

ECO REQUIREMENTS AND TARGETS FOR THE EUROPEAN SMEs



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WHY SMEs MATTER IN THE EU'S GREEN TRANSITION

- SMEs represent **99%** of all EU businesses
- Major economic and environmental footprint
- **Essential actors** in reducing emissions and promoting green innovation
- The **European Green Deal** identifies SMEs as key drivers of change



WHAT ARE “ECO REQUIREMENTS”?

Eco requirements are **environmental criteria** that businesses must meet to **reduce** their **environmental footprint**.

They apply across:

- Energy consumption
- Greenhouse gas emissions
- Resource use and waste generation
- Use of environmentally friendly materials

They cover all business areas: production, supply chains, logistics, waste



KEY EU REGULATORY FRAMEWORKS

- **European Green Deal** – aims for climate neutrality by 2050 EU
- **Taxonomy Regulation** – defines what is an environmentally sustainable activity
- **Fit for 55** – reduces emissions by at least 55% by 2030 (vs. 1990 levels)
- **Circular Economy Action Plan** – promotes reuse, repair, and recycling over waste



MAIN EU TARGETS FOR SMEs

To align with EU environmental policy, SMEs are expected to:

- **Improve** energy and resource **efficiency**
- **Reduce** CO₂ **emissions** across operations
- Shift to **renewable and clean energy** sources
- Adopt **circular economy** practices
- **Preserve** biodiversity and **manage** land/water **sustainably**



HOW REQUIREMENTS APPEAR IN PRACTICE

- **Use** of certified **sustainable materials** (e.g. FSC, recycled content)
- **Eco-labelling** and environmental **product declarations**
- **CO₂ footprint reporting** and environmental **audits**
- Integration of **circular business models** (repair, reuse, recycling)
- Adherence to **procurement criteria** (Green Public Procurement)



CHALLENGES AND OPPORTUNITIES

Main **challenges** SMEs face:

- Limited financial and human resources
- Difficulty keeping up with regulations
- Technical capacity gaps

Opportunities:

- Access to green funding and incentives
- Competitive advantage in sustainable markets
- Stronger customer loyalty and brand reputation



HOW CAN SMEs ADAPT?

Steps to become **compliant and competitive**:

- **Stay informed** about EU and national legislation
- **Invest** in green technologies and innovation
- **Apply** for environmental certifications
- **Engage** employees and suppliers in sustainability goals
- **Seek** technical support and EU/national funding



THANK YOU

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