



## **BRAND: STARBUCKS**

*Date: 25 July 2024*

Based on the review of the "Starbucks 2023 Global Impact Report," here is an evaluation of Starbucks' 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 biodiversity pressures associated with Starbucks' operations, particularly focusing on coffee sourcing and its impact on ecosystems. There is mention of efforts to reduce environmental impacts, but specific details regarding direct biodiversity pressures are limited.

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

- **Score: 3**
- **Justification:** Starbucks outlines initiatives aimed at protecting key habitats and species, especially in coffee-growing regions. They support biodiversity through sustainable agricultural practices and forest conservation efforts. However, the information on specific priority species and habitats is not detailed.

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

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

- **Score: 4**
- **Justification:** Starbucks has a clear vision that includes biodiversity as part of its broader environmental sustainability strategy. The vision emphasizes the importance of preserving biodiversity to ensure the future of coffee and the health of ecosystems.

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

- **Score: 3**
- **Justification:** The report outlines goals such as achieving carbon-neutral green coffee and conserving water usage in green coffee processing by 2030. These goals indirectly benefit biodiversity but are not specifically tailored to measurable biodiversity outcomes.

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

- **Score: 4**
- **Justification:** Starbucks employs strategies like promoting sustainable coffee farming practices, reforestation, and forest conservation. These strategies are comprehensive



and address various aspects of biodiversity conservation, particularly in coffee supply chains.

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

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

- **Score: 3**
- **Justification:** The report includes indicators related to environmental performance, such as carbon emissions and water usage. 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: 3**
- **Justification:** Starbucks has a strategic plan that includes actions like sustainable sourcing and forest conservation. A more detailed biodiversity-specific strategic plan with clear actions, timelines, and responsibilities would enhance this section.

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

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

- **Score: 3**
- **Justification:** The report outlines some monitoring activities related to sustainability, such as tracking carbon emissions and water usage. 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:** Starbucks uses various databases to track sustainability metrics but does not mention 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%	3	0.45
Stage 2	Vision, Goals, and Strategies	40%		
	Corporate biodiversity vision	10%	4	0.40
	Scalable goals and objectives	15%	3	0.45
	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%	2	0.05
	Monitoring and reporting systems	2.5%	2	0.05
<b>Total</b>	<b>100%</b>			<b>3.20</b>

## Concluding Summary

- **Total Weighted Score: 3.20 out of 5**
- **Overall Justification:** Starbucks demonstrates a strong commitment to environmental sustainability, with several initiatives and strategies that indirectly support biodiversity. The company's efforts in sustainable coffee farming, forest conservation, and community engagement are commendable. However, 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 Starbucks' performance in this area.