

Once established, the metrics WSP develops will be used to track and report GHG reductions against a long-term goal. Additionally, we are developing a framework to quantify and communicate changes in GHG emissions from electrification of fossil-fuel powered vehicles and building systems by this public utility's retail customers.



About WSP USA

WSP USA is the U.S. operating company of WSP, one of the world's leading engineering and professional services firms. Dedicated to serving local communities, we are engineers, planners, technical experts, strategic advisors and construction management professionals. WSP USA designs lasting solutions in the buildings, transportation, energy, water and environment markets. With more than 9,500 employees in 150 offices across the U.S., we partner with our clients to help communities prosper.

Our multidisciplinary sustainability, energy and climate change team has been providing related services for two decades. We support clients across sectors by providing strategy and planning, as well as operational and technical expertise. We are passionate about contributing to our clients' successes through our depth of experience, collaborative approach and unique perspective on the market. As a CDP science-based targets partner in the US, WSP supports all aspects of the science-based target setting process. WSP has partnered with CDP since 2010, and is also currently a CDP climate change, water, cities, and renewable energy accredited solutions provider.



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CONTACT US

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