



# SWITCH-Asia Programme

to promote Sustainable Consumption and  
Production in Asia



Policy Forum on Development  
Meeting of the Asia and Pacific region  
Bangkok, 24-25 June 2015

# SWITCH-Asia Programme

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

Promoting Sustainable Consumption and Production



Identifying and replicating successful Sustainable Consumption and Production practices in Asia

EU programme launched in 2007

150 mil EURO (2007- 2013)  
120 mil EURO (2014-2020)





European  
Commission

## COUNTRIES

- Bangladesh
- Bhutan
- Cambodia
- China
- India
- Indonesia
- Laos
- Malaysia
- Mongolia
- Myanmar
- Nepal
- Pakistan
- Philippines
- Sri Lanka
- Thailand
- Vietnam





European  
Commission

# SWITCH-Asia Components

**Policy  
Support  
Component**

**Network  
Facility**

**Grant projects on the ground  
running innovative SCP activities**

# Grant Projects in the Asian Countries

## Supported SCP practices:

Green public procurement, Eco-Design & Eco labelling products, Greening supply chains, cleaner production...

## At present:

81 grant projects in 16 Asian countries  
project duration 24-48 months, average grant size: EUR 2 Million

## Procurement:

Restricted Call for Proposals  
5 CfP successfully launched in 2007,2008,  
2010,2011 and 2012 providing funds of  
more than € 120 Million for grant projects

## More Information:

[www.switch-asia.eu](http://www.switch-asia.eu)



# Network Facility

The Network Facility is implemented for the European Commission by the Centre for Sustainable Consumption and Production (CSCP)

Objective:

create internal and external dialogue

aggregate and disseminate  
successful project results

prepare case studies and  
other specialised tools on SCP

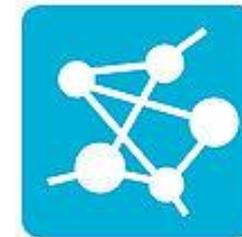
organise networking events  
(participation obligatory for grant projects)



Providing Information



Promotion of SCP



Networking



Distil Knowledge

# Policy Support Component

## Objective:

- Create and enabling environment to strengthen the implementation of national and sub-regional policy frameworks and their potential to encourage the uptake of SCP practices

## Implementation:

- regional PSC: joint management; contribution agreement with UNEP (EU con.: €7.2 Mio.; dur. 2011-2016)
- national PSC: in Thailand, Malaysia, Indonesia, Philippines and Sri Lanka (total €11,5 Mio.; duration 3-4 years)

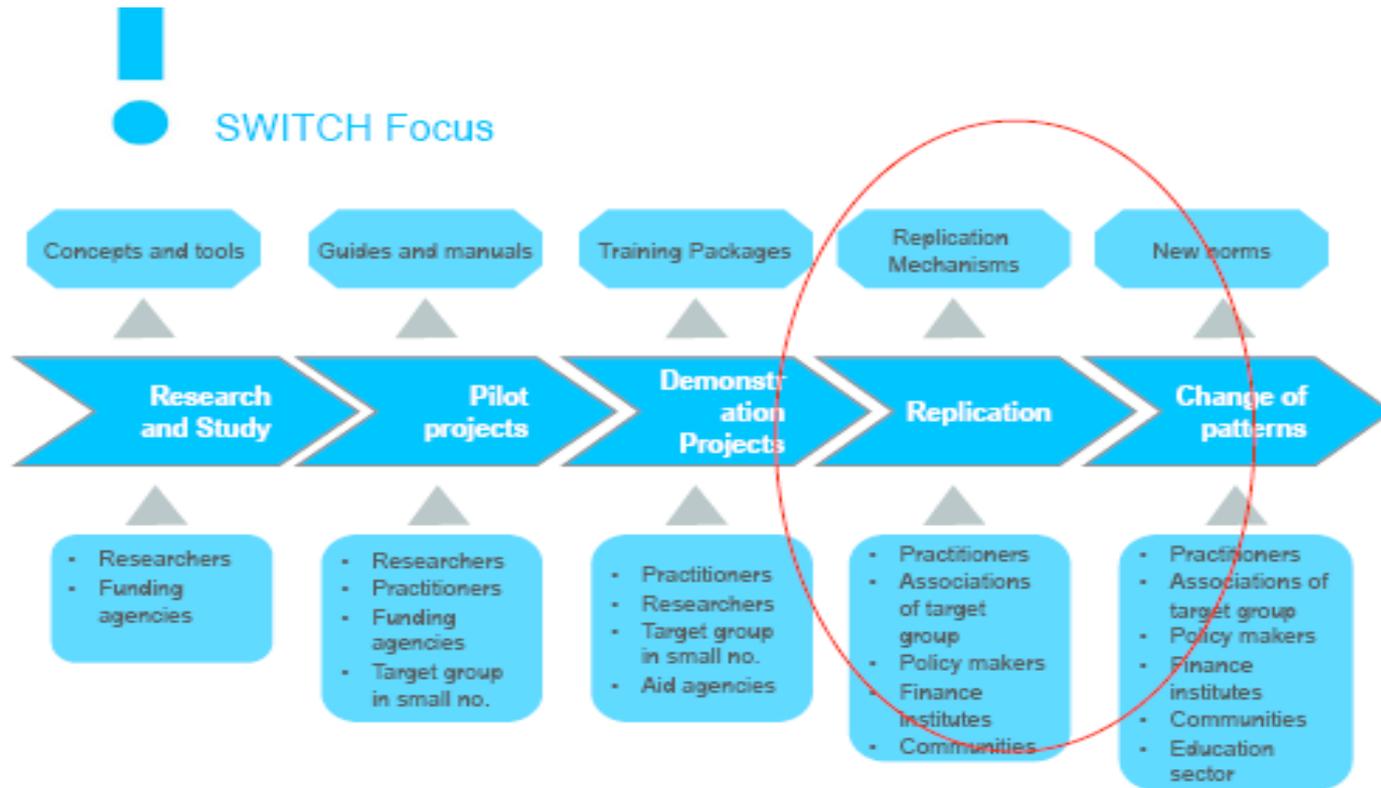


# Policy Support Component

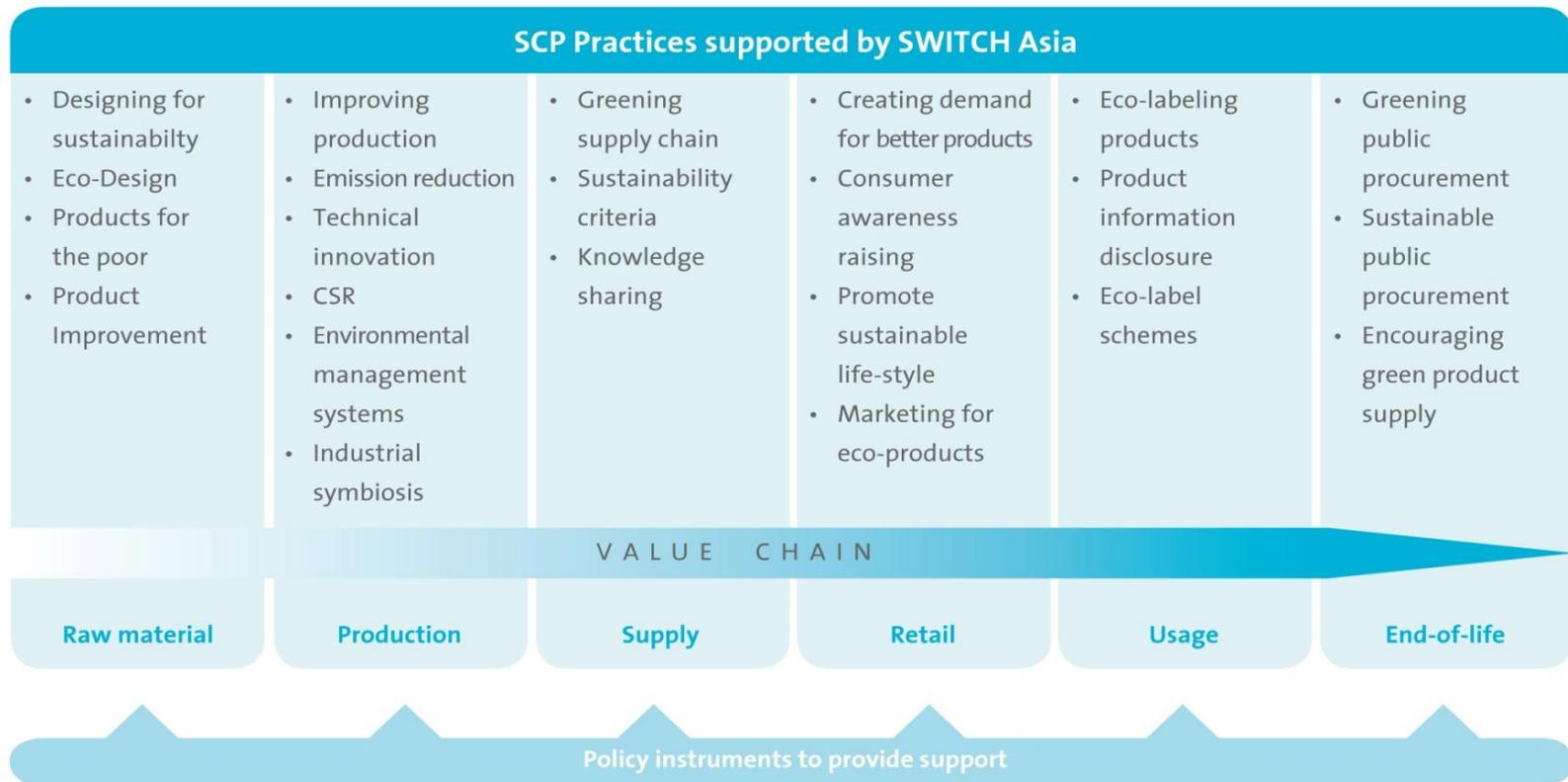
## Activities:

- development/revision of a national SCP policy, national action plans and SCP monitoring system
- support ministries at strengthening the SCP framework, green procurement and increased use of SCP tools
- Establishing standards, developing guidelines and benchmarks
- increase awareness and knowledge of SCP, demonstrate benefits of SCP in selected sectors, feedback experience to policy makers

# The Switch-Asia focus



# Type of activities



# Switch-Asia Partnerships

- Intermediary (business) organisations and networks (e.g. chambers of commerce, industry associations, consumer organisations)
- Not-for-profit organisations aiming at pursuing sustainable development
- Governmental institutions (regional and local level)
- Particularly encouraged the association with *financial institutions ; commercial organisations (e.g. retailers, multi-national corporations); governmental departments*



# Asia Regional Programme 2014-2020

... aims at eradicating poverty by supporting broad-based inclusive and sustainable growth.

Programmes to support regional integration and cooperation activities:

1. Cooperation with ASEAN, other sub-regional programmes, and Trade-Related Assistance
2. Multi-country programmes: Aid to Uprooted People
3. Continental programmes: Promotion of a Green Economy (SWITCH-Asia and Asia Investment Facility)

# SWITCH-Asia II 2014-2020

## SWITCH-Asia II 2014-2020

- ❑ **120 mil EUR** 2014-2020
- ❑ Focus on Least Developed Countries
- ❑ Additional focus on sustainable Consumption for India, China, Thailand, Malaysia, Maldives and Indonesia.
- ❑ Building on the existing partnerships and replicating success stories from phase I
- ❑ Modes of implementation: Calls for proposals with the emphasis on the private sector and uptake of the sustainable consumption and production
- ❑ Increased Regional Policy Support Component. One of the possible National Focus could be India, Cambodia, Vietnam should demand be identified in the countries.

## Objectives

Will build on the Green Economy priority sector for the programme for Regional Asia;

Will focus on building on the achievements and partnerships built so far;

Will increase the anchoring of the Sustainable Consumption and Production policies with the national action plans;

Will seek to leverage its impact with the attraction of more private sector investment.