

Finland's SME Sustainability Barometer Results



Confederation of
Finnish Industries



Aula
Research

Background of the study

- Finland's SME Sustainability Barometer was conducted by Aula Research and commissioned by the Confederation of Finnish Industries, EK.
- The barometer's target group consisted of Finnish SMEs who are EK's member companies. The enterprises employed 10–250 people.
- 504 SME corporate decision-makers responded to the barometer.
- The study's sample focused on sector (trade, manufacturing, construction and services) and number of employees (10-19, 20-49, 50-99, 100-249) to represent all respondents in SMEs in Finland

Overview of sustainability

Environmental responsibility

- Protection of water, air and soil
- Combating and mitigation of climate change
- Securing biodiversity
- Efficient use of natural resources
- A product's impacts during its life cycle

Social responsibility

- Respect for human rights
- Personnel health, safety and wellbeing
- Competence development
- Good practices with stakeholders
- Product liability and consumer protection

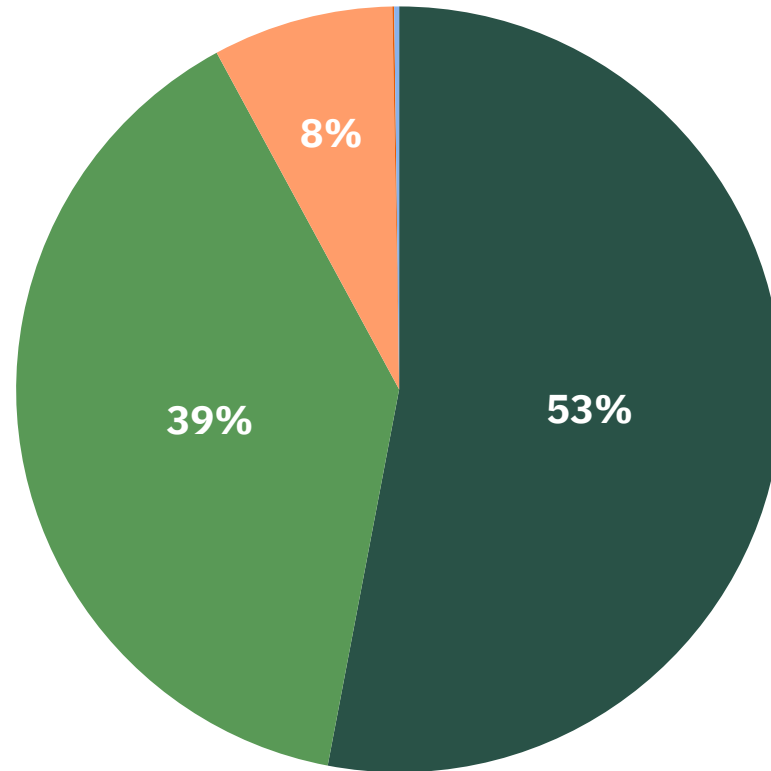
Financial responsibility

- Profitability & competitiveness
- Meeting shareholders' return expectations
- Generating economic wellbeing for society
- Long-term financial stability



Importance of sustainability in business operations

How important do you feel sustainability is in your own business? By sustainability we mean the company's impact on the environment, people and the economy. (n=504)

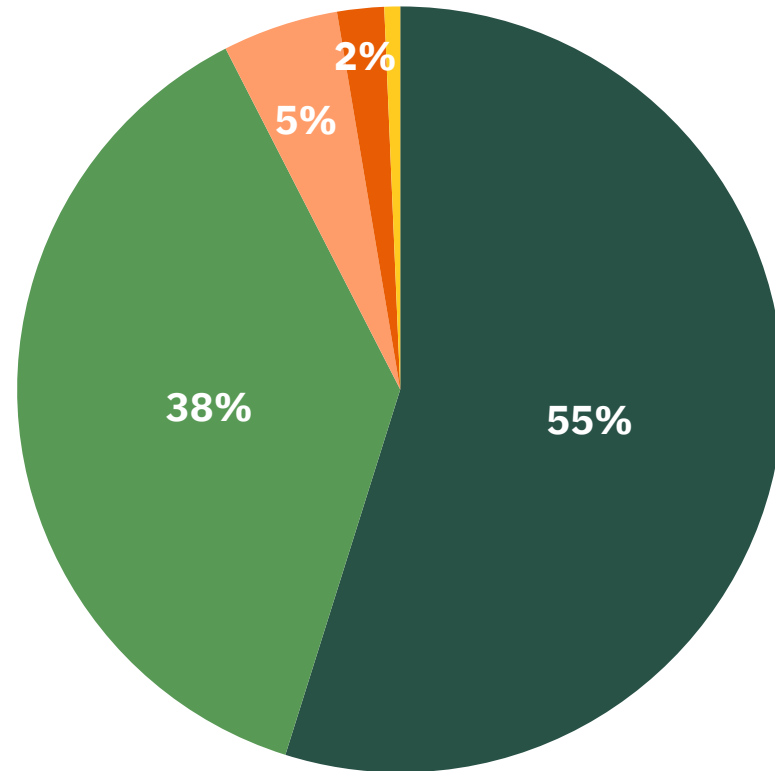


- Very important
- Fairly important
- Not very important
- Not at all important
- I don't know



Sustainability in the future

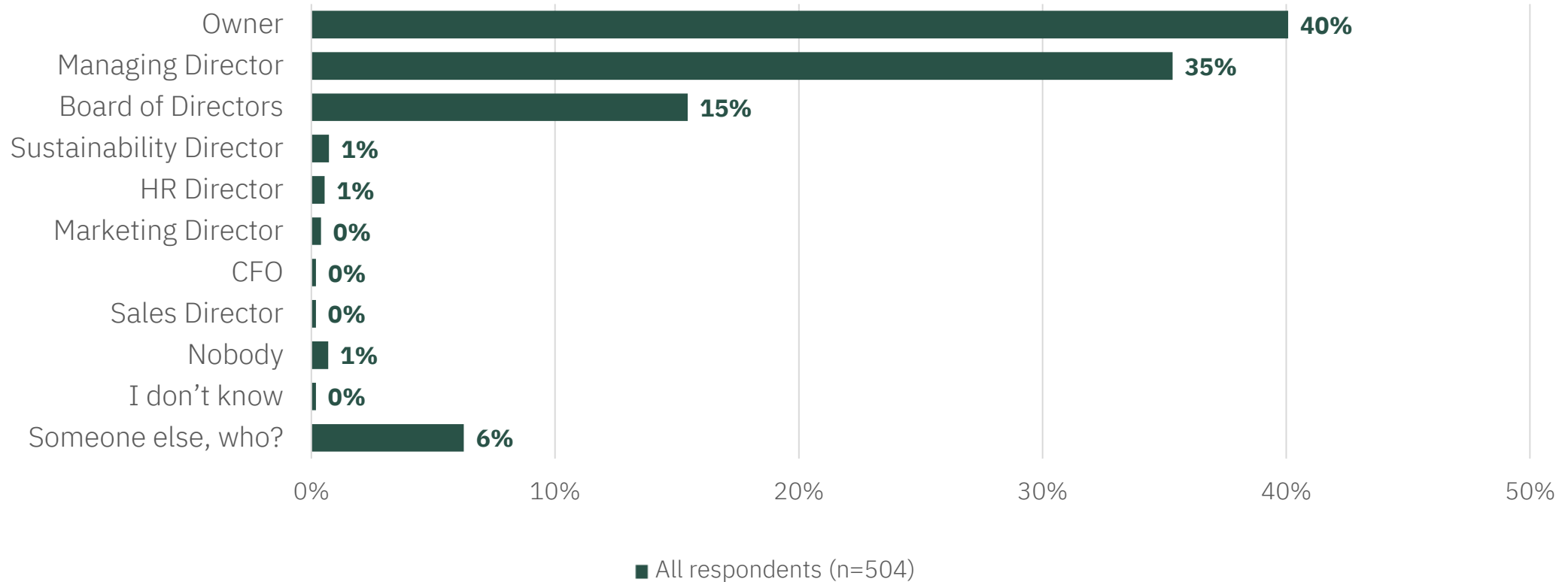
Do you agree with the following statement?: "In the future, sustainability will have an even greater role regarding the success of a business." (n=504)



- Strongly agree
- Somewhat agree
- Neither agree or disagree
- Somewhat disagree
- Strongly disagree
- I don't know

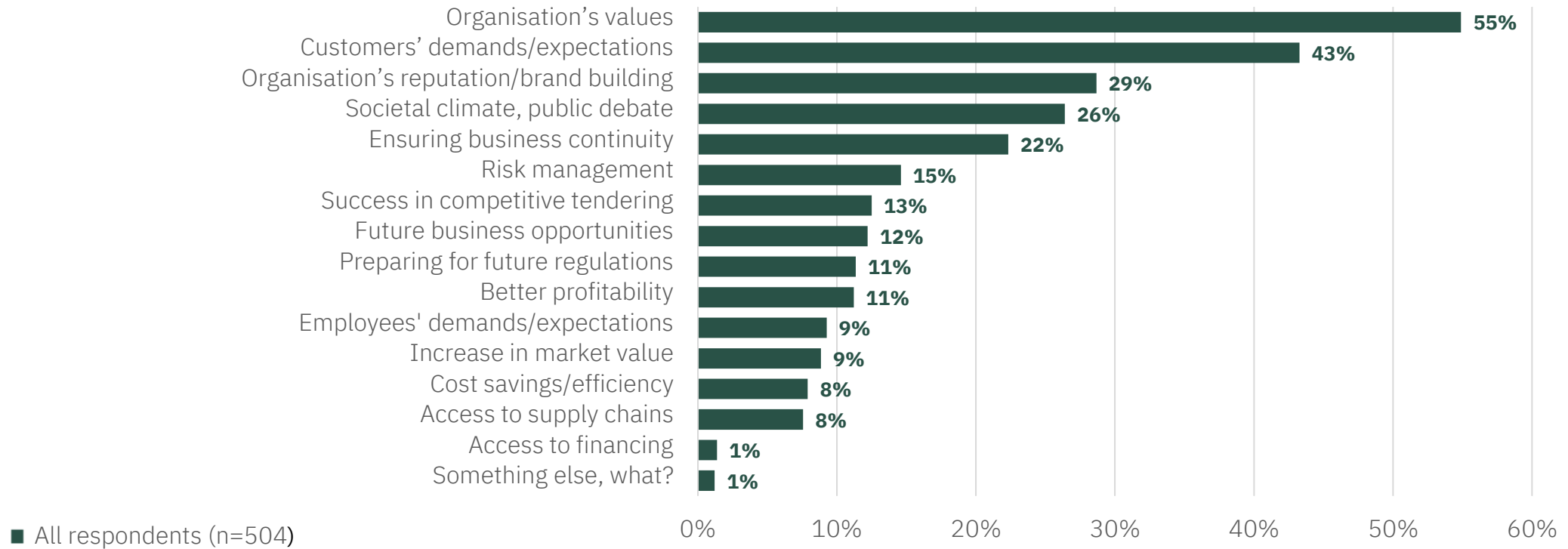
Who implements sustainability?

Who primarily implements sustainability in your organisation?



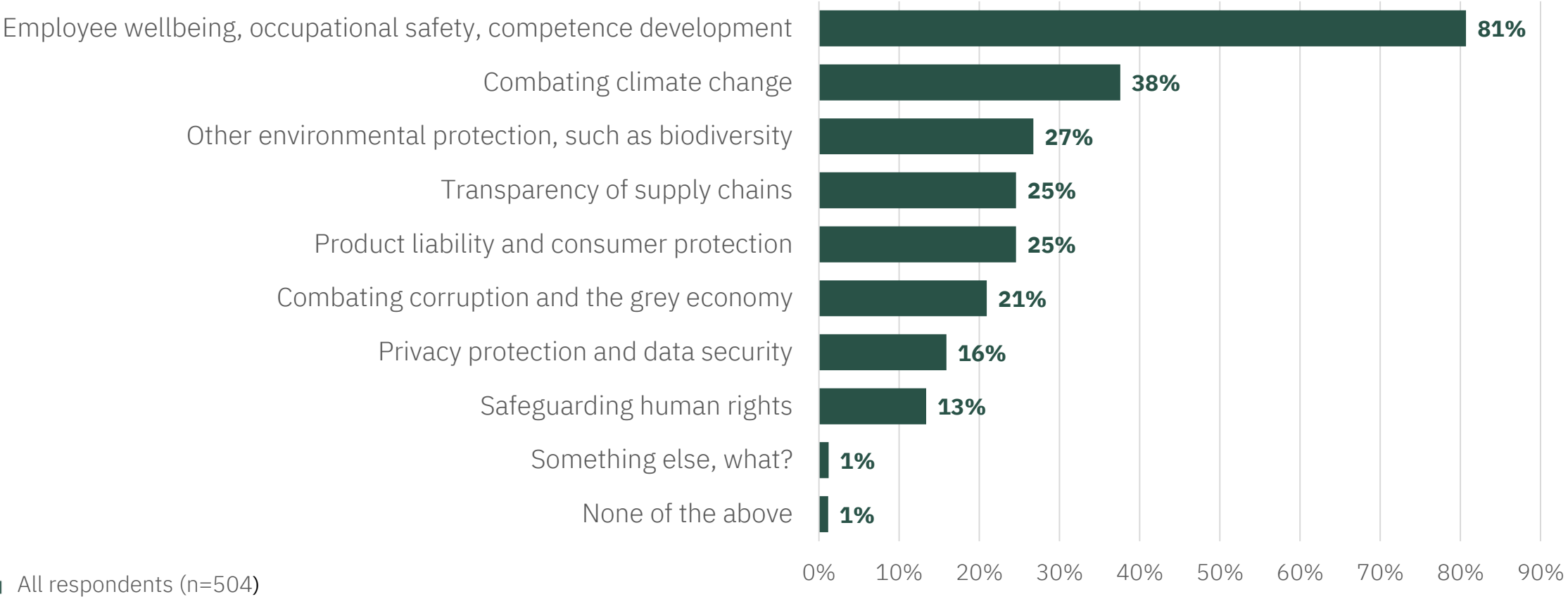
Organisation's main reasons for advancing sustainability

**What are currently the main reasons for your organisation to advance sustainability?
Choose 3 at most.**



Most important areas of sustainability

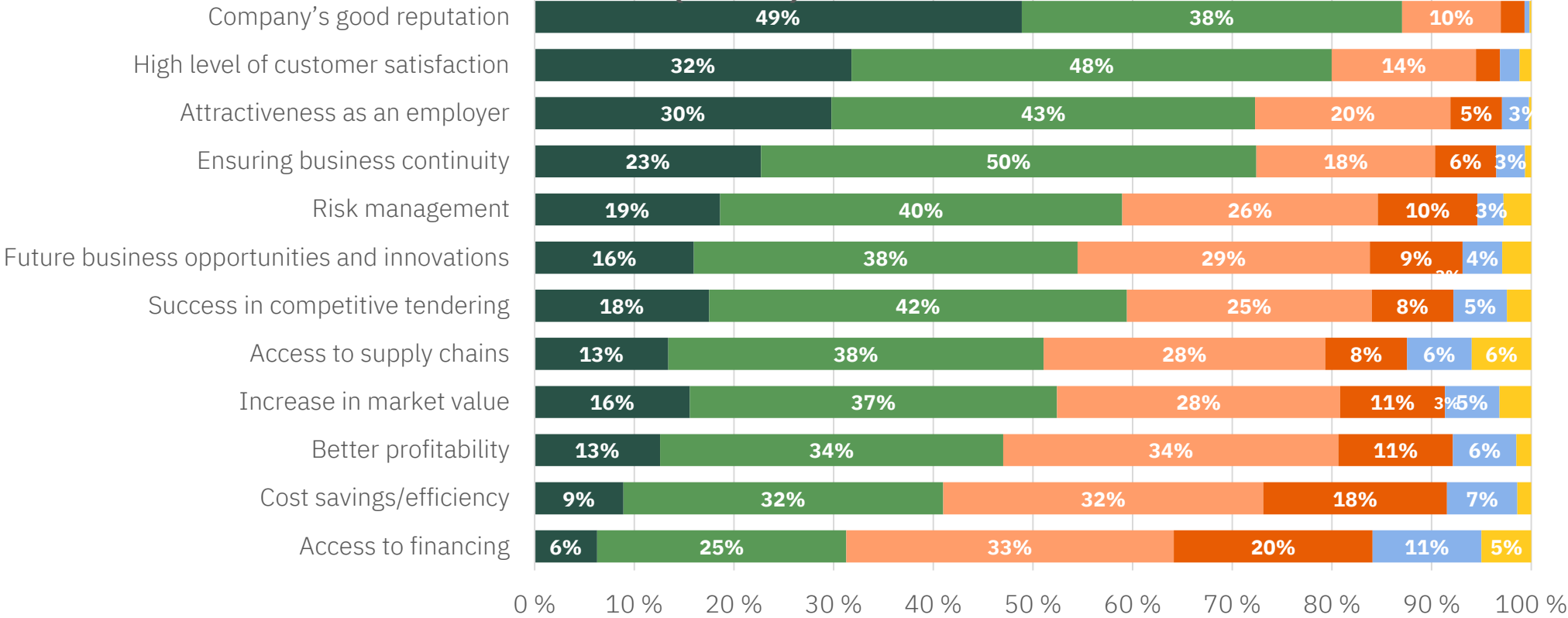
Which areas of sustainability are the most important for your enterprise's business operations?
Choose 3 at most.



Future benefits of corporate responsibility

What benefits do you believe corporate responsibility will bring to your company in the future?

(n = 504)

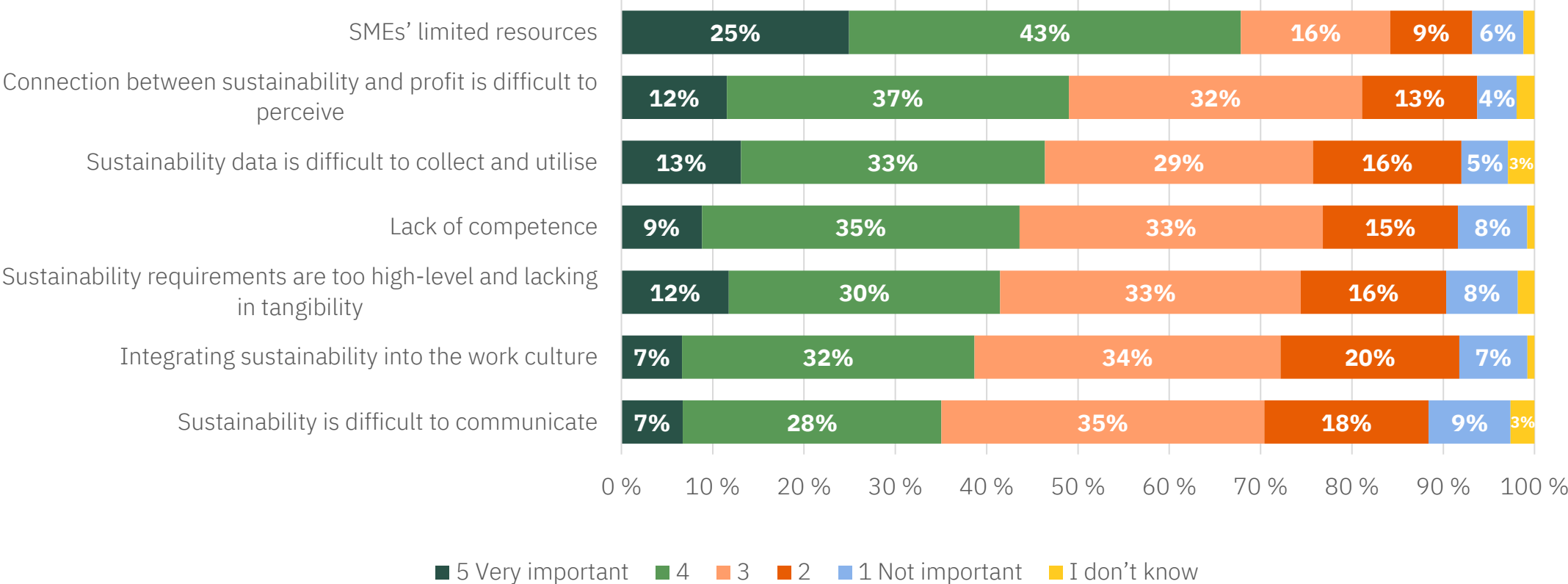


5 Very likely 4 3 2 1 Extremely unlikely I don't know



Main challenges

How important do you consider the following challenges in implementing sustainability, from the perspective of your organisation? (n = 504)

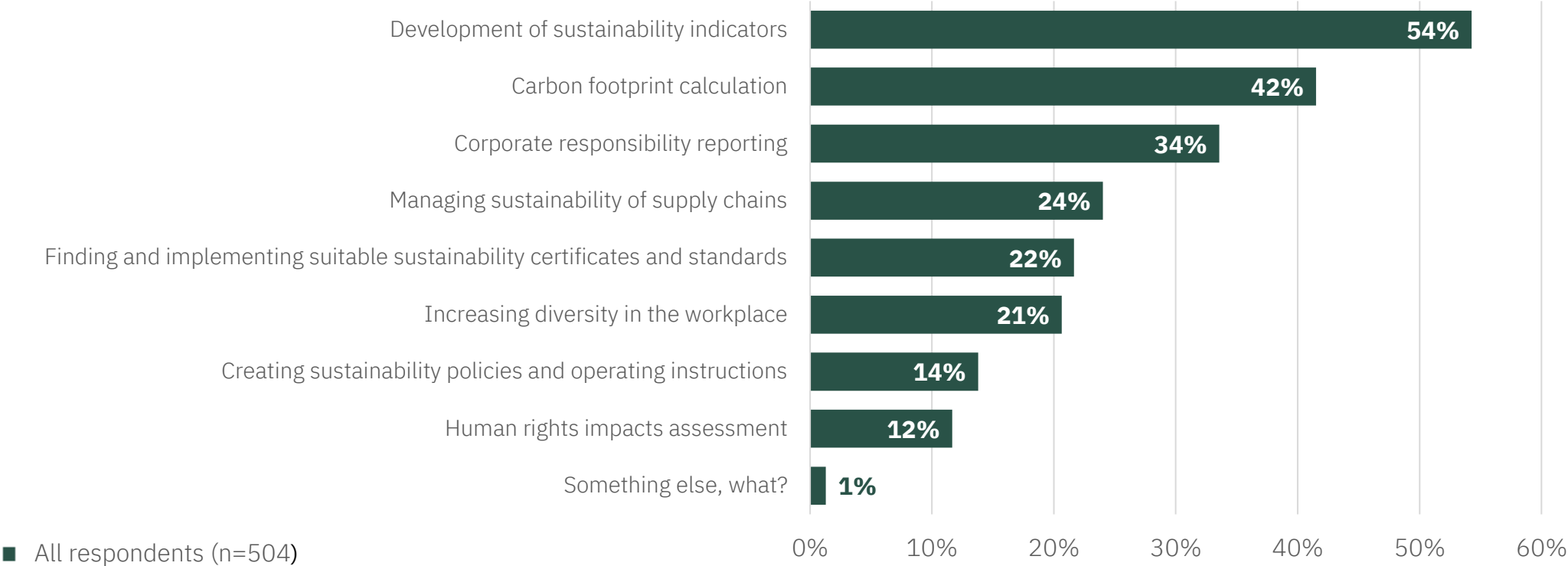


SOURCE: AULA RESEARCH SME SUSTAINABILITY BAROMETER

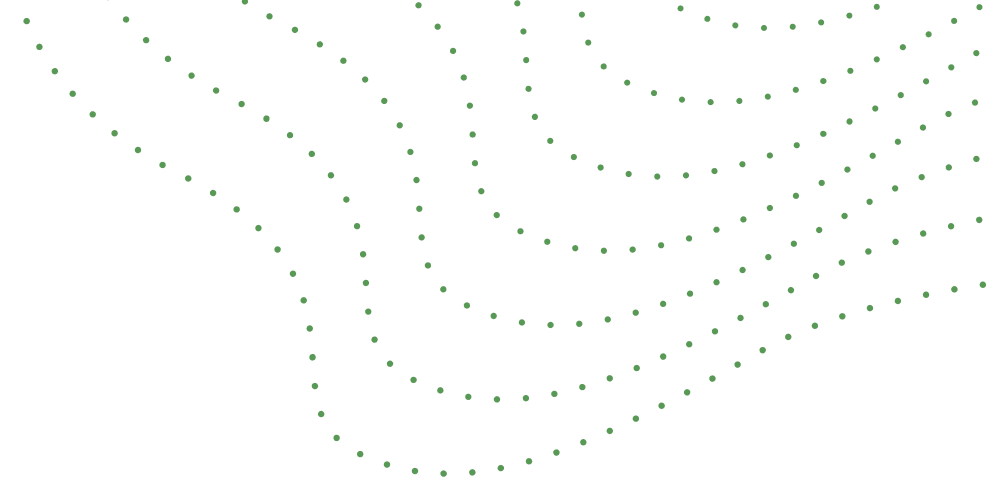


Required support

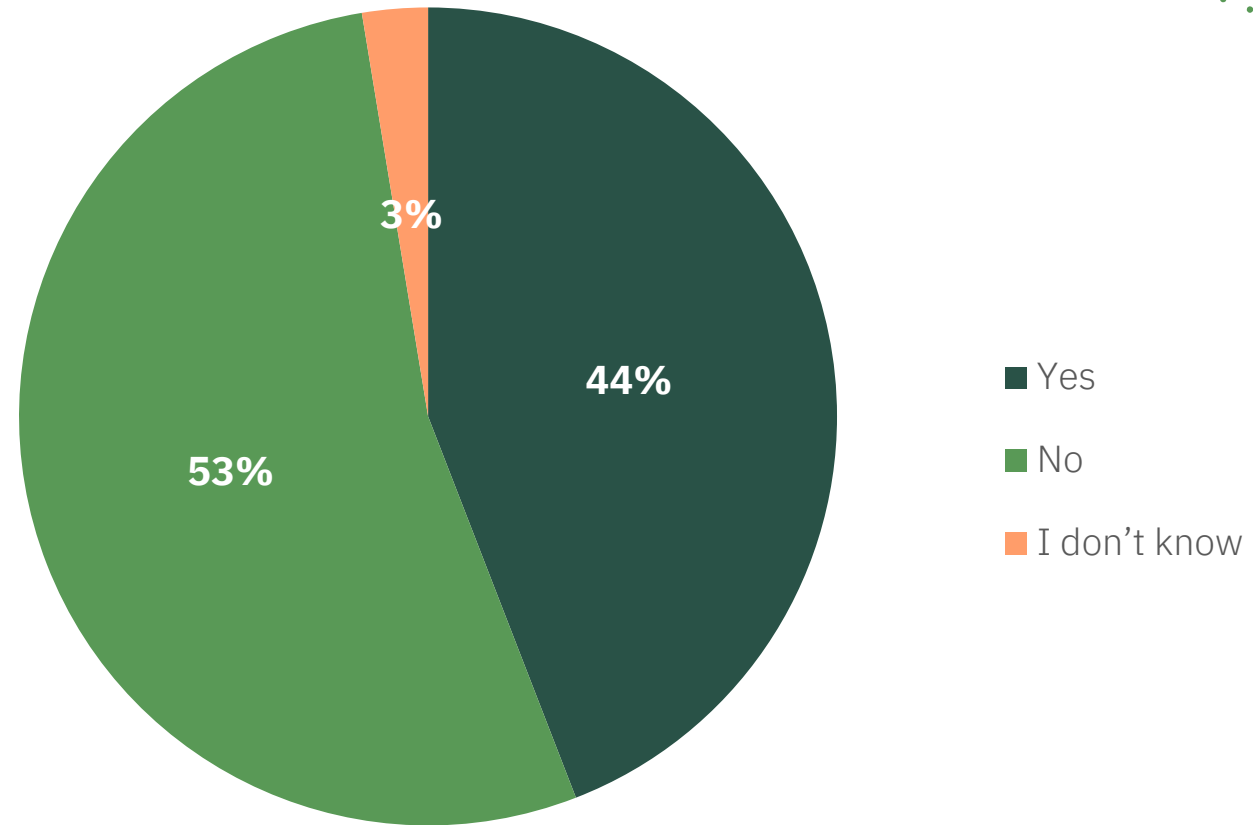
**Which aspect of sustainability work would you need the most help in developing?
Choose 3 at most.**



Sustainability targets



Has your organisation set sustainability targets?



Conclusions

1

Sustainability work in SMEs is at a better level than expected.

2

Employees are the most important sustainability area for SME employers.

3

SMEs' limited resources pose the greatest challenge for the implementation of sustainability.

4

Companies need support especially for developing sustainability indicators, data collection and reporting.

5

Sustainability is not yet felt to be strongly linked to the financial performance of SMEs.

Sustainability is
good business for the future.