



BRAND: CANON

Date: 25 July 2024

Based on the provided "Canon Sustainability Report 2024," here is an evaluation of Canon'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 Canon's efforts to mitigate environmental impacts, such as reducing GHG emissions and promoting energy efficiency. It also mentions the impact on local ecosystems and community-based biodiversity projects. However, the summary of specific biodiversity pressures caused by Canon's activities is not thoroughly detailed.

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

- **Score: 3**
- **Justification:** The report mentions biodiversity conservation initiatives at operational sites, including fostering biological species and promoting environments conducive to wild bird life. However, it 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:** Canon's environmental vision includes a commitment to achieving sustainable corporate growth while conserving biodiversity. The vision is clearly articulated and integrated into their broader sustainability strategy.

2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 3**
- **Justification:** The report outlines goals such as conserving animal and plant habitats around operational sites and promoting biodiversity conservation activities. 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:** Canon implements several strategies, including creating environments conducive to wild bird life, maintaining factory green spaces, and promoting



biodiversity conservation activities in collaboration with local communities. These strategies are well-defined and linked to their biodiversity 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, but a specific framework for biodiversity indicators is not fully detailed. Enhancing this framework would improve tracking and measurement.

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

- **Score: 3**
- **Justification:** Canon's strategic plan includes actions such as maintaining green spaces and fostering biological species at operational sites. While comprehensive, 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 energy consumption and waste generation. 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 the use of global biodiversity information systems, which could enhance data collection and analysis.

3. Monitoring and Reporting Systems (2.5%)

- **Score: 3**
- **Justification:** Canon 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:** Canon demonstrates a strong commitment to biodiversity through various initiatives and strategies. The company's efforts in promoting environments conducive to wildlife and fostering biological species are commendable. However, there is room for improvement in specifying detailed biodiversity indicators and enhancing biodiversity-specific monitoring systems.