Plan: The KPI & Goal-Setting Dashboard

Objective: To transform the basic KPI section into a dynamic, strategic dashboard that empowers users to set meaningful goals, automatically track their progress, and gain actionable insights into their sustainability performance.

1. The KPI Library: A Curated Selection of What Matters

Purpose: To guide users by providing a pre-built library of best-practice KPIs. This eliminates guesswork and ensures users are tracking the most impactful metrics from day one. All preset KPIs will be automatically calculated and updated by the tool.

A. Preset Environmental KPIs:

- **Carbon & Energy:**
  - Total Carbon Footprint (tCO_2e): Absolute emissions across Scopes 1, 2, and 3.
  - Carbon Intensity ($kgCO_2e$ per £1m turnover): An intensity metric showing efficiency.
  - % Renewable Electricity: The percentage of total electricity from certified renewable tariffs.
  - Energy Intensity (kWh per litre produced): Operational efficiency of production.
- **Water:**
  - Total Water Consumption (m^3): Absolute water use.
  - Water Intensity (Litres per litre produced): Water efficiency of production.
- **Waste & Circularity:**
  - Total Waste Generated (kg): Absolute waste.
  - Waste Diversion Rate (%): The percentage of waste that is recycled, composted, or reused.
  - Average Recycled Content in Packaging (%): A measure of circular input.

B. Preset Social & Governance KPIs:

- Employee Turnover Rate (%)
- Average Training Hours per Employee
- % Spend with Local Suppliers
- Charitable Donations as % of Profit

C. Preset Platform Engagement KPIs:

- **Purpose:** To gamify the process and encourage users to fully utilize the tool.
- Tool Completion Progress (%): A master KPI showing how much of the tool's data fields have been completed.
- % of Products with Completed LCAs
- % of Suppliers Engaged via Portal
- Number of Sustainability Reports Generated

2. The Custom KPI Builder: 'Track What Matters to You'

Purpose: To provide the flexibility for users to create their own KPIs that are specific to their

unique business goals, while still leveraging the tool's automated tracking capabilities.

- **User Interface:** A simple, guided "Create a Custom KPI" wizard.
- **Functionality:**
  1. **Name Your KPI:** User gives their KPI a clear name (e.g., "Water used per bottle of vodka").
  2. **Define the Calculation:** The user builds a formula using data points that already exist within the tool. The interface would allow them to select from a dropdown of available metrics.
     - **Numerator:** User selects a data point (e.g., Total Water Consumption (Litres)).
     - **Denominator (for intensity metrics):** User selects another data point (e.g., Total Litres of Vodka Produced).
  3. **Set the Unit:** User defines the unit for the final KPI (e.g., Litres/Litre).
- **Automatic Tracking:** Once created, the tool will automatically calculate and update this custom KPI on the dashboard alongside the preset ones.

3. The Enhanced Goal-Setting Interface

Purpose: To move beyond a simple target value and create a robust goal management system.

- **Progress Visualisation:** Each KPI with a goal will be displayed as a visual card on the dashboard, showing:
  - The KPI name and its current value.
  - A progress bar or gauge showing Current Status vs. Target.
  - A trend indicator (e.g., ↑ 5% since last quarter).
- **Benchmarking (Future Enhancement):** The tool could offer users the ability to anonymously compare their performance on key intensity metrics (e.g., Energy Intensity) against the average for their sector (e.g., "You are in the top 25% of UK distilleries for energy efficiency").

4. Other Key Ideas to Incorporate

- **Qualitative Goal Tracking:** Not all goals are numerical. Add a module to track progress on project-based goals.
  - **Example:** A user could create a goal to "Achieve B Corp Certification."
  - **Tracking:** They can add key milestones (e.g., Complete BIA, Submit Application, Verification Call) and check them off as they are completed. The tool would display a progress percentage for this project.
- **Dashboard Customisation:** Allow users to drag and drop the KPI cards to arrange the dashboard in a way that makes the most sense for their priorities.