



# PROJECT PROGRESS SHEET

## SUSTAINABLE REVIVAL OF LIVELIHOODS IN POST-DISASTER SICHUAN: ENHANCING ECO-FRIENDLY PRO-POOR BAMBOO PRODUCTION SUPPLY CHAINS TO SUPPORT RECONSTRUCTION EFFORT



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**BRIEF PROJECT DESCRIPTION**

The SWITCH-Asia project aims to contribute to environmentally sustainable, pro-poor economic growth in post-disaster Sichuan province, China. The specific objective is to increase livelihood opportunities through environmentally sustainable production of bamboo re-building materials in Sichuan, especially in earthquake-affected areas.

**Objectives:**

- To set up a government monitoring system for SMEs to enforce provincial and national environmental standard;
- To ensure sustainable bamboo production through improved resource efficiency and management by target bamboo SMEs;
- To improve policy and investment frameworks for sustainable pro-poor growth of the Sichuan bamboo SME sector;
- To increase awareness and demand for bamboo products from industry, retailers, and general public in Sichuan.

**PROJECT PARTNERS**

International Network for Bamboo and Rattan (INBAR), Sichuan Provincial Forestry Department (SPFD), Benelux Chamber of Commerce in China, EU Project Incubation Centre Chengdu (EUPIC)

**PROJECT DURATION**

January 2010 – December 2013

**PROJECT WEBSITE**

[www.switchbamboo.org](http://www.switchbamboo.org)

**TARGET GROUPS**

- **End-product producing SMEs** already working in the Sichuan bamboo sector will receive technical training to promote substitution of timber for bamboo and to improve their compliance with existing National/Provincial environmental standards.
- **Bamboo semi-processing SMEs** will receive training and capacity building to improve current supply chain management systems. This will generate new income-earning opportunities for up to 20,000 people from many of the Province's poorest and most vulnerable, as 80% of employees in Sichuan bamboo-based SMEs come from disadvantaged social groups, such as women, the elderly, and the disabled.
- **Various Provincial and National Government Institutions:** The Sichuan Province Environmental Protection Department, the Sichuan Provincial Forestry Products and Furniture Quality Control and Inspection Station, and the National Forestry Department Forestry Products Quality Inspection Centre will be involved in developing an integrated environmental monitoring system for bamboo SMEs. The Sichuan Province Finance Department and other relevant institutions will be involved in policy dialogue to improve investment in bamboo SMEs. The Sichuan Province Construction and Planning Departments will help form criteria for a bamboo building code.
- **Consumers and retailer groups**, especially from industry sectors, such as construction, will be targeted to raise awareness and demand for bamboo as a quality, cost-competitive alternative building material

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## OUTPUTS UNTIL DECEMBER 2010 TO BE SHARED WITH WIDER AUDIENCE



### Output 1

- From April to June 2010, SFD, EUPIC and INBAR jointly conducted SME baseline survey in 8 project counties through designed questionnaires, field interviews and a survey to collect the data about the processed products, production capacity, annual raw bamboo materials demand, investment volumes, number of employees etc. 30 bamboo processing enterprises were interviewed during the survey. A draft field survey report on the processing status of bamboo SMEs in eight counties was prepared by SFD.

### Output 2

- Two training manuals, namely “Sichuan Bamboo Resource Sustainable Management Training Manual” and “Sichuan Bamboo Processing and Utilization Training Manual” were developed during July- November 2010. These manuals will be used in the technical training and processing enterprise training in the forthcoming project years.
- Eight counties in Sichuan Province, namely Beichuan, Dujiangyan, Chongzhou, Qionglai, Muchuan and Qingshen, Changning and Hechuan were selected as Project Demonstration Sites. Each county identified one pilot enterprise except for Dujiangyan. A bamboo house built in Dujiangyan will act as a showroom for Sichuan bamboo products. A list of demonstration enterprises was produced based on the field findings. Concrete support for improving the processing facilities and improving the processing techniques were not yet provided. ([http://www.switchbamboo.org/index.php?option=com\\_content&view=article&layout=presentation&id=14&Itemid=5&lang=en](http://www.switchbamboo.org/index.php?option=com_content&view=article&layout=presentation&id=14&Itemid=5&lang=en))

- Set up Eight bamboo industrial cooperatives: 2 cooperatives were newly set up: Beichuan Tongkou Township Bamboo Sector Association and Qingshen Shenlong Bamboo producers cooperative. 6 bamboo farmers cooperatives have been selected to enhance their capacity building and functions: Chongzhou Zhuxing Daoming bamboo weaving Cooperative, Muchuan Muxi Township Forest and Bamboo Cooperative, Hejiang High Quality Bamboo Seedling Production Association, Changning Limin bamboo Production Cooperative, Qionglai Chixin bamboo Sector Cooperative and Dujiangyan Xiang E Township Bamboo Production Cooperative. Information on the sites is available at the website (<http://www.switchbamboo.org>)
- Twelve training courses on bamboo resource sustainable management for local bamboo farmers were organized at 8 project sites with 858 participants for 3-4 days from September to December. Major training contents include sustainable bamboo cultivation techniques, market analysis of bamboo products. More than 5100 training materials were handed out to bamboo farmers.

## RESULTS ACHIEVED TILL JANUARY 2011



- The project has successfully engaged with the target groups- Bamboo semi-processing and end-products SMEs, the forestry governmental agencies and the consumers and retailer groups.
- 8 bamboo cluster and bamboo industry cooperative set up in this project will be sustained to promote local bamboo sector develop. The bamboo industry cooperatives provide bamboo farmer members with trainings on bamboo forest sustainable management technique, and on the preliminary processing of raw bamboo. These cooperatives members could be employed in local bamboo processing factories, or self-employed and sell the semi-bamboo products – such as bamboo weaving mats – to the local factories. More consumers are aware of bamboo products and could generate the wiliness of buying bamboo products.
- The awareness raising events for consumer and retailer groups are very effective in raising people’s awareness of Sichuan bamboo industry and related bamboo processing technologies. For the first events, 9% participants agree that this event helps them know more about Sichuan bamboo industry and the extensive use of bamboo materials. 88.37% of them think that the event helps to raise their awareness of the advanced bamboo processing technology. Among all the participants, 55.81% agree that through this event, they got to know more representatives from relevant organizations and enterprises, which would be useful in their future development. 150 copies of invitations and 203 event related publications, including Chinese and English versions released. These events have also unexpectedly attracted a potential investor, SSAOIA, and aroused their investing interest towards Sichuan bamboo industry.

## LESSONS LEARNT SO FAR

- General Approach: Most of local bamboo processing enterprise in Sichuan are under-developed and lack of capacity to upscale its production. Most of them claimed that they are lack of such resources including finance and technologies. The general methodology this project will take well addresses the weakness and needs of the local SMEs capacity.
- Challenges of working across different government departments: Regarding the integrated monitoring of bamboo SMEs by government agencies, the local environmental agencies are very important. For the development of Sichuan bamboo building code, the local construction department which is in charge of the development and issuing of such code. The participation of these local agencies is identified as an added value for the project success. However, the Sichuan Forestry Department, the Sichuan project focal point body, has reported they face some difficulty to make the linkages



among these governmental departments, due to the operational systems within the government. The project team are trying best to attract them, and plan to find the key focal point to help to build the linkages.

## OUTREACH AND SYNERGIES

- The project has been benefiting from the project named “Sichuan Sustainable Bamboo Enterprise Program”, funded by Citi foundation, implemented by INBAR in Sichuan province from Jan. 2009. This project has build connections with activities in the Citi project.
- The Sichuan bamboo building code (recommendations) which are designed and developed by this project will be recommended to the relevant Sichuan provincial government agency, and will contribute to the making of the official Sichuan bamboo building code.
- Based on the approach taken in this project, the sub-contractor for developing the



Sichuan bamboo building code (recommendations) has successfully applied an action funded the Chinese government to develop the China national bamboo building code. It will benefit all the bamboo building enterprises in China.

- For the awareness raising events for consumer and retailer groups the project has cooperated with some big events such as the Fifth EU-China Business and Technology Cooperation Fair, which with more than 2,000 participants from all over the world, and the Shanghai World Expo, gave the good exposure of the project.

## ADDITIONAL HIGHLIGHTS OF THE PROJECT

- The awareness raising events for consumer and retailer groups are very effective in raising people’s awareness of Sichuan bamboo industry and related bamboo processing technologies. These events have also unexpectedly attracted a potential investor, SSAOIA, and aroused their investing interest towards Sichuan bamboo industry.
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- A CNBC journalist after the business visit of the project site appointed by EU, showed much interest in this project, and conducted another trip and filmed the project.