



International  
Trade  
Centre



# GREEN TO COMPETE HUBS

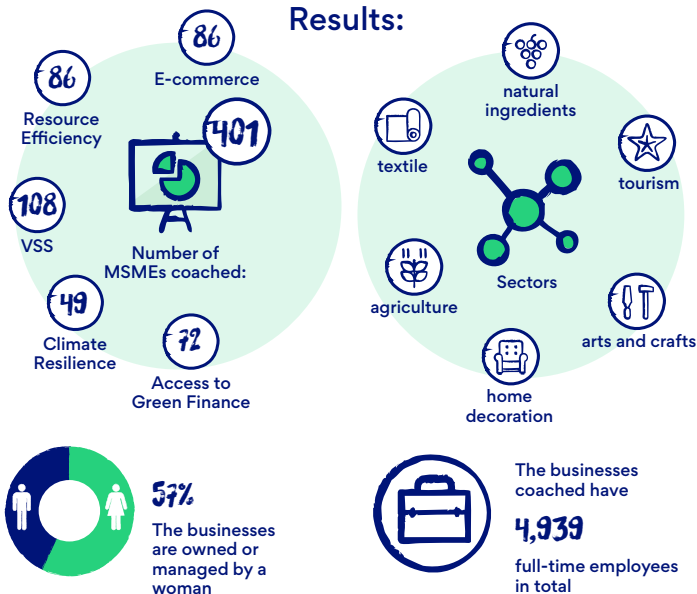
# The GreenToCompete Hubs

The GreenToCompete Hubs develop small businesses' capacity and knowledge to implement green business practices. Providing knowledge, practical expertise and a global network, the Hubs support small businesses go green while strengthening their competitive advantage.

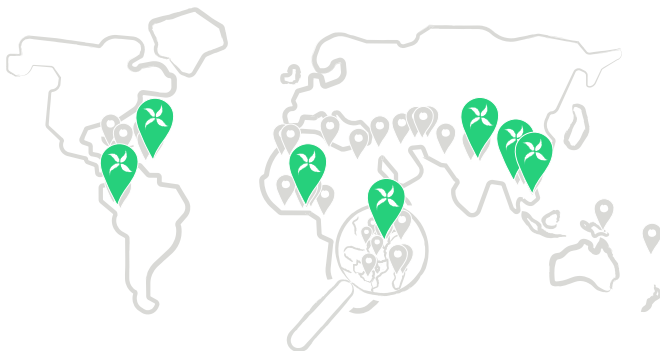
Hosted by business support organization (BSO) at the country level, the Hubs mobilize local institutions and organizations, private sector, and government to provide an enabling business environment and support services for small businesses.

The Hubs are part of the International Trade Centre (ITC)'s Trade and Environment Programme. ITC is a joint agency of the United Nations and the World Trade Organization fully dedicated to supporting the internationalization of micro, small, and medium enterprises (MSMEs).

## Results:



# Where the Hubs work



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

## Partners



**Kenya Climate  
Innovation Center**  
Kenya



**Asociación de  
Exportadores**  
Peru



**Caribbean Export  
Development  
Agency**  
Caribbean



**Agro Enterprise  
Centre**  
Nepal



**Strathmore  
University**  
Kenya



**Vietnam Trade  
Promotion Agency**  
Vietnam



**Ghana Export  
Promotion  
Authority**  
Ghana



**Lao National  
Chamber of Com-  
merce and Industry**  
Laos

# How the Hubs work

## INCEPTION PHASE

Call for application for BSOs to host the Hub

Signature of MOU between ITC and the selected BSO

## LAUNCH YEAR 1

Launch of the GreenToCompete Hub in the respective country

Training of trainers on ITC's coaching methodologies

Kick-off of the coaching modules for the selected MSMEs

## GRADUATION YEAR 2

Coaching modules continue

Hub Host integrates coaching modules into their offerings to MSMEs

## FROM YEAR 3 ONWARDS

The Hub starts offering ITC coaching modules independently

# GreenToCompete Hubs Offerings

The GreenToCompete Hub offers small businesses to benefit from various programmes such as individual coaching and group workshops, delivered by ITC's local and international experts.

## → Resource Efficiency & Circular Production (RECP)

This coaching programme builds MSMEs' capacity on how to enhance energy consumption, save water, reduce and reuse waste and lower carbon emissions, thereby cut production costs, increase productivity, and boost innovation to develop and commercialise circular products and services.

## → Becoming a climate resilient SME

This coaching programme strengthens MSMEs' capacity to operate in a changing climate and better manage climate induced business risks such as production losses, energy supply disruptions, transport disturbances, water shortages. It will also help MSMEs opening new business opportunities through newly arising product and service demands.

## → Voluntary Sustainability Standards (VSS)

This customized coaching programme prepares MSMEs to go through audits and certification against a selected voluntary sustainability standard (VSS) and helps companies to access international markets and increase sales while complying with environmental, social, labour, quality-management and ethics related criteria.

\*The coaching is implemented in collaboration with ITC's Trade for Sustainable Development (T4SD).

## → Positioning Sustainable Products in the International Market

By participating in this programme, MSMEs gain the necessary skills to deal with export documentation and rules around exporting, choose the right logistics partner and package shipments sustainably; optimize and manage their website to attract international costumers, access to e-commerce and use social media marketing to generate traffic, leads and sales.

\*\* The coaching is implemented in collaboration with ITC's ecomConnect.

## → Accessing Green Finance and Markets for Sustainable Products

This programme supports MSMEs improving their financial management and raising external finance through financial diagnostic, direct coaching to address gaps, and support to connect them with financiers and develop bankable business plans and investor pitch decks.

# Success Story

## Unlocking Nepal's Agricultural Sector Potential through Innovative Financing

ITC GreenToCompete Hub Nepal has partnered with NMB Bank Limited to provide green financing for small agricultural businesses in Nepal. With agriculture contributing significantly to the country's GDP, many small agroprocessing businesses face challenges in securing financing due to collateral requirements and unsuitability of hilly areas for financing. The Central Bank of Nepal has mandated commercial banks to allocate 15% of their loan portfolios to commercial farms, but agricultural output has only increased by 3% in recent years, suggesting loans haven't reached the intended recipients.

The partnership between GreenToCompete Hub and NMB Bank seeks to bridge this gap by directing financing toward sustainable agricultural products, certified by competent authorities. The initiative aims to encourage commercial agro-SMEs to adopt sustainable agricultural practices and contribute to the country's sustainable development goals. The agreement includes all types of loans, such as working capital, demand loans, project financing, trade financing, term loan facilities, and renewable energy loans. The GreenToCompete Hub will assist in preparing loan proposals, providing training, and mentoring, and raising awareness about financing options and incentives.

**Nepal Coffee Company at Nuwakot**

Credit: Laxmi Prasad Ngakhushi



## Averting climate change risks to agribusiness in Kenya

Miyonga Fresh Greens, an agro-processing business in Nairobi, faced significant challenges due to climate change. Unpredictable rainfall distribution and rising temperatures posed risks such as lower production quantity and quality and post-harvest losses. To address these challenges, Miyonga sought support through the "Becoming a Climate Resilient SME" coaching programme. This coaching included climate impact assessment, analyzing current and future climate impacts, and identifying potential risks and opportunities. Armed with this knowledge, Miyonga implemented various adaptation measures. One of them was an innovative mobile processing factory that reduced post-harvest losses and minimized the energy required to transport supplies to the packaging site.

Moreover, recognizing the importance of sustainability, Miyonga participated in the Voluntary Sustainability Standards coaching programme. They actively pursued certifications to meet the international market's demands. They obtained the Global G.A.P (Good Agricultural Practices) certification, and some of their farmers are in the process of becoming organic certified. These certifications not only demonstrate compliance with international sustainability standards but also contribute to their market competitiveness.

Coaching programmes guided their climate adaptation strategy, helping them mitigate risks and seize opportunities. These proactive steps transformed their business, enabling resilience, sustainability, and future growth in a changing climate.



**Yvonne Otieno,  
CEO of Miyonga**

Credit: Brian Otieno/ITC/  
Fairpicture



## CONTACT INFORMATION

<https://environment.intracen.org>

E-mail: [environment@intracen.org](mailto:environment@intracen.org)

 International Trade Centre

 International Trade Centre

 ITCnews

 internationaltradecentre

