



BRAND: PRADA

Date: 25 July 2024

Based on the provided "Prada 2023 Sustainability Report," here is an evaluation of Prada'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 that the fashion industry is highly dependent on biodiversity and identifies the impacts of raw material production and processing on ecosystems. However, the specifics on how Prada's operations directly affect biodiversity pressures are limited.

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

- **Score: 2**
- **Justification:** The report mentions efforts to protect biodiversity but does not provide a detailed list of priority species, habitats, or ecosystem services. It highlights initiatives like the SEA BEYOND project for ocean conservation but lacks specificity in terrestrial biodiversity priorities.

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

1. Corporate Biodiversity Vision (10%)

- **Score: 3**
- **Justification:** The report outlines Prada's commitment to sustainability and mentions biodiversity as part of its broader environmental goals. However, the vision is more implicit within the general sustainability context and is not articulated as a standalone, detailed biodiversity vision.

2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 2**
- **Justification:** While the report sets various environmental goals, specific, measurable biodiversity goals and objectives are not clearly defined. The focus remains on broader sustainability targets, such as reducing GHG emissions and improving waste management.

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

- **Score: 3**
- **Justification:** The report describes several strategic initiatives, such as sustainable sourcing and investment in environmental projects. However, these strategies are not



directly linked to specific biodiversity goals, focusing instead on general environmental sustainability.

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

1. Framework of Core Indicators (10%)

- **Score: 2**
- **Justification:** The report discusses monitoring and reporting on various environmental indicators but lacks a detailed framework of core biodiversity indicators. Indicators related to biodiversity are not prominently highlighted or described.

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

- **Score: 3**
- **Justification:** The report mentions several initiatives relevant to biodiversity, such as the SEA BEYOND project and efforts to improve traceability and sustainability in the supply chain. However, a comprehensive biodiversity strategic plan with specific actions and common indicators is not fully detailed.

Stage 4: Monitoring and Reporting (10%)

1. Monitoring Plan (5%)

- **Score: 2**
- **Justification:** The report includes general environmental monitoring and reporting systems but does not provide a specific monitoring plan for biodiversity indicators. Details on how biodiversity data will be collected and analyzed are minimal.

2. Database of Relevant Data (2.5%)

- **Score: 1**
- **Justification:** The report does not mention a dedicated biodiversity database or use of global biodiversity information systems like the IUCN Red List or Global Forest Watch.

3. Monitoring and Reporting Systems (2.5%)

- **Score: 2**
- **Justification:** The report discusses sustainability reporting systems and some use of environmental data. However, standardized systems specifically for biodiversity data are not clearly detailed.

**Summary of Scores:**

Stage	Sub-element	Weight	Score (0-5)	Weighted Score
1	Biodiversity Pressures and Priority Areas	30%		
	Summary of biodiversity pressures	15%	3	0.45
	Priority species and habitats	15%	2	0.30
2	Vision, Goals, and Strategies	40%		
	Corporate biodiversity vision	10%	3	0.30
	Scalable goals and objectives	15%	2	0.30
	Key strategies	15%	3	0.45
3	Indicator Framework and Strategic Plan	20%		
	Framework of core indicators	10%	2	0.20
	Elements of a strategic plan	10%	3	0.30
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%	2	0.05

Final Weighted Score (out of 5):

$$0.45 + 0.30 + 0.30 + 0.30 + 0.45 + 0.20 + 0.30 + 0.10 + 0.025 + 0.05 = 2.475$$

Concluding Summary:

- Overall Justification:** Prada's report shows a fair level of commitment to environmental sustainability, with some consideration for biodiversity. However, there are gaps in specific biodiversity vision, goals, strategies, and detailed monitoring plans. The company's initiatives are more focused on general sustainability, and there is room for improvement in explicitly addressing biodiversity impacts and setting measurable biodiversity targets.