

## Acquisition Brief — reportingdurable.fr



**Domain name / Asset offered:** reportingdurable.fr

**Purpose:** acquisition of a strategic **sustainability reporting (CSRD/ESRS)** positioning asset for France, aligned with value-chain and product-data collection.

### Contacts

Email • [contact@reportingdurable.fr](mailto:contact@reportingdurable.fr)

Website • <https://www.reportingdurable.fr>

LinkedIn • <https://www.linkedin.com/company/reportingdurable>

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### This document — who it's for, why

Decision-grade brief for **CEO / COO / CFO / CTO / Compliance/ESG**.

Thesis: **owning the category language** provides operational and reputational edge.

**REPORTINGDURABLE.FR** is a neutral, memorable banner to align Finance, ESG, Legal, Procurement, IT and Operations on **CSRD/ESRS** expectations in France.

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### 1) One-page decision

**What it is.** A **strategic asset (.fr)** for **sustainability reporting**: public portal, reference materials, resources, ecosystem communications.

**What it changes. Single entry point** → internal coherence, less cross-functional friction, stronger external credibility (auditors, investors, stakeholders).

**What you can deploy today.**

- **“CSRD — Readiness & Rollout (FR)”**. Scope mapping (double materiality), minimum viable data model, delivery calendar.
- **Reference center.** ESRS summaries, upstream/downstream data guides, QC controls, neutral FAQ.

- **Ecosystem voice.** Sector use cases, milestone calendar, audit/assurance good practices.

**Why it's defensible.** **Exact term** + **.fr** legitimacy; **semantic lock** as the ecosystem adopts your wording.

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## 2) Context & milestones

**CSRD/ESRS.** Progressive phase-in by company profile; **double materiality** and **value-chain** scope; ramp-up 2025–2030.

**Assurance.** Gradual strengthening (limited assurance first, moving toward reasonable).

**Implication.** Immediate need for a clear banner to **structure data, processes and controls** with stakeholders (audit, investors, regulators).

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## 3) Three concrete deployments (orders of magnitude)

**A. Corporate France (group program).** ESG data governance, production cadence, quality controls. Impact: **–6 to –10%** project time; **€0.8–2.0M** coordination/communication savings over **12–18 months** (multi-site group).

**B. ESG SaaS / Vendor (resource portal).** Immediate credibility with FR issuers; shorter cycles; **+€1–3M pipeline** (by ACV/segment).

**C. Alliance / Institution (neutral FR hub).** Shared references, practice convergence; **network effects** (issuers, auditors, investors).

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## 4) Strategic edge of the pack

Authority through language in France. C-level clarity. **Defensive** (exact-match .fr, readable, memorable). **Re-use** of content, kits, QC templates and relationships on a single surface.

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## 5) Market size & pressure

The **CSRD/ESRS** transition 2025–2030 drives material **CAPEX/OPEX** (data, tooling, audit, training). French issuers and value-chains need a **narrative standard** and a **visible hub**; **REPORTINGDURABLE.FR** provides both.

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## 6) CFO anchors (obligatory)

**6.1 Alternative cost “awareness & adoption.”** Without an exact-match: FR campaign 6–12 months, internal brand architecture, change management. **Order: €0.4–1.5M / 12–18 months.**

**6.2 Cost of delay.** Slip one budgeting cycle = rework, audits, lost RFI/RFPs, cross-functional friction. **Order: €0.8–2.0M / 12–18 months** (FR group).

**6.3 Reusable synergies.** Under a **single (.fr) banner**, each euro (content, kits, QC templates, relationships) is **re-used** → shorter time-to-trust, faster cycles, lower unit costs.

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## 7) Investment logic (no public pricing)

SEO & memorability (exact FR term). **Strategic premium** (language control + 2025–2028 window). **Budget lens:** instead of spreading **€0.4–1.5M** across campaigns/change, a **single asset** accelerates go-to-market and lowers regulatory CAC.

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## 8) Related assets / bundle option (≤2)

- **pasportproduit.fr** — DPP (FR) anchor to connect product data ↔ reporting.
  - **dppcompliance.com** — global DPP banner (group/EU).
- (No other extensions included. No claims beyond scope.)*
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## 9) Clean acquisition process (Legal/Finance)

**Scope of sale: reportingdurable.fr only.**

Escrowed transaction, fast technical transfer, invoice. Options: **cash / staggered 40-30-30 / bundle**. NDA and asset audit available.

**Legal notice:** descriptive name, **no affiliation**.

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