



switch²
green

The EU SWITCH to Green

Flagship Initiative

1. Definition and context

Elements of an EU definition:

"EU development policy should promote a 'green economy' that can generate growth, create jobs and help reduce poverty...

... by valuing and investing in natural capital...

... including through cleaner technologies, energy and resource efficiency, low-carbon development, innovation..."

A favourable context to promote the inclusive green economy in EU international cooperation

- The concept is receiving growing interest and momentum
- There is a business case supporting action by the private sector
- Supporting the green economy transition is firmly embedded in EU development policy.

Pdt. Juncker: *"I strongly believe in the potential of green growth"*

ACIDLOOP achieved significant reduction in industrial resource consumption in India (electroplating, powder coating, steel rerolling)



Reduction per kg product in

material consumption

energy consumption



22.84%

21.15%

"Investment required for installing a new compressor/SME was INR 5,70,000. The annual energy savings summed up to INR 7,52,000 resulting in a payback time of 9 months."

2. Priorities and overview of EU programmes on green economy

1. SCP practices by businesses and consumers (e.g. SWITCH programmes)
2. Enabling policy and regulatory frameworks (e.g. SWITCH, PAGE, GEC)
3. Green investments (SWITCH, investment facilities... EIP?)



Promoting the Implementation of Timber Legality Assurance (FLEGT License) as a Key Step to Sustainable Production and Consumption in Indonesia's Wood Processing Industry

**LEAD PARTNER**

Yayasan WWF Indonesia

PARTNERS

The Indonesia Furniture Industry and Handicraft Association (ASMINDO), Indonesia

WWF UK

CONTACT DETAILS

Mr. Anwar Purwoto
+62-21-7829461
apurwoto@wwf.or.id
WWF Indonesia
Gedung Cisa Simatupang
Jl. Letjen TB Simatupang Kav. 38
Jakarta 10340, Indonesia

THE CHALLENGE

Indonesia is home to the world's third-largest tropical rainforest area, making up 10% of the world's forest cover. Yet Indonesia's forests are disappearing at an alarming rate – 1.4 million hectares of natural forests were cleared annually between the year of 2000 and 2010, some legally, some illegally, for both domestic use and for international export. Until now, incentives have been insufficient to encourage Small and Medium Enterprises (SMEs) in Indonesia to fully invest in the Sustainable Consumption and Production (SCP) of wood products.

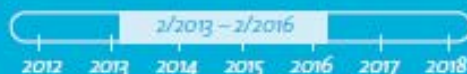
THE OBJECTIVES

The project targets by 2015, at least 300 SMEs in Indonesia's wood processing sector (about 10% of the total) are delivering legally verified and sustainably certified products to national and international markets, supported by the procurement policies for national government departments and practices of national and international retailers.

THE WAY FORWARD

- Providing capacity building for SMEs;
- Undertaking TLAS and CoC verification of the core group of 30 SMEs to increase trade of certified wood products;
- Reaching out to and conducting capacity of 300 wood processing SMEs and later to 2,500 SMEs;
- Creating showcase of successful take-up of TLAS verification by SMEs;
- Preparing promotional materials to distribute to all SME members of ASMINDO;
- Conducting TV advertising campaign for general public and media awareness raising trips for journalists;
- Linking up with public procurer for purchasing of legal and responsibly sourced timber from SMEs.

DURATION



Total budget: EUR 1,396,626 (EU Contribution 78.15%)

Upscaling Generation, Commercialization and Utilization of Biomass Waste-based Green Energy Sources in Uganda

Grantee: Afri-banana products and Limited

Partners:-

1. Centre for Research in Energy and Conservation (CREEC)

Background

By-products and waste streams from agricultural processes are currently not widely utilized. Through the implementation of biomass technologies these can be turned into feedstock / fuel for product value addition. This provides farmers with the opportunity to attract higher prices for their produce and thus increases in their incomes.

In addition, the *manufacturing* sector will benefit from technology transfer in biogas burners, milk coolers, lighting equipment and appliances, briquette presses and other accompanying equipment. This creates business opportunities, generates jobs and increases incomes, especially for M&SMEs.

**Objectives:**

The project seeks to reduce poverty and generate income through awareness creation with regard to biomass based green energy technologies, capacity building on green energy generation, green energy business development and up-scaling, and engagement with policy decision makers for favourable policy direction.

Actions:

- Conducting awareness and sensitization sessions through seminars, conferences, and open discussion sessions.
- Capacity building through classroom training and hands-on practical sessions.
- Business incubation and mentoring for identified MSME's on green energy technologies.
- Visits to relevant Parliamentary and Municipal Authorities Committee Officials to identify gaps in the policies and jointly chart the favourable way forward.



3. Links to complementary areas of EU international cooperation

- **Chemicals and Waste:** Key GE sectors; EU support to integrated approach to sound management of chemicals and waste
- **Forests and biodiversity:** Green supply chains, investments in timber plantations, TEEB
- **Climate change:** Energy efficiency...
- **ENV mainstreaming, in particular in PSD:** higher prospects for growth and job creation in green sectors / through green practices and in sustainable value chains



4. The SWITCH to Green flagship initiative:

Key principles driving the flagship development:

GPGC 2014-2020: "The EU will develop multi-dimensional programmes to address global issues...

- ...to avoiding fragmentation
- ...highlighting and expressing EU key interest and policies
- ...supporting multi-regional and/or cross-cutting actions
- ...building alliances of relevant stakeholders
- ...promoting transformation towards an inclusive green economy
- ...deliver greater impact, effective management and EU visibility"

Ongoing SWITCH To Green projects and financial allocations

SWITCH Asia	EUR 135 M + 120 M
SWITCH Med	EUR 23 M
EAP Green	EUR 10 M
SWITCH Africa	EUR 19M + 20 M
Partnership for Action on Green Economy (PAGE) / Green Economy Coalition (GEC)	EUR 11 M
EU - UNEP Strategic Cooperation Agreement (RE / GE / SCP) <ul style="list-style-type: none"> • Resource Efficiency and Eco-Innovation • Sustainable Public Procurement and Eco-labeling, • International Resource Panel • Life-cycle approach in international supply chains • 10 YFP • GE measurement • Inquiry into the design of a sustainable financial system • GE and trade 	EUR 15 M (apr.)

Main actions on going:

- **Strategy:** Paper on EU approach to international cooperation on green economy under development
- **Resources allocated** for coordination, knowledge, communication: S2G facility
- **Coordination:** Internal and External
- **Quality support:** Indicators, projects screening
- **Ad-hoc measures** (e.g. thematic evaluation of EU international cooperation on SCP)



Further information

- <http://www.switchtogreen.eu>

(provides with links to the SWITCH regional programmes and other relevant initiatives)

- Thibaut.portevin@ec.europa.eu