

# THE ROLE OF ENTREPRENEURSHIP IN POST COVID-19 RESURGENCE

UNCTAD-UNITAR 4 PARTS WEBINAR SERIES  
ON ENTREPRENEURSHIP AND MSMEs SURVIVAL  
AND RESURGENCE IN COVID-19 TIMES



4 events, from February to May 2021



## Events description

In light of the ongoing COVID-19 pandemic, the United Nations Conference on Trade and Development (UNCTAD) and the United Nations Institute for Training and Research (UNITAR) have joined efforts to host a series of special Virtual Roundtable on the impacts on entrepreneurship, needs, and responses on enhancing its role in resilient, green and inclusive recovery. The initiative aims at providing insights to policy makers and MSMEs to better understand and navigate this unprecedented situation.

This 4-parts series will bring together international experts to discuss the role of entrepreneurship in a post-COVID-19 recovery. Experts will be sharing practical experiences and views on challenges and opportunities entrepreneurs are facing and will be likely to face in the current global crisis. They will also debate on policy reforms needed to enhance the role of entrepreneurship in sustainable recovery and advancing the SDG agenda.

## Background

The new coronavirus pandemic is having unprecedented impacts across the globe, especially on human health and economic activities. In this context, Governments are intensifying their efforts to combat the global spread of COVID-19 by enacting various measures to support public health systems, safeguard the economy and to ensure public order and safety.

Likewise, entrepreneurs have looked for creative solutions to keep their activities afloat, addressing different challenges they are experiencing. The downturn in the global economy following this huge sanitary and health crisis represents unprecedented challenges, but will provide opportunities as well.

## Discussion objectives

The objective of this virtual discussions is to identify and analyse the main impacts of COVID-19 on entrepreneurs and MSMEs, their reactions, as well as the support they have received to face the current situation. Discussions will provide an opportunity for an intermediate impact assessment of the disruption, would help to identify a set of priority policies and measures for immediate basic re-opening measures for small business-owners, in order to facilitate resurgence, and develop a longer- term social and green economic recovery strategy where the entrepreneurship and MSMEs play a central role leaving no one behind. The webinars will also help to raise awareness of challenges on post COVID-19 resurgence of MSMEs and share practices on how they could be addressed to facilitate the role of entrepreneurship and MSMEs in the green and sustainable social and economic recovery.



## Content

Webinars will be structured around 4 themes. Each webinar will last for 1.5 hours. They will be co-led by UNCTAD and UNITAR. The platform will be hosted by UNITAR. Registration and data analysis will be done by UNITAR and shared with UNCTAD. Spanish and French translation will be provided to the audience.

The following issues will be addressed:

25 February 2021 | 9am EST/ 3pm CET

### 1 Green entrepreneurship and MSMEs resurgence

- What role are entrepreneurs and MSMEs playing in post COVID-19 green recovery and how can their role be further enhanced?
- How can government policies promote and facilitate green entrepreneurship and MSMEs in post COVID-19 resurgence, including in the regional and global value chains?
- What are the key challenges and good practices to ensure a green resurgence in the MSME sector? What capacity building programmes are available in this regard?

22 April 2021 | 9am EST/ 3pm CET

### 3 Entrepreneurship and Fintech

- How is fintech helping entrepreneurs and MSMEs survive during this COVID-19 crisis?
- Do entrepreneurs and MSMEs have a role to play in the recovery response of the fintech industry?
- What policies can governments implement to maximize the benefits of fintech to entrepreneurs and MSMEs?
- What are the key challenges and good practices to be considered to facilitate MSMEs access to fintech? What capacity building programmes are available in this regard?

25 March 2021 | 9am EST/ 3pm CET

### 2 Agripreneurship and MSMEs resurgence

- How has COVID-19 affected the global and regional agricultural value chains and how have entrepreneurs and MSMEs responded to the crisis?
- How can small entrepreneurs and MSMEs in agricultural sector integrate and contribute to the foodtech revolution?
- What policies and measures can governments implement to promote sustainable agricultural production and sustainable agricultural value chain?
- What are the key challenges and good practices to be considered to strengthen the role and productivity of the MSMEs in agriculture and food industry? What capacity building programmes are available in this regard?

27 May 2021 | 9am EST/ 3pm CET

### 4 Blue entrepreneurship and MSMEs resurgence

- What is the impact of COVID 19 on blue economy? Has it accelerated the shift toward a blue economy, including in SIDS countries?
- How have entrepreneurs and MSMEs in the blue economy adapted to the COVID-19 crisis? Does COVID-19 provide new opportunities for entrepreneurs and MSMEs in the blue economy and how could those be seized?
- How can government policies ensure the integration of entrepreneurs and MSME in the sustainable blue recovery?
- What are the key challenges and good practices to be considered to facilitate MSMEs contribution to the blue economy in the aftermath of COVID 19? What capacity building programmes are available in this regard?



## Target audience

The event is open to all and is targeting all entrepreneurship stakeholders, with a particular focus on the following groups:

- Public sector officials
- International organization
- Representatives from the private sector, including MSMEs, and academia
- Civil Society representatives

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