



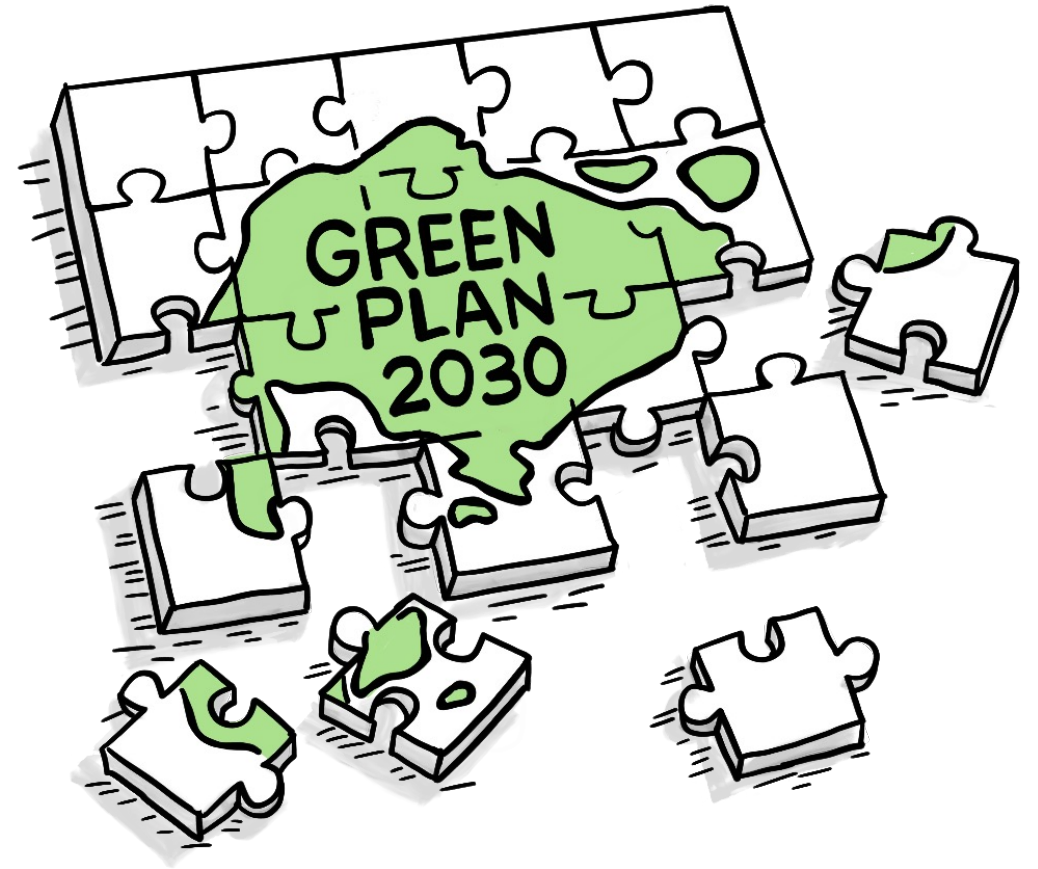
The **2025**
**SME Sustainability
Barometer**

brought to you by



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Chapter 1

Executive Summary



Ravi Menon

Singapore's Ambassador for Climate Action

Senior Adviser to the National
Climate Change Secretariat (NCCS)
Chairman of the Global Finance
and Technology Network (GFTN)

SMEs are the backbone of the global economy and key to its sustainable future.

The choices these businesses make today will shape how quickly and effectively countries transition toward low-carbon growth and greater climate resilience.

The Sustainability Barometer offers a timely look at the road ahead for Singapore's SME community. Many are keen to pursue sustainability as a source of growth and competitiveness, yet remain daunted by practical hurdles — limited time and resources, uncertainty on where to begin, and difficulty demonstrating tangible returns. These challenges are amplified by a shifting global context of geopolitical uncertainty, trade frictions, and evolving trust in the sustainability agenda itself.

We want to help our SMEs to stay the course. It will not be easy, but it is necessary.

For SMEs, the opportunities are becoming increasingly clear. Environmental sustainability is fast becoming a driver of competitiveness and new growth, as supply chains and customers prioritise companies that demonstrate credible climate action. Going green is no longer about compliance — it is about staying relevant and resilient.

We must enable SMEs to view sustainability not as a cost to bear, but as a business strategy for securing their place in the future green economy. Transition planning must become integral to business planning. Those who move early will be better positioned to capitalise on green opportunities in procurement, financing, and new market access.

The Barometer delivers a clear message: stronger ecosystem coordination is essential.

Policymakers, financiers, corporates, and solution providers must align around shared frameworks, data, and incentives to make sustainability simpler, more practical, and more rewarding for SMEs in our value chains and business networks.

Delay is not neutral. The longer we wait, the harder and costlier the transition becomes. With clear direction and collective resolve, we can help every SME to not only commence its sustainability journey, but grow through it to unlock new lines of green business, branding and opportunity.

Let this Barometer serve as both a mirror and a map: reflecting where we are today, and guiding where we must go next.



Lionel Wong

Chief Executive Officer
Gprnt

Before Gprnt became a digital platform company, we were a green fintech policy unit within the MAS. This Barometer reflects those roots — allowing us closely engage the voices of SMEs and trade associations, triangulate the current blockers to sustainability adoption, and translate these insights into practical recommendations. Through this process, we've gained a deeper understanding of what SMEs need to start, and stay, green.

These lessons guide how Gprnt builds digital tools to make sustainability more simple, meaningful, and rewarding for every business.

But the impact doesn't stop there. When SMEs go green, they don't act alone. They lift the networks around them — their buyers, suppliers, customers, and financiers. They green the value chains they power, and in doing so generate high-quality data from the ground up.

To bring more SMEs into this momentum, we must give them clear signals, real incentives, and tangible returns. This calls for a collective effort across the public and private sectors to make sustainability not just viable, but valuable. The Barometer offers up some ideas for how we might begin.

We believe that tackling sustainability among SMEs is where Singapore can truly lead by example — by enabling the quiet, steady work of thousands of businesses that choose to do better. By engaging our SMEs more deeply, we can help solve two of the world's biggest sustainability challenges: improving the reliability of environmental data, and brokering a lasting balance between people, profit and planet.

The Barometer captures our collective effort, and we hope it becomes a regular fixture on Singapore's sustainability calendar — a living document that traces the steady greening of its business community, and grows wiser with every participating voice.



Fang Eu-Lin

Partner, Sustainability & Climate
Change Practice Leader
PwC Singapore

As we launch the SME Sustainability Barometer, I am reminded of the immense potential for our small and medium enterprises to help drive us towards a more sustainable future. Often forming an integral part of wider corporate supply chains, SMEs have a crucial role to play in ensuring the resilience and sustainability of entire sectors. This inaugural survey of 560 SMEs sheds light on where we stand—and where we must go.

An opportunity to assemble the building blocks of sustainability.

The findings are clear: business benefits increase with SMEs' sustainability maturity. Yet, three out of four SMEs have yet to engage with sustainability, often held back by uncertainty about the benefits and a lack of dedicated resources. With extended timelines for mandatory climate reporting, SMEs have a valuable runway to build capabilities.

It takes a community to advance SMEs along their sustainability runway.

This runway must be matched with ecosystem support. We must provide SMEs with inspiring success stories, clear guidance, accessible pathways to sustainability alongside 'Queen Bee' programmes. Structurally, we should push for public and private sector green procurement to create demand, and joint solutions to shared pains like shared service models for green SMEs and collective bulk purchasing agreements.

With collective action, we can turn sustainability from a challenge into an opportunity — a driver of innovation, growth, and relevance in a rapidly evolving economy. Let us empower SMEs to not only embark on this journey but to thrive as pioneers of a sustainable future.

It's tough for our SMEs to justify sustainability. And it's getting tougher.

How our SMEs are faring

3 out of 4 SMEs have yet to get started on sustainability or have only just started exploring this topic	
82% have not considered how environmental risks might affect their business	4 out of 5 SMEs haven't started because they're unsure what's in it for them
77% have not appointed someone to explore or 'champion' sustainability	82% have not allocated any budget to sustainability or related initiatives
73% have not accessed or utilised any form of government support	94% do not track progress against sustainability metrics or targets

The situation worldwide

a challenging global environment

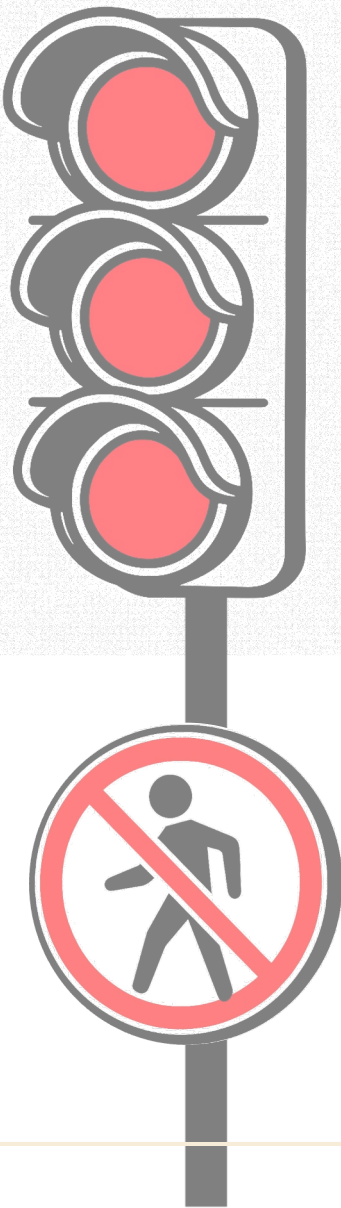
as more global economies and MNCs
re-rationalise their climate commitments

an unclear regulatory outlook

as authorities **backpedal or postpone climate rules**
amid uncertainties over the global net zero trajectory

a fraught business landscape

as SMEs **grapple with heightened uncertainty**
from geopolitical tensions and trade tariffs



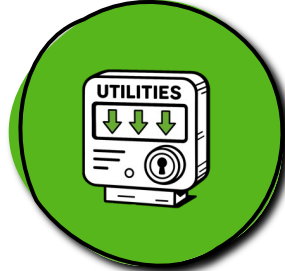
Research shows that embarking on sustainability derives real and tangible business benefits for SMEs.

4-5% Increase in EBITDA margins



Customer advocacy

- Command **higher prices** by using sustainability as a differentiator
- **Increase market share** by attracting new ESG-focused customers



Cost savings

- **Cost optimisation** from improved efficiency of resource usage
- Secure **green grants and public funding** through early adoption



Cost avoidance

- **Build readiness** toward carbon taxes and heightened energy costs
- Access competitive green or sustainability-linked **financing**

Singapore also offers one of the most enabling environments in the world.

digital infrastructure

Access to the world's first **nationwide utility** for sustainability reporting

[Gprnt](#) is a first-of-its-kind platform offered freely to all Singapore companies to generate basic emissions values using government-sourced data

public-private support

Widespread availability of **'kickstarter' programmes,** initiatives and grants

From playbooks to subsidised training courses, grants to tailored advisory, the support landscape in Singapore is rich, yet largely untapped

a thriving ecosystem

A diverse landscape of **innovative and competitive** solutions to partner with

Initiatives like [SME Sustainability Hub](#) and [NetZeroHub.SG](#) consolidate sustainability tools and resources, helping SMEs navigate the support ecosystem



With well-placed interventions, we think sustainability can be made a lot easier and more compelling for our SMEs.

We can help our SMEs by strengthening access to...



Green opportunities

through better coordination of public and private procurement

Pathfinding support

on what 'good' looks like for SMEs across different sectors

Queen Bee programmes

that offer structured pathways while defraying starting costs

Guidance on getting started

by enacting clear and simple roadmaps

Comparable case studies

with insightful datapoints to inspire newcomers