As the COVID-19 global pandemic spreads rapidly around the world, our collective dependence on internet connectivity and digital technologies has become more apparent than ever. 

UN Secretary-General’s High Level Panel on Digital Cooperation

The prolonged Movement Control Order (MCO) has drastically shifted livelihood operations during COVID-19. Digital transformation across various sectors was seen as a process to reconnect people together whilst adapting to a ‘new normal’ of social distancing.

The impact of a societal ‘new normal’ shifts climates in both the public and private sector to operate remotely. Internet connectivity and online e-commerce platforms are becoming increasingly relevant. Businesses suffer from a lack of market sentiment for retail spend whilst charitable initiatives lack financing and distribution to fund their projects.

This Snapshot, we explore the shifting dynamics of businesses and charitable initiatives during COVID-19 and its potential lasting impact on the digital economy.

**E-COMMERCE ADAPTATION**

Online shopping giants like Lazada and Shopee have taken a step forward to support the people in need. For example, Lazada launched a “Smart Shop Package” to support at least 50,000 Small and Medium Enterprises (SMEs), an initiative that contributes RM3 million to help eligible SMEs through their large digital presence to conduct storytelling and fundraising campaigns.

On the other hand, Shopee has collaborated with the Malaysian Medical Association (MMA) and the Malaysian Medical Association Foundation (MMAF) to launch a national relief fund for healthcare workers battling COVID-19.

Furthermore, Grab has also partnered with UNICEF to provide PPEs and health supplies to frontline workers battling COVID-19, and providing handwashing supplies to instill hygiene awareness in schools.

**ONLINE MOVEMENTS**

Funding is vital to charitable organisations that are responding to the pandemic. However, many organisations were financially affected during the MCO when most of their fundraising events were cancelled or postponed. In response, the Securities Commission (SC) of Malaysia lifted the fundraising limit on equity crowdfunding (ECF) platforms that allows ECF and peer-to-peer (P2P) financing schemes.

1. Several student-led NGOs in the UK launched a COVID-19 Relief campaign on crowd-funding platform GoFundMe as an initiative to help stranded Malaysian students travel back home, which raised £8,750 (approx. RM 47k).
3. The pandemic has also triggered logistics coordination to online platforms during MCO. Charities and initiatives in Malaysia have shifted logistics coordination to online platforms during MCO.

**CORPORATE SOCIAL RESPONSIBILITY (CSR)**

Online shopping giants like Lazada and Shopee have also taken one step further to support the people in need. For example, Lazada launched a “Smart Shop Package” to support at least 50,000 Small and Medium Enterprises (SMEs), an initiative that contributes RM3 million to help eligible SMEs through their large digital presence to conduct storytelling and fundraising campaigns.

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**DIGITISED FUNDRAISING**

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**SOLUTIONS SNAPSHOT**

**DIGITAL LANDSCAPES**

Corporate & Charitable Sectors

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