



UNITED NATIONS
INDUSTRIAL DEVELOPMENT ORGANIZATION

RESPONDING TO THE COVID-19 CRISIS

PATHWAY TO BUSINESS CONTINUITY & RECOVERY

**Guidance for Micro, Small and Medium
Enterprises (MSMEs)**

INCLUSIVE AND SUSTAINABLE INDUSTRIAL DEVELOPMENT

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Guidance for
Micro, Small and Medium Enterprises (MSMEs)

Vienna, Austria
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COMMENTS

Comments and questions on issues raised in this report are welcome and may be addressed to dti@unido.org
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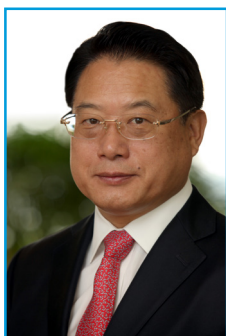
This document was prepared by the Department of Digitalization, Technology and Innovation of the United Nations Industrial Development Organization (UNIDO), under the supervision of Mr. Bernardo Calzadilla-Sarmiento, Managing Director, Directorate of Digitalization, Technology and Agribusiness (DTA) and with the technical contribution of Mr. Fabio Russo, UNIDO Senior Industrial Development Officer and Ms. Manuela Eyvazo, UNIDO Expert on Value Chain and Cluster Development.

This document is based on the work of Mr. Christoph David Weinmann, UNIDO expert, and on the original publication *“Guidelines for Micro, Small and Medium Enterprises: Business Recovery in the Wake of COVID-19 Pandemic”*, published as an immediate response to support MSMEs in China to face the pandemic crisis in April 2020. The original document was prepared by the UNIDO Regional Office in China under the guidance of Mr. Jian Ma, National Programme Officer and Mr. Hongfei Yue, UNIDO National Expert.

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FOREWORD



The United Nations Industrial Development Organization (UNIDO) is a specialized agency of the United Nations with the mandate to promote inclusive and sustainable industrial development (ISID). This mandate is central to the achievement of the 2030 Agenda for Sustainable Development Goal 9: “Build resilient infrastructure, promote inclusive and

sustainable industrialization and foster innovation”, which is directly and indirectly interlinked with the achievement of the other sustainable development goals.

The global COVID-19 pandemic is putting an immense strain on societies and economies of countries around the globe. Major disruptions are being felt across economic and social sectors. According to the International Monetary Fund (IMF), the global economy is expected to experience its worst recession since the Great Depression of the last century. The International Labour Organization (ILO) estimates severely negative impact on employment numbers. At a time when the global community is determined to step-up action through the Decade for Action, the COVID-19 crisis threatens to deeply and adversely impact the implementation and achievement of the 2030 Agenda for Sustainable Development and the Paris Agreement on Climate Change.

Micro, small, and medium-sized enterprises (MSMEs) effectively provide the majority of jobs in the world economy. Many of them are involved in industrial activities, and a considerable number is directly tied into global, regional and local value chains or clusters.

Industry is affected by this crisis from both the supply and demand side. Where economic activities are being disrupted, recovery of MSMEs is fundamental to help overcome the crisis and support in the sustaining of livelihoods. As long as the pandemic is not sufficiently contained, preparation for business continuity by MSMEs is a key to maintaining economic activities. Both recovery and business continuity are important elements to ensure that the impact from the crisis is minimized and that resilience is enhanced.

In the UNIDO response framework, and aligned to our mandate, our response is to prioritize the rescuing of existing firms and industrial ecosystems because they drive the value creation of countries and generate employment and incomes for households. This is our focus as we respond to prepare for the health crisis and contain economic consequences; to respond with inclusive and sustainable solutions and building resilience, and adapt the productive sector; and to recover and transform through inclusive and sustainable industrial development.

Given the scale of the crisis, this guidance has been drawn up in a generic fashion in order for it to be relevant to the largest possible number of enterprises. The guidance can be used by all types of enterprises in order to deal with the impact of the COVID-19 pandemic. It also provides many hints on existing international standards, and its implementation as well as sources related to transforming industry that enterprises could refer to in support of their actions as they address the threats or disruptions their activities are facing.

A handwritten signature in blue ink, appearing to be 'Li Yong' in Chinese characters.

Li Yong
UNIDO Director General

ACRONYMS AND ABBREVIATIONS

| | |
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| COVID-19 | Coronavirus Disease |
| ILO | International Labour Organization |
| ISID | Inclusive and Sustainable Industrial Development |
| ISO | International Organization for Standardization |
| ITC | International Trade Centre |
| LCU | Local Currency Unit |
| MSMEs | Micro, Small and Medium Enterprises |
| OHS | Occupational Health and Safety |
| PDCA | Plan-Do-Check-Act (basic structure of quality management cycle) |
| PPE | Personal Protective Equipment |
| UNDRR | United Nations Office for Disaster Risk Reduction |
| UNICEF | United Nations Children's Fund |
| UNIDO | United Nations Industrial Development Organization |
| WHO | World Health Organization |

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