

GREEN SKILLS & SUSTAINABILITY OF RURAL BUSINESS

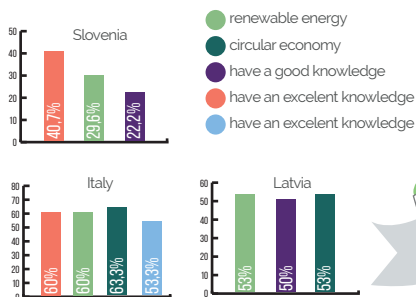
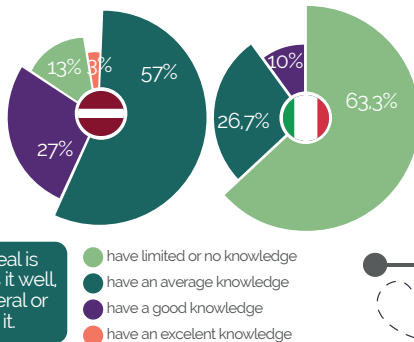
This report collects and analyses data from surveys conducted in Slovenia, Latvia and Italy, regarding the knowledge and implementation of sustainability practices in rural businesses.

The main objective is to understand the level of awareness of the European Green Deal, the main challenges faced by businesses and the actions already implemented to reduce their environmental impact. A total of **114** respondents participated in the survey.

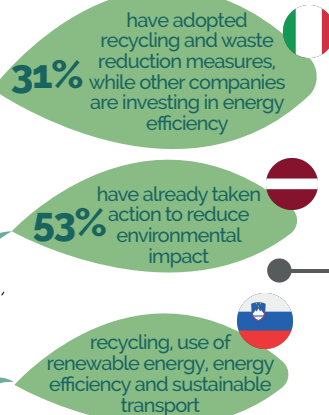


KNOWLEDGE OF THE EUROPEAN GREEN DEAL

Knowledge of the Green Deal is limited. Only a minority knows it well, while the majority has a general or limited understanding of it.



SPECIFIC INTERESTS ON THE GREEN DEAL



ACTIONS ALREADY IN PLACE FOR SUSTAINABILITY



The data shows a clear need for support and training for rural businesses to adapt to sustainability challenges.

The main recommendations include:

- ☐ Greater access to information on regulations, financing and sustainability strategies.
- ☐ Incentives for green technologies, with a focus on renewable energy and energy efficiency.
- ☐ Creation of environmental monitoring tools to support businesses in reducing their impact.
- ☐ Mentoring and consultancy programs to guide businesses in the ecological transition.

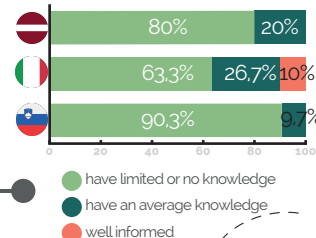
70% understand the need for carbon neutrality
27% do not understand the decision



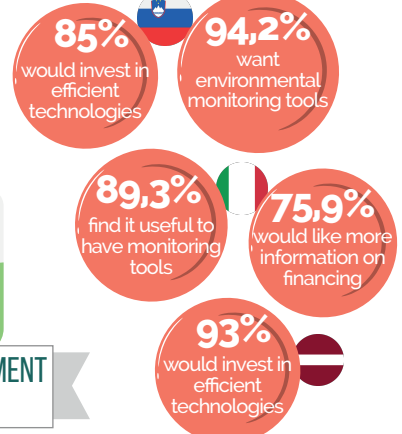
OPINIONS ON CARBON NEUTRALITY 2050

Mixed opinions, with some seeing it as essential and others seeing it as unrealistic without adequate infrastructure.

General support with some concerns about feasibility.



KNOWLEDGE OF THE SUSTAINABILITY REGULATIONS



INTEREST IN INVESTMENT AND SUPPORT

77.4% are interested in workshops & webinars on the Green Deal

need assistance in understanding environmental benefits and financial incentives 97%

86.2% find access to specialized advice useful



NEED FOR TRAINING