



# DIGITIZING SECTORS FOR COMPETITIVENESS

## Project Overview



**Duration:**  
January 2023 -  
December 2026



## Geographical Focus:

- Armenia
- Azerbaijan
- Georgia
- Moldova
- Ukraine



## About the project:

The Strategic Development Agency NGO is co-facilitating in the implementation of the project. The project seeks to digitize sectors of Agriculture, Tourism and Manufacturing, to bridge knowledge gaps, and empower both ICT providers and SMEs to drive competitiveness, economic growth, and environmental sustainability in the EaP countries.

This project aims to enhance the following areas:

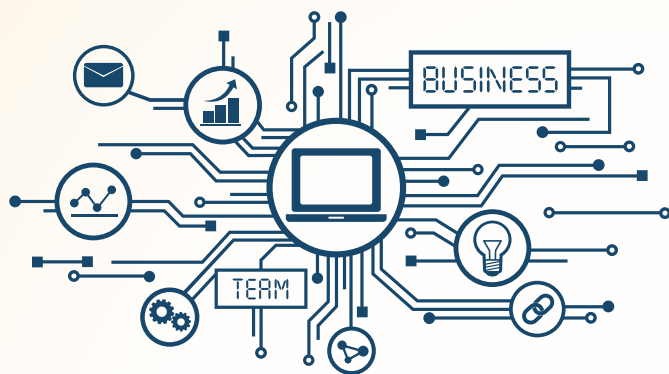
- Stimulating small and medium enterprises (SMEs) in adopting and applying digital solutions;
- Fostering digital transformation through strengthening ICT capacities in the sector;
- Supporting expansion and promotion of inclusive and green digital solutions.



## Target group

The focus of this project is on women and the youth, including the most disadvantaged and excluded, in the Eastern Partnership countries. These demographics are less inclusive in economic activities in all the Eastern Partnership countries and lack decent job opportunities, especially in rural areas. This impedes their career development and income growth. On the other hand, these groups may become strong drivers for the digital transformation of small and medium businesses if guided and motivated appropriately through providing necessary tools, solutions, and knowledge.

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### Business model

#### **Fostering networking and collaboration to promote supply of digital solutions that cater to the specific needs of SMEs**

intervention focuses on addressing skills and knowledge gaps within ICT companies, stimulating stronger connections between ICT providers and market actors in tourism, agriculture, and manufacturing sectors. By bridging information gaps on both the supply and demand sides, the intervention seeks to improve access to market information for ICT service providers and SMEs. Additionally, the project supports Business Membership Organizations (BMOs) to strengthen their capacities in delivering valuable information services and establishing cross-regional liaisons.

#### **Supporting expansion and promotion of inclusive, green digital solutions**

intervention addresses the lack of appropriate digital solutions in local markets, hindering sectoral growth and job creation. The project supports ICT service providers in expanding, testing, and replicating inclusive digital solutions, encouraging cross-regional partnerships, and initiating collaborative projects. The focus is on promoting diversified digital solutions to stimulate sectoral growth and transition to a green economy, ensuring inclusivity for women and youth.

#### **Stimulating SMEs in adoption and application of digital solutions**

intervention aims to enhance the capacities of Business Support Providers (BSPs), BMOs, and educational institutions in providing sustainable, inclusive, and cutting-edge training and advisory services. The project supports the development and promotion of sector-specific educational materials, training labs, and online products to facilitate the adoption of digital green technologies. This intervention contributes to a skilled labor market, creating new employment opportunities for women, youth, and disadvantaged groups in the target sectors.



### Expected impact

The project aims to bring about a comprehensive transformation by empowering women and youth in targeted sectors in the EaP countries. Through improved digital and green skills, enhanced access to intermediation services, and inclusive entrepreneurship, the project envisions economic growth and the creation of decent, green job opportunities. The increased capacities of ICT service providers, BMOs, and BSPs, coupled with strengthened networks, will facilitate a better understanding of digitization needs, leading to the development of superior digital products. Ultimately, SMEs, particularly those led by women and youth, are expected to boost their competitiveness, performance, turnover, and profits in local and international markets through the application of digital solutions. This holistic approach aims to foster inclusive development, economic sustainability, and improved market performance.

For more information about the project:  
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