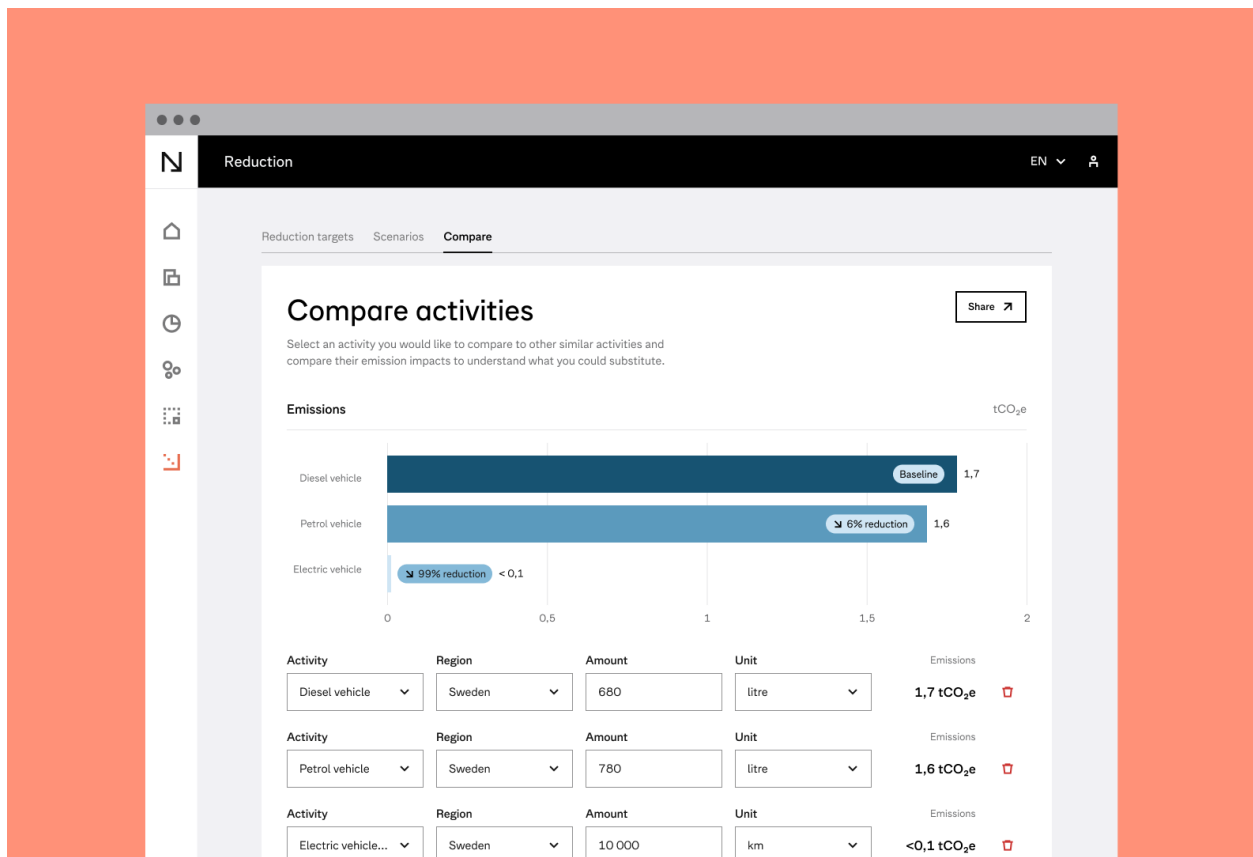


# Normative

Stockholm, Copenhagen and London, May 15, 2024

## Normative leads industry beyond compliance: Launching the next generation of carbon reduction features



- Normative's new suite enables businesses to move beyond compliance and set reduction targets against specific activities, material usage, and identify supply chain opportunities
- Features directly address requirements of CSRD and other environmental legislation to disclose emissions reductions plans
- Normative customers like The Restaurant Group and DF Capital can plan and implement tactical operational changes - and verify the impact of investments in reduction

**Stockholm, Copenhagen, and London, May 15, 2024** - Normative, the enterprise carbon platform, today launches a transformative suite of features designed to equip businesses with the crucial emissions insights they need to move beyond compliance and make tangible, verifiable reductions in their carbon footprints. The features allow businesses to examine carbon data in unprecedented detail, set targets on specific activities and model reduction opportunities - not only meeting regulatory requirements but enhancing competitiveness, and driving meaningful progress towards net zero.

### **Sustainability commitments become public record**

The [Corporate Sustainability Reporting Directive \(CSRD\)](#), and other environmental legislation, requires not only emissions calculations for scope 1, 2, and 3 but also, for the first time, the disclosure of Paris-agreement aligned emissions reduction plans - or confirmation that there is not one in place. This visibility is not only demanded by regulators, but also by investors and consumers. Despite good intentions, many companies have set ambitious net-zero targets without tangible strategies to achieve them, which could lead to greenwashing allegations. Normative's latest features give companies the opportunity to avoid such risks, as well as non-compliance and supply chain insecurity.

*"As we enter a new era focused on climate accountability and legislation, our role in empowering businesses to lead in carbon reduction has never been more critical,"* states Kristian Rönn, CEO and Co-founder of Normative. *"Our technology is now at a point where it can go beyond simply reporting emissions, to empowering businesses to take control of their reduction journeys and reach their targets. With this latest suite of features, we're proud to show that Normative is much more than a carbon accounting platform - it's a carbon reduction platform."*

### **Using actionable insights to drive change**

Normative integrates carbon reduction features across its platform, enabling businesses to derive actionable insights for their carbon management goals. The platform lays strong foundations through a granular and accurate carbon baseline, including scope 3 primary supplier data from the [Normative Carbon Network](#), allowing customers to set and monitor realistic targets with support from its Climate Strategy Advisors (CSAs).

Additionally, Normative's customizable *carbon footprints* offer unparalleled specificity, tailored to industry, region, and corporate structure. Businesses can analyze emissions by product, office, or category, identify reduction opportunities, and effectively track the success of their carbon management over time.

*"At DF Capital, we're committed to protecting our environment and understanding our impact to lead the way in our industry. Normative's carbon insights helped us identify practical ways to reduce emissions and plan for the future,"* says Charlie Michael, Chief Sustainability & People Officer at DF Capital. *"With Normative, we've measured the impact of initiatives like switching our fleet to electric*

*cars. Using their APIs, we track our emissions monthly, ensuring we're making progress toward our goals and keeping sustainability a top priority."*

**Normative customers can now make use of the following key features and benefits:**

1. **Reduction scenarios** - Starting with reduction targets, examine the carbon footprint and identify the necessary reductions in scopes 1, 2, and 3. Experiment with changes to business activities, material consumption, and other specific emissions sources to uncover your "carbon allowance" - or the amount of carbon you must reduce to remain on track for net-zero emissions.
2. **Impact Explorer** - Explore minor and major swaps of material and business activities to see the impact of those changes on your carbon footprint. Powered by a database of 40,000 material and activity emissions factors, you'll find a library of options that could spark operational changes - and real reduction.
3. **Supplier Forecast** – As part of calculating a detailed scope 3 carbon footprint, primary data is collected from suppliers through the engage module and the Normative Carbon Network. The supplier emissions data can be integrated into your holistic calculations, and their reduction targets can be integrated into your reduction scenarios.

*"Normative's thorough and detailed processing of our data has given us the foundation we need from which to make informed decisions about our carbon emissions. A good example of this is simply understanding the impact of the different ingredients on our overall footprint. This data is then used to make decisions about whether certain products and/or suppliers are more beneficial from a carbon emissions perspective. The granularity of the Normative outputs has also enabled us to set robust internal targets for different areas of our business, helping to support our goal to be net-zero by 2040." - Isaac Pelham-Chipper (Head of Decarbonization at TRG)"*

As a result, businesses have more visibility over the success of their reduction initiatives and can now verify their impact via access to in-depth annual, quarterly, or monthly carbon calculations. Combined with the expertise of Normative's team of GHG Protocol-certified climate strategists and network of partners, including PwC, organizations receive bespoke support at every stage of their carbon accounting journey.

[Find out more here.](#)

**About Normative**

Normative is an enterprise carbon platform providing a foundation of reliable emissions data for companies like Eurostar, Nordea, and The Restaurant Group to plan, implement, and verify the impact of sustainability initiatives. With a carbon accounting engine built on science, a carbon network of supplier data sources, and a team of climate experts, Normative empowers companies to take control of their emissions. Headquartered in Stockholm, Normative aims to accelerate the transition to net zero by partnering with leading climate change organizations including the UN.

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

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### **About DF Capital**

DF Capital is a trading name of DF Capital Bank Limited, a subsidiary of Distribution Finance Capital Holdings plc. It is a specialist bank providing both award-winning inventory finance solutions to dealer and manufacturing businesses across the UK, and personal savings products to retail customers.

With its headquarters in Manchester, the bank now employs over 100 people. It has provided over £4bn of funding across a variety of leisure and commercial sectors, including motorhome & caravan; lodges & holiday homes; specialist/prestige cars, motorcycles/all-terrain vehicles; marine; agriculture; industrial and transport.

The bank is a Living Wage Employer and, in January 2024 it was awarded a 3-star accreditation – reflecting ‘world-class’ levels of workplace engagement - by Best Companies. The bank was also awarded the Platinum Trusted Service Award from Feefo at the beginning of 2024 for its savings offering and holds the Feefo Exceptional Service badge – with customer satisfaction currently standing at 4.8 out of 5 stars.

For more information [www.dfcapital.bank](http://www.dfcapital.bank)