**Name of Initiative:** Saint Lucia’s Digital Enhancement Program  
**Duration:** 2021 to 2024  
**Current participating Countries:** Saint Lucia  

**Objective:** Lend support and strengthen the current digital platforms in Saint Lucia by empowering MSMEs of the sub-sectors of the Creative Industries, Professional Industries, Spa and Wellness, and ICT through technological development and innovation, resource and information sharing and connectivity between MSMEs, the Government, and the world.

**Activities:**  
- Trainings and workshops, assessment of existing platforms, financial and technical support for improvement of existing platforms, technical support to integrate e-payment tools, awareness campaigns, virtual tradeshows.

**Cost and Funding:** USD $100,000 seed funding Grant from the OAS Development Cooperation Fund (DCF) secured.

**Request from Partners:**  
- Additional funding  
- Efficient practices on international logistics for e-commerce retail sales  
- Development of virtual trade-shows  
- e-payment solutions for e-commerce platforms  
- Capacity building on digitalization for MSMEs including digital/social media marketing, business model development, and online order fulfillment  
- Marketing tools and platforms for MSMEs

**Sub-themes:**  
- Small and Medium Enterprises (SME)  
- Entrepreneurship  
- Digital Inclusion  
- Innovation  
- Digital Transformation

**Beneficiaries:**  
- 50 MSMEs of Saint Lucia

**Expected Results**  
- At least 3 currently available eCommerce platforms improved and ready to use by MSMEs.  
- Digital presence and advancement strengthened for at least 50 MSMEs.  
- Increase of awareness and connectivity to the eCommerce platforms for at least 150 MSMEs.  
- Visibility and sales improved for ICT Platforms and MSMEs through the Implementation of Virtual Tradeshows.

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