COVID-19 has shut down global travel and decimated lives. Yet in that same time, air pollution has killed 3X as many people. This is just one symptom of the spiralling climate crisis.

building a world where our actions don’t have to cost the Earth.
COVID-19 has shut down global travel and decimated lives. Yet in that same time, air pollution has killed 3X as many people. This is just one symptom of the spiralling climate crisis.

The data unknowns of MICE

Kit Aspen
Founder at Thrust Carbon
Sustainability Intelligence Platform for Travel

$55bn of annual travel spend uses a Thrust Carbon dataset

**Thrust Data**
Our foundational data layer at the core of our products

- **Sustainability Indexes**
  1-100 indexes for hotel properties, SAF, air, & car

- **Carbon & Vendor Intelligence**
  Best in class intelligence for every methodology

- **Data Enrichment**
  Proprietary datasets to repair fragmented data

- **Coming Soon**
  EV Charging, Water, Waste, Plastic, Generative AI Intelligence

**Thrust Tools**
Our SaaS & API products turning data into intelligence + behaviour change

- **Thrust API**
  Best in class API, serving data used by small & large vendors

- **Thrust Events**
  Sustainability for large-scale meetings and events programmes

- **Thrust Calculator**
  Sustainability intelligence for travel managers & business leaders

- **Thrust Engage**
  Personalised employee sustainability engagement & nudging

- **Data feeds with 80% of T&E**
  Carbon budgets
  Carbon taxes & pricing
  Enterprise & vendor scale
  AI powered personalization
  Beautiful customisation
Small - Medium events (<500 people)

- Closer relationship to attendees
- Attendees separate from organisers
- Less ‘planner’ time per-event
- Less customisation of vendor services
- Less access to vendor data

80+% of MICE industry

Large events (<500 people)

- Attendees separate from organisers
- Dedicated event planners
- Higher customisation of vendor services
- Higher access to vendor data

<20% of MICE industry
Data is the foundation of MICE sustainability
We’re striving to reach 100% data coverage

Live Data Feeds
Bring in data from your TMC so it can be consolidated and harmonised with the rest of your emissions reporting

Expense
Capture emissions not captured by TMCs or live-feeds by including your expense data

Manual Import
Manually import data from other data sources, such as direct venue data

Researched Avgs.
MICE is prone to data-gaps. We replace this with reliable industry and location specific averages to complete the picture.

Thrust Events
Sustainability intelligence for large MICE programs

Live Reporting
Emissions Projections
Improvement Suggestions
Event Benchmarking
Vendor Insights
Certification Tools *
Compliance Reporting

* Thrust Carbon does not provide certification, but seeks to send complete data to accredited external certifiers
## Gaps in MICE data under research

<table>
<thead>
<tr>
<th>Data Type</th>
<th>Timeline for new research</th>
</tr>
</thead>
<tbody>
<tr>
<td>First mile</td>
<td>Q2 2023 *</td>
</tr>
<tr>
<td>Last mile</td>
<td>Q2 2023 *</td>
</tr>
<tr>
<td>Worldwide average traveller</td>
<td>Q2 2023 *</td>
</tr>
<tr>
<td>Indirect traveller uplift</td>
<td>Q2 2023 *</td>
</tr>
<tr>
<td>Non-hotel venue averages</td>
<td>Q4 2023</td>
</tr>
<tr>
<td>Exhibitor averages</td>
<td>Q4 2023</td>
</tr>
<tr>
<td>Average behaviour</td>
<td>2024</td>
</tr>
<tr>
<td>Worldwide meal averages</td>
<td>2024</td>
</tr>
</tbody>
</table>

* proudly researching with informa
Should you include?

Food & Beverage Emissions

• Humans must eat and drink regardless of attending MICE, so some argue the impact should not be attributed to the event.

• This argument ignores the event’s control over meal choices and associated sustainability.

• Grey area: is there an footprint saving if an event is more sustainable than your regular diet?

Attendee Travel

• Some argue this is under the control of the event attendee, so those attendees should bear the burden of the footprint, not the organisers.

• However, the organiser is responsible for location & format, and therefore the footprint.

• GHG Protocol places these emissions under Scope 3 Downstream emissions; therefore we already have an accepted standard that includes these emissions.

• Grey area: how to account for footprint of multi-purpose trips?
Remaining difficulties

- **Breath of footprint types**
  - Almost every mid-to-large event has something ‘rare’ to calculate.
    - Donut wall? River cruise? Cultural display? Active workshop?
- **Most methodologies don’t use usable units**
  - Giving away 1000 t-shirts? You need to know the weight.
  - 1000sqm of carpet cubes? You need to know the weight.
  - Spent $1,000 on buses in Seville? You need to know fuel use or distance travelled.
- **No CDP or clear disclosure rules for vendors**
  - Did your AV supplier include their staff travel?
  - Is your hotel meeting room providing CHSB or bespoke numbers?
Thrust Events
Manage emissions and impact of large MICE programs

Effortless data collection
Account for every emission, ongoing research and development

One platform
Ready to share instant reporting, Offsetting, Transient travel through multiple data-feeds

Built for scale
Single Sign On (SSO), Personalised Permissions, Customisable Settings
We’re on a mission to make travel effortlessly green

Building a world where our actions don’t have to cost the Earth.

Kit Aspen

Kit@thrustcarbon.com