



BRAND: DISNEY

Date: 25 July 2024

Based on the provided "The Walt Disney Company: 2023 Sustainability & Social Impact Report," here is an evaluation of Disney'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: 4**
- **Justification:** The report highlights Disney's awareness of its biodiversity impact, including habitat disruption from operations and development. It discusses specific efforts to mitigate these impacts, such as the Disney Conservation Fund's work to protect wildlife and natural habitats globally. However, while these efforts are commendable, a more detailed quantification of the pressures is needed to achieve a perfect score.

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

- **Score: 4**
- **Justification:** Disney identifies priority areas for conservation, notably through the Disney Conservation Fund which supports projects focused on various species and habitats. The report mentions specific grants for protecting wildlife and ecosystems, aligning with global biodiversity conservation standards. However, a detailed list of priority species and habitats directly linked to Disney's operations would enhance the score.

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

1. Corporate Biodiversity Vision (10%)

- **Score: 3**
- **Justification:** Disney expresses a commitment to environmental sustainability, including biodiversity, through initiatives like the Disney Conservation Fund and sustainable practices at Disney's Animal Kingdom. However, the vision for biodiversity is embedded within broader sustainability goals and lacks a distinct, detailed, and results-oriented picture specifically focused on biodiversity.

2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 3**
- **Justification:** The report outlines goals related to emissions reduction and sustainable operations which indirectly support biodiversity. Specific objectives include supporting conservation projects and reducing habitat disruption. However, these goals are not highly specific or measurable regarding direct biodiversity outcomes.



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

- **Score: 4**
- **Justification:** Disney employs robust strategies such as supporting conservation projects, reducing emissions, and promoting sustainable practices in its operations. These strategies are linked to broader sustainability goals, 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 indicators related to sustainability efforts and emissions reductions. However, a comprehensive framework of biodiversity-specific indicators, such as species abundance or habitat quality, is not detailed.

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

- **Score: 3**
- **Justification:** The report mentions various strategic actions like supporting conservation projects and reducing environmental impact. However, a detailed strategic plan focused specifically on biodiversity with clear actions, timelines, and metrics is not fully developed.

Stage 4: Monitoring and Reporting (10%)

1. Monitoring Plan (5%)

- **Score: 3**
- **Justification:** The report indicates some monitoring activities related to environmental sustainability. However, it lacks a detailed plan for biodiversity monitoring, including specific biodiversity indicators, data collection methods, and responsibilities.

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 that present data in formats like maps or dashboards to meet decision-makers' needs.



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%	4	0.60
	Priority species and habitats	15%	4	0.60
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%	4	0.60
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%			3.40

Concluding Summary

- **Total Weighted Score: 3.40 out of 5**
- **Overall Justification:** Disney demonstrates a good level of commitment to biodiversity management, with notable efforts in conservation and sustainable practices. The main strengths lie in their support for conservation projects and strategies to reduce environmental impact. 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 enhance their overall biodiversity performance.