

Project Brief

Digitizing Sectors for Competitiveness

Project Overview

The Digitizing Sectors for Competitiveness project is co-facilitated by the Strategic Development Agency NGO and implemented under the RECONOMY program. The project seeks to digitize key economic sectors — agriculture, tourism, and manufacturing — to bridge knowledge gaps and empower both ICT service providers and small and medium enterprises (SMEs) to drive competitiveness, economic growth, and environmental sustainability in the Eastern Partnership (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 by strengthening ICT capacities in the sector.
- ▶ Supporting expansion and promotion of inclusive and green digital solutions.

Target Group

The focus of the project is on women and youth, including the most disadvantaged and excluded, in the Eastern Partnership countries. These groups are generally less included in economic activities and lack access to decent job opportunities, especially in rural areas. At the same time, when equipped with appropriate tools, solutions, and knowledge, they can become strong drivers of digital transformation for small and medium businesses.

Geographical Focus



Duration

January 2023 –
December 2026

Expected Impact

- ▶ Economic growth and the creation of decent, green job opportunities.
- ▶ Increased capacities of ICT service providers, Business Membership Organizations (BMOs), and Business Support Providers (BSPs).
- ▶ Strengthened networks and better understanding of sectoral digitization needs.
- ▶ Development of superior digital products.
- ▶ SMEs, particularly those led by women and youth, improving competitiveness, performance, turnover, and profits in local and international markets through the application of digital solutions.



- ▶ Fostering inclusive development, economic sustainability, and improved market performance across the target sectors.

Development Model

1. Networking and Collaboration

- ▶ Foster networking and collaboration to promote the supply of digital solutions tailored to the needs of SMEs.
- ▶ Address skills and knowledge gaps within ICT companies.
- ▶ Stimulate stronger connections between ICT providers and market actors in the tourism, agriculture, and manufacturing sectors.
- ▶ Bridge information gaps on both the supply and demand sides, enhancing access to market information for ICT service providers and SMEs.
- ▶ Support BMOs to strengthen their capacities in delivering valuable information services and establishing cross-regional linkages.

2. Expansion and Promotion of Inclusive Digital Solutions

- ▶ Support ICT service providers in expanding, testing, and replicating inclusive digital solutions.
- ▶ Encourage cross-regional partnerships and initiate collaborative projects.
- ▶ Promote diversified digital solutions to stimulate sectoral growth and support the transition to a green economy, ensuring inclusivity for women and youth.

3. Skills and Advisory Services

- ▶ Stimulate SMEs in adopting and applying digital solutions by enhancing the capacities of BSPs, BMOs, and educational institutions.
- ▶ Provide sustainable, inclusive, and cutting-edge training and advisory services.
- ▶ Support the development and promotion of sector-specific educational materials, training labs, and online products to facilitate adoption of digital green technologies.
- ▶ Contribute to building a skilled labor market and creating new employment opportunities for women, youth, and disadvantaged groups in the target sectors.

