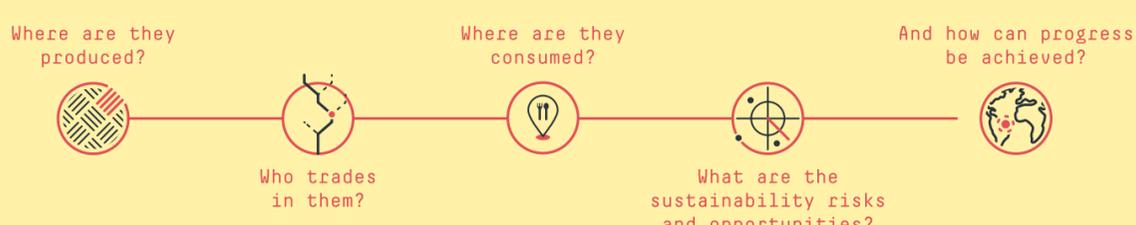


# Introducing Trase:

## Towards radical transparency for a deforestation free economy

**DATE:** Friday 11th November  
**LOCATION:** Hôtel El Andalou Lounge & Spa, Avenue du Président Kennedy  
Marrakech, Marrakech-Tensift-Al Haouz 40000, Morocco  
Click [here](#) for directions  
**TIME:** 17:30 - 19:30

We are excited to introduce you to Trase, a powerful new sustainability platform that maps global supply chains, linking production landscapes to downstream buyers and consumers *at scale* for the first time.



Trase is a direct response to the ambitious 2020 commitments made by governments, companies and financial institutions on deforestation free supply chains - and the urgent need this creates for a breakthrough in assessing and monitoring sustainability performance.

Trase offers insights for decision-makers at every step in the supply chain, and helps unlock potential from geospatial and other transparency platforms. Starting with Brazilian soy, over the next 5 years the platform aims to expand to cover 70% of forest risk commodities and production geographies worldwide.

Trase is a partnership between the Stockholm Environment Institute and the Global Canopy Programme. We work closely with Vizzuality, the European Forest Institute, and many other partners.

by invitation only

Can't attend but want to find out more?  
[Sign up](#) to hear more on Trase webinars and updates

## The launch event

This event will showcase the capabilities and potential impact of Trase and invite reflections on its application and strategic development from key stakeholders - including companies, financial institutions, governments and civil society organisations working on major 'forest risk' commodities.

Discussions will focus on the case of Latin American soy, demonstrating how the Trase approach can radically improve our understanding of how traders, buyers and consumers of soy are linked, directly or indirectly, to deforestation and other impacts associated with soy producing regions.

We will show how this information can be used by different actors to reduce such impacts and support a transition towards deforestation-free supply chains.

## Outline agenda

- 17:30**      **Launch of Trase: towards radical transparency for a deforestation free economy**  
Javier Godar, Senior Research Fellow, Stockholm Environment Institute and  
Niki Mardas, Executive Director, Global Canopy Programme
- 17:40**      **Reflections on potential applications of Trase**  
Nigel Sizer, President, Rainforest Alliance  
Tasso Azevedo, Coordinator of Observatorio de Clima and MapBiomass  
Finance, corporate and media representatives
- 18:20**      **Moderated audience discussion**
- 18:40**      **Cocktail reception**

With support from:

The European Union, Sida, Formas, the Swedish Research Council, UK Aid, The Nature Conservancy, and the Gordon and Betty Moore Foundation



trase

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