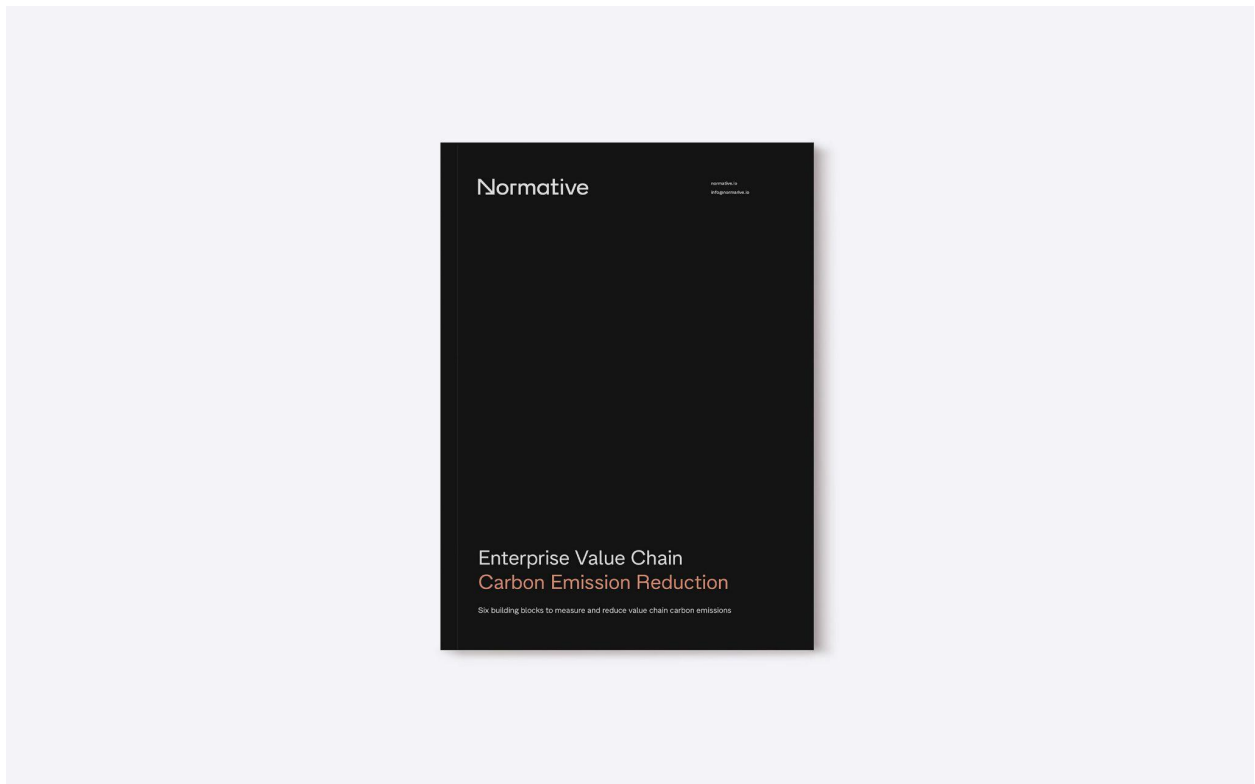


Normative

Stockholm, April 26, 2022

Normative releases guide helping enterprises reduce value chain carbon emissions



To support enterprises in reducing their value chain emissions, [Normative](#) has released a free guide: “Enterprise Value Chain Carbon Emission Reduction: Six building blocks to measure and reduce value chain carbon emissions”. The guide helps big businesses get started measuring and reducing their emissions to stay compliant with current legislation and stay competitive in the market.

Large corporations are responsible for the majority of business emissions, however when these large corporations analyze their greenhouse gas emissions they often find that most of their emissions originate from their value chains; [a 2020 CDP report](#) stated that 92% of an average company’s emissions originate in the value chain.

A company's value chain includes both upstream emissions from the supply chain – the smaller businesses that provide the services, products, and resources that go into the company's end products – as well as downstream emissions from product use and disposal.

“We know that many businesses want to do the right thing and reduce their carbon emissions. Value chain emissions are extremely complex to measure and reduce, but businesses that manage it will see the greatest overall impact on carbon reduction. With this guide, we want to make carbon accounting accessible to enterprises worldwide.” explains Kristian Rönn, CEO and co-founder of Normative, the world's first carbon accounting engine.

The guide provides a roadmap for businesses to engage their value chains in carbon reduction, with a focus on practicality and pragmatism.

1. **Getting Everyone to Net-Zero.** Normative co-founder Kristian Rönn explains what value chain engagement is and why it's crucial for meeting climate targets.
2. **The Paris Agreement and climate targets.** What the Paris Agreement commits us to, how carbon emissions are counted, and why value chain emissions are significant.
3. **Why now?** How value chain carbon reduction enables you to make necessary progress on climate change, keep up with regulations and stakeholder pressure, and attract customers and employees.
4. **Get started.** Key steps to getting started: 1. Get support 2. Measure. 3. Plan. 4. Follow up.
5. **Engage your suppliers.** A practical step-by-step guide.
6. **Key takeaways.** A summary.

The latest IPCC report states that unless immediate and drastic emissions reductions measures are taken across all sectors, limiting global warming to 1.5°C will be impossible.

Reporting and reducing emissions is not only a business opportunity for enterprises, but the legislation is clear. In the EU large businesses are required by the NFDR legislation to measure and report on their emissions. The NFDR is set to be replaced by the [CSRD](#), which establishes stricter reporting standards and applies to almost five times as many businesses. Moreover, under the [SFDR](#), financial market participants must report on the emissions associated with their investments. In the UK, [SECR](#) imposes reporting obligations similar to the CSRD, and in the US a [new legislation](#) was recently proposed by the SEC that would introduce new requirements to disclose emissions for publicly traded businesses.

Normative is the world's first emission accounting engine, helping businesses calculate their entire climate footprint and reduce their greenhouse gas emissions. Normative sets a

new standard in scientific accuracy in emissions accountancy, powered by its market-leading emissions database. The company, headquartered in Stockholm, has hundreds of customers, and partners with leading climate change organizations including the UN, to deliver actionable sustainability intelligence. Normative is also the software provider for the UK's SME Climate Hub through which thousands of small businesses have committed to Net Zero.

Normative aims to standardize the otherwise inconsistent, expensive, and people-intensive process of carbon accounting. Normative software automates emission calculations by assessing all transactions and invoices and provides insights and guidance to companies on how to get to Net Zero.

"We created this guide to support enterprises with engaging their value chains and taking action. When they do so, they're not only helping fight climate change – they're avoiding greenwashing, keeping themselves compliant, and staying competitive on the market.", Kristian Rönn concludes.

Download the guide [here](#).

About Normative

Normative is the world's first carbon accounting engine, helping businesses calculate their entire climate footprint and reduce their greenhouse gas emissions. Co-founded in 2014 by Kristian Rönn to accelerate the transition to Net Zero, Normative sets a new standard in scientific accuracy for emissions accounting, powered by its market-leading emissions database. The company, headquartered in Stockholm, has hundreds of customers, and partners with leading climate change organizations including the UN, to deliver actionable sustainability intelligence. Normative is also the foundational software provider for the UK's SME Climate Hub through which thousands of small businesses have committed to net zero. Normative.io

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