The BSC (Balanced Scorecard) application seen in the screenshot is primarily used for **strategic decision-making**. This is evident from the long-term objectives focused on improving urban greening strategies, scaling IT technologies, and optimizing operations related to green zone expansions.

The core strategy reflected in this BSC is to create **sustainable urban greening solutions** through smart technology integration. This involves four key pillars:

1. **Cost reduction and operational efficiency**: Focused on optimizing scaling costs and achieving cost-efficiency through IT and process improvements.
2. **Customer satisfaction and transparency**: Aiming to improve air quality and provide easy access to green areas while ensuring transparent communication with stakeholders.
3. **Internal process improvements**: Ensuring that IT systems are scalable and efficient while continuously innovating to enhance incident response and reduce the time for technological deployment.
4. **Learning and growth**: Encouraging continuous innovation, establishing AI governance, and building a skilled team to support sustainable urban development.

**Finance Perspective**:

* **Objectives**:
  + Reduce operation costs and optimize scaling costs.
* **Measures**:
  + Percentage of scaling costs optimized, cost-efficiency scores.
* **Targets**:
  + 51% cost optimization, 75% unit-level cost-efficiency.
* **Initiatives**:
  + Urban Greening Strategy Scorecard and Smart Technology Integration Scorecard.

**Customer Perspective**:

* **Objectives**:
  + Ensure trackable value for stakeholders, improve air quality, and make green areas accessible.
* **Measures**:
  + Improvement in air quality, percentage of population with access to green space.
* **Targets**:
  + 100% air quality validation, 70% population access to green areas.
* **Initiatives**:
  + Urban Greening Strategy Scorecard to measure the impact on air quality and accessibility.

**Internal Business Processes**:

* **Objectives**:
  + Scale IT technologies for green zones and improve incident response.
* **Measures**:
  + IT architecture scalability, time to deploy platforms, incident response effectiveness.
* **Targets**:
  + 83.33% IT scalability, 20 days to deploy platforms, 75% incident response score.
* **Initiatives**:
  + Smart Technology Integration and Urban Greening Strategy Scorecards.

**Learning and Growth Perspective**:

* **Objectives**:
  + Encourage continuous innovation, establish AI governance, and build a strong team.
* **Measures**:
  + Percentage of innovations in R&D, risk of AI-based technologies, likelihood and impact of AI governance.
* **Targets**:
  + 79.8% innovation, 18% AI risk, 69.59% team development score.
* **Initiatives**:
  + Partnerships with research institutions, risk management systems, and AI governance frameworks.

**Immagine che contiene testo, Carattere, linea, schermata

Descrizione generata automaticamenteOur BSC Project on the brewery taking advantage of the example we have studied:**