



SME ESG & Skills Diagnostic Tool – Blue Economy

This diagnostic tool is designed for Small and Medium Enterprises (SMEs) operating within the Blue Economy sectors such as coastal tourism, fisheries, aquaculture, marine technology, and environmental services.

The purpose of this tool is to help SME managers self-assess their company's current state of readiness in relation to five key strategic areas:

1. Business Profile & Strategic Awareness
2. ESG (Environmental, Social, Governance) Readiness
3. Digital Maturity
4. Sustainability & Circular Economy
5. Skills Development & Training Needs

By identifying strengths and gaps, SMEs can better understand where they stand in terms of sustainability, innovation, and workforce preparedness, and use the results to inform action plans, training choices, and ESG alignment strategies. This tool was developed in alignment with the objectives and methodology of the ESG Lab Project.

Scoring:

For each question, select ONE response:

- **Yes = 5 points**
- **Needs Support = 2 points**
- **No = 0 points**

Maximum Total Score = 100 points. Refer to the scoring interpretation section at the end to evaluate your result.



Co-funded by the
European Union



Statement	Yes (5 points)	No (0 points)	Needs Support (2 points)
Our company operates in a Blue Economy sector.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We are aware of our region's Smart Specialisation Strategy (S3).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have participated in national or EU projects.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We monitor sector trends and policy developments.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We track our environmental performance (energy, water, waste).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have formal ESG-related policies (ethics, equity, diversity).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We understand ESG reporting obligations in our sector.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have defined ESG goals for the next 1-2 years.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We use digital tools in our daily operations (CRM, accounting, etc).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We explore or use blue digital technologies (e.g., GIS, sensors).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We provide digital training to our staff.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We monitor performance of our digital systems.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We are transitioning to more sustainable services or products.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We apply circular economy practices (reuse, recycling, etc).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We monitor consumption of resources (energy, water, raw materials).	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We collaborate with partners on sustainability actions.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
Our staff joined training/VET programs in the last 2 years.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We have identified future skill needs in our company.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We know of available training related to the Blue Economy.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
We assess training needs regularly.	<input type="checkbox"/>	<input type="checkbox"/>	<input type="checkbox"/>
TOTAL SCORE (0-100)			



Co-funded by the
European Union



Score Interpretation

0-30: Low Readiness – Major gaps in ESG and skills.

31-60: Moderate Readiness – Needs structured support.

61-85: Good Readiness – Well on track, room to grow.

86-100: Excellent Readiness – Strong ESG performer.