



BRAND: NETFLIX

Date: 25 July 2024

Based on the review of the "Netflix 2023 Environmental, Social & Governance Report," here is an evaluation of Netflix'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: 1**
- **Justification:** The report lacks detailed information on specific biodiversity pressures caused by Netflix's operations. It primarily focuses on general sustainability efforts and climate change mitigation without addressing direct biodiversity impacts.

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

- **Score: 0**
- **Justification:** There is no mention of priority species, habitats, or ecosystem services in the report. The focus is on broader environmental initiatives without specific biodiversity targets.

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

1. Corporate Biodiversity Vision (10%)

- **Score: 2**
- **Justification:** Netflix's vision includes commitments to sustainability and environmental responsibility, but it does not have a specific and detailed biodiversity vision. The environmental goals are broad and not directly focused on biodiversity.

2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 1**
- **Justification:** The report outlines broad environmental goals such as reducing greenhouse gas emissions and using renewable energy. However, these goals do not include specific, measurable biodiversity targets.

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

- **Score: 1**
- **Justification:** Netflix's strategies are aligned with overall sustainability efforts, such as renewable energy use and resource efficiency. However, there are no specific strategies outlined for biodiversity conservation.

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



1. Framework of Core Indicators (10%)

- **Score: 1**
- **Justification:** The report includes indicators for general environmental performance, such as greenhouse gas emissions and energy use, but lacks a comprehensive framework for biodiversity indicators.

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

- **Score: 1**
- **Justification:** While the report mentions various sustainability initiatives, it does not include a detailed biodiversity-specific strategic plan. A plan with clear actions, timelines, and biodiversity metrics is needed.

Stage 4: Monitoring and Reporting (10%)

1. Monitoring Plan (5%)

- **Score: 1**
- **Justification:** The report indicates some monitoring activities related to sustainability but lacks a detailed biodiversity monitoring plan. Specific biodiversity indicators, data collection methods, and responsibilities should be detailed.

2. Database of Relevant Data (2.5%)

- **Score: 1**
- **Justification:** Netflix uses various databases for tracking sustainability metrics, but a dedicated biodiversity database integrating multiple relevant data sources to track biodiversity indicators comprehensively would improve this area.

3. Monitoring and Reporting Systems (2.5%)

- **Score: 1**
- **Justification:** The report mentions systems for tracking environmental impact and sustainability metrics but 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%	1	0.15
	Priority species and habitats	15%	0	0.00
Stage 2	Vision, Goals, and Strategies	40%		
	Corporate biodiversity vision	10%	2	0.20
	Scalable goals and objectives	15%	1	0.15
	Key strategies	15%	1	0.15
Stage 3	Indicator Framework and Strategic Plan	20%		
	Framework of core indicators	10%	1	0.10
	Elements of a strategic plan	10%	1	0.10
Stage 4	Monitoring and Reporting	10%		
	Monitoring plan	5%	1	0.05
	Database of relevant data	2.5%	1	0.025
	Monitoring and reporting systems	2.5%	1	0.025
Total	100%			0.95

Concluding Summary

- **Total Weighted Score: 0.95 out of 5**
- **Overall Justification:** Netflix's sustainability efforts are commendable in areas such as renewable energy use and general environmental responsibility. However, the approach to biodiversity is minimal, lacking specific goals, strategies, and monitoring systems focused on biodiversity conservation. Enhancing the focus on biodiversity with clear targets, detailed strategic plans, and robust monitoring and reporting systems would significantly improve Netflix's overall biodiversity performance.