

A decorative graphic in the top-left corner consisting of two large yellow arrows pointing right, one above the other, and a row of seven smaller yellow arrows below them, all pointing right. A small green and black square is located to the left of the top arrow.

# UNDP Digital Strategy

## Supporting MSMEs through inclusive digital transformation

Robert Opp, Chief Digital Officer, UNDP  
15 November, 2022



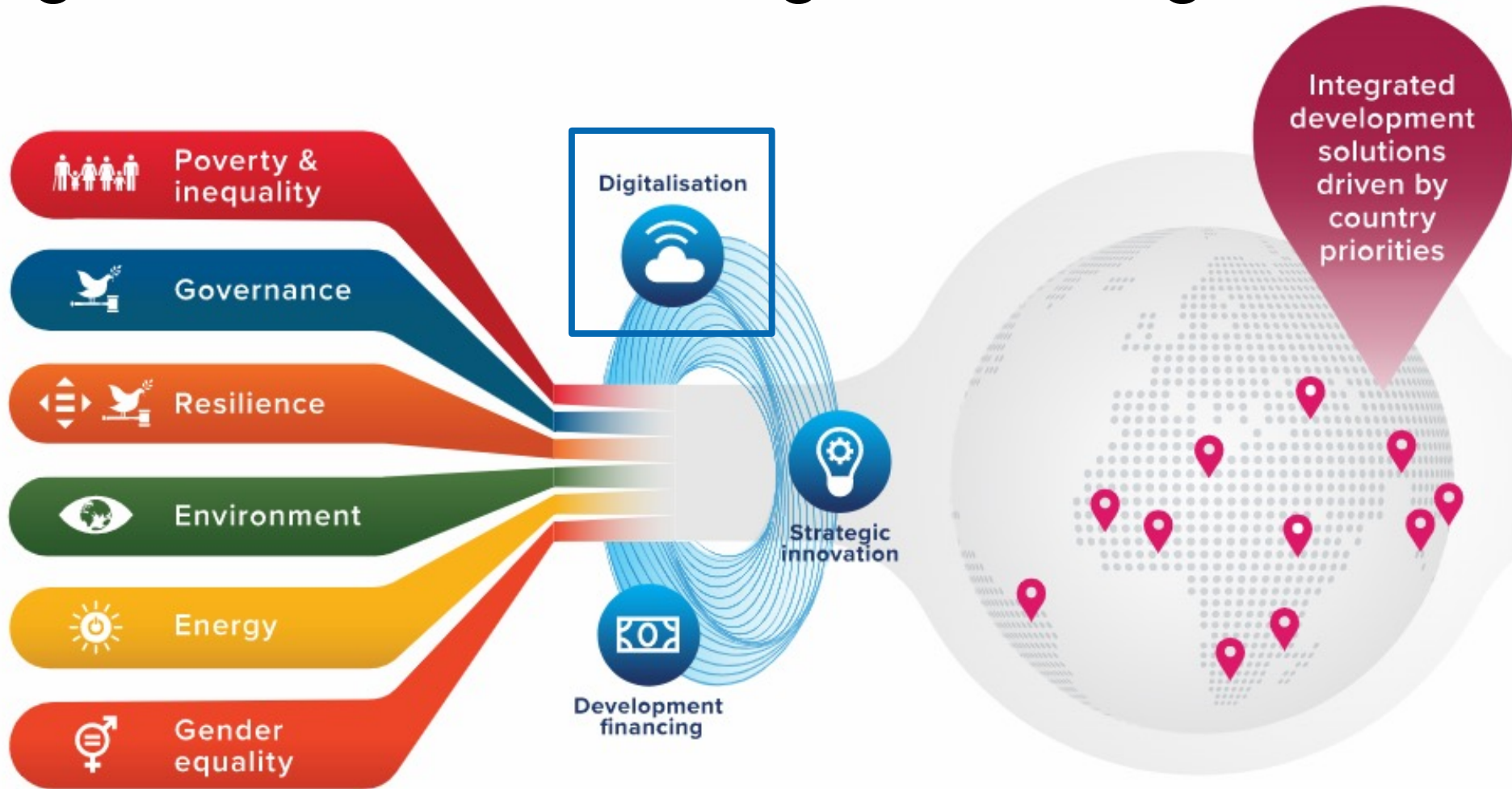
# Digital technologies can –and must– be leveraged to achieve the Sustainable Development Goals





~ 2.7B  
People Offline

# Digitalization is a key enabler in UNDP's new Strategic Plan towards achieving the 2030 Agenda



UNDP's long term vision for digital

**To create a world in which digital is an empowering force for people and planet**



# Inclusive digital transformation through a whole-of-society approach



# MSMEs are crucial stakeholders in inclusive digital transformation



- MSMEs and informal sector make up **80-90% of job creation** in low and middle-income countries
- **Limited digital uptake** among MSMEs in developing countries
- **Only 34% of MSMEs in ASEAN** have adopted **basic digital tools and processes** (e.g. use of printer, website, social media use), and **only 10% of MSMEs have adopted advanced digitalization tools**



# We need to take a holistic approach to support MSMEs to benefit from digital transformation



*Access to  
finance*



*Digital  
infrastructure*



*Institutional and  
regulatory  
reforms*



*Digital literacy  
and capacity-  
building*



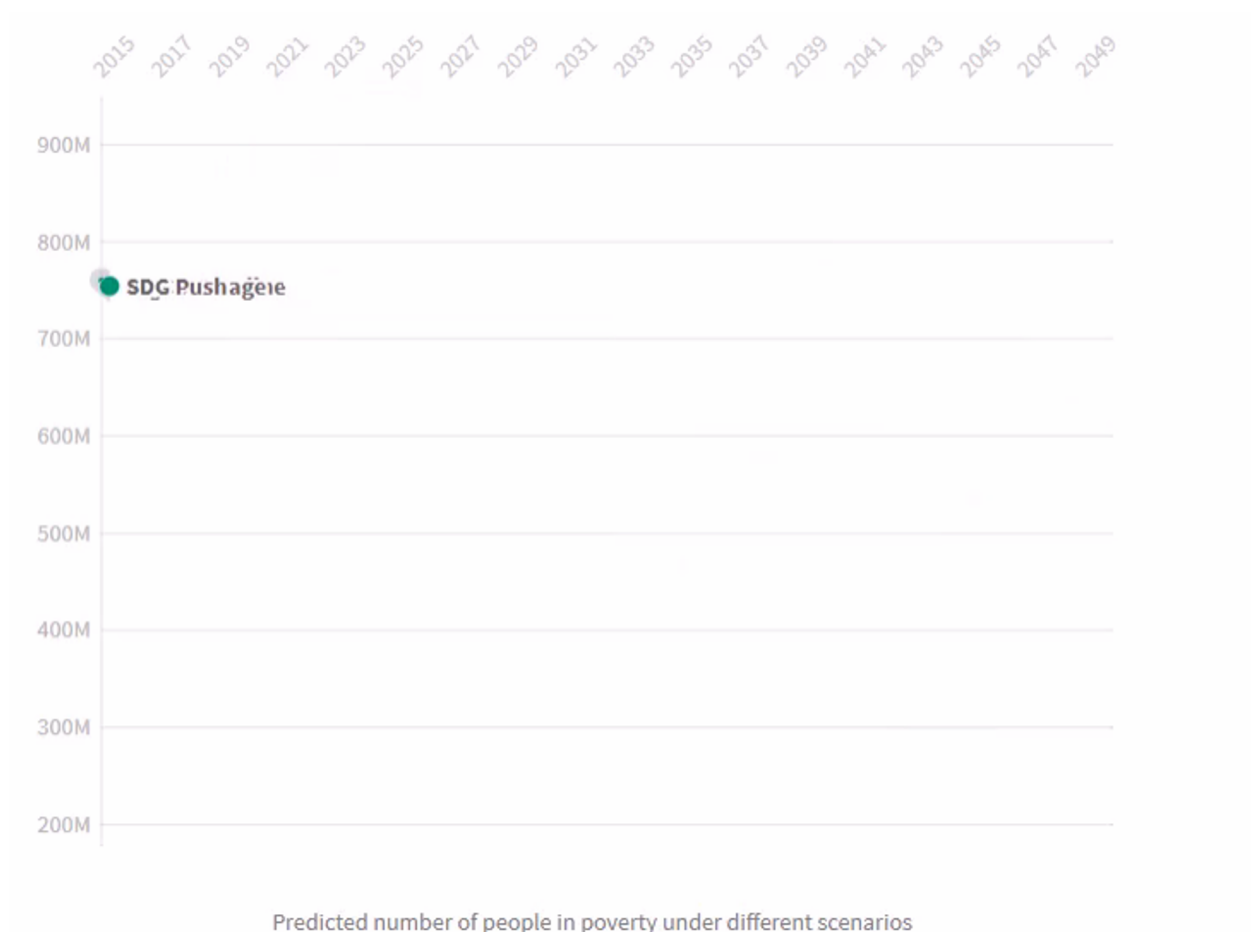
# UNDP examples



- JUMIA – Uganda
- Farmfinder – Barbados
- Digital in Motion – Latin America and the Caribbean
- ekShop and Anondomela - Bangladesh



# We can accelerate out of the crisis with dedicated SDG-focused investments – digitalization is key





**Thank you!**

