

SWITCH TO GREEN

new EU flagship initiative

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SWITCH TO GREEN, the flagship

- Global Public Goods and Challenges programme 2014-2020
- Umbrella for EU supported initiatives that are contributing to the transformation towards an inclusive green economy
- Macro- meso- and micro-level
- Built on the experience of the family of SWITCH programmes
- SWITCH TO GREEN Facility

SWITCH FAMILY

- SWITCH Asia launched in 2007 with €150 million over the period 2007-2013
- SWITCH-MED (€17 million) - promoting sustainable consumption and production and resource efficiency in the Mediterranean
- SWITCH Africa Green (€19 million - pilot), launched officially on 13 May 2014 during the African Roundtable on sustainable consumption and production.

SWITCH ASIA

- Objectives:
 - *to promote SCP among Asian consumers and SMEs*
 - *to support Asian policy-makers shifting towards SCP practices*
- Components:
 - *grant projects*
 - *Network Facility*
 - *Policy Support*

SWITCH ASIA – evaluation

- Appropriate structure
- Relevance of Policy Component
- Improve communication
- Projects meaningful; policy uptake
- Address access to finance
- Most successful: awareness raising on SCP; support to SMEs
- Increase focus on consumption

Thank you!

European Commission
DEVCO C2