



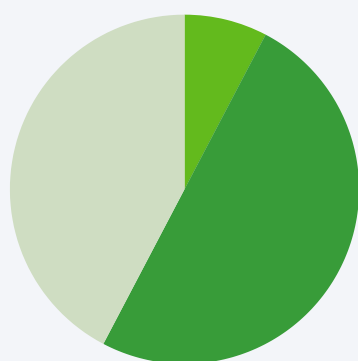
Survey highlights

GREECE

4 OUT OF 5



fuel retailers in Greece identified *new taxation* as the trend with the greatest impact on their business.

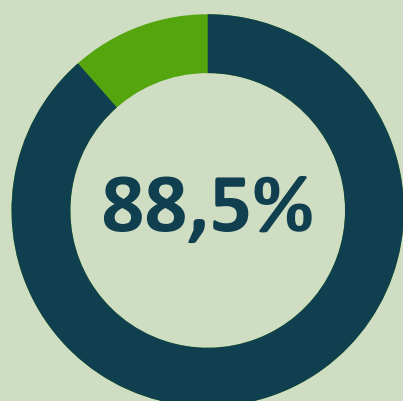


- Yes
- No
- Maybe

PERCEPTION OF THE NEED FOR CHANGE

50%

of Greek fuel retailers said their business model would definitely need significant changes within the next 5–10 years, while 42.3% hedged with “maybe” and just 7.7% replied “no”.



BARRIERS TO TECHNOLOGY ADOPTION

of Greek fuel retailers reported *operational costs* as the most significant challenge related to the adoption of new technologies.

PREVIOUS PARTICIPATION IN TRAINING

Despite widespread acknowledgement of the need to adapt, 88.5% of Greek respondents hadn’t participated in any sustainability-related training in the previous 2 years. Only 3 out of 26 respondents had been previously trained on sustainability.



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Co-funded by
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Project No.: 2025-1-DE02-KA220-VET-000351659