



WePerform

SET GOALS AND DEFINE MEASURES

Scorecards as a management tool

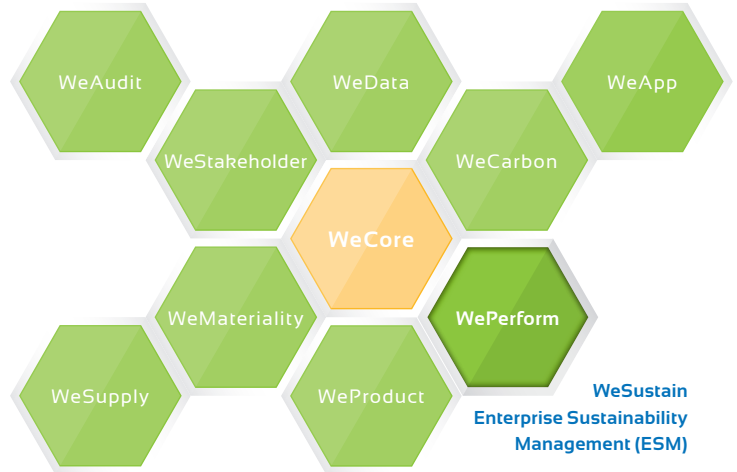
Sustainability management that restricts itself to mere reporting neglects its true purpose. Its objective must be to enhance the company's sustainability performance as part of a continuous process of improvement. This requires diverse strategies and future-focused targets. WePerform provides the requisite IT infrastructure for objective and measure management in the field of sustainability. With the help of scorecards, WePerform enables you to conduct efficient and professional target management, with clearly-defined processes and responsibilities. As part of this, the use of new scorecards is not only possible for individual years but also to manage and track specific goals, e.g. in terms of stakeholders (suppliers, NGOs, etc.).

Transparent target management

More than simply being described, targets can also be quantitatively tracked. For this purpose, indicators (KPIs) recorded in **WeData** are allocated to the targets. By connecting measures and KPIs, WePerform is able to measure sustainability performance precisely. Each target can be supplemented with text descriptions, individual attainment criteria for progress monitoring, time targets, location and area references as well as planned and implemented measures. Comparing current target status against previous periods and prognoses is now a straightforward task.

Example of a customer application:

Implementation at a major automotive manufacturer - after Excel had become insufficient for determining company-wide sustainability targets. The aim was to implement the strategic planning, stakeholder management and operational monitoring of sustainability activities in the company with the help of a Sustainability Balanced Scorecard, based around WeSustain. Around the world, 1,000 stakeholders including customers, suppliers, employees and NGOs were surveyed to identify future focusses of the CSR strategy, and the results were depicted in a comprehensive materiality matrix. Consequently, the company was able to define targets for each location and department based on the focus areas identified. The scorecard module made it possible to manage and monitor the defined targets and implementation measures easily and effectively. As a result, the company was able to significantly reduce costs for data collection as well as for target and measure management. Furthermore, the insights acquired made it possible to adapt and focus performance management in line with stakeholder interests and according to prioritized topics.



External auditors have the opportunity to conduct evaluations in terms of reach, relevance and completion directly in the system. Freely definable tags and responsibilities afford your target management clarity and structure, and enable targeted searching within the module.

Operational CSR management involves not only measuring and displaying data, but is also responsible for improving sustainability performance. WePerform is an efficient tool to set priorities, plan measures and gauge when objectives have been achieved.



- >> SCORECARDS PROVIDE EFFICIENT TARGET AND MEASURE MANAGEMENT
- >> TRANSPARENCY THROUGH CLEARLY DEFINED PROCESSES AND RESPONSIBILITIES
- >> ALLOCATION OF INDICATORS TO MEASURE PERFORMANCE
- >> DETAILED COMPARISON PREVIEW FOR A QUICK OVERVIEW
- >> INTRA-ORGANIZATIONAL EXCHANGE FOR TARGET OPTIMIZATION



WeData: ESM module for efficient data collection and transparent data management

