



**BALANCE**  
*green and stable*

# Green and stable SMEs

## Needs analysis survey

Grant agreement	2020-1-KA204-079048
Programme	Erasmus+
Key action	Cooperation for innovation and the exchange of good practices
Action	Strategic Partnerships for adult education
Project acronym	BALANCE
Project title	BALANCE - Green & Stable - Bringing Sustainability and Environmental Action Together for Better Future
Project starting date	01/11/2020
Project duration	24 months
Project end date	31/10/2022

This project has been funded with support from the European Commission. This communication reflects the views only of the author, and the Commission cannot be held responsible for any use which may be made of the information contained therein.



# NATIONAL REPORT

## Online surveys to SME's decision takers

### Introduction

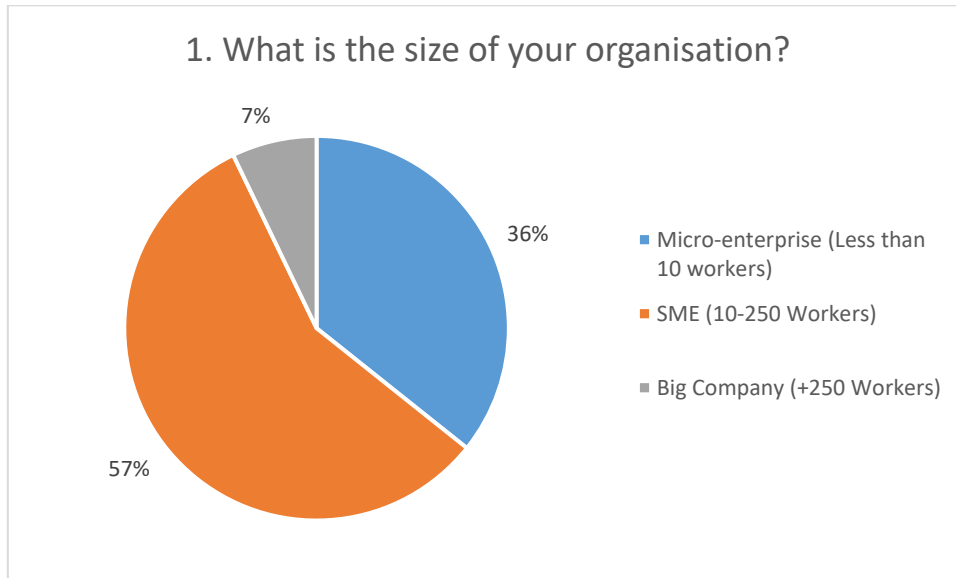
We have shared the online survey with the company's contacts and through the social media pages of the company. Our contacts also assured us on the repost of the survey among their lists of contacts. We have received 14 answers in total to gather information regarding their business's needs, the level of readiness for change management, the level of awareness on green policies and their level of green transition.



# Analysis of the survey

## SECTION 1: INFORMATION ABOUT SME'S

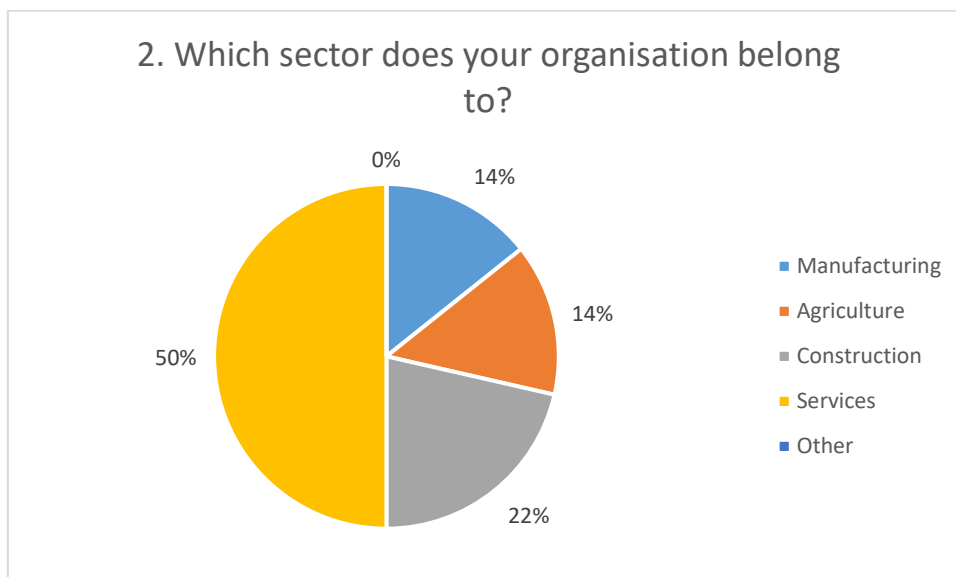
1. What is the size of your organisation?



Graphic 1: What is the size of your organisation?

Almost 60% of the respondents (8 out of 14) represent a Small-Medium Sized Enterprise.

2. Which sector does your organisation belong to?

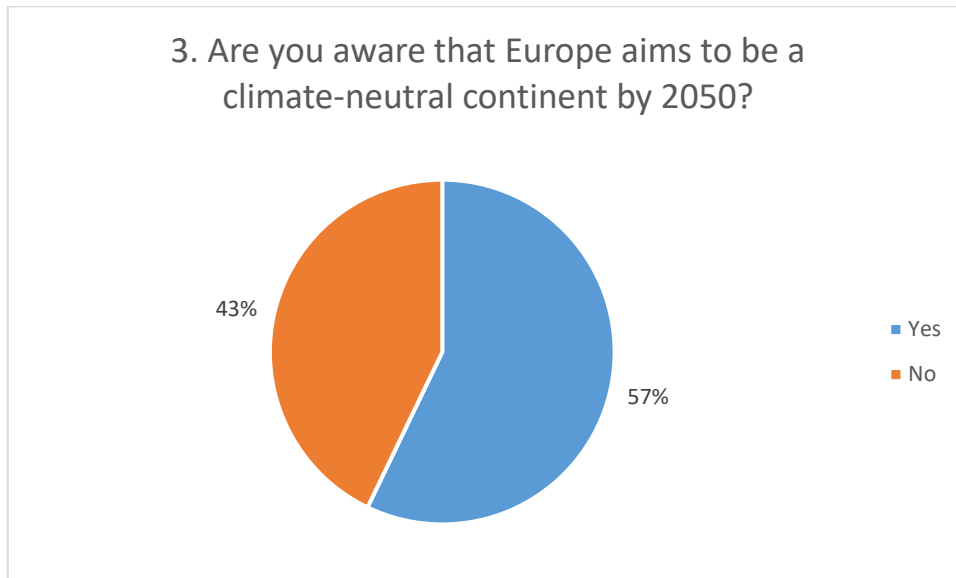


Graphic 2: Which sector does your organisation belong to?

Half of the respondents work in an organisation that provides services.

## SECTION 2: AWARENESS RELATED TO GREEN ECONOMY

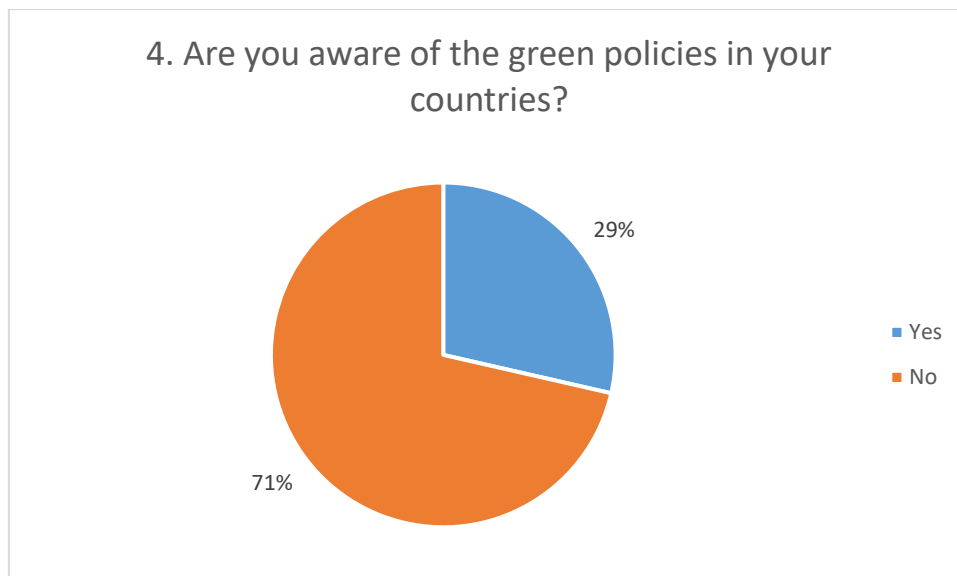
3. Are you aware that Europe aims to be a climate-neutral continent by 2050?



*Graphic 3: Are you aware that Europe aims to be a climate-neutral continent by 2050?*

The majority of the respondents are aware of the climate-neutral goal of the EU to be achieved by 2050.

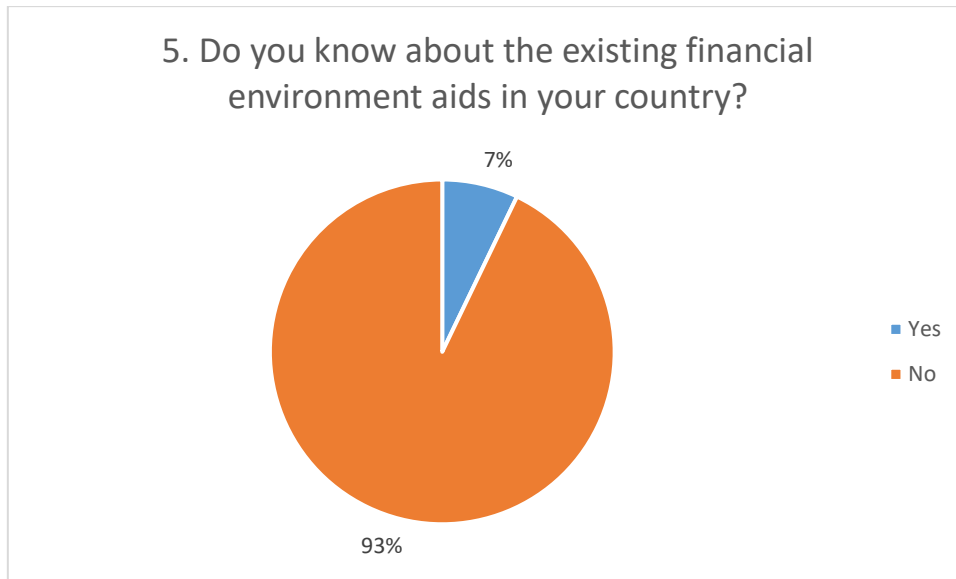
4. Are you aware of the green policies in your country?



*Graphic 4: Are you aware of the green policies in your countries?*

71% of the respondents (10 out of 14) are not aware of the green policies in Ireland.

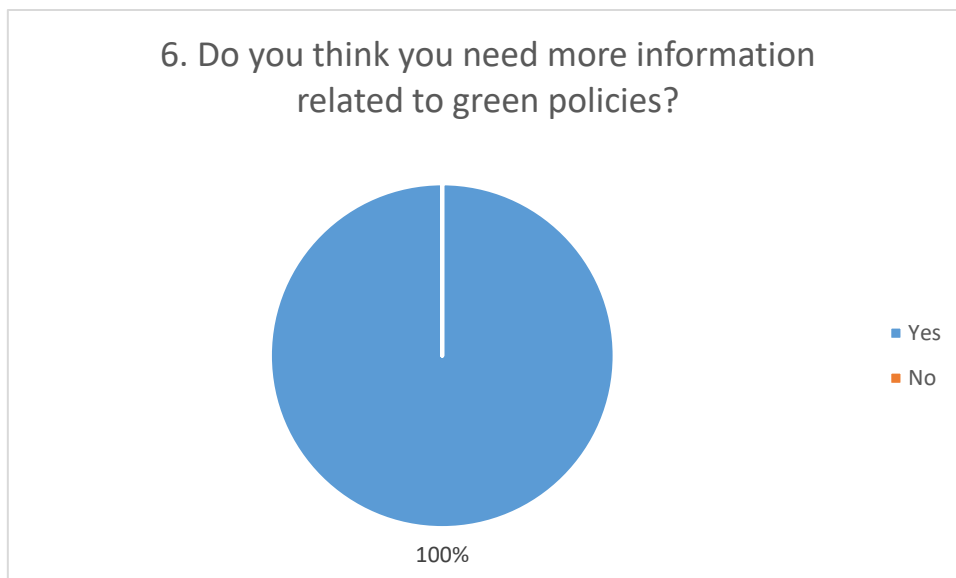
5. Do you know about the existing financial environmental aids in your country?



Graphic 5: Do you know about the existing financial environment aids in your country?

A massive percentage of the respondents (93% - 13 out of 14) are not aware of existing financial environmental aids in Ireland.

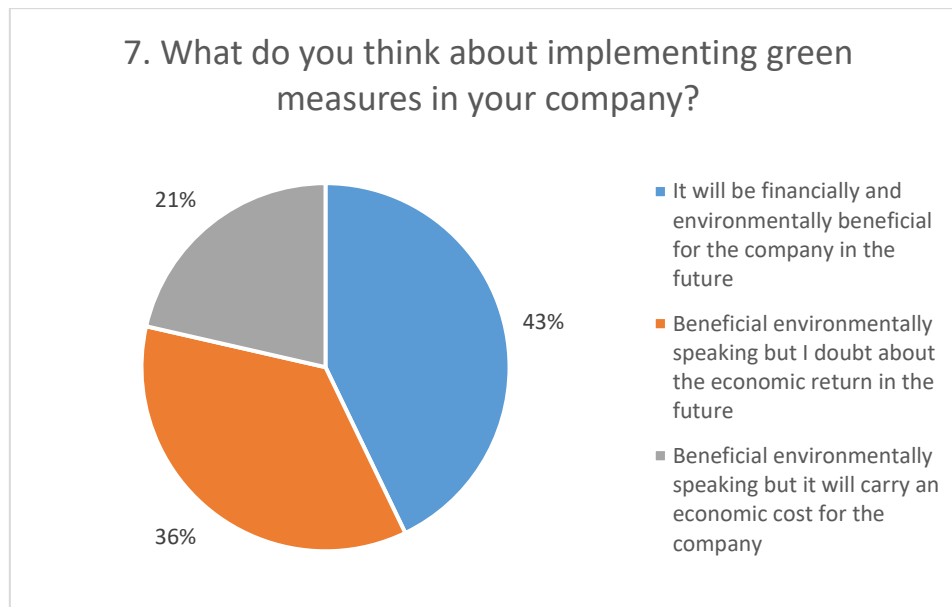
6. Do you think you need more information related to green policies?



Graphic 6: Do you think you need more information related to green policies?

All the participants stated that they need more information related to green policies.

## 7. What do you think about implementing green measures in your company?

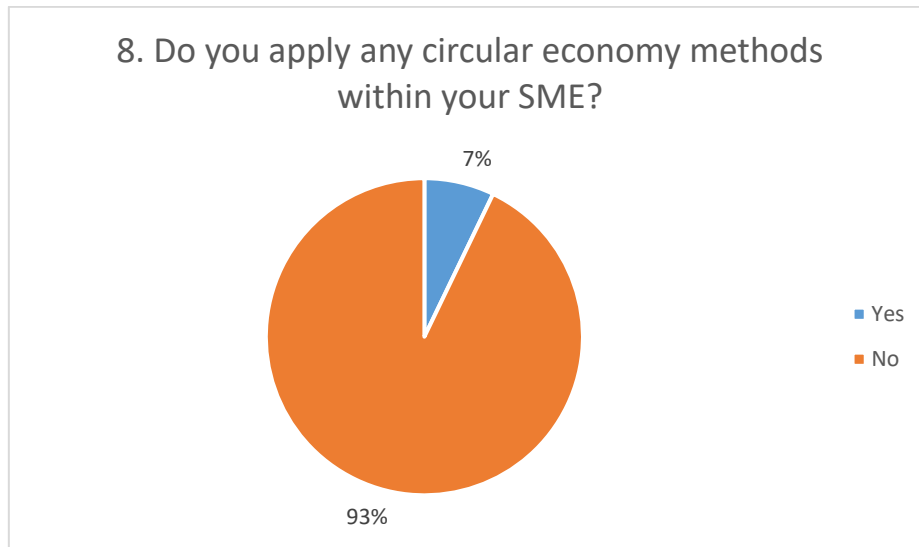


*Graphic 7: What do you think about implementing green measures in your company?*

Almost half of the respondents (43%) agree to the statement that implementing green practices in a company will be financially and environmentally beneficial for it in the future. A considerable percentage (36%) recognise that these practices will have a positive environmental impact but they doubt about the economic return in the future.

**SECTION 3: GREEN MEASURES**

8. Do you apply any circular economy methods within your SME?



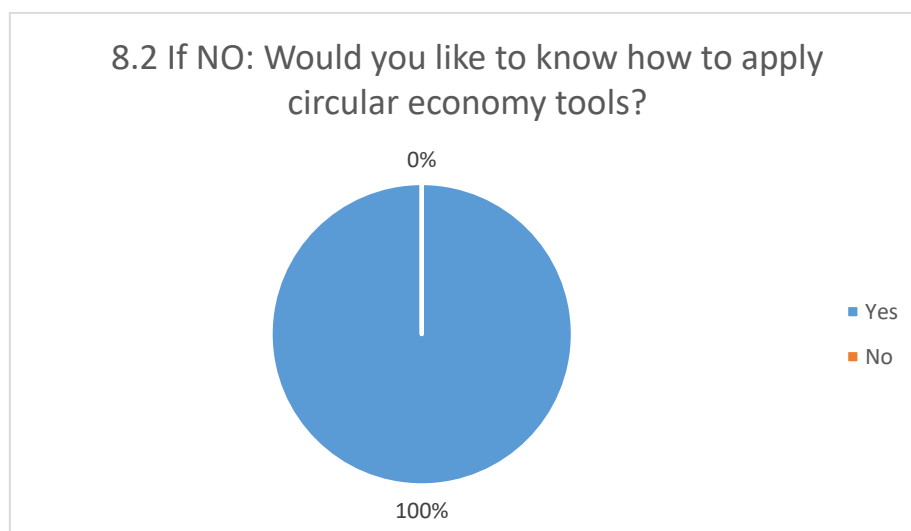
*Graphic 8: Do you apply any circular economy methods within your SME?*

The vast majority of the SMEs that responded to the survey (93%) do not apply any circular economy methods in their organisation.

**If YES:** 8.1. Please explain the circular economy methods you apply:

The feedback that was received by the 1 participant who replied with ‘Yes’ to the previous question was: “Green Procurement Measures”.

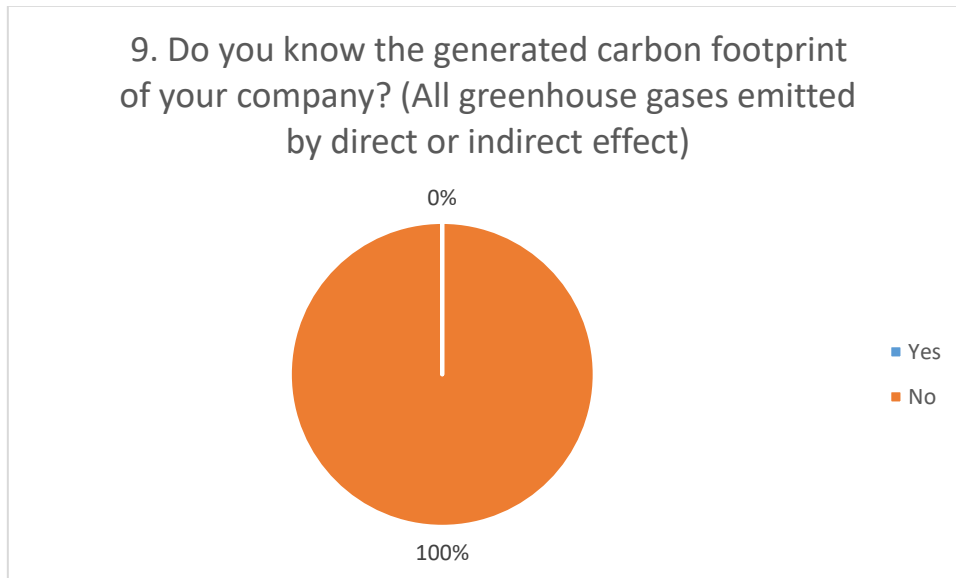
**If NO:** 8.2. Would you like to know how to apply circular economy tools?



*Graphic 9: Would you like to know how to apply circular economy tools?*

All those who replied with ‘No’ to the initial question stated that they are willing to get information on how to apply circular economy tools in their organisation.

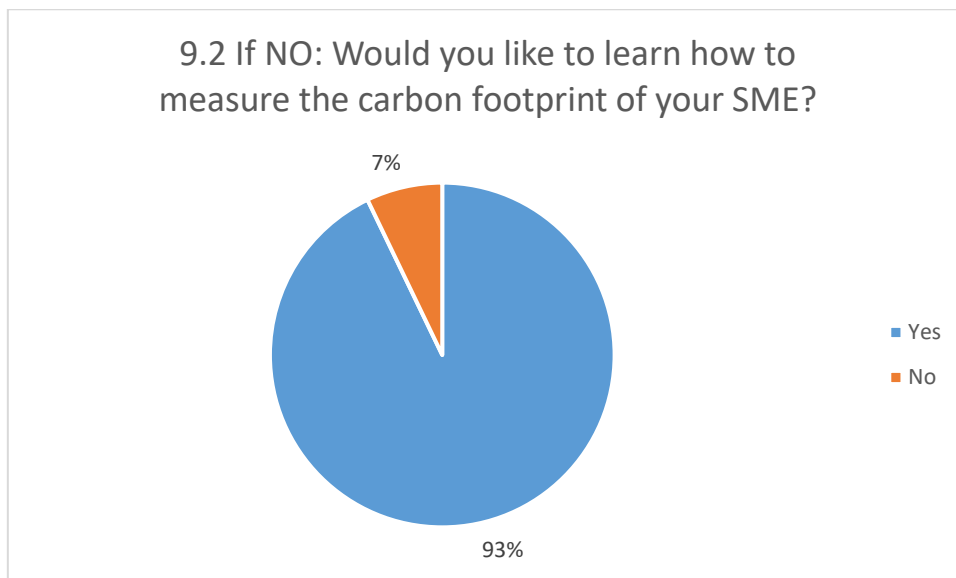
9. Do you know the generated carbon footprint of your company? (all greenhouse gases emitted by direct or indirect effect)



Graphic 10: Do you know the generated carbon footprint of your company? (All greenhouse gases emitted by direct or indirect effect)

All respondents stated that they are unaware of the generated carbon footprint of their company.

**If NO:** 9.2. Would you like to learn how to measure the carbon footprint of your SME?

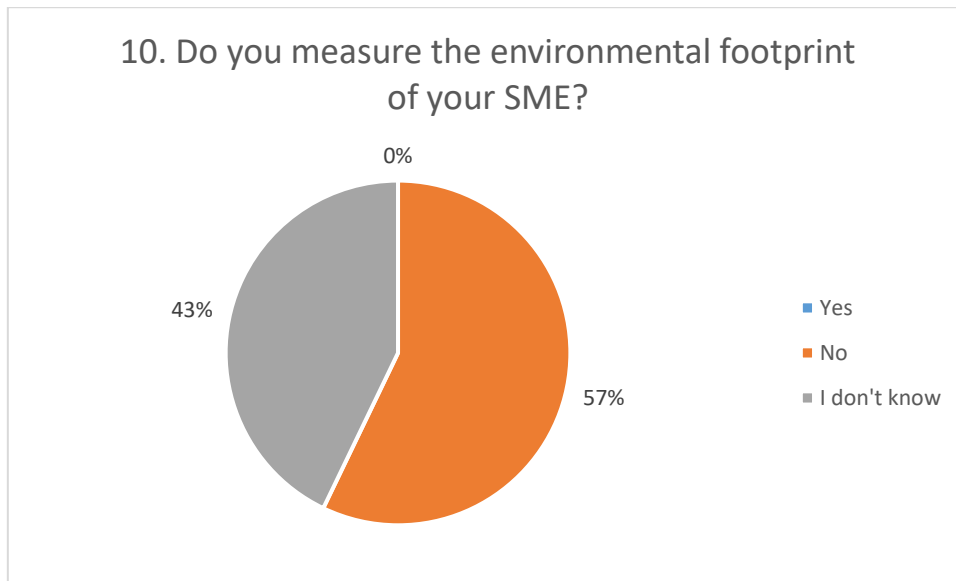


Graphic 11: Would you like to learn how to measure the carbon footprint of your SME?

Of all SMEs that declared unaware of their company's generated carbon footprint, almost all (93%) stated that they are interested in learning how to measure the carbon footprint of their company.



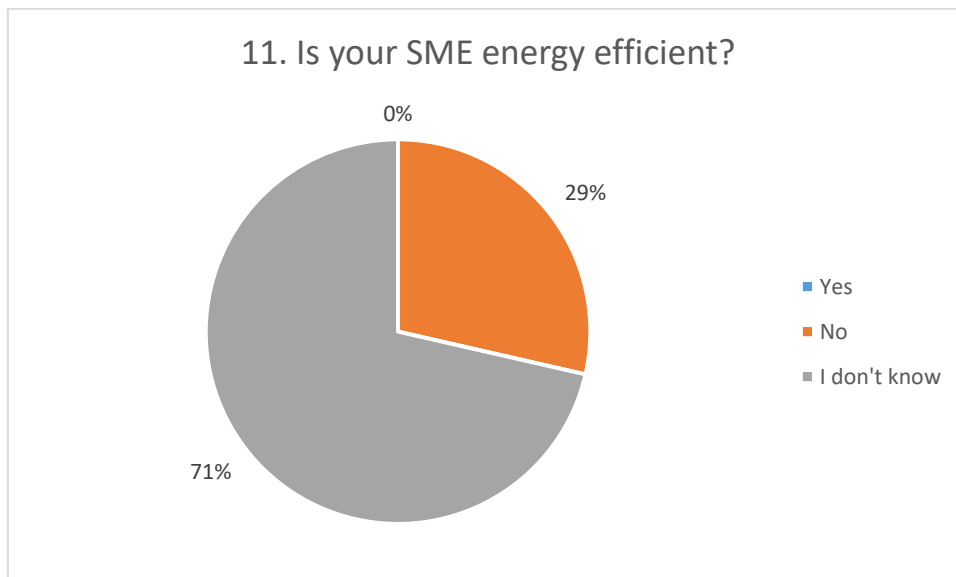
10. Do you measure the environmental footprint of your SME?



Graphic 12: Do you measure the environmental footprint of your SME?

No SME that responded to the survey gave a positive answer to this question. Almost 60% of all respondents do not currently measure the environmental footprint, while the remaining 40% are not aware if their company measures it.

11. Is your SME energy efficient?



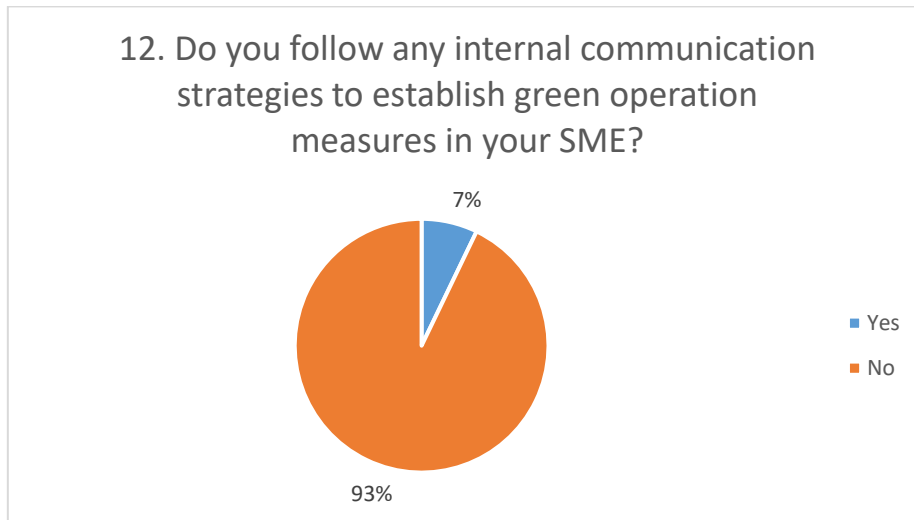
Graphic 13: Is your SME energy efficient?

71% of all respondents replied that they do not know if their companies are energy efficient. The rest of the respondents already know that their companies are not energy efficient.

**If YES:** 11.1 In which ways is you company energy efficient?

No participant replied with YES in the previous question.

12. Do you follow any internal communication strategies to establish green operation measures in your SME? If yes, please explain.



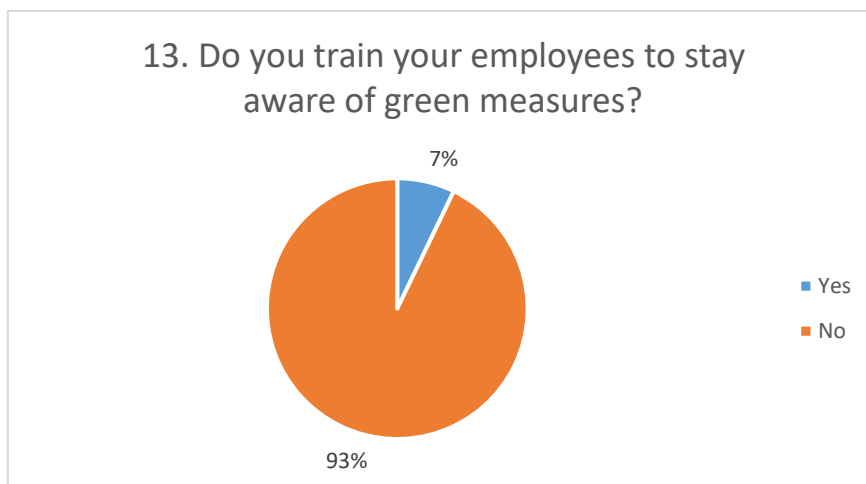
Graphic 14: Do you follow any internal communication strategies to establish green operation measures in your SME?

A massive 93% of all respondents do not follow an internal communication strategy for green operation measures.

12.1 If YES, please explain.

The one participant who replied with ‘Yes’ mentioned that he/she makes attempts to motivate his/her co-workers to use less energy (electricity for example) and print less paper.

13. Do you train your employees to stay aware of green measures?



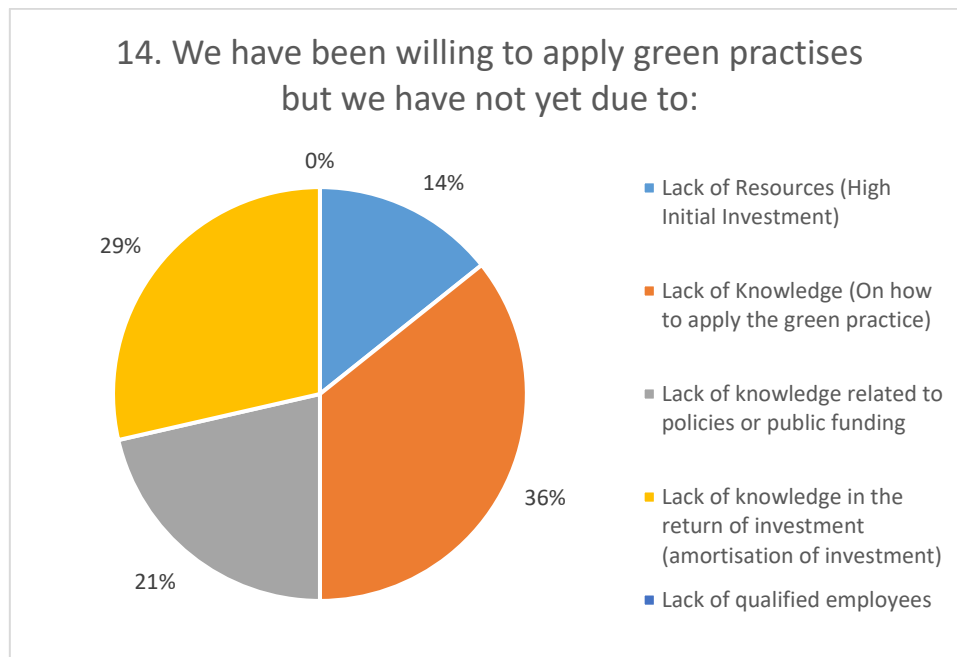
Graphic 15: Do you train your employees to stay aware of green measures?

A vast majority of the respondents (93%) do not train employees around the green measures.

13.1 If yes, please explain how.

The one participant who replied with ‘Yes’ mentioned that he/she is responsible for training the employees on the proper use of resources ex. energy efficiency of the building.

14. We have been willing to apply green practises, but we have not yet due to:



Graphic 16: We have been willing to apply green practises, but we have not yet due to:

A little over a third of the respondents (36%) mentioned that they do not apply green practices due to lack of knowledge on how to apply the green practice. 30% of all indicated the lack of knowledge in the return of investment (the amortization of investment) for their company, while the third most popular drawback in applying green practices for the Irish SMEs that responded to the survey was the lack of knowledge that is relevant to the policies or public funding.

15. What are your concerns when applying green measures?

The participants mentioned the following:

- Implications in ROI investment
- The efficacy of implementation
- Financial Concerns
- The real impact on the environment.
- The validation of qualitative implementation of the measures
- The motivation of the employees
- The capability, knowledge, and qualification of the employees
- The support from the government

16. Have you received any training on the topic of environmental impact of the business operations?



*Graphic 17: Have you received any training on the topic of environmental impact of the business operations?*

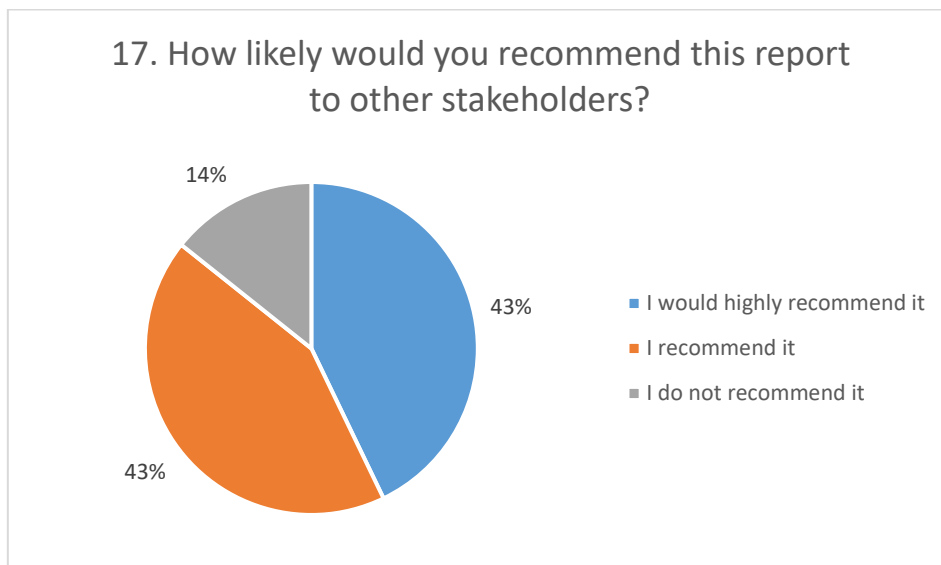
No SME that responded to the survey has received training on the environmental impact of business operations.

16.1 If yes, what was the outcome and was the information useful?

No participant replied with 'Yes' at the previous question.

**LAST SECTION: BALANCE project**

17. How likely would you recommend this report to other stakeholders?



*Graphic 18: How likely would you recommend this report to other stakeholders?*

The majority of the respondents (86%) would recommend the report or would highly recommend it.

18. How can the BALANCE Project help your organization become greener and more sustainable? Please, explain in detail your needs.

According to the collected responses, respondents target on the educational opportunities on green practices that they can have through the BALANCE project. The participants would like to gain knowledge on:

- how to reduce the building energy footprint of their company.
- how to make their SME energy efficient.
- how to apply the green practices.

Some respondents mentioned that training tailored to their business services and needs is the top priority when it comes to the implementations of green measures.

Only one participant mentioned that the report was not clear so there was no possibility to understand on the impact of the project for their own enterprise.

## Conclusion

Most of the respondents that participated in this survey are working in a SME. Half of the respondents stated they were working in companies that provide services while the other half represented the sectors of Manufacturing, Agriculture and Construction.

Even though the majority of the respondents are aware that Europe aims to be climate-neutral by 2050, and they are willing to learn more on green practices, they stated that they do not know the green policies running both at the EU level, and the national level, nor they are aware of the existing financial environment aids. That is why they all mentioned that they need more information and training around green practices that they can apply to make their companies environmentally sustainable.

Although the available sample is too small and does not allow for drawing reliable conclusions, we can notice a great need for training of employees around green practices but also on the financial contribution these practices will bring to their enterprise.