

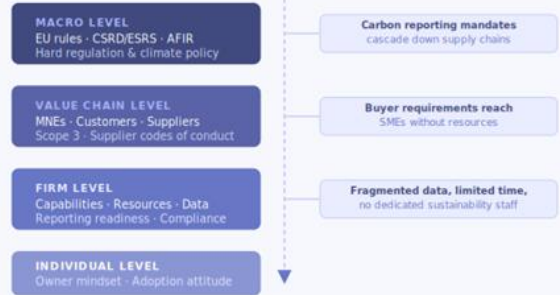
WHY THIS MATTERS

SMEs face a fast-moving green compliance shift.

Heavy-duty transport faces growing decarbonization pressure from EU regulation, customer reporting demands, and financing expectations.

For Finnish transport and logistics SMEs that typically operate with limited time, fragmented data, and no dedicated sustainability staff, this is not just a compliance challenge. It is a readiness issue affecting market access, contract eligibility, credibility, and future investment.

MULTI-LEVEL PRESSURE CASCADE



How regulatory, value chain, firm, and individual pressures cascade onto transport SMEs.

HOW IT WORKS

The project links external green pressure to internal readiness.

The project examines how regulation, customer demands, financing expectations, and market signals, interact with the internal realities of Finnish SMEs.

It identifies which capabilities firms need most, data ownership, reporting workflows, digital tools, governance commitment, and human capital. The project maps where SMEs currently sit on the readiness level and what is holding them back.

CAPABILITIES SMEs NEED TO BUILD



Eight capability dimensions identified from literature review shaping SME decarbonization readiness.

WHAT THIS PROJECT DELIVERS

A practical roadmap for action.

Evidence on where Finnish transport SMEs struggle most, which capabilities matter most, and how firms and policymakers can lower the adoption burden.

Outputs include managerial recommendations, interview-based insight on SME readiness trajectories, and preparation of a Business Finland h follow-up proposal on fleet electrification and carbon reporting tools.

WHO IT IS FOR

For ports, shipowners, DSOs, and infrastructure partners.

Most relevant to Finnish SMEs in transport and logistics, larger firms that depend on supplier readiness, and public actors designing SME support programs.

In addition, it helps SMEs to understand their electrification readiness, and for policymakers designing targeted instruments that strengthen SME resilience and green transition competitiveness.

PROJECT SNAPSHOT

Leads

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Team

LBS and Social Sciences

Timeline

Feb-Sep 2026

Partner

Kempower

Primary output

Report and BF proposal.