

Research methodology



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AUTPOST ACADEMY





1. Assumptions and methodology

The survey is being carried out within the framework of the Green Path to ESG 2022-2-PL01-KA210-VET-000097264 project. The survey is aimed at investigating competence gaps in green areas in the SME sector.

The target group is entities within the definition of SMEs. The survey is a proper survey and is the second stage of market research. The first stage was secondary research in the form of conducting a desk research analysis of issues of interest. The survey will test knowledge of the issues covered by the European Union's intensification. These issues include: ESG, corporate social responsibility, sustainable development, closed loop economy, green transformation. The survey will address both the factual aspect relating to actions taken or taken in the past by companies. In addition, companies will be asked about their approach to the possibility of offering training. The survey will be conducted using digital tools, using methods offered by the google platform.



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1. Assumptions and methodology

The survey is intended to identify the attitude of the surveyed SME companies to the assumptions of the transformation of the economy in an ecological direction and the state of their own activities in this regard. It is also intended to indicate the elements that companies both require to be addressed during training and the expected effects associated with the participation of those interested in this type of form of acquiring knowledge. The knowledge gained from the survey will bring the organization of training courses that meet market needs closer. The survey consists of 15 substantive questions. The questions will relate to the knowledge of green areas and the application of tools for the implementation of green demands within the company's operations. As for the pattern of questions, it will be differentiated, that is, the set will consist of questions: closed questions and questions based on scaling. The answers will be summarized, classified and interpreted. The tools offered by the Google form to provide a clearer perception of the data will be useful in this regard. As a result, solutions will be prepared by experts.



2. Plan to conduct

As already mentioned, the survey will be created using a Google form. The survey will be presented in the clearest possible way, understandable to the audience. The survey, which includes a pool of questions, will be sent to companies at their email addresses, or by sending them in a private message using social media. This type of activity will be conducted from June 1, 2023 to June 31, 2023.

The survey includes questions and answers in two languages: Polish and English. This will make it possible to reach a larger number of entities and obtain information from the topic of ESG knowledge of the SME sector in several EU member states, in particular Poland and Ireland.

The goal of the survey is to obtain responses from 30 entities, which will result in the information needed for further action by the inquiring party. If a sufficient number of responses are not obtained by the indicated deadline, measures will be taken to achieve the goal. In such a situation, survey delivery will be expanded. The questions in the survey are mandatory in nature.



2. Plan to conduct

The content of the questions and possible answers are presented below:

1. "Czy słyszeli Państwo o ESG? Have you heard of ESG?"
Answers: "Tak/Yes", "Nie/No".
2. "Jak oceniają Państwo swoją znajomość w zakresie regulacji prawnych obejmujących tematykę prowadzenia biznesu zgodnie z zasadami zrównoważonego rozwoju i gospodarki o obiegu zamkniętym? How would you rate your familiarity with regulations covering the topic of doing business in accordance with the principles of sustainable development and a closed-loop economy?"
Answers: linear scale from 1 to 5, where 1 - Znikomy poziom wiedzy/Negligible knowledge, 5 - Bardzo duży poziom wiedzy/Very high level of knowledge.
3. "Czy posiadają Państwo wiedzę z zakresu dokonywania oceny obecnych praktyk i identyfikacji obszarów, w których można wprowadzić ulepszenia mające na celu realizację celów i zadań związanych ze zrównoważonym rozwojem? Do you have expertise in assessing current practices and identifying areas where improvements can be made to meet sustainability goals and objectives?"
Answers: "Tak/Yes", "Nie/No".
4. "Jak oceniają Państwo swoją wiedzę w zakresie zarządzania w sposób zgodny z ideami zrównoważonego rozwoju i gospodarki o obiegu zamkniętym? How do you assess your knowledge of managing in a way that is compatible with the ideas of sustainability and a circular economy?"
Answers: linear scale from 1 to 5, where 1 - Znikomy poziom wiedzy/Negligible knowledge, 5 - Bardzo duży poziom wiedzy/Very high level of knowledge.
5. "Czy znają Państwo sposoby efektywnego wykorzystywania zasobów? Do you know of ways to use resources efficiently?"
Answers: "Tak/Yes", "Nie/No".



2. Plan to conduct

6."Czy posiadają Państwo wiedzę z zakresu skutecznego wdrożenia działań mających na celu zminimalizowanie wpływu działalności na środowisko? (np., oszczędzania energii, recyklingu) Do you have knowledge of how to effectively implement measures to minimise the environmental impact of your activities? (e.g., energy conservation, recycling)"

Answers: "Tak/Yes", "Nie/No".

7."Jak oceniają Państwo swoją wiedzę w zakresie zarządzania energią i efektywnego gospodarowania zasobami? How would you rate your knowledge of energy management and resource efficiency?"

Answers: linear scale from 1 to 5, where 1 - Znikomy poziom wiedzy/Negligible knowledge, 5 - Bardzo duży poziom wiedzy/Very high level of knowledge.

8."Jak oceniają Państwo wiedzę z zakresu powiązania działalności biznesowej z praktykami etycznymi i społeczną odpowiedzialnością biznesu? How would you rate your knowledge of the link between business operations and ethical practices and corporate social responsibility?"

Answers: linear scale from 1 to 5, where 1 - Znikomy poziom wiedzy/Negligible knowledge, 5 - Bardzo duży poziom wiedzy/Very high level of knowledge.

9."Czy mają Państwo wiedzę w zakresie stosowania wskaźników w celu mierzenia wyników w zakresie zrównoważonego rozwoju? Do you have expertise in using indicators to measure sustainability performance?"

Answers: "Tak/Yes", "Nie/No".

10."Czy posiadają Państwo wiedzę z zakresu planowania strategicznego na rzecz zrównoważonego rozwoju? Do you have knowledge of strategic planning for sustainable development?"

Answers: "Tak/Yes", "Nie/No".



2. Plan to conduct

11. "Czy posiadają Państwo wiedzę z obszaru zielonego zarządzania łańcuchem dostaw, obejmującego zaopatrzenie i logistykę? Do you have knowledge in the area of green supply chain management, including procurement and logistics?"

Answers: "Tak/Yes", "Nie/No".

12. "Czy posiadają Państwo wiedzę w zakresie skutecznego zaangażowanie interesariuszy i komunikowania wysiłków i wyników firmy w zakresie zrównoważonego rozwoju? Do you have expertise in effective stakeholder engagement and communication of the company's sustainability efforts and performance?"

Answers: "Tak/Yes", "Nie/No".

13. "Czy znasz skuteczne metody zarządzania zgodne z ideami zrównoważonej strategii biznesowej i przywództwa? Are you familiar with effective management methods in line with the ideas of sustainable business strategy and leadership?"

Answers: "Tak/Yes", "Nie/No".

14. "Czy znają Państwo tematykę dotyczącą uzasadnienia biznesowego na rzecz zrównoważonego rozwoju? Are you familiar with the business case for sustainability?"

Answers: "Tak/Yes", "Nie/No".

15. "Czy chcieliby Państwo wziąć udział w szkoleniach wspomagających umiejętności zarządcze obejmujących tematyką ESG, zrównoważony rozwój, gospodarkę o obiegu zamkniętym i innych tematów zawartych w pytaniach ankiety? Would you like to participate in management skills training courses covering ESG, sustainability, the circular economy and other topics included in the survey questions?"

Answers: "Tak/Yes", "Nie/No".



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3. Summary

The survey will be conducted from June 1, 2023 to June 31, 2023. The main areas included in the questions are: ESG, corporate social responsibility, sustainability, circular economy, green investment. The survey aims to obtain information from micro, small and medium-sized enterprises in these areas. The questions represent the extent of the European Union's commitment to climate protection and the fight against global warming. The concepts suggest that the European Union seeks to consolidate the actions of businesses toward a more sustainable and responsible approach to doing business. Answers to questions will be provided by solutions in the form of expert-developed guides based on market expectations presented by micro, small and medium-sized enterprises. This will provide companies with the research aids to carry out the changes needed from the point of view of the European Union in the ways businesses are managed. The conclusions of the study and the measures adopted by companies under the solutions presented will contribute to increasing the social commitment of companies, which will translate into the execution of the activities promoted by the European Union.



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