

# Normative

Stockholm, Copenhagen and London, December 3, 2024

Normative launches comprehensive CSRD offering to simplify compliance, and announces new CEO



- CSRD offering comes as new research shows 82% of sustainability decision-makers expect importance of compliance to increase
- Normative tackles CSRD complexity through a combination of expert guidance and its enterprise carbon platform
- Sebastien Blanc, proven tech scale-up leader, appointed as CEO to spearhead Normative's offerings

**Stockholm, Copenhagen, and London - December 3, 2024** – In response to the growing demand for expert guidance in ESG reporting, [Normative](#), a leading enterprise carbon platform, is expanding its existing capabilities with the launch of a comprehensive

Corporate Sustainability Reporting Directive (CSRD) offering. This innovative solution is designed to help businesses navigate the complexities of the legislation through a combination of expert Climate Strategy Advisors and the platform, delivering a lasting business and sustainability impact as well as compliance. To ensure Normative can continue to meet the needs of businesses contending with a fast-growing legislative landscape, Sebastien Blanc has been appointed as CEO, to bring his wealth of experience in successfully scaling tech companies.

This comes as businesses across the EU and the UK are at a critical point with regards to ESG legislation. The second edition of Normative's ['Carbon Accountability Report'](#) reveals that 82% of sustainability decision-makers expect the importance of compliance to increase within their business, up from 40% in 2023. However, the survey, commissioned by Normative, found that of those respondents facing challenges internally, 53% say "a knowledge gap in regulatory requirements and ESG frameworks is a challenge."

Leveraging the existing carbon accounting platform, Normative's CSRD offering provides additional tools and capabilities to prepare, process and report on the over 1000 data points, addressing the knowledge gap evident in the commissioned study. These key features will provide a clear pathway for businesses to move away from compliance confusion towards competitive advantage:

- **Streamlined submission:** Businesses are required to collect vast amounts of data for sustainability reporting - the 'Carbon Accountability Report' finds that 63% of sustainability decision-makers that value the timeliness and accuracy of data submissions have insufficient staff or technological resources to achieve this with regards to ESG reporting. Normative simplifies the data collection process, including AI-supported carbon calculations, ensuring complete audit trails and enabling cross-departmental reporting.
- **Expert guidance:** A team of GHG-protocol certified Climate Strategy Advisors simplifies the compliance process for businesses grappling with overwhelming legislative requirements and confusing terminology
- **From compliance to lasting impact:** 86% of sustainability decision-makers working for businesses where CSRD is relevant, believe compliance is a competitive advantage. Normative can deliver this lasting business and environmental impact, through built-in reduction planning that also identifies ways to cut costs and save energy, on top of the detailed scope 3 emissions calculations and features that help businesses catalyse reductions and resilience across the supply chain.

Normative's offering will enhance the support it is already providing to businesses tackling CSRD compliance. Jesper Jerlang, Sustainability Manager at manufacturing firm, Aasted said: *"Normative has been a great support to Aasted's CSRD preparation and our efforts to reduce our carbon emissions. With Normative's platform, we used a combination of supplier specific, activity and spend data to calculate a comprehensive scope 1, 2 and 3 emissions baseline, positioning us well for CSRD compliance and for our target setting on carbon emission reduction."*

### **Sebastien Blanc to drive Normative's expanded offering**

Normative's newly appointed CEO, Sebastien Blanc, is perfectly placed to lead the business through its next stage of growth. As the reach and scope of ESG reporting legislation expands at pace, Normative has to scale to continue building the most compelling product and customer experience that will allow businesses to make a dent in the climate challenge facing the global economy. Sebastien's extensive experience in successfully guiding several tech businesses through the scale-up stage, including Skimlinks, will bring the expertise needed to spearhead Normative's continued progress. As part of the appointment of Sebastien Blanc as CEO, Co-founder Kristian Rönn will assume a founder and board member role.

*"Our vision is to help every organisation, regardless of size or sector, to navigate the complexities of CSRD and to use it as a driver of positive change and competitive advantage. I'm thrilled to join Normative at this exciting stage of growth. Our new CSRD offering is a great example of our continued innovation and reinforces our position as one of the leaders in the carbon accounting and compliance industry. By combining expert guidance with cutting-edge technology, Normative will make CSRD reporting practical and actionable for all",* says Blanc.

To learn more about how Normative's CSRD offering can benefit your business, we invite you to set up an expert consultation with our team [here](#).

For media inquiries, please contact: UKNormative@axicom.com

## **ENDS**

### **Notes to editors**

Survey of 150 sustainability decision makers in the UK and EU working at businesses with more than 2000 employees, via Harris X in October 2024.

### **About Normative**

Normative is an enterprise carbon platform empowering businesses to navigate sustainability disclosures and the net-zero economy. The platform provides

comprehensive emissions calculations and ESG data consolidation, enabling companies to set targets, plan reductions, engage suppliers, and report for CSRD and other disclosures. Leading businesses like Eurostar, Flying Tiger Copenhagen, and Nordea trust Normative's auditable calculations and data management, network of supply-chain insights, and experienced climate consultants. Headquartered in Stockholm, Sweden, Normative aims to accelerate the transition to net zero by partnering with leading climate change organizations including the UN.

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

### **About Sebastien Blanc**

Sebastien Blanc is the new CEO of Normative. He was CEO at Lengow from 2022 to 2024, having previously held the CEO position at Skimlinks between 2018 and 2021, after promotion from Chief Revenue Officer.