



BRAND: SALESFORCE

Date: 25 July 2024

Based on the review of the "Salesforce FY24 ESG Report," here is an evaluation of Salesforce'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 Salesforce's commitment to a nature-positive strategy and discusses the broader environmental impacts, including deforestation and habitat loss. However, it lacks specific details on the biodiversity pressures directly caused by Salesforce's operations.

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

- **Score: 3**
- **Justification:** Salesforce's nature-positive strategy includes targets for restoring ecosystems and supporting biodiversity through initiatives like the 1t.org project and funding for conservation projects. However, the report could benefit from more detailed information on specific priority species and habitats.

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

1. Corporate Biodiversity Vision (10%)

- **Score: 4**
- **Justification:** Salesforce's vision is clear and ambitious, focusing on achieving a nature-positive future. The vision includes significant commitments to ecosystem restoration, conservation funding, and integrating nature-positive practices into their overall strategy.

2. Scalable Biodiversity Goals and Objectives (15%)

- **Score: 4**
- **Justification:** Salesforce has set measurable goals such as funding the conservation and restoration of 100 million trees by 2031 and purchasing 1 million tons of blue carbon credits by 2026. These goals are precise and directly related to improving biodiversity.

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

- **Score: 4**
- **Justification:** The report outlines several strategies to achieve their biodiversity goals, including the development of the Nature Positive Strategy, partnerships with



organizations like It.org, and significant investments in ecosystem restoration and conservation projects.

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

1. Framework of Core Indicators (10%)

- **Score: 3**
- **Justification:** Salesforce's report includes indicators related to their broader environmental performance. However, a more comprehensive and specific framework for biodiversity indicators is necessary to better track and measure progress in this area.

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

- **Score: 4**
- **Justification:** The Nature Positive Strategy serves as a strategic plan for biodiversity, focusing on reducing nature impacts, large-scale restoration, and accelerating customer success. It includes clear actions and timelines, making it a strong component of their biodiversity efforts.

Stage 4: Monitoring and Reporting (10%)

1. Monitoring Plan (5%)

- **Score: 3**
- **Justification:** The report mentions monitoring activities related to sustainability but lacks a detailed biodiversity-specific monitoring plan. Including specific biodiversity indicators, data collection methods, and responsibilities would improve this section.

2. Database of Relevant Data (2.5%)

- **Score: 3**
- **Justification:** Salesforce uses various databases for tracking sustainability metrics. A dedicated biodiversity database integrating multiple relevant data sources would further enhance their ability to track and report on biodiversity impacts.

3. Monitoring and Reporting Systems (2.5%)

- **Score: 3**
- **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%	3	0.45
	Priority species and habitats	15%	3	0.45
Stage 2	Vision, Goals, and Strategies	40%		
	Corporate biodiversity vision	10%	4	0.40
	Scalable goals and objectives	15%	4	0.60
	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%	4	0.40
Stage 4	Monitoring and Reporting	10%		
	Monitoring plan	5%	3	0.15
	Database of relevant data	2.5%	3	0.075
	Monitoring and reporting systems	2.5%	3	0.075
Total	100%			3.50

Concluding Summary

- **Total Weighted Score: 3.50 out of 5**
- **Overall Justification:** Salesforce demonstrates a strong commitment to environmental sustainability and biodiversity. The company has set ambitious goals and developed comprehensive strategies to support biodiversity conservation. Enhancing their focus on specific biodiversity pressures and developing a more detailed monitoring and reporting framework would further improve their performance. Salesforce's efforts are commendable, and with continued focus, they can achieve significant positive impacts on biodiversity.