

# Flash Eurobarometer 498

## SMEs, green markets and resource efficiency



Albania

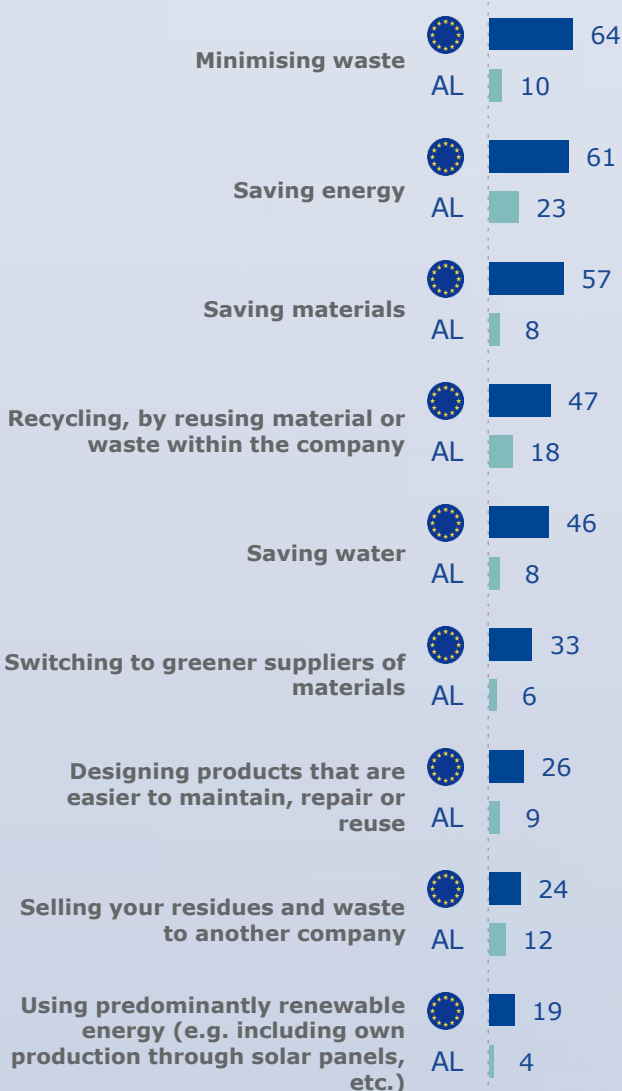
Interviews: EU27 - 13343 | AL - 98 (Fieldwork: 08.11 - 10.12.2021)

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... (%)

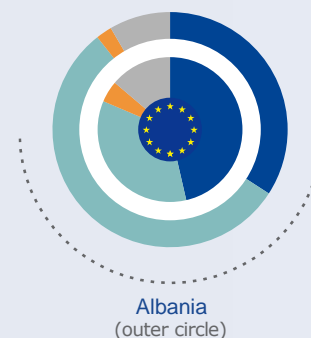


	EU27	Albania
Significantly decreased	4	9
Slightly decreased	27	24
Slightly increased	21	15
Significantly increased	10	18
Not changed	26	20
Don't know/No answer	12	14

■ 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	Albania
Less than 1% of annual turnover	46	34
1-10% of annual turnover	35	55
More than 10% of annual turnover	5	2
Don't know/No answer	14	8

■ 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? (%)



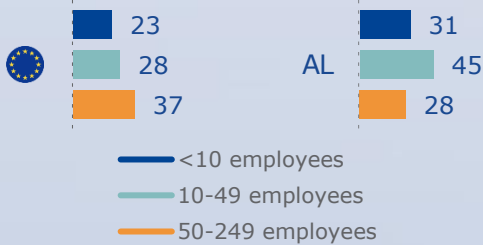
	EU27	Albania
Yes	24	31
No, but you are planning to define a strategy	19	20
No, and you are not planning to do so	53	42
Don't know/No answer	4	7

Albania  
(outer circle)

- Yes
- No, but you are planning to define a strategy
- No, and you are not planning to do so
- Don't know/No answer

% 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)**

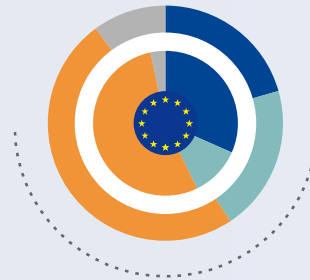


## Green markets

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.



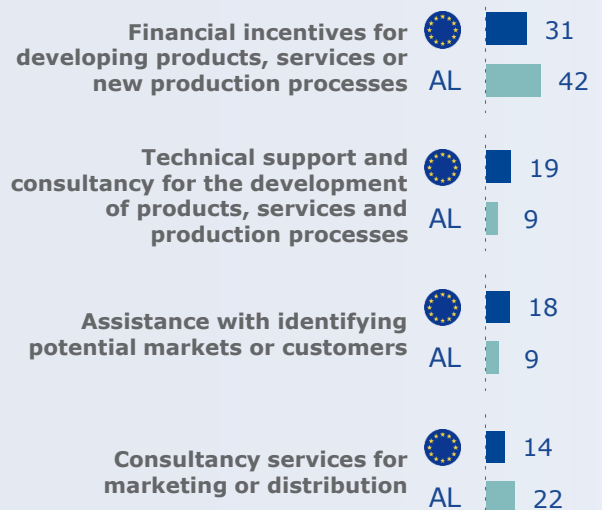
	EU27	Albania
Yes	32	21
No, but you are planning to do so in the next 2 years	11	20
No and you are not planning to do so	54	49
Don't know/No answer	3	10

Albania  
(outer circle)

- Yes
- No, but you are planning to do so in the next 2 years
- No and you are not planning to do so
- Don't know/No answer

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