



BRAND: AMERICAN EXPRESS

Date: 25 July 2024

Based on the provided "American Express 2023 ESG Report," here is an evaluation of American Express'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: 2**
- **Justification:** The report mentions various environmental impacts and climate-related initiatives but does not provide a detailed summary of specific biodiversity pressures caused by American Express's operations. The focus is more on climate change and general environmental sustainability rather than specific biodiversity pressures.

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

- **Score: 2**
- **Justification:** There is no comprehensive list of priority species, habitats, or ecosystem services provided in the report. The initiatives mentioned are more general environmental and climate-related projects, lacking specific focus on biodiversity priorities.

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

1. Corporate Biodiversity Vision (10%)

- **Score: 2**
- **Justification:** American Express's vision includes broad sustainability goals focused on climate solutions and environmental impact reduction. While there is a general commitment to environmental sustainability, a distinct and detailed vision specifically for biodiversity is not articulated.

2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 2**
- **Justification:** The report outlines general environmental goals, such as achieving net-zero emissions and promoting renewable energy. However, these goals are not specific or measurable regarding direct biodiversity outcomes.

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

- **Score: 2**
- **Justification:** American Express employs strategies such as promoting renewable energy and reducing carbon footprint, linked to broader sustainability goals. However,



these strategies do not specifically address biodiversity conservation in a detailed manner.

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

1. Framework of Core Indicators (10%)

- **Score: 2**
- **Justification:** The report includes various sustainability indicators related to carbon footprint, energy use, and waste management but lacks a comprehensive framework specifically for biodiversity indicators (e.g., species abundance, habitat quality).

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

- **Score: 2**
- **Justification:** While the report mentions strategic actions related to climate risk management and sustainable investing, it lacks a detailed biodiversity-specific strategic plan. A comprehensive plan with clear actions, timelines, and biodiversity metrics would improve this area.

Stage 4: Monitoring and Reporting (10%)

1. Monitoring Plan (5%)

- **Score: 2**
- **Justification:** The report indicates some monitoring activities related to environmental sustainability, such as tracking emissions and resource use. However, it lacks a detailed biodiversity monitoring plan. Specific indicators, data collection methods, and responsibilities should be detailed.

2. Database of Relevant Data (2.5%)

- **Score: 2**
- **Justification:** There is no mention of 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 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%	2	0.30
	Priority species and habitats	15%	2	0.30
Stage 2	Vision, Goals, and Strategies	40%		
	Corporate biodiversity vision	10%	2	0.20
	Scalable goals and objectives	15%	2	0.30
	Key strategies	15%	2	0.30
Stage 3	Indicator Framework and Strategic Plan	20%		
	Framework of core indicators	10%	2	0.20
	Elements of a strategic plan	10%	2	0.20
Stage 4	Monitoring and Reporting	10%		
	Monitoring plan	5%	2	0.10
	Database of relevant data	2.5%	2	0.05
	Monitoring and reporting systems	2.5%	2	0.05
Total	100%			2.00

Concluding Summary

- **Total Weighted Score: 2.00 out of 5**
- **Overall Justification:** American Express demonstrates a basic level of commitment to environmental sustainability, with significant efforts in managing climate-related risks and promoting sustainable investing. However, the approach to biodiversity is not detailed or systematic. The main strengths lie in general sustainability efforts, while specific biodiversity strategies, goals, and monitoring systems need significant development to enhance overall biodiversity performance. Improvements in setting clear, measurable biodiversity goals, developing a comprehensive strategic plan, and implementing robust monitoring and reporting systems are recommended.