



BRAND: AMAZON

Date: 24 July 2024

Based on the provided "Amazon 2023 Sustainability Report," here is an evaluation of Amazon'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: 2 (Poor)**
- **Justification:** The report mentions various environmental impacts and mitigation efforts, such as reducing carbon emissions and waste, but there is limited specific information on biodiversity pressures directly caused by Amazon's activities. The focus is more on general environmental sustainability rather than specific biodiversity pressures.

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

- **Score: 2 (Poor)**
- **Justification:** The report highlights efforts to protect ecosystems and mentions initiatives like the Right Now Climate Fund for restoring forests, wetlands, and grasslands. However, it lacks a detailed list of priority species, habitats, or ecosystem services that are the focus of their biodiversity efforts. The goals are broad and not specific to measurable biodiversity outcomes.

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

1. Corporate Biodiversity Vision (10%)

- **Score: 3 (Fair)**
- **Justification:** Amazon has a vision for environmental sustainability, including commitments to decarbonization and ecosystem restoration. However, the vision for biodiversity is not clearly articulated as a separate, detailed component, which limits the clarity and focus on biodiversity-specific outcomes.

2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 2 (Poor)**
- **Justification:** The report mentions various environmental goals, such as net-zero carbon emissions and reducing packaging waste. However, there are no specific, scalable biodiversity goals and objectives outlined that address the priority pressures and dependencies. The goals are more general environmental targets rather than targeted biodiversity outcomes.

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

- **Score: 2 (Poor)**
- **Justification:** The strategies include significant investments in renewable energy, sustainable packaging, and carbon reduction initiatives. However, these strategies are not explicitly linked to biodiversity goals and objectives. The focus is on broader environmental sustainability rather than targeted biodiversity strategies.



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

1. Framework of Core Indicators (10%)

- **Score: 2 (Poor)**
- **Justification:** The report provides indicators for carbon emissions, waste reduction, and renewable energy use, but lacks a detailed framework of core pressure-state-response-benefit indicators specifically for biodiversity. The indicators are more focused on general environmental performance.

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

- **Score: 3 (Fair)**
- **Justification:** The strategic plan includes efforts to reduce carbon emissions, increase renewable energy use, and protect ecosystems through the Right Now Climate Fund. However, it does not comprehensively outline specific strategies or common indicators tailored to biodiversity conservation.

Stage 4: Monitoring and Reporting (10%)

1. Monitoring Plan (5%)

- **Score: 2 (Poor)**
- **Justification:** The report mentions the use of AI and other technologies to monitor environmental impacts, but it does not provide a detailed monitoring plan with specific indicators for biodiversity. The monitoring efforts are more focused on carbon emissions and energy use.

2. Database of Relevant Data (2.5%)

- **Score: 1 (Very Poor)**
- **Justification:** There is no mention of a dedicated biodiversity database that includes relevant data from global sources like the IUCN Red List or Protected Planet. The focus is on internal data and general environmental metrics.

3. Monitoring and Reporting Systems (2.5%)

- **Score: 1 (Very Poor)**
- **Justification:** The report does not detail standardized monitoring and reporting systems specifically for biodiversity data. There is a general emphasis on transparency and environmental data, but not specifically tailored for biodiversity reporting.



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%	2	0.30
	Priority species and habitats	15%	2	0.30
Stage 2	Vision, Goals, and Strategies	40%		
	Corporate biodiversity vision	10%	3	0.30
	Scalable goals and objectives	15%	2	0.30
	Key strategies	15%	2	0.30
Stage 3	Indicator Framework and Strategic Plan	20%		
	Framework of core indicators	10%	2	0.20
	Elements of a strategic plan	10%	3	0.30
Stage 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%	1	0.025
Total		100%		2.15

Concluding Summary

- **Total Weighted Score:** 2.15 out of 5
- **Overall Justification:** Amazon shows a strong commitment to environmental sustainability through various initiatives and investments. However, there is a notable lack of focus on specific biodiversity pressures, goals, and monitoring systems. The strengths lie in their general environmental strategies and renewable energy initiatives, while the areas for improvement include detailed biodiversity assessments, specific biodiversity goals, and comprehensive monitoring frameworks tailored to biodiversity conservation.