



# SMEs and energy efficiency



# Why small and medium-sized enterprises?

SMEs account for roughly 90% of global businesses and more than half of employment.\* They play a critical role in economic growth, innovation and job creation. If the goals of the Paris Agreement are to be achieved, it will be crucial that SMEs reduce their carbon emissions.

The Carbon Trust has commissioned a survey to better understand UK\*\* SMEs' attitudes to energy efficiency and what actions they have taken to reduce energy consumption.

Are SMEs aware of the impact that climate change will have on their business and is energy efficiency a priority? What motivates SMEs to take action? What are the barriers and the opportunities?

## The research

564 interviews were conducted with micro (less than 10 people), small (10 to 49 people) and medium (50 to 249 people) sized businesses by B2B International.

A wide range of sectors including professional services, IT and tech, wholesale and retail, and manufacturing, were covered in the research. Surveyed SMEs also had a wide range in energy spend, and the majority (68%) had not measured their carbon footprint.

# Key findings

## ACTION



80% of SMEs are taking action on energy efficiency

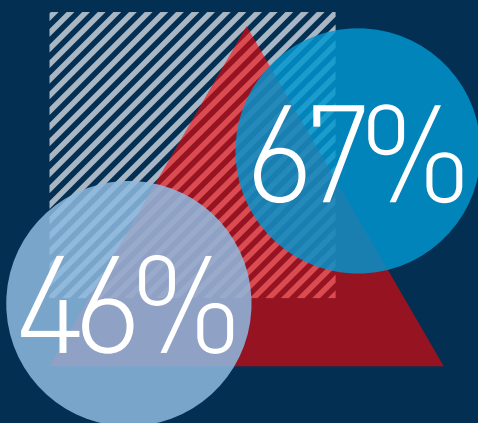
51% of SMEs want to do more on energy efficiency



The installation of LED lighting is the number one energy efficiency measure taken by SMEs, with 50% having upgraded

## PERCEPTIONS

Reduced costs, reducing energy consumption and improving the environment were identified as the main benefits to SMEs



Concern about energy bills has risen from 46% in 2016 to 67% in 2019

Cost reduction was cited by 71% of SMEs as the main benefit of energy efficiency projects

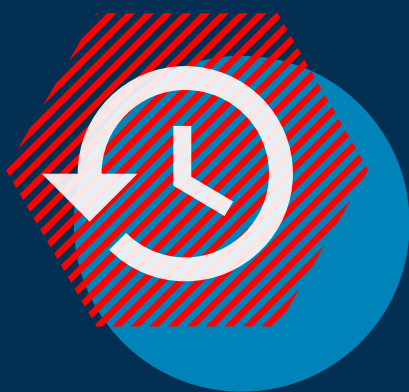


## BARRIERS



Over two-thirds of SMEs do not have a consistently documented and implemented energy policy

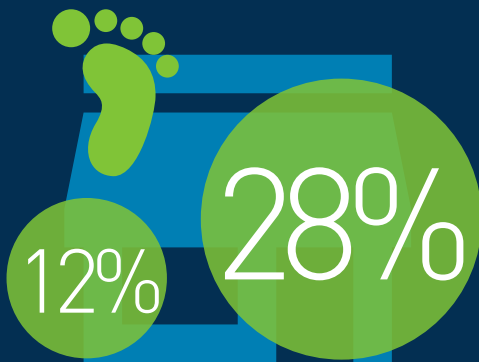
SMEs who have no intention of creating an energy policy think they do not spend enough to justify action



Lack of time and money is cited as the number one barrier for SMEs to act on improving energy efficiency

## IMPACTS OF ACTIVISM

87% of SMEs are aware of governments declaring a climate emergency and were in support of it



SMEs are much more likely to be asked by customers to reduce their environmental impact than 3 years ago

SMEs that are asked by customers to reduce their environmental impact perceive energy efficiency as more important for business survival





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