

Executive Summary



Empowering the Green Recovery



5 Thought
leaders

6 Business
voices



International
Trade
Centre

TRADE IMPACT FOR GOOD



The International Trade Centre supports small business through the COVID-19 crisis.
For more information, see <http://www.intracen.org/covid19/>

This publication is a contribution to the annual Micro, Small and Medium-Sized Enterprises Day campaign.

MSME Day takes place each year on 27 June.

The publication findings are presented in a global virtual debate that can be found at:
www.intracen.org

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Empowering the Green Recovery



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Foreword

In January 2020, very few would have predicted that a virus would bring the world to a standstill. A year later, COVID-19 had caused the most severe economic crisis since the global depression.

The effects of the pandemic are truly global, but responses are not. COVID-19 has shown that resilience matters, and laid bare the 'resilience divide' between small and large firms. While developed countries have the financial means to sustain their economies and protect the most vulnerable, most developing and least developed countries are unable to do the same. In these countries, many small and medium-sized enterprises (SMEs) succumbed to the shock.

But with every crisis comes opportunity. As the world gradually recovers from the pandemic, small businesses can and must rebuild in a way that prepares them for future shocks and strengthens their competitive position.

This is particularly crucial given the looming climate crisis. The economic impact of climate change is expected to be like a COVID-19-sized pandemic happening every ten years. The longer firms take to act, the higher costs become. Small businesses in developing countries can either adapt now, when opportunities abound and support is available, or will be forced to do so later, at greater expense and little or no funding.

Going green is both a survival imperative and a business opportunity.

The SME Competitiveness Outlook 2021 examines the lessons the pandemic has taught us, and shows how they apply to the climate emergency. Our results reveal that what makes firms more competitive also makes them more resilient. These attributes are not specific to health crises and can be incorporated into climate resilience strategies.

The report also identifies key areas where small firms with limited resources can invest to seize the opportunities in the green transition.

Now is the time to act. The drive to 'build back better' must incorporate environmental sustainability into business operations, investment choices, national policies and international commitments, and place SMEs at its core.



The International Trade Centre is fully committed to supporting SMEs in the green transition. We want to ensure that our partners in developing and least developed countries have the capacity and resources to respond to the climate challenge and pivot successfully. To this end, we adopted the GreenToCompete strategy.

The strategy brings together our large and diverse offering on environmental sustainability in a holistic and coherent manner. It allows ITC to support partner countries more effectively in leveraging the green transition to increase their trade competitiveness.

ITC is not alone in this endeavour. Many public and private actors across the globe are devoting considerable resources to rebuild greener after COVID-19. This reinforces the business case for SMEs to go green, particularly if there is a win-win in building sustainability and increasing competitiveness.

To ensure that the green transition materializes, we need coordinated action and targeted support. Even when the business case is compelling, and particularly when it is not, SMEs need help to become green. Business support organizations, lead firms in international value chains, governments and international institutions must assist SMEs in adapting to and mitigating climate change.

This report is a call for climate action, for the sake of our planet and our people. I hope you will join us in building a greener future.

Pamela Coke-Hamilton

Executive Director
International Trade Centre

At a Glance: Empowering the Green Recovery



Put **small firms** at the heart of the **green recovery**.

Small firms generate more than **50%** of jobs and greenhouse gas emissions*

Resilience matters
COVID-19 lessons



Resilient firms were **5x** less likely to lay off workers and more likely to have stable sales

The fundamentals of resilience

Business resilience is based on:



■ a company's business processes



■ its internal and external connections



■ its ability to respond to changes.

Companies that did best had **these fundamentals in place**.



Climate change matters for small firms

Small firms in developing countries are more worried about climate change, but less likely to act.

Who views environmental risks as significant for their business?



预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_22797

