

# Harnessing the Power of the Digital Economy: MSME Guide to Digital Transformation



## The Challenge

The COVID-19 pandemic accelerated the transformation of economic markets, forcing many business owners to rapidly adapt their businesses to leverage new technologies, platforms, and payment options to stay afloat. For many, this heightened reliance on technology underscores the need for entrepreneurs and business owners to acquire foundational digital literacy skills and find new ways to compete in the digital marketplace.

## CIPE Online Course

CIPE and Layertech Software Labs co-developed an online course: “[Harnessing the Power of the Digital Economy: MSME Guide to Digital Transformation](#).” This interactive training program empowers entrepreneurs to build their digital literacy skills, innovate, and grow their business ventures via the internet. The four-part course focuses on the following key competencies and skills. A fifth module serves as a facilitator’s guide to teach the course.

Module 1 Joining the Digital Economy	Module 2 Marketing Your Online Business	Module 3 Managing Your Online Business	Module 4 Digital Security Best Practices
Introduction to the Digital Economy, ICT Devices & Basics of Internet Access	Introduction to Marketing & Marketing Concepts	Introduction to Basic Online Business Management Concepts	Introduction to Basic Cybersecurity Concepts, Understanding Cybercrimes, & Risks
Drafting a Business Plan for Online Products & Services	Brand Development & E-Commerce Business Models	Creating an Online Management Plan & Updating Your Online Pages	Practical Introduction to the Cybercrime Landscape
Record Keeping, Business E-Mails, & Cloud Storage	Creating Your Own Digital Marketing Plan	Managing Data & E-Payments	Using Data Security Tools & Best Practices

# Where We've Worked

## Colombia

Guided by a characterization study conducted by the Centro Nacional de Consultoria, CIPE and Colombia's entrepreneurship and innovation agency, Innpulsa, are using the HPDE course curriculum to develop a localized training that strengthens the digital access, readiness, and inclusion of women and small business owners in Colombia, including those in regions most impacted by violence and poverty.

## Philippines

CIPE collaborated with Philippine business membership organizations to conduct localized training of trainers workshops based on the HPDE course. Through this work, CIPE identified mentors and engaged over 125 Philippine businesses to help them transition their businesses online. The successful collaboration led to a partnership with the Philippines Department of Trade and Industry's E-Commerce Office to integrate the course into their online learning management system.

## Armenia

CIPE translated the HPDE course into Armenian and developed a self-paced, four-part locally adapted training program that enhances the digital literacy skills of Armenian MSMEs. Leveraging the online course and the training guide, CIPE collaborated with Armenian partners to conduct training of trainers workshops for 24 business organizations and training workshops for approximately 160 Armenian MSMEs.

## Papua New Guinea

In Papua New Guinea, CIPE translated the HPDE course into Tok Pisin and developed a Tok Pisin mini dictionary of key digital economy concepts and terms. Leveraging these resources, CIPE conducted a training of trainers for 15 trainers.

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