

# trace

by **isla.**

The definitive carbon measurement  
platform for sustainable events.

[www.traceyour.events](http://www.traceyour.events)

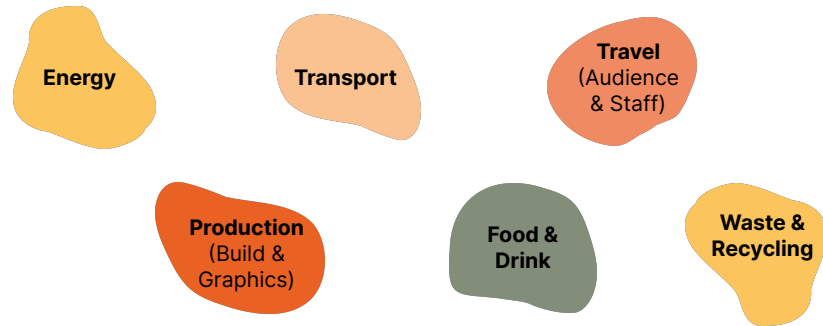
# What is TRACE?

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TRACE is designed to *simplify carbon and waste reporting* for busy event teams, provide clear visual insight for business owners and support sustainability officers with reporting and disclosure requirements.

TRACE data capture and reporting are aligned with the **GHG Protocol** and **GRI Standards** for environmental reporting, enabling you to understand the full picture of your event operations in line with global standards and be compliant with **SBTi** and **Race to Zero**.

**The platform captures data across the following areas:**



## Analytics

The analytics and reporting dashboard generates **in real time**. There's no need for carbon consultants to crunch data for you - it's all there in an easy to understand visual format. Reports can be exported.

The platform captures and report impact across the **full scope** of event delivery and the analytics dashboard enables you to review the impact of all your events - aggregated or regionally, a specific time period or by type of event.

The immediacy of reporting means the software can be used to measure actual outcomes **and** to estimate and compare different design and delivery approaches to help shape decision making.

Built by event producers for event producers...

### **Scope**

Captures carbon and waste impacts across the full scope of event delivery.

### **Measure**

Emission and waste data is captured from catering choices through to materials, transport and energy.

### **Reporting**

Data is automatically and anonymously contributed to the industry reporting initiative, to target set and benchmark.

### **Analysis**

Provides immediate analysis of event activity without relying on a third party carbon consultancy

### **Estimate & Compare**

Make estimates, compare the impacts of different choices and report on outcomes post-event

# TRACE tracks everything, simply!

Designed to simplify carbon and waste reporting for busy event teams.

Any measurement platform has to strike the balance between accuracy and useability.

TRACE helps you capitalise on the data you're already collecting and provides guidance on additional information you may need to generate your impact report.

Invite your supply chain to the platform and let them enter their data directly.

In-app reduction tips and guidance help you to plan your next event with more positive environmental impact.



# What does it measure?

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**Energy** - Capture emissions from venue energy and temporary power sources.



**Food & Drink** - Calculate catering emission impacts for audience and staff, plus understand the food waste footprint.



**Travel** - Assess the impact of event location on travel and accommodation for audience and staff.



**Graphics and build materials** - Ascertain how different material choices impact your carbon emissions and track the lifecycle of these elements.



**Transport logistics** - Understand your production transport footprint from trucking to couriers and overseas freight.



**Waste and recycling** - Profile your waste and recycling volumes and how these are being managed.

## Online events

New! Capture emissions related to streaming and hosting virtual shows, as well as from participants of these events.

# Reduce your impact

**TRACE** allows you to reduce your Carbon Footprint straight away

The instant reporting dashboard is designed to help you make the best delivery decisions based on impact of design choices. By entering estimations at the start of your planning process the potential impact of your event can be predicted before going to production. It offers reduction tips to help you see what savings you can make based on design choices. Learn how changing materials or menus can reduce your carbon footprint and make decisions accordingly.

You can duplicate your event to keep the estimate separate or just revisit the data entry sections at any time to add more accurate data, and once your event is over it can be 'closed' to **save your final carbon footprint report** using the most up to date scientific methods. This allows you to offset your final emissions and track your reductions over time, a key requisite in working towards Net Zero.

# What to do with results?


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- Estimate your Carbon Footprint in the planning phase
- Get reduction tips targeted at your biggest causes of emissions to enable you to focus your resources to make the biggest impact
- Use best practise guidance from <https://proseed.events/> to implement these reductions
- Report to clients, both on the savings your suggestions have made, and the final Carbon footprint of the event
- Present your carbon Footprint in attractive, easy to digest formats
- Track your Carbon Footprint overall, and over time - See the impact of your reductions over time as you move towards Net Zero
- Offset your emissions as appropriate



# How to start using **TRACE**

- The company admin should add you to their account as a 'user' or as a 'supplier', which sends an invite email. Check your spam folder as it appears from 'TRACE'.
  - You'll be able to either login via your work email address if your company use SSO, or create a password for yourself.
  - Then, simply follow the in-app instructions to create an event and start adding your data! The templates allow you to collect data offline ready to be copy and pasted into the relevant sections.
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# thanks

[www.traceyour.events](http://www.traceyour.events)  
<https://proseed.events/>  
[www.weareisla.co.uk](http://www.weareisla.co.uk)