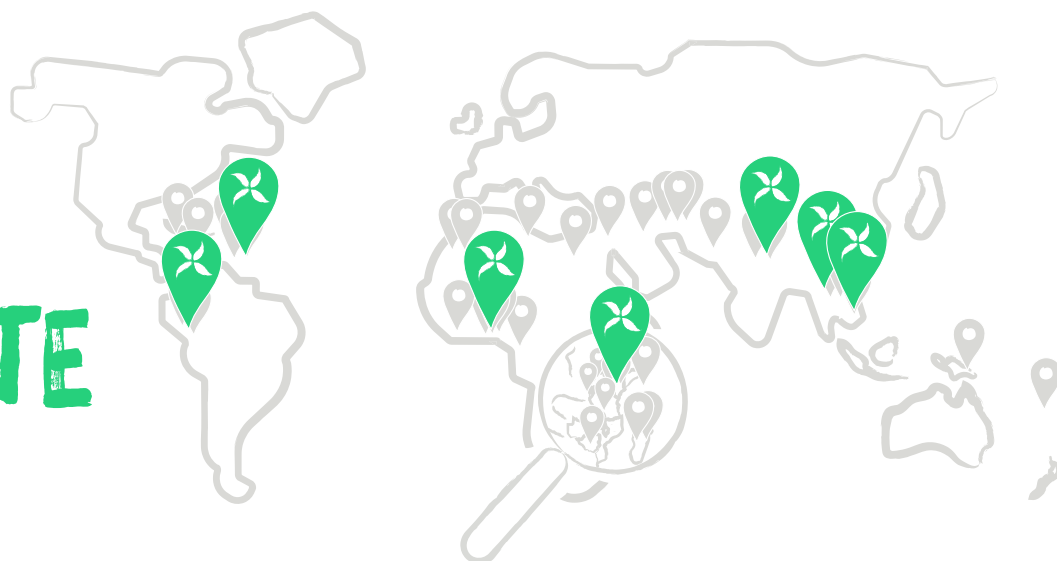


GREEN TO COMPETE HUBS



Activating MSMEs to go green

GreenToCompete Hubs activate micro, small and medium sized enterprises (MSMEs) to go green by developing their capacity and knowledge to implement smart green business practices. Hubs provide webinars, e-learning and coaching programmes that is a blend of e-learning and customized face-to-face sessions. The GreenToCompete Hubs are a core element in International Trade Centre (ITC)'s goal to realize 1million activations in the next 5 years.

Where we activate

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

Activation programmes

The hubs activate SMEs through different programmes and tools:

- Becoming a climate resilient SME
- Resource Efficient & Circular Production (RECP)
- Voluntary Sustainability Standards (VSS)
- Positioning Sustainable Products in the International Market
- Accessing Green Finance and Markets for Sustainable Products.

While each Activation Programme is built from these 5 core offerings, the exact composition and duration of the coaching component depends on local needs and priorities.

A global network of Activators!

The Hubs form part of ITC's GreenToCompete Activation Network, a global 'power grid' of activators working to make green trade a reality.

The network enables:

- **insight and inspiration** from other Activator BSOs
- **collective innovate** on new green approaches for MSMEs
- sharing of **lessons learnt and best practices**
- a strong common voice on the **business case for MSMEs** to go green
- **peer-to-peer influence:** where BSOs influence other BSOs to become Activators

Activating MSMEs to go green

During a 2-year period, ITC mentors each partner BSO, helping them professionalise and go green themselves. In this way, each GreenToCompete Hub becomes fully activated while training hundreds of locally trained experts that can activate others.

By strengthening our links to each other and innovating together, we can use green trade to create enduring prosperity for everyone, everywhere. Every Hub is part of the GreenToCompete Activation Network Global.

**Help us make green more than just a colour.
Join us and make it a movement.**

Come Activate!

CONTACT INFORMATION

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