

SMecoMP

WP3 Eco-Entrepreneurial Surveys and Network Development

Del.3.2.3 Assessment Surveys on Eco- Innovation Entrepreneurship Knowledge and Skills May 2019

FEDERATION OF INDUSTRIES OF GREECE

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Project co-funded by the European Union and National Funds of the participating countries

SMecoMP

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Contractor:



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1. INTRODUCTION

In the framework of “A knowledge Alliance in Eco-Innovation Entrepreneurship to Boost SMEs Competitiveness: SMecoMP” project, a survey was conducted in an attempt to record the Eco-Entrepreneurial Qualifications that business executives should have / or acquire in terms of Environmental Entrepreneurship and Innovation.

In order to extract accurate statistical conclusions, an on-line questionnaire was developed, including closed format and Likert scale questions and one open question. The questionnaire developed two main sections. In the first section, were asked the personal details of the participants such as name, enterprise, job title, age, educational level, time of work and the economic sector of the enterprise. At the second section participants had to answer to Likert scale questions referring to required qualifications for business executives (Appendix I). In the open question, respondents had the opportunity to mention any additional qualification or skill that they believe that it is necessary for a business executive in order to help reinforce the environmental innovation of a business.

The survey was conducted in a sample of 46 participants.

2. RESULTS OF RESEARCH

2.1 Personal Information (Section A)

2.1.1 Information for the business executives

The sample of the participants shows a variety of demographic characteristics and is analyzed in the following sub-sections. Starting with the job title of respondents, the survey showed that the majority of the participants have executive positions 31 (CEO, president, Ambassador 17 – Directors 10 - Owners, Shareholders 4), 12 hold senior positions while 3 of the respondents are employees of the participating companies.

Position held	Number
CEO, President, Ambassador	17
Directors	10
Owners, Shareholders	4
Seniors, Consultants	12
Employees	3
Total	46

Table 1: Position held in the company

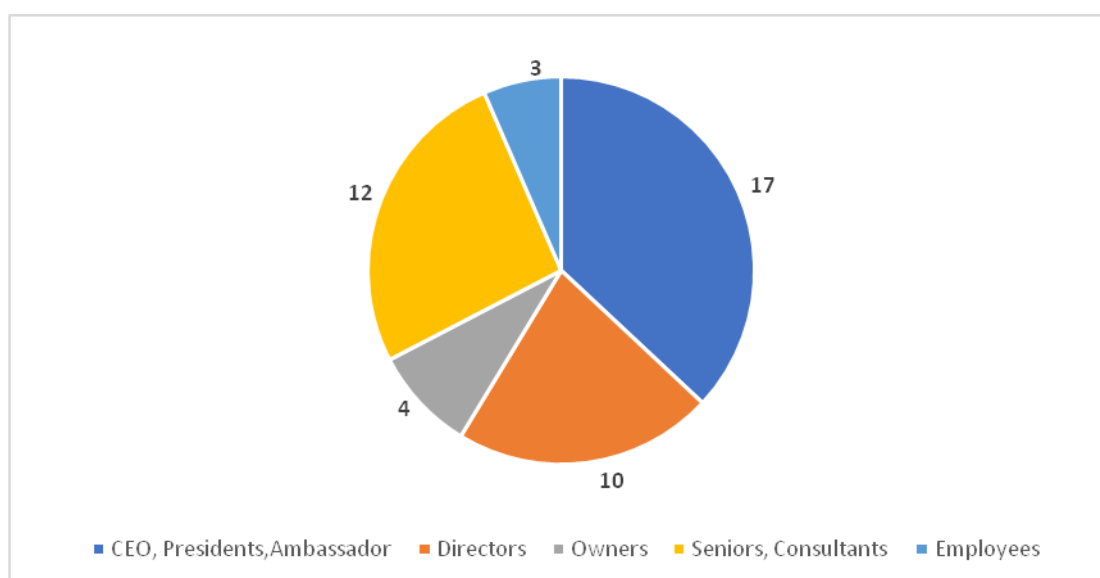


Figure 1: Position that respondents held in the company

Thirteen of the respondents (28%) were in the age of 45-54 years old, 11 (24%) between the age of 25-34 years old, 9 persons (20%) of the respondents were between the age of 35-44 and 55-64 years old accordingly, 3 persons (7%) were above 65 years old and 1 person (2%) was below 25 years old (figure 2).

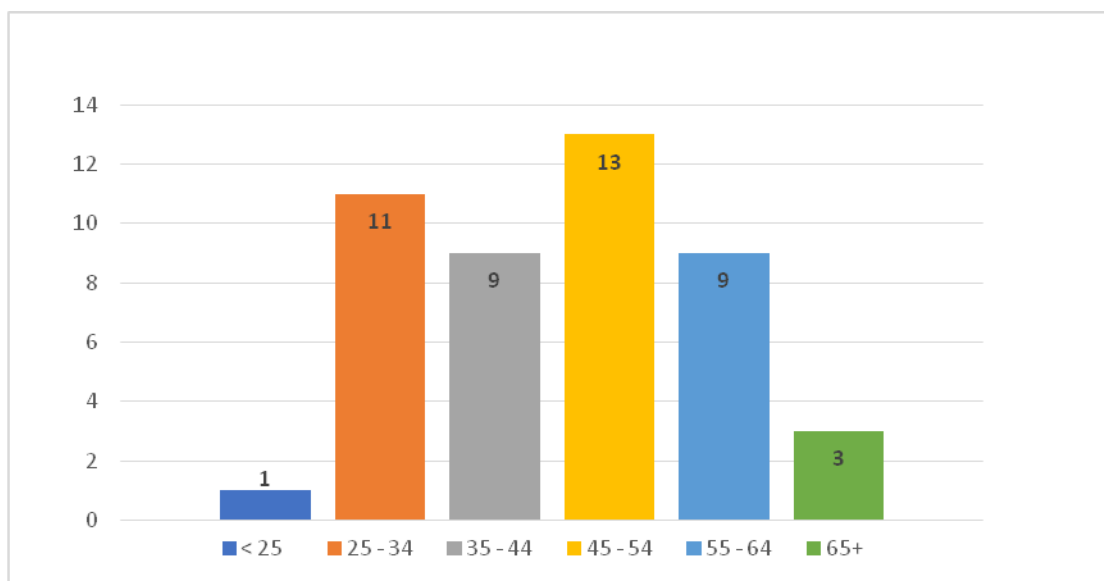


Figure 2: Age of the respondents

In regards to respondents' educational level, 29 of them answered that they hold a Master or Doctoral level degree, while 16 have either a bachelor degree or technological education. Only 1 respondent has a secondary educational level.

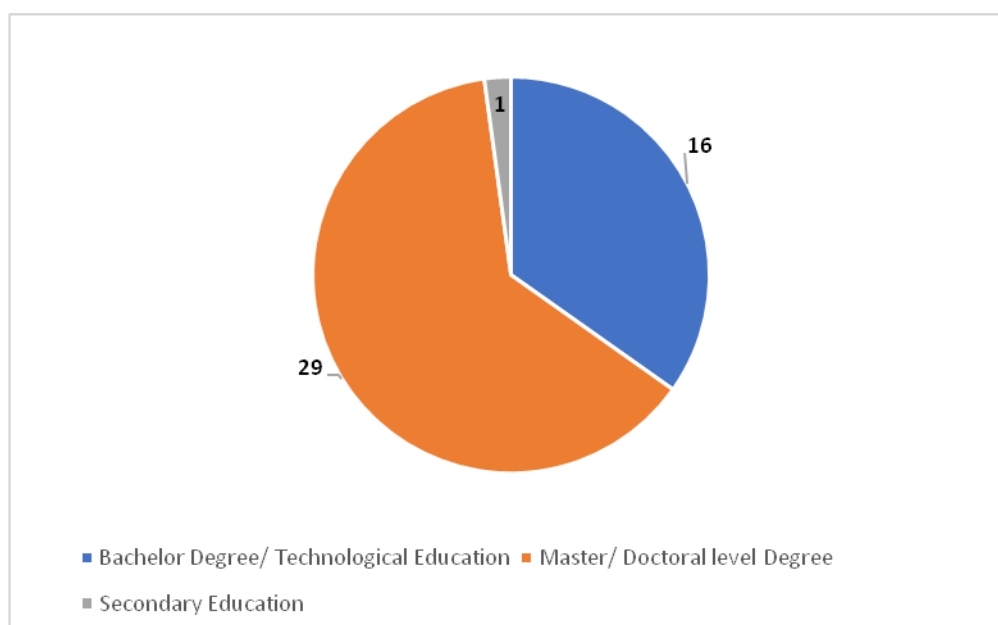


Figure 3: Educational level of the respondents

Most of the respondents (33) work more than 5 years in the company, 11 are working up to 5 years and 2 up to six months.

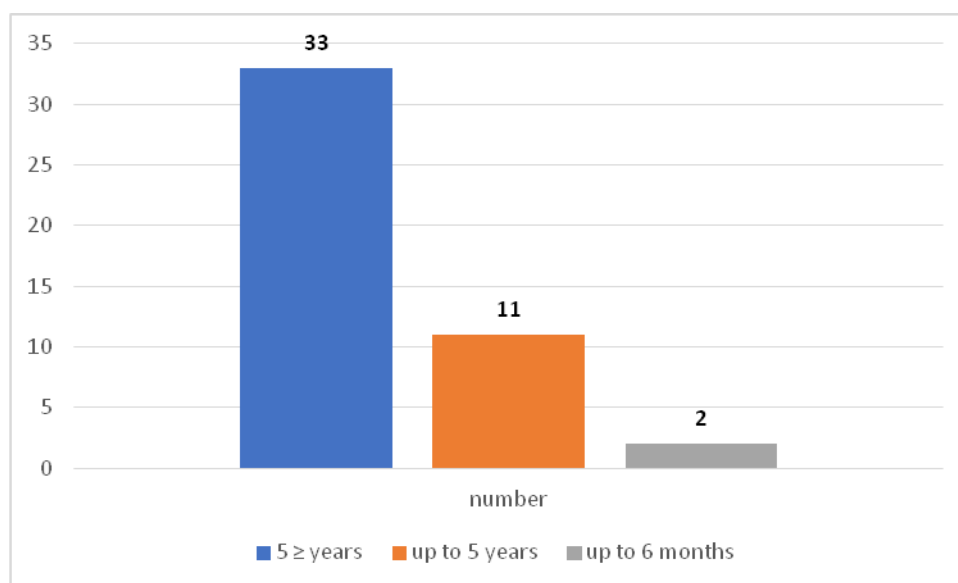


Figure 4: Years of work in the company

The enterprises that participated in the survey mostly come from the “Professional, scientific and technical activities” (39%) economic activity sector, followed by “Manufacturing” (24%), “Construction” (9%) and “Energy, Water supply; sewerage, waste management and remediation activities” (7%) economic sectors (figure 5).

Economic Activity	Number	%
Manufacturing	11	24%
Public administration and defence; compulsory social security, Education, Human health and social work activities	1	2%
Real Estate Management	1	2%
Energy, Water supply; sewerage, waste management and remediation activities	3	7%
Information and Communication	1	2%
Professional, scientific and technical activities	18	39%
Construction	4	9%
Tourist Businesses, Accommodation and food service activities	2	4%
Wholesale and retail trade, Transportation and storage	5	11%
Total	46	100%

Table 2: Economic activity of participating enterprises

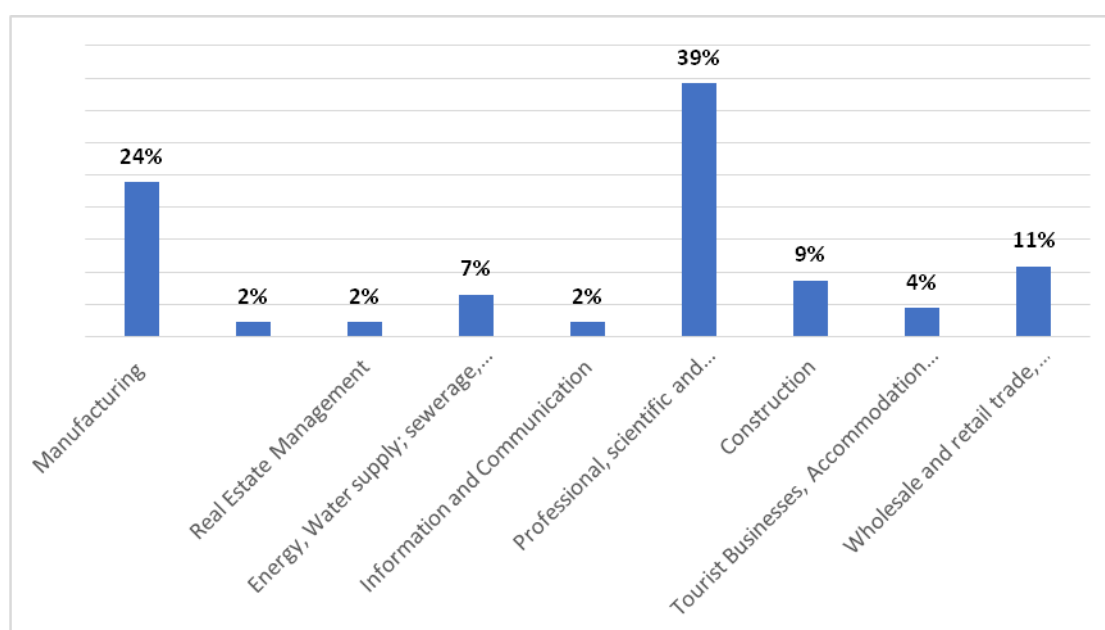


Figure 5: Economic activity of participating enterprises

2.1.2 The concept of Eco-entrepreneurship

In this section, business executives were asked if they are familiar with the concept of Eco-entrepreneurship. Fifteen (33%) answered that they have a sufficient knowledge on eco-entrepreneurship and 4 (9%) feel very confident with, while the majority of them (59%) have just an idea what eco-entrepreneurship is or they don't know at all (table 3, figure 6).

	Number	%
Sufficient	15	33%
No	3	7%
Somewhat	8	17%
Just sufficient	16	35%
Absolutely	4	9%
Total	46	100%

Table 3: Number of enterprises familiar with the concept of Eco-entrepreneurship

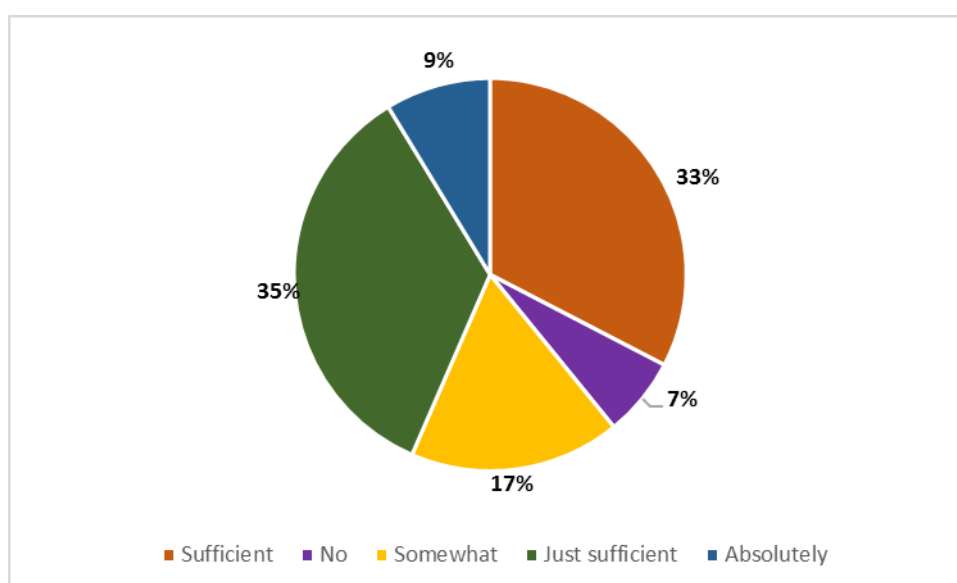


Figure 6: Number of enterprises familiar with the concept of Eco-entrepreneurship

2.2 Required skills for applying apply environmental entrepreneurial practices to an enterprise (Section B)

2.2.1 Analysis of degree of importance of the qualifications/ skills in overall

For the respondents the “Determination of the environmental impact in the process of designing a product, implementing a process” constitutes the most **important required qualification** having 16 answers (35%), the next two qualifications with high levels of importance are the “Knowledge of European legislation on environmental and energy management” and “Identify and capitalize the incentives and funding opportunities for green entrepreneurship” having 15 answers each (33%).

A **high level of importance** also has the qualification/skill for “Knowledge and / or Implementation of Best Practices on Sustainable Development, Production, Consumption policies” and the “Use of environmental criteria in the designing and / or analyzing process of the life cycle of a product / procedure/ service” with 14 answers (30%).

Less important qualifications for participants seem to be the "Knowledge and / or Implementation of Environmental Tools such as Life Cycle Analysis, Eco-Labeling, Environmental Audit, etc." with a percentage of importance of 11%, following by the "Knowledge and / or Implementation of Energy Management Systems (ISO 50001)" and the "Design and implementation of green practices in transport, storage and distribution (logistics)" with 13% each.

The next two tables (table 4 and 5) show in detail the answers and the percentages derived from them as were given by respondents.

Required Qualifications	Not Important	Slightly Important	Moderately Important	Very important	Absolutely important
Knowledge of European legislation on environmental and energy management	1	3	5	22	15
Knowledge and / or Implementation of Sustainable Development, Production, Consumption Policies	1	1	12	20	12
Knowledge and / or Implementation of Best Practices on Sustainable Development, Production, Consumption policies	1	1	8	22	14
Knowledge and / or Implementation of circular economy practices	1	1	14	22	8
Knowledge and / or Implementation of Environmental management and auditing schemes (eg EMAS, ISO 14001)	1	0	11	25	9
Knowledge and / or Implementation of Environmental Tools such as Life Cycle Analysis, Eco- Labelling, Environmental Audit, etc.	1	0	13	27	5
Knowledge and / or Implementation of Energy Management Systems (ISO 50001)	1	2	17	20	6
Knowledge and skills in designing new products	1	1	11	24	9
Use of environmental criteria in the designing and / or analyzing process of the life cycle of a product / procedure/ service	1	1	9	21	14
Determination of the environmental impact in the process of designing a product, implementing a process	1	0	6	23	16
Planning - Implementation of Green Procurement Contracts	1	0	15	20	10
Identify and capitalize the incentives and funding opportunities for green entrepreneurship	1	2	8	20	15
Design and implementation of green practices in transport, storage and distribution (logistics)	1	3	15	21	6
Selection, implementation and evaluation of marketing strategies and in particular of environmental marketing	1	2	19	16	8
Participate and work in interdisciplinary working groups	2	3	22	12	7

Table 4: Respondents' answers regarding to Importance of skills

Required Qualifications	Not Important	Slightly Important	Moderately Important	Very important	Absolutely important
Knowledge of European legislation on environmental and energy management	2%	7%	11%	48%	33%
Knowledge and / or Implementation of Sustainable Development, Production, Consumption Policies	2%	2%	26%	43%	26%

Required Qualifications	Not Important	Slightly Important	Moderately Important	Very important	Absolutely important
Knowledge and / or Implementation of Best Practices on Sustainable Development, Production, Consumption policies	2%	2%	17%	48%	30%
Knowledge and / or Implementation of circular economy practices	2%	2%	30%	48%	17%
Knowledge and / or Implementation of Environmental management and auditing schemes (eg EMAS, ISO 14001)	2%	0%	24%	54%	20%
Knowledge and / or Implementation of Environmental Tools such as Life Cycle Analysis, Eco-Labeling, Environmental Audit, etc.	2%	0%	28%	59%	11%
Knowledge and / or Implementation of Energy Management Systems (ISO 50001)	2%	4%	37%	43%	13%
Knowledge and skills in designing new products	2%	2%	24%	52%	20%
Use of environmental criteria in the designing and / or analyzing process of the life cycle of a product / procedure/ service	2%	2%	20%	46%	30%
Determination of the environmental impact in the process of designing a product, implementing a process	2%	0%	13%	50%	35%
Planning - Implementation of Green Procurement Contracts	2%	0%	33%	43%	22%
Identify and capitalize the incentives and funding opportunities for green entrepreneurship	2%	4%	17%	43%	33%
Design and implementation of green practices in transport, storage and distribution (logistics)	2%	7%	33%	46%	13%
Selection, implementation and evaluation of marketing strategies and in particular of environmental marketing	2%	4%	41%	35%	17%
Participate and work in interdisciplinary working groups	4%	7%	48%	26%	15%

Table 5: Respondents' answers regarding to Importance of skills, in percentage

2.2.2 Analysis of the degree of importance of each qualification/ skill separately

Importance of knowledge of European legislation on environmental and energy management

The majority of the respondents believe that the knowledge of European legislation on environmental and energy management is very important to a degree of 48% and absolutely important to a degree of 33%. Five of the respondents (11%) consider it, moderately important, while a 9% in total believe that it is slightly (7%) important or not important (2%).

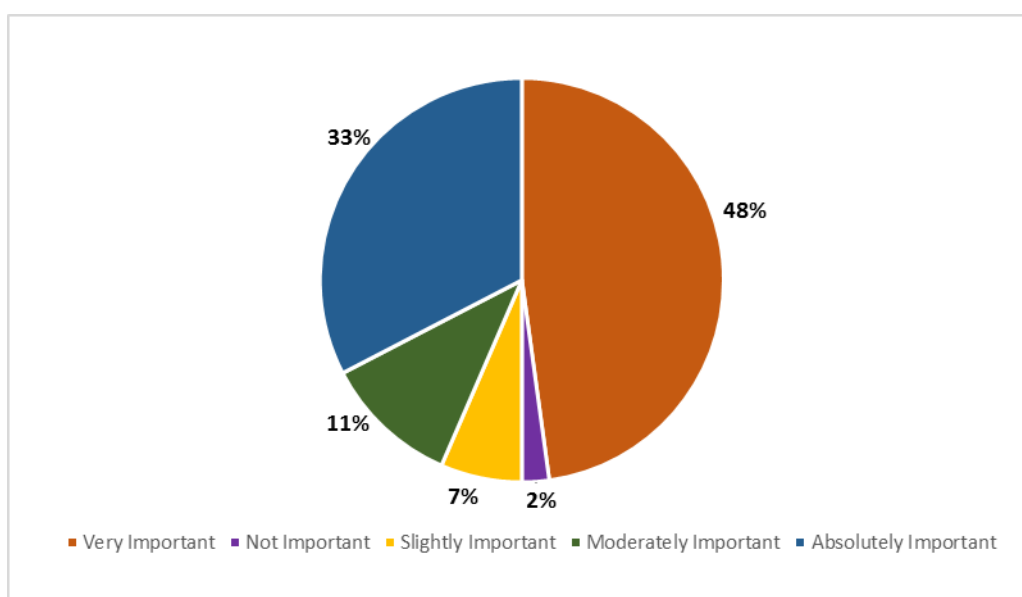


Figure 7: How important is the Knowledge of European legislation on environmental and energy management

Importance of knowledge and / or Implementation of Sustainable Development, Production, Consumption Policies

The knowledge and/or implementation of sustainable development, production and consumption policies, is also rated with high degree of importance. Particularly, a percentage of 70% of respondents believe that such knowledge is very important (43%) and absolutely important (26%), moderate importance is giving a 26% of respondents, while a 2% believes that it is slightly important or not important accordingly.

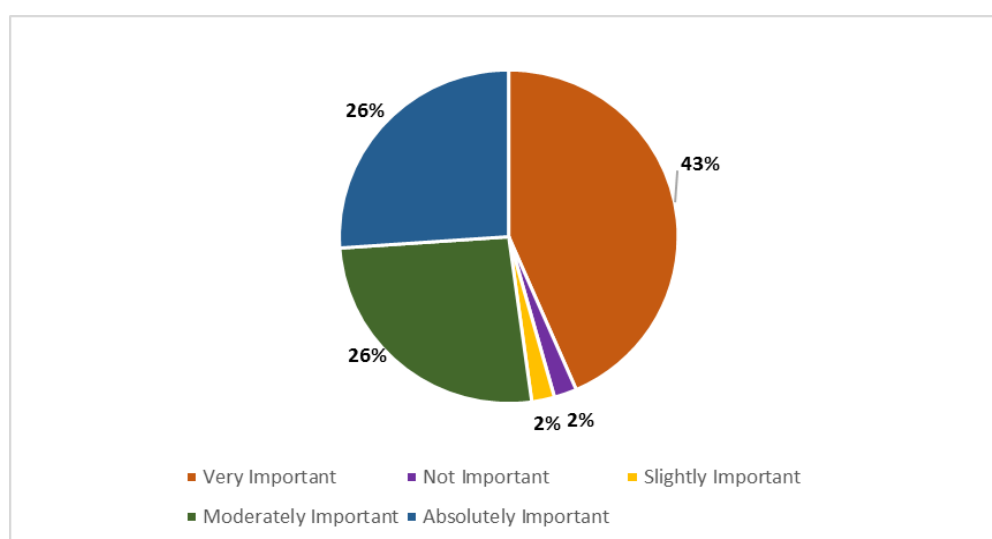


Figure 8: How important is the Knowledge and / or Implementation of Sustainable Development, Production, Consumption Policies

Knowledge and / or Implementation of Best Practices on Sustainable Development, Production, Consumption policies

The knowledge and implementation of best practices on policies seems to have great importance for respondents gathering a total percentage of 78%, analyzed to 48% as very important and 30% as absolutely important. A 17% of respondents believes that it is moderately important while a 2% finds it slightly important or just not important accordingly.

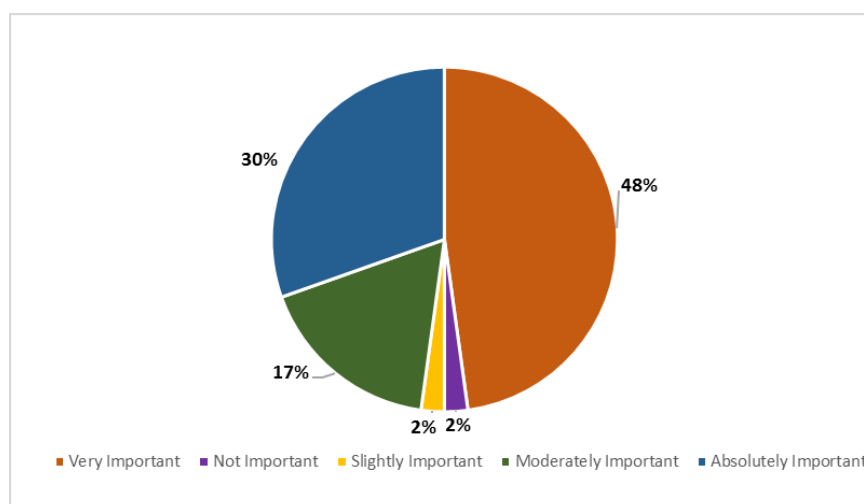


Figure 9: How important is the Knowledge and / or Implementation of Best Practices on Sustainable Development, Production, Consumption policies

Knowledge and / or Implementation of circular economy practices

The majority of the respondents 22 (48%) believe that the knowledge and implementation of circular economy practices is very important, while 8 (17%) believe that it is absolutely important. Fourteen respondents (30%) are giving moderate importance and 1 (2%) finds it slightly important and not important accordingly.

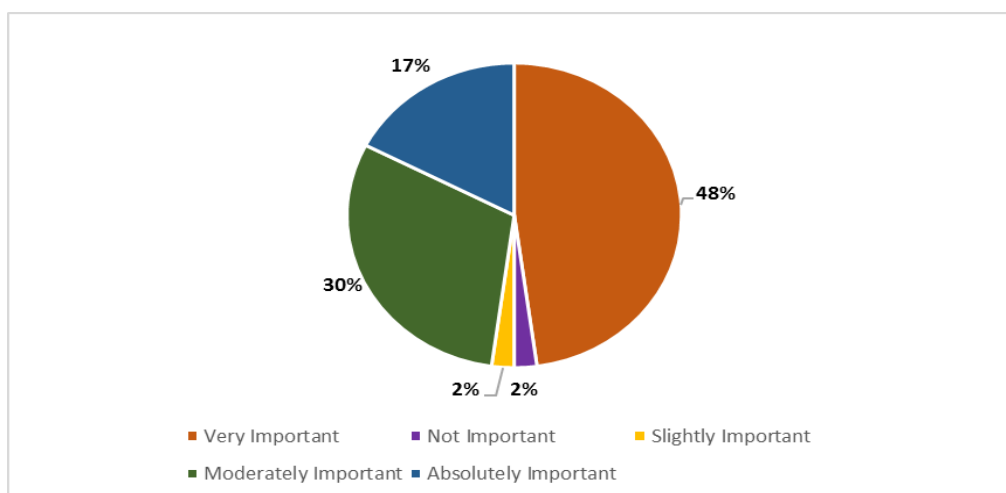


Figure 10: How important is the Knowledge and/or Implementation of circular economy practices
Knowledge and / or Implementation of Environmental management and auditing schemes (eg EMAS, ISO 14001)

Most of the respondents 25 (54%) find the knowledge of environmental management and schemes very important and 9 (20%) absolutely important, while 9 (20%) believe that such knowledge has moderate importance and 1 (2%) finds it unimportant.

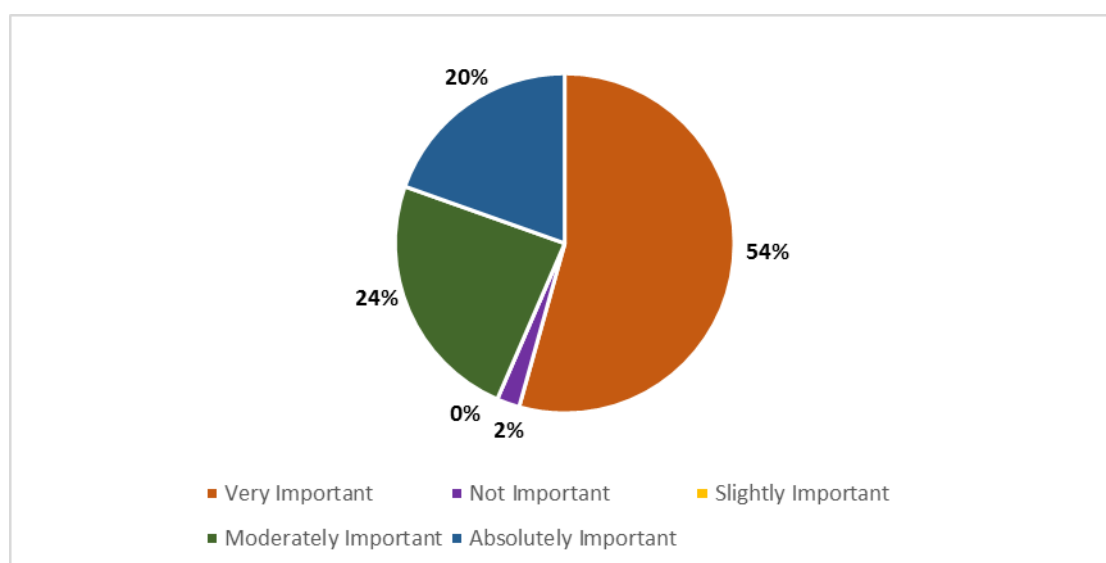


Figure 11: How important is the Knowledge and / or Implementation of Environmental management and auditing schemes (eg EMAS, ISO 14001)

Knowledge and / or Implementation of Environmental Tools such as Life Cycle Analysis, Eco-Labeling, Environmental Audit, etc.

The knowledge and Implementation of Environmental Tools seems to have great importance for the executives having 32 answers out of 46 participants (70%), analyzed to 27 (59%) as very important and 5 (11%) absolutely important. An important number of participants though, believes that such knowledge has moderate importance giving a percentage of 28% (13 answers), while 1 (2%) respondent believes that it is not important.

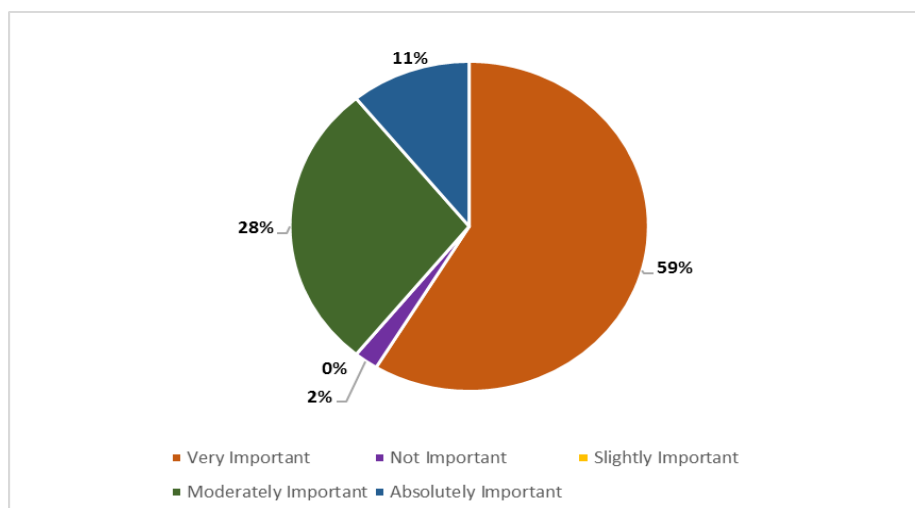


Figure 12: How important is the Knowledge and / or Implementation of Environmental Tools

Knowledge and / or Implementation of Energy Management Systems (ISO 50001)

The majority of the respondents 20 (43%) find the knowledge and implementation of energy management systems very important and 6 (13%) absolutely important. Seventeen (37%) find it moderately important, while 2 (4%) and 1 (2%) respondents find it slightly important and not important accordingly (figure 13).

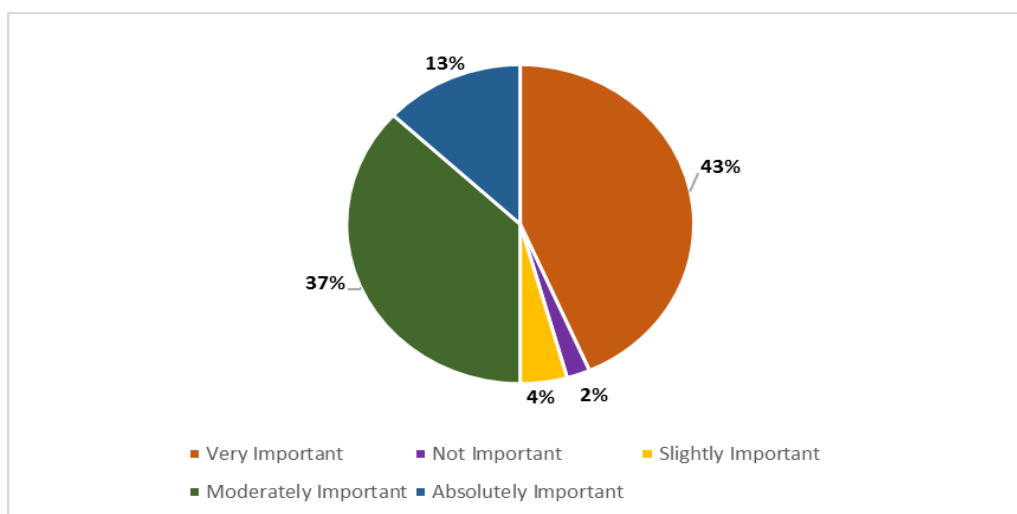


Figure 13: How important is the Knowledge and / or Implementation of Energy Management Systems

Knowledge and skills in designing new products

Thirty-three (72%) out of 46 respondents believe that the knowledge and skills in designing new products is very (24, 52%) and absolutely (9, 20%) important. Eleven (24%) believe that has moderate importance this qualification for an executive, while 1 (2%) is giving slight importance and it has not importance (1, 2%).

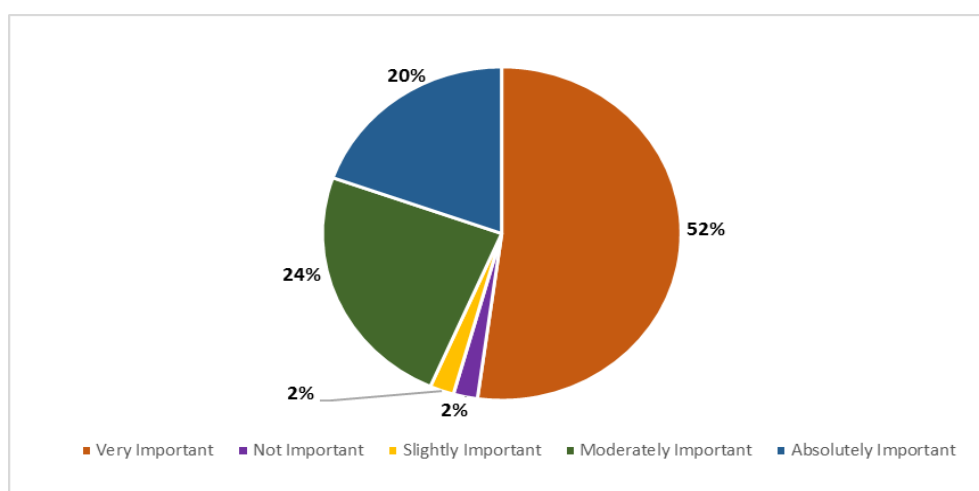


Figure 14: How important is the Knowledge and skills in designing new products

Use of environmental criteria in the designing and / or analyzing process of the life cycle of a product / procedure/ service

Twenty-one (26%) respondents find the above qualification very important and 14 (30%) extremely important. A number of 9 (20%) participants is giving moderate importance to the use of environmental criteria in the designing and analyzing a process for a product/ or service, 1 (2%) slight importance and 1 (2%) finds it unimportant.

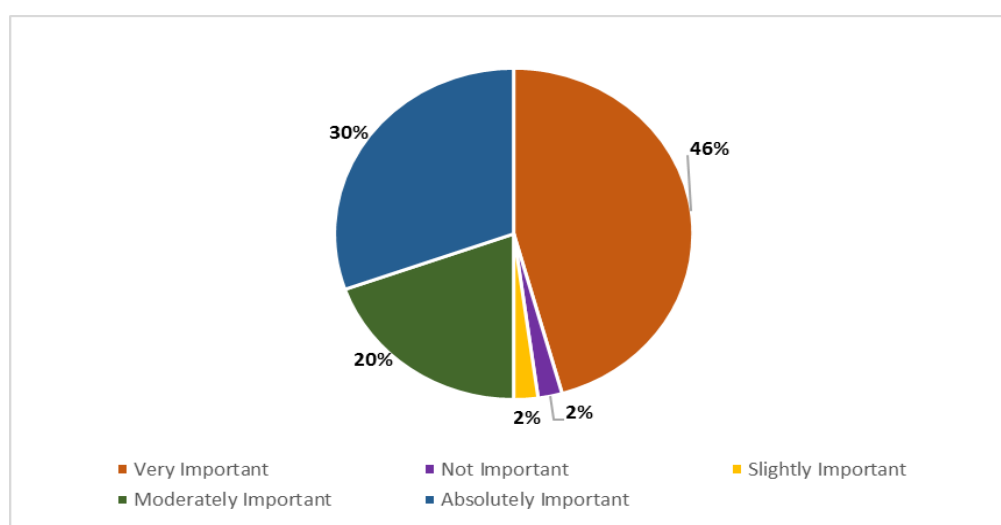


Figure 15: How important is the Use of environmental criteria in the designing and / or analyzing process of the life cycle of a product / procedure/ service

Determination of the environmental impact in the process of designing a product, implementing a process

The determination of the environmental impact in the process of designing a product and on implementing a process, for most of respondents is considered as very important (23 answers, 50%) and absolutely important (16 answers, 35%). Six (13%) respondents though, believe that such qualification has a moderate importance, while 1 (2%) believes that it is not important (figure 16).

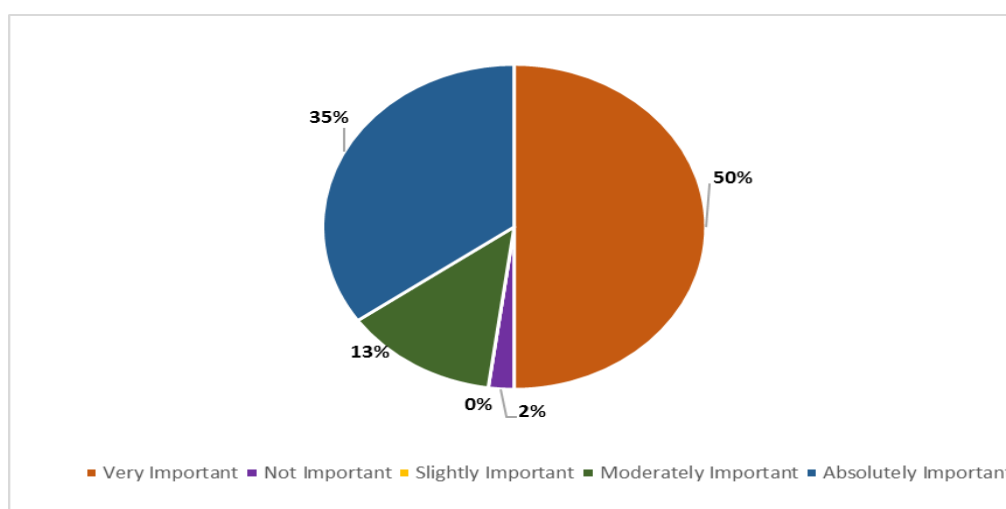


Figure 16: How important is the Determination of the environmental impact in the process of designing a product, implementing a process

How important is the Planning - Implementation of Green Procurement Contracts?

The qualification that a business executive has to plan and implement green procurement contracts is rated by participants as very important (43%) and absolutely important (22%), as moderately important with a percentage of 33% and as not important with 2%.

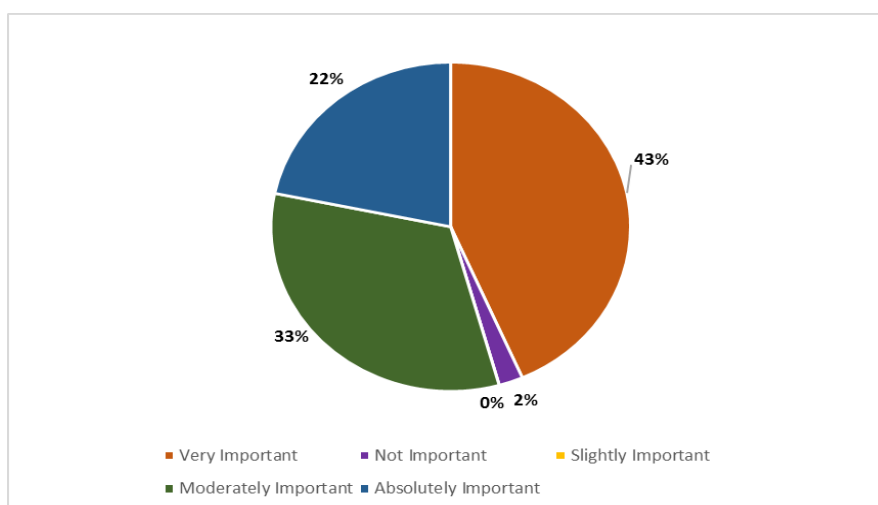


Figure 17: How important is the Planning - Implementation of Green Procurement Contracts

Identify and capitalize the incentives and funding opportunities for green entrepreneurship

The majority of the respondents believe that it is very (20, 43%) and absolutely (15, 33%) important for executives to be able to identify and capitalize the incentives and funding opportunities for green entrepreneurship. Eight (17%) believe that it has a moderate importance and 2 (4%) respondents give slight importance.

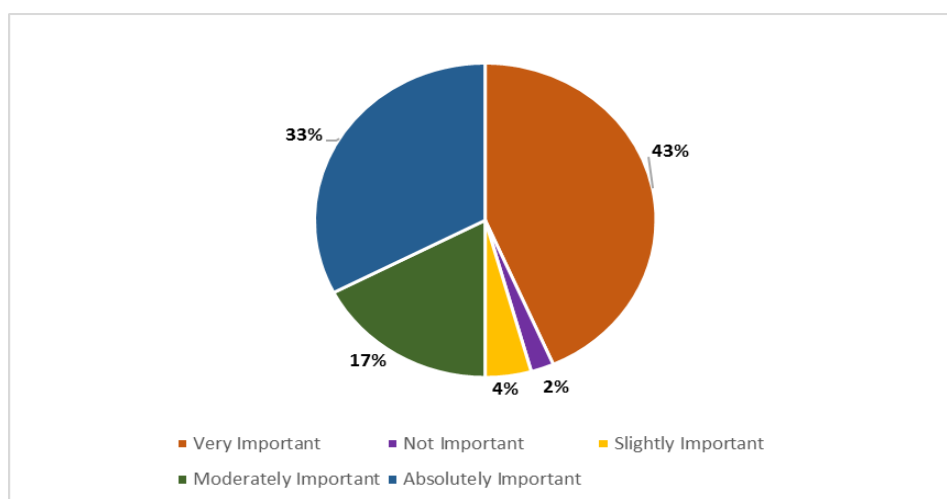


Figure 18: How important is to identify and capitalize the incentives and funding opportunities for green entrepreneurship

Design and implementation of green practices in transport, storage and distribution (logistics)

The design and implementation of green practices in logistics is considered by participants as very (21, 46%) and absolutely (6, 13%) important. Fifteen believe that this qualification has moderate importance (33%), while 3 believe that it has a slight importance (7%).

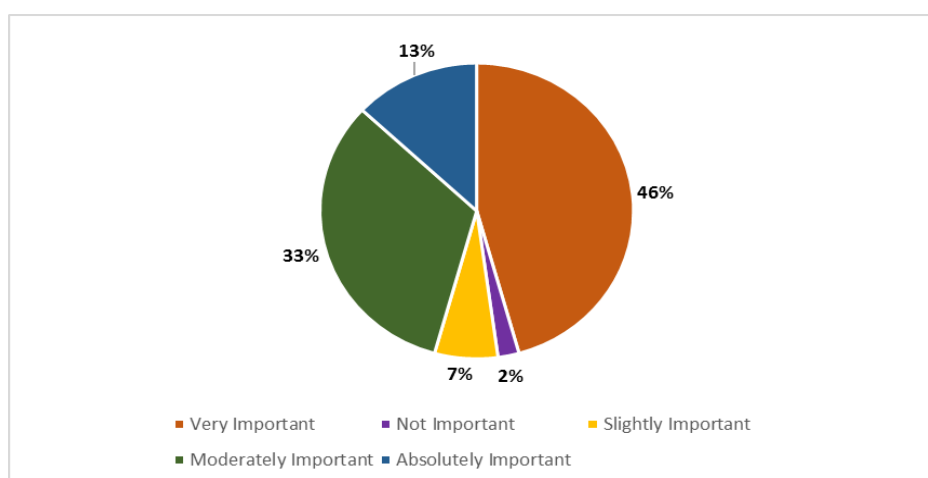


Figure 19: How important is the design/implementation of green practices in logistics

Selection, implementation and evaluation of marketing strategies and in particular of environmental marketing

In regards to the selection, implementation and evaluation of marketing strategies qualification, respondents gave a rate of 35% and 17% as very and absolutely important accordingly. A great number of respondents though – 19 out of 46 (41%) – rated the importance of the aforementioned qualification to a moderate level.

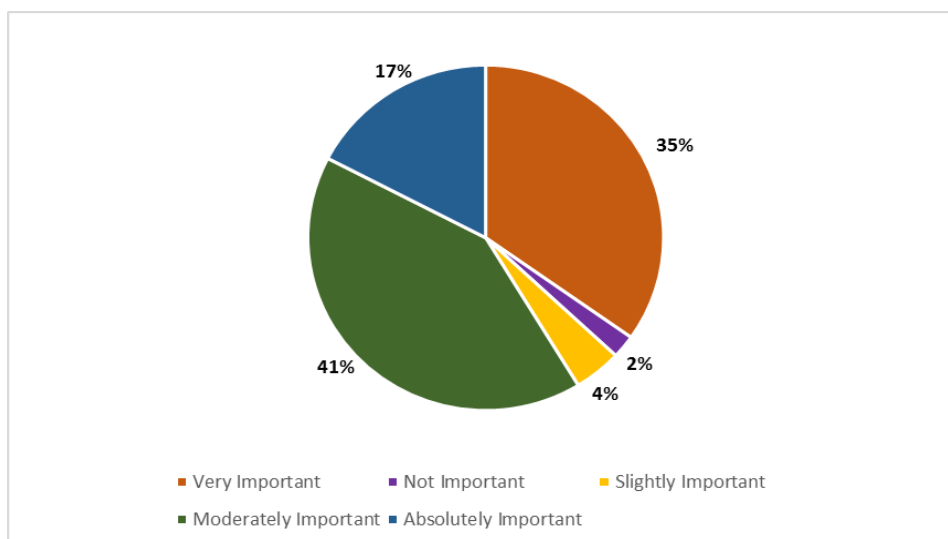


Figure 20: How important is the Selection, implementation and evaluation of marketing strategies

Participate and work in interdisciplinary working groups

Finally, the majority of respondents 22 (48%) believe that the ability to participate and work in interdisciplinary groups has moderate importance, in contrast with a total of 41% who believe that it is very and absolutely important – 26% very important, 15% absolutely important (figure 21).

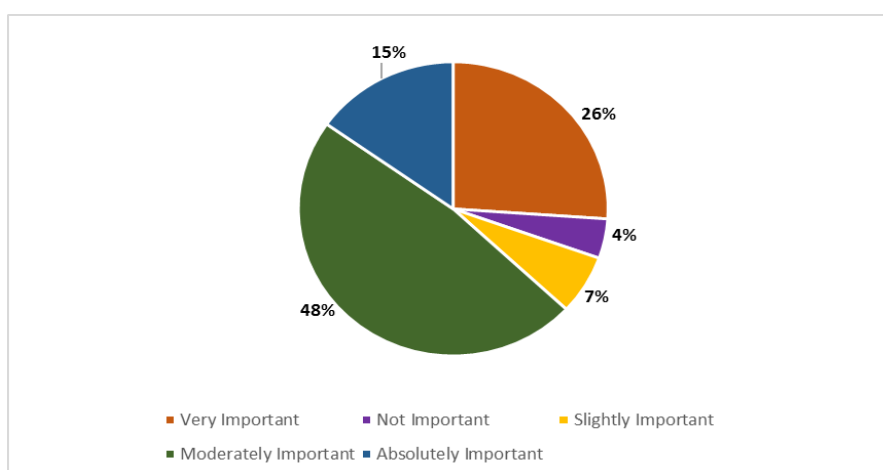


Figure 21: How important is to participate and work in interdisciplinary working groups

2.2.3 Additional qualifications

At this point, respondents had the opportunity to mention according to their opinion, any additional qualifications or skills that the business executives should have in order to reinforce eco-innovation into their business.

The majority of the respondents did not mention additional qualifications, in particular, 32% did not have any comment and 19% stated that they don't know. From the rest ones, 27% stated that an additional training on eco-innovation is required, while 11% stated that managerial, management, communication and strategic qualifications are required, 8% mentioned that knowledge on specific fields such as auditing, Space-friendly, space-saving electric ISRU and economics is necessary, and 3% believe that a bachelor degree on Mechanics and Environment is an asset for an executive (figure 22).

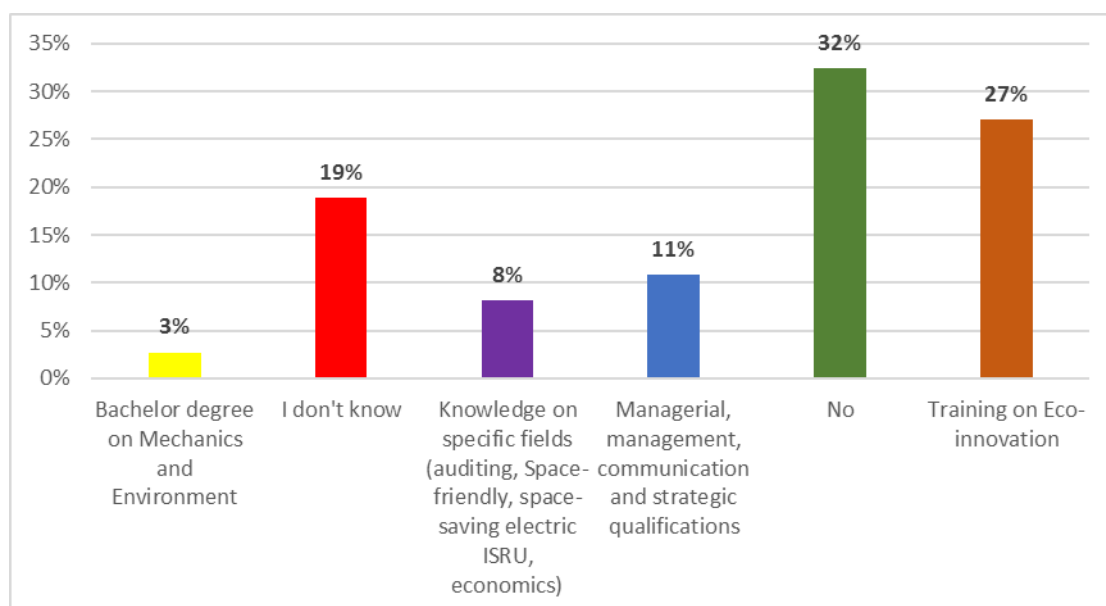


Figure 22: Additional qualifications according to respondents

3. APPENDIXES

APPENDIX I – Questionnaire

**Έρευνα για την καταγραφή των στελεχιακών Περιβαλλοντικών – Επιχειρηματικών
Προσόντων στις ελληνικές επιχειρήσεις**

Το παρόν ερωτηματολόγιο στοχεύει να καταγράψει τα Περιβαλλοντικά – Επιχειρηματικά Προσόντα (Eco-Entrepreneurial Qualifications), που θα πρέπει να διαθέτουν ή/και να αποκτήσουν τα στελέχη επιχειρήσεων, σε θέματα Περιβαλλοντικής Επιχειρηματικότητας και Καινοτομίας προκειμένου να εφαρμοστούν οι αρχές και πρακτικές της περιβαλλοντικής επιχειρηματικότητας στην εκάστοτε επιχείρηση ανεξαρτήτως αντικειμένου.

Η έρευνα διεξάγεται από τον Σύνδεσμο Βιομηχανιών Βορείου Ελλάδος (ΣΒΒΕ) σε συνεργασία με το Πανεπιστήμιο Μακεδονίας για την Ελλάδα, στο πλαίσιο υλοποίησης του έργου «A knowledge Alliance in Eco-Innovation Entrepreneurship to Boost SMEs Competitiveness» (SMecoMP, MIS number: 5019198) το οποίο χρηματοδοτείται από το πρόγραμμα Interreg Balkan MED.

Θα θέλαμε να αφιερώσετε 5 λεπτά για να συνεισφέρετε σε αυτή την έρευνα.

Σας ευχαριστούμε θερμά για τη συνεργασία!

ΣΤΟΙΧΕΙΑ ΕΡΩΤΩΜΕΝΟΥ/-ΗΣ & ΤΗΣ ΕΠΙΧΕΙΡΗΣΗΣ

Ονοματεπώνυμο:

Επωνυμία Επιχείρησης:

Ειδικότητα & Θέση εργασίας στην επιχείρηση:

.....

Ηλικία:

☐ < 25 ετών ☐ 25 - 34 ☐ 35 - 44 ☐ 45 - 54 ☐ 55 - 64 ☐ 65+

Επίπεδο Εκπαίδευσης – Ανώτερο Επίπεδο:

- ☐ Αναλφάβητος/η ☐ Δημοτικό ☐ Γυμνάσιο ☐ Λύκειο ☐ Μεταλυκειακή
μη τριτοβάθμια
- ☐ Τριτοβάθμια μη ☐ ΑΕΙ/ΑΤΕΙ ☐ Μεταπτυχιακό
Πανεπιστημιακή / Διδακτορικό

Χρόνος απασχόλησης στην επιχείρηση:

- ☐ ως 6 μήνες ☐ ως 1 έτος ☐ ως 5 έτη ☐ 5 έτη και άνω

Κλάδος δραστηριότητας της επιχείρησης:

- ☐ Γεωργία, δασοκομία και αλιεία
- ☐ Μεταποίηση,
- ☐ Ενέργεια, παροχή νερού, επεξεργασία λυμάτων, διαχείριση αποβλήτων, εξυγίανση
- ☐ Κατασκευές
- ☐ Χονδρικό και λιανικό εμπόριο, μεταφορά και αποθήκευση
- ☐ Τουριστικές Επιχειρήσεις, υπηρεσίες παροχής καταλύματος και υπηρεσίες εστίασης
- ☐ Ενημέρωση και επικοινωνία
- ☐ Χρηματοπιστωτικές και ασφαλιστικές δραστηριότητες
- ☐ Διαχείριση ακίνητης περιουσίας
- ☐ Επαγγελματικές, επιστημονικές και τεχνικές δραστηριότητες, διοικητικές και υποστηρικτικές δραστηριότητες
- ☐ Δημόσια διοίκηση και άμυνα, υποχρεωτική κοινωνική ασφάλιση, εκπαίδευση, δραστηριότητες σχετικές με την ανθρώπινη υγεία και την κοινωνική μέριμνα
- ☐ Τέχνες, διασκέδαση και ψυχαγωγία, επισκευές ειδών νοικοκυριού και άλλες υπηρεσίες

Στις παρακάτω ερωτήσεις, σημειώστε με Χ την απάντησή σας

1. Γνωρίζετε την έννοια της περιβαλλοντικής επιχειρηματικότητας;

Καθόλου Λίγο Μέτρια Αρκετά Πλήρως

☐ ☐ ☐ ☐ ☐

2. Κατά τη γνώμη σας, πόσο σημαντικό είναι τα στελέχη να διαθέτουν τα παρακάτω προσόντα (γνώση, δεξιότητες για την υλοποίηση, συμπεριφορές), προκειμένου να εφαρμόζονται πρακτικές περιβαλλοντικής επιχειρηματικότητας σε μια επιχείρηση;

	Καθόλου σημαντικό	Λίγο σημαντικό	Μέτρια σημαντικό	Αρκετά σημαντικό	Πλήρως σημαντικό
i. Γνώση της ευρωπαϊκής νομοθεσίας για την περιβαλλοντική και ενεργειακή διαχείριση	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ii. Γνώση ή/και Εφαρμογή Πολιτικών Βιώσιμης Ανάπτυξης, Παραγωγής, Κατανάλωσης	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iii. Γνώση ή/και Εφαρμογή Καλών Πρακτικών Βιώσιμης Ανάπτυξης, Παραγωγής, Κατανάλωσης	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
iv. Γνώση ή/και Εφαρμογή Πρακτικών Κυκλικής Οικονομίας	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
v. Γνώση ή/και Εφαρμογή των συστημάτων περιβαλλοντικής διαχείρισης και ελέγχου (πχ EMAS, ISO 14001)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vi. Γνώση ή/και Εφαρμογή Περιβαλλοντικών Εργαλείων όπως η Ανάλυση Κύκλου Ζωής, Eco-Labeling, ο Περιβαλλοντικός Έλεγχος, κλπ	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
vii. Γνώση ή/και Εφαρμογή Συστημάτων Διαχείρισης Ενέργειας (ISO 50001)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
viii. Γνώση και δεξιότητες στο σχεδιασμό νέων προϊόντων διεργασιών	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
ix. Χρήση περιβαλλοντικών κριτηρίων στη διαδικασία σχεδιασμού ή/και ανάλυσης του κύκλου ζωής ενός προϊόντος / διεργασίας / υπηρεσίας	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
x. Προσδιορισμός των περιβαλλοντικών επιπτώσεων στη διαδικασία σχεδιασμού ενός προϊόντος, υλοποίησης μιας διεργασίας	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xi. Προγραμματισμός – υλοποίηση πράσινων προμηθειών και συμβάσεων	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

	Καθόλου σημαντικό	Λίγο σημαντικό	Μέτρια σημαντικό	Αρκετά σημαντικό	Πλήρως σημαντικό
κινήτρων και ευκαιριών χρηματοδότησης της πράσινης επιχειρηματικότητας	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xiii. Σχεδιασμός και εφαρμογή πράσινων πρακτικών στη μεταφορά, αποθήκευση και διανομή (logistics)	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xiv. Επιλογή, εφαρμογή και αξιολόγηση στρατηγικών marketing και ειδικότερα περιβαλλοντικού marketing	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
xv. Συμμετοχή και εργασία σε διεπιστημονικές ομάδες εργασίας	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>

- 3. Εκτός των παραπάνω, πιστεύετε ότι υπάρχει κάποιο/-α πρόσθετο/-α προσόν/-ντα που πρέπει να διαθέτει ένα στέλεχος για να συμβάλει στην ενίσχυση της περιβαλλοντικής καινοτομίας μιας επιχείρησης; Αν ναι, παρακαλώ αναφέρετε συγκεκριμένα ποιο/-α προσόν/-ντα**

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Ευχαριστούμε για τη συνεργασία!

APPENDIX II – LIST OF RESPONDENTS