Towards a Sustainable Finnish Re-Manufacturing Industry

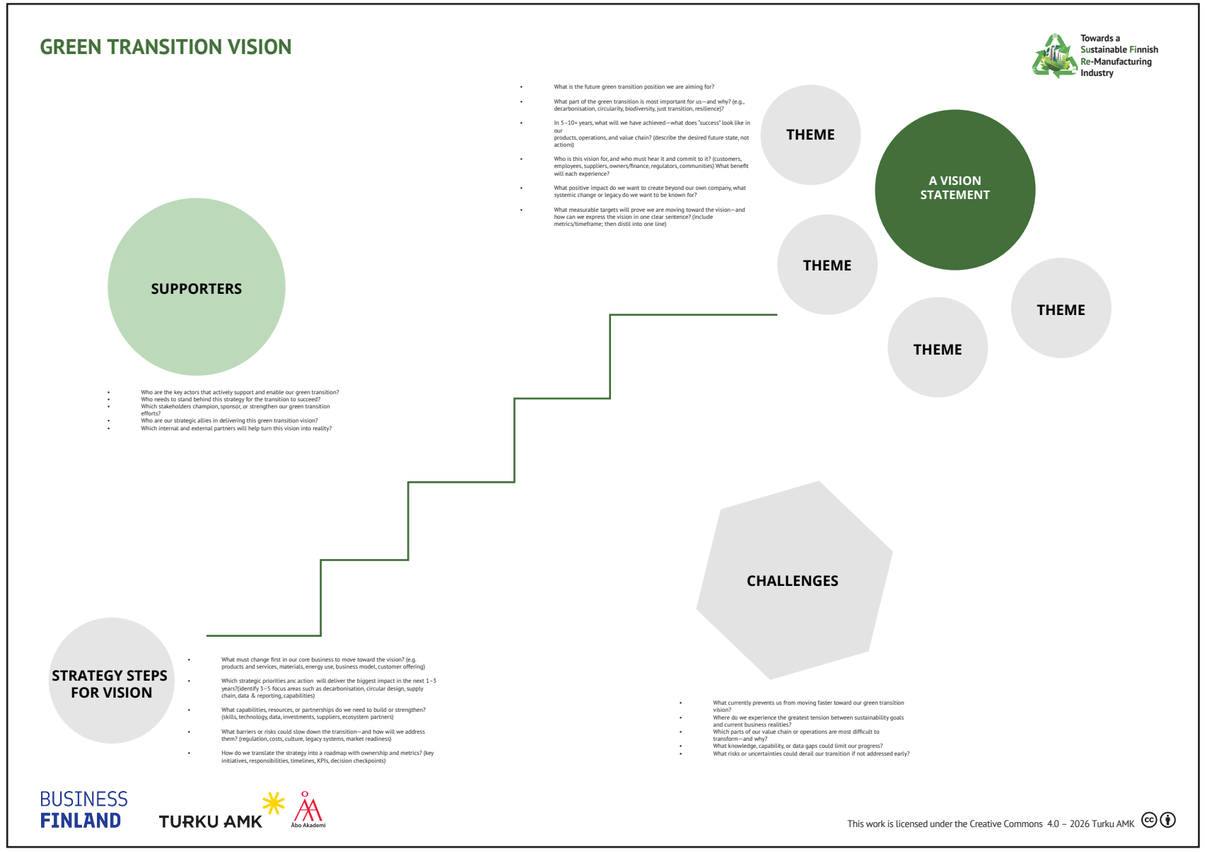
Green Transition Vision

INTRODUCTION

The Green Transition Canvas helps teams come together to clarify where they are today and where they want to be in the future. It makes the current situation visible, supports shared understanding across roles and stakeholders, and helps identify the most important priorities for change. By using the canvas, organizations can connect sustainability ambitions with concrete actions, collaboration needs, and research, development, and innovation (RDI) opportunities that support a successful green transition and develop the sustainability transition roadmap.

OVERVIEW

TIME: approx. 60-120 min
PEOPLE: 3-5 people per team from different departments or disciplines up to 2 teams
CREATOR: Johanna Liipola / SuFiRe- project / Turku University of Applied Sciences
COPYRIGHT: CC BY



HOW TO USE

Start by bringing the right people together. Involve participants from different roles—such as management, operations, RDI, sustainability, and value chain partners—to ensure multiple perspectives.
Make sure to include people who have decision-making power and can connect the outcomes of the canvas work to the company's strategy.
The canvas can be revisited, for example, twice a year to reflect progress, update priorities, and support strategic alignment with the company mission and roadmap.

STEP ONE:

First, focus on the current state by jointly discussing and documenting where the organization stands today in its sustainability and green transition journey.

Use one colour, for example, yellow, to indicate the current status.

Agree on what the green transition means for your company, define a vision statement, and identify the key strategic themes that will guide future development.

STEP TWO:

Identify key challenges and tensions by openly discussing the barriers, trade-offs, and pain points that currently slow down or complicate the transition, while also highlighting supporters and enablers by mapping existing strengths, ongoing initiatives, key people, and partners that already support the green transition.

Use one colour eg. RED that indicates the challenges and BLUE for the enablers

STEP THREE:

Use the shared understanding created through the canvas to identify clear priorities and opportunities, and discuss which steps, concrete actions, or RDI initiatives can create the greatest impact.

Dicuss and align these priorities with the organization's broader strategy by linking them to strategic goals, long-term vision, and decision-making processes. This ensures that sustainability and green transition efforts actively support the business direction rather than remain as separate initiatives.

RESULT

The result of the Green Transition Canvas is a shared, visual understanding of the organization's current sustainability and green transition status, key challenges, and enabling factors. It provides clear priorities and concrete inputs that support strategic decision-making and guide aligned actions and RDI initiatives.

ALTERNATIVE USES

- You can also use this canvas to develop circular economy and sustainable transition KPIs, as well as to map which laws and regulations affect different stages of the value chain. In addition, the canvas helps align green transition strategies with the organization's overall strategy.

NEXT STEPS / RECOMMENDATION

- Recommended to use together with Circular Economy Life Cycle Opportunities - canvas and you can also use the Back casting -canvas to prioritize and create the roadmap.

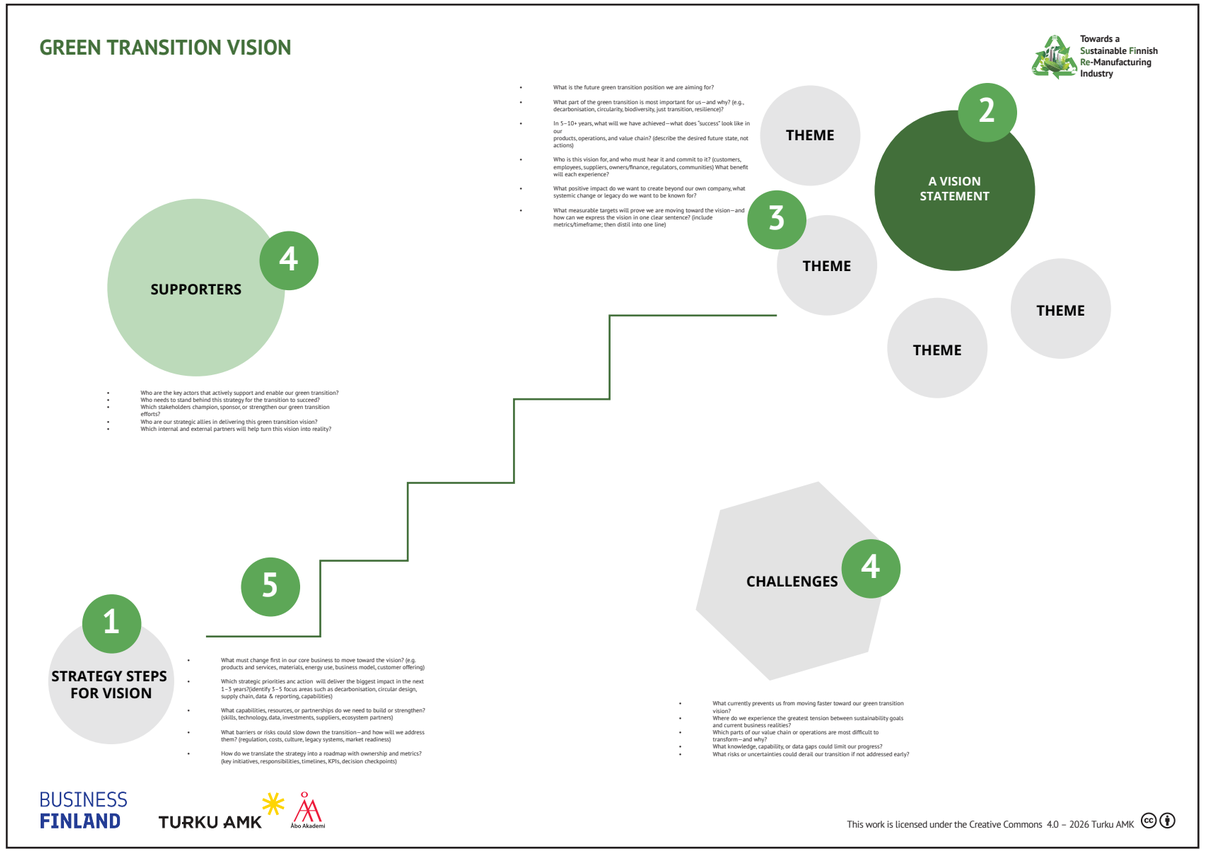
BUSINESS FINLAND TURKU AMK Åbo Akademi

Towards a Sustainable Finnish Re-Manufacturing Industry

Green Transition Vision

HINT

You can use this canvas to develop different future vision statements and define concrete actions to achieve them. Make this exercise a regular practice within your team and align the outcomes with the company's vision, strategic objectives, and high-level green transition roadmaps.



1 STRATEGY STEPS TOWARDS THE VISION: CURRENT STRATEGY STATEMENT

Start by discussing the current situation and assessing where the organization stands today. Reflect on how existing strategies, practices, and initiatives have already contributed to the green transition, and identify the strengths, achievements, and lessons learned that can support future sustainability efforts.

2 FUTURE VISION STATEMENT

Create a clear and inspiring vision statement that describes the organization's desired future state and ambitions for sustainability and the green transition. Define a realistic timeframe for achieving this vision.

3 STRATEGY THEMES

Identify the key strategic themes that will guide your organization towards its vision. These themes should reflect the most important areas of focus and help translate the vision into concrete priorities, actions, and decision-making.

4 SUPPORTERS AND CHALLENGES

Identify and discuss the key factors that support your organization's green transition, as well as the main challenges that may hinder progress. Consider internal and external drivers, available resources, capabilities, partnerships, regulations, market demands, and organizational culture.

5 STEPS FROM THE CURRENT STATE TO THE FUTURE VISION

Identify and define the key steps needed to move from the current state to the future vision. Discuss the short-, medium-, and long-term actions, initiatives, and milestones required to achieve the desired future state. Consider the resources, capabilities, partnerships, and changes needed along the journey, and prioritize the actions that will have the greatest impact on advancing the organization's sustainability and green transition goals.

BUSINESS FINLAND TURKU AMK Åbo Akademi