



United Nations

Department of
Economic and
Social Affairs



Concept Note

National Capacity Building Workshop on

Strengthening Digitization and Entrepreneurship Skills among Micro-, Small and Medium-sized Enterprises (MSMEs) for Accelerating Progress towards Sustainable Development Goals (SDGs) in Ethiopia

United Nations Conference Center, Addis Ababa, Ethiopia

26-29 February 2024

1. Background

Micro-, small and medium-sized enterprises (MSMEs) contribute to the full implementation of the 2030 Agenda for Sustainable Development at all levels. In his message to the United Nations MSME Day on 27 June, the Secretary-General urged countries to commit and support MSMEs in “*making the Sustainable Development Goals a reality*”. In Ethiopia, MSMEs can play crucial roles in accelerating progress towards Sustainable Development Goals (SDGs) in line with national needs and circumstances as spelled out in the Industrial Development Road Map (2013 -2025) and the “Ethiopia 2030: The Pathway to Prosperity Ten Years Perspective Development Plan (2021 – 2030)”, in particular, its strategic pillars on ensuring quality growth and improving productivity and competitiveness.

Despite their noted contributions to SDGs, MSMEs, especially women and youth-owned enterprises in Ethiopia, have been hit the hardest by the negative socioeconomic impact of the COVID-19 pandemic. GDP growth for 2019/20 fiscal year was projected to be lower than its target of 9.0% by between 2.81 and 3.80 percentage points (equivalent to 58.3 - 78.8 billion birr) due to COVID-19 pandemic. Returning the economy to its high growth trajectory requires focusing on sectors with high productivity and job creation potentials, including strengthening the resilience of MSMEs to external shocks and leveraging market opportunities associated with local, regional and global value chains. When facing economic shocks and uncertainties, most MSMEs can hardly keep their businesses resilient. Frequently, they are confined to the margins of markets with limited access to high-value opportunities. Nonetheless, they are the group that needs the most support, considering their significant contributions to SDGs, especially goals relating to creating employment, eliminating poverty and hunger and eradicating inequalities.

To improve technical capacities of policymakers and implementers from the Federal and regional governments and to elevate capacities of MSME entrepreneurs to make them better competitors in local, regional and global markets, a national capacity building workshop was delivered jointly by the DSDG/DESA and the Ministry of Industry from 19 to 23 June 2023, in Addis Ababa Ethiopia. Capacity building topics covered by the workshop include strengthening entrepreneurship skills for



accelerating progress towards SDGs and elevating business digitization skills among MSMEs, especially MSMEs owned by women, youth and persons with disabilities. The workshop received 54 participants from 11 regions. In the ex-post workshop survey, over 90 percent of participants expressed their satisfaction with the quality of the workshop. Motivated by the success of the workshop in June, the Ministry of Industry, Ethiopia requested the support of DSDG/DESA to organize another capacity building workshop, focusing on enhancing entrepreneurship and digital marketing skills to further strengthen capacities of experts in the Ministry and MSME entrepreneurs. The workshop will follow a train of trainer (TOT) approach. With knowledge learnt, participants in this workshop will be tasked by the Government of Ethiopia to train more MSME supporting officers and MSME entrepreneurs, unlocking the full potentials of MSMEs in accelerating progress towards SDGs and fully implementing the 2030 Agenda in Ethiopia at all levels.

2. Overall objectives

The national capacity building workshop aims to address following overall objectives:

- a. Build technical capacities of Federal and state level policy makers and implementers tasked with supporting the resilience, growth and formalization of MSMEs
- b. Build and strengthen entrepreneurship skills among MSMEs, especially women, youth and persons with disabilities entrepreneurs
- c. Improve capacities of MSME entrepreneurs to access high-value opportunities within global, regional and local markets
- d. Provide business advisory support, enhancing digital marketing skills that facilitate MSME digital transformation

3. Expected Outcomes

It is envisaged that participants will benefit from this capacity building workshop in the following ways. After the workshop, participants will be equipped with the MSME digitization skills necessary to undertake digital marketing activities that will expand access to high-value market opportunities. The workshop will first provide participants with an overview on the concept and diverse digital marketing mechanisms. It will then present opportunities and challenges for the growth of MSMEs in the context of e-commerce and digital marketing. Subsequently, it will provide hands-on instructions to participants, helping them to better prepare to digitize their businesses. Among others, these include the skills to launch online sales channels on social platforms, conducting market research in an online context, setting up and linking online sales with payment as well as offline logistics and customer services. The workshop will also share experience and good practices upholding successful MSME digitization practices with entrepreneurial skills, relating to costing, pricing and inventory management. To conclude, workshop trainers will help participants identify opportunities inherent in digital marketing channels that fit with characteristics of micro and small enterprises, especially micro enterprises owned by women, youth and persons with disabilities. Participants are expected to become master trainers sharing the knowledge learnt once returning to their regions.



4. Specific Outputs

At the conclusion of the capacity building workshop, it is anticipated that the participants will:

- a. Have acquired business management and entrepreneurship skills necessary to build resilient enterprises
- b. Equipped with the capacities to support women, youth and persons with disabilities and MSME entrepreneurs to grow their businesses in the context of e-commerce and digital marketing
- c. To cultivate an entrepreneurial culture that will facilitate the development of sustainable business models, self-employment and poverty eradication.
- d. To impart know-how on leveraging e-commerce and digital marketing models that enhance MSME resilience and digital transformation; at the end of the training, participating MSME entrepreneurs will be able to conduct initial digital marketing activities on social platforms
- e. At least 70 per cent of participants indicate that they will adopt and apply skills learnt in their communities to enhance the growth and resilience of MSME entrepreneurs

5. (Initial) Programme

DAY ONE¹

8:30 – 9:00 – Arrival & Registration

9:00 - 9:30 – Opening Session

9:30 – 11:00 – Introduction on Digital Marketing: models, history and good practices

11:00 – 11:15 TEA BREAK

11:15 – 12:00 – Utilizing email for promoting online marketing

12:00 – 13:00 – Practices: utilizing email for promoting online marketing

13:00 – 14:00 LUNCH BREAK

14:00 – 15:00 – Digital marketing on social media platforms

15:00 – 15:15 TEA BREAK

15:15 – 16:30 Practices: elevating product promotion and sales on social media platforms (Facebook, Instagram, Tiktok and Youtube)

16:30 – 17:00 Group presentation on key learnings

17:00 – END OF DAY ONE

¹ Please note: the draft programme is indicative, it will be updated in accordance with findings from a demand assessment to be conducted in prior to the workshop



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DAY TWO

8:30 – 9:00 – Recap of Previous day’s Learnings

9:00 – 10:00 - Digital marketing strategies and good practices for online product promotion and sales

10:00 – 10:15 – TEA BREAK

10:15 – 11:30 – Practice: formulating digital marketing strategies for online product promotion and sales

11:30 – 13:00 – Group presentation: digital marketing strategies for online product promotion and sales

13:00 – 14:00 – LUNCH BREAK

14:00 – 15:30 – Introduction on content creation, how to setup your website and manage online shops

15:30 – 16:30 – Practices: setting up your website and online shops for product promotion

(15:45 – 16:00 – Tea break during practices)

16:30 – 17:00 – Group presentation: setting up your website and online shops for product promotion

17:00 – END OF DAY TWO

DAY THREE

09:00 – 09:30 – Recap of Previous day’s Learnings

09:30 – 10:30 – How to choose affiliate marketing and partnership with online influencers to boost online product promotion

10:30 – 10:45 – TEA BREAK

10:45 – 12:30 – Practices: identify and build partnerships with online influencers to boost online product promotion

12:30 – 14:00 LUNCH BREAK

14:00 – 15:30 – Optimizing your businesses and product promotion through search engine optimization

15:30 – 16:30 – Practices: leveraging search engine optimization for online product promotion

(15:45 – 16:00 – Tea break during practices)

16:30 – 17:00 – Group presentation: promoting products online through search engine optimization

17:00 – END OF DAY THREE



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DAY FOUR

8:30 – 9:00 – Recap of previous days' learnings

9:00 – 11:00– Inventory control practical

11:00 – 11:15 Tea Break

11:15–12:10 Costing and pricing (models)

12:10 – 13:00 Costing and pricing (practices)

13:00 – 14:00 LUNCH BREAK

14:00 – 15:30 – Linking online sales with offline delivery and logistics: experience and good practices

15:30 – 15:45 Tea Break

15:45 – 16:30 MSME Formalization: roadmap, opportunities and constraints in Ethiopia

16:30 – 17: 00 CERTIFICATE AWARDING AND CLOSING SESSION