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Entrepreneurship in the Covid Era

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Abstract: The author attempts to summarize the origin of the current pandemic highlighting the evoking reason in the light of the international conference of the Medical and Ethical Emergency Deliberation held in Amsterdam. The COVID-19 is not a pandemic but a planned world-scale operation. The Corona measures result in destructive economical, physical and psychological effects on society, which are strongly disproportional to the goal of controlling the proclaimed pandemic.

Sustainable Development is impossible. The current financial system based on interest is set to a forced growth. However, our Earth, how is a finite system where no subsystem can work infinitely. The mankind instead of living in harmony with the wonderful order of the nature, the 20th and 21st centuries show significant impact on the Earth's geology and ecosystems, including, but not limited to, anthropogenic climate change. The man with his civilization activity disturbs and overturns the equilibrium of the created world, the ecosystem.

The COVID/19 pandemic is a human tragedy effecting the life of billion people. It has negative impact of the global economy, agriculture, industries and micro, small and medium/sized enterprises (MSMEs). Consequently, the economic activity is slowing down without specific ending date.

According to the International Council for Small Business (ICSB), former and informal micro, small and medium sized enterprises (MSMEs) represent more than 90% of all firms, account, on average 70% of global employment and 50% of GDP. Unfortunately, small businesses are being hit hardest by the pandemic. Solutions are needed to give them the support they need to survive and continue to contribute to the global economy. In order to raise public awareness, the United Nations General Assembly declared June 27 MSME Day.

The author presents the findings and suggestions of the International Labour Organization SCORE - Sustaining Competitive and Responsible Enterprises – Global Covid-19 Enterprise Survey. MSME Day 2020 should focus on the needs of SMEs in order to support them to survive and contribute to global economy.

FOREWORD

The COVID-19 is an unprecedented global crises, affecting human health and economic welfare across the globe. It is first of all a health crises, but resulted in a global economic slowdown. The WTO estimates that the world merchandise trade



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could fall between 13-32 %, while the estimated global losses in GDP will be 5%, will in 2020 .

ILO Sustaining Competitive and Responsible Enterprises - SCORE Programme Survey indicates that formal and informal micro, small and medium sized enterprises (MSMEs) represent more than 90% of all firms, account, on average 70% of global employment and 50% of GDP. Unfortunately, small businesses are being hit hardest by the pandemic. Solutions are needed to give them the support they need to survive and continue to contribute to the global economy. In order to raise public awareness, the United Nations General Assembly declared June 27 as MSME Day. [1]

According to ILO SCORE Survey SME responses to the survey are diverse, yet all small businesses are united in asking for support to ensure their sustainability through the pandemic. Their priorities are clear:

- 57% of companies would like advice on infection prevention; and
- 50% would like advice on business continuity.

The European Investment Bank summarizes the negative impact of the Coronavirus on the MSMEs and highlights the most important features as following:

First MSMEs are more labour-intensive than other companies and therefore more exposed to disruption, especially when workforces are in quarantine.

Second MSMEs have thinner liquidity reserves. They have limited financial alternatives. They lack assets that can be disposed of, or that can be used as collateral for new credit lines. All these factors make them more vulnerable and exposed to the so-called liquidity squeeze.

The SME United reported that 30% of total SMEs report that their turnover is suffering at least an 80% loss, with an EU average which is about 50% loss. In Belgium the decline in turnover for 72% of SMEs, Germany reports a decline of 50%, France and Spain a decline of 80% and 70% in sectors confined. [2]

The most vulnerable sectors hit by the COVID-19 are the following:

1. Tourism is one of the world's major economic sectors. It is the **third-largest export category** (after fuels and chemicals) and in 2019 accounted for **7% of global trade**. For some countries it represents nearly 20% of the GDP. In some Small Island Developing States it represents even 80% of the GDP. According to the World Tourism Organization 100 to 120 million jobs are in risk.
2. The **tourism industry** is one of the Siamese twins. In Q2 2020, 80-100% declines were reported across airlines, as many tourists group cancelled their hotel accommodations, did not visited museum, restaurants and catering facilities due to curfew.



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3. The **leisure, hospitality, sports and recreation, personal services** and large parts of the **retailing sector** are among the sectors most affected by partial or full lockdowns.
4. The **manufacturing sector** suffers slowdowns or (partial) shutdowns during national lockdown periods with repercussions across borders.
5. A significant hit was in **service** and **manufacturing**. Alone in the US the national unemployment rate increased from 3.5% to 14.7%—the largest spike in the post-World War II era. [3] Out of the manufacturing sector the **automotive, apparel and footwear, and computer and electronics sectors** are among the sectors most exposed to indirect effects from lockdowns abroad because of negative repercussions along international value chains as the International Trade Center evaluated.

MEDITATION ON COVID – ORIGINE and ITS GOAL

MEDITATION ON COVID-19 AND THE WORLD POWER:

instead of *PANDEMIA*

the reality is:

PLANDEMIA

Numerous independent experts, medical and juridical professionals, policy makers and senior managers gathered on 11 September 2020 in Driebergen-Rijsenburg (Province of Utrecht), the Netherlands and discussed the narrative needs to discuss and investigate the Covid-19. The voices of these experts are ignored and even censored by the multimedia Governments. The Motto of this gathering was that “We the people have to take back the power and protect our children and all of humanity against genetic experiments”. An International convention was elaborate and accepted called MEDICAL and ETHICAL EMERGENCY DELIBERATION. [4] The Medical and Ethical Emergency Deliberation has layed the foundation for an international alliance between European doctors and lawyers. Experts law and medical science shared their views on surviving and striving for the restoration and recovery of science and moral values while facing misinformation and censorship.

From Hungary *Dr. János DRÁBIK*, Msc Law and Political Science, President of the Strategic Committee of the WORLD FEDERATION OF HUNGARIAN delivered



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remarkable presentation on The supranational power's plan for the militarized control of the population. In his presentation he pointed out that „The goal is to create a worldwide chaos so that after the global clean-up the global elite can consolidate its rule over the threatened people. The supranational power wants to stabilize a unipolar global order through a universal force-culture where the strong can do anything against the weak with impunity. Therefore, nations holding on to their national culture and identity have to stand up and refuse to put on this universal intellectual straitjacket.” [5]

Dr. Drábik drew attention of the participants to the **National Covid Testing Plan – Pragmatic Steps to reopen our workplaces and our communities** by the Rockefeller Foundation announced on 21 April 2020 In this document the Rockefeller Foundation defines the **strategy for the steps that need to be taken to open workplaces and restart community life**. However, contrary to what the plan's name suggests, the authors outlined a hierarchical, highly militarized social model. [6]

- At the top of the hierarchy is the **Pandemic Testing Board**, PTB. the leading role would not be assigned to the constitutionally accountable representatives of the Government but to the confidants of the financial and economic sector. This high-level board would have authorizes acts by the president of the United States during war time.
- **The Action Plan** finds it important to establish an organization called the **Pandemic Control Council**, which would be entitled to create a Pandemic Response Corps, a special power-enforcement entity.
- **The Action Plan of The Rockefeller Foundation** was primarily made for the United States, but evidently it would be applied to other countries too.

Covid-19 IS NOT A SPONTANEOUS PHENOMENON! It is an attempt of the supranational power to introduce global Governance. It is a planned world-scale operation.

Mike Pompeo, Secretary of State of the United States put his foot in the pandemic matter when he said that COVID-19 is actually an operation carried out live. **It is the real-time testing of a carefully prepared strategy**. The leaders of the **PENTAGON** and the **NATO** took part in the preparation of the crisis together with the intelligence community. It is not only about weakening China, Russia and Iran, but it is about **destabilizing the economic situation** of the states quarrelling each another of the European Union, which is not willing to defeat Europe from the growing number of refugees.



The current world-wide pandemic has three phases:

1. The first phase of the pandemic was **a trade war against China**. This a certain extent it also halted the export-oriented industry sector.
2. In the second phase the danger of a **world economic collapse** was exceeded by fear and the manipulations of the financial market. The pandemic reached its peak in February 2020, which lead to partial collapse of the financial and stocks market.
3. The third phase saw the **introduction of restrictions**, the imposition of curfews and the paralysis of the global economy. This phase started in March 2020. **The aim of this phase was to halt the world economy and transform it in a predetermined way through mass restrictions.**

Unfortunately, the devilish scenario is highly seasoned with the issue of the migration. The leaders of the European Union commit suicide allowing accommodation of million illiterate and unskilled refugees without travel document and medical certification. The British *Douglas Murray* pointed out this situation in his book "The strange death of Europe". [7] Brussels illicit punish those EU Members, who refused admission of the unwanted warriors. Brussels and the world liberal Power intend to create a mixed race without national identity, patriotism, religious identity, which can be easily manipulated. The majority of East-European countries had no earlier colonies, they preserved national identity and they do not need migrants. Unfortunately, majority of the top EU-leaders are leaving in single parent family. The loss of population can be compensated by healthy family planning, such policy, what e.g. Hungary does. The world-scale pandemic we could call as the III. World War. While during the II. World War between 1939 and 1945 75 people lost their life. According to the Johns Hopkins University (JHU) Hospital Coronavirus Resource Center out of 191 countries 64 million people infected, the global death is 1 469 835 as of 1 December 2020. (See at <https://coronavirus.jhu.edu/map.html>). Unfortunately, so far we do not see the end of the pandemic tunnel, the number of cases are growing day by day.

Our meditation about the future we have to finish with the **AGENDA 2021**, which is a supplementary to **AGENDA 2030**, will officially be declared in Annual Meeting 2021 in Lucerne-Bürgenstock, (Switzerland) from 18 to 21 May. The **Agenda 2021** is not identical with the **Agenda 21** non-binding action plan of the United Nations with regard to sustainable development [8]. This time **World Economic Forum** will publish its manifesto, **THE GREAT RESET**. This event will be taken place in Lucerne-Bürgenstock instead of the well-known Davos. **Klaus Schwab**, founder and executive Chairman of the World Economic Forum, and **Thierry Malleret**, founder of the Monthly Barometer, explore what the root causes of these crisis were, and why they lead to a need for a Great Reset. [9] The World Economic Forum is aiming to be back in Davos for its Annual Meeting in 2022.



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SUSTAINABLE DEVELOPMENT

Looking at the future we should raise the question whether the sustainable development is possible or not? My simple reply is that it is impossible.

No clear definition of sustainable development exists to guide politicians in solving challenges at the global or regional levels. However, unquestionably, sustainable development still is an important concept, which was clearly illustrated at the United Nations Conference on Sustainable Development (Rio+20), held in Rio de Janeiro in June 2012. One of the conference's main outcomes was the agreement by member states to set up sustainable development goals, which could be useful tools in achieving sustainable development.

The term “sustainability” has its origin in ecological science. It was developed to express the conditions that must be present for the ecosystem to sustain itself over the long term. The International Institute for Sustainable Development defines that *Sustainable development is development that meets the needs of the present without compromising the ability of future generations to meet their own needs.*

The current world financial system based on interest is set to a forced growth. However, our Earth is a finite, limited system. The Ecological Footprint is the only metric that measures how much nature we have and how much nature we use. At time being the mankind uses 1.7 times more resources as compared with the regeneration capability of the Earth. This year the Earth overshoot day delayed three weeks accounting 22 August – due to effect of the pandemic.

According to the Stockholm International Peace Research Institute the biggest source of the environmental pollution is the military industry. In 2019 the total military expenses reached 1.91 billion USD! Experts are estimated that only 1 % of this amount could solve all the drinking water problems in Africa and Asia!

The United Nations Member States in 2015 adopted 17 Sustainable Development Goals – SDGs or Global Goals – which has 169 targets that countries attempting to reach by 2030. [10] At its heart are the 17 Sustainable Development Goals (SDGs), which are an urgent call for action by all countries - developed and developing - in a global partnership. They recognize that ending poverty and other deprivations must go hand-in-hand with strategies that improve health and education, reduce inequality, and spur economic growth – all while tackling climate change and working to preserve our oceans and forests.

The sustainable development is not possible because of the lack of mutual understanding of mankind. We are eyewitnesses of extraordinary catastrophes,



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hurricanes, cunamis, however the mankind behaves like a bad boy, ignore the warning signs. **The mankind shouldn't wait until it is too late.**

UN Secretary General *Antonio Guterres* issued a searing indictment of humanity's "war" on the environment on 2 December 2020 at the Columbia University in New York, in a speech on the State of the Planet, in which he urged everyone to prioritize "making peace with nature." "We are facing a devastating pandemic, new heights of global heating, new lows of ecological degradation and new setbacks in our work towards global goals for more equitable, inclusive and sustainable development," Guterres said in the address. "To put it simply, the state of the planet is broken." "Humanity is waging war on nature. This is suicidal. Nature always strikes back – and it is already doing so with growing force and fury". Two new reports – from the from the World Meteorological Organization and the other from the United Nations Environment Programme - "spell out how close we are to climate catastrophe," [11], [12] However, the UN Secretary General sees hope. There is momentum toward carbon neutrality. Many cities are becoming greener. The circular economy is reducing waste. Environmental laws have growing reach.

MEASURES AND SCHEMES HELPING TO ASSIST MSMEs TO SURVIVE AND OVERCOME THE COVID-19 PANDEMIC

At time being there is no recipe how to survive the pandemic, how to preserve the market and keep the solvency. Each countries, Governments and business communities are searching to possibilities to survive. Those SMEs, which are rigid in business philosophy are dying. However, businesses, which offer some additional plus activities, getting to be flourished. Restaurants, which offer delivery of dishes and perhaps combine the delivery with individual taxi services, survives this difficult time.

SIX FACTORS OFFERED BY THE ICSB

Ahmed Osman, President of ICSB, offers **six critical factors for every MSME** and start-up to keep in mind as they move into the realm of post-COVID-19. His particular position within our current situation as an entrepreneur, centered in the realm of micro, small, and medium-sized enterprises (MSMEs), coupled with his leadership position as the head of a renowned international organization, [13]



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First: MSMEs must assess their current financial situation. They have to understand the deficits, future inflow of funds, potential expenses & liabilities of their current enterprise. From this, it is advisable to create a six-month action plan. As a reality guide for financial health check, companies can then decide whether they need to make potential pay cuts, pull back on investment and stop new recruitments.

Second: Businesses must re-evaluate their business plans based on their financial assessment, the risk and the revival strategy. Within the uncertain times, the pre-COVID-19 business plan can not guide the business in the way the entrepreneurs need them. Redefining business goals, and planning a more realistic growth plan, we can then integrate all involved stakeholders, including employees and external investors.

Third: The third method involves creation of a strong digital ecosystem. By becoming empowered digitally, business must transform the preconception that digital platform is luxury. The business's digital engagement will not only help „positive brand recall”, but also assist in generating businesses, especially in retail. An active social media presence can work as a magnet for consumer and stakeholder engagement. An impressive digital ecosystem supports also remote working, while upholding data protection, productivity and well-being of employment.

Fourth: The next way is adopting the Fourth Revolution for Business. By leveraging modern innovation and technologies, MSMEs can find simple ways in which they can incorporate these strategies for higher income of investment.

With a well-planned strategy, a technology-enabled, highly productive, next generation business can be created by mapping out a two-three years business plan, by implementing this urgently, a short term growth goals should be accomplished.

Fifth: It is essential to note, that businesses now can rely on less physical space and assets. Remote working are real, effective and productive mode of operation. Physical meetings can be held much less often which can reduce the office space, meeting room size, reduction of the overhead costs associated with security, utilities and insurance.

Sixth: MSMEs must put in place a crises management strategy, which will work to consider both immediate and long-term impact. Therefore, by creating a financial back-up plan, as emergency fund, in addition to a robust digitally enabled ecosystem, we can ensure a maximization in productivity, even in the wake of a crisis. We need robust revival plans to support MSMEs during and following moment of uncertainty.



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SUGGESTIONS OF THE ILO

The pandemic crises has had different impact of MSMEs, on employees, their families, Special attention should be given to the following groups:

- Employees working in the health care and social security sectors, often on the front line of the battle again this pandemic;
- Older workers and employees, who even in normal times face difficulties in finding decent work opportunities and now have to face with an additional health risk;
- Artists and performers who have no appearance due to cancel of public events;
- Unskilled workers in the grey economy, like carriers, transport workers, street cleaners;
- Young temporary workers, whose employment is subject of fluctuation of demand;
- Micro-entrepreneurs and the self-employed – particularly those operating in the informal economy, who may be disproportionately affected and are less resilient.

The ILO has structured its key policy messages for response to the crisis around four pillars. Like any solid foundation, each pillar complements the others in sharing the weight of the enormous load faced by countries. [14]

The *first pillar* is **Stimulating Economy and Employment**. This pillar includes:

- Active fiscal policy
- Accommodative monetary policy
- Lending and financial support to specific sectors, including the health sector

The *second pillar* highlights **Supporting Enterprises, Jobs and Income**. This pillar includes:

- Provide various types of relief, including financial and tax relief, for enterprises
- Implement employment retention measures
- Extend social protection to everyone



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The *third pillar* orients on **Protecting Workers in Workplace**. This pillar includes:

- Strengthen occupational safety and health measures
- Adapt work arrangements (e.g. teleworking)
- Prevent discrimination and exclusion
- Provide access to health for all
- Expand access to paid leave

The *fourth pillar* points out that we should **Rely on Social Dialogue for Solution**. This pillar includes:

- Strengthen the capacity and resilience of employers' and workers' organizations
- Strengthen the capacity of governments
- Strengthen social dialogue, collective bargaining and labour relations institutions and processes

CONCLUSION

With the help of the planned pandemic the supranational financial power could paralyse global and multinational companies including the biggest aviation companies, hotel chains, high tech labs, global trade networks and import-export companies, and then thousand SMEs. These are now all on the verge of bankruptcy. At the peak of the pandemic the world is witness, that not only the economic life that got paralysed but the whole structure of social life, cultural institutions and educational state and private institutions, too.

The coronavirus pandemic continues to spread across the world following a route that is difficult to predict. Countries are adopting different measure trying to isolate the player in the world economy, health, humanitarian and socio-economic affairs. The policies adopted by countries will determine the speed and strength of the recovery. Unfortunately, so far we do not have reliable vaccine to fight of the pandemic. In July 2020 the U.S. Department of Health and Human Services and the Department of Defense (DoD) announced an agreement with U.S.-based Pfizer Inc. for large-scale production and nationwide delivery of 100 million doses of a COVID-19 vaccine. However, we have yet no enough practice and evidence on the long-term effect and impact of this vaccine. The other big pharmaceutical companies and factories, laboratories and agencies competing with each other, the mankind even in this dangerous situation is not holding together against this disease.



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The countries are dancing on the razor edge. The primary aim of every Government is to minimize the loss of life but keep going the economy. There is a need that every citizen should be disciplined.

Unfortunately, the European Union has no clear policy in this issue. Instead of boosting the recovery and rebuild the post-COVID Europe, the long-term budget intent to deal with political condition call democracy. According to Brussels technocrats only those countries will allow to utilize this budget, who accept settle migrants destroying the country ethnic unity. The EU so far has no definition concerning democracy in the EU constitution, so it is a devilish plan.

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