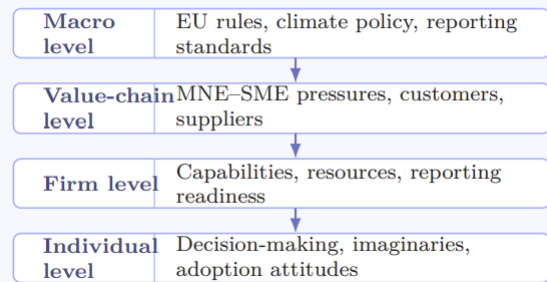


### WHY THIS MATTERS

## SMEs face a fast-moving green compliance shift.

Heavy-duty transport is under growing pressure to decarbonize, while reporting requirements are demanded in supply chains. EU regulation and customer requirements reaching SMEs that often work with limited time, fragmented data, and no dedicated sustainability resources. For these firms, this is not just a compliance challenge, but a readiness issue affecting market access, credibility, and future investment.

### Multi-level transition logic



*Interaction across policy, value chains, organizations, and people*

### HOW IT WORKS

## The project links external green pressure to internal readiness.

DtG examines how external pressures, regulation, customer demands, financing expectations, and market signals interact with the internal realities of transport and logistics SMEs. Through literature review, interviews, and ecosystem analysis, it identifies the practical capabilities these firms need to move from reactive compliance to credible decarbonization action.



*Conceptual view of internal capabilities shaping SME decarbonization readiness.*

### WHAT THIS PROJECT DELIVERS

## A practical roadmap for action.

Evidence on where Finnish SMEs struggle, which capabilities matter most, and how firms and policymakers can lower the adoption burden. Its outputs support managerial recommendations, interview-based insight, and preparation of a stronger Business Finland follow-up.

### WHO IT IS FOR

## Built for SMEs and their ecosystem.

The work is most relevant to Finnish SMEs in transport and logistics, larger firms that depend on supplier readiness, and public actors. It helps decision-makers understand how reporting, electrification, and supply-chain expectations translate into everyday operational choices.

### PROJECT SNAPSHOT

#### Leads

Olli Kuivalainen and Antti Silvast

#### Team

LBS + Social Sciences

#### Timeline

Feb-Sep 2026

#### Partner

Kempower

#### Output

Report + BF basis