



## **BRAND: EBAY**

*Date: 25 July 2024*

Based on the provided eBay Impact Report 2023, here is an evaluation of eBay'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 general efforts towards sustainability and environmental stewardship, including water conservation, waste reduction, and energy efficiency. However, it lacks a detailed summary of specific biodiversity pressures directly caused by eBay's activities.

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

- **Score:** 2
- **Justification:** The report does not provide a list of priority species, habitats, or ecosystem services. It highlights initiatives like recommerce and waste diversion, which indirectly benefit the environment, but specific biodiversity priorities are not detailed.

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

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

- **Score:** 2
- **Justification:** eBay's vision focuses broadly on sustainability and environmental health, with an emphasis on recommerce and reducing carbon emissions. However, there is no specific, articulated vision targeting biodiversity.

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

- **Score:** 2
- **Justification:** The goals outlined in the report are primarily related to carbon emissions reduction, renewable energy usage, and waste management. There are no specific, measurable biodiversity goals mentioned.

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

- **Score:** 2
- **Justification:** The strategies detailed in the report include improving energy efficiency, promoting recommerce, and sustainable business practices. These strategies support overall environmental sustainability but are not directly linked to biodiversity conservation.

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

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

- **Score:** 1
- **Justification:** The report provides indicators related to carbon emissions, energy use, and waste management but lacks a framework of core biodiversity indicators to monitor biodiversity goals and strategies.



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

- **Score:** 1
- **Justification:** There is no detailed biodiversity strategic plan. The report includes general sustainability initiatives without specific actions or indicators focused on biodiversity.

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

### 1. Monitoring Plan (5%)

- **Score:** 1
- **Justification:** The monitoring efforts focus on carbon emissions and general sustainability metrics. There is no detailed plan for monitoring biodiversity indicators.

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

- **Score:** 0
- **Justification:** The report does not mention the use of biodiversity databases or relevant data sources specifically for tracking biodiversity performance.

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

- **Score:** 1
- **Justification:** The systems in place for monitoring and reporting are designed to ensure transparency in sustainability performance but do not explicitly cover biodiversity data.

## 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	0.3
	Priority species and habitats	15%	2	0.3
Stage 2	Vision, Goals, and Strategies	40%		
	Corporate biodiversity vision	10%	2	0.2
	Scalable goals and objectives	15%	2	0.3
	Key strategies	15%	2	0.3
Stage 3	Indicator Framework and Strategic Plan	20%		
	Framework of core indicators	10%	1	0.1
	Elements of a strategic plan	10%	1	0.1
Stage 4	Monitoring and Reporting	10%		
	Monitoring plan	5%	1	0.05
	Database of relevant data	2.5%	0	0
	Monitoring and reporting systems	2.5%	1	0.025
<b>Total</b>		<b>100%</b>		<b>1.675</b>



**Final Weighted Score: 1.675 out of 5**

**Overall Justification:** eBay's 2023 Impact Report reflects strong efforts in general environmental sustainability, particularly in recommerce and reducing carbon emissions. However, it lacks a focused approach and specific initiatives for biodiversity conservation. The company's vision, goals, and strategies are more aligned with broader environmental impacts rather than targeted biodiversity outcomes. Enhancing their sustainability framework by integrating specific biodiversity goals, comprehensive monitoring plans, and detailed strategies to address biodiversity pressures and priorities would significantly improve their biodiversity performance.