



Tool Summary:

-- RACI – Rapid Appraisal of Corona Impact on Businesses--

Which values are generated?

For beneficiaries:

- The RACI survey identifies the impact of the coronavirus on micro and small business performance on both, the supply and demand side. It helps businesses to compare the aggregate impact of the coronavirus on the industry as a whole with the own individual business.
- It also provides an opportunity for the entrepreneurs to state their need for support, helping them to survive in a phase of unprecedented crisis.

For projects and policy makers:

- RACI appraises the current or potential dramatic and sudden loss of demand and income for businesses that could severely impair their ability to function, force them to close down, disrupt entire supply chains and lead to massive unemployment with loss of income, especially for the poor.
- It also reveals which sectors and business activities can grow in this situation.
- RACI results can help both, projects and policy makers, to design and implement relevant urgent mitigation strategies, and practical actions. It will also help them to anticipate the changing needs of businesses, especially MSMEs.
- Although, RACI will present aggregate information on all industries; however, it could also present accurate data on specific sectors if requested.

How it works?

- The businesses, mainly MSMEs will complete a questionnaire either online or by short phone interviews, ideally yet another one in case of an imminent end of the corona restrictions or three months after the first survey.
- It takes approximately 15 minutes to complete this questionnaire. The research is for scientific purpose only. Information and data are strictly confidential and comply with GDPR rules.
- The sample size could range from 50-above 1,000 businesses. The survey can be made available in all languages. It can be sent via business emails and should be promoted via social media.
- Using the global network of CEFE advisors and trainers, RACI can be implemented on short notice in more than 50 countries.
- Data aggregation and reports are done by CEFE International or its regional partners.

What is needed?:

RACI is already being applied in countries and a first report can be made available. The survey can be modified according to your project requirements. We are looking for institutions or programmes that are interested to get a RACI survey done in their context.

Are you interested?

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