



## **BRAND: HEINEKEN**

*Date: 25 July 2024*

Based on the provided "Heineken 2023 Annual Report," here is an evaluation of Heineken'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 discusses Heineken's efforts to reduce environmental impacts, such as lowering GHG emissions and improving water usage. However, it does not provide a detailed summary of specific biodiversity pressures caused by Heineken's activities.

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

- **Score: 3**
- **Justification:** The report mentions initiatives related to water stewardship and reducing deforestation. It includes some focus on local ecosystems and communities but lacks a comprehensive list of priority species, habitats, or ecosystem services.

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

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

- **Score: 4**
- **Justification:** Heineken's Brew a Better World 2030 strategy includes a clear vision for environmental sustainability and reducing ecological impacts. The vision is well-articulated and integrated into their broader sustainability goals.

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

- **Score: 3**
- **Justification:** The report outlines goals such as achieving net-zero emissions by 2040 and reducing water usage. These goals are impactful and measurable but could be more directly tied to specific biodiversity outcomes.

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

- **Score: 4**
- **Justification:** Heineken implements several strategies, including sustainable sourcing, reducing carbon emissions, and improving water stewardship. These strategies are detailed and linked to their sustainability vision and goals.

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



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

- **Score: 3**
- **Justification:** The report includes various environmental indicators and monitoring practices. However, a specific framework for biodiversity indicators is not fully detailed, which could enhance tracking and measurement.

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

- **Score: 3**
- **Justification:** Heineken's strategic plan includes actions such as reducing deforestation and improving water usage, contributing to biodiversity. A more detailed strategic plan with specific biodiversity actions and indicators would provide better clarity.

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

### 1. Monitoring Plan (5%)

- **Score: 3**
- **Justification:** The report includes monitoring activities for environmental impacts, such as water usage and carbon emissions. A more detailed biodiversity-specific monitoring plan would improve effectiveness.

### 2. Database of Relevant Data (2.5%)

- **Score: 2**
- **Justification:** The report does not mention a dedicated biodiversity database or use of global biodiversity information systems, which could enhance data collection and analysis.

### 3. Monitoring and Reporting Systems (2.5%)

- **Score: 3**
- **Justification:** Heineken discusses environmental reporting systems and third-party audits, ensuring transparency and accountability. However, standardized biodiversity-specific monitoring and reporting systems are not detailed.

**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%	3	0.45
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
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):**

$$0.45 + 0.45 + 0.40 + 0.45 + 0.60 + 0.30 + 0.30 + 0.15 + 0.05 + 0.075 = 3.225$$

**Concluding Summary:**

- Overall Justification:** Heineken demonstrates a strong commitment to environmental sustainability through various initiatives and strategies. The company's efforts in sustainable sourcing, reducing carbon emissions, and improving water stewardship are commendable. However, there is room for improvement in specifying detailed biodiversity indicators and enhancing biodiversity-specific monitoring systems.