

MSMEs and the digital, green transformation for sustainable development

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November 2022

Digitalization has increased trade opportunities for MSMEs through:

New digital business tools

Access to information

New industries – particularly in services (e.g., app development)

Born global via digital

Digital
MSMEs

MSMEs and sustainability

Barrier for Carbon Reduction by Gender



Question: What are the most significant barriers you are facing regarding carbon reduction?

Source: Facebook Global State of Small Business Data - 2021

Digital MSMEs and the Green Transformation

New Green Economy opportunities

The digitaleconomy can play a significant role in making these new economic areas more accessible to smaller players.

Examples of trade-related “green” initiatives tied to MSME digitalization



G20 NON-BINDING
POLICY TOOLKIT: BORN
GREEN VIA DIGITAL

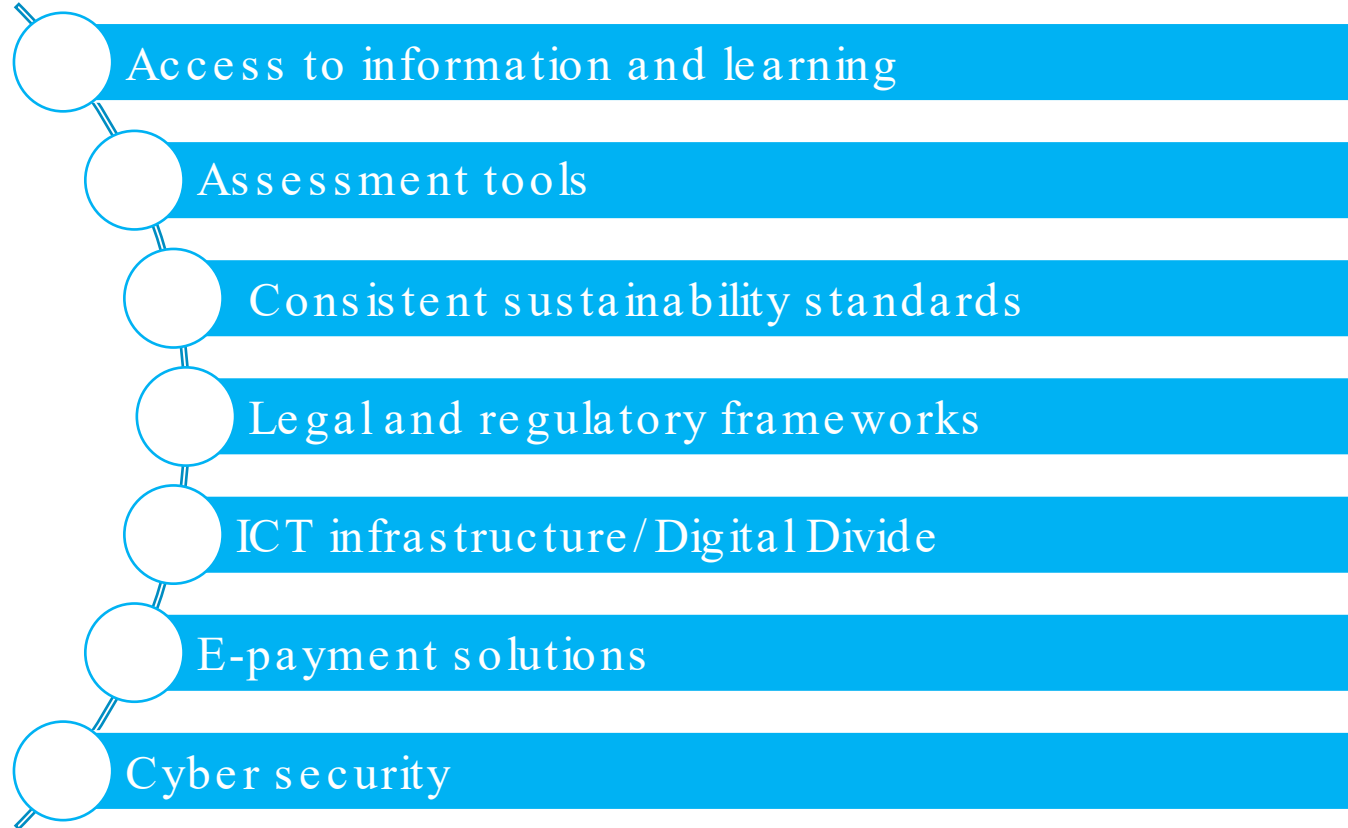


ITC [GREEN TO COMPETE](#)

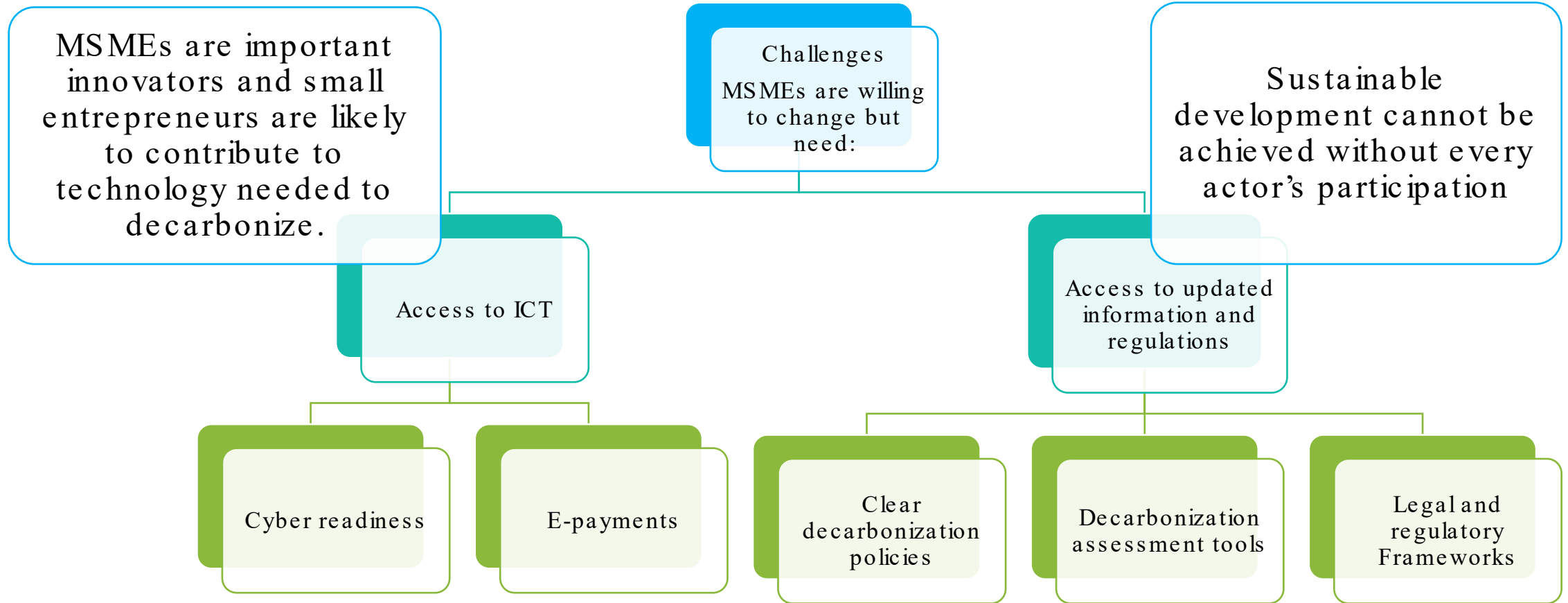


APEC STRATEGY FOR
GREEN, SUSTAINABLE
AND INNOVATIVE MSMEs

Policymaker Considerations

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- Access to information and learning
 - Assessment tools
 - Consistent sustainability standards
 - Legal and regulatory frameworks
 - ICT infrastructure / Digital Divide
 - E-payment solutions
 - Cyber security

Conclusion



Thank you

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