Trace Carbon Report: MAD Wealth

MAD Wealth has started their journey to Net Zero in partnership with Trace

Trace measures the emissions of business operations to enable a business to manage and reduce emissions with operational change. Trace offers a service to offset emissions enabling the company to reach Carbon neutrality. The activities related to MAD Wealth are listed in this report. To understand more about Trace's services please visit our website.

At Trace we believe in radical transparency and so create a public impact page for every member of our community. You can view MAD Wealth public disclosure here.

If you have any questions or feedback about this report please contact hello@our-trace.com

Thank you on behalf of the whole team for your commitment to take climate action in partnership with Trace.

Sincerely

Joanna Auburn
Co Founder and CPO

Measurement & offset summary for MAD Wealth

Carbon emissions were measured based on data supplied by MAD Wealth and the assessment and assumptions were reviewed and accepted by the customer. Trace's proprietary carbon assessment methodology is guided by best-practice approaches. Emissions factors and assumptions are from public and paid sources and are periodically assessed and peer-reviewed. More information about Trace's methodology can be found here.

This report includes both your Gross and Net Emissions. The GHG protocol recommends reporting your Gross Emissions. This does not include any offsetting activities by your suppliers. Net Emissions is your carbon footprint after accounting for any offsets in your supply chain.

ID	Date range measure	Total gross emissions (tCO2)	Total net emissions (tCO2)	Emissions intensity (Net) - (tCO2/FTE)	Total % offset (Net)
2.0	07/2023 - 06/2024	27.2	25.9	2.6	151%
1.0	07/2022 - 06/2023	21.5	21.4	2.1	154%

For detailed reports refer to Measurement and Offset Report Details

Measurement Report Detail for MAD Wealth

Measurement Profile ID: 2.0 [07/2023 - 06/2024]

Reporting by category

Category	Gross emissions measured (tCO2)	% of footprint (Gross)	Net emissions measured (tCO2)	% of footprint (Net)
Employee commute	0.3	<1%	0.3	<1%
Electricity	8.5	31%	7.3	28%
Business travel	5.7	21%	5.7	22%
Waste	0	<1%	0	<1%

Category	Gross emissions measured (tCO2)	% of footprint (Gross)	Net emissions measured (tCO2)	% of footprint (Net)
generated				
Purchased goods & services	12.8	47%	12.7	49%

Reporting by scope

Scope	Gross emissions measured (tCO2)	% of footprint (Gross)	Net emissions measured (tCO2)	% of footprint (Net)
Scope 1	0	0%	0	0%
Scope 2	1.4	5%	1.4	5%
Scope 3	25.8	95%	24.5	95%

Reporting by sub category

Category	Sub category	Gross emissions measured (tCO2)	% of footprint (Gross)	Net emissions measured (tCO2)	% of footprint (Net)
Employee commute	Private transport	0.3	<1%	0.3	<1%
Electricity	Working from home - survey	7.1	26%	5.9	23%
	Office usage estimate	1.4	5%	1.4	5%
Business travel	Air travel / flights	4	15%	4	16%
	Accommodation	1	4%	1	4%
	Private transport	0.6	2%	0.6	3%

Category	Sub category	Gross emissions measured (tCO2)	% of footprint (Gross)	Net emissions measured (tCO2)	% of footprint (Net)
Waste generated	Mixed waste	0	<1%	0	<1%
	Commingled Recycling	0	<1%	0	<1%
Purchased goods & services	IT & Telecommunication services	9.8	36%	9.7	37%
	Professional services	2.2	8%	2.2	8%
	Events & entertainment	0.6	2%	0.6	2%
	Clothing, textiles & other	0.1	<1%	0.1	<1%
	Electrical equipment	0	<1%	0	<1%
	Financial services	0	<1%	0	<1%
	Marketing & advertising	0	<1%	0	<1%
	Consumables	0	<1%	0	<1%
	Water	0	<1%	0	<1%
	Food & beverages	0	<1%	0	<1%
	Postage & Courier	0	<1%	0	0%

Measurement Profile ID: 1.0 [07/2022 - 06/2023]

Reporting by category

Category	Gross emissions measured (tCO2)	% of footprint (Gross)	Net emissions measured (tCO2)	% of footprint (Net)
Employee commute	0.5	2%	0.5	2%
Electricity	8.9	41%	8.7	41%
Business travel	3.4	16%	3.4	16%
Waste generated	0	<1%	0	<1%
Purchased goods & services	8.8	41%	8.8	41%

Reporting by scope

Scope	Gross emissions measured (tCO2)	% of footprint (Gross)	Net emissions measured (tCO2)	% of footprint (Net)
Scope 1	0	0%	0	0%
Scope 2	1.5	7%	1.5	7%
Scope 3	20	93%	19.8	93%

Reporting by sub category

Category	Sub category	Gross emissions measured (tCO2)	% of footprint (Gross)	Net emissions measured (tCO2)	% of footprint (Net)
Employee commute	Private transport	0.5	2%	0.5	2%
Electricity	Working from home - survey	7.4	34%	7.2	34%

Category	Sub category	Gross emissions measured (tCO2)	% of footprint (Gross)	Net emissions measured (tCO2)	% of footprint (Net)
	Office usage estimate	1.5	7%	1.5	7%
	Working from home - estimate	0	0%	0	0%
Business travel	Air travel / flights	2	9%	2	10%
	Accommodation	1.1	5%	1.1	5%
	Private transport	0.2	1%	0.2	1%
Waste generated	Mixed waste	0	<1%	0	<1%
	Commingled Recycling	0	<1%	0	<1%
Purchased goods & services	IT & Telecommunic ation services	6	28%	6	28%
	Professional services	2	9%	2	9%
	Financial services	0.4	2%	0.4	2%
	Events & entertainment	0.3	1%	0.3	1%
	Marketing & advertising	0.1	<1%	0.1	<1%
	Water	0	<1%	0	<1%
	Electrical equipment	0	<1%	0	<1%
	Parking	0	<1%	0	<1%

Carbon Offsetting

Trace manages a live portfolio of carbon credits on behalf of its customers and procures credits from carbon wholesale partners subject to our rigorous selection criteria. Credits are retired on behalf of customers on a quarterly basis but are not owned directly by the customer. The mix of credits in the portfolio changes over time, depending on supply and demand and past portfolio composition is not a guarantee of future portfolio composition. Further information about our projects can be read here: https://www.our-trace.com/our-projects

MP Id	MP date range	Projects supported
2.0	07/2023 - 06/2024	Coorong Lakes Biodiversity Conservation, Australia (stapled) = 10%
		Cool Fire Traditional Land Management, Australia = 8%
		Katingan Peatlands Conservation, Indonesia = 43%
		World Vision Clean Cookstoves = 27%
		Clean Cooking Program in Rural India = 12%
1.0	07/2022 - 06/2023	Efficient cookstoves, Nepal = 25%
		Generating clean wind energy, India = 5%
		Coorong Lakes Biodiversity Conservation, Australia (stapled) = 25%
		Cool Fire Traditional Land Management, Australia = 11%
		Katingan Peatlands Conservation, Indonesia = 34%

Appendix

How Trace works

Measure
Accurately measure your emissions in a matter of days

Engage
Educate & engage your employees on the journey

Reduce
Set targets and implement actions to reduce emissions

Share
Easily & transparently share your impact

For more information about Trace's business product see our website [here.](#)

Trace CO2 emission sources and scopes

Trace offers a range of different certificates depending on the type of organisation and scope of emissions included in the measurement & offset process. For more information about Trace's terms of service see [here.](#)