



Towards a Sustainable Finnish Re-Manufacturing Industry

Sustainable Reporting & RDI Canvas

INTRODUCTION

The **Sustainable Reporting & RDI Canvas** is designed to bridge the gap between mandatory corporate reporting and active research, development, and innovation (RDI). This tool helps organizations identify competitive advantages in regulations by using sustainability data to identify gaps in product design, services, and processes, ultimately turning regulatory requirements into competitive advantages.

OVERVIEW

TIME: approx. 60-80 min

PEOPLE: 3-5 people per team from R&D, Sustainability, Legal, and Product Design

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HOW TO USE

This canvas helps organizations **understand what information different stakeholders value and need in practice, and how these expectations influence decision-making between the company and customers.** By making these needs visible, it helps identify gaps and opportunities to respond more effectively.

The insights can inspire **new product features, services, or technological solutions** that better meet stakeholder expectations. In this way, the canvas supports more relevant communication, drives innovation, and helps align development with real stakeholder needs, emerging sustainability requirements, and **double materiality.**

STEP ONE:

Analyze Importance to Stakeholders Identify: the core ESG reporting information to understand what is important for your company and what is important for customers and stakeholders. This we you can build the **Double Materiality Analysis.**

Impact Assessment: Clearly define the company's primary environmental and social impacts.
Verification: Determine what data is needed to provide trustworthy and verified progress reports.
Goal Tracking: Evaluate if the company has clear goals and can demonstrate measurable progress to stakeholders.

Risk Management: Map out how the organization is managing future challenges and sustainability-related risks.

STEP TWO:

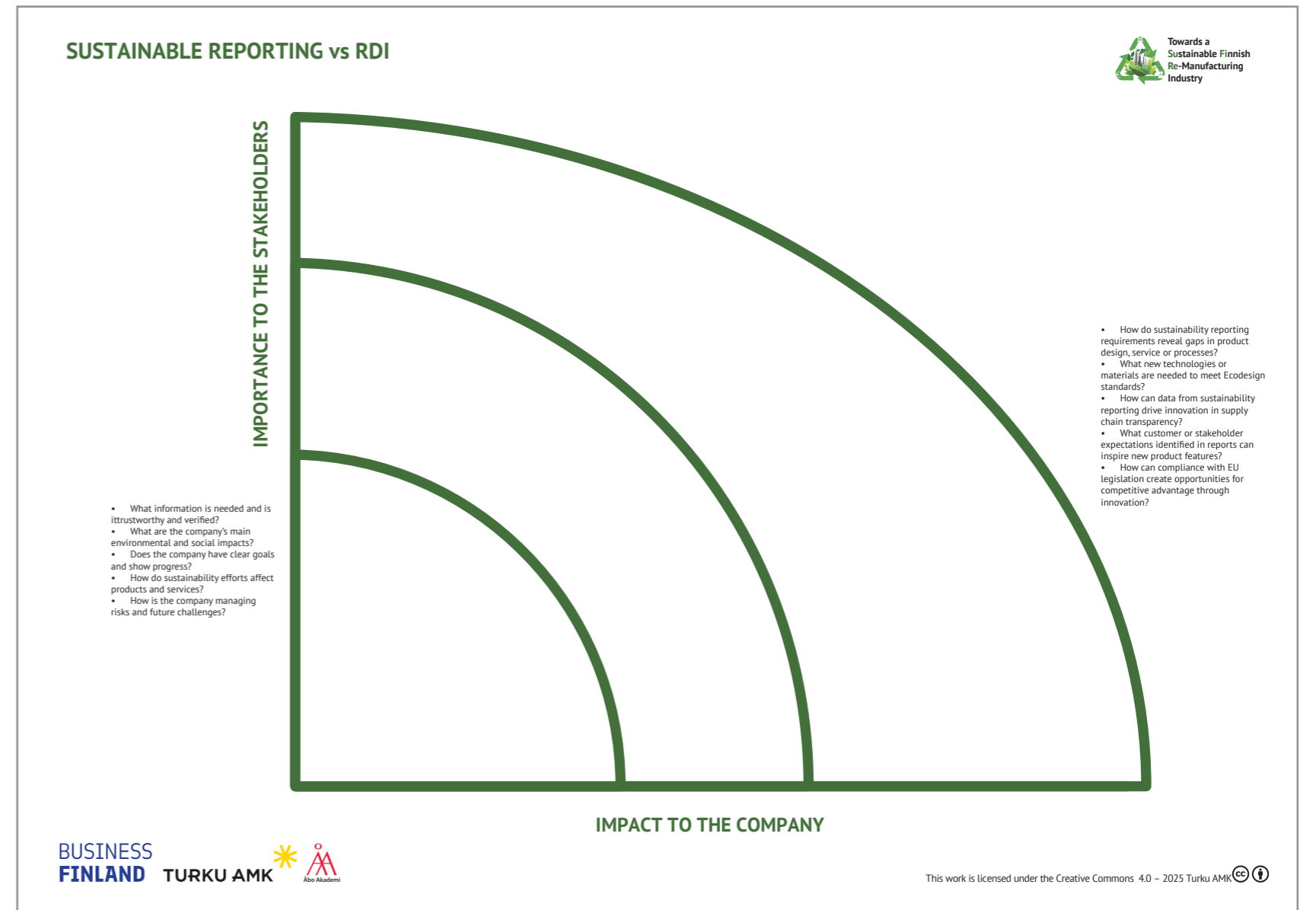
Evaluate Impact to the Company: Translate reporting requirements and stakeholder expectations into internal **RDI opportunities.**

Gap Identification: Use reporting requirements to reveal specific weaknesses in current product design, service delivery, or internal processes.

Ecodesign Standards: Identify the new technologies or materials required to meet evolving Ecodesign standards.

Innovation Drivers: Explore how data from sustainability reporting can drive innovation in supply chain transparency.

Feature Inspiration: Use stakeholder expectations identified in reports to inspire and develop new product features.



RESULT

A visualized strategic Double Materiality Analysis for ESG reporting.

YOU CAN ALSO USE THIS

- To identify where EU legislation creates opportunities for innovation-led growth.
- To align R&D budgets with long-term sustainability and reporting goals.
- To improve supply chain transparency through data-driven insights.

HINT:

Find more information of double materiality ESRS implementation guidance documents <https://www.efrag.org/en/projects/esrs-implementation-guidance-documents>

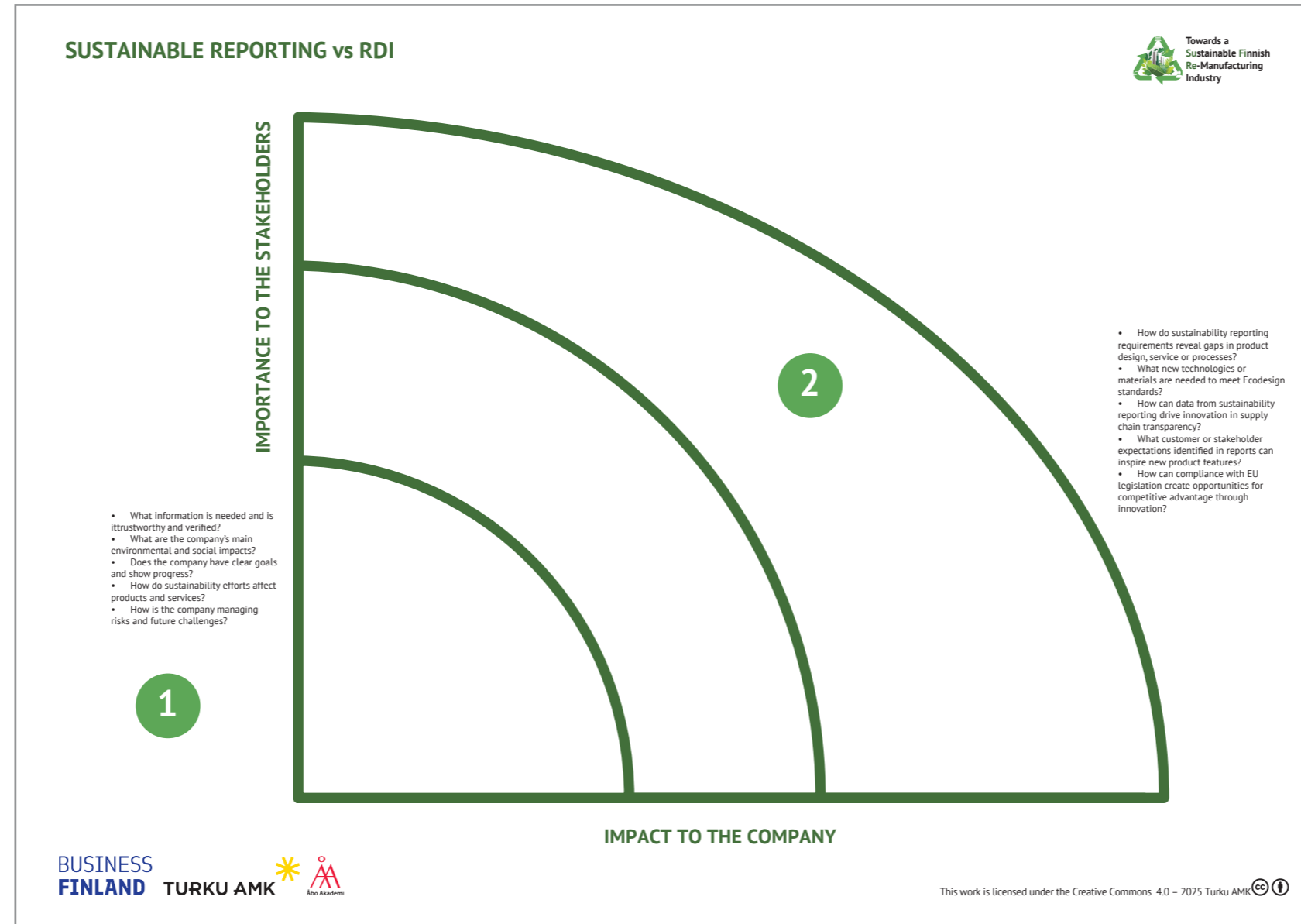
NEXT STEPS / RECOMMENDATION

It is recommended to use this canvas in conjunction with the Process and Value Mapping Canvas to ensure that identified RDI opportunities are grounded in the actual flow of materials and value.



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1 IMPORTANCE SCALING

Place your **identified and defined ESG datapoints** on the canvas by mapping what is important for your company and what is important for your stakeholders/customers.

Consider the following aspects when placing and analysing ESG datapoints on the canvas:

- **identify** what information is needed and assess whether it is trustworthy and verified
- **reflect** on the company's main environmental and social impacts
- **evaluate** whether clear goals have been set and progress is being demonstrated
- **examine** how sustainability efforts influence products and services and
- **consider** how the company manages risks and future challenges.

2 IDENTIFYING RDI AND ESG GAPS

Identify innovation opportunities by exploring gaps between what stakeholders value and what the company prioritises, using insights from sustainability reporting and regulation.

- Map the ESG datapoints on the canvas, compare company and stakeholder perspectives, and identify gaps.
- **Reflect** on how reporting requirements, Ecodesign needs, stakeholder expectations, and EU legislation highlight opportunities for new solutions, technologies, or improvements.

The goal is to generate concrete, actionable ideas that can be developed into innovations or strategic actions.

RECOMMENDATION

You can also use this to create a stakeholder and customer survey or interview to understand what is important to them.