Connecting Business initiative

SME IMPACT ASSESSMENTS

19 May 2020

CBi webinar series on collective private sector action for COVID-19 response and recovery

@Connecting_biz www.connectingbusiness.org
## Agenda

<table>
<thead>
<tr>
<th>Time</th>
<th>Session</th>
<th>Speakers</th>
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<tbody>
<tr>
<td>13:00</td>
<td>Opening and introduction</td>
<td>• Karen Smith, Program Coordinator, CBi</td>
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<tr>
<td>13:05</td>
<td>UNDP’s global service offer to (M)SMEs</td>
<td>• Yuko Hirose, Policy Analyst, Recovery Solutions and Human Mobility, Crisis Bureau, UNDP</td>
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| 13:10  | Experiences from the field     | • Pelin Kihtir, Director, Business for Goals / CBi Member Network in Turkey  
• Jonas Mfouatie, Deputy Resident Representative, UNDP Côte d’Ivoire 
• Butch Meily, President, Philippine Disaster Resilience Foundation (PDRF) / CBi Member Network in Philippines and Karen Dominique Brillantes, Programme Analyst Institutions and Partnerships, UNDP Philippines |
| 13:40  | Discussion and closing         | • Moderated by Karen Smith, Program Coordinator, CBi                     |
Connecting Business initiative (CBi)

• CBi was launched in 2016 to:
  • engage the private sector before, during and after crises
  • increase the scale and effectiveness of the response and recovery in a coordinated manner
Why SMEs?

• SMEs are the **backbone of most economies** worldwide

• MSMEs make up over **90% of all firms**, account on average for **60-70% of total employment** and **50% of GDP**

• MSMEs tend to **employ a larger share of the vulnerable sectors of the workforce and people from poorer households**

• MSMEs are among the **first responders** to societal needs and an active contributor to crisis preparedness, response and recovery
How does CBi support (M)SMEs?
UNDP’s global service offer to (M)SMEs

Yuko Hirose
Policy Analyst, Recovery Solutions and Human Mobility
Crisis Bureau
UNDP
Supporting M/SMEs in COVID-19 preparedness, response, recovery

ASSESSMENT

Digital M/SME impact assessment tool:

- **Customization of tool**
- **Dedicated experts to implement**
- **Design interventions based on results**
- **Meta-analysis of results at regional/global level**

Early learnings:
- Collaborate with solution providers
- Balance customization with standardization
- Design for inclusivity
- Innovations in data collection

SOLUTIONS

Intervention options in 5 critical areas:

- **Intelligence and Foresight**
- **Market access**
- **Transformation**
  - Accelerate digital transformation
  - Adapt productive capacities for COVID-response
- **Financing**
- **Ecosystem**
Experiences from the field
TURKEY

Pelin Kihtir
Director, Business for Goals / CBi
Member Network in Turkey
B4G Platform structure

Business for Goals Platform established in Turkey by;
- TUSIAD one of the strongest umbrella association for industry
- TURKONFED the confederation having an outreach capacity to 40,000 SMEs
- UNDP Turkey

What does Business for Goals do?
- Climate Change and Disaster Resilience
- Enabling enterprises to be Future-Fit
- Inclusive Growth
First actions of the B4G Platform

On March 11, 2020, WHO declared COVID-19 a pandemic

Turkish Government

- March 13: WHO declares COVID-19 a pandemic
- March 16: Northern Italy, South Korea, Spain, France, Germany, Austria, Norway, Denmark, Sweden, Belgium, Netherlands, Azerbaijan, and Georgia
- March 18: UK, Ireland, Switzerland, Saudi Arabia, Egypt, United Arab Emirates
- March 19: Iran, Iraq

Business Associations

- March 20: Survey to assess impact on businesses
- Situation reports regularly published with advisory notes

Activities:
- March 23: Schools are closed for 1 week. Universities are closed for 3 weeks.
- March 15: All bars, discos and nightclubs to be closed.
- March 17: All entertainment venues (theatres, cinemas, etc.) are closed.
- March 19: All schools associated with the National Defense University are closed until April 13.
- Leagues for football, basketball, volleyball, and handball are postponed.
- Economic measures package is announced.
- Survey to assess impact on businesses
- Situation reports regularly published with advisory notes
- All ceremonies, conferences, short-term meetings, courses, fairs, and seminars related to Turkish Armed Forces are cancelled.
Findings of the first SME assessment – what did we do, how did we use, what did we learn?

Policy Dialogue, transparency

Media, public outreach

Digitalization Campaign

Baseline for new projects/programmes

Enable collaborative work with UN agencies

Full analysis available online
What are the ongoing and planned activities?

Providing Reliable information
- Socio-economic survey 12-20 May
- Pulse Surveys – until October
- Trusted vendor List

Webinars
- Legal aspects, part-time working arrangements
- Employer and employee responsibilities
- Changing trade relations and customs regulations
- Gender aspects; equal access to economic support mechanisms
- Private sector measures to prevent increased domestic violence
Why do we continue collecting information? How are we going to use that information?

Strong Policy Dialogue, basis for establishing a socio-economic commission
Monitoring effects of financial support measures, hearing from the field
Fast analysis during implementation of national exit strategy

Public outreach for both economic and social aspects of the crisis
Focus on Gender and Human Rights aspects
Design new webinars based on needs

Support nationwide trusted vendor list in PPE

Resource mobilization for longer-term recovery period
Thank You
Experiences from the field
CÔTE d’IVOIRE

Jonas Mfouatie
Deputy Resident Representative
UNDP Côte d’Ivoire
Sampling & Methodology for data collection

- Grandes Entreprises
- PME

<table>
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<tr>
<th>Activity sector</th>
<th>Frequency (%)</th>
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<tr>
<td>Trade</td>
<td>47%</td>
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<tr>
<td>Chemical and pharmaceutical industry</td>
<td>10%</td>
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<tr>
<td>Transport and storage</td>
<td>10%</td>
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<tr>
<td>Primary sector</td>
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<tr>
<td>Accommodation and catering</td>
<td>10%</td>
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<tr>
<td>Constructions and public works</td>
<td>3%</td>
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<tr>
<td>Other tertiary</td>
<td>13%</td>
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<tr>
<td>Other secondary</td>
<td>7%</td>
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<tr>
<td>Agribusiness</td>
<td>5%</td>
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Distribution of the impact of COVID-19 on turnover, production, investment and employment by sector of activity

Transport et entreposage
Primaire
Industries chimiques et pharmaceutiques
Hébergement et restauration
Commerce
BTP
Autres tertiaires
Autres secondaires
Agroalimentaire

Investment
Employment
Production
Sales
Measures requested by SMEs from Government

- Reduction of customs duties on goods and... 7.1%
- Rouverture des restaurants contre des mesures à... 1.8%
- Withholding tax audits until 2021 suspendre 7.1%
- Cancellation of the warehouse patent by the state 1.8%
- Government assistance for the payment of rents 1.8%
- Exemption of charges instead of postponements 7.1%
- Decrease fuel prices 1.8%
- Covering the costs of technical unemployment 3.6%
- Totally confine the city of Abidjan 14.3%
- Increasing support for assistance to S&ME 3.6%
- Cancellation of payment of taxes 50.0%
Programme Support

- Data updated every six weeks
- Capacity support to Humanitarian platform
- Support dialogue with Government
- Support Advocacy, information & Communication
- Equipment and supplies
<table>
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<th>Industry</th>
<th>Mid April</th>
<th>Beg of May</th>
<th>Mid May</th>
<th>Beg Jun</th>
<th>Beg July</th>
<th>Beg August</th>
<th>Beg September</th>
<th>At a later</th>
<th>Unknown</th>
<th>Not concerned</th>
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<td>Primary sector</td>
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<td>74.17</td>
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<td>Chemical and pharmaceutical industry</td>
<td>86.95</td>
<td>2.07</td>
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<td>Accommodation and catering</td>
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<td>Trade</td>
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<td>Constructions and Public</td>
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<td>Other secondary</td>
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<tr>
<td>Agribusiness</td>
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THANK YOU
Experiences from the field
PHILIPPINES

Butch Meily
President
Philippine Disaster Resilience Foundation (PDRF) / CBi Member Network in the Philippines

Karen Dominique Brillantes
Programme Analyst Institutions and Partnerships
UNDP Philippines
UNDP MSME Value Chain Impact Assessment

DATA COLLECTION

- MSME Surveys

Track 1
- Online Survey Platform
- Chatbot survey
- Messaging Platforms

Track 2
- Data Mining using Artificial Intelligence

DATA PROCESSING
(Artificial Intelligence & Machine Learning)

DATA ANALYSIS & VISUALIZATION

- Data Analysis & Visualization
- Data Mining
Preliminary Results

Financial, Operational, Commercial Constraints

Financial & Tax Stimulus Access

Flow of Raw Materials

Alternative Domestic Suppliers
SARI-SARI STORE SET-UP

BEFORE

AFTER
Discussion
Closing
SME tools on the CBi website

www.connectingbusiness.org/tools

connectingbusiness@un.org
Thank you