SWITCH - ASIA
Promoting Sustainable Consumption and Production

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SWITCH-Asia Programme

✓ 90 Million € to promote Sustainable Consumption and Production (SCP) in Asia

✓ **Objective**: To promote *economic prosperity* and *poverty reduction* in Asian countries through sustainable growth with reduced environmental impact:

  “To produce more with less resources”
SWITCH-Asia Design of the Programme

- Policy Support Component
- Network Facility
- Projects on the ground testing innovative SCP activities
OPPORTUNITIES FOR CO-FINANCING
CALL FOR PROPOSALS for SCP PROJECTS

Overall Budget

- 70 Million EUR

Duration and value of projects

- Between 2 and 4 years
- Between 500 000 and 2 000 000 EUR

Opportunities for Co-financing

- 80% of the total eligible costs (90% for LDC)
- 20% of financed from the partners' own resources

Partnerships

- Minimum 1 Asian and 1 European partner
- Long-term cooperation and exchange of experience between partners
SWITCH-ASIA ELIGIBLE COUNTRIES

Afghanistan  Philippines
Bangladesh  Sri Lanka
Bhutan  Thailand
Cambodia  Vietnam
China*  Pakistan
India  DPR Korea
Indonesia  Nepal
Laos  Mongolia
Myanmar
Malaysia
Maldives

* excluding Hong Kong, Macau, and Chinese Taipei
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COUNTRIES

- Afghanistan
- Bangladesh
- Bhutan
- Cambodia
- China
- DPR Korea
- India
- Indonesia
- Laos
- Malaysia
- Maldives
- Mongolia
- Myanmar
- Nepal
- Pakistan
- Philippines
- Sri Lanka
- Thailand
- Vietnam
Saving Energy in Electric Motor Systems - China
Hundreds of industrial users of electric motor systems will be assisted in **upgrading to high-efficiency motor systems**, thus reducing CO2 emissions by 1 million tons per year.

- Establishment of the **China Motor Systems Challenge Club**;
- 8 workshops with motor system users on the benefits of upgrading motor systems;
- 3 workshops with motor system producers on new standards;
- 2 annual award ceremonies to give recognition to excellent cases of energy-savings;
- 3 annual trainings on motor system upgrades;
- Promotion of a **motor energy efficiency label**.
Environmental and Safety Performance in Electrical and Electronics Industry - China
Environmental and Safety Performance in Electrical and Electronics Industry – China
Associate: Deutsche Telekom

The performance of over 500 Chinese SMEs in the electrical and electronics sector will be improved in matters of eco-efficiency, occupational health and safety (OH&S) and corporate social responsibility (CSR).

- Review of EU and Chinese eco-efficiency and CSR standards;
- Expert consultation and development of a conformity model for eco-efficiency, OHS and CSR guidelines;
- Training for over 500 SMEs;
- Voluntary auditing, evaluation and awards to superior SMEs;
- Development of case studies for 12 Champion SMEs;
- EU policy tours, conformity awareness workshops, business conferences.
Sustainable Production for Rattan Products - Cambodia, Laos, Vietnam
Sustainable Production for Rattan Products - Cambodia, Laos, Vietnam

Cleaner Production and a **certification system** for raw rattan will be established, as well as a **link to the European market**.

- Training for SMEs and **traders** on Cleaner Production;
- Introducing **rattan certification** to SMEs;
- Establishment of **business links** along the supply chain;
- Support better **legislation** through stakeholder workshops.
“Train the Trainers”
Train Chinese Construction sector SMEs in Energy Saving - China
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Train Chinese Construction sector SMEs in Energy Saving - China

Train decision-makers in Chinese construction industry to promote efficient use of energy and raw materials.

- Providing training courses to Chinese construction SMEs;
- Promoting European building standards;
- Sharing best practice in energy efficiency, building materials standards and installation techniques;
- Providing policy inputs to the Chinese government.
## Further projects awarded

### Improve Sustainability of:

<table>
<thead>
<tr>
<th>Category</th>
<th>Country/Region</th>
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<tbody>
<tr>
<td>Public Procurement</td>
<td>China</td>
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<td>Food &amp; Beverages Industry</td>
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<td>Traditional green products</td>
<td>Mongolia</td>
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<td>Energy Efficiency through Business Innovation</td>
<td>Vietnam</td>
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</tbody>
</table>
Added-value of SWITCH Asia to SCP global process

Knowledge already acquired

• **Learned lessons from past experience**

• Experience of past EU programmes: Asia Invest, Asia Pro Eco I and II

• International wealth of knowledge on SCP (from Pilot Projects & demonstration activities)

2. **Developed strong partnerships between European and Asian organisations**

SWITCH-Asia Programme

1. Focus on **priority fields** of each country

2. Cross-learning, **exchange of best practice**

3. **International Partnerships**

4. **Widely replicate results**

Pilot, research, feasibility  
Demonstration  
Replication & mainstreaming
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SWITCH-Asia Policy Support Component

Support to Governments to develop and enforce National Action Plans on SCP

Policy Support Component

Network Facility

Projects on the ground testing innovative SCP activities
SWITCH-Asia Policy Support Component

- **Two tracks:**
  - National level: Thailand, Indonesia, Malaysia, Philippines
  - Regional: major cooperation planned with **UNEP**

- **AIM:** To Make use of the full potential of SCP policies
  - reducing *environmental costs* and *health impacts*
  - creation of *new markets and jobs*
  - opportunity to leapfrog to *modern environmentally sound technologies*
  - *poverty alleviation* measures
  - *climate change* mitigation and adaptation

- **Timetable:** Start of implementation – end of 2010
1. **Contribute to the global SCP Process**

A contribution of the European Commission to the goals of the Marrakech Process and to the emerging 10 Year Framework of Programmes.

2. **Building more effective and inclusive partnerships**

Broad partnerships including the Government, civil society, private sector and EU partners.

2. **Widely replicating results**

Making sure that tangible results are achieved and that an evaluation of the projects' impact is made possible.
www.switch-asia.eu

30 Projects in 15 Countries in Asia