



**BALANCE**  
*green and stable*

# Green and stable SMEs

## Needs analysis survey

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Programme	Erasmus+
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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

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## NATIONAL REPORT

### Online surveys to SME's decision takers

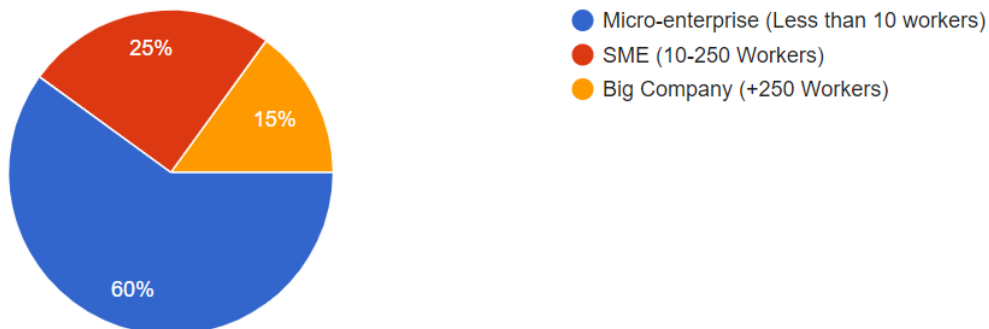
#### Introduction

We have shared the online survey with 35 SME's decision takers. We have received 20 answers in total in order 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?

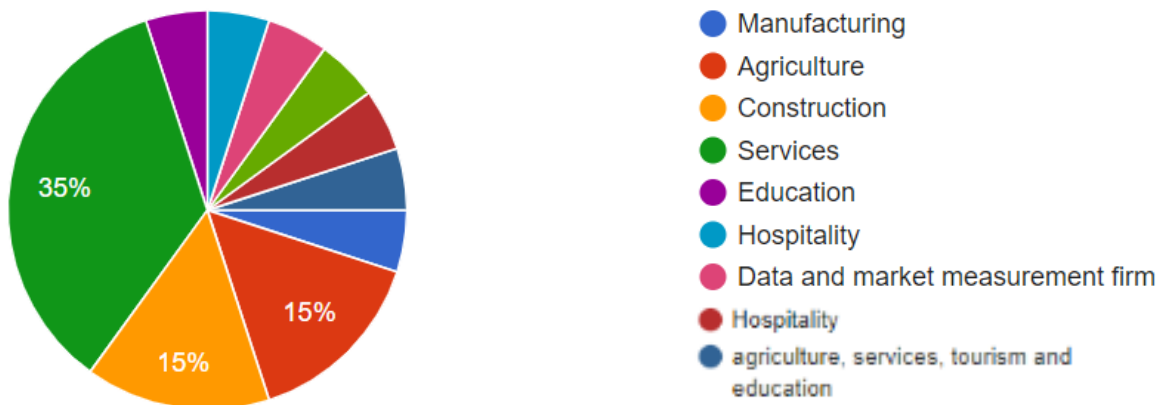


**Graph 1**

- Out of the 20 participants of the survey 12(60%) work in a Micro-enterprise, 5 (25%) in a SME and 3 (15%) in a big company.

2. Which sector does your organisation belong to?

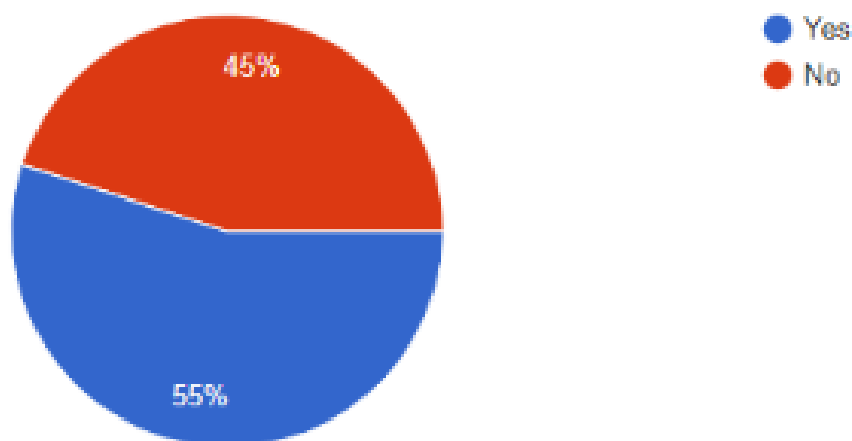
**Graph 2**



- The organisations that responded to the survey belong to a variety of sectors. Majority (35%) belong to the services sector. Other sectors include construction (15%), agriculture (15%), manufacturing (5%), education (5%), hospitality (5%), data and market measurement (5%), Food & beverage (5%) and agriculture services, tourism and education (5%). 10 different sectors in total.

SECTION 2: AWARENESS RELATED TO GREEN ECONOMY

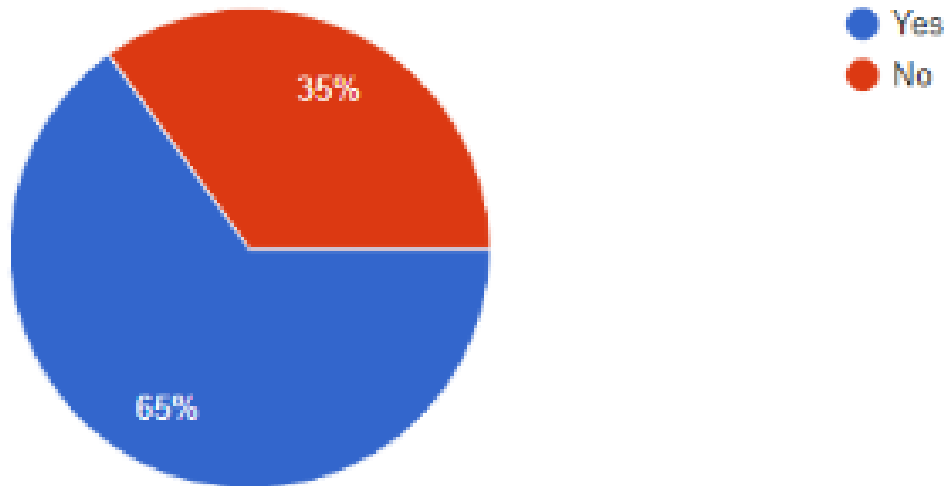
3. Are you aware that Europe aims to be a climate-neutral continent by 2050?



**Graph 3**

- According to Graph 3, 55% (11) of the respondents are aware that Europe aims to become a climate neutral continent by 2050.

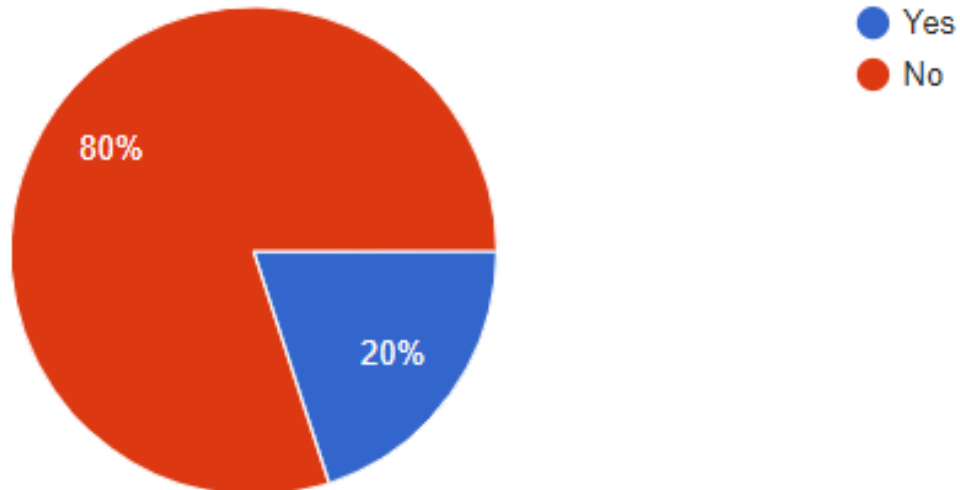
4. Are you aware of the green policies in your country?



**Graph 4**

- Graph 4 shows that 65% (13) of the respondents are familiar with the green policies in Cyprus.

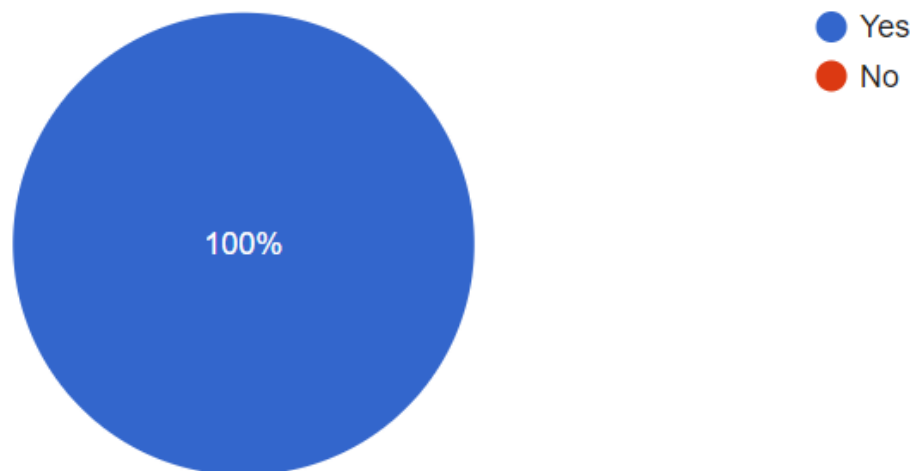
5. Do you know about the existing financial environmental aids in your country?



**Graph 5**

- Graph 5 shows that a big portion of the respondents (80%) is not aware of the existing financial environmental aids in Cyprus.

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



**Graph 6**

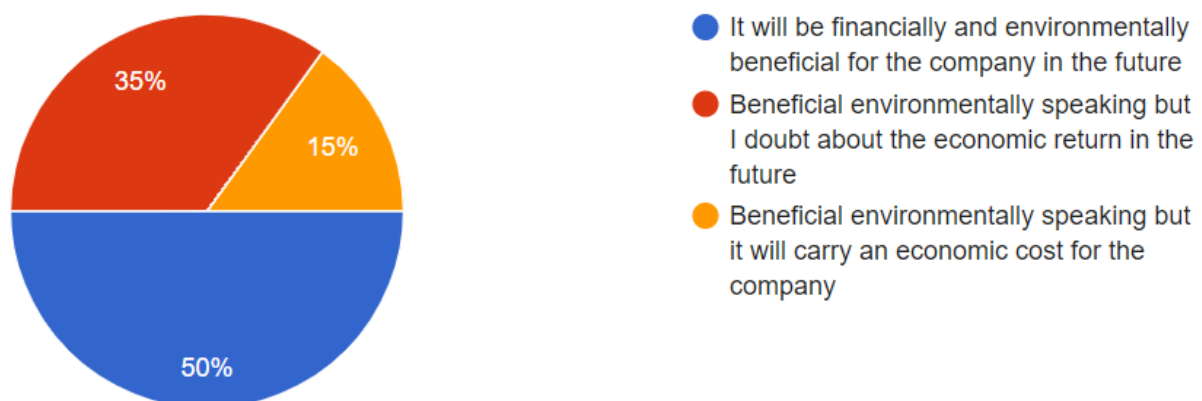
- All respondents (100%) expressed that they need more information related to green policies.

## SECTION 2: AWARENESS RELATED TO GREEN ECONOMY

6.1. Which sources you use to get the information on funding opportunities:

- No answers

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

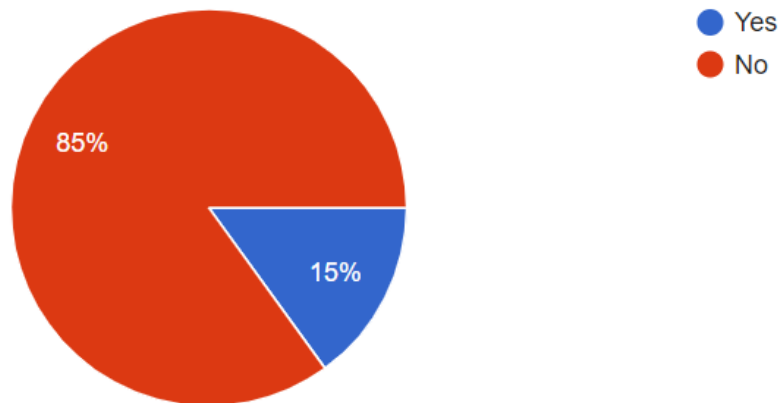


**Graph 7**

- According to Graph 7, half of the respondents think that implementing green measures in their company would be financially and environmentally beneficial for their company in the future. On the other hand, 35% believes that it would be beneficial for the environment but they doubt that it would benefit them

economically. Additionally, 15% answered that although it will be beneficial for the environment, it will carry an economic cost for their company.

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



**Graph 8**

- As shown in Graph 8, only 15% of the respondents apply circular methods within their company.

### SECTION 3: GREEN MEASURES

8.1. Please explain the circular economy methods you apply:

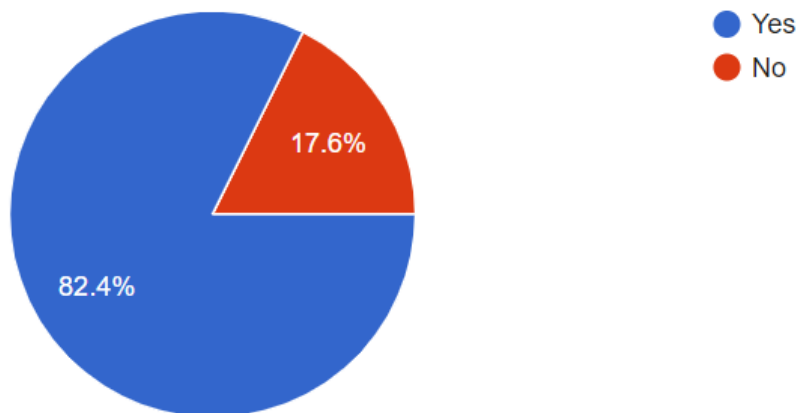
The 3 respondents which apply circular economy methods within their SME stated the following answers:

Respondent 1: Recycling

Respondent 2: All paper in the firm is recycled paper, all garbage is recycled, LED lights on all floors, optional for all employers to work from home to reduce carbon emissions and save energy

Respondent 3: recycling system of plastic, paper and glass, use of LED lights, employees have the option to work from home which saves energy, most of your procedures are automated in order to reduce the use of paper.

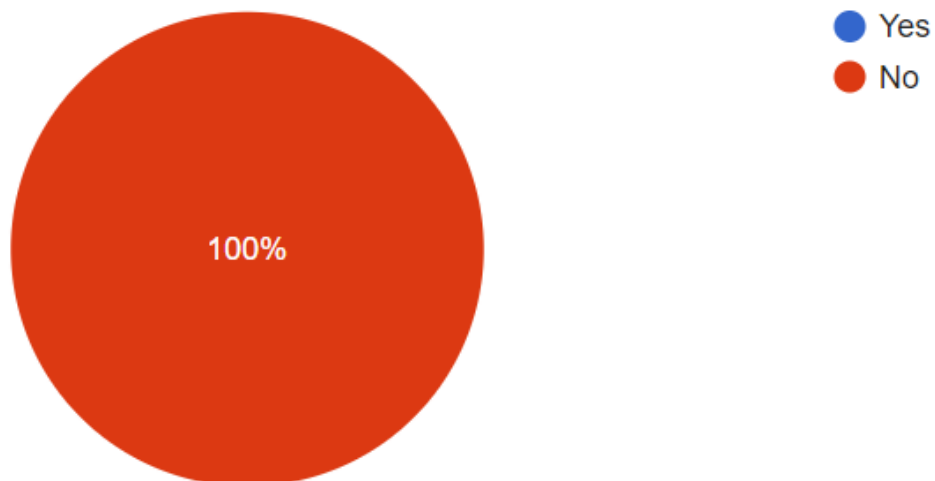
If no: 8.2. Would you like to know how to apply circular economy tools?



**Graph 9**

- As shown in graph 9, 82.4% of the respondents that do NOT apply circular economy methods, would like to know how to apply circular economy tools.

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



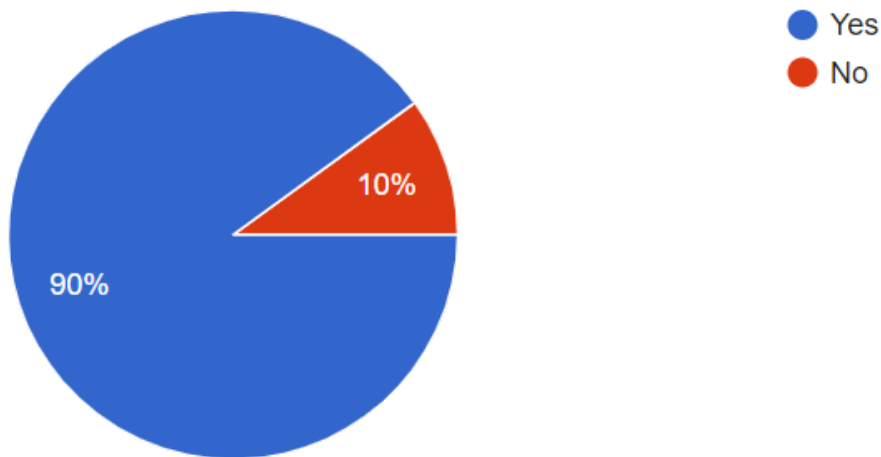
**Graph 10**

- None of the respondents know the generated carbon footprint of their company.

If yes: 9.1. Please indicate which calculator you use:

-No answers

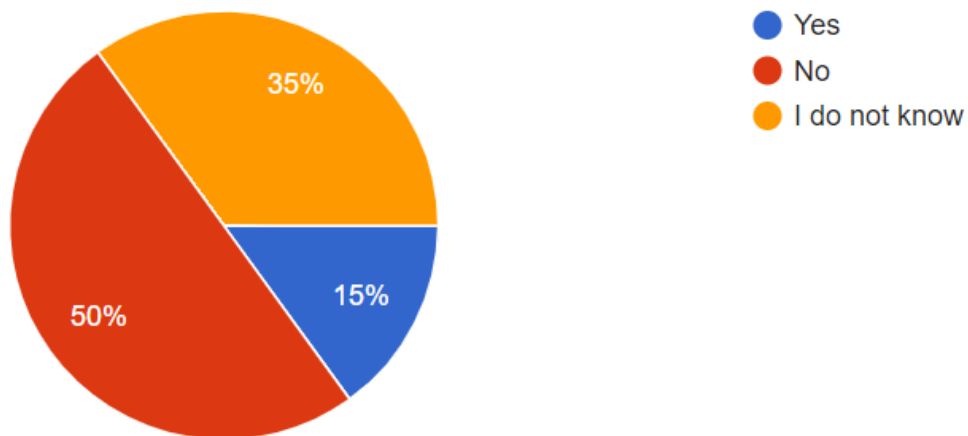
If no: 9.2. Would you like to learn how to measure the carbon footprint of your SME?



**Graph 11**

- Almost all of the respondents (90%) expressed that they would like to learn how to measure the carbon footprint of their SME.

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

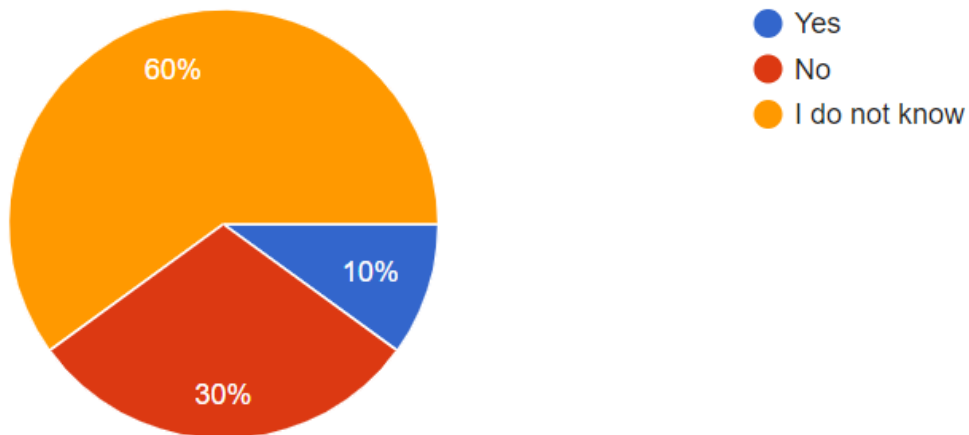


**Graph 11**

- According to Graph 11, 15% of respondents measure the environmental footprint of their SME, 50% do not and 35% do not know.



11. Is your SME energy efficient?



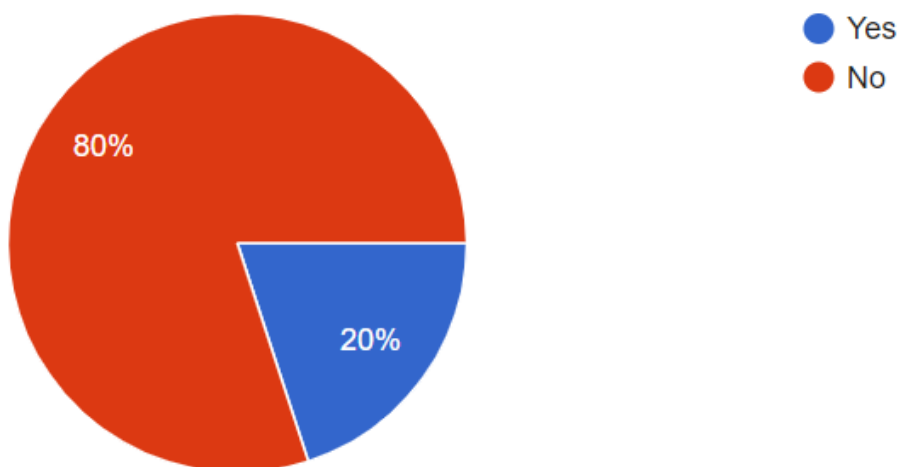
**Graph 12**

- According to Graph 12, majority of the respondents (60%) do not know if their SME is energy efficient. 30% expressed that their SME is not energy efficient and only 10% expressed that their SME is energy efficient.

11.1 If yes, in which ways is your company energy efficient?

- Only 1 respondent answered this question:  
"We have installed LED lights on all floors, optional for employees to work from home to reduce energy costs and reduce carbon emissions, annual energy audits, timers on all air conditions/thermostats"

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



**Graph 13**

- Only 20% of the respondents follow internal communication strategies to establish green operation measures in their SMEs.

5 out of 6 of the respondents that do so gave the following answers:

Respondent 1: Recycling Practices

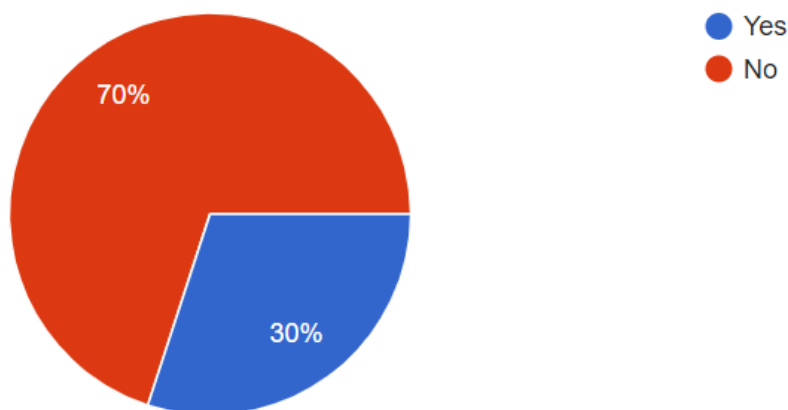
Respondent 2: Training about laws concerning green issues

Respondent 3: With info on recycling and the benefits of led lighting and plastic waste

Respondent 4: Announcements through company emails

Respondent 5: Reuse and recycle where possible, encourage customers to choose their drink in a glass, not a takeaway cup

13. Do you train your employees to stay aware of green measures? If yes, please explain how.



**Graph 14**

- Only 30% of the respondents train their employees to stay aware on green measures.

5 out of 6 of the respondents that do so gave the following answers:

Respondent 1: Recycling Practices

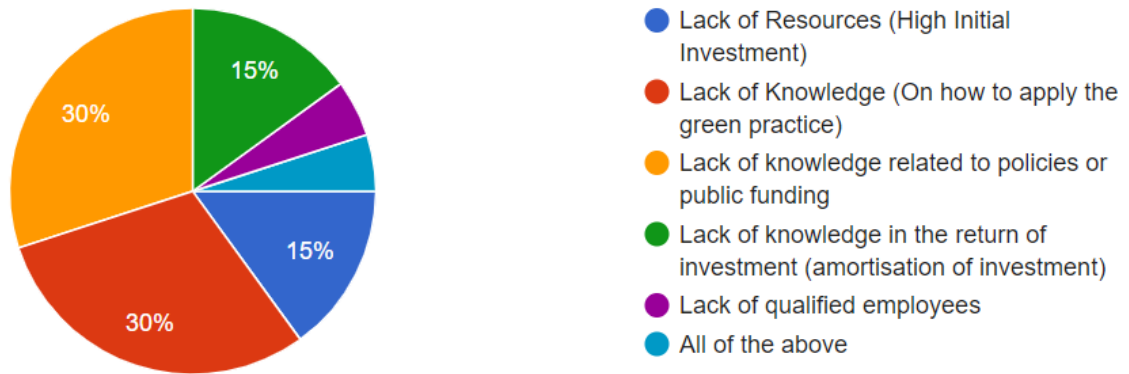
Respondent 2: Training about laws concerning green issues

Respondent 3: With info on recycling and the benefits of led lighting and plastic waste

Respondent 4: Announcements through company emails

Respondent 5: Reuse and recycle where possible, encourage customers to choose their drink in a glass, not a takeaway cup

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



**Graph 15**

- According to Graph 15, the reasons why the respondents have not applied green practises yet are mainly due to lack of knowledge on how to apply the green practises (30%) and to lack of knowledge related to policies and public funding (30%). In addition, 15% attributed this issue to lack of resources (15%) and to lack of knowledge in the return of investment (15%). One respondent expressed that the reason was the lack of qualified employees and another respondent to all the above reasons.

15. What are your concerns when applying green measures?

Include answers

Respondent 1: Cost

Respondent 2: financial burden on the company

Respondent 3: lack of commitment

Respondent 4: lack of knowledge

Respondent 5: Low yearly budget

Respondent 6: None

Respondent 7: none

Respondent 8: n/a

Respondent 9: expensive

Respondent 10: I dont know

Respondent 11: Economic return

Respondent 12: Lack of awareness and cost implications

Respondent 13: Lack of knowledge

Respondent 14: spent time and money

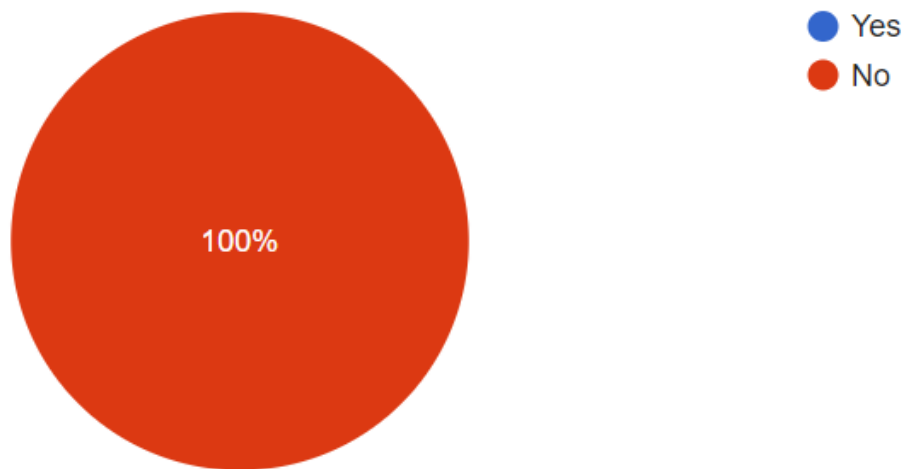
Respondent 15: Time and cost

Respondent 16: profitability

Respondent 17: The cost of the implementation

- According to the answers the main concerns when applying green measures is the cost. Additionally, the respondents are concerned about the lack of knowledge, the time spend for implementation of such measures and the lack of commitment.

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



**Graph 16**

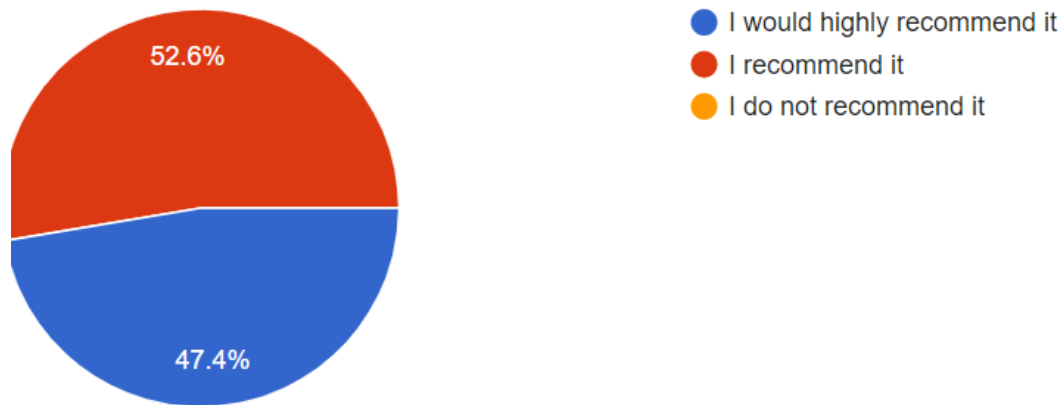
- None of the respondents have received training on the environmental impact of their business operations.

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

-No answers

LAST SECTION: BALANCE project

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



**Graph 17**

- As shown in Graph 17, all the respondents would recommend the Balance report to other stakeholders. 47.4% would highly recommend it and 52.6% would recommend it.

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

Answers:

- provide training and awareness on environmental issues, provide information on funding schemes related to green policies, how to train your staff to implement green policies within the organization
- Raise awareness about these topics
- Not sure
- We don't know
- Smart Solutions
- Save the planet
- Clearer and safe environment makes everybody more productive
- Get inspired by the green practises and motivate the employees
- It's an interesting report and an eye opener of what's going on. All new ideas are always welcome as things evolve every year
- become greener and have an impact
- It can help us raise our awareness on environmental policies and I would like to know more about the circular economy methods
- Training sessions
- In depth analysis of the policies, measures and understanding of the need to go green
- Support, planning and execution

- learn green practices
- organise practices and measurements
- Raise awareness among employees and help save the planet
- I am interested in solutions on alternatives for plastic water bottles. Our cups and straws are already the biodegradable ones but the plastic water bottles are the biggest polluter. Also, where we are it is not possible to separate recyclable items as the municipality does not provide us with the bins we need for this practice.
- -
- Provide training or a platform with recourses that we can read and stay updated. Give examples and ideas on what we can implement in order to become more green as a company. Maybe examples of other green companies, information on funding from the EU etc.

## Conclusion

The survey was completed by 20 SMEs decision makers from 10 different sectors in Cyprus. The SMEs, that participated mainly belonged to the service sector, the construction sector and the agriculture sector. Regarding the SME's decision makers' awareness on green economy the results of the survey show that the respondents need to improve their knowledge on such topics. For example, only half of the respondents (55%) were aware that Europe aims to become a climate neutral continent by 2050. Additionally, 35% of the respondents were not familiar with the green policies in Cyprus. There is a clear need to inform SMEs about the existing financial environmental aids in Cyprus as 80% express that they are not aware of them. In addition, all the respondents of the survey expressed that they need more information on green policies. Another interesting point that can be drawn from this section of the survey is that half of the respondents think that implementing green measures in their company would be financially and environmentally beneficial for their company in the future. The other half believes that it would be beneficial for the environment but they doubt that it would benefit them economically and that it will carry an economic cost for their company. Therefore, SMEs need to be provided with examples and training on how to transform into greener operations without suffering economically.

Regarding SMEs and green measures the majority of the companies do not seem to apply circular economy methods. However, those who do not, have expressed their interest and willingness to learn how to apply these methods. None of the SMEs decision makers know how to generate the carbon footprint of their company, but majority would like to learn how to measure it. A small portion of the companies that answered the survey seem to follow internal communication strategies to establish green operation measures in their SMEs mainly by training sessions with new employees to make sure that they are aware of the green policies and by announcements through company emails. The SMEs decision makers expressed that the main reasons they have not been implementing green practises are the lack of knowledge on how to apply the practices and the lack of knowledge related to policies and public funding. Another thing that is very clear through the survey answers is that SMEs decision makers are concerned about the implementation cost of green measures as well as the time spent for the implementation of such measures. Moreover, none of the respondents have received training on the environmental impact of their business operations which validates the need for educating them on such matters.

The respondents of the survey had the chance to read the executive summary of the Balance Report and were then asked to share their opinion on it. All the responses were positive as 47.4% would highly recommend it and 52.6% would recommend it to other stakeholders.

To conclude, the respondents mentioned that they are in need of smart solutions and more information on the circular economy methods. They expressed that they want to increase their awareness on environmental issues and get information on funding schemes related to green policies. Moreover, they would like the Balance project to provide them with training on how to motivate and train their staff to implement green policies. Lastly, one respondent

mentioned that an online platform with training material and resources to stay updated on environmental topics would be beneficial.

