



## **BRAND: DIOR**

*Date: 25 July 2024*

Based on the provided "Dior Beauty as a Legacy 2030" report, here is an evaluation of Parfums Christian Dior'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 highlights the environmental pressures Dior faces, particularly emphasizing the dependence on nature and the impact of global warming. There is a specific mention of the degradation and loss of ecosystems exacerbated by climate change, but the details are not comprehensive.

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

- **Score: 4**
- **Justification:** Dior identifies several key initiatives focusing on specific species and habitats. For instance, they mention the preservation and cultivation of flowers like Rose of Granville and Jasmine Grandiflorum. These efforts are linked with local ecosystems and cultural heritage, showcasing a clear prioritization of specific species and habitats.

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

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

- **Score: 4**
- **Justification:** The report articulates a strong vision centered on sustainability and biodiversity. Dior aims to harness the power of flowers for regenerating ecosystems and incorporates this vision across its operations, demonstrating a commitment to long-term biodiversity goals.

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

- **Score: 4**
- **Justification:** Dior has set ambitious goals, such as a 46% reduction in carbon emissions by 2030 and transitioning to organic and regenerative agriculture for all its gardens and partner gardens by 2030. These goals are precise and measurable, addressing key biodiversity pressures.

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

- **Score: 4**
- **Justification:** The report details several strategies, including the use of regenerative agriculture, partnerships with organizations like UNESCO and UEBT, and the implementation of sustainable practices across their gardens. These strategies are well-aligned with their biodiversity goals.

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

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



- **Score: 3**
  - **Justification:** Dior outlines some indicators related to sustainability, such as carbon footprint and water usage. However, the framework lacks detailed biodiversity-specific indicators, which could provide a more robust monitoring system.
2. **Elements of a Biodiversity Strategic Plan (10%)**
- **Score: 3**
  - **Justification:** While the strategic plan includes elements like organic certification and ecosystemic synergy projects, it does not fully encompass all aspects needed for a comprehensive biodiversity plan. There is a focus on flowers and local ecosystems, but broader biodiversity elements could be more thoroughly integrated.

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

1. **Monitoring Plan (5%)**
- **Score: 3**
  - **Justification:** The report mentions the use of specific monitoring indicators for their environmental impact, including carbon and water metrics. However, the biodiversity monitoring plan is not as detailed.
2. **Database of Relevant Data (2.5%)**
- **Score: 2**
  - **Justification:** There is limited information on the use of biodiversity databases. The focus appears to be more on general sustainability data rather than specific biodiversity databases.
3. **Monitoring and Reporting Systems (2.5%)**
- **Score: 3**
  - **Justification:** Dior reports on sustainability progress, but the systems for biodiversity data collection and reporting are not explicitly detailed, limiting the effectiveness of their monitoring and reporting systems.

**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%	4	0.60
2	Vision, Goals, and Strategies	40%		
	Corporate biodiversity vision	10%	4	0.40
	Scalable goals and objectives	15%	4	0.60
	Key strategies	15%	4	0.60
3	Indicator Framework and Strategic Plan	20%		
	Framework of core indicators	10%	3	0.30
	Elements of a strategic plan	10%	3	0.30
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%	3	0.075

**Final Weighted Score out of 5: 3.525**

**Concluding Summary:**

- Overall Justification:** Parfums Christian Dior shows a strong commitment to biodiversity with clear goals and strategies, particularly around the use of regenerative agriculture and the preservation of floral biodiversity. However, the report could benefit from more detailed biodiversity-specific indicators and a comprehensive monitoring and reporting framework. Dior's focus on flowers and local ecosystems is commendable, but broader biodiversity elements should be more thoroughly integrated.