

## BENEFITS FROM ADOPTING AN ESG APPROACH

The ESG “business case” is clear: SMEs that adopted an ESG approach gained benefits in all fields, especially in terms of environmental impact, customer satisfaction, reputation and dialogue with stakeholders.

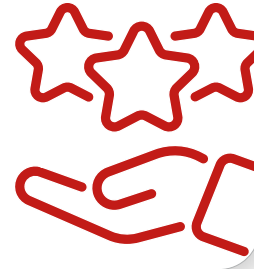
**78%**

Better  
Environmental  
Impact



**71%**

Customers'  
Satisfaction



**66%**

Reputation and Dialogue  
with Stakeholders



Source:

SDA Bocconi Sustainability Lab Survey for SME EnterPRIZE (May 2022). Total N. of SMEs that adopted an ESG strategy or plan: 258 out of 1,000 respondents (26%)

## GROWING POLARISATION

Strategic Approach to Sustainability (% of SMEs)

There's a widening gap between SMEs with and without environmental/social plans: in the last two years, SMEs that adopted an ESG approach almost doubled. However, the number of SMEs declaring not to be interested in any ESG strategy also more than doubled.

2020

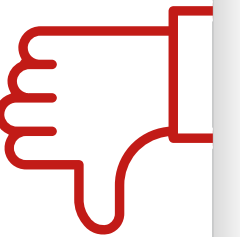


ESG strategy/action  
plan already  
implemented

**14%**

**20%**

ESG strategy/action  
plan **not adopted**,  
and implementation  
**not planned**



2022

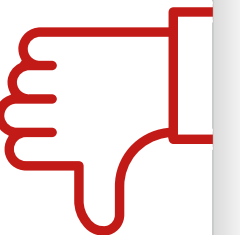


ESG strategy/action  
plan already  
implemented

**26%**

**43%**

ESG strategy/action  
plan **not adopted**,  
and implementation  
**not planned**



Sources:

SDA Bocconi Sustainability Lab Survey for SME EnterPRIZE (May 2022) Total N. 1,000, European Commission SMEs, start-ups, scale-ups and entrepreneurship Flash Eurobarometer 486 (2020)

## HOW SMEs ASK TO BE SUPPORTED

SMEs ask for access to sustainable finance, SME-targeted public incentives and a boost for sustainable products and services.

Incentivize  
demand for  
Sustainable  
Solutions

**72%**



Facilitate  
access to  
Sustainable  
Finance

**64%**



Source:

SDA Bocconi School of Management Sustainability Lab Survey for Generali SME EnterPRIZE (May 2022) - Total N. 1,000