

Supporting SMEs in adopting and implementing ESG

Webinar, 22.05.2025

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Interreg Europe Policy Learning Platform



Welcome!



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Agenda

Welcome & Introduction

Mart Veliste, Interreg Europe Policy Learning Platform

Keynote presentation

Sven Dietrich, Policy Coordinator, Directorate-General for Financial Stability, Financial Services and Capital Markets Union, European Commission

Interreg Europe policy changes & good practices

Adam Prichodsky, Project Manager, Autoklastr (Czech Republic) on 'ENVI Scan' (AccelerateGDT project)

Javier Zubicoa León, Director, Labour service of the Government of Navarra (Spain) on 'InnovaRSE' (DEBUTING project)

Panel discussion / Q&A

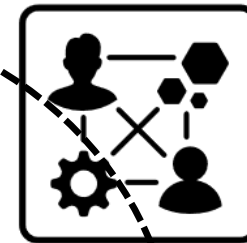
Wrap up & Conclusions



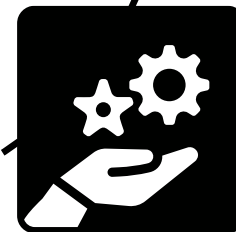
Platform in a nutshell

Capacity-building tool for all policymakers through access to:

Knowledge
Find policy solutions



People
Meet our community



Expertise
Get expert support





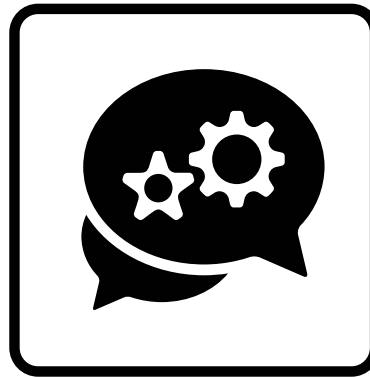
Access to expert support

A fast track to policy solutions (priority to newcomers)



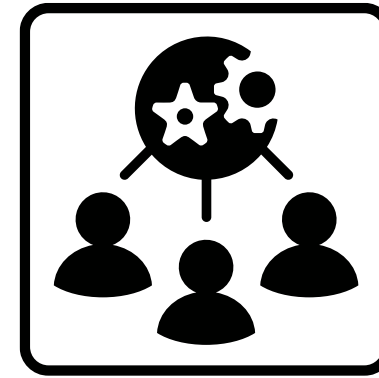
Policy helpdesk

Get expert advice to any type of questions in regional policy-making



Matchmakings

Be inspired from good practices across Europe during a 2-hour exchange



Peer reviews

Get tailored solutions from relevant peers during a 2-day in-depth analysis

Peer learning in practice



103 peer reviews since 2018



55 matchmaking sessions

Apply to benefit from expert support any time

<https://www.interregeurope.eu/get-expert-support>



Peer review: support SMEs in ESG related aspects

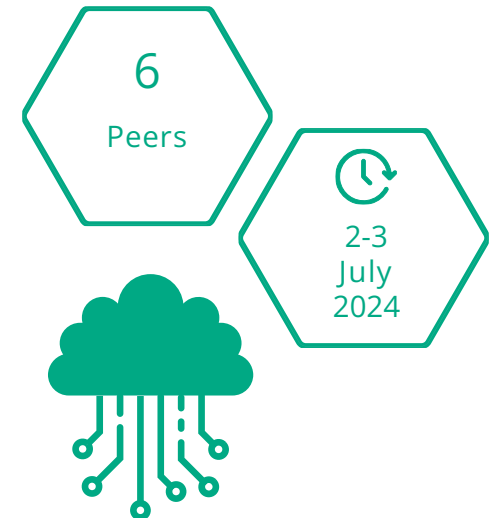
► Hungarian Economic Development Agency

Peers from: Estonia, Germany, Sweden

Recommendations:

- ESG related trainings need to consider the stage and need of the SME, adopting a cascade, tailored approach.
- Implementing a quadruple helix approach to find synergies across initiatives and further develop programmes and policies.
- Small incentives / door-opener programmes to encourage SMEs to take first steps in their ESG journey.

More information available [here](#)



Matchmaking – Digital transformation in a country with a history of bureaucracy



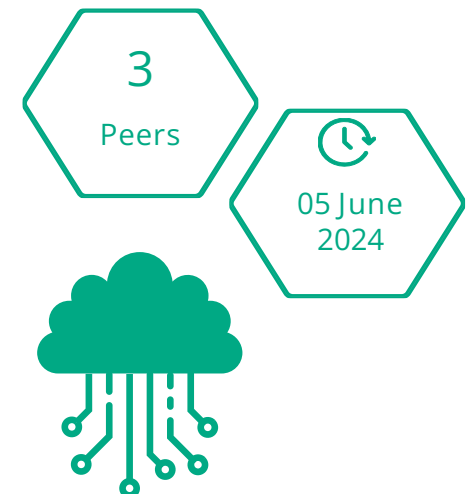
Government of Bosnia Herzegovina

Peers from: Ukraine, Finland

Recommendations

- Address resistance and fears of technology, overcome infrastructure gaps and the digital divide
- Design regulatory roadmaps to integrate standards, including EU standards, & establish private-public partnerships to support digital transformation
- Establish positions such as Chief Digital Transformation Officer and Chief Learning Officer

More information available [here](#)



What makes us unique: our team of experts!



What makes us unique: our team of experts!



Marc Pattinson



Arnault Morisson



Luc Schmerber



Erik Gløersen



Katharina Krell



Simon Hunkin



Rene Tönnisson



Laura Varisco



Mart Veliste



Astrid Severin



Magda Michaliková



James Ling



Thorsten Kohlich



Elena Ferrario



Antoine Duquennoy



Karine Gevorgyan



Lotte van Meijel



Valentine Dufaye



Vladimir Sestovic



Mario Vade pied

ESGs and IR-E context

- Projects associated with the topic: Accelerate GDT, DEBUTING, TOURBO, FISSH, COMMIT, CSRDatSME, Net-Zero SMEs, PERSIST
 - Sustainability reporting
 - Twin transition
 - Cluster policy
 - Sustainability in the food industry
 - Low-Carbon SME Development & net-zero industries
 - Smart specialization & sustainability
- The goal is to share good practices for mutual learning.

ESGs

- A principle that prioritizes environmental issues, social issues, and corporate governance.
- It helps investors, regulators, and the public assess whether a company is acting responsibly and sustainably.
- Often confusing and complicated to manage for SMEs
- Yet important for accessing both public and private funding, being ESG-ready becomes essential. But it can also be about competitiveness.
- For public authorities understanding ESG represents an opportunity to strengthen their region's competitiveness, support SMEs, and shape sustainable local economies.

CSRD

Corporate Social Responsibility Reporting directive

- The EC has been operating with ESG for some time. It is aligned with the ambitions of the European Green Deal.
- In 2023, the EC launched the new ESG directive CSRD which significantly transformed the reporting obligation of enterprises.
 - New rules had to be applied for the first time for the 2024 financial year.
- It requires „companies above a certain size to disclose information on what they see as the risks and opportunities arising from social and environmental issues, and on the impact of their activities on people and the environment.“
 - ESG became a competitiveness factor for SMEs in the EU.
- In February of 2025 the EC adopted a simplification omnibus – a package of proposals to simplify EU rules and boost competitiveness

**Interreg
Europe**



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Let's start!

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