



## **BRAND: H&M**

*Date: 25 July 2024*

Based on the detailed review of the "H&M Group Annual and Sustainability Report 2023," here is an evaluation of H&M'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 environmental impacts associated with H&M's operations, such as greenhouse gas emissions and resource usage. It briefly touches on the pressures related to biodiversity but does not provide detailed, specific pressures directly caused by their operations.

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

- **Score: 3**
- **Justification:** H&M outlines initiatives aimed at protecting key habitats and species, particularly through its commitments to sustainable sourcing and resource efficiency. However, the report lacks detailed information on specific priority species, habitats, or ecosystem services directly targeted by H&M's efforts.

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

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

- **Score: 4**
- **Justification:** H&M has a clear vision that integrates biodiversity into its broader sustainability strategy. The vision emphasizes the importance of preserving biodiversity as part of their commitment to sustainable development and environmental stewardship.

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

- **Score: 3**
- **Justification:** The report outlines goals related to reducing greenhouse gas emissions and enhancing resource efficiency, which indirectly benefit biodiversity. These goals are aligned with global biodiversity conservation standards but are not specifically tailored to measurable biodiversity outcomes.

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

- **Score: 4**
- **Justification:** H&M employs a range of strategies to achieve its sustainability goals, including promoting the circular economy, enhancing resource efficiency, and



engaging in partnerships for environmental protection. These strategies support the overall environmental agenda and address various aspects of biodiversity conservation.

### **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 greenhouse gas emissions and resource 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:** H&M has a strategic plan that includes actions like sustainable sourcing and resource efficiency. While the plan covers general environmental strategies, a more detailed biodiversity-specific strategic plan with explicit actions, timelines, and responsibilities would enhance this section.

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

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

- **Score: 3**
- **Justification:** The report outlines monitoring activities related to sustainability, such as tracking greenhouse gas emissions and resource 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:** H&M 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:** H&M demonstrates a strong commitment to environmental sustainability, with several initiatives and strategies that indirectly support biodiversity. The company's efforts in sustainable sourcing, resource efficiency, and environmental partnerships 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 H&M's performance in this area.