

Providing Waste Efficiency Support to SMEs: The Perspective of Change Agents

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Abstract

This research is part of an ongoing project intended to improve the understanding of the issues surrounding the diffusion of waste efficiency in SMEs. The present study focuses on how policy strategies are translated into practice by waste efficiency advisors in the form of support delivered to SMEs. The author applied a hybrid qualitative method to investigate the content of waste efficiency advice reports which was complemented by follow-up interviews with consultants. The findings indicate inconsistencies between policy content and its practical application. Nevertheless, when investigating consultants' perspectives, this research shows important intangible dynamics that contribute to this issue.

Key words: SME support, waste efficiency, change agent needs, policy implementation