

## Tabadool monthly page

### Impact evaluation: an eight-step guide

As a follow-up to the **Tabadool webinar** of June 6, 2023, organized by MED MSMEs in collaboration with the OECD, on the evaluation of SMEs support policies, we suggest this additional resource: it is an [eight-step evaluation guide](#) that enables the **impact** of a policy or project to be verified. Each step is accompanied by a blog and links and articles for further reading. Defining the evaluation approach in advance (from the start of the intervention), giving due importance to data collection and determining the right time for the evaluation are some of the key messages delivered in this guide.

### WTO launches World Trade Data Portal

The pandemic and the war in Ukraine have strained global supply chains. In response, the [World Trade Organization](#) (WTO) launched a **Global Trade Data Portal** on 31 May 2023, tracking supply chain activities and alerting to potential disruptions, making the [Portal](#) an essential analysis and adaptation tool in a changing environment. In addition to providing [real-time information](#)<sup>1</sup> on trade in cereals and oilseeds – food security obliges – the Portal offers [tools for viewing](#) WTO trade statistics and tariff data, as well as [a list of freely accessible trade statistics sources](#) from other organizations ([World Bank](#), [IMF](#), [OECD](#), [UNIDO](#), etc.).

### The ITC “Quality for Trade” platform

The [platform](#) provides SMEs with expertise and services aimed at offering them **export opportunities**. “Quality for Trade” is thus structured around **four tools** : [Quality Compass](#) (information, requirements, standards and market preferences) [Quality Connect](#) (network of expertise, testing laboratories, certification and accreditation bodies), **Quality Insights** (soon available: library of resources, benchmarks, practical guides, technical documents) and [Quality Success](#) (inspiring testimonials from quality champions, success stories). A [world map](#) provides access to existing national versions of the platform.

### Artificial Intelligence and SMEs competitiveness

Examining the competitiveness of SMEs through the prism of artificial intelligence (AI), as the [article](#) under review

does, is becoming an unavoidable subject given the succession of reflections and works on the multiple applications of AI. Its role in the functioning of SMEs and the advantages it provides them are illustrated by numerous examples. These include **increased productivity** thanks to AI-powered tools (chatbots providing quick responses to customer queries), **improved logistics**, AI-based data analysis providing end-to-end supply chain visibility and allowing SMEs to assess potential disruptions and risks and define appropriate strategies, or even **targeted marketing**, customer data and their preferences directing towards personalized product recommendations, a factor that boosts sales and business growth.

But to seize these opportunities, the digitization of SMEs must remain one of the priorities of national development policies and international cooperation.

### FinDev Gateway: Financial Inclusion for Development

Focusing on more than [30 topics](#) related to financial inclusion, [Findev Gateway](#) brings together and shares free access **knowledge and resources** from over [1700 organizations](#) around the world. The content includes publications, databases, training, job offers, news and events. FinDev Gateway is available on **four platforms**: an international site in English, [Findev Gateway](#) ; [Arabic FinDev](#) focused on Arab countries; [Portail FinDev](#) in French, dedicated to sub-Saharan Africa and French-speaking countries and [Portal Findev](#) in Spanish for Latin America and the Caribbean.

### The SDGs, a differentiating lever for SMEs

The results of a survey carried out in France, the “[Baromètre ODD 2022](#)”, published last January, revealed the strong involvement of companies in the **Sustainable Development Goals**<sup>2</sup>. What motivates them? In particular corporate image and the differentiation from the competition. At the top of the the ranking of objectives, companies establish the following prioritization: **SDG13**: Climate action, **SDG8**: Decent work and economic growth, **SDG12**: Responsible consumption and production. On this subject of the SDGs, an article in [Business.com](#) realistically points out that “[there is no way to tell all SMEs, 'start with this'](#)”, but it draws up a [list of concrete practices](#) allowing them to move forward in achieving the SDGs.

<sup>1</sup> As specified by the WTO, “The Portal includes an interactive grain and oilseed dashboard updated every three hours that displays short-term trade trends in a variety of crops (...). Further dashboards will be developed in the coming months with the objective of allowing users to monitor in real time how trade is evolving”.

<sup>2</sup> The 212 companies surveyed include large companies, intermediate-sized companies and SMEs, the latter accounting for 45% of the sample.

