



## BRAND: PORSCHE

*Date: 25 July 2024*

Based on the review of the "Porsche 2023 Annual and Sustainability Report," here is an evaluation of Porsche'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 pressures associated with Porsche's operations, such as CO<sub>2</sub> emissions and resource consumption. However, specific details regarding the direct biodiversity pressures caused by Porsche's operations are limited. The emphasis is more on general environmental sustainability rather than specific biodiversity impacts.

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

- **Score: 2**
- **Justification:** While Porsche engages in various environmental initiatives and partnerships, the report lacks detailed information on specific priority species, habitats, or ecosystem services directly targeted by Porsche's biodiversity efforts. The focus remains broad, covering overall environmental sustainability without deep dives into specific biodiversity targets.

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

#### 1. Corporate Biodiversity Vision (10%)

- **Score: 3**
- **Justification:** Porsche's sustainability vision includes aspects of biodiversity, particularly through its commitment to sustainable sourcing and environmental stewardship. However, the vision is not as explicitly focused on biodiversity as it could be, often blending biodiversity with broader environmental goals.

#### 2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 3**
- **Justification:** The report outlines goals such as reducing CO<sub>2</sub> emissions and increasing the use of sustainable materials. These goals indirectly benefit biodiversity but are not specifically tailored to measurable biodiversity outcomes.

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

- **Score: 3**



- **Justification:** Porsche employs strategies such as promoting the circular economy, enhancing resource efficiency, and engaging in partnerships for environmental protection. These strategies support the overall environmental agenda but lack specificity regarding direct biodiversity conservation actions.

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

#### 1. Framework of Core Indicators (10%)

- **Score: 2**
- **Justification:** The report includes indicators related to environmental performance, such as CO<sub>2</sub> emissions and energy consumption. However, a comprehensive framework specifically for biodiversity indicators is lacking, making it challenging to assess progress in this area.

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

- **Score: 2**
- **Justification:** While Porsche has a strategic plan for sustainability, it does not provide a detailed biodiversity-specific strategic plan. The current plan includes general environmental strategies, but more explicit actions, timelines, and responsibilities related to biodiversity are needed.

### Stage 4: Monitoring and Reporting (10%)

#### 1. Monitoring Plan (5%)

- **Score: 2**
- **Justification:** The report indicates some monitoring activities related to sustainability, such as tracking CO<sub>2</sub> emissions and resource use. However, a detailed biodiversity monitoring plan is not provided. Specific biodiversity indicators and methodologies would strengthen this section.

#### 2. Database of Relevant Data (2.5%)

- **Score: 2**
- **Justification:** Porsche uses various databases to track sustainability metrics, but there is no mention of a dedicated biodiversity database. Integrating relevant biodiversity data sources would enhance their ability to manage biodiversity impacts comprehensively.

#### 3. Monitoring and Reporting Systems (2.5%)

- **Score: 2**
- **Justification:** The report mentions systems for environmental monitoring and reporting but lacks detailed information on standardized biodiversity monitoring and reporting systems. Developing systems to visualize and analyze biodiversity data 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%	2	0.30
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%	2	0.20
	Elements of a strategic plan	10%	2	0.20
Stage 4	Monitoring and Reporting	10%		
	Monitoring plan	5%	2	0.10
	Database of relevant data	2.5%	2	0.05
	Monitoring and reporting systems	2.5%	2	0.05
<b>Total</b>	<b>100%</b>			<b>2.55</b>

## Concluding Summary

- **Total Weighted Score: 2.55 out of 5**
- **Overall Justification:** Porsche demonstrates a commitment to environmental sustainability, with several initiatives and strategies that indirectly support biodiversity. However, the focus is primarily on reducing CO<sub>2</sub> emissions and enhancing resource efficiency. The report lacks detailed information on specific biodiversity pressures, priority species, habitats, and a comprehensive biodiversity strategy. Enhancing the specificity of biodiversity goals, strategies, and monitoring systems would significantly improve Porsche's performance in this area.