



Towards a Sustainable Finnish Re-Manufacturing Industry

Process and Value Chain Mapping Canvas

INTRODUCTION

The **Process and Value Chain Mapping Canvas** supports organizations in mapping processes and value chains to develop a shared, holistic understanding of how products, services, materials, and value flow across the entire lifecycle. The canvas helps make current practices visible, identify value creation and value loss, and reveal where circular economy improvements and RDI opportunities exist.

OVERVIEW

TIME: approx. 60-80 min

PEOPLE: 3-5 people per team from different departments or disciplines up to 6 teams

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HOW TO USE

It is highly recommended to start to map the current status with this canvas, as it focuses on mapping **overall processes, the value chain, and design opportunities** from a process perspective.

Participants collaboratively explore each process step—from **design and production to lifetime use and after-sales**.

STEP ONE:

The participants analyse and identify existing innovations and actions that contribute to sustainability and circular economy objectives of the organisation.

Use one colour eg. YELLOW that indicates current status.

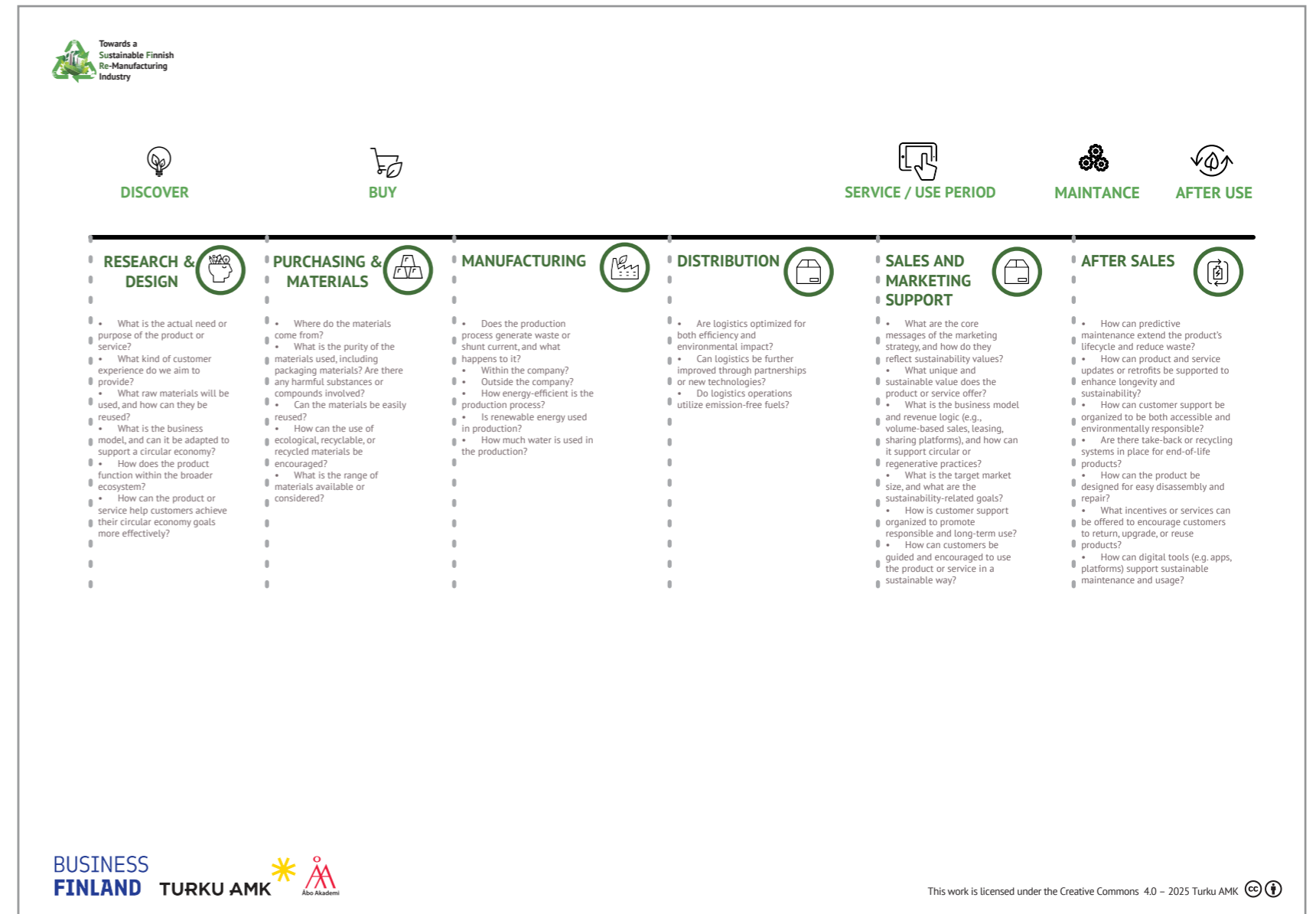
STEP TWO:

The participants analyze and identify the current sustainability actions and plans.

Identify the sustainability opportunities to enhance:

- design for update, recyclability and ease of disassembly
- incorporation of recycled and secondary materials
- improved energy efficiency
- resource use in production and operation
- more sustainable logistic solutions
- product durability and lifetime extension
- Reparability and upgradability
- reuse and value retention at end-of-life

Use one colour eg. GREEN that indicates the new ideas.



RESULT

A visualized map of the current state of sustainability and circular economy practices, highlighting existing circular economy aspects in product design, use, and related actions, as well as ideas for new, concrete research, development, and innovation (RDI) opportunities along the product value chain.

YOU CAN ALSO USE FOR

You can also use this canvas to create Circular economy and sustainable transition KPIs. Also to map what kind of laws and legislations are affected to different step.

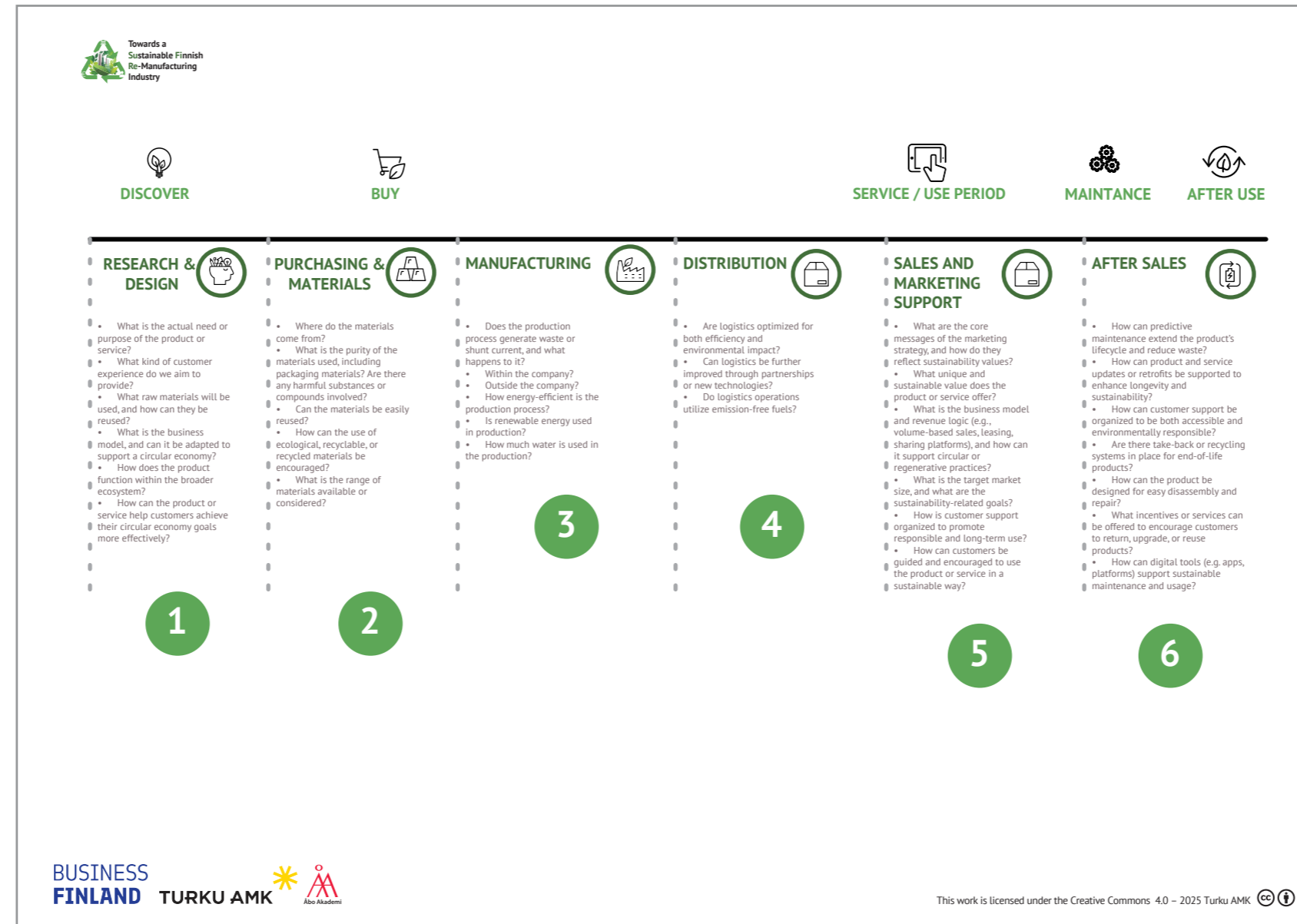
NEXT STEPS / RECOMMENDATION

Recommended to use together with Circular Economy Life Cycle Opportunities canvas.



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HINT / RECOMMENDATION

You can start from any process section.
eg. start with the most familiar process for you.

1 RESEARCH & DESIGN

Answer each question briefly (2–5 sentences) based on your own experience or organization, focusing on concrete examples and practical insights.

Highlight the key innovation needs, stakeholders, materials, and circular economy aspects, and feel free to note any uncertainties or development needs.

2 PURCHASING & MATERIALS

Describe briefly where **the materials originate from, their quality and safety** (including any harmful substances), and how easily they can be reused and can they be reused?

Reflect on the **range of materials available and how the use of ecological, recyclable, or recycled materials could be increased** in practice.

3 MANUFACTURING

Briefly describe the **production process**, including energy and water use, the use of renewable energy, and any waste or side streams generated and how they are managed inside and outside the company.

Identify **opportunities** to reduce environmental impact through improved resource use and circular practices.

4 DISTRIBUTION

Briefly describe how **logistics are optimized** for efficiency and environmental impact, including the use of emission-free fuels, and identify opportunities for improvement through partnerships or new technologies.

Identify **opportunities** to reduce environmental impact in distribution.

5 SALES AND MARKETING SUPPORT

Briefly describe the marketing messages, unique sustainable value, and business model, including how it supports circular or regenerative practices and target market goals. Explain how customer support and **guidance encourage responsible, long-term, and sustainable use of the product or service.**

Identify **opportunities** to reduce environmental impact in customer lifecycle use.

6 AFTER-SALES

Briefly describe how **maintenance, support, and product design can extend the product lifecycle through repair, upgrades, and easy disassembly.** Explain how take-back systems, incentives, and digital tools can encourage sustainable use, reuse, and recycling.

Identify **opportunities** to reduce environmental impact after-sales processes and secondhand market.