

WTO Informal Working Group on MSMEs  
Geneva, 8 February

***G20 Non-binding Policy Toolkit:  
Promoting Born Green via Digital MSMEs in Global  
Supply Chains  
- context, process, content –***

**James Zhan (on behalf of the Italian Presidency of the G20)**

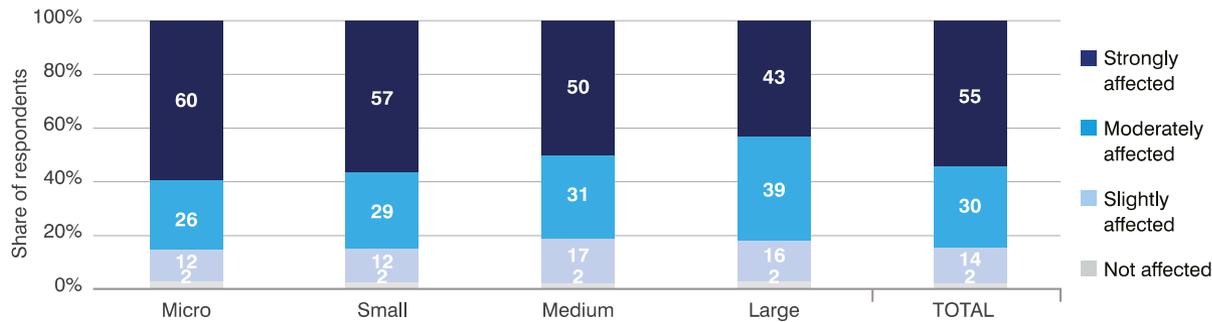
Director, Division on Investment and Enterprise

United Nations Conference on Trade and Development



# Context: why the toolkit?

- G20 priorities under the 2021 Italian Presidency: People, Planet, Prosperity
- Disproportionate impact of COVID-19 on MSMEs



Source: ITC

- 3/5<sup>th</sup> of micro and small companies were strongly affected
- 1/4<sup>th</sup> risked shutting down permanently
- Women- and youth-led firms suffered the most

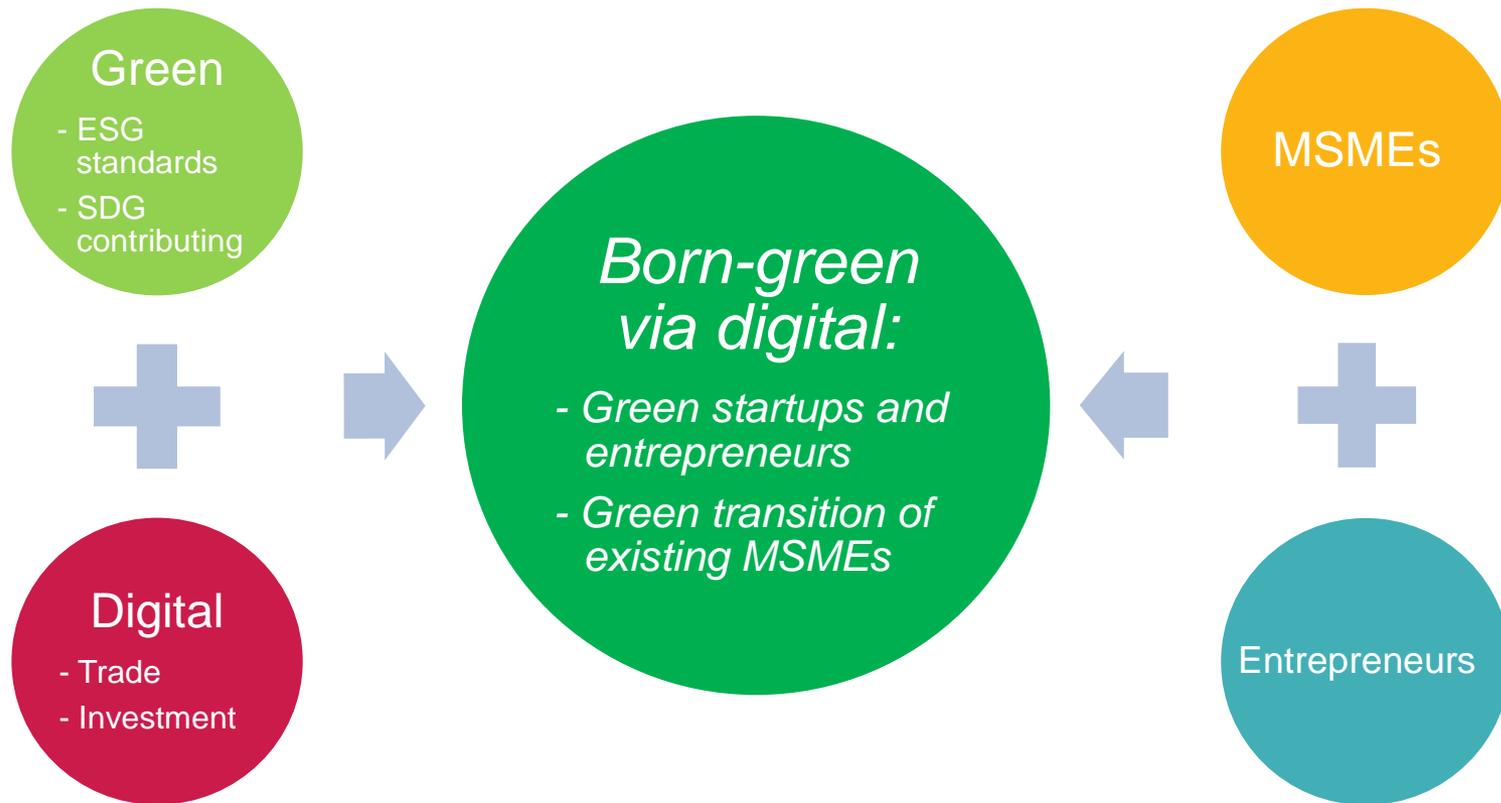
- MSMEs backbone of global production system

- 99% of firms
- 70% of jobs
- 50+% of global value added

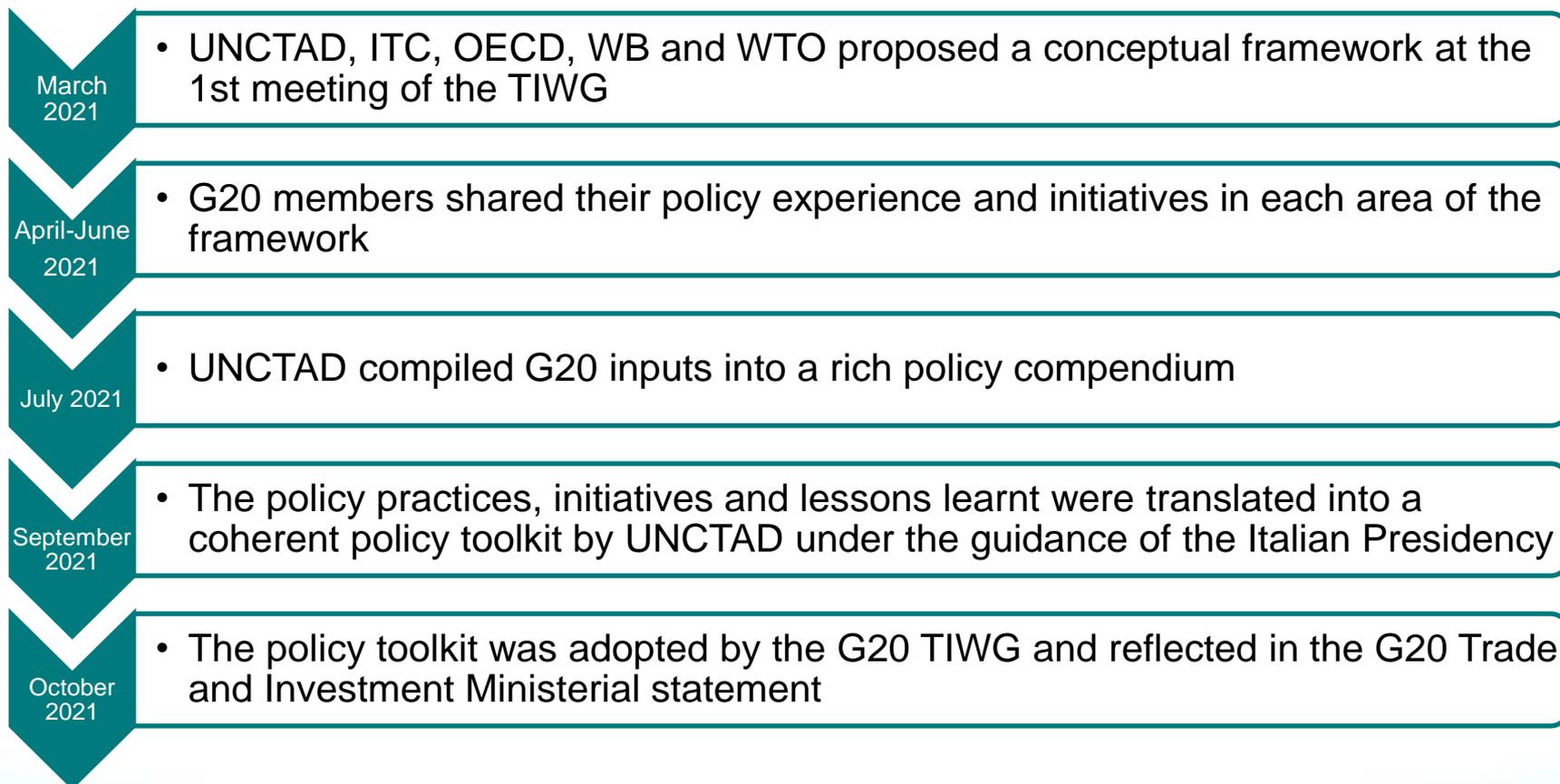


- Any build-back-better effort needs to focus on MSMEs and entrepreneurship

# Opportunity: A new generation of born green MSMEs



# Process: a participatory approach



# Challenges: traditional and new ones

Traditional	New
Access to finance	Low-carbon transition and access to green finance
Access to basic technology and innovation systems	Access to sophisticated digital technologies
Access to value chain and markets	Access and presence in online marketplace
Compliance with the regulatory regime	Compliance with <i>green</i> regulations and standards
Access to traditional entrepreneurial skills	Access to specific knowledge and skills



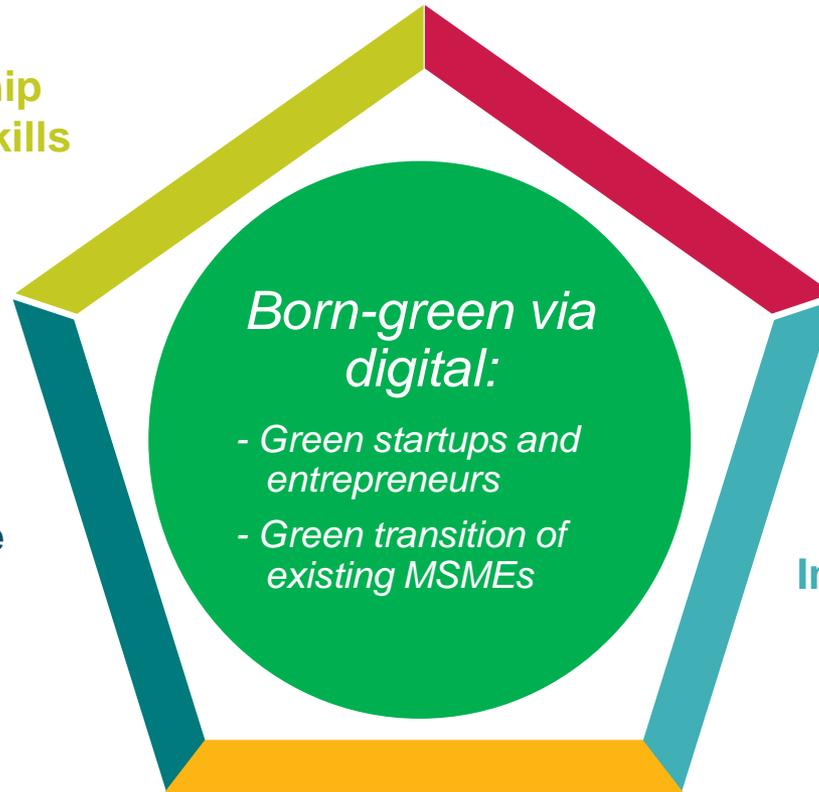
# A born green via digital policy toolkit: Framework and key elements

Enhancing  
entrepreneurship  
education and skills

Facilitating  
technology  
exchanges and  
innovation

Optimizing the  
regulatory  
environment

Improving access  
to finance



Promoting  
partnerships and  
linkages



## Way forward: the toolkit as a shared resource

- Blends the concrete policy experiences of the world's major economies with the expertise of the international organizations in enterprise development
- Can inform further discussions and exchanges on best practices, as well as experiences in implementation and lessons learned within the G20
- Can provide a reference for non-G20 countries looking to support both existing and new entrepreneurs and MSMEs in the green and digital transformation
- Can inform effective policy support and technical assistance in MSMEs and entrepreneurship development

**WTO Informal Working Group on MSMEs**  
**Geneva, 8 February**

***Thank you!***

**James Zhan**

Director, Division on Investment and Enterprise  
United Nations Conference on Trade and Development

