



BRAND: GUCCI

Date: 25 July 2024

Based on the review of the "Gucci 2024 Sustainability Report," here is an evaluation of Gucci'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 mentions Gucci's commitment to halting deforestation and conversion of natural ecosystems, protecting biodiversity, and maintaining ecosystem functions. It addresses the pressures from raw material sourcing, particularly leather and exotic skins, and emphasizes sustainable practices to mitigate these pressures.

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

- **Score: 4**
- **Justification:** Gucci outlines its commitment to ensuring that all plant and animal-based raw materials come from legal, verifiable sources, closely adhering to guidance issued under CITES and the IUCN Red List. The report highlights specific ecosystems and species affected by their supply chains, with measures to protect them through sustainable sourcing and regenerative agriculture practices.

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

1. Corporate Biodiversity Vision (10%)

- **Score: 4**
- **Justification:** Gucci's vision includes a net positive impact on biodiversity by 2025. This vision is embedded in broader sustainability goals and includes specific commitments to sustainable raw material sourcing and ecosystem restoration.

2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 4**
- **Justification:** The report details specific goals such as halting deforestation, promoting regenerative agriculture, and increasing the sourcing of sustainable raw materials. These goals are aligned with the broader biodiversity vision and are measurable and time-bound.

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

- **Score: 4**
- **Justification:** Gucci employs strategies like sourcing from regenerative agricultural practices, adhering to Kering Animal Welfare Standards, and committing to no-



deforestation policies. These strategies are directly linked to their biodiversity goals and vision, with detailed actions outlined in the report.

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

1. Framework of Core Indicators (10%)

- **Score: 3**
- **Justification:** The report includes indicators related to environmental impact, such as tracking the sourcing of raw materials and adherence to no-deforestation commitments. However, a more comprehensive framework specifically for biodiversity indicators would strengthen this section.

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

- **Score: 4**
- **Justification:** Gucci's strategic plan includes specific actions to protect biodiversity, such as sustainable sourcing practices and ecosystem restoration projects. The plan outlines clear actions, timelines, and responsibilities, providing a robust framework for achieving biodiversity goals.

Stage 4: Monitoring and Reporting (10%)

1. Monitoring Plan (5%)

- **Score: 3**
- **Justification:** The report indicates monitoring activities related to sustainability, such as tracking compliance with sourcing standards and environmental impact assessments. However, it lacks a detailed biodiversity-specific monitoring plan.

2. Database of Relevant Data (2.5%)

- **Score: 3**
- **Justification:** Gucci uses databases like the IUCN Red List and CITES for sourcing guidance, but a dedicated biodiversity database integrating multiple data sources for tracking biodiversity indicators would improve this area.

3. Monitoring and Reporting Systems (2.5%)

- **Score: 3**
- **Justification:** The report mentions systems for tracking environmental impact and sourcing compliance but lacks 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%	4	0.40
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%	3	0.075
Total	100%			3.80

Concluding Summary

- **Total Weighted Score: 3.80 out of 5**
- **Overall Justification:** Gucci demonstrates a strong commitment to biodiversity management, with significant efforts in sustainable sourcing, ecosystem restoration, and adherence to rigorous environmental standards. The main strengths lie in their strategic actions, specific goals, and robust biodiversity vision. Further improvements could be made in developing a comprehensive framework of biodiversity indicators and enhancing monitoring and reporting systems. Overall, Gucci shows a commendable performance in corporate biodiversity management.