



## **BRAND: KFC**

*Date: 25 July 2024*

Based on the provided "Yum! Brands 2022 Global Citizenship & Sustainability Report," here is an evaluation of KFC'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 addresses Yum! Brands' efforts to mitigate environmental impacts, including reducing greenhouse gas emissions and deforestation. However, it does not provide a detailed summary of specific biodiversity pressures caused by KFC's activities.

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

- **Score: 2**
- **Justification:** The report mentions initiatives such as forest conservation and sustainable sourcing but lacks a comprehensive list of priority species, habitats, or ecosystem services directly tied to their biodiversity goals.

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

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

- **Score: 3**
- **Justification:** Yum! Brands' sustainability strategy includes a vision for reducing environmental impact and promoting sustainability. While these initiatives are commendable, a more explicit and detailed biodiversity vision specific to KFC would strengthen the company's commitment.

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

- **Score: 2**
- **Justification:** The report outlines various environmental goals, such as reducing carbon emissions and deforestation, but specific measurable biodiversity goals are not clearly defined.

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

- **Score: 3**
- **Justification:** KFC implements several strategies, including sustainable sourcing and forest conservation initiatives. However, detailed strategies specifically for biodiversity are not extensively covered.



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

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

- **Score: 2**
- **Justification:** The report discusses environmental indicators and monitoring practices but lacks a specific framework for biodiversity indicators.

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

- **Score: 2**
- **Justification:** The report includes elements related to environmental management and sustainability but does not provide a comprehensive biodiversity strategic plan with detailed actions and indicators.

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

#### **1. Monitoring Plan (5%)**

- **Score: 2**
- **Justification:** The report includes general environmental monitoring and reporting systems but does not detail a specific biodiversity monitoring plan.

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

- **Score: 1**
- **Justification:** The report does not mention a dedicated biodiversity database or use of global biodiversity information systems.

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

- **Score: 2**
- **Justification:** The report 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%	2	0.30
2	Vision, Goals, and Strategies	40%		
	Corporate biodiversity vision	10%	3	0.30
	Scalable goals and objectives	15%	2	0.30
	Key strategies	15%	3	0.45
3	Indicator Framework and Strategic Plan	20%		
	Framework of core indicators	10%	2	0.20
	Elements of a strategic plan	10%	2	0.20
4	Monitoring and Reporting	10%		
	Monitoring plan	5%	2	0.10
	Database of relevant data	2.5%	1	0.025
	Monitoring and reporting systems	2.5%	2	0.05

**Final Weighted Score (out of 5):**

$$0.45 + 0.30 + 0.30 + 0.30 + 0.45 + 0.20 + 0.20 + 0.10 + 0.025 + 0.05 = 2.375$$

**Concluding Summary:**

- **Overall Justification:** KFC's report demonstrates a fair commitment to environmental sustainability with some indirect contributions to biodiversity. Specific biodiversity-focused goals, strategies, and detailed monitoring plans are lacking. Strengthening these areas will enhance the company's biodiversity performance.