



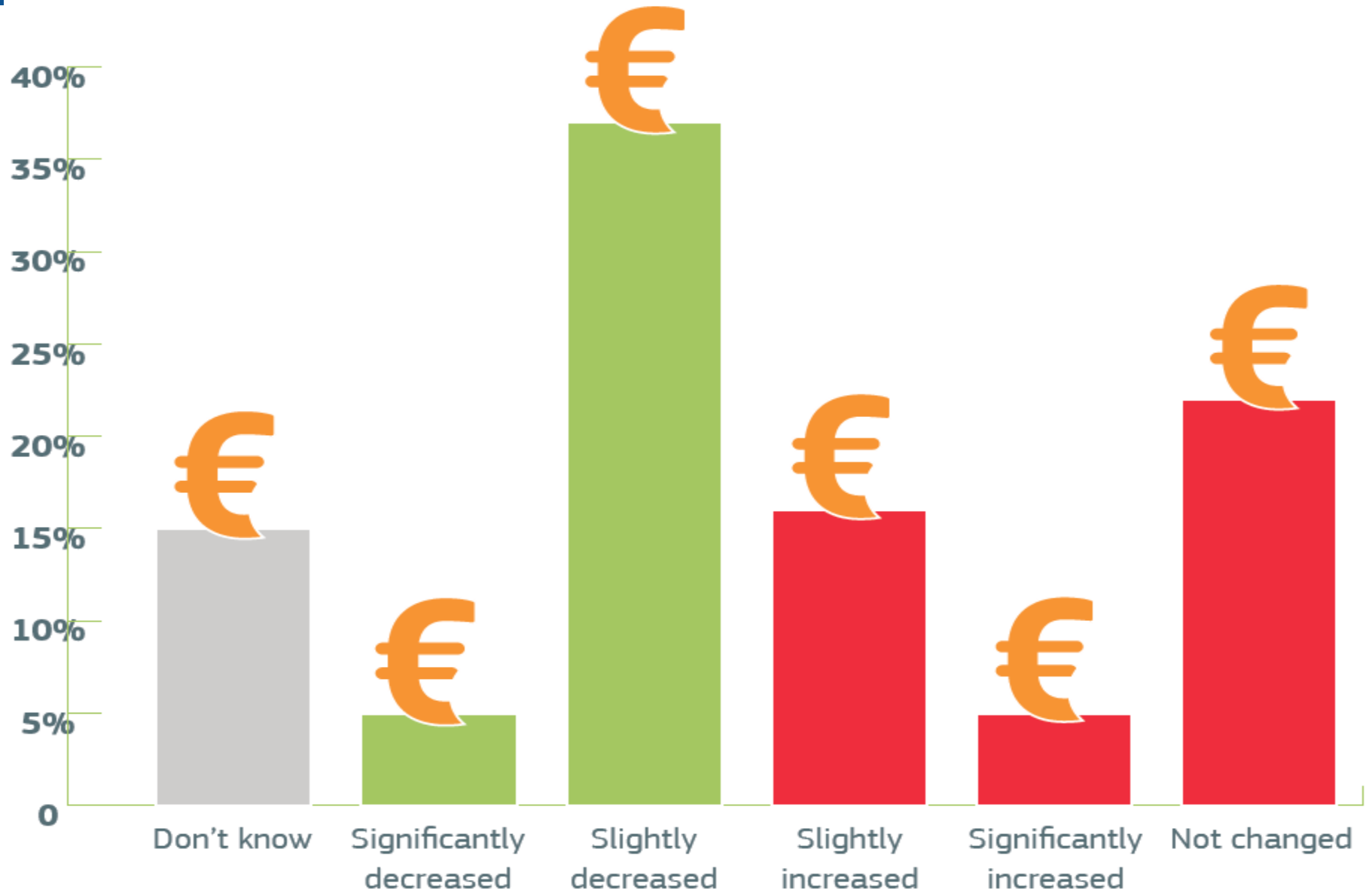
FLASH EUROBAROMETER ON SMEs, RESOURCE EFFICIENCY AND GREEN MARKETS 2015

RESOURCE EFFICIENCY PAYS OFF

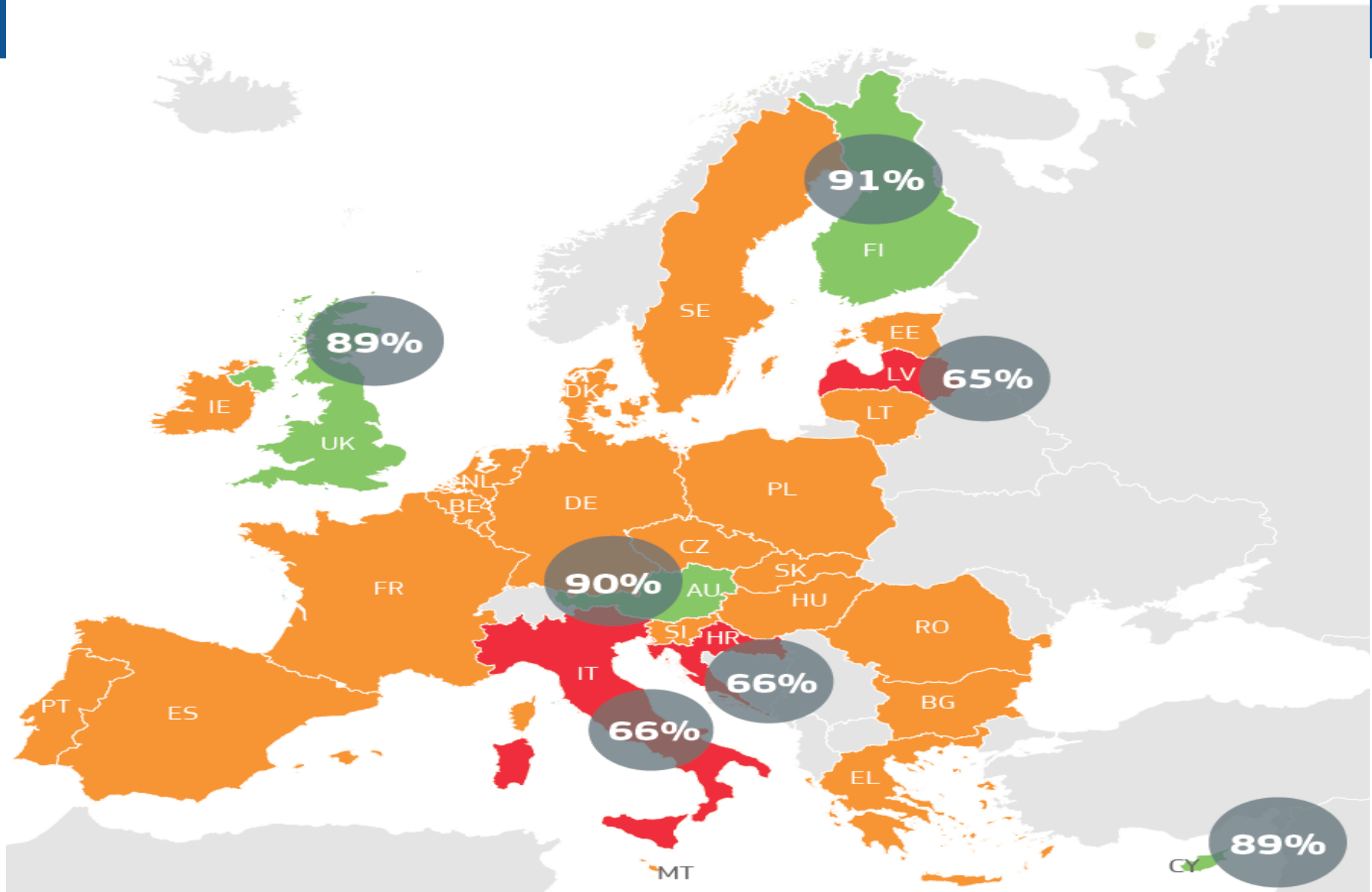


MORE THAN **FOUR IN TEN** SMEs SAY RESOURCE EFFICIENCY ACTIONS
HAVE DECREASED PRODUCTION COSTS OVER THE PAST TWO YEARS

What impact have the resource efficiency actions undertaken had on production costs over the past two years? The production costs have:



EIGHT OUT OF TEN SMEs ARE SATISFIED WITH THE RETURN ON THEIR RESOURCE EFFICIENCY INVESTMENTS.



DISPLAYED IN PERCENTAGES ARE THE MOST AND THE LEAST SATISFIED COUNTRIES

RESOURCE EFFICIENCY: YES, IT IS IMPORTANT BUT...

SMEs ARE DECREASING EFFORTS TO USE THEIR RESOURCES MORE EFFICIENTLY

93%

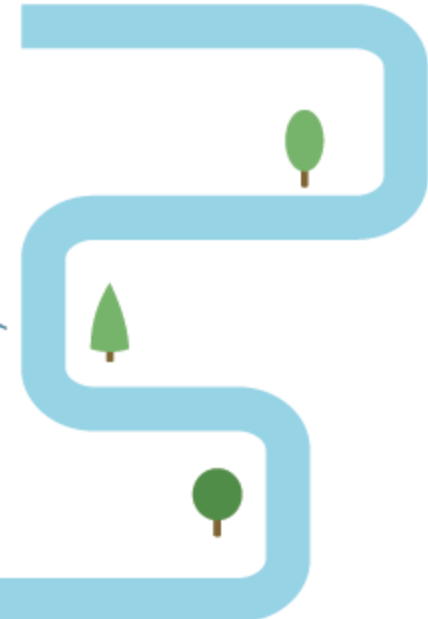


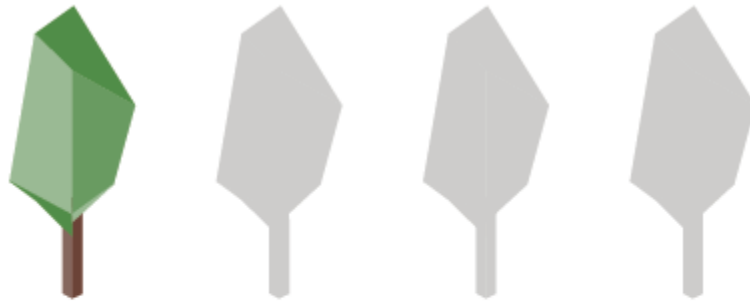
2013

87%



2015





ONE QUARTER OF SMEs ARE NOT PLANNING TO
IMPLEMENT ANY RESOURCE EFFICIENCY ACTIONS IN THE NEXT TWO YEARS (+ 8 PERCENTAGE
POINTS INCREASE COMPARED TO 2013).

EU SMEs ARE LAGGING BEHIND



45%

Large companies in the EU sell their scrap material to another company



43%

SMEs in the US resell their waste



Only 25%

SMEs in the EU sell their scrap material to another company

TO IMPROVE THE GREEN MARKET, SMEs WOULD LIKE

32%
grants



21%
consultancy on how
to improve resource
efficiency in the
company



19%
advice on financial
planning



18%
better cooperation
between companies
across sectors

18%
abolition of legislative
obstacles to the use of
waste and by-products



SUBSTANTIAL GREEN GROWTH POTENTIAL FOR EU SMEs

ARE SMEs INVESTING IN GREEN PRODUCTS?

