



BRAND: SONY

Date: 25 July 2024

Based on the review of the "Sony 2023 Sustainability Report," here is an evaluation of Sony'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 mentions Sony's efforts to reduce environmental impacts through their "Road to Zero" initiative, which includes climate change, resources, chemical substances, and biodiversity. However, it does not provide a detailed summary of specific biodiversity pressures directly caused by their operations.

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

- **Score: 3**
- **Justification:** Sony highlights initiatives like the Synecoculture project and promoting biodiversity through forest conservation. The report indicates efforts to protect biodiversity but lacks detailed information on specific priority species, habitats, or ecosystem services.

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

1. Corporate Biodiversity Vision (10%)

- **Score: 4**
- **Justification:** Sony's vision includes achieving a zero environmental footprint by 2050, with an accelerated goal for climate neutrality by 2040. This vision is comprehensive and includes commitments to biodiversity as part of broader environmental goals.

2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 4**
- **Justification:** The report outlines specific goals such as reducing greenhouse gas emissions, using renewable energy, and minimizing resource use, which indirectly support biodiversity. These goals are measurable and time-bound, aligning with their long-term vision.

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

- **Score: 4**



- **Justification:** Sony employs strategies like promoting renewable energy, sustainable product design, and environmental education initiatives. These strategies are directly linked to their environmental goals and contribute to biodiversity conservation.

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

1. Framework of Core Indicators (10%)

- **Score: 3**
- **Justification:** The report includes various environmental indicators related to energy use, greenhouse gas emissions, and resource efficiency. However, a more comprehensive framework specifically for biodiversity indicators would strengthen this section.

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

- **Score: 4**
- **Justification:** Sony's strategic plan includes actions like the Synecoculture project, promoting biodiversity through forest conservation, and sustainable sourcing practices. 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 emissions and resource use. However, it lacks a detailed biodiversity-specific monitoring plan. Specific indicators, data collection methods, and responsibilities should be detailed.

2. Database of Relevant Data (2.5%)

- **Score: 3**
- **Justification:** Sony uses various databases and tools for tracking sustainability metrics but could benefit from a dedicated biodiversity database integrating multiple relevant data sources to track biodiversity indicators comprehensively.

3. Monitoring and Reporting Systems (2.5%)

- **Score: 3**
- **Justification:** The report mentions systems for tracking environmental impact and sustainability metrics 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%	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%	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%			3.50

Concluding Summary

- **Total Weighted Score: 3.50 out of 5**
- **Overall Justification:** Sony demonstrates a strong commitment to sustainability and biodiversity management, with significant efforts in renewable energy, sustainable sourcing, and environmental education. The main strengths lie in their strategic actions and broad environmental goals. Further improvements could be made in developing a comprehensive framework of biodiversity indicators and enhancing monitoring and reporting systems. Overall, Sony shows a commendable performance in corporate biodiversity management.