

TranS4MEr:

Transformative SME policy for broad-based decarbonisation

Austrian Climate Day: ACRP Session
4th April 2024

1) Brief description of the project

Overarching objective:

develop a research and policy agenda for a 'transformative enterprise policy' that leverages the capabilities of enterprise policy in supporting the transformation to a climate-neutral economy

Pillar I: appraisal of the existing enterprise policy mix in Austria

Pillar II: development of a blueprint for a transformative enterprise policy mix

Pillar III: learning about and facilitating policy change

1) Brief description of the project

Austrian Institute for SME Research

~ 30 employees, based in Vienna

In TranS4MEr:

- 5 Senior Researchers
- 2 Junior Researchers
- from all departments

Scientific advisory board



Anders Branth Pedersen
(Aarhus University)



Sam Hampton
(University of Oxford & Bath)



Christine Vallaster
(Paris Lodron University of Salzburg)



Florian Kern
(Institute for Ecological
Economic Research)

First results incl. dissemination and publications

Appraisal of Austrian enterprise policy mix (validation stage)

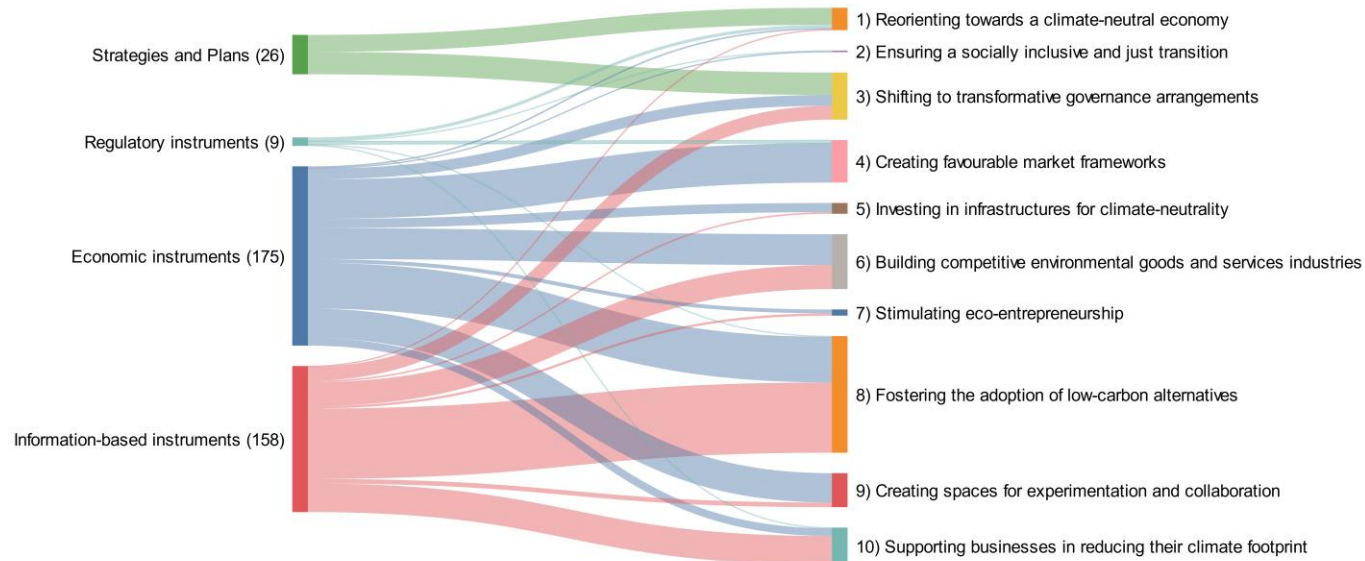
- Developed a new transformative policy framework
- Documentary analysis
- Database of 379+ policy instruments
- Qualitative interviews with 17 policy experts

Criteria:

- comprehensiveness, consistency, coherence, and stability

First results incl. dissemination and publications

Appraisal of Austrian enterprise policy mix (validation stage)



First results incl. dissemination and publications

- 3 oral presentations at international workshops and seminars
- 1 presentation at an international academic conference
- 3 “SMEs and Climate Action” policy webinars co-hosted with the British Zero Emission Enterprise Network
- special issue submitted to *Environmental Governance & Policy*
- ...presentation of results at 4th webinar on 17th April

Policy Webinar Series

SMEs and Climate Action

★ About:

This 10-part webinar series provides a platform for researchers and policy-makers to share experiences and explore new policy approaches to engage Small and Medium Enterprises (SMEs) in the path towards climate-neutral economies.

The series is jointly hosted by the [Austrian Institute for SME Research](#) and the [Zero Emission Enterprise \(ZEE\) Network](#).

The webinar series runs from November 2023 until February 2025.

👤 Who Should Attend:

Our webinars are designed for researchers and professionals in the fields of climate policy and SME policy.

📅 Upcoming webinar:

The “Green to Grow” campaign: How to raise awareness for climate action among SMEs?

In 2022, the British Business Bank launched a new campaign to raise awareness and increase levels of engagement on climate action among SMEs. Ahead of the campaign’s launch, the British Business Bank talked to SME owners and sent out a survey to SMEs to find out how owners react to different sustainability messages and ways of framing the issue. In this webinar, we discuss with Hugh Taylor and Martina Tortis how communication campaigns can be designed to raise awareness and spark action among SMEs.

Speakers: Hugh Taylor & Martina Tortis, [British Business Bank](#) (UK)

Date: 29 January 2024, 1:00 – 2:00 pm CET (12:00 – 1:00 pm GMT)

Language: English

Registration

Contact: Karin Bachinger k.bachinger@kmuforschung.ac.at

★ What to Expect:

- **Insights:** Our webinars will provide insights from latest research and practice on policy-making for engaging SMEs in climate action.

- **Interactive Discussions:** Each talk (20min) will be followed by a Q&A (10min) and moderated debates (30min).

- **Where?** The webinars are held online via Zoom.

- **How to join?** Please [register here](#) for the upcoming webinar and sign up to our [newsletter](#) for updates to further webinars.



3) Progress of the project

Start: 11/2022 - **End:** 04/2025

Status:

- 1) concept development and expert-based assessment nearing completion (validation stage)
- 2) Enterprise survey: questionnaire developed and sent out to ~ 50,000 enterprises (live until end of April)
 - Uncertain response rates: we spend € 4,500 to purchase additional contact data to reduce risk of low response rates
- 3) Data explorer (on policy hub) will expectably go live around June
- 4) Stakeholder and expert workshops: to commence in early May
- 5) Webinars, policy entrepreneur interviews, publications are underway

4) Links and synergies with other ACRP projects

- **Assessment reports:**
 - APCC SR21: structures for climate-friendly living
 - AAR2: Second Austrian Assessment Report on Climate Change
 - (coordinating) lead author on provisioning of goods and services and manufacturing sectors not covered by ETS
- **Ongoing ACRP projects:**
 - INTEGRATE, NetZero2040
 - Expert workshops (to commence in May/June): aligning overarching pathways/scenarios with micro-level of target groups
- **Evaluation of klimaaktiv**

About us

The Austrian Institute for SME Research is an independent non-university research institute in the field of economics and social sciences. Small and medium-sized enterprises (SMEs) are a core area of our research activities.



Member of:



a cr
austrian
cooperative
research

www.kmuforschung.ac.at

