



BRAND: APPLE

Date: 24 July 2024

Based on the provided **Apple Environmental Progress Report 2024**, here is an evaluation of Apple's corporate biodiversity performance using the specified methodology:

Stage 1: Biodiversity Pressures and Priority Areas (30%)

1. Summary of Biodiversity Pressures (15%)

- **Score: 2**
- **Justification:** The report provides extensive details on carbon reduction, renewable energy use, and recycling efforts, but there is limited specific mention of biodiversity pressures caused by Apple's activities. The focus is more on carbon emissions and material use rather than direct biodiversity impacts.

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

- **Score: 1**
- **Justification:** There is minimal mention of specific priority species, habitats, or ecosystem services in the report. While the report details various environmental initiatives, it does not specifically list or focus on priority species or habitats.

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

1. Corporate Biodiversity Vision (10%)

- **Score: 3**
- **Justification:** Apple's vision includes significant environmental goals, such as being carbon neutral by 2030 and using 100% recycled or renewable materials. However, the vision is primarily centered around climate change and resource efficiency rather than a dedicated biodiversity vision.

2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 2**
- **Justification:** The goals are focused on emissions reduction and material recycling. There is no clear linkage to biodiversity goals or objectives addressing biodiversity pressures identified in Stage 1.

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

- **Score: 3**
- **Justification:** The report outlines comprehensive strategies for carbon reduction, renewable energy use, and material recycling. However, specific strategies for biodiversity conservation are not detailed.

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

1. Framework of Core Indicators (10%)

- **Score: 2**
- **Justification:** The indicators are primarily focused on carbon emissions and energy use. There is a lack of biodiversity-specific indicators to monitor biodiversity goals and strategies.

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

- **Score: 2**



- **Justification:** The strategic plan elements discussed revolve around carbon neutrality, renewable energy, and recycling. Specific elements for biodiversity conservation are not evident.

Stage 4: Monitoring and Reporting (10%)

1. Monitoring Plan (5%)

- **Score: 2**
- **Justification:** While the report details robust monitoring for carbon emissions and material usage, it lacks a specific biodiversity monitoring plan with relevant indicators.

2. Database of Relevant Data (2.5%)

- **Score: 2**
- **Justification:** The report includes various databases and sources for carbon and material data but does not specify databases related to biodiversity data.

3. Monitoring and Reporting Systems (2.5%)

- **Score: 2**
- **Justification:** The monitoring and reporting systems are well-developed for emissions and materials. However, standardized systems for biodiversity data are not mentioned.

Summary of Scores:

Stage	Sub-element	Weight	Score (0-5)	Weighted Score
1	Summary of biodiversity pressures	15%	2	0.30
1	Priority species and habitats	15%	1	0.15
2	Corporate biodiversity vision	10%	3	0.30
2	Scalable goals and objectives	15%	2	0.30
2	Key strategies	15%	3	0.45
3	Framework of core indicators	10%	2	0.20
3	Elements of a strategic plan	10%	2	0.20
4	Monitoring plan	5%	2	0.10
4	Database of relevant data	2.5%	2	0.05
4	Monitoring and reporting systems	2.5%	2	0.05
	Total	100%		2.10

Final Weighted Score: 2.1 out of 5

Overall Justification:

Apple demonstrates strong commitment to environmental sustainability, particularly in reducing carbon emissions and promoting recycling and renewable energy. However, the report lacks specific focus on biodiversity pressures, priority species, and biodiversity-specific strategies and monitoring. There is room for improvement in integrating biodiversity considerations into their broader environmental strategy.