

# 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 September to December 2020



## 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 discussion 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 priority policies and measures for immediate basic re-opening measures for small business-owners, in order to facilitate resurgence, and also develop a longer- term social and economic recovery strategy where the entrepreneurship and MSMEs play a central role leaving no one behind.



## 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.

The following issues will be addressed:

**18 September 2020 / 4pm (CET)**

### 1 Urgent priorities for start-up and MSMEs recovery

- What fragilities in the entrepreneurship and MSMEs ecosystem has COVID-19 exposed?
- What are the key challenges entrepreneurs and MSMEs have been facing during the COVID-19 pandemic?
- What are the immediate priorities for start-up and MSMEs recovery?
- Are there good practices and success stories that could be shared to scale new sustainable ventures?
- What policies are needed to ensure resilient, green and inclusive recovery in the MSME sector?

**15 October 2020 / 4pm (CET)**

### 2 Digital and innovative solutions for entrepreneurship and MSMEs resurgence

- What are the key weaknesses in the area of access to technology and innovation for entrepreneurship and MSMEs promotion are exposed by the current crisis?
- Has COVID-19 accelerated the development of the 4th revolution?
- What are the digital solution offered and produced by MSMEs to keep their businesses afloat?
- What role frugal innovations can play in recovery and how they could be used as permanent solutions in the aftermath of the crisis?
- How can digitalization improve access to finance
- What policies and measures are needed to avoid a widening of a digital divide as a result of COVID 19 impacts?

**19 November 2020 / 4pm (CET)**

### 3 Resilient entrepreneurship and MSMEs resurgence

- How can entrepreneurs reframe their organizations to make their businesses more resilient?
- What are the new tools and models for entrepreneurs to manage risks and uncertainty?
- What policies can governments implement to promote resilient entrepreneurship and MSMEs?

**17 December 2020 / 4pm (CET)**

### 4 Inclusive and green entrepreneurship and MSMEs resurgence

- What role can entrepreneurs and MSMEs play to ensure an inclusive economic recovery?
- What role can entrepreneurs and MSMEs play to ensure a green economic recovery?
- How government policies can promote inclusive and green entrepreneurship and MSMEs in a post COVID-19 situation?
- How can government policies promote inclusive and green regional and international value chains in post-COVID-19 times?



## 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

## Certificate of participation

Participants who want to receive a certificate of participation from UNCTAD and UNITAR need to fulfil two criteria:

- a) Have participated, at least 75%, in the 4 virtual webinars (*To be measure by the system*)
- b) Pass a multiple-choice quiz, at least 75%.

**Note:** Just those participants who have succeeded the first criteria will receive information to access to the quiz. Once that participants have approved it, then they will receive access to print their own certificates.

## Registration

For the 4 webinars that constitute the series, just one registration is needed. For those participants who do not manage to register before the **first deadline 16 September 2020**, the system would be open for registration with due deadlines -2 days before each webinar-. After registration, participants will receive the link for each webinar, one day before the event.

For more information and registration:

**PLEASE CLICK HERE**

Or go to: <https://tinyurl.com/yywv4o66>

*Earn a Certificate!*

