

Cross-Continental Lessons: SME Green and Digital Transformation in Europe and Africa (gDTEA)



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Abstract

The small and medium-sized enterprises (SME) sector is a key contributor to the global economy, accounting for up to 70% of employment and over 90% of businesses worldwide. However, most SMEs face myriad challenges, leading to a high failure rate.

Digital and green transformation (GDT) can help SMEs increase their operational efficiency, reduce costs, and improve performance.

The gDTEA project will chart the green and digital transformation journeys of SMEs in Kenya and South Africa, and surface data to inform policy and practice for sustainable development.



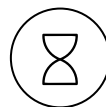
Project Coordinator
Mustapha Douch
University of Edinburgh
mdouch@ed.ac.uk



Mobility Fellowship Chairholder
Duncan Elly Ochieng
University of Nairobi
duncan.elly@uonbi.ac.ke



Participating institutions
University of Edinburgh
University of Nairobi
KU Leuven
University College Dublin/An Coláiste
Ollscoile Baile Átha Cliath
University of the Witwatersrand



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€35,963

