From Nay to Yay - Activity Sheet

Here you will receive a set of 12 examples of sustainability targets. Your goal is to identify how these are “bad” examples, meaning unrealistic, too ambitious, irrelevant for that context, greenwashing, etc.

1. A small family-owned café wants to reduce its carbon footprint to appeal to eco-conscious customers. It promises to become 100% carbon neutral immediately.

2. A local construction SME wants to cut the amount of waste it generates on job sites. It declares that it “cares about the planet” and will reduce its impact.

3. A packaging supplier with 25 employees wants to show clients it is managing waste responsibly. It sets the target of recycling everything it produces.

4. A medium-sized logistics firm wants to reduce emissions from its delivery fleet. It announces that it will “align with SDG 13 (Climate Action)”.

5. A neighborhood bakery wants to contribute to fighting climate change. It sets a target of planting 1 million trees by 2030.

6. A small textile factory in Portugal wants to lower energy costs and reduce emissions. It pledges to cut its CO_2 emissions by 50% this year.

7. A regional hotel group wants to improve its environmental performance and cut utility bills. It announces it will use 100% renewable energy.

8. An electronics retailer wants to reduce the environmental impact of e-waste. It sets a goal of achieving “zero waste”.

9. A small software consultancy wants to demonstrate its environmental responsibility to clients. It commits to “saving the oceans”.

10. A medium-sized furniture manufacturer wants to show customers that its materials are sustainable. It says it will achieve sustainability certification someday.

11. A food delivery SME wants to reduce single-use packaging waste from deliveries. It declares it will stop using plastic altogether.

12. A printing company wants to lower its environmental footprint to save costs and attract responsible clients. It promises to reduce its “environmental footprint”.

To help you in this task, use this Repair Kit, or guiding reflections, which are aligned with the SMART framework (Specific, Measurable, Achievable, Relevant, Time-bound). For each column, you can assess the target and check the boxes if it complies with each aspect. In the final column, you can use the space to write what you'd ask about this goal by looking at it critically.

Target	Specific	Measurable	Achievable	Relevant	Time-bound	Critical question
1						
2						
3						
4						
5						
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10						
11						
12						

Now that you have identified how each example falls short, take the time to re-write these examples. How would you make them more realistic, relevant, and SMART?

Remember: you already have the why in the original examples. Your goal is to make sure each target also has a how, and by when.

Target	Improved version
1	
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11	

12	