



Module 6 (Part 2)

The Power of Purposeful Communication: Share Your Impact and Inspire Action

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Module 6 Overview

This module teaches entrepreneurs how to measure, report and transform sustainability and social impact metrics into authentic digital narratives and purpose-led pitches that resonate with investors, customers and communities. By combining entrepreneurial strategy, green responsibility and digital fluency, learners will gain the skills to amplify their mission, stand out competitively and inspire meaningful action.

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Section 1: Storytelling, Communication & Customer Engagement (*Part 1*)

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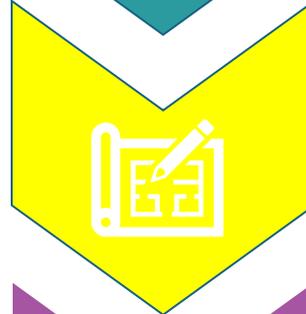
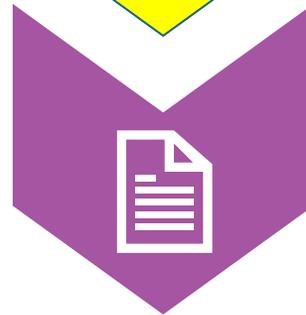
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Module 6 (Part 2) Interactive Learning Elements

-  **46 Slides**
-  **02 Exercises**
-  **11 Videos**
-  **01 Case Studies**

-  **05 Digital Tools**
-  **03 Toolkits & Guides**
-  **05 Articles & Reports**



03. Making Impact Visible: Data, Storytelling & Compliance

Develop the skills to measure, report and communicate social and environmental impact effectively, while ensuring alignment with EU standards and avoiding greenwashing.

Introduction

Making Impact Visible: Data, Storytelling & Compliance

Section 1 focused on crafting authentic narratives and mission-aligned communication; **Section 2** bridges the narrative with measurable outcomes.

Learners will now gain the ability to quantify impact, ensure regulatory alignment, and support their storytelling with credible data.

Together, these skills form a complete toolkit for entrepreneurs to communicate purpose with integrity and confidence.



Key Focus Areas

01

Measuring What Matters – Tools & Frameworks for Impact

02

From Metrics to Meaning – Compliance & Green Claims

03

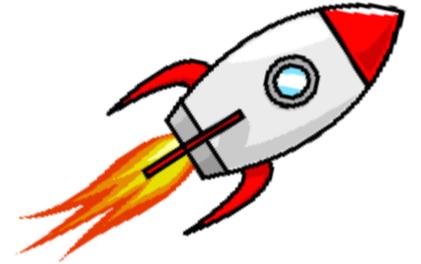
Visual Impact – Communicating Data with Clarity

Measuring What Matters – Tools & Frameworks for Impact

Why Measuring Impact Matters?

In the context of sustainable entrepreneurship, measuring impact is no longer optional; it's foundational. Investors, customers and regulators increasingly expect ventures to provide credible, transparent evidence of their environmental and social performance.

- Measuring impact helps entrepreneurs not only demonstrate accountability but also improve strategic decision-making, attract funding and align their operations with global sustainability goals (*OECD, 2019*).
- This section introduces learners to the essential tools and frameworks that make impact visible and actionable, providing a common language for communicating purpose and performance.



Using Global Frameworks to Structure Impact

To ensure relevance and comparability, ventures must ground their impact measurement in recognized frameworks. This section focuses on four key tools *(click on the titles to access the relevant links)*:

Sustainable Development Goals (SDGs)

The United Nations' 17 global goals offer a shared vision for a better future and a baseline for aligning impact with global priorities (UNDP, 2015)

Environmental, Social and Governance (ESG) Criteria

Widely used in investment and reporting contexts, ESG helps assess risk and long-term value beyond profit alone (World Economic Forum, 2020).

Global Reporting Initiative (GRI) Standards

A leading framework for sustainability reporting, GRI offers detailed guidance on material topics and performance indicators across industries (GRI, 2021).

B Corp Impact Assessment

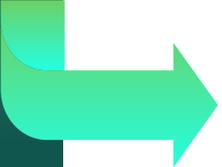
Designed for mission-driven businesses, this tool measures performance across governance, workers, community, environment and customers (B Lab, 2023).



Identifying What to Measure – KPIs and Materiality

A critical part of measuring what matters is knowing what actually matters to your business, your stakeholders and your sector. Essentially, it lies in conducting **materiality assessments** to identify the sustainability issues most relevant to operations.

This involves stakeholder consultation, sector benchmarking and internal review. Once key areas are defined, ventures can set **Key Performance Indicators (KPIs)** that reflect both their financial goals and social or environmental impact.



For example, a circular fashion startup might track waste reduction per garment, while a green tech company might report on emissions avoided. KPIs must be specific, measurable and aligned with both internal strategy and external expectations (*AccountAbility, 2016*).



Bridging Strategy and Metrics

Measurement is only effective when it supports better action. Learners will apply their knowledge by mapping selected KPIs to both operational outcomes and communication goals.

Link impact to the business model

Develop simple dashboards or reporting tables

Integrate metrics into storytelling and reporting formats

This bridge between strategy and measurement helps ensure that data becomes a **tool for action and communication**, not just compliance.

Impact KPIs – What Should You Measure?

*What **change** are you trying to **create**?*

*Who is **affected** by your venture's **impact**?*

*What **outcomes** would **build trust** with stakeholders?*

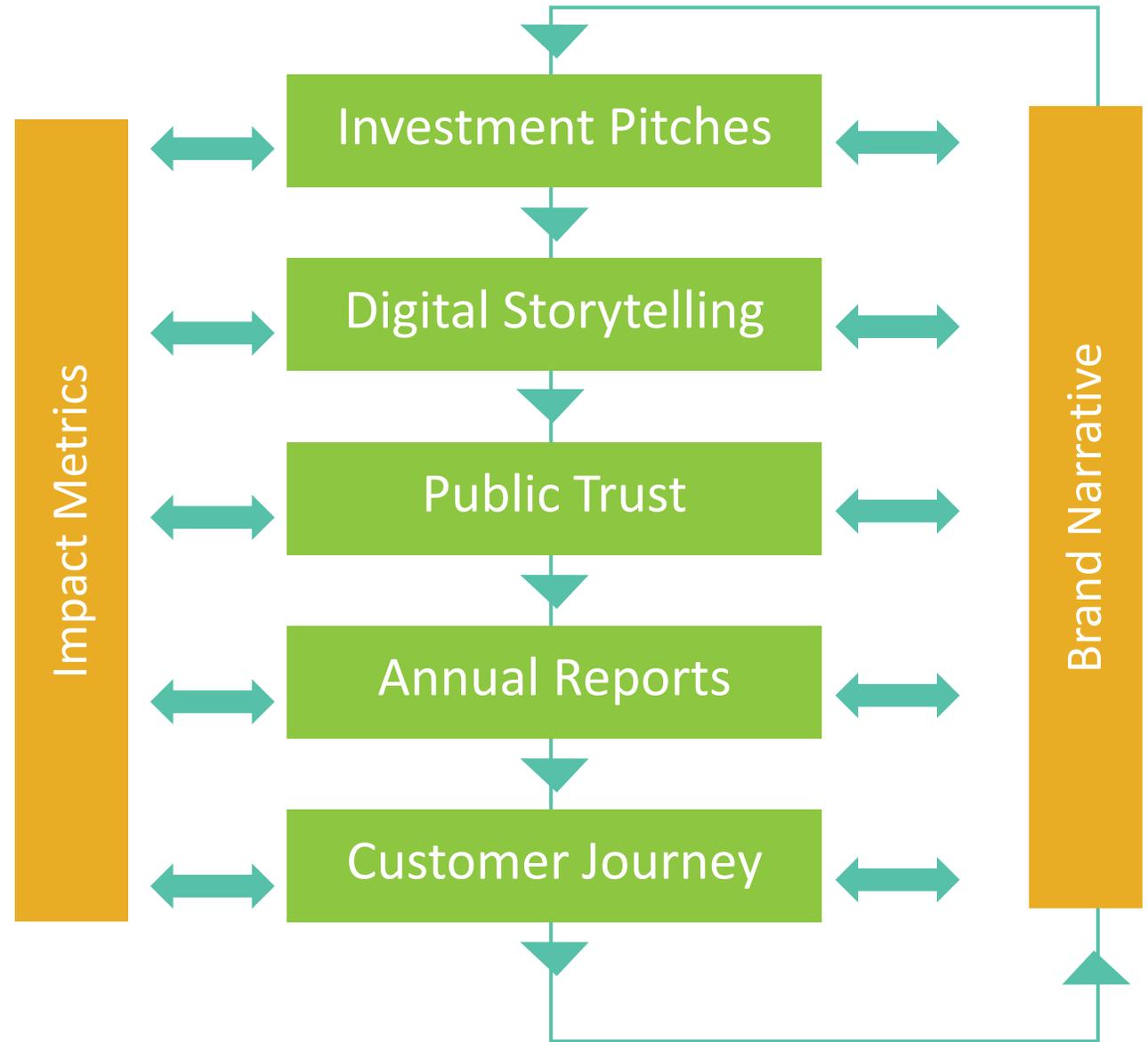
Take into consideration these three key questions in order to choose SMART KPIs (Specific, Measurable, Achievable, Relevant, Time-bound)



Connecting Metrics to Your Story

Metrics give credibility to your mission. When integrated into your brand narrative, KPIs and data points show stakeholders not just what you aim to do, but what you're actually achieving.

By linking your impact metrics to stories of change, you make your communication both evidence-based and emotionally resonant, building trust and driving action.



KPI Development and Dashboarding

KPI Development and Dashboarding involves identifying the most relevant key performance indicators (KPIs) for your business goals and visualizing them in clear, actionable dashboards.



This process helps entrepreneurs track their impact, make informed decisions, and communicate performance effectively to stakeholders through accessible, data-driven visuals.



BizTech. (2021, September 14). *KPI development and dashboarding – Turning data into impact* [Video]. YouTube. <https://www.youtube.com/watch?v=afxOc3NUQCc>

Additional Resources

(Click on the pictures or the titles to access the video tutorials)



“How to create a KPI Dashboard in 10 minutes”

This video walks learners step-by-step through building a simple but powerful KPI dashboard. It’s perfect for hands-on understanding of selecting and visualizing key metrics quickly and effectively. Moreover, it is helpful for regular reporting to stakeholders or showcasing impact.



“SDG Mapper”

This video demonstrates how to use the SDG Mapper tool to instantly align projects or ventures with relevant UN SDGs. It’s a great resource for learning how to integrate global objectives into your own impact framework and storytelling.



“Power BI Tutorial For Beginners”

This video teaches learners the essentials of building a dashboard from scratch, including importing data, structuring visuals and designing reports. Perfect for understanding how to transform impact metrics into compelling digital presentations.





Build Your Impact Map: Apply impact measurement frameworks to your own venture idea by selecting relevant goals, defining KPIs and identifying reporting opportunities.

Instructions

- Select one framework (SDGs, ESG, GRI, or B Corp)** that aligns with your business purpose.
- Identify 2–3 material impact areas** relevant to your startup or venture.
- For each area, define at least one KPI** that you can measure or begin tracking.
- Visualize your impact map** using a simple grid or canvas in five columns: Impact Area, Framework Link, KPI, Data Collection Method, Reporting Channel (e.g. investor pitch, website, sustainability report)

Digital Tools To Use

- Canva or Miro for visual mapping** → <https://www.canva.com/> & <https://miro.com/>
- B Impact Assessment or GRI Index for reference** → <https://bimpactassessment.net/> or <https://www.globalreporting.org/standards/>
- SDG Compass tool for alignment guidance** → <https://sdgcompass.org/>



From Metrics to Meaning – Compliance & Green Claims

Why does compliance matter in Communication?

In a rapidly evolving regulatory landscape, how ventures communicate their environmental and social impact is just as important as the impact itself. Increasingly, **misleading claims, also known as greenwashing, carry legal, reputational and financial risks.**

Compliance with EU regulations such as the **Corporate Sustainability Reporting Directive (CSRD)** and the upcoming **Green Claims Directive** ensures that your sustainability messaging is **transparent, verifiable and trustworthy** (*European Commission, 2023a*).

Entrepreneurs must be able to translate sustainability metrics into communication that meets legal standards and builds long-term brand integrity.



EU Regulations Shaping Impact Communication

Corporate Sustainability Reporting Directive (CSRD)

This EU Framework requires companies to disclose structured, auditable data on their environmental and social performance.

It introduces the **European Sustainability Reporting Standards (ESRS)**, which provide specific requirements on what to report and how (*EFRAG, 2023*).

Green Claims Directive

A proposed regulation that aims to eliminate vague, misleading, or unverifiable environmental claims in marketing.

It mandates that **all green claims must be supported by recognized scientific evidence** and clearly communicated to consumers (*European Commission, 2023b*).



What Is Greenwashing?

The act of misleading stakeholders about the environmental practices or benefits of a product, service or company. It can be intentional or unintentional, and both forms carry risks.

Common Types of Greenwashing

Vague Claims
→ e.g. “eco-friendly”
without evidence

Irrelevant Claims →
e.g., “CFC-free” when
CFCs are already banned

Imagery Misuse →
Excessive green visuals
without substance

Hidden Trade-offs →
Promoting one benefit
while ignoring larger harm

No Proof
→ Unverified or
untraceable statements

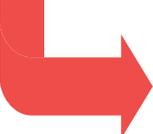
How to Avoid Greenwashing

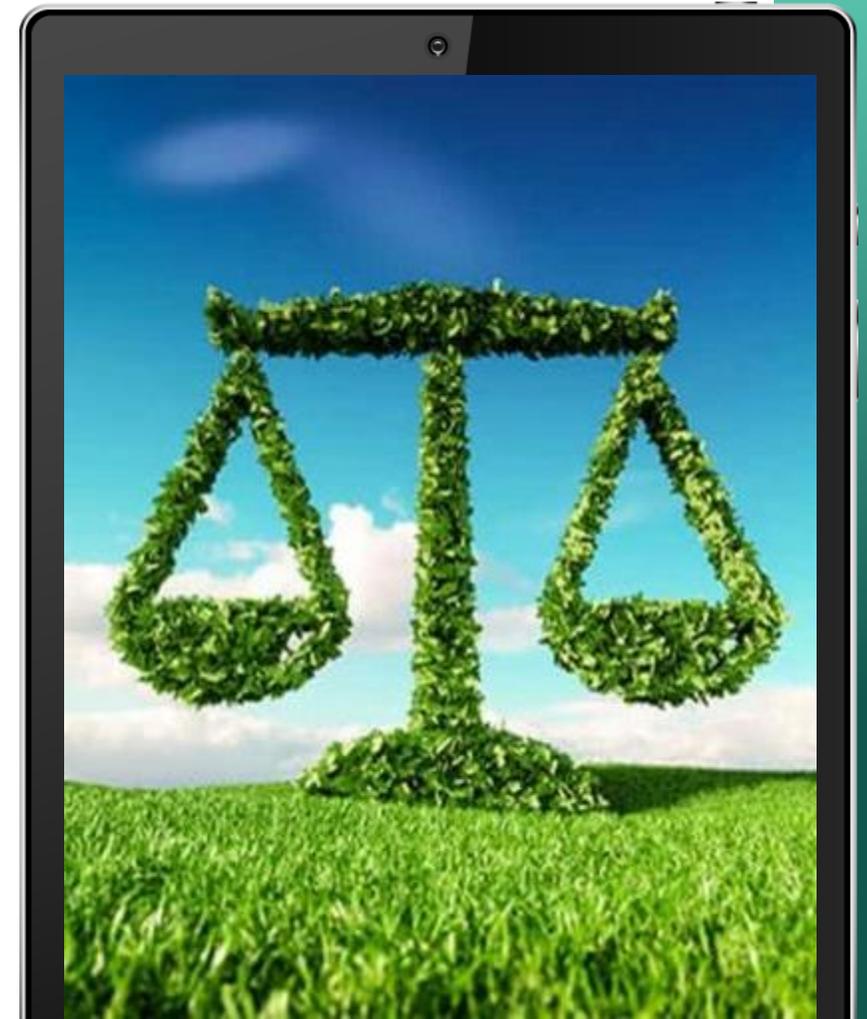
1. Use **clear**, specific and verifiable **language**.

2. **Back up claims with data**, certifications or third-party audits.

3. **Acknowledge** limitations and progress—
not perfection.

4. **TexAlign** communications with EU Green Claims Directive requirements.

 **Pro Tip** *If you can't prove it, don't publish it.*



CASE STUDY

Skagerak Energy

Skagerak Energi is a Norwegian energy company that produces and distributes renewable energy, including electricity and heat.

<https://www.skagerakenergi.no/frontpage/>



CASE STUDY: Skagerak Energy



Sustainability Communication: Skagerak Energy, a renewable-energy SME, demonstrates how measurable impact, verified reporting and alignment with EU frameworks such as the Corporate Sustainability Reporting Directive (CSRD) and EU Taxonomy can transform sustainability communication into a strategic asset rather than a liability.



Restoring Credibility: After exploring how misleading sustainability communication can erode stakeholder trust, Skagerak demonstrates how it is essential to shift focus toward practices that restore credibility and accountability.



Impact of Greenwashing: Greenwashing, seen in high-profile corporate scandals, illustrates the risks of exaggerating environmental achievements or concealing negative impacts. In contrast, a growing number of European SMEs like Skagerak are proving that transparent, data-backed communication not only strengthens compliance but also enhances brand reputation and investor confidence.



CASE STUDY: Skagerak Energy



Danish SME **Skagerak Energy** operates within renewable energy and smart-grid innovation, demonstrating how transparent, data-driven communication can replace the risks of greenwashing with credibility.

The company provides clean-energy solutions across Scandinavia and Northern Europe, anchoring its communication in verifiable performance data rather than marketing claims.



01

Strategic Communication Practices

EU Framework Alignment: Reports follow the **GRI Standards**, **EU Taxonomy** and **CSRD** guidelines to ensure comparability and compliance.

Data Transparency: Publishes annual sustainability reports with third-party-verified figures on CO₂ reduction, renewable-capacity growth and biodiversity restoration.

Double Materiality: Discloses both how sustainability issues affect the business and how operations affect society and the environment.

Stakeholder Engagement: Uses dashboards, public data portals and community updates to maintain accountability and clarity.



02

Impact

100 % renewable electricity in operations; 1.2 million tons of CO₂ avoided annually; 97 % of suppliers screened for environmental and ethical compliance; biodiversity projects co-funded by EU LIFE Programme.

03

Lessons for Entrepreneurs

- Replace marketing spin with measurable truth.
- Align impact reporting with EU frameworks to strengthen trust and compliance.
- Transparent data builds long-term credibility with investors, regulators, and communities.



Activity: *Green or Greenwashed?*



Objective: To practice applying course content by transforming a vague or risky sustainability claim into a clear, measurable and regulation-aligned impact statement.

- **Step 1:** Present a Vague Claim.
- **Step 2:** In pairs or small groups, ask learners to → Identify why the claim is vague or risky & Rewrite the statement to make it → Specific, Measurable, Verifiable, Audience-ready.
- **Step 3:** Each group shares one reworked statement.



Facilitate a discussion:

- Which improved claims stood out and why?
- Would the revised claims pass under the Green Claims Directive?



Building Credible & Compliant Messaging

Why it Matters

As consumers and regulators demand greater accountability, businesses must ensure their sustainability communications are clear, credible and compliant.



Essential are practical messaging skills that meet legal frameworks such as the EU's Green Claims Directive and the Corporate Sustainability Reporting Directive (CSRD).



Crafting transparent, data-backed claims not only reduces reputational and legal risks but also builds trust with stakeholders.



By aligning messaging with measurable indicators and international reporting expectations, such as those outlined by the International Sustainability Standards Board (ISSB), entrepreneurs can communicate their mission with integrity and impact (*European Commission, 2023; IFRS Foundation, 2023*).

Turning Purpose into Proof

How?

Write **evidence-based claims** tied to measurable KPIs.

Structure impact communications for different formats.
Websites → Brand storytelling with facts.
Sustainability reports → structured, detailed disclosure.
Product packaging → Concise claims + third-party verification.

Tip: Use the ISSB Alignment Checklist to validate clarity and consistency across all communication channels.



Communicating with Clarity and Compliance:

Clear, honest and accessible language builds trust and ensures legal alignment with evolving EU regulations.

Use Plain Language

- ❑ Sustainability communication should be easy to understand by all stakeholders, from consumers to investors.

Avoid vague buzzwords or technical jargon.

Example:

Bad Practice → "We are committed to "Achieving Carbon Mitigation Synergies".

Best Practice → We offset 100% of our transport emissions through certified renewable energy credits".

Why it matters → Clear claims reduce the risk of misinterpretation and greenwashing allegations.

Frameworks & Tools

- ❑ Apply a Compliance Checklist Before Publishing Any Green Claim.

Before making a claim public, on packaging, websites, reports or investor decks, verify it against trusted frameworks and tools, such as:

- EFRAG's Double Materiality Guide
- EU Green Claims Substantiation Requirements
- Internal audit or third-party verification

SOS → If your sustainability message is not clear, specific and verifiable, it could be classified as greenwashing under **EU law**.



Additional Resources

(Click on the pictures or the titles to access the videos)



“EU Green Claims Directive”

This podcast video provides an official overview of the EU’s proposed Green Claims Directive, explaining its legal aims, requirements for verifiable environmental claims and how it combats greenwashing.



“Internal Audit & Third-Party Verification”

This video explains in short, the importance of third-party assurance in sustainability reporting, highlighting how external validation builds stakeholder trust and reduces liability.



“Understanding CSRD and Double Materiality Assessment”

This video explains how the EU’s CSRD integrates double materiality into sustainability reporting, helping businesses identify what matters to both stakeholders and corporate performance.



Visual Impact – Communicating Data with Clarity

Effective communication of sustainability performance relies not only on accurate data but also on how that data is presented to different audiences.

Transforming complex information, such as KPIs, ESG metrics and materiality findings into clear and engaging visuals enhances stakeholder understanding and fosters transparency. Strategic data visualisation supports informed decision-making, builds trust and improves accessibility across diverse platforms and audiences *(Knafllic, 2015)*.

Using tools like **Canva**, **Power BI**, **Flourish**, and **Tableau**, learners explore techniques to design infographics, reports and interactive dashboards that align with reporting standards such as the **CSRD** and **GRI**. Emphasis is placed on clarity, narrative flow, and visual integrity to ensure that sustainability data is communicated ethically, accurately and effectively.



Data Storytelling for Impact

Narrative Structure

Presenting sustainability data through storytelling helps transform abstract metrics into meaningfully structured narratives that connect with stakeholders.

Rather than overwhelming audiences with raw figures, data storytelling integrates context, interpretation, and visual design to reveal the significance behind the numbers.



For example, framing a carbon-reduction metric within a timeline of climate commitments or linking water-use data to regional drought impacts gives the data emotional and strategic relevance.



Data Storytelling for Impact

Design Thinking

A well-structured data story begins with a clear message, supported by relevant data points and visual elements such as charts, infographics and timelines.

Careful selection of data ensures alignment with the audience's priorities, whether regulatory bodies, investors or community stakeholders.

Misleading visual techniques, like manipulated axes or selective omission, can compromise trust, making ethical visualization essential to credible communication (*Knafllic, 2015*).



By applying principles of narrative structure and design thinking, learners can use data not just to inform, but to inspire action, build accountability and convey the progress and challenges of a sustainability journey.



Digital Tools & Platforms *(click on the titles to access the websites)*



Design Platforms

Canva and Adobe Express

Provide intuitive interfaces for crafting infographics, social media visuals and branded content that visually communicates sustainability achievements.



Ideal For

These tools are ideal for small teams or early-stage entrepreneurs who require **accessible, low-barrier solutions** to visualize environmental or social impact.



Interactive Visualisation Platforms

Flourish, Power BI and Tableau

Are more advanced, interactive visualisations and platforms.



Enable Users

Enable users to build **data-driven dashboards, charts and microsites** that integrate real-time metrics and support decision-making.



They are particularly useful when preparing visual content for stakeholders such as investors, regulators, or the broader public. They also support export features that align with reporting frameworks like the CSRD, GRI, or ISSB standards.

Tools & Platforms: Masterclass Videos

(Click on the pictures or the titles to access the videos)



“Canva”

This tutorial walks through the basics of creating engaging visual assets, and it is ideal for crafting infographics and sustainable storytelling materials.



“Adobe Express”

This tutorial demonstrates advanced design techniques for creating polished branding and visual communications.



“Flourish”

This tutorial offers a comprehensive guide to building interactive dashboards and visualizing KPI data.



Tools & Platforms: Masterclass Videos

(Click on the pictures or the titles to access the videos)



“Tableau”

A comprehensive tutorial guiding users from installation to creating their first visualisation using Tableau, a powerful tool for transforming sustainability metrics into interactive dashboards and insightful visual narratives.

Choosing the right platform depends on the audience, the complexity of the data and the level of interactivity needed.

Regardless of the tool, visualisations should prioritise clarity, consistency, and ethical presentation, ensuring that data enhances rather than distorts the story being told

(Knaflic, 2015).



Compliance & Integrity

Clear and accountable visual communication is central to effective sustainability reporting.

Alignment with frameworks such as the **Corporate Sustainability Reporting Directive (CSRD)** and the **Global Reporting Initiative (GRI)** ensures that visual formats support standardization and comparability across disclosures.



These frameworks establish expectations for how non-financial information should be reported, with an emphasis on transparency, structure and relevance to stakeholders.



Ethical visualization practices reinforce the integrity of reported data. This includes the appropriate use of scale, accurate labeling and thoughtful color choices to avoid visual distortion.



Compliance & Integrity

Misleading representations, such as truncated axes, exaggerated proportions or the omission of key context, can undermine credibility and risk misinterpretation.

Consistent design conventions help preserve the clarity and neutrality of data presentation.

When visualisations are constructed with integrity, they contribute to a reporting environment that upholds accountability, fosters trust and enables informed evaluation of a company's social and environmental performance (*Knaflic, 2015*).



To Conclude Module 6, Section 2

Section 2 has shown that making impact visible requires more than collecting sustainability data, it demands strategic alignment, ethical communication and regulatory awareness.



By integrating recognized frameworks such as the SDGs, GRI Standards, CSRD and ESG criteria, businesses can ensure their environmental and social performance is both measurable and credible.



Translating metrics into meaningful messages and clear visual formats strengthens transparency, supports stakeholder trust and safeguards against greenwashing.



As sustainability expectations continue to rise, the ability to measure, report and communicate impact effectively becomes a core competency for ventures seeking to lead with purpose and resilience.

Further Reading

- **PwC. (2023). *CSRD: What companies need to know*.** A practical overview of the Corporate Sustainability Reporting Directive (CSRD), outlining which companies are affected, what they must report and how to prepare for compliance. Useful for understanding the scope, timeline and key challenges of CSRD implementation.
<https://www.pwc.com/gx/en/services/sustainability/publications/csr-d-what-companies-need-to-know.html>
- **EFRAG. (2022). *Toward a European sustainability reporting standard: Technical update on ESRS development*.** This technical paper details EFRAG's progress in developing European Sustainability Reporting Standards (ESRS) to support CSRD compliance. Offers insight into materiality, disclosures, and stakeholder alignment under EU law.
<https://www.efrag.org/lab6>
- **KPMG. (2023). *Navigating the EU Green Claims Directive*.** A concise guide to the EU Green Claims Directive, explaining what companies must do to substantiate environmental claims and avoid penalties. Highlights key risk areas and offers recommendations for building compliant sustainability communication strategies.
<https://home.kpmg/xx/en/home/insights/2023/04/navigating-the-eu-green-claims-directive.html>

04

Conclusion



To Conclude Module 6

From Engagement to Accountability

These two sections together underscore the full spectrum of purposeful communication, from emotionally resonant storytelling that engages customers and builds community, to credible, data-driven messaging that meets legal and ethical standards.

Learners develop the ability to articulate their venture's mission clearly and authentically, while also grounding their impact claims in measurable evidence aligned with EU frameworks such as the CSRD and the Green Claims Directive.

By combining narrative strategy, digital creativity and compliance awareness, entrepreneurs are empowered to communicate in ways that inspire action, foster trust and withstand scrutiny in an increasingly transparent marketplace.



05

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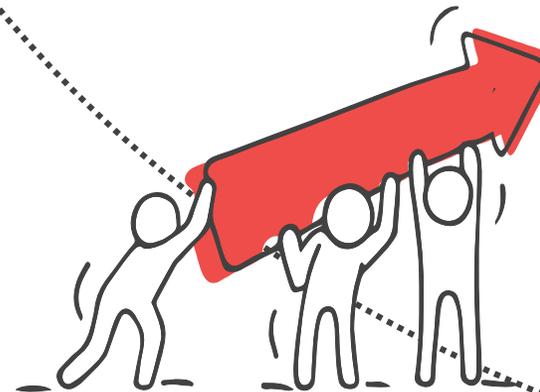
You have Completed...
Module 6 (part 2)

Section 2 Making Impact Visible: Data,
Storytelling & Compliance

Module 7

Section 1 Crafting a Purpose Driven
Narrative

Section 2 Communicate Boldly &
Pitch Authentically



Next is...