
EU4Digital Facility

Digital technologies for the wide-reaching digital upskilling of SMEs in the Eastern Partnership

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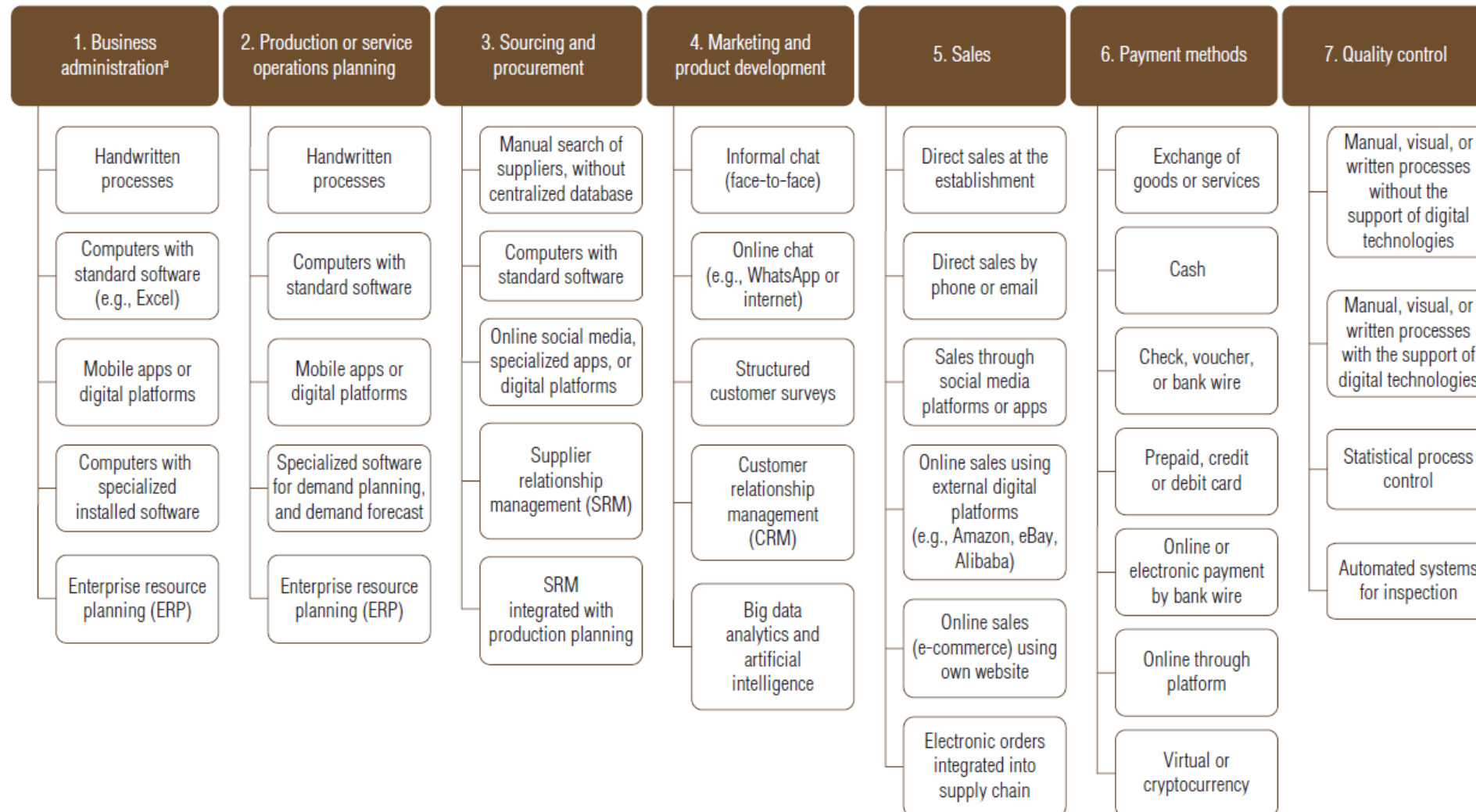
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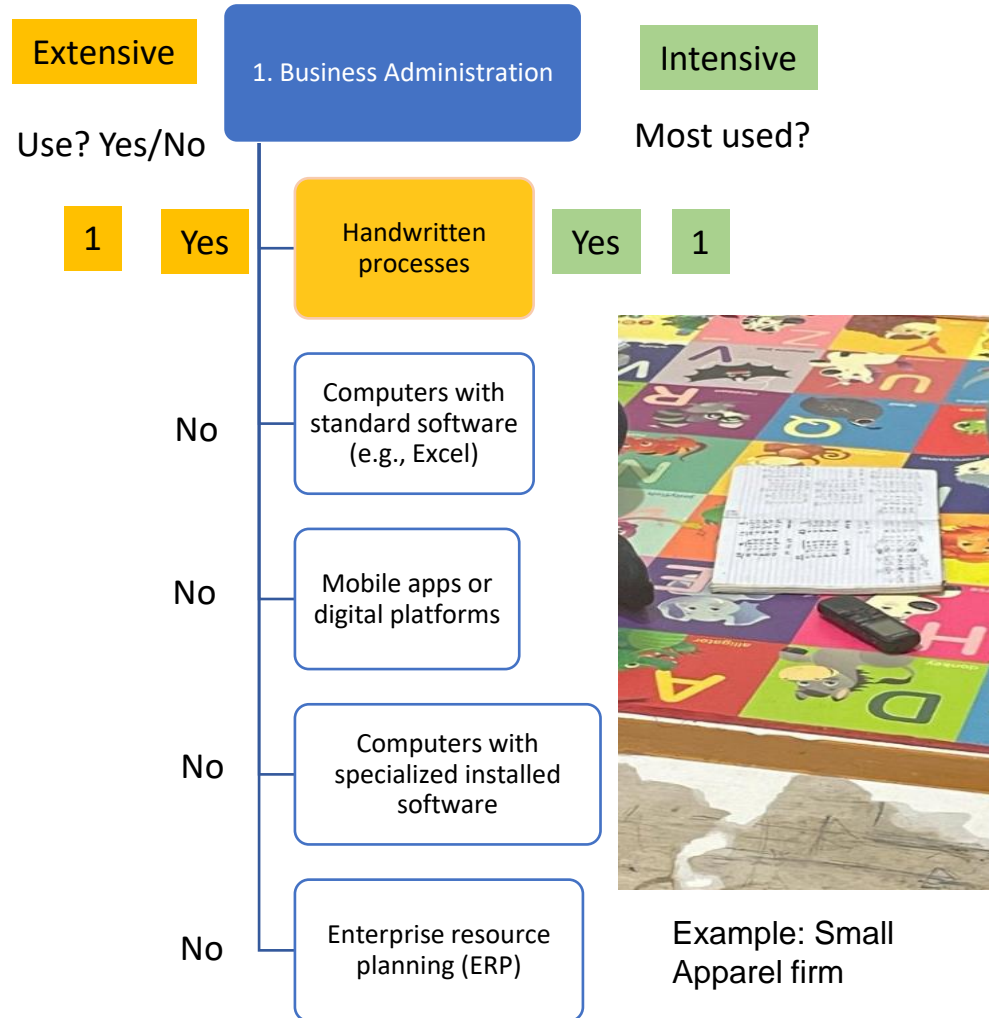
1. Diagnostics: World Bank has been deploying Firm-level Adoption of Technology (FAT) surveys throughout the world

General Business Functions

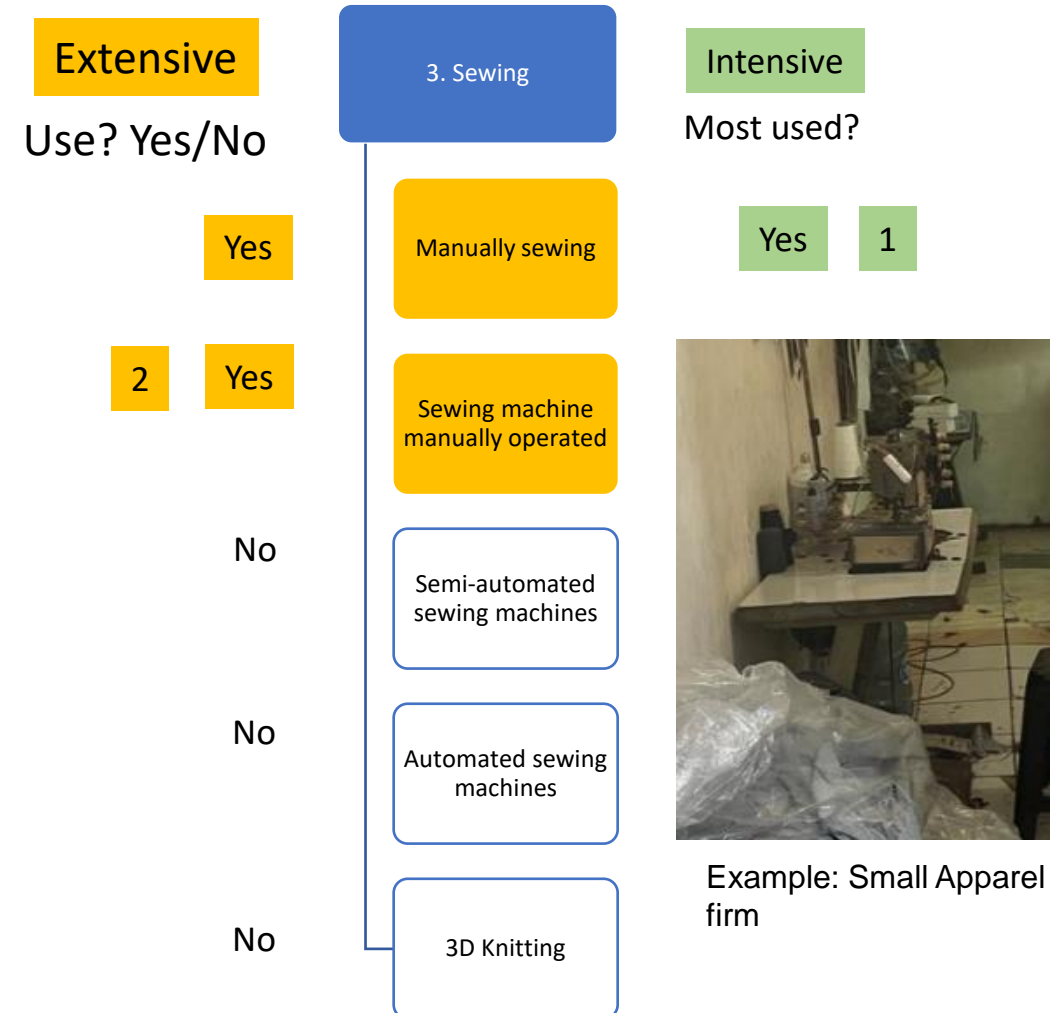


1. FAT surveys look at General and Sector functions in terms of access and usage of digital and other technologies

General Business Functions

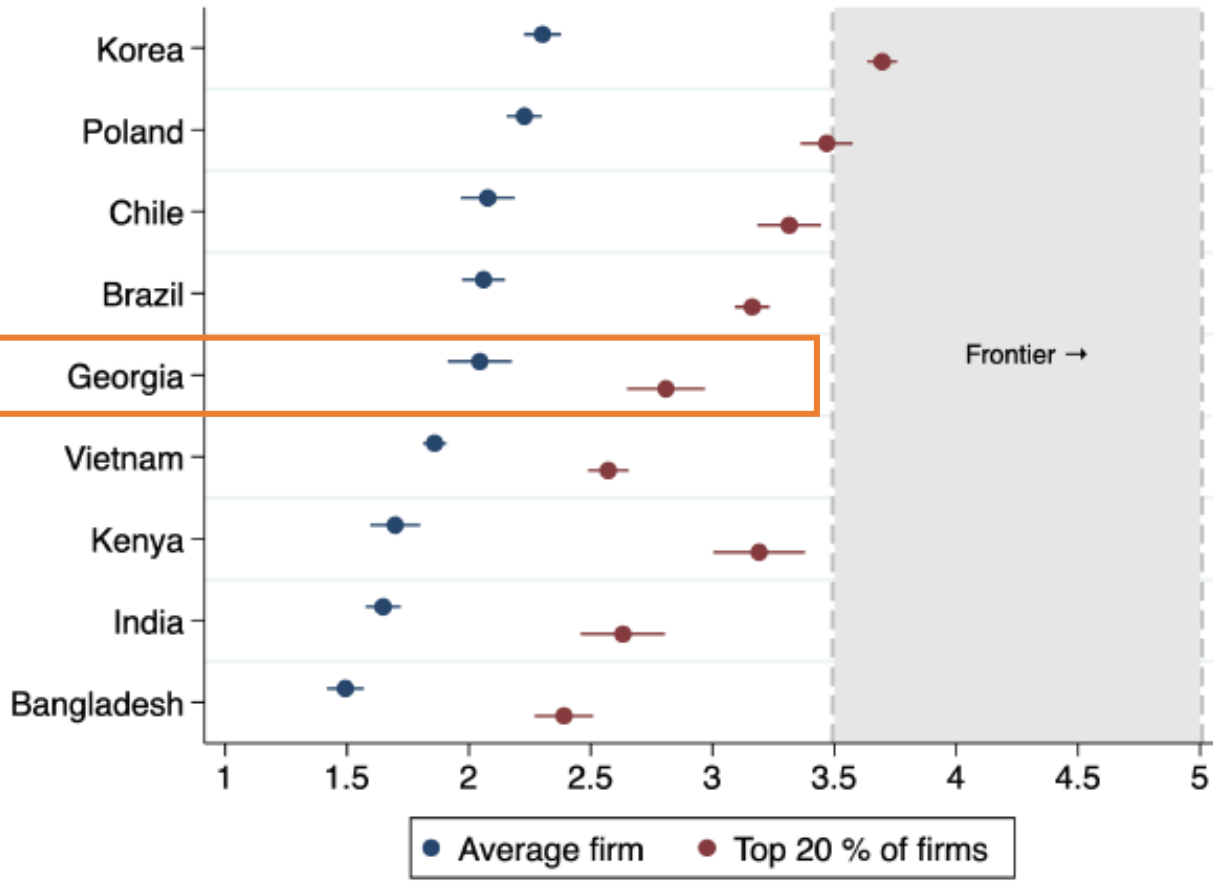


Sector Specific – Apparel

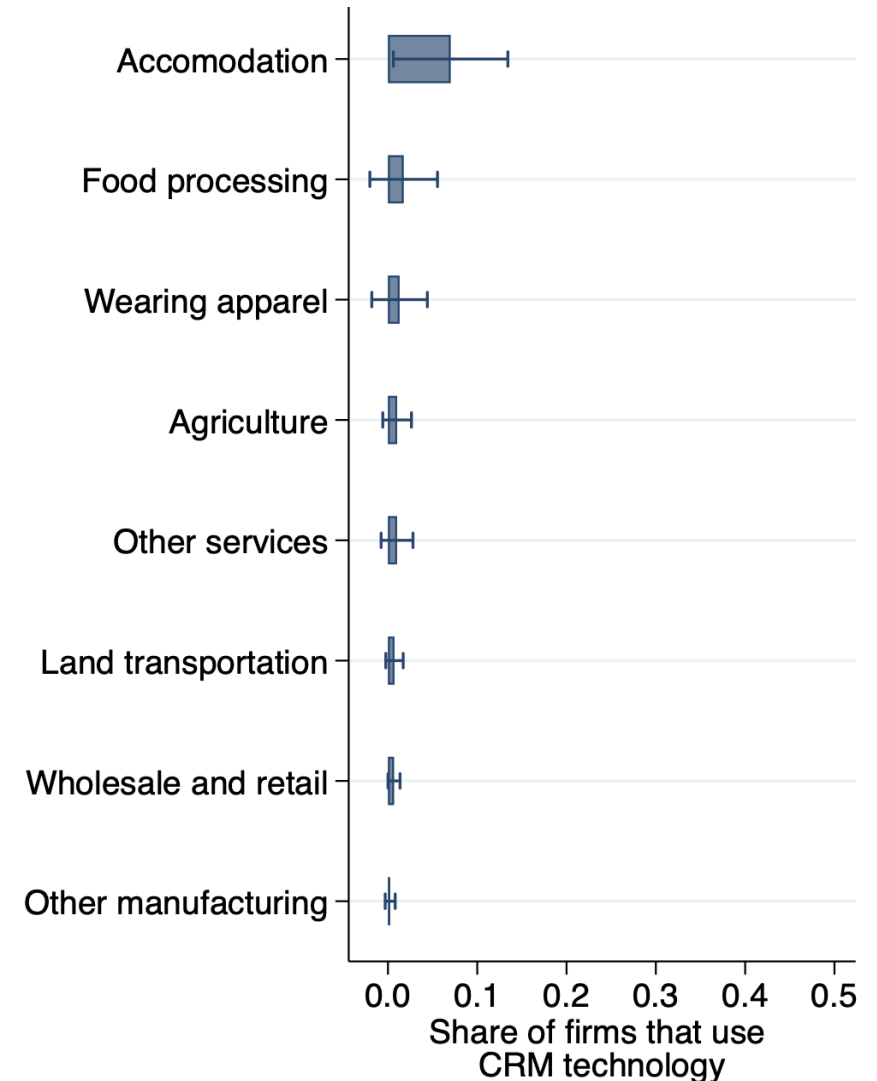


1. Example: Georgia has space for upscaling. Regulations and lack of capabilities are main perceived obstacles

Technology sophistication in Manufacturing



Adoption of Customer Relationship Management (CRM) in Georgia



2. Implementation and learning: Important to test and learn from SME digitalization strategies

Digitrans Project: In Europe member states, World Bank/EC is developing pilot to improve the digitalization of MSMEs, which can inform near regions. The objective is to design and test cutting-edge policy to improve the digitalization of MSMEs including via complementary managerial practices.



Financing: by the European Commission



Geographical coverage: EU Member States

