



From Recovery to Resilience:

How DTI is Shaping Disaster Preparedness and Digitalization for MSMEs in the Philippines



Introduction to MSMEs in the Philippines

Ph MSMEs at a glance...

1,109,684 operating businesses in the country
Of these, 1,105,143 (99.59%) are MSMEs

Micro enterprises constitute 90.49% (1,004,195) of total establishments, followed by small enterprises at 8.69% (96,464) and medium enterprises at 0.40% (4,484)

MSMEs constitute over 99% of businesses and generates 65% of employment



Economic and Climate Challenges for MSMEs

Challenges and Disaster Vulnerability



Climate Challenges

Increased frequency of typhoons and floods disrupts MSME operations and threatens stability.



Disaster-Related Losses

Economic damages have increased sevenfold from the 1970s to 2010s due to climate-induced hazards.



The Need for Digitalization in MSME Disaster Resilience

Ph Baseline Survey on Digitalization of MSMEs

23% of SMEs do not use digital tools (Level 0); while 51% utilize business email (Level 1); 21% make use of business email and website (Level 2); and 6% employ business email, website, and advanced tools in their business (Level 3)



The Need for Digitalization in MSME Disaster Resilience

Barriers that prevent wider digital adoption among MSMEs



Limited Internet Infrastructure



Digital Literacy Gaps



High Cost Associated with Technology Investments

Key DTI Initiatives for MSME Resilience and Digital Transformation



- **Strengthening Disaster Resilience Initiative (SDRI):** Equips MSMEs with disaster preparedness tools; supported 493 businesses in 2023 with BCPs.



Members of the MSME RCG



dti.gov.ph DTIPhilippines



Key DTI Initiatives for MSME Resilience and Digital Transformation



- **GeoRiskPH Geotagging Initiative:** Data integration for hazard assessment and disaster response planning; 289,374 MSMEs tagged as of August 2024



HazardHunterPH
GEORISKPH



GeoMapperPH
GEORISKPH



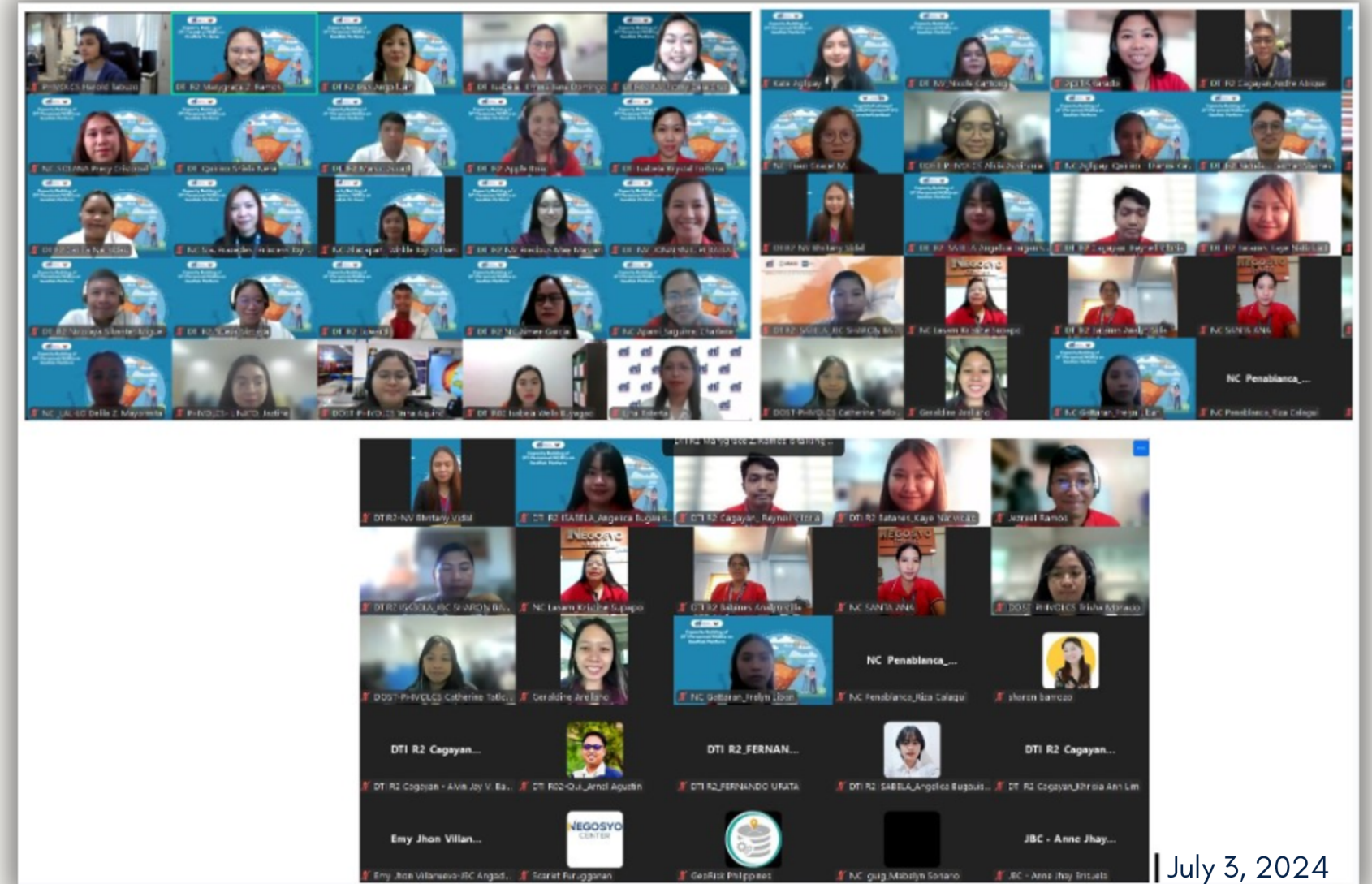
GeoAnalyticsPH
GEORISKPH



3D Earth Risk



Map & Feature



DOST-PHIVOLCS Conducts Training on the Use of GeoRiskPH Platforms for the Department of Trade and Industry Region 2

<https://hazardhunter.georisk.gov.ph/>

dti Department of Trade and Industry (DTI) - Dashboard
GeoRiskPH

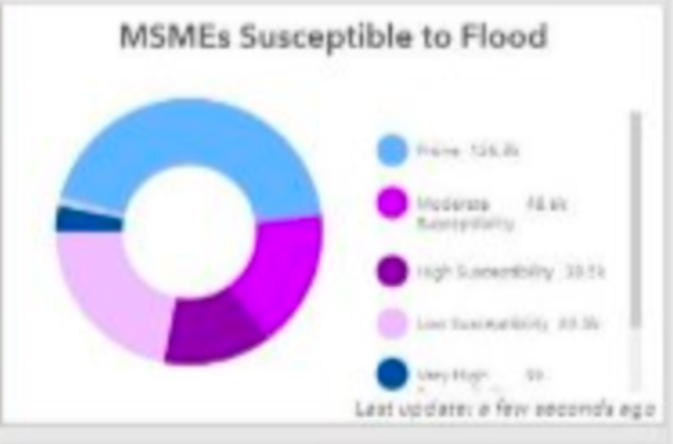
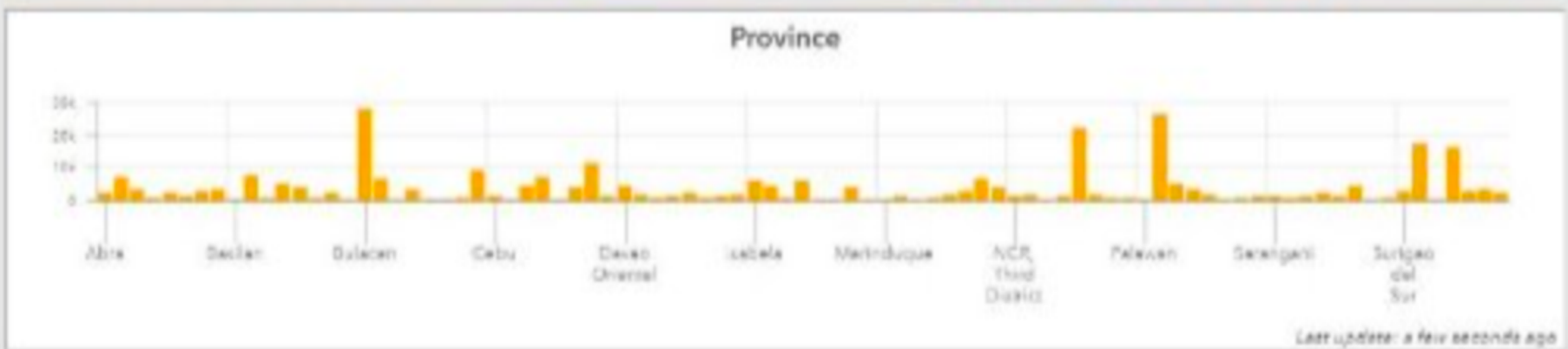
Number of MSMEs
289,374
Last update: a few seconds ago



1 of 338

DTI Data: 3M COPRA BUYER

BusinessName 3M COPRA BUYER
BusinessRegion Region V
BusinessProvince Masbate
BusinessMunicipality
BusinessDistrict 2ND
BusinessBarangay Sawang
BusinessStreet
BusinessEmail
OwnerGivenName
OwnerMiddleName



The Need for Digitalization in MSME Disaster Resilience



<https://www.dti.gov.ph/covid19/tech-tools/>

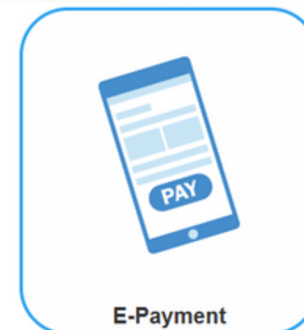
TechTools for MSMEs

Reinvent your business during COVID-19 crisis



E-Commerce

Find resources to help you take advantage of ecommerce to get your business running despite the lockdown.



E-Payment

Know what digital payment facilities you can use to implement cashless transactions, receive and send payments while observing social distancing.



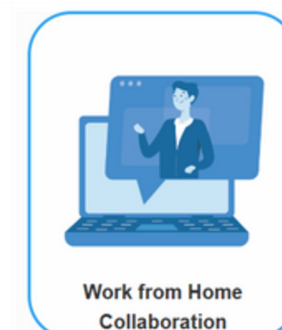
Digital Marketing

Get your business online, use social media and free online platforms to reach to your target market.



Logistics

Deliver your goods through logistics providers and leave your worries of going thru checkpoints, etc. and ensure fast and efficient delivery of your products.



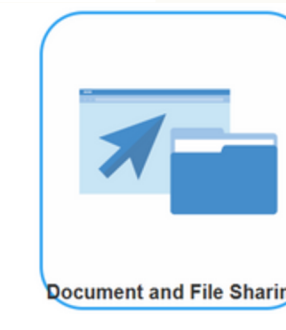
Work from Home Collaboration

Discover tools that can keep your business up and running and make remote work for you.



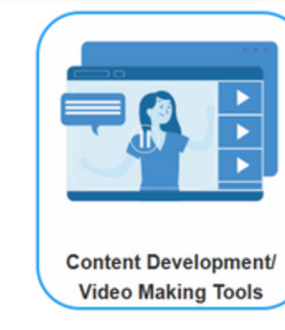
Productivity Tools

Discover tools that can keep your business up and running and make remote work for you.



Document and File Sharing

Store your big files easily, or store them in the cloud, sync them across multiple devices and collaborate with your colleagues and clients.



Content Development/ Video Making Tools

Start making quick and effective videos to market your products or services remotely.



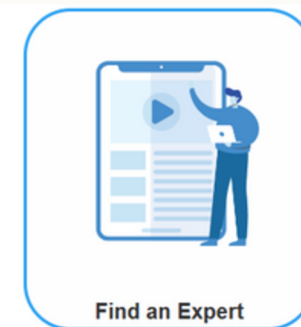
Webinars/Videos

Join online video presentations, workshops, or lectures on related topics and interact with the real-time discussion.



E-Learning

Participate in training and seminars and learn from the experts at any time and place while staying at home.



Find an Expert

Click here to find an expert who offered online services to help you develop your recovery plan, marketing strategies, among others.



APEC MSME Marketplace

Find resources to help you take advantage of ecommerce to get your business running despite the lockdown.



Safe Management

Proactively manage your company's COVID-19 program for employees, customers, and partners.



Financing Opportunities

Find available financing opportunities, resources and opportunities to help you scale up your business.



Other Technology Tools

Other available tools to help you manage your business effectively. finance.



Success Stories

Success stories on MSME digitalization and offers from service [providers]



Human Resource

HR digital tools automate tasks like recruitment, payroll, and performance management, boosting efficiency and employee experience.

Key DTI Initiatives for MSME Resilience and Digital Transformation



- **MSME Digital Maturity Self-Assessment Toolkit:** Helps MSMEs evaluate their current level of digital maturity and readiness for technological upgrades.

<http://msmetoolkit.dti.gov.ph>

The screenshot displays the landing page for the MSME Digital Maturity Self-Assessment Toolkit. At the top right is the DTI Philippines logo. The main heading reads "DIGITAL TRANSFORMATION MATTERS! BRING YOUR BUSINESS TO THE NEXT LEVEL." Below this, a sub-heading says "Answer this Diagnostic Tool and immediately receive your Digital Maturity Score." A paragraph explains that the tool is designed to help MSMEs assess their organization's needs and provide recommendations on a digital transformation training framework. It lists four pillars: Technology, People, Product, and Process. A list of benefits includes: 100% free test, it takes just 3 minutes, and users immediately get their scorecard and recommendations. A prominent blue button labeled "TAKE THE TEST" is centered below the text. At the bottom, four hexagonal icons represent the pillars: Technology (a laptop and smartphone), People (a group of people), Product (a computer monitor with a cube), and Process (a gear and a checkmark).

Key DTI Initiatives for MSME Resilience and Digital Transformation



- **ETAAS ang Pinay MSMEs Program:** Offers comprehensive training, mentoring, and promotional support, with a focus on digital marketing and e-commerce for women entrepreneurs



Key DTI Initiatives for MSME Resilience and Digital Transformation



in partnership with



United Nations

Department of
Economic and
Social Affairs

- **Creative AGE for SDGs:** Skill-building aligned with the UN Sustainable Development Goals; For 2024, DTI allocated ₱1,117,800 to three piloting regions



DTI 12 hosts Training for Creative AGE for SDGs

CREATIVE AGE FOR SDGS
Accelerating Growth of MSMEs in the Philippines

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