

The voice of small business at COP27

The GreenToCompete Hubs

Overview

The GreenToCompete Hubs develop small businesses' capacity and knowledge to implement green business practices. Providing knowledge, practical expertise and a global network, the Hubs support small businesses go green while strengthening their competitive advantage.

Hosted by business support organization (BSO) at the country level, the Hubs mobilize local institutions

and organizations, private sector, and government to provide an enabling business environment and support services for small businesses.

The GreenToCompete is an initiative of the International Trade Centre (ITC) – the joint agency of the United Nations and the World Trade Organization fully dedicated to supporting the internationalization of micro, small, and medium enterprises (MSMEs).

MSMEs sectors:

- Natural ingredients
- Tourism
- Agriculture
- Textile
- Arts and craft
- Home decoration



401

MSMEs coached



Numbers per topics:

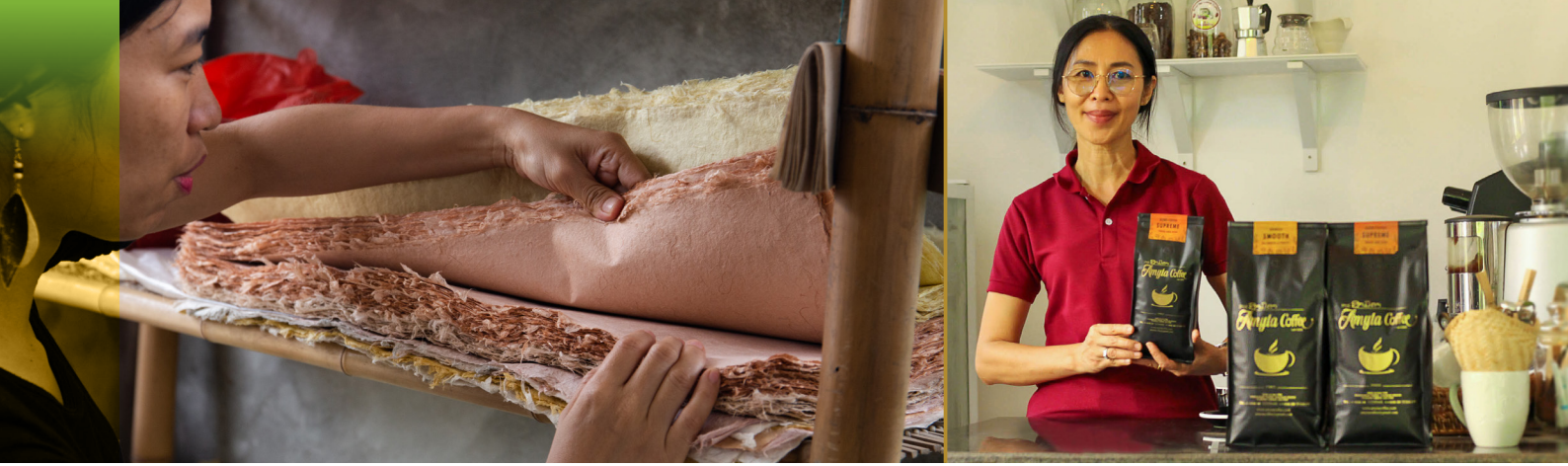
108 VSS

86 E-commerce

86 Resource efficiency

72 Access to green finance

49 Climate resilience



Where the Hubs work



Currently active in the Caribbean (St Lucia, Barbados, Guyana), Ghana, Kenya, Laos, Nepal, Peru and Viet Nam, the Hubs are operated by local Business Support Organizations (BSOs).

Partners



Kenya Climate
Innovation Center
Kenya



Asociación de
Exportadores
Peru



Caribbean Export
Development Agency
Caribbean



कृषि उद्यम केन्द्र
अर्थ उद्यम केन्द्र नेपाल
Agro Enterprise Centre
Federation of Nepalese Chambers of Commerce and Industry

Agro Enterprise
Centre
Nepal



Strathmore
University
Kenya



BỘ CÔNG THƯƠNG - MINISTRY OF INDUSTRY AND TRADE
CỤC XÚC TIẾN THƯƠNG MẠI
VIETNAM TRADE PROMOTION AGENCY

Vietnam Trade
Promotion Agency
Vietnam



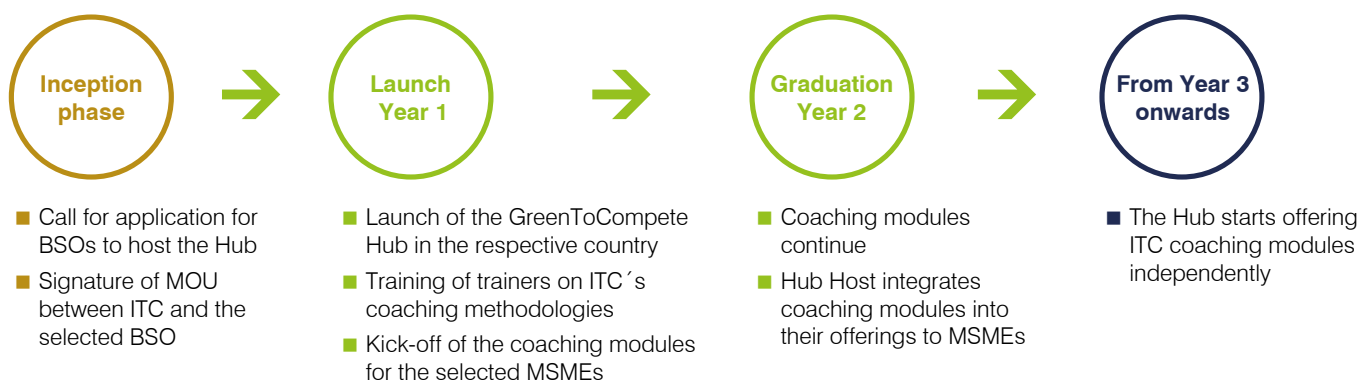
Ghana Export
Promotion Authority
Ghana



Lao National Chamber of
Commerce and Industry
Laos



How the Hubs work



GreenToCompete Hubs Offerings

The GreenToCompete Hub offers small businesses to benefit from various programmes such as individual coaching and group workshops, delivered by ITC's local and international experts.

→ Resource Efficiency & Circular Production (RECP)

This coaching programme builds MSMEs' capacity on how to enhance energy consumption, save water, reduce and reuse waste and lower carbon emissions, thereby cut production costs, increase productivity, and boost innovation to develop and commercialise circular products and services.

→ Becoming a climate resilient SME

This coaching programme strengthens MSMEs' capacity to operate in a changing climate and better manage climate induced business risks such as production losses, energy supply disruptions, transport disturbances, water shortages. It will also help MSMEs opening new business opportunities through newly arising product and service demands.

→ Voluntary Sustainability Standards (VSS)

This customized coaching programme prepares MSMEs to go through audits and certification

against a selected voluntary sustainability standard (VSS) and helps companies to access international markets and increase sales while complying with environmental, social, labour, quality-management and ethics related criteria.

→ Positioning Sustainable Products in the International Market

By participating in this programme, MSMEs gain the necessary skills to deal with export documentation and rules around exporting, choose the right logistics partner and package shipments sustainably; optimize and manage their website to attract international customers, access to e-commerce and use social media marketing to generate traffic, leads and sales.

→ Accessing Green Finance and Markets for Sustainable Products

This programme supports MSMEs improving their financial management and raising external finance through financial diagnostic, direct coaching to address gaps, and support to connect them with financiers and develop bankable business plans and investor pitch decks.

Success Story

Miyonga Fresh Greens, Kenya

Miyonga Fresh Greens is an agro-processing business in Nairobi, with farms located in Embu and Malindi. Miyonga partners with 2,400 farmers and supports them in growing suitable varieties of crops and setting up and implementing sustainable agricultural practices. The company aspires to empower farmers not only trade in raw materials, but also to trade value added products thus increasing their revenues. Currently, the business largely exports value-added dried and powdered fruit products derived from mango, pineapple, coconut, and banana.

Challenged by climate change, Miyonga prepares adaptation measures

Miyonga's business heavily relies on nature. Climate change has affected Miyonga's sourcing region which experiences unpredictable and poor distribution of annual rainfall and increase of the average temperature. Consequently, Miyonga is at risk of lower production quantity and quality, post-harvest losses, pests and diseases.

Miyonga joined the 'Becoming a Climate Resilient SME' coaching programme to better prepare themselves in facing climate-induced business risks. Through this coaching, a climate impact assessment of Miyonga's value chain was performed and the analysis of risk and opportunities of present and future climate impacts to the company.

Based on this, Miyonga receive support on the identification of measures to reduce climate-induced risks and to seize arising business opportunities. As a result of this coaching, Miyonga developed a climate adaptation strategy that will not only increase its resilience but also create more business value.

Meeting sustainability standards to remain competitive

Miyonga's products are on high demand for both conventional and organic dried fruits in the European market. However, there has also been an increase of



Miyonga is a beneficiary of GreenToCompete Hub Kenya which is hosted by Kenya Climate Innovation Center (KCIC) and Strathmore University.

sustainability requirements from the international buyers that the company needs to meet. Obtaining international certification is one way that Miyonga could ensure that it continues to cater to the European market.

As part of the steps taken towards certification, Miyonga participated in the 'Voluntary Sustainability Standards (VSS) coaching programme'. This coaching helped Miyonga to assess their compliance against a selected standard's requirement and assist them to develop a roadmap to address identified gaps.

"This partnership we would not have had, had we not been involved in the programme,"

said Yvonne Otieno.

Results:

- Introduce an innovative mobile factory able to process fruits at farm site that reduces post-harvest losses and energy used to transport the supplies to the packaging site
- Establish new supplier regions to minimize reliance on one ecological zone
- Build and operate a temperature controlled multi-purpose processing and packaging facility
- Miyonga's farmers obtained the Global G.A.P (Good Agricultural Practices) certification
- 10% of Miyonga's farmers are in the process of becoming organic certified in 2023, and they are working towards obtaining FairTrade certification
- The GreenToCompete Hub connected Miyonga to GIZ to support the company in realizing its climate adaptation strategy