



Empowering the Green Recovery



5 Thought
leaders

6 Business
voices



International
Trade
Centre



The International Trade Centre supports small business through the COVID-19 crisis.
For more information, see <http://www.intracen.org/covid19/>

This publication is a contribution to the annual Micro, Small and Medium-Sized Enterprises Day campaign.

MSME Day takes place each year on 27 June.

The publication findings are presented in a global virtual debate that can be found at:
www.intracen.org

© International Trade Centre 2021

The International Trade Centre (ITC) is the joint agency of
the World Trade Organization and the United Nations.

Street address: ITC
54-56, rue de Montbrillant
1202 Geneva, Switzerland

Postal address: ITC
Palais des Nations
1211 Geneva 10, Switzerland

Telephone: +41-22 730 0111

Fax: +41-22 733 4439

E-mail: itcreg@intracen.org

Internet: <http://www.intracen.org>

Empowering the Green Recovery



The *SME Competitiveness Outlook 2021* analyses how small businesses can rebuild from the COVID-19 pandemic so they are prepared to face the looming climate crisis. It provides a 20-point Green Recovery Plan to foster competitive, resilient and environmentally sustainable small and medium-sized enterprises (SMEs).

The report finds that small firms are less resilient to shocks – whether the pandemic or climate change – because they do not have key business fundamentals in place.

The report identifies key areas where small businesses with limited resources can invest to seize opportunities of the green transition – and what business support organizations, governments, lead firms in value chains and international organizations can do to empower small firms to be competitive, resilient and sustainable.

Publisher: International Trade Centre (ITC)

Title: SME Competitiveness Outlook 2021: Empowering the Green Recovery

Publication date and place: Geneva, June 2021

Page count: 108

Language: English

ISBN: 9789211036817

eISBN: 9789210057660

Print ISSN: 2519-1071

e-ISSN: 2519-1225

UN Sales Number: E.21.III.T.1

ITC Document Number: P87.E/DMD/RSE/21-VI

Citation: International Trade Centre (2021). *SME Competitiveness Outlook 2021: Empowering the Green Recovery*

For more information on ITC's SME Competitiveness Outlook, see <http://www.intracen.org/SMEOutlook/> and ITC's Competitiveness Suveys, see: <http://www.intracen.org/SMEintelligence>.

The designations employed and the presentation of material in this publication do not imply the expression of any opinion whatsoever on the part of the International Trade Centre concerning the legal status of any country, territory, city or area or of its authorities, or concerning the delimitation of its frontiers or boundaries.

All rights reserved. No part of this publication may be reproduced, stored in a retrieval system or transmitted in any form or by any means electronic, electrostatic, magnetic tape, mechanical, photocopying or otherwise, without prior permission in writing from the International Trade Centre.

Digital image on the cover: © Shutterstock and ITC

© International Trade Centre (ITC), www.intracen.org

ITC is the joint agency of the World Trade Organization and the United Nations.

Contents

Acronyms.....	ix
Foreword.....	xi
At a Glance.....	xii
Executive Summary.....	xiv
Acknowledgements.....	xx
CHAPTER 1: Business lessons from the pandemic.....	2
COVID-19: Stronger impact on smaller firms.....	2
Competitiveness and resilience are complementary.....	3
Competitive firms are more resilient.....	6
Compete to stay robust.....	6
Connect to become related.....	7
Change to emerge responsive.....	9
Small, youth-led firms less resilient.....	11
International traders exposed, but adaptable.....	12
Resilient to COVID-19, resilient to climate change.....	13
CHAPTER 2: Climate change: What impact for small business?.....	16
A warmer planet poses business risks.....	16
Extreme weather halts business.....	17
Changing weather patterns lower productivity.....	19
Access to business inputs is at risk.....	20
Climate responses affect competitiveness.....	20
Environmental regulation can generate uncertainty.....	20
Sustainability standards are multiplying.....	22
Green finance overlooks small businesses.....	24
Circular economy requires openness.....	24
Climate change: Impact on trade competitiveness.....	25
Biophysical changes impact trade flows.....	25
Trade policies respond to climate change.....	25
Restructuring international value chains.....	26
Imports can have lower carbon footprint.....	27
CHAPTER 3: Going green as a business opportunity.....	30
Boosting capacity to compete.....	31
Resource efficiency lowers costs.....	31
Sustainable packaging reduces waste.....	33
Certification signals quality.....	33
Strengthening capacity to connect.....	34
Digital technologies ease access to information.....	34
Circularity provides data and networks.....	34
Enhancing capacity to change.....	35
Finance, insurance fuel adaptation and mitigation.....	35
Eco-innovation builds loyalty and skills.....	35
Smaller, women-led and youth-led firms lag in adaptation.....	36

Appraising green opportunities.....	38
Trade-offs in going green.....	38
Climate measures can pay off.....	40
No support, no green transition.....	42
CHAPTER 4: The Green Recovery Plan.....	45
Green businesses advance the SDGs.....	45
The Green Recovery Plan.....	46
Business support organizations build bridges.....	46
Governments create incentives.....	47
Lead firms support small suppliers.....	48
International organizations prioritize small business.....	48
ENDNOTES.....	56
REFERENCES.....	59
ANNEX I: Glossary.....	69
ANNEX II: Methodology note and data sources.....	72
ANNEX III: ITC's GreenToCompete strategy and toolbox.....	85

Figures

1	COVID-19: Stronger impact on smaller firms.....	3
2	COVID-19: Smaller firms at higher risk of closure.....	3
3	Competitiveness builds resilience.....	4
4	Competitive attributes make firms robust in a crisis.....	6
5	Good capacity to compete means robust to crisis.....	7
6	Connections allow firms to relate.....	7
7	Connected firms have greater capacity to relate.....	9
8	Change factors make firms more responsive.....	10
9	Capacity to change helped firms to be more responsive.....	10
10	Smaller, youth-led firms are less resilient.....	11
11	Resilient companies have more stable sales, employment.....	11
12	Internationally trading firms more exposed to COVID-19.....	12
13	COVID-19: Firms that trade across borders adapt better.....	13
14	Environmental risks significant for two-thirds of African companies.....	17
15	Changing temperatures is top environmental risk for businesses in Africa.....	17
16	Agricultural areas are at high risk for climate hazards.....	19
17	More than one-quarter of firms view environmental regulations as obstacle.....	22
18	Smaller firms are less likely to be certified to a sustainability standard.....	23
19	Carbon footprint: Domestic and imported asparagus in a German supermarket.....	27
20	Compete, connect and change by going green.....	30
21	Top SME resource efficiency measures: Steam, solar power.....	31
22	Large firms more likely to invest in climate change adaptation.....	31
23	Resource efficiency measures pay off.....	40
24	Resource efficiency measures benefit business, environment.....	40
25	Africa company survey: 42% reduced footprint.....	41
26	New opportunities for 59% of firms making green investments.....	41
27	Environmental investment gains.....	42
28	Services firms see fewer opportunities.....	42

Table

1	The Green Recovery Plan to support small businesses.....	46
---	--	----

Boxes

1	Defining micro, small and medium-sized enterprises.....	3
2	Defining competitiveness and resilience.....	5
3	The path to a greener enterprise.....	39

Thought leaders



14

Kamina Johnson Smith
Governments must help MSMEs
build resilience to shocks



28

William R. Moomaw
Climate change creates challenges
and opportunities for SMEs



43

Inger Andersen
SMEs must embrace circularity for
businesses and the planet to survive



50

Pedro Beirute Prada
Making exporters more competitive
through environmental sustainability



52

Ayman El Tarabishy
SMEs and climate change:
Establishing patterns of resilience

Business Voices



8

Alisa Osei Asamoah
Rethinking the business
of travel



18

John Robin
A tragedy
worse than COVID



21



32

预览已结束，完整报告链接和二维码如下：

https://www.yunbaogao.cn/report/index/report?reportId=5_22775

