

Information Note

ILO Training of Trainers on "Artificial Intelligence for Digital Novice MSMEs": Menu, Requirements and Implementation Guide

1. About "AI for Digital Novice MSMEs" training – bringing the power of AI to every small business entrepreneur

The Artificial Intelligence for Digital Novice MSMEs ("AI for Digital Novice MSMEs") is a new training program offered by the International Labour Organization (ILO), a specialized UN agency on labour and employment. Aimed at bridging the emerging digital and AI divide, the training will help micro, small and medium enterprises (MSMEs) and would-be entrepreneurs without technical background on ICT or AI to boost business performance by tapping the power of free AI apps and services. Special attention is given to support MSMEs in provinces including the last-mile communities such as the geographically isolated and difficult areas (GIDAs) and those in the disadvantaged sectors such as informal businesses, women, youth, people with disability (PwD), indigenous peoples (IP), and people living in extreme poverty.



AI for Digital Novice MSMEs is being delivered across the Philippines through implementing partners such as DICT, DTI, TESDA, ECCP-CRESCENT, select LGUs and non-government partners. ILO builds the capacity of trainers of the implementing partners through the training-of-trainers (ToT) workshops and follow-up coaching.

In turn, the partners will deliver training-of entrepreneurs (ToE) and subsequent hand-holding coaching. More partners are joining the efforts during the course of 2025, including DOLE, DOST and private foundations among others.



The implementation of AI for Digital Novice MSMEs is made possible by the funding from the Joint SDG Fund through its Digital Transformation Window. The training is offered as part of the Joint UN Program "*Inclusive, Competitive and Responsible Digital Philippines*" (Digital-PINAS) implemented by UNDP, ITC and ILO between 2024 and 2027. Specifically, it is one of the capacity building supports of the ILO under Outcome 1 of Digital-PINAS (Enhanced Digital Capabilities of MSMEs and Entrepreneurs). At least 15,000 MSMEs and would-be entrepreneurs/crowd workers will benefit from the digital capacity building and digital financial services under Outcome 1 of Digital-PINAS. AI for Digital Novice MSMEs is also a realization of the *AI for Social Impact* agenda of the Global Coalition for Social Justice that ILO promotes.



2. Training modules of “AI for Digital Novice MSMEs”

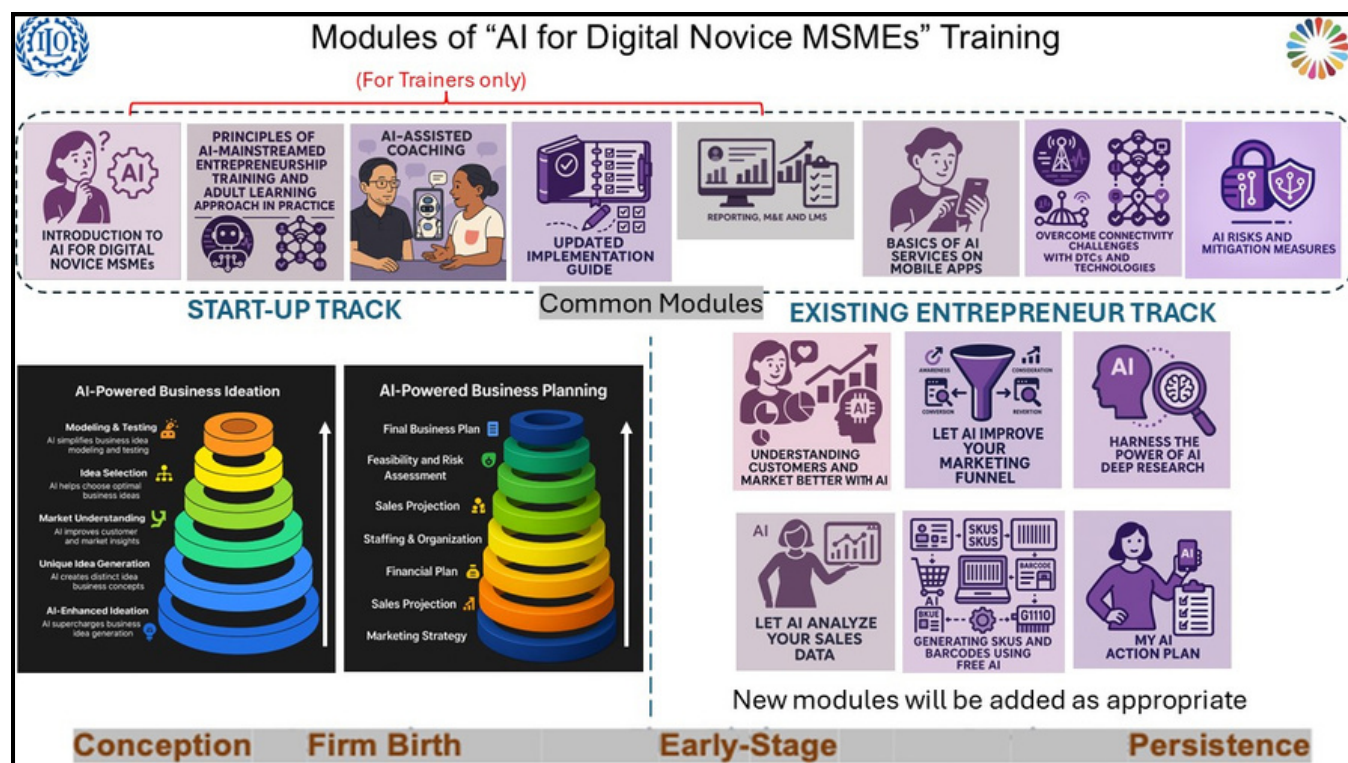
AI for Digital Novice MSMEs follows a flexible modular approach to maximize the customized analytics and advice generative AI can provide to digital novice MSMEs. Usually, the beneficiary MSMEs begin with the common modules such as “*Introduction to AI for Digital Novice MSMEs*” to be introduced to the curriculum and participating in interactive quizzes, and “*Basics of AI Services on Mobile Apps*” to install the AI apps in their mobile phone and get familiarized with them. Existing MSMEs are then invited to modules of their interests including:

- Understanding Customers and Market Better with AI
- Let AI Improve Your Marketing Funnel
- Let AI Analyze Your Sales Data
- Generating SKUs and Barcodes with AI
- Harness the Power of AI Deep Research

Given the current challenges, they are also invited to go through other common modules such as “*Connectivity Challenges*” and “*AI Risks*.” Training always ends with action planning “*My AI Action Plan*”.

For would-be entrepreneurs considering business startup, ILO offers training on AI-assisted business idea generation (AI-Powered GYB) and AI-assisted business planning (AI-Powered SYB) building on its equivalent training package under its Start and Improve Your Business (SIYB) training programme.

At the level of ToT, all these modules will be covered, plus four (4) modules specifically designed to guide trainers – “*Principles of AI-Mainstreamed Entrepreneurship Training*,” “*AI-Assisted Coaching*,” “*Implementation Guide*” and “*Reporting, M&E and LMS*.”



3. Requirements for a training-of-trainers (ToT) workshop

The ToT workshop will be customized based on the target group of each partner. For partners supporting existing MSMEs, the ToT programme will cover the Common Modules and Modules for Existing Entrepreneur Track. For partners focusing business start-up support, the ToT will cover the Common Modules plus the modules of Start-up Track.

For in-person workshop, a ToT of each track is expected to last for 2.5 days. For online workshop, it will take 5 days as the online training is limited to a half-day session per day for effective learning.



Organizing an in-person workshop requires a lot more resources at the expenses of the partner. Partners interested in organizing in-person ToT workshop are invited to discuss with the ILO team of Digital-PINAS. Logistic requirements would include a venue with good Wi-fi with backup batteries/generator that can accommodate the number of expected participants with flexible table and seating arrangement and sufficient space for group work; a projector and a screen (alternatively a large LCD screen); food and refreshments; and travel and accommodation for all the participants.

Given limited travel budget of ILO under Digital-PINAS, the request for in-person workshop would be accommodated on first-come-first-served basis unless the partner contributes for the travel and accommodation of the ILO resource persons.

Content	In-Person Workshop	Online Workshop
Existing Entrepreneur Track	Full day x 2.5 days	0.5-day x 5 days
Start-up Track	Full day x 2.5 days	0.5-day x 5 days
Both Tracks	Full day x 5 days	0.5-day x 10 days

To organize a ToT workshop, ILO will provide resource speakers/facilitators, the learning contents (e.g., curriculum, presentation slides, implementation guide, sample slides for ToE), Zoom meeting, Starlink connection and the learning management system – LMS (Google Classroom). Partners will take care of the logistics of the attending trainers, 20-25 pax per workshop. If the class size exceeds the standard pax, please consult the ILO team.



4. Implementation commitment required by the implementation partners

Given the quantitative and qualitative target of MSME capacity building under Digital-PINAS, partners are required to commit their trainers who attend ToT to mainstream the learnings into the existing training workplan and implement ToE and subsequent handholding coaching of MSMEs. There are also reporting and monitoring and evaluation (M&E) requirements. Specific requirements for their trainers are as follows:

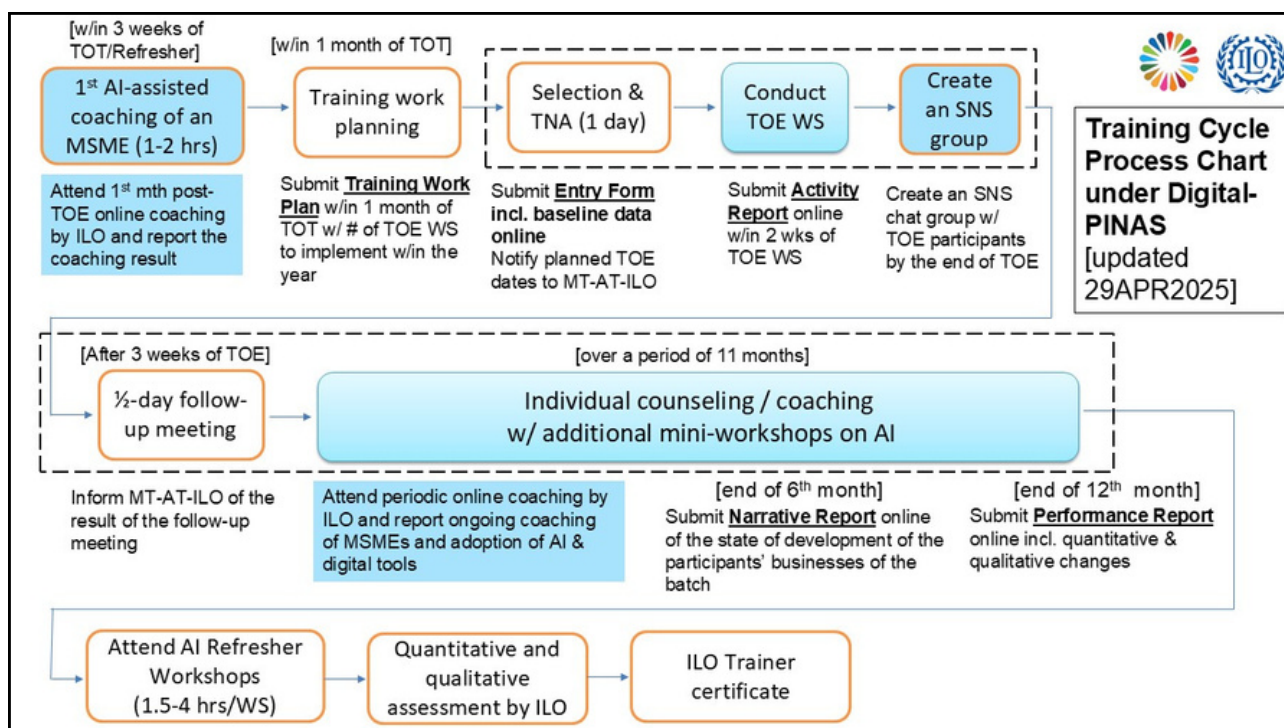
1. Implementation of AI-assisted coaching of individual entrepreneurs.
2. Implementation of training-of-entrepreneur (ToE) workshop, preferably in small batches of modules and including online training tapping the digital center network of DICT or other partners.
3. Grouping of the beneficiary MSMEs/entrepreneurs into SNS chat groups and provision of continuous coaching support (monthly plus ad-hoc).
4. Attendance at ILO-organized online coaching (every 1-2 months) and AI Refresher sessions.
5. Reporting and M&E includes the submission of the following through Google Classroom: videos of AI-assisted coaching, Client Entry Form of individual beneficiaries (including baseline data), Activity Report of ToE Workshop, Narrative Report (progress of MSME beneficiaries at the end of 6th month from ToE), Performance Report (including end-line impact data at the end of 12th month from ToE).



The new Trainers' Guide for Successful Implementation of AI for Digital Novice MSMEs Training
[forthcoming & to be updated regularly]
Helping Trainers & Coaches to survive and excel in the age of AI



6. ILO will help make the above compatible with the existing training programme(s) of the partner and corresponding reporting and M&E system. This way, we hope that will support the achievement of corresponding capacity building mandate of the partner with improved reporting and M&E without duplication of efforts.



5. Towards ILO certified trainers

To bolster sustainability of the training within the partners, ILO will certify trainers who actively implement AI for Digital Novice MSMEs and meet the minimum requirements as follows.

Minimum Requirement towards ILO Trainer Certificate

1. Completion of 2 training cycles: Each training cycle will consist of:

- AI-assisted coaching [at least 3 per cycle]
- Training-of-entrepreneur (ToE) workshop
- Continuous online coaching of MSMEs for a period of one year from ToE
- Attendance at periodic online coaching sessions organized by ILO

2. One of the ToE has to be online (GIDA preferable), the other in-person

3. Submission of the corresponding reports to be approved by an ILO Master Trainer, including:

- Videos of AI-assisted coaching
- Client Entry Form of beneficiary MSMEs (baseline data)
- ToE Activity Report
- Narrative Report of progress of beneficiary MSMEs
- Performance Report of beneficiary MSMEs (impact data)
- Photos and videos of training/coaching and progress of MSMEs



For more information on the ILO component of the Joint Programme Digital-PINAS, please visit this link:

<https://www.ilo.org/projects-and-partnerships/projects/inclusive-competitive-and-responsible-digital-philippines-digital-pinas>

