

thrust

building a world where our actions don't have to
cost the Earth.



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 Calculator

Sustainability intelligence for travel managers & business leaders



Thrust Events

Sustainability for large-scale meetings and events programmes.



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



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

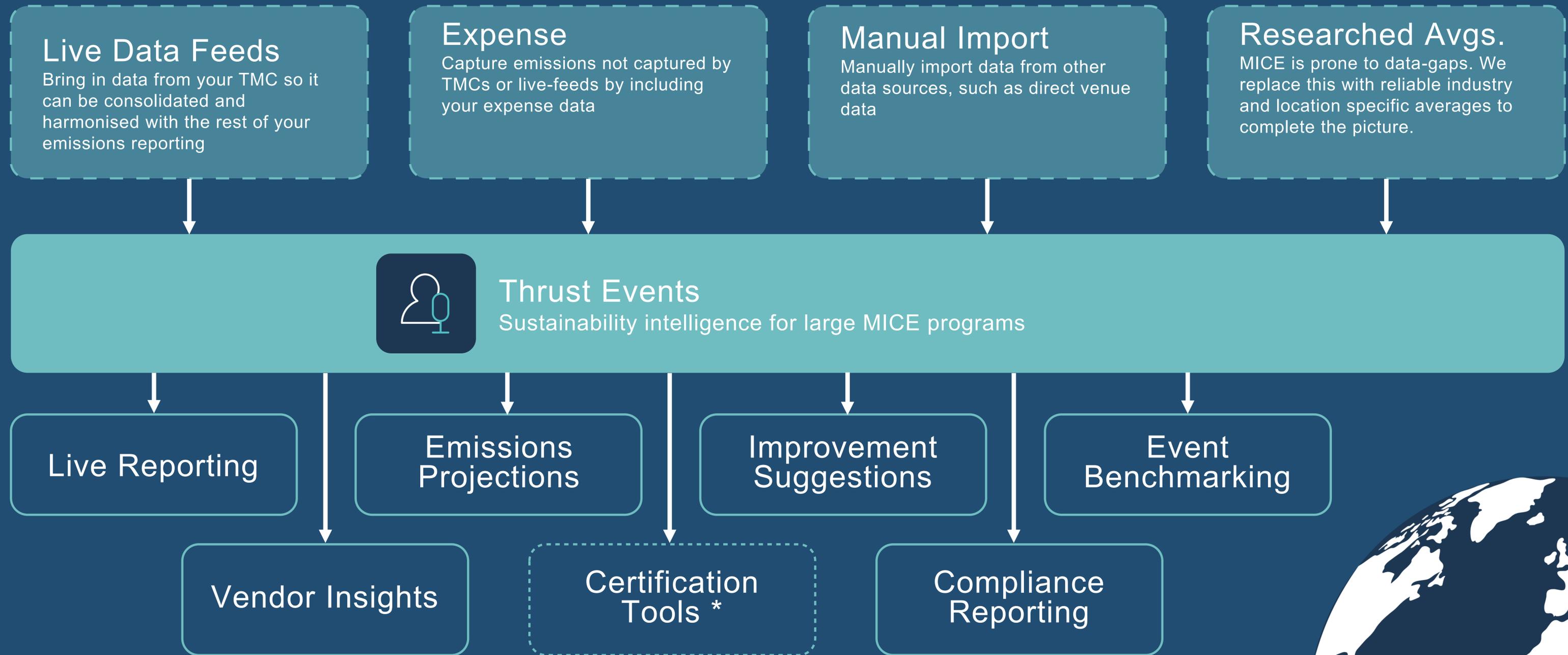


Higher access to vendor data

<20% of MICE industry

Data is the foundation of MICE sustainability

We're striving to reach 100% data coverage



* Thrust Carbon does not provide certification, but seeks to send complete data to accredited external certifiers



Gaps in MICE data under research

Data Type	Timeline for new research
First mile	Q2 2023 *
Last mile	Q2 2023 *
Worldwide average traveller	Q2 2023 *
Indirect traveller uplift	Q2 2023 *
Non-hotel venue averages	Q4 2023
Exhibitor averages	Q4 2023
Average behaviour	2024
Worldwide meal averages	2024

* 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



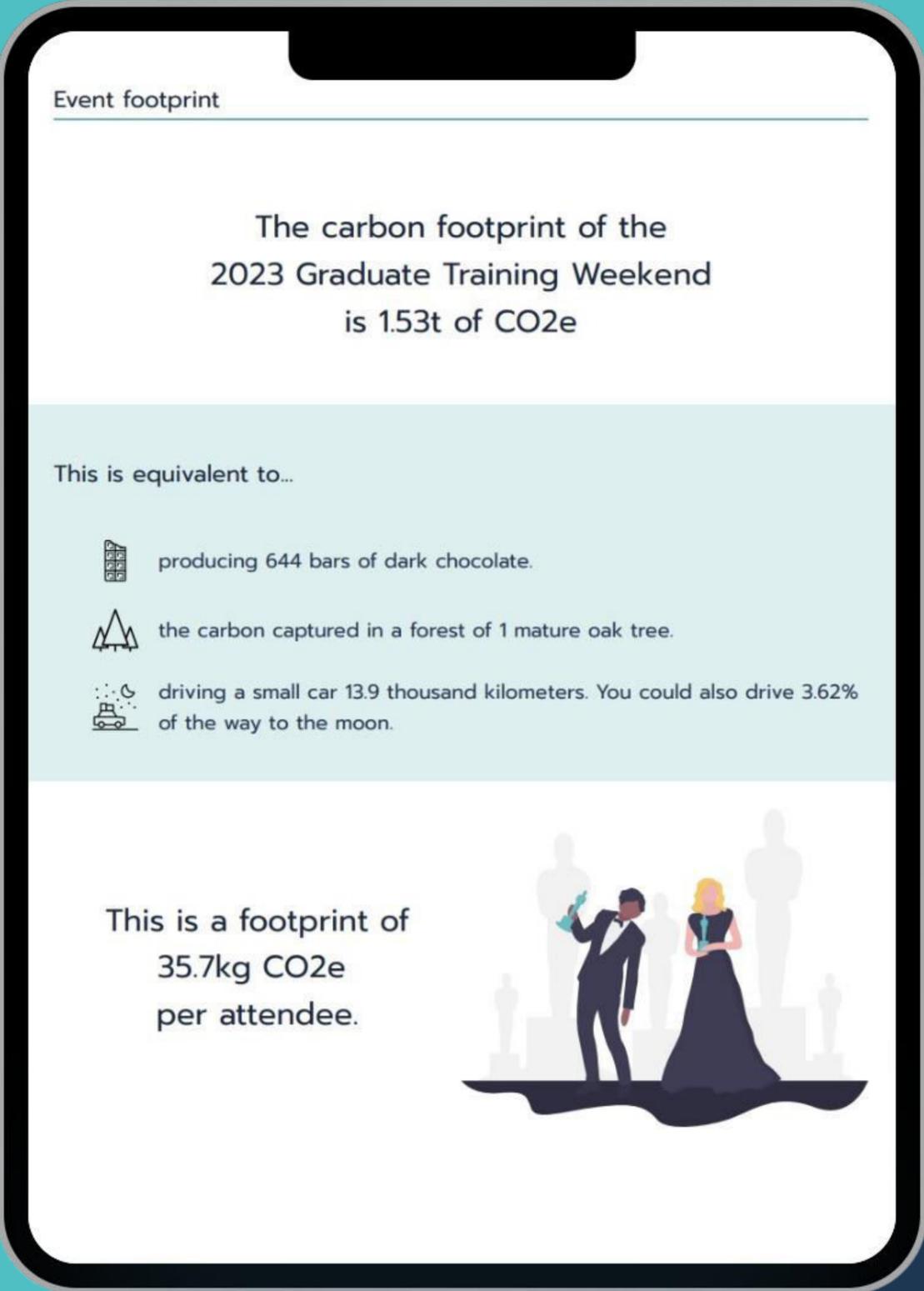
One platform

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.

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