TranS4MEr: Transformative SME policy for broad-based decarbonisation

Austrian Climate Day: ACRP Session
4th April 2024
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

1) Brief description of the project

**TranS4MEr**

**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

- Florian Kern (Institute for Ecological Economic Research)
- 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)
TranS4MEr

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
TranS4MEr

First results incl. dissemination and publications

Appraisal of Austrian enterprise policy mix (validation stage)

1) Reorienting towards a climate-neutral economy
2) Ensuring a socially inclusive and just transition
3) Shifting to transformative governance arrangements
4) Creating favourable market frameworks
5) Investing in infrastructures for climate-neutrality
6) Building competitive environmental goods and services industries
7) Stimulating eco-entrepreneurship
8) Fostering the adoption of low-carbon alternatives
9) Creating spaces for experimentation and collaboration
10) Supporting businesses in reducing their climate footprint

Source: Austrian Institute for SME Research
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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 Netowork
- special issue submitted to Environmental Governance & Policy
- …presentation of results at 4th webinar on 17th April
TranS4MER

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**
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.

- Since 1954 active in economic research
- Around 30 employees
- Over 80 projects per year
- Around 80 reports and publications p.a.