

FREE **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



**GREEN ENTREPRENEURSHIP
AND MSMEs RESURGENCE**

FACT SHEET/ AGENDA

Thursday, February 25th, 2021 @ 9am EST/ 3pm CET

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.

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?

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



Programme



3:00-3:05 – Welcoming remarks by



• **Ms. Tatiana Krylova**, Head of the Enterprise Branch, Division on Investment and Enterprise



3:05-3:10 – Virtual Davos-style discussion moderated by



• **Mr. Alex Mejia**, Division Director, UNITAR and Editor-in-Chief, UN Today Magazine

KEYNOTE SPEAKER



• **Mr. Gunter Pauli**, Entrepreneur, economist, author. Mr. Pauli is a member of The Club of Rome and served three years since 2017 as an elected member of the Executive Committee. Mr. Pauli has served as an advisor for governments of Spain, Argentina and Italy. Founder of the Zero Emission Research Initiative

PANELISTS



• **Ms. Annisa Hasanah**, Founder of Ecofunopoly environmental interactive Board Games, Indonesia



• **Ms. Najma Mohamed**, Policy Director at the Green Economy Coalition, South Africa



• **Ms. Kankana Dubey**, UNECE consultant and author of the 2020 report entitled "Women Entrepreneurship in Natural Resource Management: Challenges and Opportunities for the MSME Sector in the post-COVID-19 Socio-economic Recovery"

4:00-4:30 – Q&A session



For more information and registration:

PLEASE CLICK HERE

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

