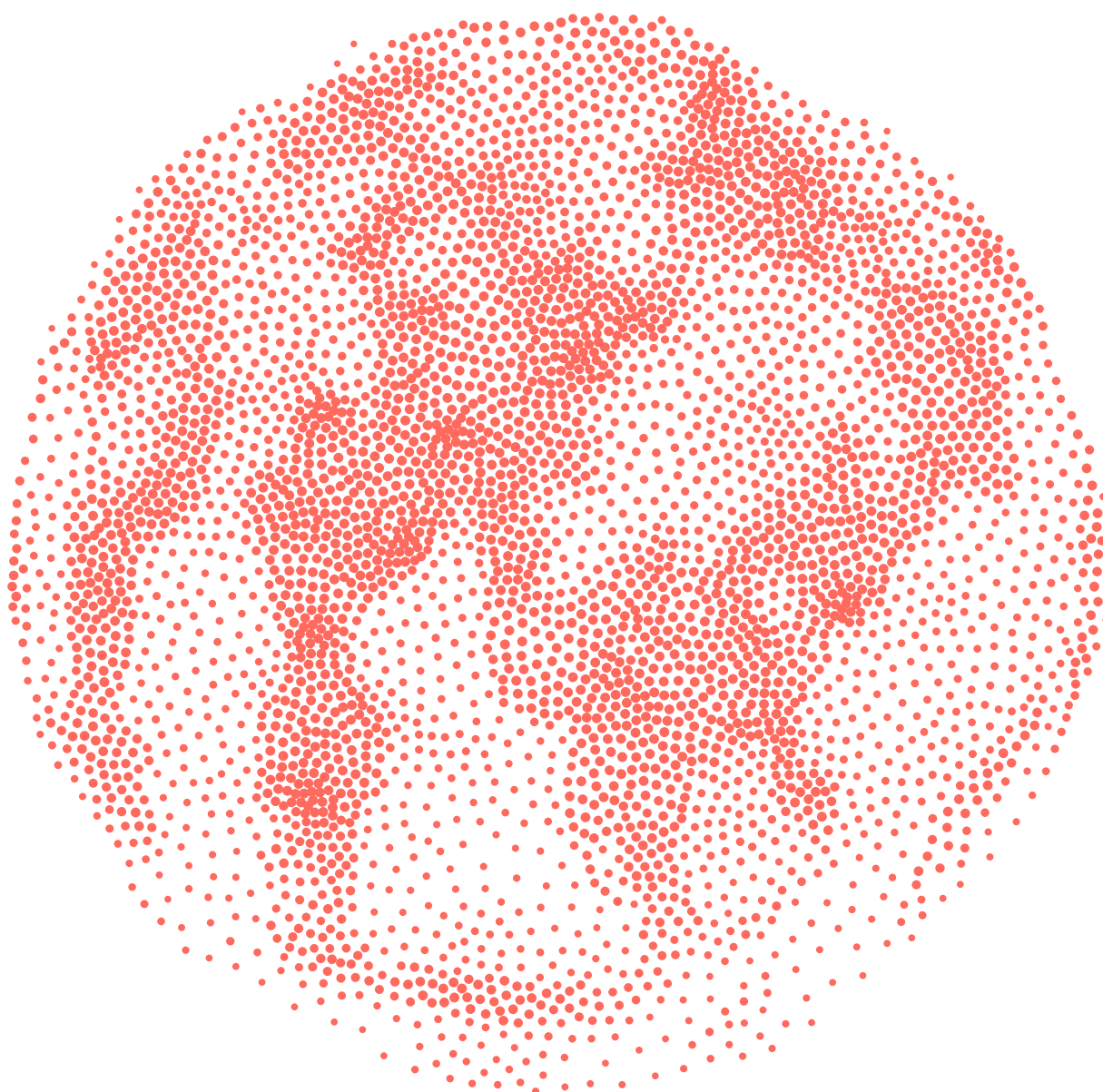


Intelligence for sustainable trade: Trase strategy 2025–2030



Executive summary
May 2025

Trase is a global partnership
co-founded by the Stockholm
Environment Institute and
Global Canopy

trase.earth

What is Trase?

Trase is a global science-based partnership of non-profit organisations providing open-access data and intelligence on the sustainability of forest-risk commodity production, trade and consumption.

Trase was founded in 2015 as a platform to prioritise action to curb deforestation by revolutionising the transparency of global trade in agricultural commodities linked to deforestation. From the outset, Trase's innovative data products have set themselves apart by connecting commodity markets to production impacts with the level of granularity needed to inform practical decision making and the scale needed to drive systemic change. What makes Trase unique is its focus on risk-based approaches to prioritise and align action and scrutiny quickly and effectively – zooming in on the places, commodities, actors and mechanisms that need the most urgent attention. This innovation has brought a radically new level of transparency to commodity markets and supply chains.

Trase strategy 2025–2030

Our goal for 2030 is to leverage the power of open-access data and intelligence to drive supply chain interventions that successfully protect forests, other natural ecosystems, human rights and livelihoods. Our mission is to deliver systemic change. This means going beyond a narrow focus on the 'symptoms of the problem' – eliminating the impacts of individual supply chains – to focus on interventions that tackle the underlying drivers, and are therefore capable of delivering sustained sector-wide benefits for nature and people by incentivising sustainable and fair production practices.

The scale of the challenge facing this agenda is profound. Deforestation rates remain stubbornly high despite two decades of commitments to reverse forest loss by governments and companies linked to commodity supply chains. The implementation of existing supply chain measures to curb commodity deforestation and improve the sustainability of production systems is too slow, easily reversed and may have negative, unintended consequences. Even if successfully implemented, existing measures are insufficient in scope and ambition to tackle the scale of the problem.

"Trase is instrumental in attributing the responsibility for deforestation and conversion to international and domestic markets and thereby turning embedded deforestation into a political argument. It's also an important tool for international cooperation to identify priority areas for action towards minimising deforestation and empowering smallholders."

Frankziska Rau

Advisor on deforestation free supply chains, German International Cooperation Society (GIZ)

To successfully deliver systemic change, governments, companies and financial institutions must:

1. **Accelerate the implementation** of the existing supply chain actions that are most likely to deliver positive outcomes for people and nature.
2. **Scale up the coverage and ambition** of existing actions to encompass new regions, commodities, markets and impacts.
3. **Show greater responsiveness** to lessons on the effectiveness and limits of existing interventions, as well as emerging risks and opportunities.

These three changes are the outcomes at the heart of Trase's strategy.

Trase's contribution to achieving these outcomes is rooted in the power of public transparency and open-access data and intelligence to demystify complexity, remove excuses for inaction and provide a common understanding of what success looks like, enabling the public accountability and trust needed to deliver this success. Despite a surge in available data, overall transparency in international supply chains – and the capacity to use the information – remains critically low. This is often further hindered by fragmented, proprietary information systems that deepen inequalities and delay coordinated action.

Trase's strategy for 2025–2030 is focused on leveraging the enabling environment created by our data and intelligence to deliver on our target outcomes by enabling:

1. **More effective prioritisation** of resources and action by governments and businesses to the commodities, regions and impacts of greatest concern.
2. **More effective scrutiny** and enforcement measures by civil society and regulators.
3. **Greater alignment** in actions across sectors and consensus on what works and what does not.

By ensuring governments and businesses act on clearer and more aligned priorities, and by independently scrutinising the effectiveness and limitations of existing measures, Trase helps enable and accelerate implementation while also motivating the need to scale up ambition. By monitoring the uptake and impact of existing measures and identifying gaps in action, Trase helps catalyse greater responsiveness to rapidly changing risks and opportunities which, in turn, can further accelerate implementation and scale up ambition.

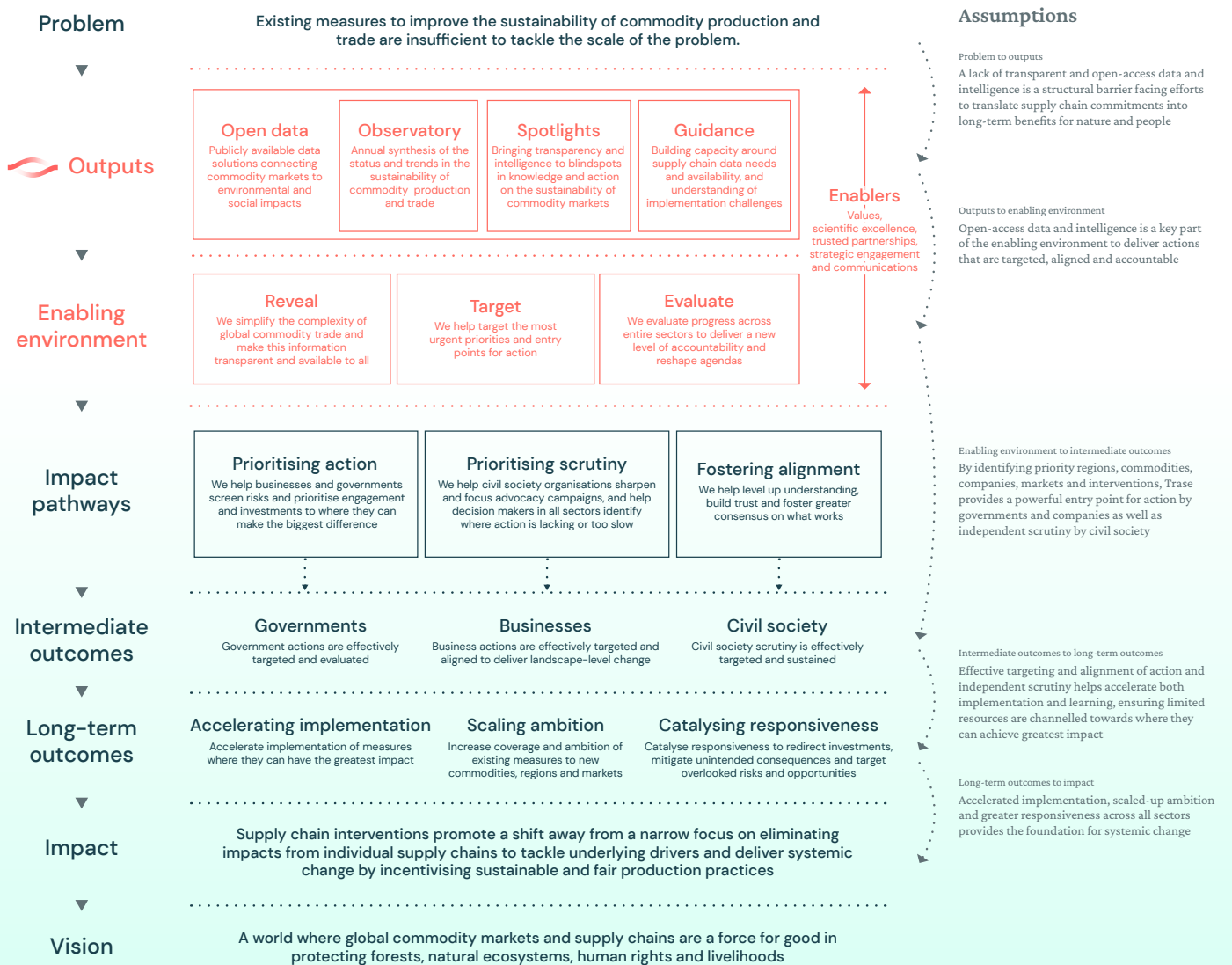
"Trase offers companies implementing deforestation-free strategies access to curated open data, reviewed by a team of data scientists. Supply chain transparency not only strengthens accountability across supply chains but also serves as a cornerstone for achieving net zero climate pledges, making Trase a very relevant tool for responsible sourcing and impactful change."

Pedro Amaral

Associate Director, Head of
Cocoa Climate Sustainability

Trase's theory of change

Trase's theory of change is grounded in the power of transparency, open data and actionable insights to help companies, governments and civil society organisations prioritise action and scrutiny and foster greater alignment to scale ambition and impact. By more effectively prioritising and aligning action and independent scrutiny, Trase can help both enable and accelerate implementation efforts and catalyse responsiveness based on lessons learnt and emerging risks and opportunities. These changes can help scale up the scope of supply chain interventions and prioritise the interventions that are capable of delivering benefits to people and nature through sustained, system-level change.



Trase's impact in numbers

Trase team

>50

Team members across 9 countries



>10

Research and civil society partners across Europe, Brazil, Indonesia and the US

Channels and outputs

12,433

Unique visitors to Trase website in 2024

3,126

Downloads of data and content from Trase website in 2024

14,900

Total subscribers to Trase social media and newsletter in 2024



96

Training sessions on using Trase data for civil society groups and investigation agencies in 2021–2024

Data and research

57%

Percentage of global trade in agricultural commodities covered by EUDR and mapped to subnational origin of production by Trase

46%

Percentage of tropical deforestation by agricultural commodities covered by Trase's subnational supply chains



68%

Percentage of tropical deforestation by agricultural commodities under EUDR covered by Trase's subnational supply chains

Enabling action

>5

Governments directly supported by the Trase team in 2021–2024



>200

Civil society campaigns, media investigations and enforcement agency initiatives supported by Trase data in 2021–2024

5,280

Number of subnational regions of production connected to global markets by Trase

16,038

Number of commodity trading companies mapped by Trase

5.5%

Percentage of production regions mapped by Trase that accounts for >80% of total commodity deforestation exposure

162

Trase briefings, insights and reports published in 2021–2024



>150

Companies whose efforts to tackle deforestation linked to supply chains have been enabled by Trase in 2021–2024

>200

Financial institutions whose actions on due diligence, portfolio screening, ESG reporting and analysis have been enabled by Trase in 2021–2024

Trase solutions

Trase will provide four interconnected solutions that deliver the transparency and enabling information environment needed to achieve our goal:

1. **Open data on commodity supply chain sustainability.** We will continue to deliver and expand our unique open-access data products on country and company exposure to commodity deforestation and other impacts. Trase data products are global, national and subnational in scope, with a particular focus on the commodities most linked to deforestation, including soy, beef, palm oil, cocoa and pulp wood, and key geographies including Brazil, Indonesia and West Africa, and demand markets in Europe and China.
2. **A Trase Observatory** on the status and trends in deforestation and forest-risk commodities markets, including comparisons across commodities, companies and markets, and in-depth analyses of specific sectors, markets and targets.
3. **Trase Spotlights** that provide innovative deep-dive analyses into blindspots in commodity market sustainability, helping drive attention towards urgent yet overlooked risks and opportunities.
4. **Trusted guidance** for governments, industry coalitions and civil society organisations working on the same supply chain challenges, with a focus on helping to build capacity and foster alignment and more coordinated action.

"Trase provides unique, reliable data that informs our global work to stop deforestation, protect nature, and fight climate change."

Alex Armstrong
Vice President of Programs,
Mighty Earth

New frontiers

Building on our strong foundation and the lessons of the past decade, our strategy will invest further in five new areas:

1. **Diversifying our data offering** by providing global data that is more comprehensive than our existing subnational data; asset-level data on the location of commodity processing facilities; and impact data linking commodity trade flows to climate, biodiversity, water and human rights violations.
2. We will provide more **actionable intelligence** by using our data and expertise to evaluate the effectiveness of existing measures, and conduct investigations into emerging deforestation frontiers and related impacts, as well as overlooked opportunities for innovations in policy, data and technology.
3. Trase will scrutinise **emerging and domestic markets** including Brazil's consumption of beef as the single largest forest-risk commodity market in the world through the work of *Do Pasto Ao Prato* and China as the largest global import market for forest-risk commodities.
4. Help governments, businesses and civil society build capacity to **make sense of data**, understand the adequacy of existing data solutions and the limits of current interventions, and encourage a more honest dialogue on what works and does not.
5. Across all our work we will focus on supporting governments, businesses and civil society to be **more agile in response to changes** in both the data and policy landscape, as well as wider supply chain disruptions due to climate impacts and geopolitical dynamics.

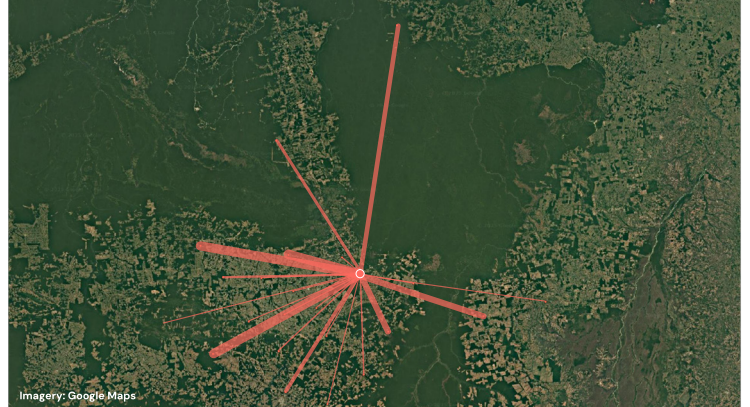
Trase data across scales

Trase is a unique source of open-access data linking impacts with markets at multiple scales. This example illustrates how Trase reveals:

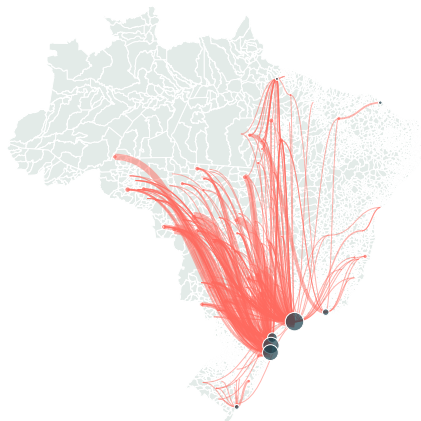
1 the location of cattle slaughterhouses in Brazil;



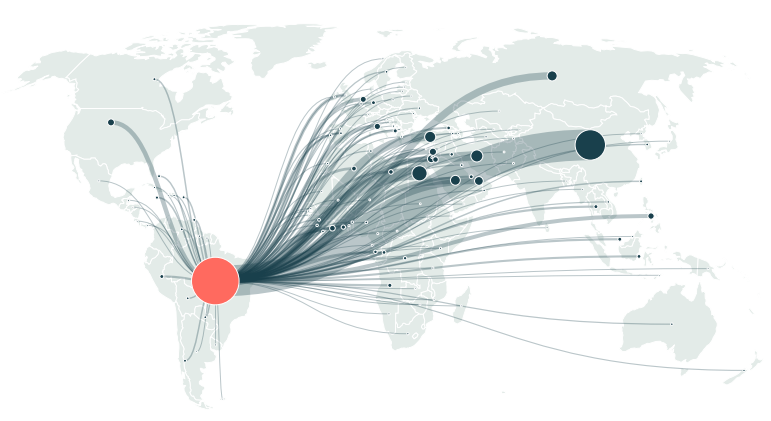
2 the supply shed for a single slaughterhouse in northern Brazil;



3 supply chain links between slaughterhouses and ports across Brazil; and



4 trade flows of beef from Brazil to countries around the world, sized by level of cattle deforestation exposure.



Our team and track record

Trase has a decade of experience working at the intersection of supply chain transparency and sustainability. Today, Trase is the go-to source of open-access data and intelligence linking individual commodity markets and trading companies to deforestation and other impacts in regions of production. Our team is made up of world-leading experts and specialists bringing an incredible depth of knowledge and experience from land use, supply chain and data science as well as strategic policy engagement.

From the beginning, we have acted as an independent, science-based provider of credible data and analysis, enabling leadership and practical action while also strengthening accountability around progress towards sustainability goals.

In partnership with others in civil society, our unique data, analyses and guidance have demonstrated that action to curb commodity-driven deforestation is both necessary and possible. We have disarmed the excuse that supply chains are too opaque and complex, while motivating ambition and urgency, guiding interventions and evaluating progress.



| Trase team members kick-starting the strategy, May 2025



Read the full version of the Trase strategy 2025–2030 at trase.earth/about/strategy

To learn more about our strategy, please contact Trase co-directors Toby Gardner (toby.gardner@sei.org) and Helen Bellfield (h.bellfield@globalcanopy.org)