

## Idea: SME Digitization Support Tool

Number in the database: 164

Area number: 1

### General information (only if existing or planned)

<b>Country name:</b>	Republic of Moldova	
<b>Region:</b>	Republic of Moldova	
<b>City :</b>	Republic of Moldova	
<b>Public organisation responsible</b>	<b>In national language</b>	Organizația pentru Dezvoltarea Sectorului Întreprinderilor Mici și Mijlocii (ODIMM)
	<b>In English</b>	<b>Organization for Small and Medium Enterprises Sector Development (ODIMM)</b>
<b>Department (if any)</b>	SME Digitization Department	
<b>Address:</b>	Bd. Ștefan cel Mare și Sfânt no. 134, et. 3, MD-2012, Chisinau, Republic of Moldova	
<b>www:</b>	<a href="https://www.odimm.md/en/digitalizarea">https://www.odimm.md/en/digitalizarea</a>	
<b>Public organisation representative:</b>	-	

### Idea description

<b>Title:</b>	SME Digitization Support Tool
<b>Idea objective</b>	<p>The instrument aims to support technology transfer and digital development of small and medium- sized enterprises to exploit their innovative potential, including facilitating their access to internal and external markets.</p> <p>Objectives:</p> <ul style="list-style-type: none"> <li>• Improving the knowledge and skills of entrepreneurs on e-commerce opportunities and conversion of sales of finished products through e-commerce tools;</li> <li>• Facilitating the access of SMEs to support services in the way of digitization, planning, understanding and adoption of digitization tools;</li> <li>• Strengthen the capacity of business support institutions to provide qualified information to SMEs on e-commerce facilitation.</li> </ul>
<b>Sharing process (max 1000 characters)</b>	<p>Phase 1. The instrument is implemented being regulated by the Order no. 100 of 26.05.2020 of the Ministry of Economy and Infrastructure of the Republic of Moldova, which describes the implementation process.</p> <p>Phase 2. ODIMM was appointed responsible for the implementation of the instrument, within which a unit dedicated to the instrument was established. The Implementation Manual was developed, including all the competition documentation, evaluation and other related operations. The coordination of the implementation of the instrument is carried out by a Supervisory Committee of the Instrument (min 5 members).</p> <p>Step 3: Publication of the call announcement on various channels, provision of consultations to applicants, receipt of applications and evaluation by the Commission, selection of applicants according to requirements.</p>

	<p>Step 4: Informing SMEs about the benefits, importance and advantages of digitizing the company's activity by organizing webinars and online events on relevant topics. Promoting the consumption of local products, the use of e-commerce platforms and tools and the need for support of local businesses.</p> <p>Step 5: Development and application of a mechanism for self-assessment of the degree of readiness of SMEs for e-commerce. Development of guidance and support materials for entrepreneurs. Conducting training courses to guide SMEs towards e-commerce, digitization of resource management systems, adoption of digital technologies and digital marketing.</p> <p>Step 6: Providing support through financial aid of two types: 1) "Business Voucher" for accessing consulting and mentoring services of SMEs to develop their website, set up on social pages, develop an online profile and describe the activity of the company and its products. 2) "Grant" for the purchase of equipment and software for innovation and introduction of new technologies in the context of the digitalisation of SMEs and to eliminate / minimize the risks imposed by the market.</p> <p>Step 7: Monitoring and evaluation (two methods): 1. Ex officio monitoring involves questioning the beneficiary about the provision of relevant information (e.g. progress, difficulties encountered, etc.). 2. Field monitoring, provides for the visit to the place of business and aims to confirm the degree of realization of the investment, the reality, legality and existence of economic and financial operations.</p>
<p><b>Restrictions/rules (law, skills, time, other)</b></p>	<p>Technical infrastructure:</p> <ul style="list-style-type: none"> <li>● Offices: <ul style="list-style-type: none"> <li>○ Basic office infrastructure and working space for the implementation team (specialized department)</li> </ul> </li> <li>● Technology: <ul style="list-style-type: none"> <li>○ Basic ICT infrastructure (telephone, printer, e-mail, computer, internet connection)</li> </ul> </li> </ul> <p>Knowledge:</p> <ul style="list-style-type: none"> <li>● Competencies of members of implementing team: <ul style="list-style-type: none"> <li>○ Human resources specialized in organizing grant competitions</li> <li>○ Digitization and e-commerce specialists for consulting SMEs in the grant application and support implementation process</li> <li>○ Broad communication skills with SMEs from various sectors, across the country</li> </ul> </li> </ul>
<p><b>Procedures (if applicable)</b></p>	<ul style="list-style-type: none"> <li>● Operational manual</li> <li>● Procedures for organizing the grant call</li> <li>● Evaluation and selection procedures</li> <li>● Grant award procedures</li> <li>● Monitoring and evaluation procedures</li> </ul>
<p><b>Costs for public institutions (if applicable)</b></p>	<p>Types (categories) of costs to be covered:</p> <ul style="list-style-type: none"> <li>● Human and institutional resource costs</li> <li>● Grant own contribution costs</li> </ul> <p>Amounts of costs to be financed:</p> <ul style="list-style-type: none"> <li>● The value of the support granted is 10,5 million lei (approx. 5 million EUR)</li> </ul>
<p><b>Expected result (if possible)</b></p>	<p>Initiative / tool organisation dimension (what kind of added-value the initiative / tool brings for the implementing organization?):</p> <ul style="list-style-type: none"> <li>● Development of procedures for organizing the competition and selection</li> <li>● Specialization in providing thematic support to SMEs in times of crisis</li> </ul> <p>Beneficiaries dimension (what kind of added-value the initiative / tool brings for the Target Group members?):</p>

	<ul style="list-style-type: none"><li>• 57 SMEs benefited from grants and purchased equipment and software, implemented new digitization technologies.</li><li>• 123 SMEs benefited from vouchers and developed their own web pages, promoted their products on social networks, joined marketplace platforms, implemented online payments.</li></ul>
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