**CALL FOR APPLICATION**

**Support to Digitalization of MSEs**

Date of publication: 3rd of April 2023

Deadline for applications: 22nd of April 2023 18:00

## **Background information**

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH has been commissioned by the German Federal Ministry for Economic Development and Cooperation (BMZ) and the European Union (EU) with the implementation of the component “Digitalisation of Micro and Small businesses to increase their resilience in the crisis” as part of the Digital Transformation Center in the Innovation and Training Park (ITP) Prizren. The purpose of the call is to provide support for digitalization to 20 MSEs from Kosovo to create new – or modify existing - business processes, culture, and customer experiences by using digital technologies.

## **Support for digital transformation for MSEs**

Twenty (20) MSEs will be selected for full support for digital transformation. Digital transformation of MSE’s with traditional business model is based on a structured approach for the MSEs that are selected for the support, including a dedicated budget for services and equipment support. More specifically, selected MSEs for support will be provided with expertise in assessment of their business model, processes, and culture, to produce a digital transformation roadmap (strategy). The available budget for the implementation of the strategy will be provided for the selected MSEs in the value of up to 5,000 EUR for services and equipment support.

## **Eligible applicants**

The call is open to all MSEs registered in Kosovo prior to March 2021 (not startup). MSEs that are affiliated with the ICT type of economic activity are not eligible (excluded). Please refer to the detailed eligibility requirements and criteria, provided in the document “*Criteria - Application process and procedures.*”

## **Application process**

Application is open from 03 April 2023 until 22 April 2023 18:00.

Interested MSE’s can apply by completing application form available online at link <https://docs.google.com/forms/d/1G08QRbPBL07rMBlc-jOH3-v9mcgbcu1plJAhF7Mw628/viewform?ts=641c51fc&edit_requested=true>

Successful application status will be confirmed via email notification sent to the email address provided in the application form.

In the application phase there are no documentary requirements, but MSEs that will pass the screening phase of the selection process will be required to provide the following documentary evidence:

* Business Certificate
* Applicants ID – copy (authorized person)
* Employee evidence from TAK
* Business turnover evidence – TAK declarations
* All required documents will be submitted in electronic format, online.

## **Further information**

Support for application process is available via support@alt-pr.com

*Disclaimer: This activity is supported by the European Union and the German Government through the Action #Digital4Business which is implemented in the framework of ITP’s #DigitalTransformationCenter. Activities are carried out by ALT Shpk, a partner of the Digital Transformation Center #Consortium - a one stop shop comprised of various entities focused on supporting companies to digitalize their business operations.”*