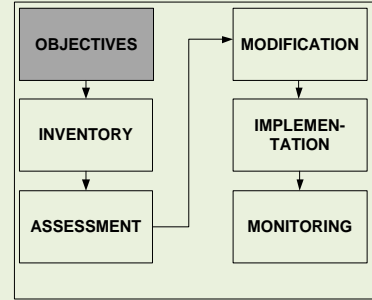


## OBJECTIVES AND TARGETS

**DESCRIPTION:** Clear definition of objectives and targets of the policy intervention, acknowledgement of other objectives and targets (within the same or in other policy domains), description of how target achievement will be monitored. More concrete and measurable targets enable proper ex-post assessment. Ideally, quantitative targets (a number or a range) are set for each objective. A vague focus, ambiguous definition and setting objectives without viable targets can undermine the rest of the packaging process.



### RECOMMENDATIONS

- Clearly state objectives and document them in official publications
- Set and define a number of alternative targets to be met representing different ways to measure objective achievement and set high, medium and low 'achievement' thresholds
- Identify a mechanism and data requirements to monitor level of objective attainment over time
- Acknowledge objectives and targets of other policy domains

### TOOLS AND METHODS (THOSE COMMONLY USED)

- Policy communication: formal (e.g. green/white paper) and less formal (e.g. EU briefs)
- Structurally open methods (involving mainly policy makers and policy analysts)

### CHECKLIST QUESTIONS

- Have the targets and objectives been clearly defined?
- Have targets and objectives of other policy domain been considered?
- Is there an agreement which objective is 'more important' if contradiction arises?
- Can the targets be realistically measured and monitored?

### PRACTICAL EXAMPLE

The EU White paper (European Commission, 2011b) explicitly mentions that a reduction of at least 60% of GHGs by 2050 with respect to 1990 is required from the transport sector. This objective is translated into 10 concrete and measurable targets, which include:

- Low-carbon sustainable fuels in aviation to reach 40% by 2050
- 30% of road freight over 300 km should shift to other modes such as rail or waterborne transport by 2030
- By 2050, connect all core network airports to the rail network, preferably high-speed
- Halving road casualties by 2020

### ACTOR INVOLVEMENT

Actor Group	Degree of involvement	Recommended tasks
<b>Politicians / decision makers</b>	<i>Very high</i>	<ul style="list-style-type: none"> <li>• Initiate and steer the process of setting objectives and targets</li> <li>• Decide upon objectives and possibly define targets</li> </ul>
<b>Public administration</b>	<i>High</i>	<ul style="list-style-type: none"> <li>• Establishes resource plan</li> <li>• Assist in setting objectives</li> <li>• Acquires relevant background data for objective setting</li> </ul>
<b>Stakeholders</b>	<i>Medium</i>	<ul style="list-style-type: none"> <li>• Consulted to validate targets and objectives</li> </ul>
<b>Independent experts</b>	<i>Between low and medium</i>	<ul style="list-style-type: none"> <li>• Could be consulted for information which might be relevant for later policy development process</li> <li>• Ensure that early decisions are sensitive to the objectives and targets.</li> </ul>