

**ZA6917**

**Flash Eurobarometer 456  
(Small and Medium Enterprises, Resource Efficiency  
and Green Markets, wave 4)**

**Country Questionnaire  
Ireland (English)**

A	Flash number						
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	FL426 A						
B	Country						
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	FL426 B						
C	Interview number						
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	FL426 C						
NACE	NACE code (Sample information)						
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	FL426 NACE						
SIZE	Size of company (Sample information)						
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	FL426 SIZE						
	(INTRO1) Hello, I'm (NAME), calling from Millward Brown. May I speak with your CEO, a general manager, a financial director or any legal officer who has decision-making responsibilities in your company ?						
	(INTRO2) IF THE GATEKEEPER ASKS FOR ADDITIONAL INFORMATION: We are contacting (decision makers in) companies across Europe regarding their views on current business topics. The feedback will be used to support decision-making and design future European policies. I would greatly appreciate being able to speak with him or her to include hisher opinion in the study.						
	IF THE ELIGIBLE REPODENT IS NOT AVAILABLE, PLEASE MAKE AN APPOINTMENT						
	(INTRO3) (WHEN SPEAKING TO THE TARGETED RESPONDENTS) Hello, I'm (NAME), calling from Millward Brown, a market research company.						
	(INTRO4) We are contacting (decision makers in) companies across Europe regarding their views on current business topics and we would greatly appreciate your input. The feedback will be used to support decision-making and design future European policies. Would you have some time to answer to a few questions? It should not take more than 15 minutes...						

ASK LAN1 ONLY IN BE, EE, FI, IE, LV, LU, MK, MT, ES, TR, MD
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LAN1	Would you like to do the survey in English or Irish?
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(READ OUT - ONE ANSWER ONLY)
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	1
	2
	3
	4
	5
	6
	7
	8
Estonia - Russian	9
Finland - Finnish	10
Finland - Swedish	11
France - French	12
Germany - German	13
Greece - Greek	14
Hungary - Hungarian	15
Iceland - Icelandic	16
Ireland - English	17
Ireland - Irish	18
Italy - Italian	19
Latvia - Latvian	20
Latvia - Russian	21
Lithuania - Lithuanian	22
Luxembourg - Luxembourgish	23
Luxembourg - French	24
Luxembourg - German	25
Macedonia - Macedonian	26
Macedonia - Albanian	27
Malta - Maltese	28
Malta - English	29
Montenegro - Montenegrin	30
Netherlands - Dutch	31
Norway - Norwegian	32
Poland - Polish	33
Portugal - Portuguese	34
Republic of Cyprus - Greek	35
Romania - Romanian	36
Slovakia - Slovak	37
Slovenia - Slovene	38
Spain - Catalan	39
Spain - Spanish	40
Sweden - Swedish	41
Turkey - Turkish	42
Turkey - Kurkish	43
United Kingdom - English	44
United States of America - English	45

Moldova - Romanian	46
Moldova - Russian	47

FL426 LAN1 MODIFIED

(RESPONDENT REASSURANCE) I would like to reassure you that your co-operation is completely voluntary and all of your answers are confidential. For quality control and training purposes this interview may be monitored or recorded. First I will ask a few questions purely for classification purposes...

SMES, RESOURCE EFFICIENCY AND GREEN MARKETS

ASK SCR9 ONLY IN TURKEY

SCR9 Which sector does your company belong to?

(READ OUT IF NECESSARY - ONE ANSWER ONLY)

B - Mining and quarrying	1
C - Manufacturing	2
D - Electricity, gas, steam and air conditioning supply	3
E - Water supply; sewerage; waste management and remediation activities	4
F - Construction	5
G - Wholesale and retail trade; repair of motor vehicles and motorcycles	6
H - Transportation and storage	7
I - Accommodation and food service activities	8
J - Information and communication	9
K - Financial and insurance activities	10
L - Real estate activities	11
M - Professional, scientific and technical activities	12
Other	13

FL426 SCR9

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ASK ALL

SCR10a How many employees does your company have?

(INT.: IF "DKNA", CODE '99999') - (ONE ANSWER ONLY)

					employees
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FL426 SCR10a

ASK SCR10b IF CODE 99999 (DK/NA) IN SCR10a

SCR10b How many employees does your company have?

(READ OUT - ONE ANSWER ONLY)

1 to 9 employees	1
10 to 49 employees	2
50 to 249 employees	3
250 employees or more	4
DK/NA	5

FL426 SCR10b

ASK SCR11 IF CODE 1 IN SCR10a

SCR11 Are you a one-person company?

ONE ANSWER ONLY

Yes	1
No	2

FL426 SCR11

SCR12a In what year was your company established?

WRITE DOWN ANSWER [CODE 9999 IF DK/REFUSAL]

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FL426 SCR12a

ASK SCR12b IF CODE 9999 IN SCR12a - RECODE ALL VALID ANSWERS IN SCR12a

SCR12b In what year was your company established?

(READ OUT - ONE ANSWER ONLY)

Before 1 January 2010	1
Between 1 January 2010 and 31 December 2012	2
Between 1 January 2013 and 1 January 2017	3
After 1 January 2017	4
DK/NA (DO NOT READ OUT)	5

FL426 SCR12b

SCR13 Over the past two years, has your company's annual turnover increased, decreased or remained unchanged ?

(ONE ANSWER ONLY)

Increased	1
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Decreased	2
Remained unchanged	3
Not applicable (DO NOT READ OUT)	4
DK/NA	5

FL426 SCR13

SCR14 What was your turnover last year?

(READ OUT - ONE ANSWER ONLY)

100 000 euros or less	1
From 100 000 to 500 000 euros	2
More than 500 000 to 2 million euro	3
More than 2 to 10 million euro	4
More than 10 to 50 million euro	5
More than 50 million euro	6
Not applicable (DO NOT READ OUT)	7
DK/NA	8

FL426 SCR14

SCR15 Is your company selling its products or services ... ?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Directly to consumers	1,
To other companies	2,
To public administration	3,
DK/NA	4,

FL426 SCR15

ASK ALL

Q1: ROTATE ITEMS 1 TO 8

ITEM 10 SINGLE CODE:

Q1 What actions is your company undertaking to be more resource efficient?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Saving water	1,
Saving energy	2,
Using predominantly renewable energy (e.g. including own production through solar panels, etc.)	3,
Saving materials	4,
Minimising waste	5,
Selling your scrap material to another company	6,
Recycling, by reusing material or waste within the company	7,
Designing products that are easier to maintain, repair or reuse	8,

Other (DO NOT READ OUT)	9,
None (DO NOT READ OUT)	10,
DK/NA	11,

FL426 Q1

Q2: ROTATE ITEMS 1 TO 8

ITEM 10 SINGLE CODE

Q2 Over the next two years, what are the additional resource efficiency actions that your company is planning to implement ?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Save water	1,
Save energy	2,
Use predominantly renewable energy (e.g. including own production through solar panels, etc.)	3,
Save materials	4,
Minimise waste	5,
Sell your scrap material to another company	6,
Recycle, by reusing material or waste within the company	7,
Design products that are easier to maintain, repair or reuse	8,
Other (DO NOT READ OUT)	9,
None (DO NOT READ OUT)	10,
DK/NA	11,

FL426 Q2

ASK Q3 TO Q7 IF CODE 1 TO 8 IN Q1, OTHERS GO TO Q8

Q3 What impact have the undertaken resource efficiency actions had on the production costs over the past two years? The production costs have...

(READ OUT - ONE ANSWER ONLY)

significantly decreased	1
slightly decreased	2
slightly increased	3
significantly increased	4
not changed (DO NOT READ OUT)	5
DK/NA	6

FL426 Q4

Q4 Over the past two years, how much have you invested on average per year to be more resource efficient?

(READ OUT - ONE ANSWER ONLY)

Nothing	1
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Less than 1% of annual turnover	2
1- 5% of annual turnover	3
6-10% of annual turnover	4
11-30% of annual turnover	5
More than 30% of annual turnover	6
DK/NA	7

FL426 Q5

Q5: ROTATE ITEMS 1 TO 3

Q5 Which type of support does your company rely on in its efforts to be more resource efficient?

(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Its own financial resources	1,
Its own technical expertise	2,
External support	3,
Other (DO NOT READ OUT)	4,
DK/NA	5,

FL426 Q10

ASK Q6 IF CODE 3 IN Q5

Q6: ROTATE ITEMS 1 TO 6

Q6 More precisely, which type of external support is it?

(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Public funding such as grants, guarantees or loans	1,
Private funding from a bank, investment company or venture capital fund	2,
Private funding from friends and relatives	3,
Advice or other non-financial assistance from public administration	4,
Advice or other non- financial assistance from private consulting and audit companies	5,
Advice or other non- financial assistance from business associations	6,
Other (DO NOT READ OUT)	7,
DK/NA	8,

FL426 Q11

ASK Q7 IF CODE 1 TO 8 IN Q1

Q7: ROTATE ITEMS 1 TO 8

ITEM 10 SINGLE CODE



Q7	Did your company encounter any of the following difficulties when trying to set up resource efficiency actions?
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(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Complexity of administrative or legal procedures	1,
Difficulty to adapt environmental legislation to your company	2,
Technical requirements of the legislation not being up to date	3,
Difficulty in choosing the right resource efficiency actions for your company	4,
Cost of environmental actions	5,
Lack of specific environmental expertise	6,
Lack of supply of required materials, parts, products or services	7,
Lack of demand for resource efficient products or services	8,
Other (DO NOT READ OUT)	9,
None (DO NOT READ OUT)	10,
DK/NA	11,

FL426 Q12

ASK ALL

Q8: ROTATE ITEMS 1 TO 8

ITEM 10 SINGLE CODE

Q8	Which of the following would help your company the most to be more resource efficient?
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(READ OUT - MAX. 3 ANSWERS POSSIBLE)

A tool to self-assess how resource efficient your company is with respect to other companies	1,
Consultancy on how to improve resource efficiency in your company	2,
Grants or subsidies	3,
Advice on funding possibilities and financial planning for resource efficiency investments	4,
Demonstration of new technologies or processes to improve resource efficiency	5,
Database with case studies that show the benefits of resource efficiency for companies	6,
Better cooperation between companies across sectors so that new processes to re-use waste and by-products can be developed	7,
Clearer rules on the use of secondary raw materials	8,
Other (DO NOT READ OUT)	9,
None (DO NOT READ OUT)	10,
DK/NA	11,

FL426 Q13 MODIFIED

(READ OUT) Green products and services are those with a predominant function of reducing environmental risk and minimise pollution and resources. For the purpose of this survey, this may also include products with environmental features (e.g. organically produced, eco-labelled, with significant recycled content, or eco-designed...)

Q9 Does your company offer green products or services?

(READ OUT - ONE ANSWER ONLY)

Yes	1
No but you are planning to do so in the next 2 years	2
No and you are not planning to do so	3
DK/NA	4

FL426 Q14

ASK Q10 TO Q13 IF CODE 1 IN Q9

Q10 How much did these green products or services represent in your annual turnover of the latest available fiscal year?

(READ OUT - ONE ANSWER ONLY)

Up to 5%	1
6-10%	2
11-30%	3
31-50%	4
51-75%	5
More than 75%	6
DK/NA	7

FL426 Q15

Q11 For how long has your company been selling green products or services?

(READ OUT - ONE ANSWER ONLY)

Less than one year	1
Between 1 and 3 years	2
More than 3 years	3
DK/NA	4

FL426 Q16

Q12 In terms of turnover over the past 2 years, what were the main markets (countries/geographical regions) for your green products or services?

(DO NOT READ OUT - MULTIPLE ANSWERS POSSIBLE)

National market	1,
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European Union (EU-28) + Iceland + Lichtenstein + Norway + Switzerland	2,
Other European countries excluding Russia	3,
Russia	4,
North America countries except USA	5,
USA	6,
South America + Central America excluding Brazil	7,
Brazil	8,
Africa	9,
Middle East	10,
China + Hong Kong + Macau	11,
South Korea	12,
Japan	13,
Other Asian countries	14,
Australia + New Zealand + Oceania	15,

FL426 Q17

Q13: ROTATE ITEMS 1 TO 3

Q13	What type of support does your company rely on for the production of its green products or services?
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(READ OUT - MULTIPLE ANSWERS POSSIBLE)

Its own financial resources	1,
Its own technical expertise	2,
External support	3,
Other (DO NOT READ OUT)	4,
DK/NA	5,

FL426 Q18

ASK DX1 IF CODE 3 IN Q13

DX1: ROTATE ITEMS 1 TO 6

DX1	Which type of external support does your company get for the production of its green products or services?
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(READ OUT – MULTIPLE ANSWERS POSSIBLE)

Public funding such as grants, guarantees or loans	1,
Private funding from a bank, investment company or venture capital fund	2,
Private funding from friends or relatives	3,
Advice or other non- financial assistance from public administration	4,
Advice or other non- financial assistance from private consulting and audit companies	5,
Advice or other non- financial assistance from business associations	6,

Other (DO NOT READ OUT)	7,
DK/NA	8,

FL426 Q19

ASK DX2 IF CODE 1 OR 4 IN DX1

DX2	How satisfied or dissatisfied are you with the level of public support for your green products or services?
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(ONE ANSWER ONLY)

Very satisfied	1
Fairly satisfied	2
Fairly dissatisfied	3
Very dissatisfied	4
DK/NA	5

FL426 Q20

ASK DX3 IF CODE 1 IN Q9

DX3: ROTATE ITEMS 1 TO 4

ITEM 6 SINGLE CODE

DX3	What type of support would help you the most to expand your range of green products or services ?
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(READ OUT - MAX. 2 ANSWERS POSSIBLE)

Financial incentives for developing products, services or new production processes	1,
Assistance with identifying potential markets or customers	2,
Technical support and consultancy for the development of products, services and production processes	3,
Consultancy services for marketing or distribution	4,
Other (DO NOT READ OUT)	5,
None (DO NOT READ OUT)	6,
DK/NA	7,

FL426 Q21A

ASK DX4 IF CODE 2 TO 3 IN Q9

DX4: ROTATE ITEMS 1 TO 4

ITEM 6 SINGLE CODE

DX4	What type of support would help you the most to launch your range of green products or services ?
-----	---

(READ OUT - MAX. 2 ANSWERS POSSIBLE)

Financial incentives for developing products, services or new production processes	1,
Assistance with identifying potential markets or customers	2,
Technical support and consultancy for the development of products, services and production processes	3,
Consultancy services for marketing or distribution	4,
Other (DO NOT READ OUT)	5,
None (DO NOT READ OUT)	6,
DK/NA	7,

FL426 Q21B

ASK ALL

(READ OUT) A green job is one that directly deals with information, technologies, or materials that preserves or restores environmental quality. This requires specialised skills, knowledge, training, or experience (e.g. verifying compliance with environmental legislation, monitoring resource efficiency within the company, promoting and selling green products and services).

DX5	In your company, how many of your full time employees, including yourself, work in green jobs some or all of the time?
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(INT.: IF "NONE" CODE '997' - IF "REFUSAL" CODE '998' - IF "DK/NA" CODE '999')

			employees
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FL426 Q22