

# Flash Eurobarometer 498

## SMEs, green markets and resource efficiency



Iceland

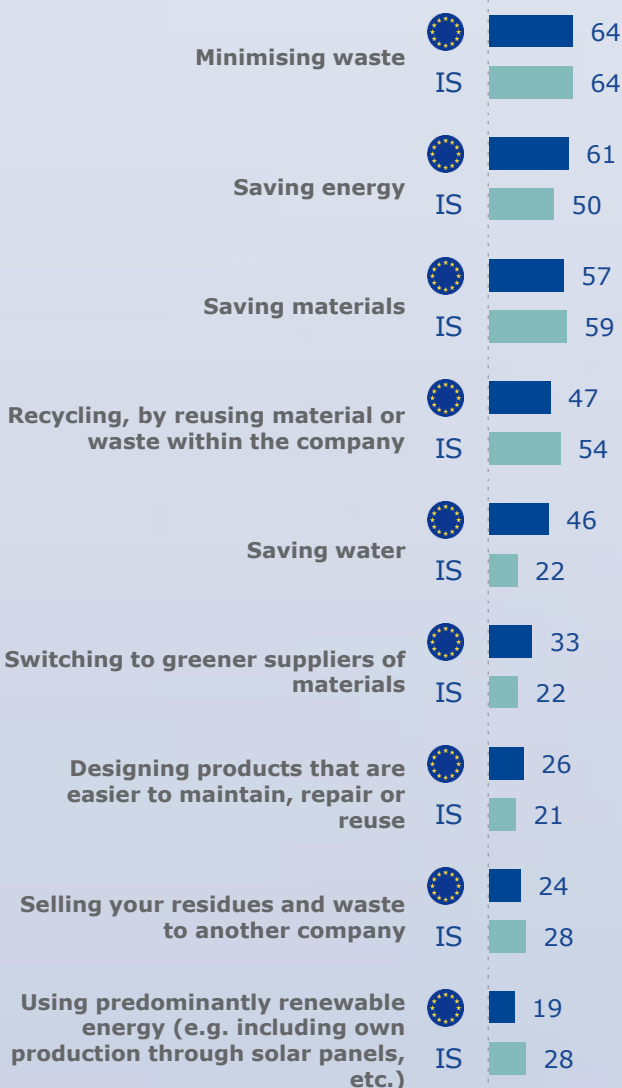
Interviews: EU27 - 13343 | IS - 253 (Fieldwork: 08.11 - 10.12.2021)

Methodology

### Resource efficiency

**q1** What actions is your company undertaking to be more resource efficient? (Multiple answers possible) (%)

For the purpose of this survey, resource efficiency means using natural resources in a sustainable and environmentally-friendly manner, and this at different stages, from supply and production to, for example, waste management.



**q3** What impact have the undertaken resource efficiency actions had on the production costs over the past two years? The production costs have... (%)



	EU27	Iceland
Significantly decreased	4	6
Slightly decreased	27	13
Slightly increased	21	13
Significantly increased	10	13
Not changed	26	53
Don't know/No answer	12	3

■ Significantly decreased     ■ Slightly decreased  
■ Slightly increased     ■ Significantly increased  
■ Not changed     ■ Don't know/No answer

**Base:** SMEs that are taking actions to be more resource efficient

**q4** Over the past year, how much have you invested on average per year to be more resource efficient?



	EU27	Iceland
Less than 1% of annual turnover	46	62
1-10% of annual turnover	35	27
More than 10% of annual turnover	5	8
Don't know/No answer	14	4

■ Less than 1% of annual turnover  
■ 1-10% of annual turnover  
■ More than 10% of annual turnover  
■ Don't know/No answer

**Base:** SMEs that are taking actions to be more resource efficient

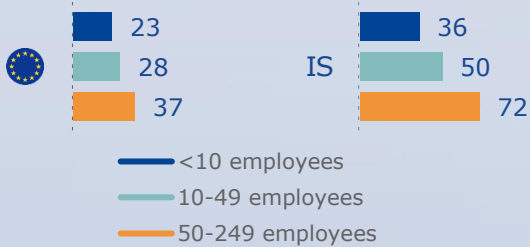
q14

Does your company have a concrete strategy in place to reduce your carbon footprint and become climate neutral or negative? (%)



% Yes

Company size



q8

Which of the following would help your company the most to be more resource efficient? (Maximum 3 answers) (%) (Top 4 responses)



## Green markets

q9

Does your company offer green products or services?

Green products and services are those with a predominant function of reducing environmental risk and minimise pollution and resources.



DX4

What type of support would help you the most to launch your range of green products or services? (Maximum 2 answers) (%)



Base: SMEs that do not offer green products or services