



## **BRAND: KIA**

*Date: 25 July 2024*

Based on the provided "Kia 2024 Sustainability Report," here is an evaluation of Kia'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 outlines Kia's initiatives such as the Ocean Cleanup project and tidal flat restoration, recognizing the company's impact on marine ecosystems. However, a comprehensive summary of biodiversity pressures across all operational areas is limited.

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

- **Score: 2**
- **Justification:** Kia's report mentions efforts to protect marine ecosystems and increase carbon absorption through tidal flat restoration but does not provide a detailed list of priority species, habitats, or ecosystem services.

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

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

- **Score: 3**
- **Justification:** The report articulates a vision for environmental sustainability and includes biodiversity aspects indirectly through projects like Ocean Cleanup. However, a distinct, detailed biodiversity vision is not clearly presented.

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

- **Score: 2**
- **Justification:** The report includes goals related to broader environmental initiatives but lacks specific, measurable biodiversity goals and objectives.

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

- **Score: 3**
- **Justification:** Kia's strategies include partnerships and projects focused on environmental conservation, such as the Ocean Cleanup and tidal flat restoration. While these contribute to biodiversity indirectly, more targeted biodiversity strategies are needed.

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



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

- **Score: 2**
- **Justification:** The report discusses environmental monitoring and reporting but does not provide a specific framework for biodiversity indicators.

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

- **Score: 2**
- **Justification:** The report highlights some strategic initiatives, such as the restoration of tidal flats, but lacks a comprehensive biodiversity strategic plan with specific actions and indicators.

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

### 1. Monitoring Plan (5%)

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

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

- **Score: 1**
- **Justification:** There is no mention of a dedicated biodiversity database or the use of global biodiversity information systems.

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

- **Score: 2**
- **Justification:** The report discusses general environmental monitoring systems but lacks details on standardized biodiversity monitoring and reporting systems.

**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:** Kia's report shows 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.