



BRAND: CHANEL

Date: 25 July 2024

Based on the provided "Chanel 2022 Climate Performance Update," here is an evaluation of Chanel'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 acknowledges the environmental impacts of Chanel's operations, particularly related to carbon emissions and the use of resources. However, it does not provide a detailed summary of specific biodiversity pressures caused by their activities. The focus is primarily on carbon footprint and general environmental impacts.

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

- **Score: 3**
- **Justification:** The report mentions the Open Sky Labs initiative, which focuses on biodiversity exploration for cosmetic ingredients, and highlights the planting of various species without chemical inputs. However, it does not provide a comprehensive list of priority species, habitats, or ecosystem services that Chanel focuses on, nor does it outline measurable objectives related to these priorities.

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

1. Corporate Biodiversity Vision (10%)

- **Score: 3**
- **Justification:** Chanel's vision includes broad environmental sustainability goals, such as reducing carbon emissions and promoting renewable energy. The Open Sky Labs initiative shows a commitment to biodiversity, but the vision for biodiversity is not as distinct or detailed as it could be.

2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 3**
- **Justification:** The report outlines goals related to emissions reduction and promoting renewable energy. The Open Sky Labs initiative and efforts to obtain environmental certification for sustainable farming practices are positive steps, but more specific, measurable biodiversity targets are needed.

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

- **Score: 3**



- **Justification:** Chanel employs strategies such as regenerative agriculture and sustainable sourcing. These strategies are linked to broader sustainability goals and show a commitment to biodiversity, but more detailed, biodiversity-specific strategies would improve the score.

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

1. Framework of Core Indicators (10%)

- **Score: 3**
- **Justification:** The report includes various sustainability indicators related to carbon footprint and energy use but lacks a comprehensive framework specifically for biodiversity indicators (e.g., species abundance, habitat quality).

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

- **Score: 3**
- **Justification:** While the report mentions strategic actions such as regenerative agriculture and sustainable sourcing, it lacks a detailed biodiversity-specific strategic plan. A comprehensive plan with clear actions, timelines, and biodiversity metrics would improve this area.

Stage 4: Monitoring and Reporting (10%)

1. Monitoring Plan (5%)

- **Score: 3**
- **Justification:** The report indicates some monitoring activities related to environmental sustainability and mentions efforts to refine the accuracy of carbon footprint knowledge. However, it lacks a detailed biodiversity monitoring plan. Specific indicators, data collection methods, and responsibilities should be detailed.

2. Database of Relevant Data (2.5%)

- **Score: 2**
- **Justification:** There is no mention of a dedicated biodiversity database integrating multiple relevant data sources to track biodiversity indicators comprehensively.

3. Monitoring and Reporting Systems (2.5%)

- **Score: 2**
- **Justification:** The report lacks detailed information on standardized biodiversity monitoring and reporting systems. Developing systems to present biodiversity data in formats like maps or dashboards would be beneficial.



Summary of Scores

Stage	Sub-element	Weight	Score (0-5)	Weighted Score
Stage 1	Biodiversity Pressures and Priority Areas	30%		
	Summary of biodiversity pressures	15%	3	0.45
	Priority species and habitats	15%	3	0.45
Stage 2	Vision, Goals, and Strategies	40%		
	Corporate biodiversity vision	10%	3	0.30
	Scalable goals and objectives	15%	3	0.45
	Key strategies	15%	3	0.45
Stage 3	Indicator Framework and Strategic Plan	20%		
	Framework of core indicators	10%	3	0.30
	Elements of a strategic plan	10%	3	0.30
Stage 4	Monitoring and Reporting	10%		
	Monitoring plan	5%	3	0.15
	Database of relevant data	2.5%	2	0.05
	Monitoring and reporting systems	2.5%	2	0.05
Total	100%			2.95

Concluding Summary

- **Total Weighted Score: 2.95 out of 5**
- **Overall Justification:** Chanel demonstrates a fair level of commitment to biodiversity management, with notable efforts in regenerative agriculture and sustainable practices. The main strengths lie in their strategic actions and goals related to environmental sustainability. However, there is a need for more specific, measurable biodiversity targets, a comprehensive biodiversity strategic plan, and robust monitoring and reporting systems dedicated to biodiversity outcomes. Improvements in these areas would further enhance their overall biodiversity performance.