Brand: Macdonald's

Date: 25 July 2024

Based on the provided "McDonald's Corporation Purpose & Impact Report 2022–2023," here is an evaluation of McDonald'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 highlights McDonald's awareness of its impact on biodiversity through its supply chain, particularly in areas such as deforestation for beef, palm oil, and soy used in chicken feed. However, while these efforts are acknowledged, the summary of pressures lacks detailed quantifiable impacts and specific examples of negative effects directly caused by company activities.

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

- **Score: 2**
- **Justification:** The report does mention efforts to protect forests and transition to sustainable agricultural practices. However, it does not provide a specific list of priority species, habitats, or ecosystem services. The initiatives mentioned are general and do not focus on measurable objectives related to specific biodiversity priorities.

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

1. Corporate Biodiversity Vision (10%)

- **Score: 3**
- **Justification:** McDonald's expresses a commitment to sustainability and acknowledges the need to protect natural resources and biodiversity. However, the vision related to biodiversity is embedded within broader sustainability goals rather than being a distinct, detailed, and results-oriented vision focused solely on biodiversity.

2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 3**
- **Justification:** The report outlines goals to eliminate deforestation from their supply chain by 2030 and mentions specific targets for sustainable sourcing of beef, soy, and palm oil. These goals are aligned with broader biodiversity priorities but lack specificity regarding the desired state of biodiversity or measurable outcomes directly related to biodiversity.

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

- **Score: 4**
- **Justification:** McDonald's employs strategies such as working with suppliers to adopt regenerative agricultural practices, advancing sustainable sourcing, and aiming for net zero emissions. These strategies are robust and clearly linked to their sustainability goals, which indirectly support biodiversity conservation.

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

1. Framework of Core Indicators (10%)

- **Score: 3**
- **Justification:** The report includes indicators related to sustainable sourcing and emissions reduction. However, it lacks a comprehensive framework of biodiversity-specific indicators (e.g., species abundance, habitat quality) to monitor the impact of their biodiversity goals and strategies.

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

- **Score: 3**
- **Justification:** The report mentions several strategic actions like sustainable sourcing and deforestation-free supply chains. However, it does not detail a comprehensive biodiversity strategic plan with specific actions, timelines, and biodiversity metrics.

Stage 4: Monitoring and Reporting (10%)

1. Monitoring Plan (5%)

- **Score: 3**
- **Justification:** McDonald's report includes some monitoring activities related to their supply chain and emissions. However, it lacks a detailed plan that maps out specific biodiversity indicators, data collection methods, and responsibilities.

2. Database of Relevant Data (2.5%)

- **Score: 2**
- **Justification:** While the report references data sources like the Global Forest Watch, it does not mention a dedicated biodiversity database integrating multiple relevant data sources to track biodiversity indicators comprehensively.

3. Monitoring and Reporting Systems (2.5%)

- **Score: 2**
- **Justification:** The report includes general sustainability reporting systems but does not provide detailed information on standardized biodiversity monitoring and reporting systems that present data in formats like maps or dashboards to meet decision-makers' needs.

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%	2	0.30
Stage 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
Stage 3	Indicator Framework and Strategic Plan	20%		
	Framework of core indicators	10%	3	0.30
	Elements of a strategic plan	10%	3	0.30
Stage 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%	2	0.05
Total	**100%**			**2.95**

Concluding Summary

- **Total Weighted Score: 2.95 out of 5**
- **Overall Justification:** McDonald's shows a fair performance in biodiversity management, with strong strategies and goals related to sustainability that indirectly support biodiversity. The main strengths lie in their commitment to sustainable sourcing and climate action. However, there is a need for more specific, measurable biodiversity targets, detailed strategic plans focused on biodiversity, and comprehensive monitoring and reporting systems dedicated to biodiversity outcomes. Improvements in these areas would enhance their overall biodiversity performance.