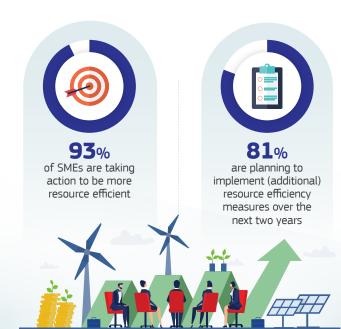
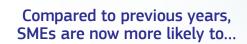


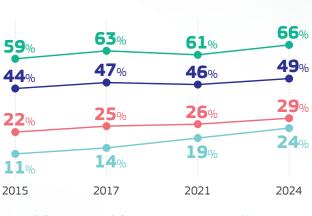
Flash Eurobarometer 549

SMEs, resource efficiency and green markets



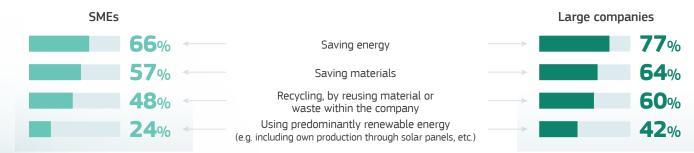






Save energy | • Save water | • Use renewable energy
Design products that are easier to maintain, repair or reuse

Nonetheless, SMEs continue to be less likely than large companies to take actions to be more resource efficient



SMEs mainly implement low cost measures to be more resource efficient. Additionally, micro companies are less likely than larger SMEs to **invest at least 1% of their turnover on an annual basis** on this









A strategy to reduce carbon footprint

25% of SMEs have a strategy in place to reduce their carbon footprint and become climate neutral or negative (or are already climate neutral)

19% are planning to define a strategy to reduce their carbon footprint

Difficulties stopping SMEs going green

Many SMEs encounter difficulties implementing resource efficiency measures, such as...









.....



25% Difficulty to adapt environmental legislation to their company

Types of support to go green

SMEs generally rely on their own resources and expertise to implement resource efficiency actions





61% Its own financial resources



50% Its own technical support



External support SMEs rely on:

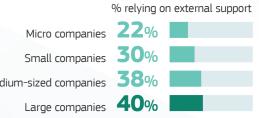
41% Non-financial assistance from private consulting and audit companies

35% Public funding (grants, quarantees or loans)

28% Private funding from a bank, investment company or venture capital

Reliance on external support, however, increases with size of the SME





Moreover.





Green products and services

32% of SMEs offer green products or services, with a further 12% planning to do

so in the next two years

26% 26% 25% 2013 2015 2017 2021 2024

SMEs offering green products/services

Among SMEs selling products,



in their products

recycled materials

47% have an explicit policy to extend the life span of at least some of their products

What would help SMEs most to expand their green offer?



Financial incentives for developing products, services or new production processes

29% Assistance with identifying potential markets or customers

27% Consultancy services for marketing or distribution

Technical support and consultancy for the development of products, services and production processes

Source: Flash Eurobarometer 549 - SMEs, resource efficiency and green markets (fieldwork: 3 to 28 June 2024 2024, 13 124 telephone interviews with EU SMEs and 917 telephone interviews with large companies in the 27 EU Member States)