

#GO4SDGs Presents: Innovative solutions for MSMEs in a green recovery

SEED, GGKP and GO4SDGs Side Event



Official Side Event at HLPF 2021

13 July 2020 | 07:30-9:00 am EST | 13:30-15:00 pm CEST | Virtual

Registration link: ggkp.org/MSMESevent

Context

As the world is slowly climbing out of the COVID-19 crisis, evidence and support are gathering for recovery strategies that align the economy with enhanced public health for people and nature. By now, the world is seeing glimpses of what a new, inclusive and resilient economy might look like. However, one year from the onset of the pandemic, recovery spending has fallen short of nations' commitments to build back more sustainably, only 18.0% of announced recovery spending can be considered 'green.' We need to call for governments to invest more sustainably and tackle inequalities as they stimulate growth, which must include support to Micro and Small and Medium Enterprises (MSMEs).

This event will look at MSMEs' contributions to the SDGs. It will present research, tools and experiences that can contribute to "building forward better", highlighting the experiences gained within the GO4SDGs initiative. Partner organisations will showcase inspirational and concrete MSME solutions that contribute to green recovery and an SDG-proof world. The event will contextualise the role and challenges of MSMEs in a green recovery, focusing on how green SMEs are affected by and responding to COVID-19, what existing programmes in the ecosystem are available to support them, and aims to identify gaps where ecosystem players can focus on to enhance green recovery. It will also see a showcase and exchange on current MSME tools, insights, and learnings. It will mark the announcing of the 2021 SEED awards for eco-inclusive enterprises, celebrating their innovations and contributions to the SDGs.

The [Global Opportunities for Sustainable Development Goals](#) (GO4SDGs) initiative aims to accelerate regional solutions for inclusive green economies and sustainable consumption and production by sharing best practices and offering science-based knowledge, policy tools, and capacity development opportunities in priority areas to "build back better." GO4SDGs is an accelerator for SDG12, it brings

together knowledge and best practices of strategic partners such as International Labor Organization (ILO), International Trade Union Confederation (ITUC), United Nations Development Programme (UNDP), SEED Initiative and the World Economic Forum (WEF). GO4SDGs initiative is working in 5 regions, providing technical support and south-south cooperation to accelerate the shift towards more sustainable consumption and production. The core goal of the GO4SDGs initiative is to implement action and change by supporting governments to strengthen policy coherence; small and medium-sized enterprises (SMEs) to increase capacities and access for financing innovation and circularity; and youth to amplify their voices and empower them to embrace sustainable lifestyles.

During its first year, GO4SDGs has provided support to SMEs, by scaling up tools and replicating regional initiatives, this includes the deployment of the:

- I-GO self-assessment tool for SMEs, which enables SMEs access a customized range of support services adapted to an individual SME's specific resource efficiency needs;
- The Policy and innovation Labs looking at the SMES ecosystems, and;
- AgroTech project to support start-ups in the agriculture section

The HLPF side- event

The event will aim to:

1. Highlight the relevance of Micro and Small and Medium-sized Enterprises (MSMEs) and their contributions to advance the 2030 Agenda (specially SDG8 & SDG12) and a green recovery.
2. Discuss the importance of including MSMEs in green recovery packages, and sketch pathways to include them stronger in the recovery packages.
3. Showcase GO4SDGs work and learnings on initiatives and tools for a resilient, inclusive green recovery benefitting MSMEs.
4. Announce the 2021 SEED Award winners, offering inspirational models and stories of MSMEs.

Agenda to follow on the next page.

AGENDA

#GO4SDGs Presents: Innovative solutions for MSMEs in a green recovery 13 July 2021 Registration link: ggkp.org/MSMESevent	
Opening: 13:30-13:45	Welcome & outline of the event Moderator: Ms. Nozipho Tshabalala Contextualise the Green Recovery – Why the need to build back better? How does the GO4SDG platform intervene? Ms. Joyce Msuya , Assistant Secretary-General of the United Nations and Deputy Executive Director, UNEP High level view on the importance of MSMEs and their contribution to the SDGs Ms. Anne-Mareike Vanselow , Deputy Head of Division, Federal Ministry for the Environment, Nature Conservation and Nuclear Safety (BMU)
13:45-13:50	Q&A
MSMEs in Green Recovery + Q&A: 13:50-14:05	SEED's Green Recovery and MSME findings: Eco-inclusive Enterprises and their Green Recovery Contributions & Pathways to support eco-inclusive enterprises in green recovery Mr. Mirko Zuerker , Head of Programme Development at SEED
Showcasing MSME Solutions for a Green Recovery Panel: 14:05-14:35	Highlighting relevant tools and initiatives from the GO4SDG platform in the context of green recovery and a green economy: IGO initiative, South African Cleaner Production Centre and Agtech in LAC. <ul style="list-style-type: none"> • Provide recommendations for policies/initiative to include MSMEs support in the Recovery Package Mr. Lee Hendor Ruiters, Regional Director, South African Cleaner Production Centre. • Innovation ecosystems to support agrotech startups in LAC. Overview and opportunities for future growth Ms. Camila Petignat, Partner, Yield Lab. • Showcase a concrete initiative (with GO4SDGs) that is supporting MSMEs Mr. Hannes Mac Nulty, Senior Green Industry Advisor, Green Growth Knowledge Partnership (GGKP) I-GO initiative • Reflections on a green Recovery: How to move forward Ms. Adriana Zacarias, Head of Global Opportunities for Sustainable Development Goals (GO4SDGs), UNEP
SEED Awards winner announcement 2021: 14:35-14:45	Announcing of the 2021 SEED Award winners: the bi-yearly awarding of eco-inclusive enterprises in Asia and Africa A video message by SEED enterprises Ms. Jackie Kitiibwa , Head of Business Environment - FSD Uganda & SEED Award Jury Member
14:45-14:55	Creating circularity and system change in a pandemic Ms. Thamonwan Virodchaiyan, Moreloop , Thailand
14:55-15:00	Moderator - wrap up and takeaways