



# Client Case Study

## Norma, a top London Sicilian restaurant, provides innovative climate action leadership with Beond's Zero Carbon Project

Norma provides innovative climate action leadership by switching to zero carbon energy, while reducing their gas supply costs by 44%. Zero Carbon Project provides an innovative platform which rewards energy consumers for switching to a range of zero carbon energy sources.

### About Norma

"Norma is a contemporary and vibrant restaurant" located in the culinary heart of London on fashionable Charlotte Street. "Inspired by the food and culture of Sicily with emphasis on the Moorish influences on the island's cuisine".

## NORMA LONDON

### Norma's Energy Sustainability Requirement

Norma's aim was to minimise their energy costs which have been rising year on year. However, they also wanted to switch to zero carbon energy to help tackle climate change.

### Beond's Zero Carbon Project Solution

Beond ran a Zero Carbon Market online auction for Norma's zero carbon energy requirement.

**ZERO  
CARBON  
PROJECT**

Building 11, Chiswick Business Park  
566 Chiswick High Rd,  
London, W4 5YS

T: +44 208 634 7533  
E: [comms@zerocarbonproject.com](mailto:comms@zerocarbonproject.com)  
[www.zerocarbonproject.com](http://www.zerocarbonproject.com)

**Tackling Climate  
Change Using  
Blockchain**

12 energy suppliers participated in the online auctions, offering a mix of zero carbon energy offers including renewable electricity using REGO offsets, nuclear energy and fossil fuel sourced energy with carbon credit offsets.

After reviewing the range of zero carbon energy offers and their price differences, Norma selected Positive Energy for their electricity supply and Gazprom for their gas.

Beond used their Zero Carbon Project to neutralise the carbon offsets from their energy supply by purchasing and surrendering UN certified carbon permits, at no additional cost to Norma.

By doing so, Norma offset all 115 tonnes of carbon dioxide emissions over the duration of the energy supply contracts. They also earned 3,852 Zero Carbon Coin token rewards for helping tackle climate change.

The auction delivered a 44% reduction on Norma's previous gas costs, while switching to zero carbon energy. This reduction was mainly due to the competitive intensity of the auction process.

## Zero Carbon Project

Zero Carbon Project are building a community of responsible organisations providing innovative leadership in tackling climate change. Our Zero Carbon Markets allow all energy consumers to switch to zero carbon energy, reduce energy costs and earn cryptocurrency rewards. The rewards are an innovative Zero Carbon Coin token which represent a stake in the upside of the Project.

## Zero Carbon Market

Beond's Zero Carbon Market provides energy consumers with the full range of zero carbon energy options. These include their cleanest Green Moments product, which matches renewable electricity production as it is consumed, every moment of the day. Other options include solar panels, batteries and PPAs, Also energy supplies offset by REGO certificates, green gas certificates and carbon permits. Norma chose to offset their emissions using United Nations certified carbon permits.

## Join the Zero Carbon Project Revolution

Register with Zero Carbon Project to earn income for contributing to tackling climate change. Click here to register with a referral code to ensure you receive your referral reward bonuses:

[www.market.zerocarbonproject.com/register/tEOmK55D](http://www.market.zerocarbonproject.com/register/tEOmK55D)

You can view and join [@ZeroCarbonProject](https://t.me/ZeroCarbonProject) telegram

Visit us at [www.zerocarbonproject.com](http://www.zerocarbonproject.com)

## About Us

Zero Carbon Project is Beond's latest initiative which tackles climate change by rewarding consumers for switching to zero carbon energy

**44%**

Annualised reduction vs. previous prices

**12**

Different energy suppliers competed in online auctions

**115**

Tonnes of CO2 avoided

**3,852**

Zero Carbon Coin token rewards for helping tackle climate change

**0%**

Premium for zero carbon energy