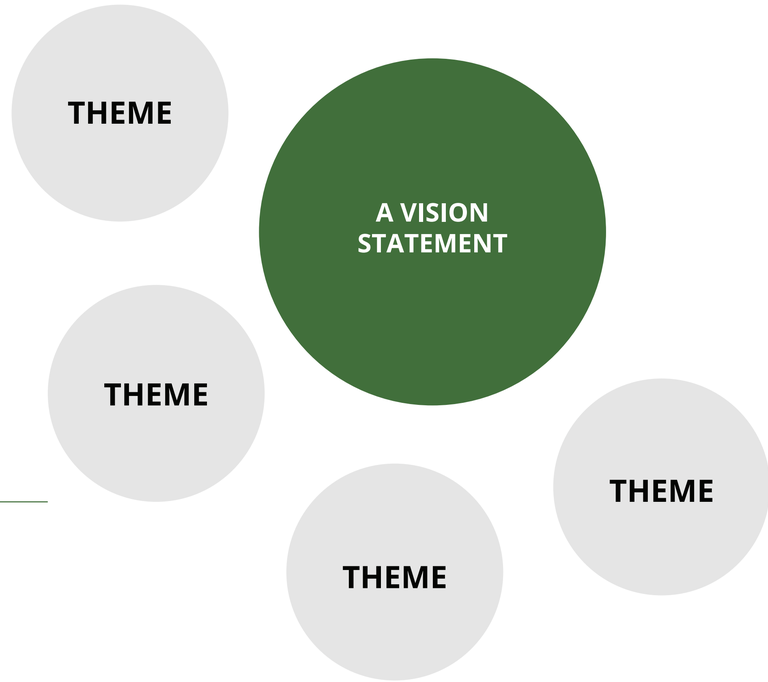
GREEN TRANSITION VISION

Towards a Sustainable Finnish Re-Manufacturing Industry

- What is the future green transition position we are aiming for?
- What part of the green transition is most important for us—and why? (e.g., decarbonisation, circularity, biodiversity, just transition, resilience)?
- In 5–10+ years, what will we have achieved—what does "success" look like in our products, operations, and value chain? (describe the desired future state, not actions)
- Who is this vision for, and who must hear it and commit to it? (customers, employees, suppliers, owners/finance, regulators, communities) What benefit will each experience?
- What positive impact do we want to create beyond our own company, what systemic change or legacy do we want to be known for?
- What measurable targets will prove we are moving toward the vision—and how can we express the vision in one clear sentence? (include metrics/timeframe; then distil into one line)



SUPPORTERS

- Who are the key actors that actively support and enable our green transition?
- Who needs to stand behind this strategy for the transition to succeed?
- Which stakeholders champion, sponsor, or strengthen our green transition efforts?
- Who are our strategic allies in delivering this green transition vision?
- Which internal and external partners will help turn this vision into reality?

CHALLENGES

- What currently prevents us from moving faster toward our green transition vision?
- Where do we experience the greatest tension between sustainability goals and current business realities?
- Which parts of our value chain or operations are most difficult to transform—and why?
- What knowledge, capability, or data gaps could limit our progress?
- What risks or uncertainties could derail our transition if not addressed early?

STRATEGY STEPS FOR VISION

- What must change first in our core business to move toward the vision? (e.g. products and services, materials, energy use, business model, customer offering)
- Which strategic priorities anc action will deliver the biggest impact in the next 1–3 years?(identify 3–5 focus areas such as decarbonisation, circular design, supply chain, data & reporting, capabilities)
- What capabilities, resources, or partnerships do we need to build or strengthen? (skills, technology, data, investments, suppliers, ecosystem partners)
- What barriers or risks could slow down the transition—and how will we address them? (regulation, costs, culture, legacy systems, market readiness)
- How do we translate the strategy into a roadmap with ownership and metrics? (key initiatives, responsibilities, timelines, KPIs, decision checkpoints)

BUSINESS FINLAND

TURKU AMK

Åbo Akademi

This work is licensed under the Creative Commons 4.0 – 2026 Turku AMK