

ESBA Policy Briefing

EU Green Deal



RISKS AND COSTS FOR SMES

Financial Burden: Initial investments in green technologies and compliance with environmental regulations can be costly, especially for smaller businesses with limited capital.

Regulatory Complexity: Navigating the complex web of environmental regulations and standards can be challenging and resource-intensive for SMEs.

Lack of Expertise: SMEs may lack the expertise and resources to effectively transition to greener practices, requiring external support or training.

Market Competition: The push towards sustainability can intensify competition, as businesses vie for market share in new green sectors or to meet changing consumer preferences.

LINKS & RESOURCES

[The European Green Deal Overview](#)

[Enterprise Europe Network](#)

[ESG Training for SMEs](#)

[Delivering the Green Deal](#)

INTRODUCTION

The European Green Deal, a pivotal strategy by the European Union, aims to transform the EU into a climate-neutral continent by 2050. It's an ambitious plan addressing climate change and environmental degradation, and it encompasses a wide array of policy areas including biodiversity, sustainable food systems, agriculture, clean energy, industry, building, mobility, pollution elimination, and climate action.

EU GREEN DEAL TARGETS

- Achieve net zero emissions by 2050.
- Decouple economic growth from resource use.
- Ensure no person and no place is left behind.
- Plant 3 billion additional trees in EU by 2030.
- Reduce net greenhouse gas emissions by at least 55% by 2030 compared to 1990 levels.

OPPORTUNITIES FOR SMES

Innovation and Market Opportunities: The shift towards a green economy opens new markets for sustainable products and services. SMEs can innovate in areas like renewable energy, energy efficiency, waste management, and sustainable agriculture.

Financial Incentives and Support: The EU provides financial support for SMEs transitioning to greener practices. This includes grants, loans, and subsidies to invest in green technologies and processes.

Enhanced Brand Image: Adopting green practices can improve a company's brand image and appeal to environmentally conscious consumers and business partners.

Energy and Cost Savings: Long-term, investing in energy efficiency can lead to significant cost savings for SMEs.

European Small Business Alliance

The Independent Voice for European Entrepreneurs

