

# POLICYMAKING: ENTREPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT

E - L E A R N I N G C O U R S E



*Moving forward from  
theory to practice*



## About the Course

Bridging gaps between theory and practice is essential to achieve Sustainable Development Goals. To this end, public policies are the formal means for landing obligations embedded in legal frameworks, as well as those voluntary commitments from different sources at the national and international level. Policies allow the cohesion and articulation of strategies to undertake concrete actions with an impact on collective welfare.

Therefore, the active participation of all actors involved is important to identify knots and points of convergence for strengthening synergies to achieve common goals. The creation of spaces for dialogue represents an opportunity to enhance capabilities and share good practices towards a culture of learning. It allows the fostering of competencies required by policymakers and practitioners to face different challenges through constructive responses.

The new coronavirus pandemic is having unprecedented impacts across the globe, especially on human health, social and economic activities. In this context, Governments are intensifying their efforts to combat the global spread of COVID-19 by enacting various measures to support public health systems, safeguard the economy and ensure public order and safety; as well as to ensure a resilient, green, and inclusive recovery, leaving no one behind. Likewise, entrepreneurs have looked for creative solutions not only to keep their activities afloat due to different challenges, that they have experienced but also to expand their businesses. The downturn in the global economy following this huge sanitary and health crisis represents unprecedented challenges but provides opportunities as well.

Within this groundwork, entrepreneurship plays a crucial role as one driving force for sustainable development. It is worth acknowledging its features as the *“willingness and capacity to undertake conception, organization, and management of a new venture, accepting all attendant risks and seeking economic or social return as a reward.”*<sup>1</sup>

Although the content of public policies should be developed and adapted to the needs of each country, according to their specific contexts, it is worth considering the existence of core elements for a comprehensive approach.

In this regard, capacity building on policymaking is needed to lead the way towards positive results, bearing in mind that neither national circumstances nor knowledge are static and can always be strengthened. Likewise, learning from experience contributes to overcome or at least mitigate the causes and effects of a wide spectrum of challenges. Given this background, the United Nations Conference on Trade and Development (UNCTAD) developed the Entrepreneurship Policy Framework and Guide of Implementation 2.0., based on its technical expertise and practical experience.

To complement this endeavour, UNCTAD joined efforts with the United Nations Institute for Training and Research (UNITAR) to develop the e-learning course *Policymaking: Entrepreneurship for Sustainable Development*. The development of this tool is part of the project “Global Initiative towards the post-COVID-19 resurgence of the MSME sector” financed by the UN Development Account and implemented by UNCTAD in cooperation with the UN Regional Commissions and DESA. The objective of the project is to strengthen the capacity and resilience of micro, small and medium enterprises (MSMEs) in developing countries and economies in transition to mitigate the economic and social impact of the global COVID-19 crisis. It is part of the UN Framework for the immediate socio-economic response to COVID-19<sup>2</sup>.

<sup>1</sup> UNCTAD, Entrepreneurship Policy Framework and Guide Implementation 2.0 (forthcoming)

<sup>2</sup> [https://www.un.org/sites/un2.un.org/files/sg\\_report\\_socio-economic\\_impact\\_of\\_covid19.pdf](https://www.un.org/sites/un2.un.org/files/sg_report_socio-economic_impact_of_covid19.pdf)



## Course objective

This e-learning course aims at strengthening the competencies required by policymakers and practitioners in developed and developing countries, as well as in economies in transition, for overcoming challenges on the promotion of sustainable entrepreneurship to facilitate social and economic development and implementation of Sustainable Development Goals.

At the end of the course, participants will be able to:

- Recognize the benefits of promoting entrepreneurship and its impact on sustainable development;
- Describe opportunities and challenges faced by entrepreneurs;
- Identify relevant policy objectives and policy options;
- Understand the measures needed to support entrepreneurship;
- Understand how to develop an action plan, monitor its implementation and measure the impact;
- Learn best practices on policies, programmes, and initiatives in the area of entrepreneurship promotion at national, regional and global levels.

## Course modules

### MODULE 1

#### INTRODUCTION TO THE COURSE: THE ROLE OF ENTREPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT

- The role of entrepreneurship in attaining the SDGs
- The role of entrepreneurship for post-COVID-19 recovery
- Introduction to UNCTAD's Entrepreneurship Policy Framework for Sustainable Development (EPF)

### MODULE 2

#### ENTREPRENEURSHIP POLICY FRAMEWORK FOR SUSTAINABLE DEVELOPMENT

- Policy coherence and national development strategies
- Designing goals and setting priorities
- Developing an action plan and monitoring mechanism for its implementation

### MODULE 3

#### OPTIMIZING THE REGULATORY ENVIRONMENT AND IMPROVING ACCESS TO FINANCE

- Optimizing the regulatory environment for sustainable entrepreneurship, including access to finance
- Guiding entrepreneurs through regulatory requirements and administrative processes
- Enhancing the role of the financial sector for enabling entrepreneurship for sustainable development
- Promoting financial literacy for entrepreneurs and building capacity on financial inclusion





## MODULE 4

**IMPROVING ENTREPRENEURSHIP EDUCATION,  
FACILITATING INNOVATION AND TECHNOLOGY  
DIFFUSION**

- Innovative entrepreneurship and its facilitation: the role of the government, academia, and the private sector
- The use and diffusion of ICTs in the private sectors and in education/training institutions
- Design of effective curricula on entrepreneurship for sustainable development
- Develop trainings and capacity-building programmes on entrepreneurship competencies, soft and technical skills promotion

## MODULE 5

**PROMOTING AWARENESS  
AND NETWORKING**

- Raising awareness about entrepreneurial opportunities and the role of networking
- Partnering with the private sector to promote entrepreneurship

## Methodology

The course is based on UNCTAD EPF 2.0 “Entrepreneurship Policy Framework for Sustainable Development” and UNITAR’s sound adult learning pedagogical principles. Each module includes readings, self-assessment activities, and quizzes, for a total period of five weeks. The learning activities are distributed in a way to ensure the achievement of the learning objectives in a flexible manner.

## Participant profile

The course is designed for supporting policymakers and practitioners from developed and developing countries, and transition economies.

## Certification

A certificate of completion will be issued to participants who achieve a minimum total score of 70% in the average grade. A certificate of participation will be issued to participants who complete all mandatory activities but achieve a final score inferior to 70% in the average grade.



## Course content

### MODULE 1

## INTRODUCTION TO THE COURSE: THE ROLE OF ENTREPRENEURSHIP FOR SUSTAINABLE DEVELOPMENT

### Learning objectives:

At the end of the module, participants will be able to:

- Identify key dimensions of entrepreneurship
- Understand the critical role of entrepreneurship for sustainable development
- Understand the impact of entrepreneurship in attaining the Sustainable Development Goals, including on empowering vulnerable groups, such as women, youth, the poor, migrants and refugees, people with disabilities, informal workers
- Recognize the role of entrepreneurship for a resilient, green, and inclusive recovery in post-COVID-19 environments and beyond

#### 1.1. The role of entrepreneurship in attaining the SDGs

- What is entrepreneurship and why is it important for sustainable development?
- What is the role of entrepreneurship policies in attaining the Sustainable Development Goals and what is the impact of COVID-19 in this regard?

#### 1.2. The role of entrepreneurship for post COVID-19 recovery

- What is the impact of COVID-19 on entrepreneurs and MSMEs
- How the role of entrepreneurship could be further enhanced to facilitate resilient, green and inclusive recovery in post COVID-19 environment and beyond?

#### 1.3. Introduction to UNCTAD's Entrepreneurship Policy Framework for Sustainable Development (EPF)



## MODULE 2

# ENTREPRENEURSHIP POLICY FRAMEWORK FOR SUSTAINABLE DEVELOPMENT

### Learning objectives:

At the end of the module, participants will be able to:

- Understand a cross-cutting nature of entrepreneurship and entrepreneurship policies
- Recognize the importance of enhancing coherence between entrepreneurship strategy and other national policies
- Understand the essential elements of formulating policies on entrepreneurship
- Identify key measures to implement entrepreneurship policies and monitor the progress

### 2.1. Policy coherence and national development strategies

- Cross-cutting nature of entrepreneurship and the need for a holistic approach to policymaking
- Strengthening synergies between entrepreneurship strategy and other national policies
- Establishing a national coordinating mechanism to formulate a national entrepreneurship strategy
- Examples of selected policies and initiatives to ensure policy coherence with other national policies and key stakeholder coordination

### 2.2. Designing goals and setting priorities

- Assessing entrepreneurship eco-system to identify gaps and priorities for improvement
- Examples of good practices

### 2.3. Developing an action plan and monitoring mechanism for its implementation

- Designing an action plan, including key performance and impact indicators, progress monitoring mechanisms, required resources
- Examples of selected national practices and lessons learned





## MODULE 3

## OPTIMIZING THE REGULATORY ENVIRONMENT AND IMPROVING ACCESS TO FINANCE

### Learning objectives:

At the end of the module, participants will be able to:

- Recognize the importance of optimizing the regulatory environment for inclusive and sustainable entrepreneurship, including on access to finance
- Define the key elements to improve guidance of entrepreneurs through regulatory requirements and administrative processes
- Identify policy options on increasing access to finance for entrepreneurs, and capacity building for financial services
- Identify benefits of financial literacy for entrepreneurs and understand measures on its improvement

### 3.1. Optimizing the regulatory environment for sustainable entrepreneurship, including access to finance

- A key element of optimizing the regulatory environment for entrepreneurship
- Policy option to facilitate access to finance for entrepreneurs
- Practical examples of selected policies, measures, and initiatives

### 3.2. Guiding entrepreneurs through regulatory requirements and administrative processes

- Relevant measures to improve information on regulatory requirements and assisting entrepreneurs to comply with them
- Examples of good practices

### 3.3. The role of the financial sector for enabling entrepreneurship for sustainable development

- The role of the financial sector in facilitating sustainable investment in start-ups and MSMEs (including Impact finance, Fintech and digital finance)
- Lessons learned in COVID-19 environment
- Examples of policy options and good practices on implementation

### 3.4. Financial literacy for entrepreneurs and capacity building on financial inclusion

- The importance of finance-related training for entrepreneurs
- Capacity building for entrepreneurs and financial services providers
- Examples of good practices



## MODULE 4

# IMPROVING ENTREPRENEURSHIP EDUCATION, FACILITATING INNOVATION AND TECHNOLOGY DIFFUSION

## Learning objectives:

At the end of the module, participants will be able to:

- Identify advantages and policy options on innovative entrepreneurship promotion
- Describe challenges and benefits from the use and diffusion of ICTs by the private sector
- Understand the importance of the “knowledge triangle”
- Recognise the positive aspects of including entrepreneurship in formal and informal education systems
- Identify policy options and practical tools on enhancing entrepreneurship education and training

### 4.1. Innovative entrepreneurship and its facilitation: the role of the government, academia, and the private sector (knowledge triangle)

- The role of innovation in entrepreneurship promotion, frugal innovation
- Policy options on promoting innovative entrepreneurship
- Building bridges between public bodies, research institutions, universities, and the private sector
- Examples of selected policies and initiatives

### 4.2. The use and diffusion of ICTs in the private sectors and in education/training institutions

- Digital entrepreneurship and its facilitation in COVID-19 environment
- Policy support for greater diffusion of ICTs to the private sector
- The role of knowledge hub, incubators and networks in knowledge intensive sectors
- Examples of selected policies and initiatives to support the diffusion of ICTs and high-tech start-ups

### 4.3. Design of effective curricula for sustainable development

- Inclusion of entrepreneurship in formal and informal education systems
- Adapting methodologies and tools adequate for entrepreneurship curricula
- Examples of selected policies and initiatives in entrepreneurship education

### 4.4. Develop training and building capacities programmes on entrepreneurship competencies, soft and technical skills promotion

- The importance of entrepreneurship skills training and business development services
- Different aspects of entrepreneurship training, including entrepreneurship competencies, soft skills and technical skills development
- Examples of selected policies and initiatives to train entrepreneurs and entrepreneurship teachers
- Specific case of the Empretec programme of UNCTAD





## MODULE 5

# PROMOTING AWARENESS AND NETWORKING

### Learning objectives:

At the end of the module, participants will be able to:

- Describe relevant elements of raising awareness on entrepreneurship opportunities and its value to society and sustainable development
- Understand the benefits of creating networking opportunities to entrepreneurs

### 5.1. Raising awareness about entrepreneurial opportunities and strengthen network of entrepreneurs

- Why raising awareness on entrepreneurship is important
- Examples of selected policies and initiatives to raise awareness of entrepreneurship opportunities and its value to society
- Policy options and good practices on enabling better networking opportunities for entrepreneurs

### 5.2. Partnering with the private sector to promote entrepreneurship

- Understanding the value of public-private sector partnerships to promote entrepreneurship
- Example of selected policies and initiatives





# THE GLOBAL GOALS

For Sustainable Development



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