



BRAND: HENNESSY

Date: 25 July 2024

Based on the provided "Hennessy 2023 Sustainable Development Report," here is an evaluation of Hennessy'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 discusses Hennessy's impact on natural ecosystems, including forest regeneration and agroecology practices. It provides specific examples such as the reduction of GHG emissions and water footprint analysis, reflecting a good understanding of biodiversity pressures.

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

- **Score: 3**
- **Justification:** The report mentions efforts to protect and regenerate forest ecosystems, including specific targets like regenerating 50,000 hectares of forest by 2030 and planting hedgerows. However, it lacks a detailed list of priority species and specific ecosystem services.

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

1. Corporate Biodiversity Vision (10%)

- **Score: 3**
- **Justification:** Hennessy's sustainability strategy includes a vision to preserve natural ecosystems and promote biodiversity through agroecology and reforestation projects. While these initiatives are commendable, a more explicit and detailed biodiversity vision would strengthen the company's commitment.

2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 3**
- **Justification:** The report outlines goals such as reducing the water footprint by 30% by 2030 and regenerating 50,000 hectares of forest ecosystems. These goals are impactful but could benefit from more specific, measurable biodiversity objectives.

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

- **Score: 4**
- **Justification:** Hennessy implements several strategies, including sustainable viticulture practices, forest conservation projects, and promoting biodiversity through



agroforestry. These strategies are well-linked to their overall sustainability goals and demonstrate a clear plan to achieve their objectives.

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

1. Framework of Core Indicators (10%)

- **Score: 3**
- **Justification:** The report discusses environmental indicators and monitoring practices, including carbon footprint and water usage. However, a specific framework for biodiversity indicators is not detailed, which could enhance tracking and measurement.

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

- **Score: 3**
- **Justification:** The report includes elements such as forest regeneration and sustainable viticulture, contributing to biodiversity. However, a more comprehensive strategic plan with specific actions and indicators for biodiversity would provide a clearer roadmap.

Stage 4: Monitoring and Reporting (10%)

1. Monitoring Plan (5%)

- **Score: 3**
- **Justification:** Hennessy includes monitoring activities for environmental impacts and biodiversity projects, such as the water footprint 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:** Hennessy 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%	4	0.60
	Priority species and habitats	15%	3	0.45
2	Vision, Goals, and Strategies	40%		
	Corporate biodiversity vision	10%	3	0.30
	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):

$$0.60 + 0.45 + 0.30 + 0.45 + 0.60 + 0.30 + 0.30 + 0.15 + 0.05 + 0.075 = 3.275$$

Concluding Summary:

- Overall Justification:** Hennessy demonstrates a strong commitment to biodiversity through various initiatives and strategies. The company's efforts in sustainable viticulture, forest regeneration, and agroforestry are commendable. However, there is room for improvement in defining specific biodiversity goals, creating a comprehensive strategic plan, and enhancing biodiversity-specific monitoring systems.