



BRAND: BURBERRY

Date: 25 July 2024

Based on the provided "Burberry 2023/24 Annual Report," here is an evaluation of Burberry's corporate biodiversity performance using the specified DeTrust Lab Biodiversity Methodology:

Stage 1: Biodiversity Pressures and Priority Areas (30%)

1. Summary of Biodiversity Pressures (15%)

- **Score: 3**
- **Justification:** The report discusses Burberry's efforts to reduce environmental impacts, including sustainable sourcing and reducing carbon emissions. However, a detailed summary of specific biodiversity pressures caused by Burberry's activities is not thoroughly provided.

2. Priority Species, Habitats, and Ecosystem Services (15%)

- **Score: 2**
- **Justification:** The report mentions efforts such as forest conservation and responsible sourcing but does not provide a comprehensive list of priority species, habitats, or ecosystem services directly tied to their biodiversity goals.

Stage 2: Vision, Goals, and Strategies (40%)

1. Corporate Biodiversity Vision (10%)

- **Score: 3**
- **Justification:** Burberry's sustainability strategy includes a vision to promote biodiversity through sustainable practices and environmental responsibility. While these initiatives are commendable, a more explicit and detailed biodiversity vision would strengthen the company's commitment.

2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 2**
- **Justification:** The report sets various environmental and sustainability goals, such as reducing water usage and increasing the use of sustainable materials, but specific measurable biodiversity goals are not clearly defined.

3. Key Strategies to Deliver Goals and Objectives (15%)

- **Score: 3**
- **Justification:** Burberry outlines several strategies, including sustainable sourcing and forest conservation initiatives. However, detailed strategies specifically for biodiversity are not extensively covered.



Stage 3: Indicator Framework and Strategic Plan (20%)

1. Framework of Core Indicators (10%)

- **Score: 2**
- **Justification:** The report discusses environmental indicators and monitoring practices but lacks a specific framework for biodiversity indicators.

2. Elements of a Biodiversity Strategic Plan (10%)

- **Score: 2**
- **Justification:** The report includes elements related to environmental management and sustainability but does not provide a comprehensive biodiversity strategic plan with detailed actions and indicators.

Stage 4: Monitoring and Reporting (10%)

1. Monitoring Plan (5%)

- **Score: 2**
- **Justification:** The report includes general environmental monitoring and reporting systems but does not detail a specific biodiversity monitoring plan.

2. Database of Relevant Data (2.5%)

- **Score: 1**
- **Justification:** The report does not mention a dedicated biodiversity database or use of global biodiversity information systems.

3. Monitoring and Reporting Systems (2.5%)

- **Score: 2**
- **Justification:** The report discusses environmental reporting systems and third-party audits, ensuring transparency and accountability. However, standardized biodiversity-specific monitoring and reporting systems are not detailed.

**Summary of Scores:**

Stage	Sub-element	Weight	Score (0-5)	Weighted Score
1	Biodiversity Pressures and Priority Areas	30%		
	Summary of biodiversity pressures	15%	3	0.45
	Priority species and habitats	15%	2	0.30
2	Vision, Goals, and Strategies	40%		
	Corporate biodiversity vision	10%	3	0.30
	Scalable goals and objectives	15%	2	0.30
	Key strategies	15%	3	0.45
3	Indicator Framework and Strategic Plan	20%		
	Framework of core indicators	10%	2	0.20
	Elements of a strategic plan	10%	2	0.20
4	Monitoring and Reporting	10%		
	Monitoring plan	5%	2	0.10
	Database of relevant data	2.5%	1	0.025
	Monitoring and reporting systems	2.5%	2	0.05

Final Weighted Score (out of 5):

$$0.45 + 0.30 + 0.30 + 0.30 + 0.45 + 0.20 + 0.20 + 0.10 + 0.025 + 0.05 = 2.375$$

Concluding Summary:

- **Overall Justification:** Burberry's report demonstrates a fair commitment to environmental sustainability with some indirect contributions to biodiversity. Specific biodiversity-focused goals, strategies, and detailed monitoring plans are lacking. Strengthening these areas will enhance the company's biodiversity performance.