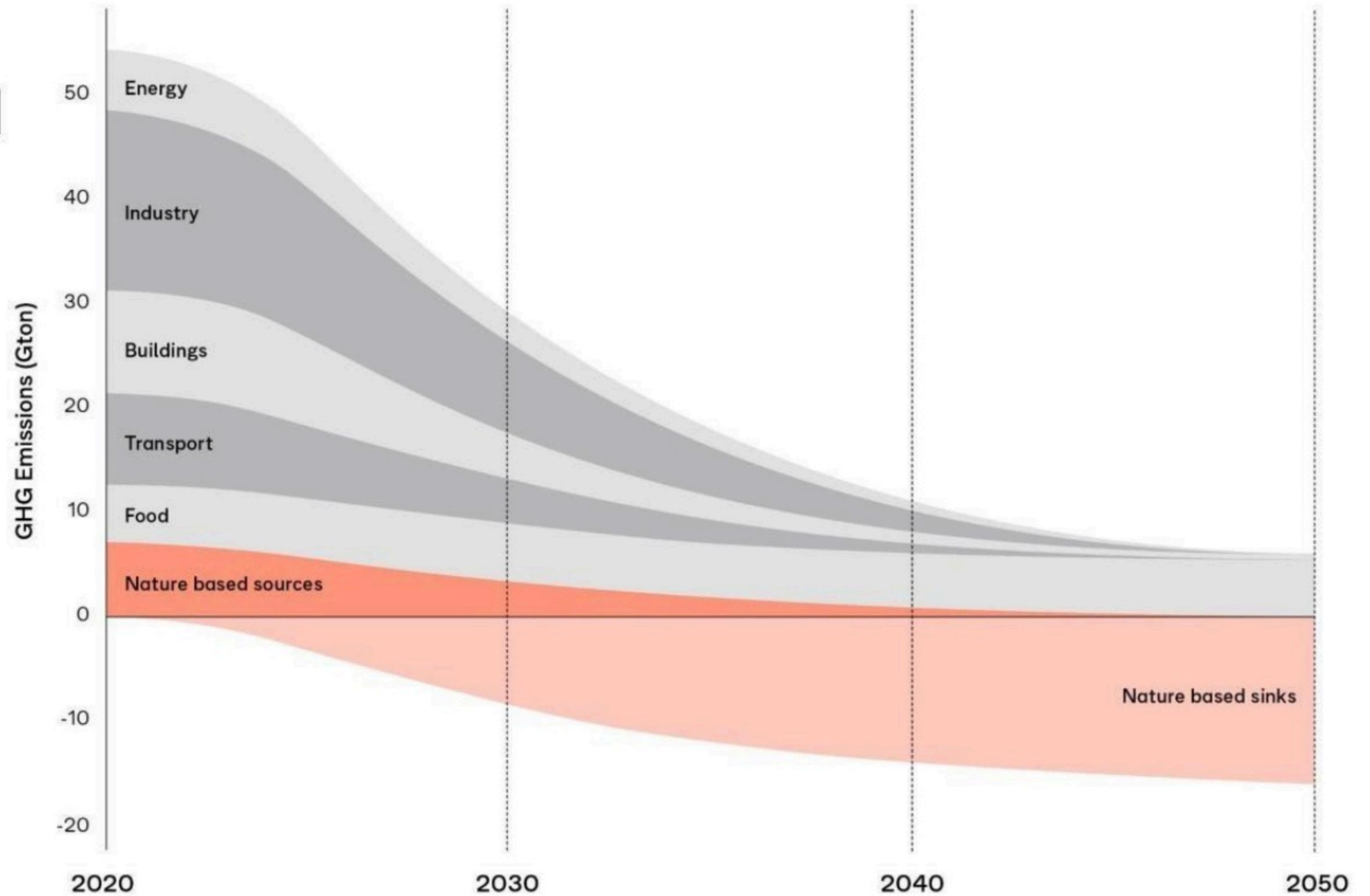
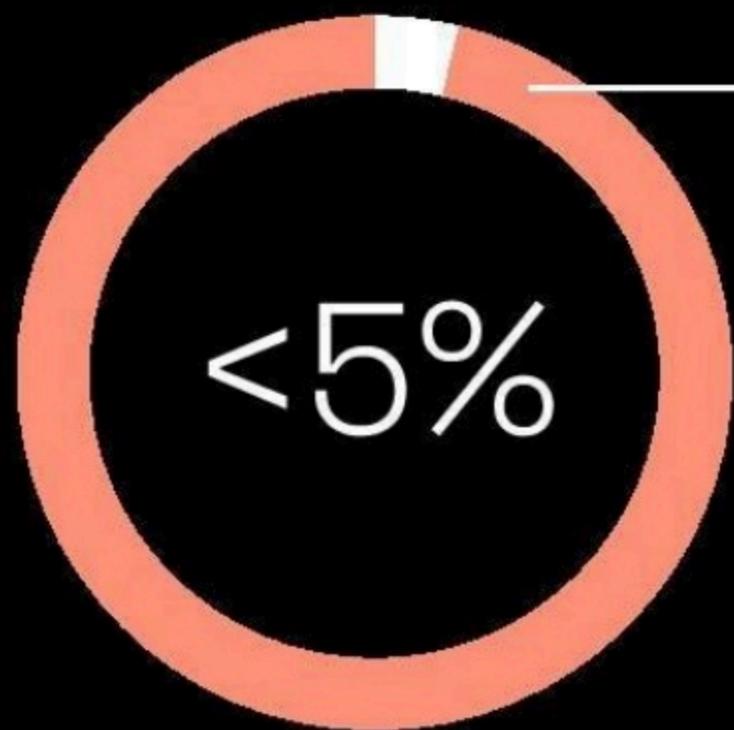


# The Path to Net Zero emissions

# Normative

We need  
exponential  
climate  
action





less than 5% of companies accurately account on their full carbon footprint

~50,000

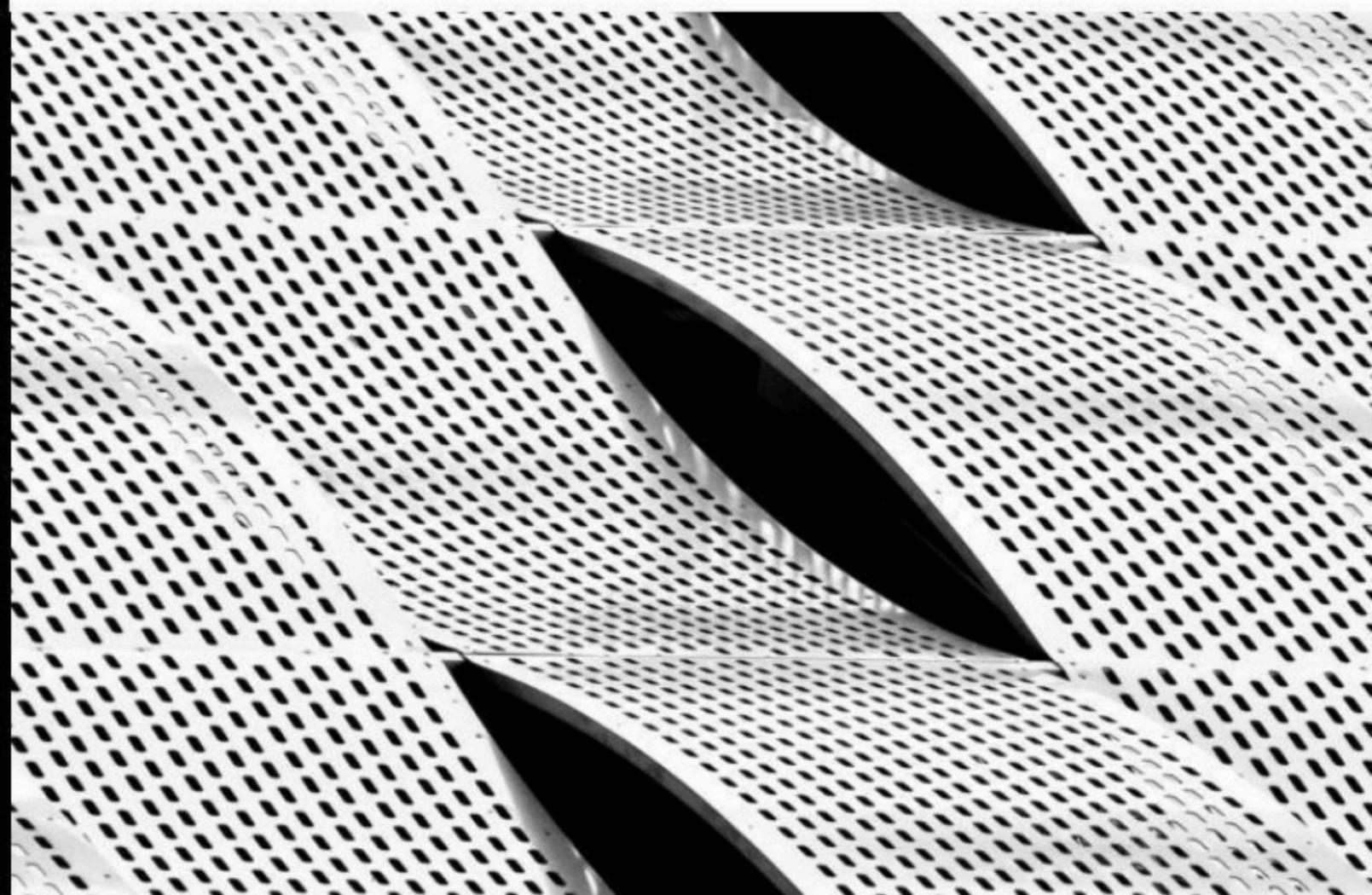
companies will need to account for their carbon footprint in EU alone

>90%

of carbon emissions are located in the value chain and not accounted for

# €100 trillion

globally need to be moved into low carbon companies and activities, requiring carbon accounting and disclosures.



The world needs a  
foundational infrastructure  
for carbon accounting  
and net-zero success.  
A new norm.



Our vision

Make known the  
sustainability impact  
of all economic  
activities on the planet.

What we do

We deliver actionable  
sustainability  
intelligence to reduce  
companies' emissions

# Your carbon footprint based on science



## Full climate footprint

Calculate 100% of your climate footprint — scope 1, 2 and 3 emissions, following the Greenhouse Gas Protocol (GHGP).



## Emissions reporting

Disclose carbon data in your sustainability reports and engage stakeholders.



## Path to net zero

With the visualised data, discover which suppliers have the highest carbon footprint. Prioritise actions and devise a net zero strategy.



## Capital

Access capital



## Compliance

Less damage for adverse regulation



## Consumers

Future-proof sales and stronger branding

76%

of large investment managers have signed the UN Principles of Responsible Investment

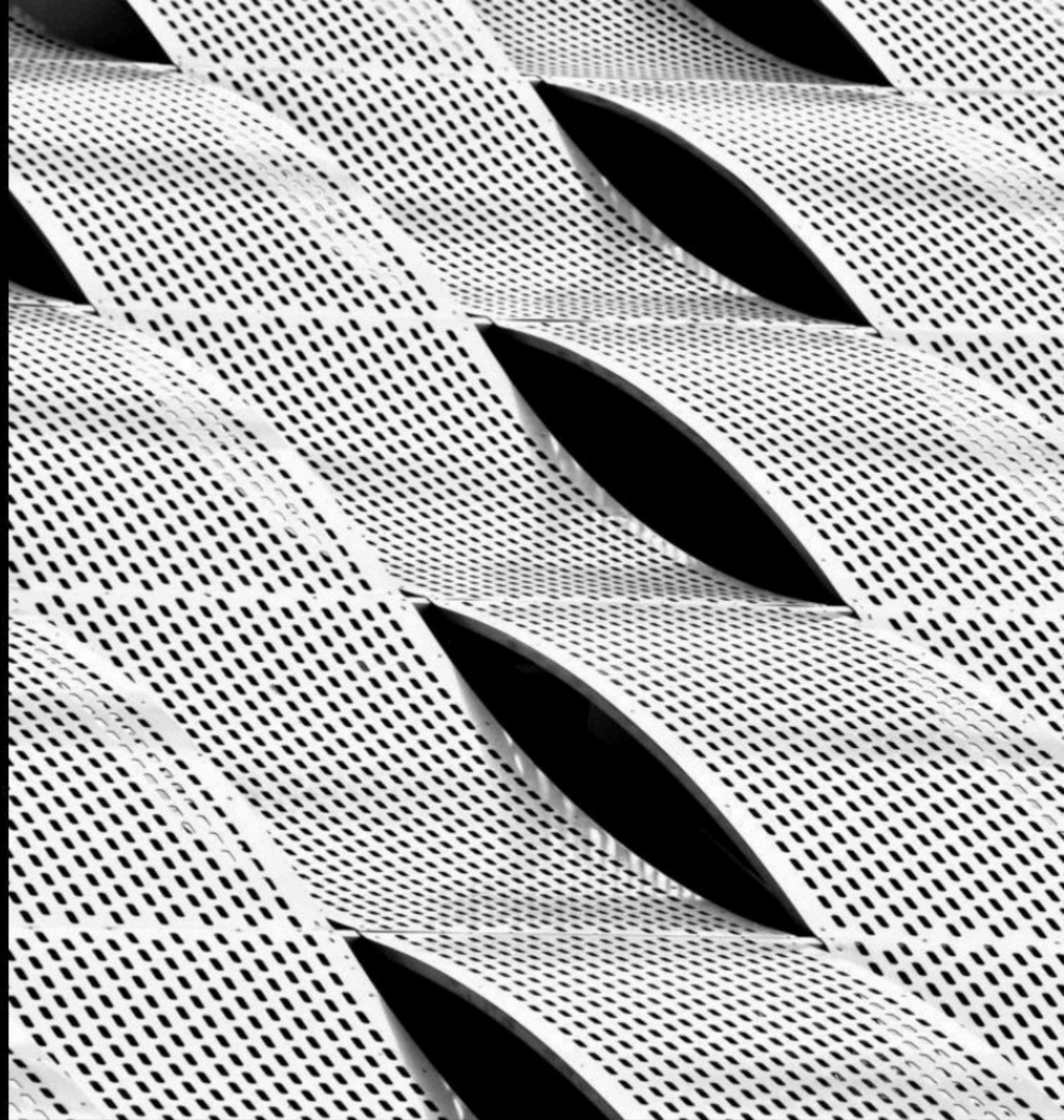
50,000

organizations are required to report on ESG issues because of the new Corporate Sustainability Reporting Directive (CSRD)

77%

of say it's at least moderately important that brands are sustainable and environmentally responsible

# How it works



# How Normative works

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## Input your data

Gather your financial data and upload them to Normative



## Calculate emissions

Our emission accounting engine maps your transactions and calculates their carbon footprint



## Take climate action!

Normative highlights your emission hotspots, and suggests initiatives with the greatest climate impact.

## Spend based approach

### 1. Upload data

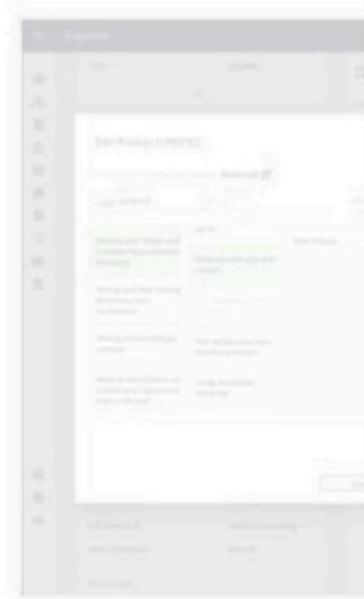
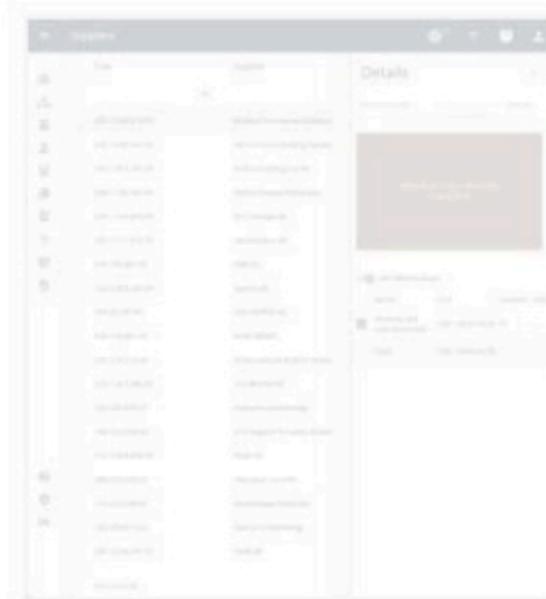


### 2. Supplier & emission



## Activity based approach

### 4. Accounting



To receive the **highest accuracy** Normative operates with the hybrid model defined by the GHG Protocol.

This means Normative's technology uses spend-based data in combination with supplier-specific data or activity data. As collecting data directly from suppliers adds considerable time and cost burden we start with a spend-based approach to thereafter focus on the high-impact areas with the supplier-specific approach to get a more precise result.

N

Home

Analysis

Accounting

Report

+ Add data

Upgrade now \*

thom.schmidt@e-types.com

Company

# Acme Corp.

Generic industry Stockholm, Sweden

## Emission overview

Get all the details →

### Scope 1

Direct emissions like fuel, vehicles and chemicals.

2.424 kg. CO<sub>2</sub>

### Scope 2

Indirect emissions from purchased energy like electricity, steam, heating and cooling

4.023 kg. CO<sub>2</sub>

### Scope 3

Other indirect emissions eg. transportations, travel, purchased products and services

14.902 kg. CO<sub>2</sub>

Carbon emissions from Acme Corp. is **36%** from reaching its net zero target.

Start taking action →

Acme Corp.

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# Carbon Accounting Engine



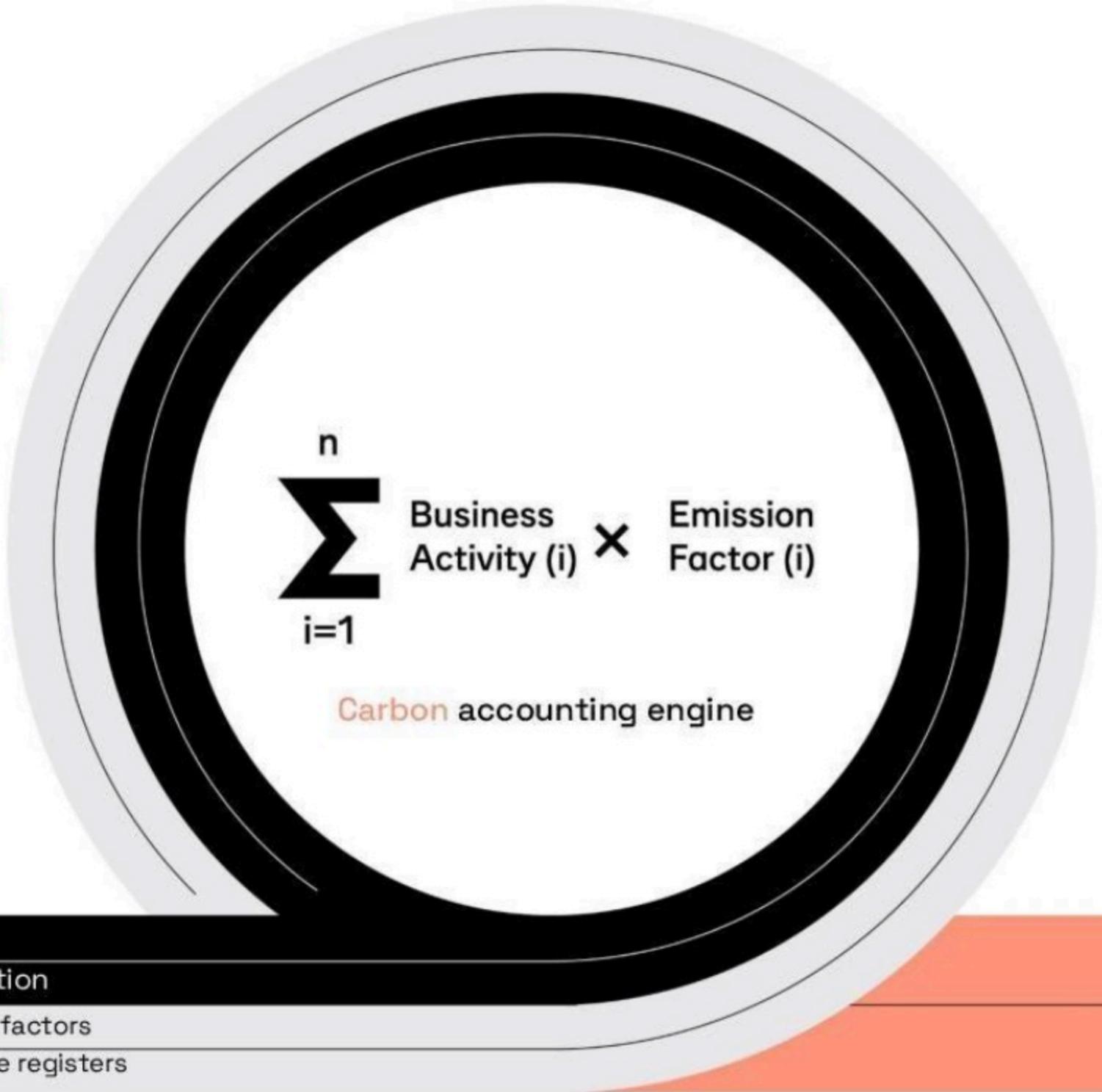
Internal data

External data

Activity  
Transaction  
Emission factors  
Corporate registers

Company  
Carbon  
Footprint

# Carbon Accounting Engine Methodology



$$\sum_{i=1}^n \text{Business Activity (i)} \times \text{Emission Factor (i)}$$

Carbon accounting engine

Internal data

Activity  
Transaction

External data

Emission factors  
Corporate registers

Company  
Carbon  
Footprint



Data points



Suppliers



Weeks over months

200M

Our engine is based on more than 200M data points, for high accuracy in scientific calculations.

100M

We have a database of 100 million companies.

2-3  
weeks

With us, it takes weeks, not months to get your full scope 3 measured.