



BRAND: ADIDAS

Date: 25 July 2024

Based on the review of the "Adidas 2023 Annual Report," here is an evaluation of Adidas'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**
- **Justification:** The report mentions Adidas's efforts to reduce environmental impacts through initiatives such as sustainable sourcing and reducing carbon emissions. However, it does not provide detailed information on specific biodiversity pressures directly caused by Adidas's operations.

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

- **Score: 1**
- **Justification:** There is minimal mention of priority species, habitats, or ecosystem services. The focus is on broader environmental sustainability initiatives without specific biodiversity targets or detailed information.

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

1. Corporate Biodiversity Vision (10%)

- **Score: 2**
- **Justification:** Adidas's vision includes commitments to sustainability and environmental responsibility, but it does not have a specific and detailed biodiversity vision. The environmental goals are broad and not directly focused on biodiversity.

2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 2**
- **Justification:** The report outlines broad environmental goals such as reducing greenhouse gas emissions and sustainable sourcing. However, these goals do not include specific, measurable biodiversity targets.

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

- **Score: 2**
- **Justification:** Adidas employs strategies like sustainable product design, renewable energy use, and resource efficiency. While these strategies support broader environmental goals, they lack specific actions directly targeting biodiversity conservation.



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

1. Framework of Core Indicators (10%)

- **Score: 1**
- **Justification:** The report includes indicators for general environmental performance, such as greenhouse gas emissions and energy use, but lacks a comprehensive framework for biodiversity indicators.

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

- **Score: 2**
- **Justification:** While the report mentions various sustainability initiatives, it does not include a detailed biodiversity-specific strategic plan. A plan with clear actions, timelines, and biodiversity metrics is needed.

Stage 4: Monitoring and Reporting (10%)

1. Monitoring Plan (5%)

- **Score: 1**
- **Justification:** The report indicates some monitoring activities related to sustainability but lacks a detailed biodiversity monitoring plan. Specific biodiversity indicators, data collection methods, and responsibilities should be detailed.

2. Database of Relevant Data (2.5%)

- **Score: 1**
- **Justification:** Adidas uses various databases for tracking sustainability metrics. A dedicated biodiversity database integrating multiple relevant data sources would improve this area.

3. Monitoring and Reporting Systems (2.5%)

- **Score: 1**
- **Justification:** The report mentions systems for tracking environmental impact and sustainability metrics but 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%	2	0.30
	Priority species and habitats	15%	1	0.15
Stage 2	Vision, Goals, and Strategies	40%		
	Corporate biodiversity vision	10%	2	0.20
	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%	1	0.10
	Elements of a strategic plan	10%	2	0.20
Stage 4	Monitoring and Reporting	10%		
	Monitoring plan	5%	1	0.05
	Database of relevant data	2.5%	1	0.025
	Monitoring and reporting systems	2.5%	1	0.025
Total	100%			1.65

Concluding Summary

- **Total Weighted Score: 1.65 out of 5**
- **Overall Justification:** Adidas demonstrates a basic level of commitment to environmental sustainability, but its approach to biodiversity is minimal. The report highlights broad sustainability efforts such as reducing carbon emissions and sustainable sourcing, but lacks specific biodiversity goals, strategies, and monitoring systems. Enhancing the focus on biodiversity with clear targets, detailed strategic plans, and robust monitoring and reporting systems would significantly improve Adidas's overall biodiversity performance.