Open Data Re-use by
Normative

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NORMATIVE

EUROPEAN
DATA PORTAL

Capgemini Consulting · ODI open data institute · INTRASOFT INTERNATIONAL · time.lex · SOGETI · University of Southampton · con•terra · Fraunhofer FOKUS

Normative
Software service providing tools to create environmental sustainability reports

"Open Data is Open Knowledge which can be computed to gain benefits for society"

The Company

Normative is a software service from the Swedish company Meta Mind AB, which was founded in 2014. They are active in the professional sector and provide services and SaaS

www.normative.io

Key Facts

Type & Ownership
- For-profit organisation
- The management team (more than 2)

Employees
- 0 – 5 FTE internal
- 0 – 5 FTE external

Open Data

Importance
- 71 – 80 % turnover linked to Open Data
- 0 – 5 FTE working on Open Data

Data
- From which domain?
  - All domains
- From which countries?
  - All countries
- From which sources?
  - Normative uses all sources of Open Data they can access

The Business Model: Normative is an Aggregator

Clients
- Business to Business

Sources of revenue
- Subscriptions to their platform

Distribution mechanism
- Mobile application

"The business model of Normative is a subscription based, SaaS B2B model for companies to automate their production of sustainability reports based on their financial transactions"

The challenges with Open Data

Finding Open Data
- Is difficult because of the spread and poor description of sets

Working with Open Data
- Follows the three steps of the Open Data Pipeline

Commercialising Open Data
- Normative commercialises Open Data by using it to optimise processes and to provide data and information as a service

Jobs and Open Data

Profile
- They are foreseeing to recruit someone with a sales profile

Skills
- To collect, refine and analyse Open Data

Training
- Is provided to all employees to get the skills needed

Language
- It is important to speak English or Swedish

Open Data for Normative

Most important benefit

"Open Data enables the sharing of knowledge to improve society and the company is based on these principles"

Most important barrier

"Interpreting the data when the description is too poor"
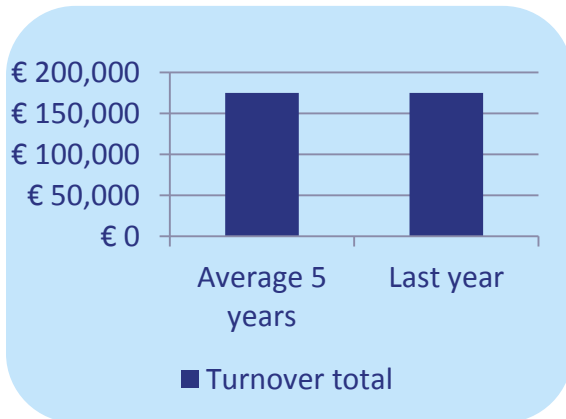
Wishlist

"Environmental data and more financial information at the transaction level from both private and public organisations"
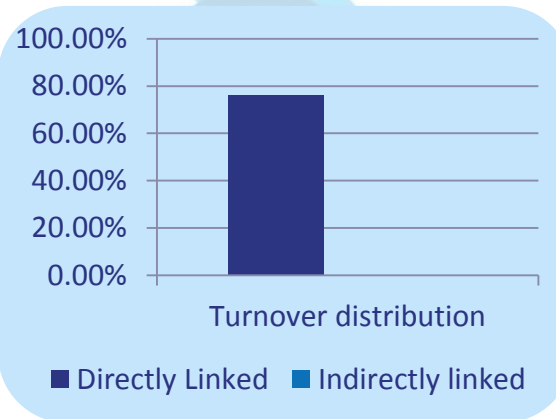
Success factor

"When Normative has a social impact and when the data no longer has to be (subjectively) cleaned"
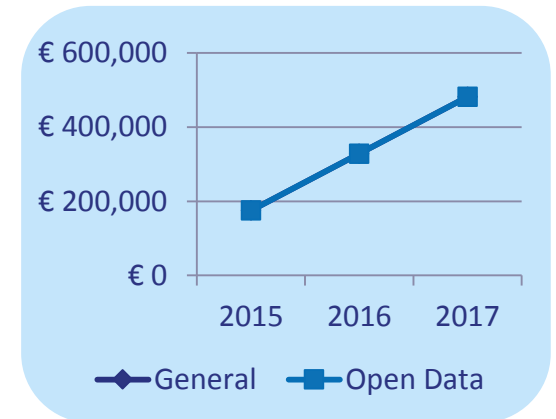
Turnover total

- Turnover total

Turnover linked to Open Data

Turnover distribution

- Directly Linked
- Indirectly linked

Forecasted growth

- General
- Open Data

With their software services, Normative helps companies to comply with EU legislation!

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