



&gt;&gt;&gt; NEWSLETTER 2 &lt;&lt;&lt;

# SUSTAINABILITY NEWS

INNOGREEN "INNOVATIVE ENTREPRENEURS LEADING  
GREEN BUSINESSES" PROJECT



UPDATED NEWS - GREEN PRACTICES AND CHALLENGES IN  
EUROPEAN SMES

## NEWSLETTER 2 OBJECTIVES

Our latest newsletter brings you a glimpse into the world of green business in various European nations, highlighting the eco-friendly practices employed by small and medium-sized businesses and the obstacles they face on their path to eco-friendly practices. In order to gather valuable information about these entrepreneurs, we conducted 63 qualitative interviews in Romania, Poland, Austria, Portugal, Greece, Italy, Switzerland, and Malta.



Let's discover the details country by country



## ROMANIA: EMBRACING CHANGE FOR A SUSTAINABLE FUTURE



The ten interviews conducted in Romania revealed the main obstacles they encountered when switching to online operations, including the retention of valuable staff, educating the public about recyclable goods, and lowering production expenses. Nonetheless, Romanian entrepreneurs also shared their commitment to environmentally-friendly practices. They used online stores, sourced suppliers locally or in Europe instead of the Asian market, used non-refundable European funds to expand their portfolio of works with ecological materials at acceptable costs, and offered sustainable business solutions for each client.



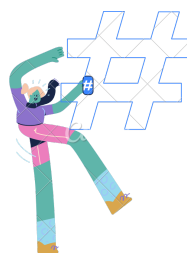


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GREEN PRACTICES AND CHALLENGES  
IN EUROPEAN SMES

### POLAND: OVERCOMING OBSTACLES FOR A GREENER TOMORROW

Eight Polish entrepreneurs talk about the obstacles and challenges they face when they try to use green practices. These challenges include financial limits, resistance to change, regulatory hurdles, supply chain issues, customer behavior, technical challenges, and market competition. In order to overcome these challenges, it requires careful planning, collaboration, awareness campaigns, education, innovative solutions, and financial support. Polish entrepreneurs are increasingly using green practices, such as using photovoltaic panels, eco-friendly materials, technology for streamlining processes and improving efficiency, investing in energy-saving machines, funding green initiatives, recycling, eco-friendly marketing, and controlling water consumption



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### AUSTRIA: LEADING THE WAY TO ECO-FRIENDLY INNOVATION



Seven qualitative interviews conducted in Austria revealed a growing adoption of eco-friendly materials, renewable energy sources, waste reduction techniques, and consumer education. Austrian entrepreneurs actively replace traditional materials with recycled alternatives, forge partnerships with sustainable suppliers, and invest in renewable energy infrastructure like photovoltaic panels. Waste reduction strategies such as recycling and composting have become standard practices. These businesses embrace **circular economy principles**, focusing on product durability and recallability, while fostering education and transparency with their customers regarding sustainable production processes.





## PORTUGAL: SMES EMPOWERING A GREEN TRANSITION

Empoderar successfully conducted eight interviews with Portuguese SMEs from various fields, including cafés, restaurants, clothing, advertising, and green product creators. These SMEs have integrated green measures into their business models, benefiting both the environment and their clients. Some barriers identified include the cost of adopting green practices and the need to educate customers about the reasons behind higher prices and the long-term savings associated with durable and **eco-friendly products**. The companies also exhibited a strong awareness of the potential positive and negative impacts of their businesses, actively endorsing green practices.



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## GREECE: LOCAL SMES PIONEERING SUSTAINABILITY



Ten interviews were held with Greek SMEs in both the services and production sectors. These companies implement green and sustainable practices to reduce their negative environmental impact. The newest companies showcased more innovative practices originating from their own activities. These pioneering businesses have already set the wheels in motion for a more sustainable future in their respective fields.



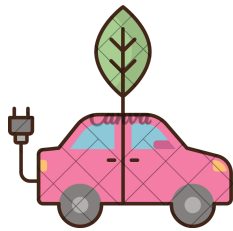


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### ITALY: SUSTAINABLE STRATEGIES FOR SMES

In Italy, seven interviews were conducted with SMEs from diverse industries, including knitwear and fashion, road transport, organic farming, cardboard furniture, mechanical engineering, packaging, and leather products. All the companies presented their green practices aimed at reducing energy consumption, establishing partnerships with green businesses throughout their supply chain, minimizing waste generation, training human resources, supporting communities, planning **sustainable logistics**, and developing organic agriculture. Challenges discussed included high costs, changing mindsets of customers and employees, educating customers, and finding the right balance between sustainability and economic considerations.



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### SWITZERLAND: A SUSTAINABLE VISION FOR THE FUTURE



In Switzerland, five interviews revealed the commitment of companies to ecological and environmental sustainability. These companies have made changes in strategy and operations, adopting environmentally friendly criteria and addressing social responsibilities. Challenges arise from costs, legislation, and the absence of rewards for eco-sustainable practices. Nonetheless, Swiss companies are dedicated to making a positive impact on their communities and the environment.



**>>> NEWSLETTER 2 <<<**GREEN PRACTICES AND CHALLENGES  
IN EUROPEAN SMES**MALTA: INCORPORATING GREEN PRACTICES**

Eight interviews were conducted in Malta, where entrepreneurs shared their experiences of adopting green practices. Funding, unfair competition, and lack of awareness were among the obstacles mentioned. The practices embraced by these companies included virtualization, efficient energy use, waste reduction, and reusing available resources. Communication channels with clients and education for raising awareness were considered crucial for a sustainable future



**We hope these inspiring stories from across Europe encourage you in your own sustainability endeavors. Remember, every small step counts in building a greener and more sustainable planet!**

**Stay tuned for our next newsletter, where we will continue to explore green initiatives and innovations from around the world!**



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