Business Carbon Calculator

by Normative

Developed by **Normative**, in partnership with the **SME Climate Hub**

With support from Google.org

Background
Normative

We deliver the world's most accurate carbon emissions profile through scopes 1, 2, and 3

We come from academia, government, and tech

University of Oxford

Our founder Kristian has ties to leading universities and the UN.

United Nations

Normative has founded international climate groups, and collaborates with many more.

Tech Ecosystem

Normative collaborates with innovative global companies.

30M

Our engine is based on more than 30M data points, for high accuracy in scientific calculations.

86,000

We have a database of 86,000 emission factors

2 weeks

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

Engaging SMEs in the race to net zero is vital

Every business counts

To reach meet Paris Agreement climate goals, every business needs to reduce its emissions to net zero.

Small businesses, big impact

SMEs make up more than 90% of worldwide businesses.

Knock-on effects

By reducing SME emissions, you’re reducing the emissions of every corporation they supply.

Product focus

Easy input

- Guiding users through the process from start to finish –
- Calculations rely on data that the business will already have at hand
- Optimised for smaller businesses

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Visual results

- Carbon footprint represented graphically
- Breakdown by scope (1, 2, **and 3**)
- Outcome of UX research by experts from Google and Normative

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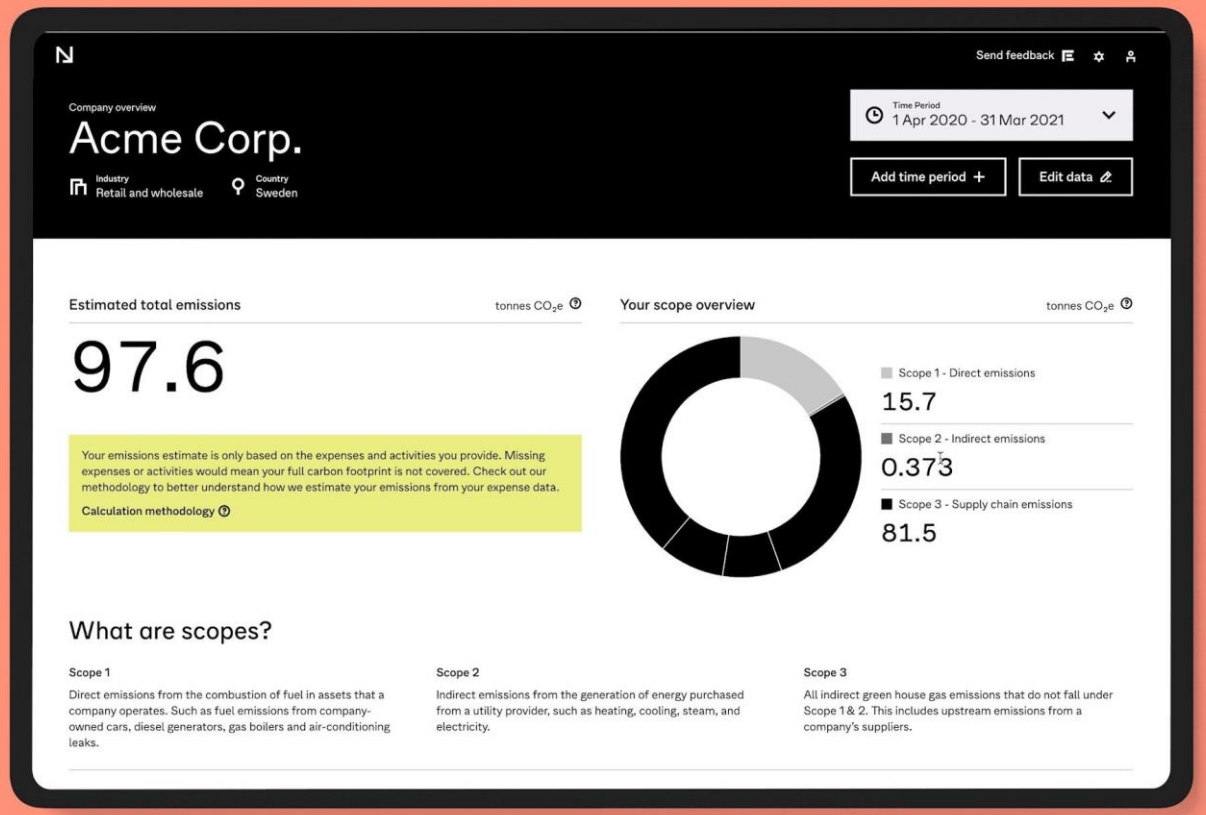
Self-serve reporting & reduction

- Results can be shared with investors, employees, or other stakeholders
- Future reduction actions can be informed by the carbon measurement and the SME Climate Hub's library of free resources

Product walkthrough



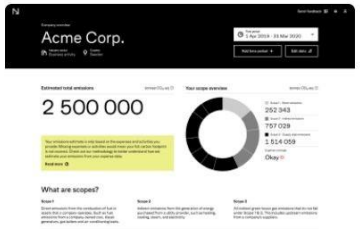
Next, we will connect the Business Carbon Calculator with Action Blocks and the SME Reporting Tool

1 See where you stand

Learn about what's at stake and your role in the climate crisis. Measure your own emissions and understand the tools available to help you reduce them.

Calculate your emissions

Take an in-depth look at your emissions



Use our free carbon calculator to measure your footprint.

Add your business data to the free Business Carbon Calculator, powered by Normative and supported by Google.org, and get clear, actionable insights on your emissions.

CALCULATE

Learn how to take action

Take a free course on small business climate action

Find resources and support

Get help making your plan and moving towards action

2 Publicly commit

Join thousands of other businesses in the UN Race to Zero campaign and get even more tools and support

Commit to reduce

Make a simple, public commitment to cut emissions

3 Take action

Once you publicly commit, you will be able to unlock personalized resources and incentives

Act

Start making high-impact changes

Report

Share your annual progress

Get recognized

Show your climate leadership

We want to hear your thoughts and questions!

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