



BRAND: LVMH

Date: 25 July 2024

Based on the provided "LVMH 2023 Social and Environmental Responsibility Report," here is an evaluation of LVMH'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: 4**
- **Justification:** The report acknowledges biodiversity pressures caused by LVMH's operations, including supply chain impacts and habitat disruption. Efforts such as regenerative agriculture and partnerships with organizations like UNESCO for biodiversity protection are highlighted. While the company demonstrates significant awareness and action, more detailed quantification of these pressures is needed for a perfect score.

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

- **Score: 4**
- **Justification:** LVMH identifies key areas for conservation and includes efforts to protect specific habitats and species. The report mentions conserving over 3 million hectares and involvement in projects to protect biodiversity hotspots. However, a detailed list of priority species and measurable objectives would enhance the score.

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

1. Corporate Biodiversity Vision (10%)

- **Score: 4**
- **Justification:** LVMH presents a clear vision for biodiversity within its broader environmental goals, including LIFE 360 and other sustainability initiatives. The vision aligns with global biodiversity standards and is integrated into their overall strategy, but a more detailed, stand-alone biodiversity vision would be ideal.

2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 4**
- **Justification:** The report outlines goals such as reducing environmental impact and promoting regenerative agriculture, aiming for specific targets by 2030. These goals address the identified pressures and demonstrate a scalable approach, but more precise, measurable biodiversity-specific objectives are needed.

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

- **Score: 4**



- **Justification:** LVMH employs strategies like sustainable sourcing, regenerative agriculture, and partnerships for conservation. These strategies are robust and clearly linked to their biodiversity vision and goals, showing a commitment to significant biodiversity improvements.

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

1. Framework of Core Indicators (10%)

- **Score: 3**
- **Justification:** The report includes various sustainability indicators but lacks a comprehensive framework specifically for biodiversity (e.g., species abundance, habitat quality). Including such indicators would provide a more detailed understanding of biodiversity impacts.

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

- **Score: 3**
- **Justification:** While the report mentions several strategic actions, it lacks a detailed biodiversity-specific strategic plan. A comprehensive plan with clear actions, timelines, and biodiversity metrics would improve this area.

Stage 4: Monitoring and Reporting (10%)

1. Monitoring Plan (5%)

- **Score: 3**
- **Justification:** The report indicates some monitoring activities related to environmental sustainability but lacks a detailed biodiversity monitoring plan. Specific indicators, data collection methods, and responsibilities should be detailed.

2. Database of Relevant Data (2.5%)

- **Score: 3**
- **Justification:** LVMH utilizes various databases for tracking environmental impact but does not mention a dedicated biodiversity database. Integrating multiple relevant data sources for biodiversity would enhance this aspect.

3. Monitoring and Reporting Systems (2.5%)

- **Score: 2**
- **Justification:** The report does not provide 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%	4	0.60
	Priority species and habitats	15%	4	0.60
Stage 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
Stage 3	Indicator Framework and Strategic Plan	20%		
	Framework of core indicators	10%	3	0.30
	Elements of a strategic plan	10%	3	0.30
Stage 4	Monitoring and Reporting	10%		
	Monitoring plan	5%	3	0.15
	Database of relevant data	2.5%	3	0.075
	Monitoring and reporting systems	2.5%	2	0.05
Total	100%			3.675

Concluding Summary

- **Total Weighted Score: 3.675 out of 5**
- **Overall Justification:** LVMH demonstrates a strong commitment to biodiversity management, with notable efforts in conservation and sustainable practices. The main strengths lie in their detailed strategies and goals related to biodiversity, supported by significant projects and partnerships. However, there is a need for more specific, measurable biodiversity targets, a comprehensive biodiversity strategic plan, and robust monitoring and reporting systems dedicated to biodiversity outcomes. Improvements in these areas would further enhance their overall biodiversity performance.