

The Green Moonshot

Trade for an inclusive just transition



Why we need to act now

The triple planetary crises of climate change, biodiversity loss and pollution are reshaping global trade. Women, youth, vulnerable populations and people leading small businesses in developing countries are the silent majority that are disproportionately impacted by climate change.

We need urgent action to keep global warming below 1.5°C, while equipping developing countries with the finance, technologies and skills for the low-carbon transition. What's more, small businesses play a central role in countries' socio-economic development. Supporting them is central to ensuring an inclusive just transition.

What is an ITC moonshot?

At ITC, moonshots represent our bold solutions to confront the challenges experienced by small businesses in developing countries, to participate in global trade. They are our raised ambition for gender, youth, digital connectivity and green trade, aligned to our updated strategic plan, and grounded in our core expertise of delivering trade related technical assistance.

Our Vision

Our vision is to catalyse 100,000 climate actions – for small businesses and by small businesses – by 2025.

The work taking place under the Green Moonshot benefits small enterprises, by providing:

- Access to knowledge, expertise, and tools to implement environmentally friendly business practices.
- Access to global networks and international markets.
- Opportunities to show their commitment to climate action to attract new consumers.
- Access to sources of green finance.
- A more supportive business environment to participate in the green and just transition.



Our Response

1. Raise the voice of small business in global fora

We will bring the perspective of small businesses in developing countries to relevant decision-making tables through various channels, activities and fora, by leveraging our joint UN and WTO status, institutional partnerships and relationships with member states, regional entities, civil society and industry.



2. Provide data, evidence and analysis

We will capture data and evidence on the challenges and opportunities for small enterprises, relating to climate change and the low-carbon and just transition. Our analytical work and diagnostics will target new areas for small businesses such as deforestation, circularity, decarbonization, climate resilient and inclusive agribusiness, green value chains, inclusive nature-based economy, and renewable energy access.

3. Contribute to and support policies compatible with climate action and sustainable development

ITC will contribute to the development and implementation of trade and climate policies. In trade policy, we will work with stakeholders to ensure better alignment to climate goals, while working with stakeholders in climate policy to sharpen their understanding of how the climate actions of trade and small businesses can contribute to greater ambition in their nationally determined contributions.



4. Improve the climate competitiveness of small businesses

ITC will improve the capacity of small businesses and facilitate their access to technologies, diversifying sustainable agriculture practices and sustainable production and consumption.

Our work will help small businesses understand and comply with emerging regulations and market requirements, including sustainability gaps. Transforming agricultural value chains and promoting sustainable food production will honour the value that smallholder farmers and small businesses contribute to food and non-food value chains. We will promote better incomes, equity, sustainability, value addition and inclusion throughout these food systems. Our network of green climate hubs will support these goals.



5. Facilitate alignment and access to sustainable finance, investment and green markets

We will leverage our networks of sustainability and climate impact investors and financial institutions to develop investment readiness tools, training and sustainable finance services for small businesses. We will work with value chain actors and trade fairs to develop new market opportunities. We will also align and raise climate funding partnering with banks, philanthropy and finance institutions to improve access to finance.





Partner with us and get involved

Support our Green Moonshot ambition, by collaborating with ITC. We have a network of more than 500 partner organizations that work on sustainable and inclusive food systems, resource efficiency and circularity, sustainability standards and sustainable and inclusive value chains.

ITC has also been working with other international organizations such as the UN Conference on Trade and Development, the World Trade Organization and UN Environment, to provide public goods and secure high-level commitment on trade and environment.



'Environmentally friendly business practices are often capital-intensive, posing a significant obstacle for small business. It is always challenging to have good ideas but be unable to implement them. ITC provides platforms for small businesses to learn directly from experts who truly understand climate mitigation in the business context. Without ITC, we would have spent a lot of resources on this, which isn't feasible at the early stage of our business.'

Michael Marmon-Halm, Managing Director, Fairafriq, Ghana

'Through ITC's coaching programme, we learned how to evaluate our energy consumption and identify measures that help us operate more efficiently and reduce the environmental impact of our business.'

Paulo Barriga, CEO, Pebani, Peru



'ITC is an invaluable partner as they enable us to enhance the competitiveness of our small businesses in global value chains through sustainable business practices. Through their convening power, ITC has brought together like-minded organizations, fostering collaboration towards improving the sustainability of our small businesses. Our partnership with ITC has been transformative, empowering our small businesses to thrive sustainably and contribute to Viet Nam's economic growth.'

Nguyen Thi Minh Thuy, Director, Information and Technology Application Centre, GreenToCompete Hub Viet Nam, Vietrade