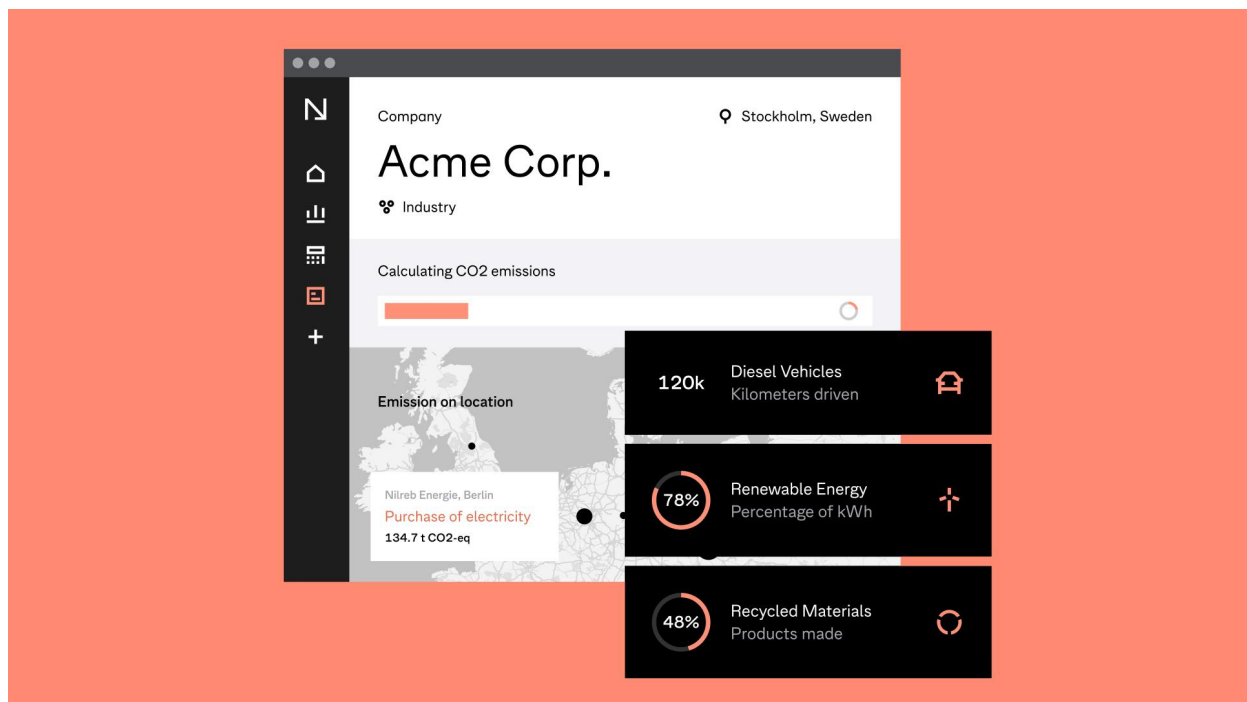


# Normative

Stockholm, January 24, 2023

Normative's 2023 reporting season release enables businesses to prepare accurate sustainability reports



With a suite of new updates in the 2023 reporting season release, [Normative](#) enables businesses to more accurately account for and disclose their carbon emissions.

With reporting requirements expanding around the world, 2023 will see many businesses disclosing their carbon emissions for the first time. To report these emissions, a business first needs to calculate them, a process that involves mapping operations and purchases to their resulting carbon emissions. This is particularly complicated to accomplish in the value chain, where data can be challenging to collect – especially for enterprise businesses, whose suppliers often number in the thousands.

*“Normative helps us improve the accuracy of our emissions calculations for all parts of our operations – including our downstream financed emissions – so we can be confident we’re measuring and reporting our full carbon footprint,”* says Richard Williams, CIO at the European Bank of Reconstruction and Development.

For the 2023 reporting season, Normative has evolved its calculation and reporting experience, making it capable of producing ever more accurate carbon disclosures. With these optimizations, Normative equips sustainability professionals with the emissions information they need to speed through reporting season and drive change in 2023. Improvements cover:

- **Accuracy:** Normative has added nearly 10,000 emissions factors to its database since last reporting season, and has increased the amount of categorizations to nearly 9,000. A deep database ensures refined calculations.
- **Customization:** Users can now better organize their data within Normative, ensuring that their emissions profile reflects the way their business operates.

*“With nearly 10,000 new emissions factors, the carbon accounting engine is now more organized and powerful, cementing our position as the industry leader in accurate carbon calculation,”* says Kristian Rönn, CEO and co-founder of Normative.

When enterprises report their emissions inaccurately or non-comprehensively, they risk non-compliance – and the resulting legal and financial consequences – as well as allegations of greenwashing.

Normative’s carbon accounting engine enables businesses to comprehensively calculate their emissions. The engine draws from over 30 million data points to translate a business’s activities and financial spend into a comprehensive carbon footprint calculation. Powered by automation, the engine is especially valuable for large enterprises, whose complex operations and value chains are difficult to parse manually.

Normative’s [calculation methodology](#) is rooted in the Greenhouse Gas Protocol, the most established and trusted framework for calculating business carbon emissions. In a unique move in the industry, Normative has publicly released a breakdown of detailed insights into its methodology to increase the transparency and auditability of its calculations.

*“With these optimizations to Normative’s calculation and reporting capabilities, we’re helping businesses achieve compliant reporting and drive sustainable change in 2023,”* Kristian Rönn, concludes.

Read more about how Normative works [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. Powered by its market-leading emissions database, Normative sets a new standard in scientific accuracy for emissions accounting. The company partners with leading climate change organizations, including the UN, to deliver actionable sustainability intelligence.

[Normative.io](https://normative.io)

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