

switchasia

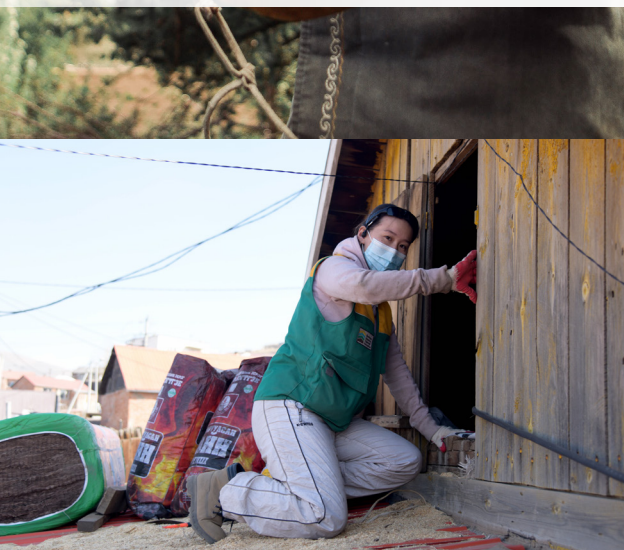


Funded by the
European Union



#WeSwitch

POWER OF SWITCH  POWER WITH US



SOCIAL MEDIA IMPACT REPORT | 2020 - 2021



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IMPACT COMMUNICATIONS



A better understanding of the environmental and social impacts of products and services is needed right now if we want to reverse environmental degradation in Asia and Europe.

In times of growing concern about global warming, environmental degradation, pollution, deforestation, and resource depletion, communicating effectively and raising awareness about the importance of Sustainable Consumption and Production (SCP) and sustainable living remain challenging tasks not only in Asia but also globally. When we started

our digital media efforts, we realised how little accurate information is available when communicating about SCP practices in key thematic areas such as Fashion and Apparel Sustainability, Sustainable Housing and Buildings, Food Waste, Plastics and Waste Management, Responsible Tourism, among others.



For this reason, from September 2020 to August 2021, we have launched the **#WeSwitch** Social Media Campaign, following three key objectives:



RAISE AWARENESS
Increase Audience Knowledge
(inform and educate)



DRIVE ENGAGEMENT
Change Attitudes (transform)



CHANGE BEHAVIOUR
Take Action

CAMPAIGN BACKGROUND

OBJECTIVES

- Behaviour Change Campaign
Focusing on Alternatives

GOAL

- Facebook: **300K Followers / 5,000,000 Impressions**
- Twitter: **10K Followers / 500,000 Impressions**

OUTCOMES

- Target audience gains knowledge needed to make informed decisions to switch consumption habits.
- The spending power of target audience is invested on sustainable alternatives.

TARGET AUDIENCE

- Age: 25-50Y, Gender: All
- Interests: Sustainability, Development, Environment, Innovation

PLATFORM

- Facebook (popular for Asian audience)
- Twitter (popular for European audience)

SCOPE (24 Countries)

- South Asia
- Southeast Asia and Mongolia
- Central Asia

DURATION

- 12 Months (SEP 2021 – AUG 2021)

BUDGET

- Total Budget: 5,215,600 THB (137,126 Euro)

OUR SOCIAL MEDIA MOVEMENT



**300K
FOLLOWERS**

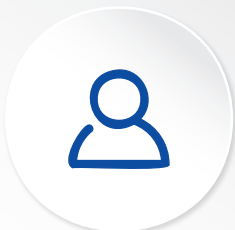
People who chose to follow SWITCH-Asia page and who received updates on their News Feed or timeline.



60 MILLION

IMPRESSIONS

The number of times any content from SWITCH-Asia Page entered a person's screen.



**42 MILLION
REACHED PEOPLE**

The number of people who saw any content from SWITCH-Asia Page or about SWITCH-Asia page.



**3.35%
ENGAGEMENT RATE**

Equal to the ratio of people who liked, commented, shared, or clicked on SWITCH-Asia posts to the actual number of people who saw SWITCH-Asia posts.

FACEBOOK PERFORMANCE

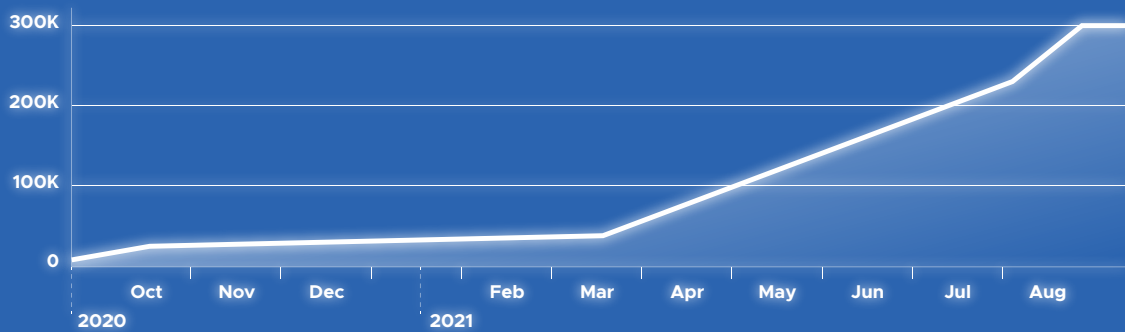
DATE:
SEP 2020 - AUG 2021





300,154 FOLLOWERS

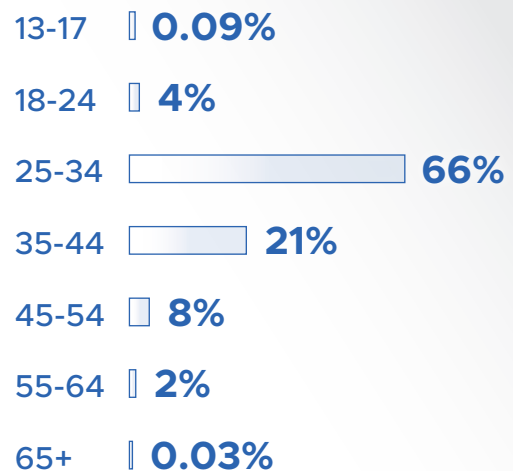
In September 2020 we started from: 3,872 Followers



AGE RANGE






66%

of SWITCH-Asia Facebook audience is 25-34 years old.



COUNTRY

99% of Facebook's audience is in Bangladesh, India, Pakistan, Indonesia and the Philippines.

	Bangladesh	32%
	India	23%
	Pakistan	23%
	Indonesia	13%
	Philippines	9%

GENDER

FEMALE

23%



MALE

77%



CONTENTS WITH HIGHEST ENGAGEMENT RATE

1

EU SWITCH-Asia Programme
Published by Rarida Buppatarepatam · September 7, 2020 ·

Asian cities are growing faster than any other urban area in the world. In 2019, Asia and the Pacific became majority urban for the first time in history with more than 50% of the region's population living in cities. Maintaining economic growth while creating sustainable cities including resource efficient housing, is the biggest urban challenge facing Asia today.

#WeSwitch #SCP #SustainableHomes
#WeSwitch POWER OF SWITCH @ POWER WITH US

**Save energy in your home,
it is good for both the planet and your wallet.**

Your air conditioner is most likely the biggest energy consumer in your home.
Set the thermostat to the highest temperature that will still keep you feeling cool.

**The lower
you go,
the more
money you
BLOW.**

#WeSwitch POWER OF SWITCH @ POWER WITH US **switchasia**

13,347 People Reached 5,534 Engagements -- Distribution Score **Boost Post**

5.1K 2 Shares

Global Trend Sustainable Homes

ENGAGEMENT RATE

♡ **40.4%**

2

EU SWITCH-Asia Programme
Published by Hutch Motta · September 1, 2020

One third of all food produced and consumed globally is lost or wasted every year. South and Southeast Asia combined produce around 26% of the world's food waste, while China, Japan and South Korea make up about 28%. Together, this makes up over 50% of global food wastage. <https://bit.ly/30L306L>

#WeSwitch #SCP #Agrifood #Foodwaste
#WeSwitch POWER OF SWITCH @ POWER WITH US

Food Sharing and Food Saving are alternatives to #foodwaste

Be smart with your shopping. Make a list of what you need and don't buy more than you can use.

#WeSwitch POWER OF SWITCH @ POWER WITH US **switchasia**

32,650	12,656	-	Boost Post
People Reached	Engagements	Distribution Score	

Global Trend Food Sharing and Food Saving
Engagement Rate **38.3%**

3

EU SWITCH-Asia Programme
Published by Hutch Motta · September 4, 2020

A sustainable food system is essential to achieve the climate, social and environmental objectives of the EU Green Deal. The Farm to Fork Strategy is designed to tackle climate change, protect the environment and preserve biodiversity, and make sure we get healthy, affordable, and sustainable food. <https://bit.ly/2RcWcws>

#WeSwitch #Agrifood #Farm2Fork #EUGreenDeal European Commission - Development & Cooperation - Europeaid
#WeSwitch POWER OF SWITCH @ POWER WITH US

Farm to Fork Strategy
SWITCH-ASIA EU
Farm to Fork Strategy > Resource Library | SWITCH-Asia
For a fair, healthy and environmentally-friendly food system

17,704	6,073	-	Boost Unavailable
People Reached	Engagements	Distribution Score	

5.6K 6 Comments 7 Shares

Resource Library Farm to Fork Strategy
Engagement Rate **32.8%**

4

EU SWITCH-Asia Programme
Published by Hutch Motta · September 2, 2020

With the new National Action Plan on SCP (2021-2030) and EU SWITCH-Asia Programme country assistance, Vietnam has strengthened its commitment to sustain economic growth while ensuring environmental and ecological protection, and effective management and utilization of natural resources. <https://bit.ly/3lwe1ts>

#WeSwitch #SCP #Impact #Vietnam
European Union in Vietnam European Commission - Development & Cooperation - Europeaid
#WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT Vietnam Southeast Asia

#WeSwitch POWER OF SWITCH @ POWER WITH US **switchasia**

4,616	1,371	-	Boost Unavailable
People Reached	Engagements	Distribution Score	

1.2K 5 Shares

Country Impact Vietnam
Engagement Rate **28.4%**

5

EU SWITCH-Asia Programme
Published by Terawat Tjocharensuh · February 2, 2020

Pakistan is working to mainstream SDGs in all its policies, plans and strategies. EU SWITCH-Asia Programme supported the country to develop its National Action Plan on SCP, putting SDG12 as a high priority for sustainable development.

#SCP #Impact #Pakistan European Union in Pakistan EU International Partnerships Collaborating Centre on Sustainable Consumption and Production - CSCP WWF-Pakistan #CleanerProductionInstitute Pakistan Cotton Spinners Association - PCGA Itz Bremerhaven #psmap #sequag@BH TERI - The Energy and Resources Institute
#WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT Pakistan South Asia

#WeSwitch POWER OF SWITCH @ POWER WITH US **switchasia**

3,032	663	-	Boost Unavailable
People Reached	Engagements	Distribution Score	

614

Country Impact Pakistan
Engagement Rate **21.5%**



HIGHLIGHT PEOPLE AND ORGANISATIONS THAT ENGAGED WITH US



**People in Need
Cambodia**



**Caritas Czech
Republic
in Mongolia**



**Geres Mongolia -
Жэрэс ОУТББ-ын
Монгол дахь
Төлөөлөгчийн Газар**



**Prevent Plastics
Myanmar**



**The Regional
Environmental
Centre for Central
Asia (CAREC)**



**Switch
Garment**



**TERI - The Energy
and Resources
Institute**



**ACTED
Tajikistan**



SMART Textile & Garments



Asia Society for Social Improvement and Sustainable Transformation



SWITCH To Solar



GERES Southeast Asia



AVSF Mongolia



Resource Efficiency in Agri-food Production and Processing - REAP



Global Green Growth Institute



WECOOP Project



Future Earth KAN



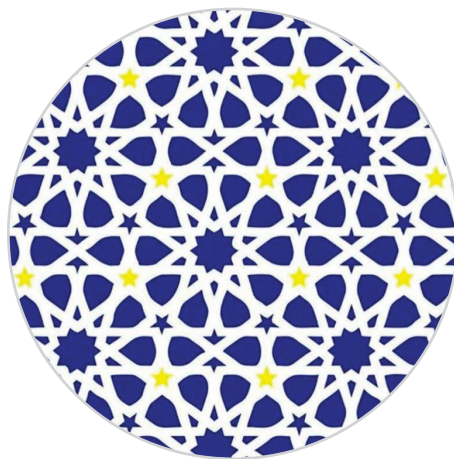
HIGHLIGHT EU PEOPLE AND DELEGATIONS THAT ENGAGED WITH US



**EU Delegation
to Mongolia**



**European Union
in Bangladesh**



**European Union in
Uzbekistan**



**European Union
in Kyrgyzstan**



**European Union
in Sri Lanka and
the Maldives**



**European Union
in Cambodia**



**European Union
in Laos**



**European Union
in Thailand**

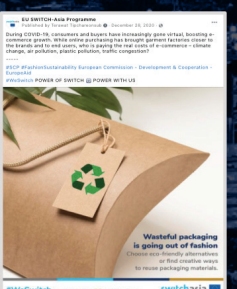
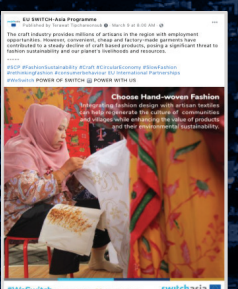
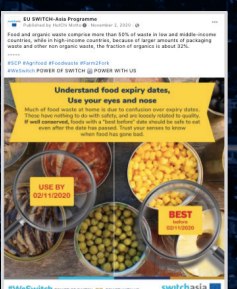
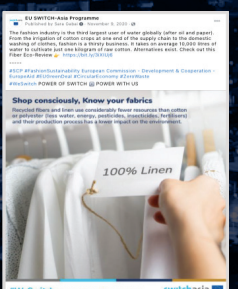
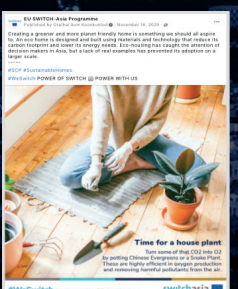
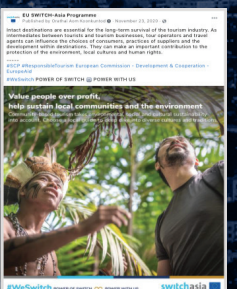
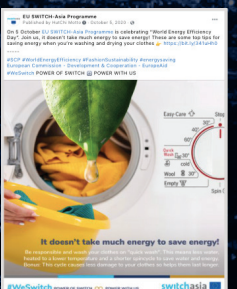
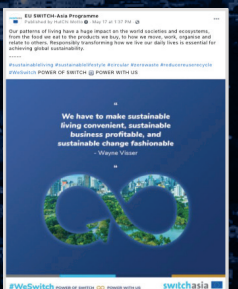
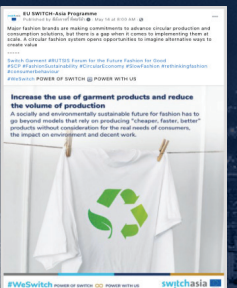
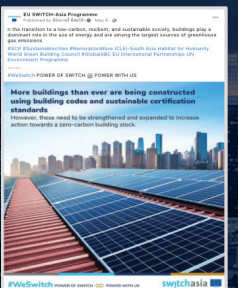
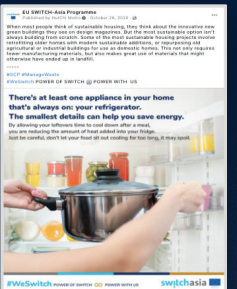
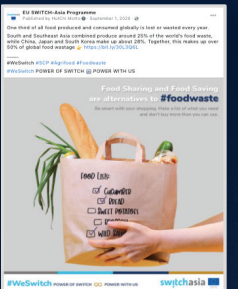
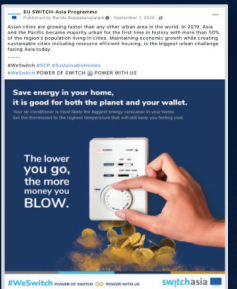
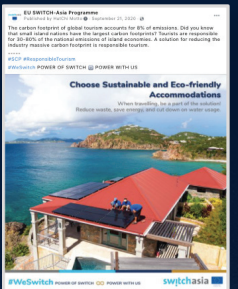


**European Union
in India**



GLOBAL TREND

46 POSTS



EU SWITCH-Asia Programme
 Published on Tuesday, 22 November 2020 at 10:00 AM

There are 16 ways that we're looking to reduce our carbon footprint on the ground, whether that's through a reduction in single-use plastics, saving less food or water, better packaging, or more energy-efficient buildings. On our way, but together we can make a difference. It's all about the way we live.

16 ways to reduce our carbon footprint on the ground. It's all about the way we live.

#WeSwitch POWER OF SWITCH | POWER WITH US | switichasia

EU SWITCH-Asia Programme
 Published on Tuesday, 22 November 2020 at 10:00 AM

A popular travel destination prone to tourism, all the challenges we're facing here as a world are felt. Address the environmental, cultural, or sustainability issues that are most pressing for you.

16 ways to reduce our carbon footprint on the ground. It's all about the way we live.

#WeSwitch POWER OF SWITCH | POWER WITH US | switichasia

EU SWITCH-Asia Programme
 Published on Tuesday, 22 November 2020 at 10:00 AM

Our society has 60% of its population in rural areas, but a growing number of people have moved to the cities. This has led to a growing number of people who are not in the cities, but who are still in the cities.

16 ways to reduce our carbon footprint on the ground. It's all about the way we live.

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EU SWITCH-Asia Programme
 Published on Tuesday, 22 November 2020 at 10:00 AM

As a city's buildings are planned and designed, it has a significant impact on urban living conditions and on resource consumption. Urban planning is a key element of a city's development path. The possibility to reduce the need for new construction, improve urban life, reduce consumption, and recover resources efficiently.

16 ways to reduce our carbon footprint on the ground. It's all about the way we live.

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EU SWITCH-Asia Programme
 Published on Tuesday, 22 November 2020 at 10:00 AM

12 December marks the 50th anniversary of the Paris Agreement. While COVID-19 has slowed down global climate action, climate change is an opportunity we cannot miss to reshape economies in line with the goals of the Paris Agreement.

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EU SWITCH-Asia Programme
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During these times, the Natural and Adventure Travelers market is growing rapidly as more people wish to spend extended periods of time outdoors. This is a great opportunity for us to provide a sustainable and responsible travel experience.

16 ways to reduce our carbon footprint on the ground. It's all about the way we live.

#WeSwitch POWER OF SWITCH | POWER WITH US | switichasia

EU SWITCH-Asia Programme
 Published on Tuesday, 22 November 2020 at 10:00 AM

Single-use items are a major source of waste in our lives. They are used for a short period of time and then discarded. This is a major source of waste in our lives.

16 ways to reduce our carbon footprint on the ground. It's all about the way we live.

#WeSwitch POWER OF SWITCH | POWER WITH US | switichasia

EU SWITCH-Asia Programme
 Published on Tuesday, 22 November 2020 at 10:00 AM

People have been in their homes for months, so 2021 will see them wanting to discover new places, cultures, landscapes, activities and experiences with nature. This is a great opportunity for us to provide a sustainable and responsible travel experience.

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It's time to get back to work. It's time to get back to work. It's time to get back to work. It's time to get back to work. It's time to get back to work.

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With the increasing digitalization of the economy and in particular tourism industry, we are seeing a growing number of people who are not in the cities, but who are still in the cities.

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GLOBAL TREND : Top Engagement Rate

1

EU SWITCH-Asia Programme
Published by Rarida Buppakarepatam · September 7, 2020 ·


Asian cities are growing faster than any other urban area in the world. In 2019, Asia and the Pacific became majority urban for the first time in history with more than 50% of the region's population living in cities. Maintaining economic growth while creating sustainable cities including resource efficient housing, is the biggest urban challenge facing Asia today.

#WeSwitch #SCP #SustainableHomes
#WeSwitch POWER OF SWITCH @ POWER WITH US

**Save energy in your home,
it is good for both the planet and your wallet.**

Your air conditioner is most likely the biggest energy consumer in your home. Set the thermostat to the highest temperature that will still keep you feeling cool.

The lower you go,
the more money you BLOW.



#WeSwitch POWER OF SWITCH @ POWER WITH US **switchasia**

13,347 People Reached 5,534 Engagements Distribution Score Boost Post

5.1K 2 Shares

SUSTAINABLE HOMES

ENGAGEMENT RATE

♡ **40.4%**

2

EU SWITCH-Asia Programme
Published by HutChi Motto · September 1, 2020

One third of all food produced and consumed globally is lost or wasted every year. South and Southeast Asia combined produce around 25% of the world's food waste, while China, Japan and South Korea make up about 28%. Together, this makes up over 50% of global food wastage. <https://bit.ly/9dL3Q6L>

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Food Sharing and Food Saving are alternatives to #foodwaste
Be smart with your shopping. Make a list of what you need and don't buy more than you can use.

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32,650 People Reached 12,656 Engagements - Distribution Score [Boost Post](#)

Food Sharing and Food Saving

Engagement Rate **38.3%**

3

EU SWITCH-Asia Programme
Published by Béatrice Fiala · January 4

Urban benefits of a circular economy path include: the possibility to reduce the need for new construction, improve urban land use, reduce construction costs, and increase resource-efficiency, while strengthening the local economy. Now is the time to act.

#SCP #SustainableHomes
#WeSwitch POWER OF SWITCH @ POWER WITH US

Buildings in cities are often underused. Why not make full use of these spaces?
Organisations with extra space can engage in shared-use models and create additional revenue while supporting other organisations and people who are in need of affordable space.

#WeSwitch POWER OF SWITCH @ POWER WITH US switctasia

2,328 People Reached 366 Engagements [Boost Unavailable](#)

353

Efficient Use of Building Space

Engagement Rate **14.3%**

4

EU SWITCH-Asia Programme
Published by HutChi Motto · September 14, 2020

Fast growing cities in South East Asia are responsible for as much as 60% of plastic waste leakage into the environment, with more than half of it coming from 4 nations: Indonesia, the Philippines, Vietnam and Thailand, along with China, the top single polluter. 95% of plastic in our ocean is transported by 10 major rivers, 8 of which are in Asia.

#WeSwitch #SCP #ManageWaste
#WeSwitch POWER OF SWITCH @ POWER WITH US

Reduce, Reuse, Recycle! Simple changes you can make to reduce waste
Start relying on reusable containers. Carry a stainless steel travel mug or water bottle at all times for coffee and other drinks widely used in the world.

#WeSwitch POWER OF SWITCH @ POWER WITH US switctasia

5,630 People Reached 808 Engagements [Boost Post](#)

746 [3 Shares](#)

Start Relying on Reusable Containers

Engagement Rate **13.3%**

5

EU SWITCH-Asia Programme is with Joyndl Abedin Kaiser
Published by Béatrice Fiala · March 22

Today it's possible to buy almost any food we like at any time of year. We can have strawberries in winter thanks to shipments from warmer countries or artificial production. Choosing seasonal foods remains the best option.

#SCP #Agrifood #freshfood #Farm2Fork
#WeSwitch POWER OF SWITCH @ POWER WITH US

Fresh foods taste better and are healthier for you.
To make your food choices more environmentally friendly choose food items that are in season right now. They are inexpensive, full of flavour and nutrients.

#WeSwitch POWER OF SWITCH @ POWER WITH US switctasia

104,949 People Reached 11,817 Engagements - Distribution Score [Boost Post](#)

10K [7 Comments](#) [28 Shares](#)

Choose Seasonal Food

Engagement Rate **10.7%**



COUNTRY IMPACT

23 POSTS

EU SWITCH-Asia Programme
Published by Social Science Centre | November 16, 2017

Indonesia is experiencing a rapidly developing economy and a growing and expanding middle class with increased purchasing power and consumption activities. Emerging in Indonesia, including in Bali, a tourism movement is growing to attract more international tourists. The key indicator to track the country's well-being.

EU SWITCH-Asia Programme
Development & Cooperation - Sustainable Development & Environment
#WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT
Indonesia
Southeast Asia

11 Grants Projects

Economy Impact
The project involves 11 grants projects, including 10 grants projects and 1 pilot project, to support the development of the Indonesian economy.

Climate Benefits
The project involves 11 grants projects, including 10 grants projects and 1 pilot project, to support the development of the Indonesian economy.

Target Group Engagement
The project involves 11 grants projects, including 10 grants projects and 1 pilot project, to support the development of the Indonesian economy.

Social Impact
The project involves 11 grants projects, including 10 grants projects and 1 pilot project, to support the development of the Indonesian economy.

Policy Development
The project involves 11 grants projects, including 10 grants projects and 1 pilot project, to support the development of the Indonesian economy.

#WeSwitch POWER OF SWITCH @ POWER WITH US swtichasia

EU SWITCH-Asia Programme
Published by Social Science Centre | November 16, 2017

Bhutan has an exceptional and unique preparation of the state of its development. Ongoing EU SWITCH-Asia activities are aligned with the three National Priorities (NP1, NP2, NP3) to support the country's well-being.

EU SWITCH-Asia Programme
Development & Cooperation - Sustainable Development & Environment
#WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT
Bhutan
South Asia

5 Grants Projects

Economy Impact
The project involves 5 grants projects, including 4 grants projects and 1 pilot project, to support the development of the Bhutanese economy.

Climate Benefits
The project involves 5 grants projects, including 4 grants projects and 1 pilot project, to support the development of the Bhutanese economy.

Target Group Engagement
The project involves 5 grants projects, including 4 grants projects and 1 pilot project, to support the development of the Bhutanese economy.

Social Impact
The project involves 5 grants projects, including 4 grants projects and 1 pilot project, to support the development of the Bhutanese economy.

Policy Development
The project involves 5 grants projects, including 4 grants projects and 1 pilot project, to support the development of the Bhutanese economy.

#WeSwitch POWER OF SWITCH @ POWER WITH US swtichasia

EU SWITCH-Asia Programme
Published by Social Science Centre | November 16, 2017

Cambodia has a rich natural resources for the sector of both social and economic development. Sustainable consumption and production is the key.

EU SWITCH-Asia Programme
Development & Cooperation - Sustainable Development & Environment
#WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT
Cambodia
South East Asia

5 Grants Projects

Economy Impact
The project involves 5 grants projects, including 4 grants projects and 1 pilot project, to support the development of the Cambodian economy.

Climate Benefits
The project involves 5 grants projects, including 4 grants projects and 1 pilot project, to support the development of the Cambodian economy.

Target Group Engagement
The project involves 5 grants projects, including 4 grants projects and 1 pilot project, to support the development of the Cambodian economy.

Social Impact
The project involves 5 grants projects, including 4 grants projects and 1 pilot project, to support the development of the Cambodian economy.

Policy Development
The project involves 5 grants projects, including 4 grants projects and 1 pilot project, to support the development of the Cambodian economy.

#WeSwitch POWER OF SWITCH @ POWER WITH US swtichasia

EU SWITCH-Asia Programme
Published by Social Science Centre | November 16, 2017

China has a rapidly growing economy. China's products and consumption patterns have an important impact on the world's economy. China's products and consumption patterns have an important impact on the world's economy.

EU SWITCH-Asia Programme
Development & Cooperation - Sustainable Development & Environment
#WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT
China
North East Asia

22 Grants Projects

Economy Impact
The project involves 22 grants projects, including 21 grants projects and 1 pilot project, to support the development of the Chinese economy.

Climate Benefits
The project involves 22 grants projects, including 21 grants projects and 1 pilot project, to support the development of the Chinese economy.

Target Group Engagement
The project involves 22 grants projects, including 21 grants projects and 1 pilot project, to support the development of the Chinese economy.

Social Impact
The project involves 22 grants projects, including 21 grants projects and 1 pilot project, to support the development of the Chinese economy.

Policy Development
The project involves 22 grants projects, including 21 grants projects and 1 pilot project, to support the development of the Chinese economy.

#WeSwitch POWER OF SWITCH @ POWER WITH US swtichasia

EU SWITCH-Asia Programme
Published by Social Science Centre | November 16, 2017

Vietnam has a rapidly growing economy. Vietnam has a rapidly growing economy. Vietnam has a rapidly growing economy.

EU SWITCH-Asia Programme
Development & Cooperation - Sustainable Development & Environment
#WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT
Vietnam
Southeast Asia

16 Grants Projects

Economy Impact
The project involves 16 grants projects, including 15 grants projects and 1 pilot project, to support the development of the Vietnamese economy.

Climate Benefits
The project involves 16 grants projects, including 15 grants projects and 1 pilot project, to support the development of the Vietnamese economy.

Target Group Engagement
The project involves 16 grants projects, including 15 grants projects and 1 pilot project, to support the development of the Vietnamese economy.

Social Impact
The project involves 16 grants projects, including 15 grants projects and 1 pilot project, to support the development of the Vietnamese economy.

Policy Development
The project involves 16 grants projects, including 15 grants projects and 1 pilot project, to support the development of the Vietnamese economy.

#WeSwitch POWER OF SWITCH @ POWER WITH US swtichasia

EU SWITCH-Asia Programme
Published by Social Science Centre | November 16, 2017

Mongolia has a rapidly growing economy. Mongolia has a rapidly growing economy. Mongolia has a rapidly growing economy.

EU SWITCH-Asia Programme
Development & Cooperation - Sustainable Development & Environment
#WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT
Mongolia
North East Asia

8 Grants Projects

Economy Impact
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Mongolian economy.

Climate Benefits
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Mongolian economy.

Target Group Engagement
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Mongolian economy.

Social Impact
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Mongolian economy.

Policy Development
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Mongolian economy.

#WeSwitch POWER OF SWITCH @ POWER WITH US swtichasia

EU SWITCH-Asia Programme
Published by Social Science Centre | November 16, 2017

Lao PDR has a rapidly growing economy. Lao PDR has a rapidly growing economy. Lao PDR has a rapidly growing economy.

EU SWITCH-Asia Programme
Development & Cooperation - Sustainable Development & Environment
#WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT
Lao PDR
Southeast Asia

8 Grants Projects

Economy Impact
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Lao PDR economy.

Climate Benefits
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Lao PDR economy.

Target Group Engagement
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Lao PDR economy.

Social Impact
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Lao PDR economy.

Policy Development
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Lao PDR economy.

#WeSwitch POWER OF SWITCH @ POWER WITH US swtichasia

EU SWITCH-Asia Programme
Published by Social Science Centre | November 16, 2017

Bangladesh has a rapidly growing economy. Bangladesh has a rapidly growing economy. Bangladesh has a rapidly growing economy.

EU SWITCH-Asia Programme
Development & Cooperation - Sustainable Development & Environment
#WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT
Bangladesh
South Asia

8 Grants Projects

Economy Impact
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Bangladeshi economy.

Climate Benefits
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Bangladeshi economy.

Target Group Engagement
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Bangladeshi economy.

Social Impact
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Bangladeshi economy.

Policy Development
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Bangladeshi economy.

#WeSwitch POWER OF SWITCH @ POWER WITH US swtichasia

EU SWITCH-Asia Programme
Published by Social Science Centre | February 2, 2018

In 2018 Pakistan became the first country in the world to adopt the SDGs as part of its national development agenda. Sustainable consumption and production (SCP) is a key priority for sustainable development.

EU SWITCH-Asia Programme
Development & Cooperation - Sustainable Development & Environment
#WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT
Pakistan
South Asia

20 Grants Projects

Economy Impact
The project involves 20 grants projects, including 19 grants projects and 1 pilot project, to support the development of the Pakistani economy.

Climate Benefits
The project involves 20 grants projects, including 19 grants projects and 1 pilot project, to support the development of the Pakistani economy.

Target Group Engagement
The project involves 20 grants projects, including 19 grants projects and 1 pilot project, to support the development of the Pakistani economy.

Social Impact
The project involves 20 grants projects, including 19 grants projects and 1 pilot project, to support the development of the Pakistani economy.

Policy Development
The project involves 20 grants projects, including 19 grants projects and 1 pilot project, to support the development of the Pakistani economy.

#WeSwitch POWER OF SWITCH @ POWER WITH US swtichasia

EU SWITCH-Asia Programme
Published by Social Science Centre | November 16, 2017

Sustainable consumption is on India's priority agenda. Delhi was even one of the first cities worldwide to have adopted the SDGs. At the same time, a more comprehensive understanding of SCP and the complex relationship between consumption, production and sustainable economic growth is needed.

EU SWITCH-Asia Programme
Development & Cooperation - Sustainable Development & Environment
#WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT
India
South Asia

20 Grants Projects

Economy Impact
The project involves 20 grants projects, including 19 grants projects and 1 pilot project, to support the development of the Indian economy.

Climate Benefits
The project involves 20 grants projects, including 19 grants projects and 1 pilot project, to support the development of the Indian economy.

Target Group Engagement
The project involves 20 grants projects, including 19 grants projects and 1 pilot project, to support the development of the Indian economy.

Social Impact
The project involves 20 grants projects, including 19 grants projects and 1 pilot project, to support the development of the Indian economy.

Policy Development
The project involves 20 grants projects, including 19 grants projects and 1 pilot project, to support the development of the Indian economy.

#WeSwitch POWER OF SWITCH @ POWER WITH US swtichasia

EU SWITCH-Asia Programme
Published by Social Science Centre | January 5, 2018

The protection of the environment and sustainable use of resources are critical for Nepal. SCP is mainstreamed in several national plans, policies and strategies. For example, to develop safe and resilient urban areas, a national urban development strategy was adopted in 2017 with a view to making cities sustainable, and ensuring safe, adequate and affordable housing in the country.

EU SWITCH-Asia Programme
Development & Cooperation - Sustainable Development & Environment
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OUR WORK AND IMPACT
Nepal
South Asia

10 Grants Projects

Economy Impact
The project involves 10 grants projects, including 9 grants projects and 1 pilot project, to support the development of the Nepalese economy.

Climate Benefits
The project involves 10 grants projects, including 9 grants projects and 1 pilot project, to support the development of the Nepalese economy.

Target Group Engagement
The project involves 10 grants projects, including 9 grants projects and 1 pilot project, to support the development of the Nepalese economy.

Social Impact
The project involves 10 grants projects, including 9 grants projects and 1 pilot project, to support the development of the Nepalese economy.

Policy Development
The project involves 10 grants projects, including 9 grants projects and 1 pilot project, to support the development of the Nepalese economy.

#WeSwitch POWER OF SWITCH @ POWER WITH US swtichasia

EU SWITCH-Asia Programme
Published by Social Science Centre | January 12, 2018

Thailand has adopted a number of measures related to SCP. The EU SWITCH-Asia Programme supports the SCP Roadmap in the Kingdom of Thailand 2017-2036 as approved by the guideline to improve capacity of resource efficiency, inclusive green and GHGs emission reduction. Check out our SWI: <https://bit.ly/2q9a7z7>

EU SWITCH-Asia Programme
Development & Cooperation - Sustainable Development & Environment
#WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT
Thailand
Southeast Asia

8 Grants Projects

Economy Impact
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Thai economy.

Climate Benefits
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Thai economy.

Target Group Engagement
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Thai economy.

Social Impact
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Thai economy.

Policy Development
The project involves 8 grants projects, including 7 grants projects and 1 pilot project, to support the development of the Thai economy.

#WeSwitch POWER OF SWITCH @ POWER WITH US swtichasia

EU SWITCH-Asia Programme
Published by [SwitCh Media](#) on December 1, 2022

The Ministry of Natural Resources and Environmental Conservation (MNR) is committed to promoting sustainable and responsible tourism development, and environmental protection and sustainability. MNR is reflected in the National Policy on Sustainable Tourism (NSTP) and the National Policy on Sustainable Tourism (NSTP) and the National Policy on Sustainable Tourism (NSTP) and the National Policy on Sustainable Tourism (NSTP).

OUR WORK AND IMPACT
Myanmar
Southeast Asia

Economic Impact
The program supports the development of the tourism sector, which is a key driver of economic growth in Myanmar. It focuses on improving the quality of tourism services and products, and promoting sustainable tourism practices.

Climate Benefits
The program promotes sustainable tourism practices that reduce carbon emissions and protect natural resources. It supports the development of eco-tourism and sustainable tourism products.

Development Impact
The program supports the development of the tourism sector, which is a key driver of economic growth in Myanmar. It focuses on improving the quality of tourism services and products, and promoting sustainable tourism practices.

Target Group Engagement
The program engages with the tourism sector, including tour operators, travel agencies, and tourism service providers. It supports the development of sustainable tourism products and services.

Policy Development
The program supports the development of sustainable tourism policies and strategies. It provides technical assistance and capacity building to government officials and stakeholders.

#WeSwitch POWER OF SWITCH @ POWER WITH US switChasia

EU SWITCH-Asia Programme
Published by [SwitCh Media](#) on January 10, 2023

The Ministry of Natural Resources and Environmental Conservation (MNR) is committed to promoting sustainable and responsible tourism development, and environmental protection and sustainability. MNR is reflected in the National Policy on Sustainable Tourism (NSTP) and the National Policy on Sustainable Tourism (NSTP) and the National Policy on Sustainable Tourism (NSTP).

OUR WORK AND IMPACT
Maldives
South Asia

Economic Impact
The program supports the development of the tourism sector, which is a key driver of economic growth in Maldives. It focuses on improving the quality of tourism services and products, and promoting sustainable tourism practices.

Climate Benefits
The program promotes sustainable tourism practices that reduce carbon emissions and protect natural resources. It supports the development of eco-tourism and sustainable tourism products.

Development Impact
The program supports the development of the tourism sector, which is a key driver of economic growth in Maldives. It focuses on improving the quality of tourism services and products, and promoting sustainable tourism practices.

Target Group Engagement
The program engages with the tourism sector, including tour operators, travel agencies, and tourism service providers. It supports the development of sustainable tourism products and services.

Policy Development
The program supports the development of sustainable tourism policies and strategies. It provides technical assistance and capacity building to government officials and stakeholders.

#WeSwitch POWER OF SWITCH @ POWER WITH US switChasia

EU SWITCH-Asia Programme
Published by [SwitCh Media](#) on January 10, 2023

Malaysia has been recognized as one of the countries in Asia with the most innovative ideas to change to green by 2030. The National Policy on Sustainable Tourism (NSTP) and the National Policy on Sustainable Tourism (NSTP) and the National Policy on Sustainable Tourism (NSTP) and the National Policy on Sustainable Tourism (NSTP).

OUR WORK AND IMPACT
Malaysia
Southeast Asia

Economic Impact
The program supports the development of the tourism sector, which is a key driver of economic growth in Malaysia. It focuses on improving the quality of tourism services and products, and promoting sustainable tourism practices.

Climate Benefits
The program promotes sustainable tourism practices that reduce carbon emissions and protect natural resources. It supports the development of eco-tourism and sustainable tourism products.

Development Impact
The program supports the development of the tourism sector, which is a key driver of economic growth in Malaysia. It focuses on improving the quality of tourism services and products, and promoting sustainable tourism practices.

Target Group Engagement
The program engages with the tourism sector, including tour operators, travel agencies, and tourism service providers. It supports the development of sustainable tourism products and services.

Policy Development
The program supports the development of sustainable tourism policies and strategies. It provides technical assistance and capacity building to government officials and stakeholders.

#WeSwitch POWER OF SWITCH @ POWER WITH US switChasia

EU SWITCH-Asia Programme
Published by [SwitCh Media](#) on January 10, 2023

Sri Lanka recognizes SCP as necessary to sustainably enhance tourism development. Through the efficient and effective use of natural resources, the development of the country's National Policy and Strategy on SCP, which aims to promote and support more to enhance SCP practices, and which aims to all nature including the protection and conservation of green and blue spaces.

OUR WORK AND IMPACT
Sri Lanka
South Asia

Economic Impact
The program supports the development of the tourism sector, which is a key driver of economic growth in Sri Lanka. It focuses on improving the quality of tourism services and products, and promoting sustainable tourism practices.

Climate Benefits
The program promotes sustainable tourism practices that reduce carbon emissions and protect natural resources. It supports the development of eco-tourism and sustainable tourism products.

Development Impact
The program supports the development of the tourism sector, which is a key driver of economic growth in Sri Lanka. It focuses on improving the quality of tourism services and products, and promoting sustainable tourism practices.

Target Group Engagement
The program engages with the tourism sector, including tour operators, travel agencies, and tourism service providers. It supports the development of sustainable tourism products and services.

Policy Development
The program supports the development of sustainable tourism policies and strategies. It provides technical assistance and capacity building to government officials and stakeholders.

#WeSwitch POWER OF SWITCH @ POWER WITH US switChasia

EU SWITCH-Asia Programme
Published by [SwitCh Media](#) on January 10, 2023

The Ministry of Natural Resources and Environmental Conservation (MNR) is committed to promoting sustainable and responsible tourism development, and environmental protection and sustainability. MNR is reflected in the National Policy on Sustainable Tourism (NSTP) and the National Policy on Sustainable Tourism (NSTP) and the National Policy on Sustainable Tourism (NSTP).

OUR WORK AND IMPACT
Philippines
Southeast Asia

Economic Impact
The program supports the development of the tourism sector, which is a key driver of economic growth in Philippines. It focuses on improving the quality of tourism services and products, and promoting sustainable tourism practices.

Climate Benefits
The program promotes sustainable tourism practices that reduce carbon emissions and protect natural resources. It supports the development of eco-tourism and sustainable tourism products.

Development Impact
The program supports the development of the tourism sector, which is a key driver of economic growth in Philippines. It focuses on improving the quality of tourism services and products, and promoting sustainable tourism practices.

Target Group Engagement
The program engages with the tourism sector, including tour operators, travel agencies, and tourism service providers. It supports the development of sustainable tourism products and services.

Policy Development
The program supports the development of sustainable tourism policies and strategies. It provides technical assistance and capacity building to government officials and stakeholders.

#WeSwitch POWER OF SWITCH @ POWER WITH US switChasia

EU SWITCH-Asia Programme
Published by [SwitCh Media](#) on January 10, 2023

For 30 years, the development of Kyrgyzstan has aimed at achieving economic growth, mainly through the intensive use of natural resources. However, the country has now emerged as a leader in Central Asia by establishing a strong national policy framework for its transition to a more inclusive green economy. With EU SWITCH-Asia Programme support, the first National SCP Action Plan is soon to be launched!

OUR WORK AND IMPACT
Kyrgyzstan
Central Asia

Main Strategies related to SCP

- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025

Our Priorities

- Strengthening the role of the tourism sector in the national economy
- Improving the quality of tourism services and products
- Promoting sustainable tourism practices
- Supporting the development of sustainable tourism products and services

Way Forward

- Strengthening the role of the tourism sector in the national economy
- Improving the quality of tourism services and products
- Promoting sustainable tourism practices
- Supporting the development of sustainable tourism products and services

#WeSwitch POWER OF SWITCH @ POWER WITH US switChasia

EU SWITCH-Asia Programme
Published by [SwitCh Media](#) on March 17, 2023

Kazakhstan is an emerging travel destination and is strategically utilizing tourism for driving economic growth. This is reflected in the Programme for the Development of the Tourism Industry (2019-25) designed to improve the availability and quality of tourism services and products, as well as people's well-being. EU SWITCH-Asia Programme European Union in Kazakhstan are active players in supporting green business development.

OUR WORK AND IMPACT
Kazakhstan
Central Asia

Main Strategies related to SCP

- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025

Way Forward

- Strengthening the role of the tourism sector in the national economy
- Improving the quality of tourism services and products
- Promoting sustainable tourism practices
- Supporting the development of sustainable tourism products and services

Our Priorities

- Strengthening the role of the tourism sector in the national economy
- Improving the quality of tourism services and products
- Promoting sustainable tourism practices
- Supporting the development of sustainable tourism products and services

#WeSwitch POWER OF SWITCH @ POWER WITH US switChasia

EU SWITCH-Asia Programme
Published by [SwitCh Media](#) on December 1, 2022

By mainstreaming SCP in the Tourism, Agri-Food and Textiles sectors, the European Union in Uzbekistan and EU SWITCH-Asia Programme are accompanying Uzbekistan in its transition towards a green economy in line with main Strategies.

OUR WORK AND IMPACT
Republic of Uzbekistan
Central Asia

Main Strategies Related to SCP

- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025

Our Priorities

- Strengthening the role of the tourism sector in the national economy
- Improving the quality of tourism services and products
- Promoting sustainable tourism practices
- Supporting the development of sustainable tourism products and services

Way Forward

- Strengthening the role of the tourism sector in the national economy
- Improving the quality of tourism services and products
- Promoting sustainable tourism practices
- Supporting the development of sustainable tourism products and services

#WeSwitch POWER OF SWITCH @ POWER WITH US switChasia

EU SWITCH-Asia Programme
Published by [SwitCh Media](#) on April 1, 2023

Turkmenistan is the first country in Central Asia to officially adopt 17 SDGs and adapt them to national plans for socio-economic development. #SDG12 is a must when driving economic growth sustainably.

OUR WORK AND IMPACT
Turkmenistan
Central Asia

Main Strategies related to SCP

- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025

Our Priorities

- Strengthening the role of the tourism sector in the national economy
- Improving the quality of tourism services and products
- Promoting sustainable tourism practices
- Supporting the development of sustainable tourism products and services

Way Forward

- Strengthening the role of the tourism sector in the national economy
- Improving the quality of tourism services and products
- Promoting sustainable tourism practices
- Supporting the development of sustainable tourism products and services

#WeSwitch POWER OF SWITCH @ POWER WITH US switChasia

EU SWITCH-Asia Programme
Published by [SwitCh Media](#) on December 1, 2022

Afghanistan continues to face major challenges in pursuit of a better life for its people. Yet, the Ministry of Economy is leading on aligning Afghanistan's SDGs with national development strategies, improving sustainable management and effective use of natural resources, reducing food waste, responsibly managing chemical materials and their wastes are key SCP elements.

OUR WORK AND IMPACT
Afghanistan
South Asia

Main Strategies related to SCP

- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025

Our Priorities

- Strengthening the role of the tourism sector in the national economy
- Improving the quality of tourism services and products
- Promoting sustainable tourism practices
- Supporting the development of sustainable tourism products and services

Way Forward

- Strengthening the role of the tourism sector in the national economy
- Improving the quality of tourism services and products
- Promoting sustainable tourism practices
- Supporting the development of sustainable tourism products and services

#WeSwitch POWER OF SWITCH @ POWER WITH US switChasia

EU SWITCH-Asia Programme
Published by [SwitCh Media](#) on February 23, 2023

By mainstreaming SCP in the Tourism, Agri-Food and Textiles sectors, the European Union in Tajikistan and EU SWITCH-Asia Programme are accompanying Tajikistan in its transition towards a green economy in line with main Strategies.

OUR WORK AND IMPACT
Tajikistan
Central Asia

Main Strategies related to SCP

- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025
- The National Policy on Sustainable Tourism (NSTP) 2019-2025

Our Priorities

- Strengthening the role of the tourism sector in the national economy
- Improving the quality of tourism services and products
- Promoting sustainable tourism practices
- Supporting the development of sustainable tourism products and services

Way Forward

- Strengthening the role of the tourism sector in the national economy
- Improving the quality of tourism services and products
- Promoting sustainable tourism practices
- Supporting the development of sustainable tourism products and services

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COUNTRY IMPACT : Top Engagement Rate

1



Vietnam

ENGAGEMENT RATE



28.4%

2

EU SWITCH-Asia Programme
Published by [Taraul Tachibana](#) | February 2

Pakistan is working to mainstream SDGs in all its policies, plans and strategies. EU SWITCH-Asia Programme supported the country to develop its National Action Plan on SCP, putting SDG12 as a high priority for sustainable development.

#SCP #Impact #Pakistan #European Union in Pakistan #EU International Partnerships Collaborating Centre on Sustainable Consumption and Production - CSCP WWF-Pakistan #CleanerProductionInstitute Pakistan Cotton Ginners Association - PCGA tzt Bremenhaven apomaps #aqaqgimkh TER - The Energy and Resources Institute #WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT
Pakistan
South Asia

5 Grants Projects

Economy Impact
Better water management practices implemented at 30 SMEs achieved annual savings of EUR 1.5 million with capital investments of approximately EUR 1 million.

Environment Impact
Industrial equipment manufacturers for the leather and textile sector are trained to produce energy efficient, and resource-efficient machines for manufacturing SMEs, e.g. reducing chrome use by 20%.

Social Impact
More than 5000 women received training on health and safety in cotton pickers, additional skill building for creating additional income from cultivating machine using cotton seeds.

Climate Benefits
Increased use of more high pressure regeneration technology by sugar mill SMEs results in an annual reduction in CO₂ emissions by more than 2 million tonnes of CO₂ per year.

Target Group Engagement
Engagement of 30 stakeholder groups on promoting sustainable practices in cotton processing / apparel manufacturing including cotton farmers, SMEs, government, Pakistan textile manufacturers, European retailers, conducting more than 200 training sessions.

Policy Development
Creation of a thematic SCP policy and financing environment for sugar mills by advising State Bank of Pakistan on its Resource Efficiency (RE) Financing Scheme, and bringing together international and local financial institutions.

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3

EU SWITCH-Asia Programme
Published by [Báránd Bódi](#) | December 22, 2020

Afghanistan continues to face major challenges in pursuit of a better life for its people. Improving sustainable management and effective use of natural resources, reducing food waste, responsibly managing chemical materials are key #SCP commitments.

#SCP #Impact #Afghanistan #RenovationWave EU in Afghanistan #EU International Partnerships Geres - Acting for climate solidarity #WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT
Afghanistan
South Asia

1 Grants Project

The Kalai Green Homes project has informed more than 45,000 Kalai families on low-energy cooking and heating, and insulation options.

Afghanistan
Engagement Rate
♥ 21.5%

Pakistan
Engagement Rate
♥ 21.5%

4

EU SWITCH-Asia Programme | with Joyml Abedin Kaiser
Published by [Báránd Bódi](#) | October 5, 2020

Traffic, heavy construction, brick kilns and tanneries in Dhaka contribute to the worst air and water pollution rates in the world. #SCP key to green and livable cities and a priority for National Sustainable Development Strategy.

#SCP #Impact #Bangladesh
European Union in Bangladesh #EU International Partnerships
#WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT
Bangladesh
South Asia

8 Grants Projects

Economy Impact
Market share of Bangladesh leather sector SMEs local and international increased by up to 10% due to the improvement of their environmental image (ISO, SGS, and new branding).

Environment Impact
Agricultural good practices and reduction of fertilizer and pesticides increased quality, quantity and safety of fresh produce and processed products of berries and mango.

Social Impact
Increase the awareness of metal company managers and employees on direct effect on an affordability improvement of energy efficiency, strengthening environmental management regarding work conditions and reducing toxic waste.

Climate Benefits
Contributed to an increasing absorption of CO₂ (86 000 tonnes / 2 years) through more efficient gas utilization.

Target Group Engagement
Technical support on alternative brick making and green building provided by 15 NGOs, facilitation of contacts between brick makers, suppliers, and buyers of alternative bricks to build up network for alternative bricks.

Policy Development
Three guidelines published on leather sector, including a guideline on the implementation of an international environmental management standard, Eco-labelling scheme and guidelines contributed to new Bangladesh national policies.

#WeSwitch POWER OF SWITCH @ POWER WITH US [switchasia](#)

5

EU SWITCH-Asia Programme | with Mita Ariyani
Published by [Báránd Bódi](#) | February 9

Malaysia has been recognised in Asia for its innovative policy changes to switch to SCP, promote green growth and sustainable development. The National SCP Blueprint (2016-2030) guides the country towards these goals.

#SCP #Impact #Malaysia #European Union in Malaysia #EU International Partnerships
#WeSwitch POWER OF SWITCH @ POWER WITH US

OUR WORK AND IMPACT
Malaysia
Southeast Asia

5 Grants Projects

Economy Impact
By promoting to increase efficiency and reduce days for a greater built industry, 10% reduction in production costs was achieved from switching to natural dye threads increasing market competitiveness and SME's competitiveness.

Environment Impact
Banks industries supported to adopt cleaner production practices and use natural dyes. This resulted in reduced water consumption (30-50%) and energy savings (20% - 50%). Through the creation of the carbon footprint labelling and certification scheme on sustainable construction materials, SMEs contributed to reducing carbon emissions and increasing energy and resource efficiency in the building sector.

Social Impact
The Business Sustainable Production Project supported SMEs to access available funding options such as soft loans or credit guarantee schemes, offered by the Malaysian Government and commercial banks.

Climate Benefits
Through the Business Sustainable Production Project, SMEs were supported to switch to woodchips as a substitute for fuel oil. Consuming 2,000 tonnes of woodchips per month reduces carbon emissions of 18,000 tonnes CO₂e per year.

Target Group Engagement
Trainings conducted on Carbon Footprint Labelling and Certification Scheme for occupation and building materials involved more than 200 SME companies, out of which 80 SMEs went through the certification process.

Through the ASEAN Energy Management Scheme (AMS), the ASEAN Centre of Energy (ACE) certified 1,610 Energy Managers and 300 Energy Management Coal Training Certificate were completed in Malaysia.

#WeSwitch POWER OF SWITCH @ POWER WITH US [switchasia](#)

Malaysia
Engagement Rate
♥ 8.5%

Bangladesh
Engagement Rate
♥ 10.0%



GRANT PROJECTS

32
POSTS





GRANT PROJECTS : Top Engagement Rate

1



Vietnam

ENGAGEMENT RATE



13.2%

2

EU SWITCH-Asia Programme
Published by [Béatrice Bétailhac](#) · October 14, 2020 ·

The Lao tourism industry has generated more than 285,000 jobs, creating opportunities for local people. Growth and sustainability go hand in hand. EU SWITCH-Asia Programme is promoting #ResponsibleTourism in Laos
<https://bit.ly/2g7a6Qo>

.....

#ResponsibleTourism
European Union in Laos EU International Partnerships GIZ Plan International
#WeSwitch POWER OF SWITCH @ POWER WITH US

GRANTS PROJECTS
LAO PDR

SUSTOUR LAOS
Promoting Sustainable Tourism by Improving Access to Sustainable Supply Chains and Raising Consumer Awareness
Lao PDR

LUANG PRABANG HANDLE WITH CARE
Sustainable Destination Development
Lao PDR

1,512 People Reached 225 Engagements Boost Unavailable

👍👎🗨️ 154 2 Shares

Lao PDR
Engagement Rate
❤️ 10.4%

3

EU SWITCH-Asia Programme
Published by [Béatrice Bétailhac](#) · January 26 ·

Poorly managed waste is contaminating the world's oceans.
EU SWITCH-Asia Programme #POC2020 is making a difference in #Maldives #India #SriLanka
<https://bit.ly/2HfJw67>

.....

#ManageWaste #BeatPlasticPollution #Impact
European Union in Sri Lanka and the Maldives EU in India EU International Partnerships The Maldives National University adelphi Parley for the Oceans TERI - The Energy and Resources Institute
#WeSwitch POWER OF SWITCH @ POWER WITH US

GRANTS PROJECTS
India, Maldives, Sri Lanka

PROMISE
Cleaner Beaches
India, Maldives, Sri Lanka

+2

43,630 People Reached 6,236 Engagements Boost Unavailable

👍👎🗨️ 993 3 Comments 5 Shares

**India,
Maldives, Sri Lanka**
Engagement Rate
❤️ 9.0%

4

EU SWITCH-Asia Programme
Published by [Béatrice Bétailhac](#) · February 3 ·

The textile sector is one of the largest industries in Pakistan.
EU SWITCH-Asia Programme is promoting cleaner production, helping MSMEs reduce production costs, meet environmental policies and boost competitiveness
<https://bit.ly/2KSNWHS>

.....

European Union in Pakistan EU International Partnerships Collaborating Centre on Sustainable Consumption and Production - CSCP WWF-Pakistan
#CleanerProductionInstitute Pakistan Cotton Spinners Association - PCGA
#sequagfmbh #psmapz TERI - The Energy and Resources Institute
#fashionsustainability
#WeSwitch POWER OF SWITCH @ POWER WITH US

GRANTS PROJECTS
PAKISTAN

SPRING
Sustainable production
Pakistan

ZIN SACHPAK
Modernizing manufacturing
Pakistan

1,885 People Reached 152 Engagements Boost Post

👍👎🗨️ 83

Pakistan
Engagement Rate
❤️ 6.8%

5

EU SWITCH-Asia Programme
Published by [Hafiz Mottu](#) · September 9, 2020 ·

The addition of 1.2 billion new residents in Asia-Pacific cities between now and 2050 will have profound implications for the region's economy, society and environment. A sustainable future for cities in the region is needed more than ever. This is how EU SWITCH-Asia Programme is promoting sustainable housing practices
<https://bit.ly/2QZJGFf>

.....

#WeSwitch #SustainableHomes European Commission - Development & Cooperation - EuropeAid
#WeSwitch POWER OF SWITCH @ POWER WITH US

GRANTS PROJECTS
China

WESTERN CHINA
SUS BIRD

BAMBOO

+3

EU SWITCH-Asia Programme
Nonprofit Organization

10,141 People Reached 829 Engagements Boost Post

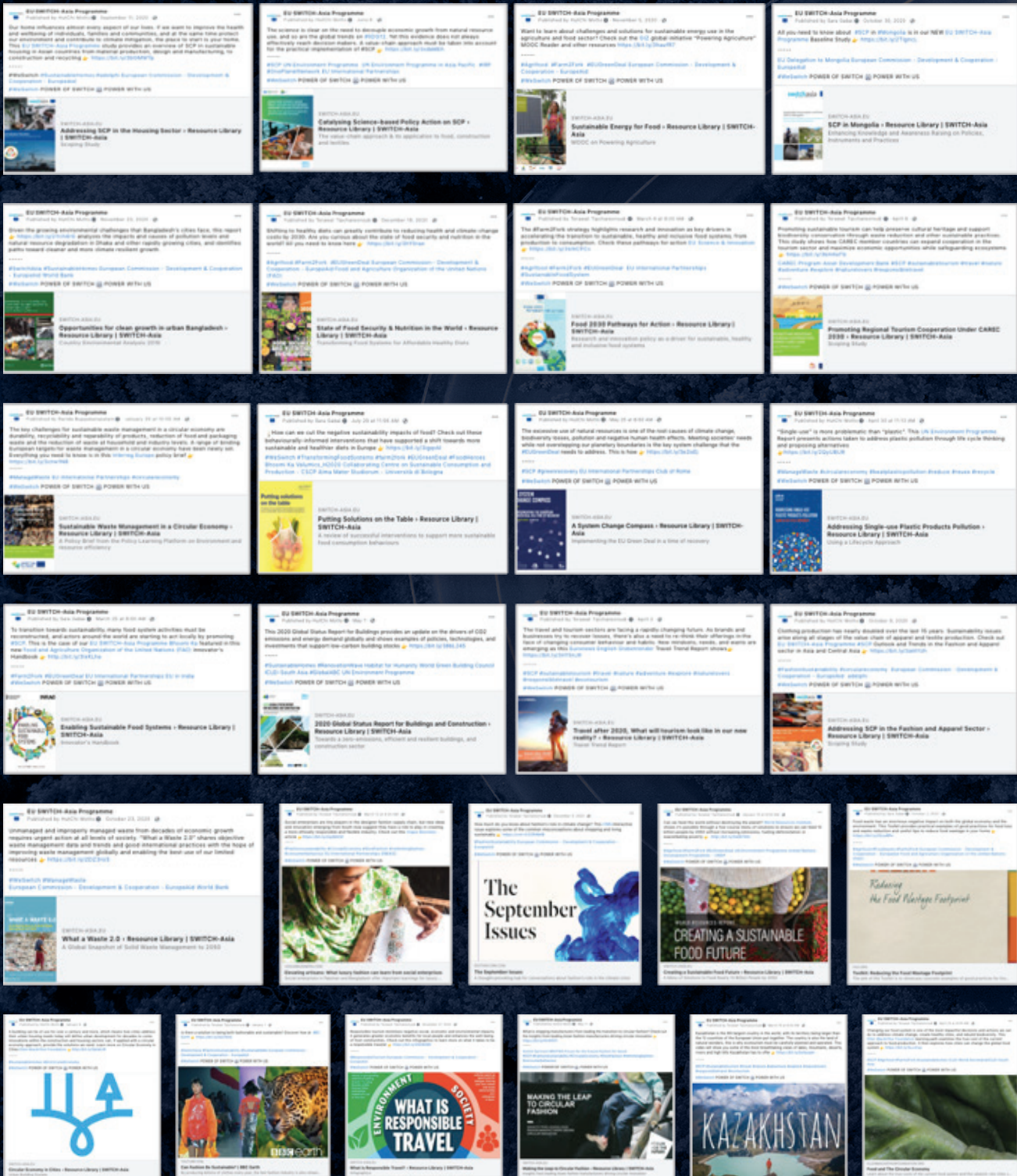
👍👎🗨️ 223 5 Shares

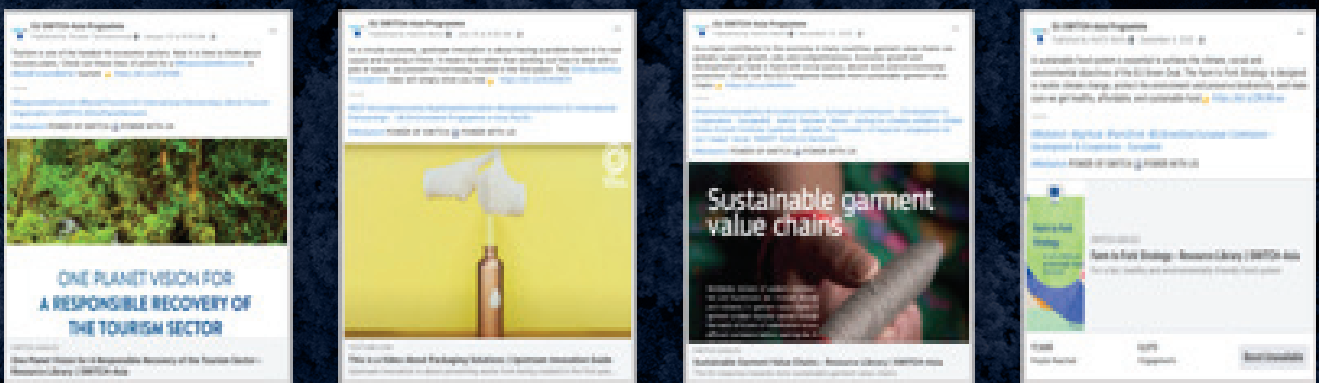
China
Engagement Rate
❤️ 5.5%



RESOURCE LIBRARY

45
POSTS







RESOURCE LIBRARY : Top Link Clicks

1

EU SWITCH-Asia Programme
November 20, 2020 · 🌐

Given the growing environmental challenges Bangladesh's cities face, this report 🙌
<https://bit.ly/2Ych4rG> analyses impacts and causes of pollution and natural resource degradation in Dhaka and other cities, and identifies paths toward cleaner growth

#SwitchAsia #SustainableHomes EU International Partnerships World Bank... See more

FINANCING OPPORTUNITIES FOR CLEAN AND RESILIENT GROWTH IN URBAN BANGLADESH

SWITCH-ASIA.EU
Opportunities for clean growth in urban Bangladesh > Resource Library | SWITCH-Asia
Country Environmental Analysis 2018

Opportunities for clean growth in urban Bangladesh

Link Clicks



27,758



2

Sustainable Waste Management in a Circular Economy

Link Clicks

📍 22,437



3

Sustainable Energy for Food

Link Clicks

📍 21,123



4

Kazakhstan in 4K

Link Clicks

📍 19,522



5

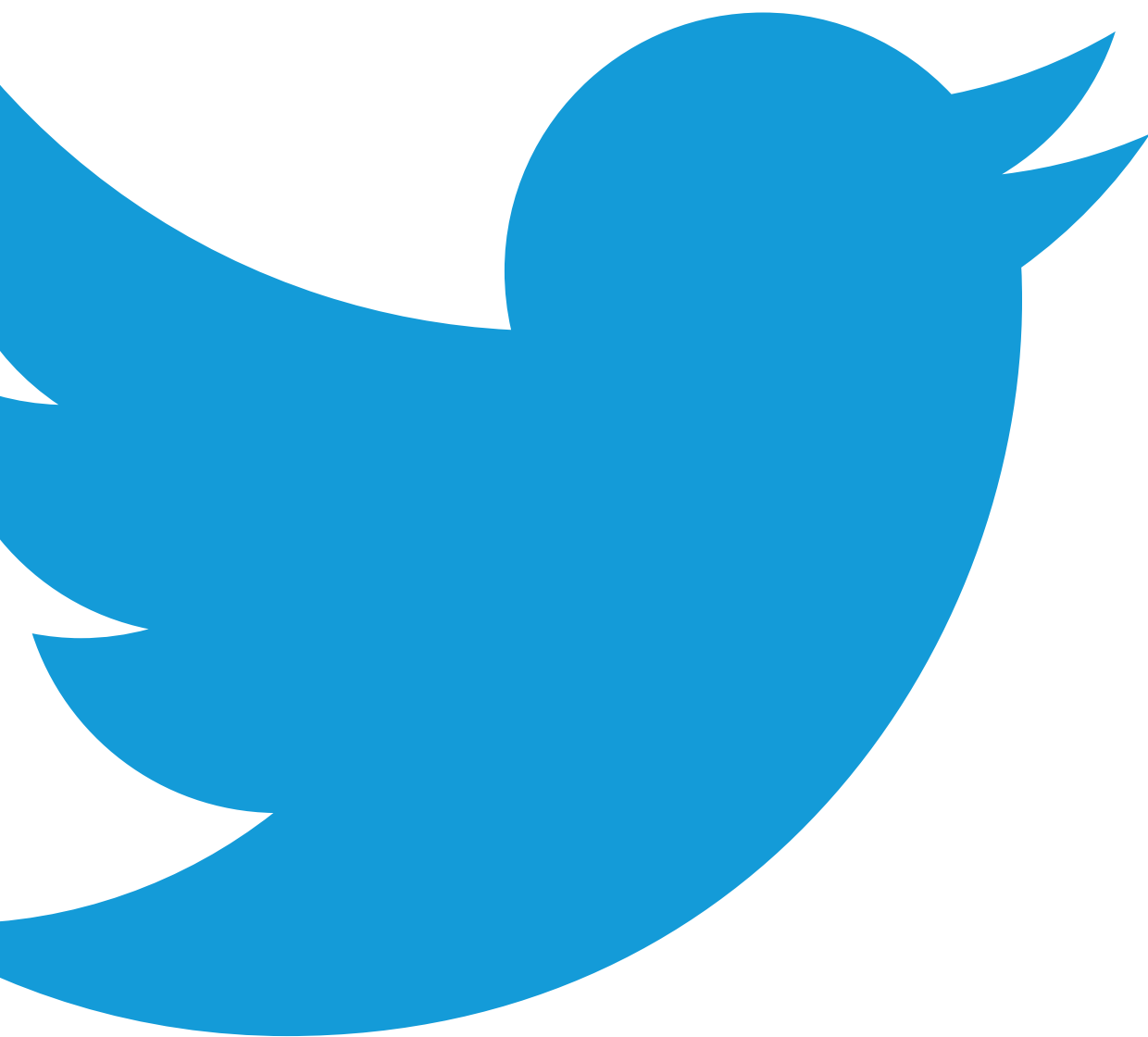
Elevating Artisans

Link Clicks

📍 13,513

TWITTER PERFORMANCE

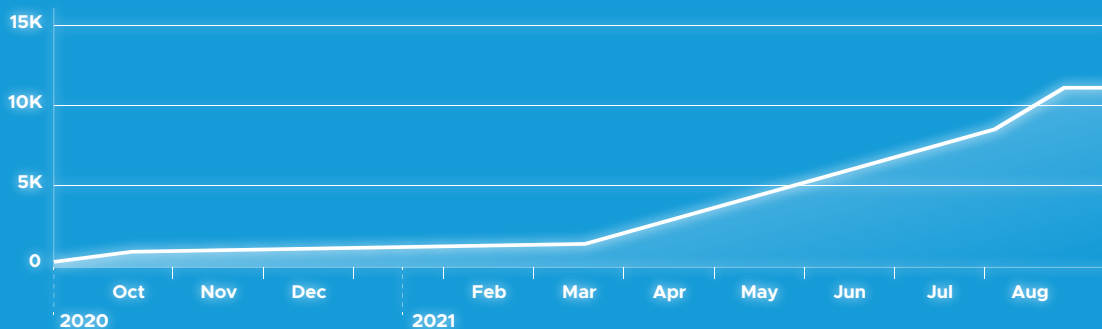
DATE:
SEP 2020 - AUG 2021





10,182 
FOLLOWERS

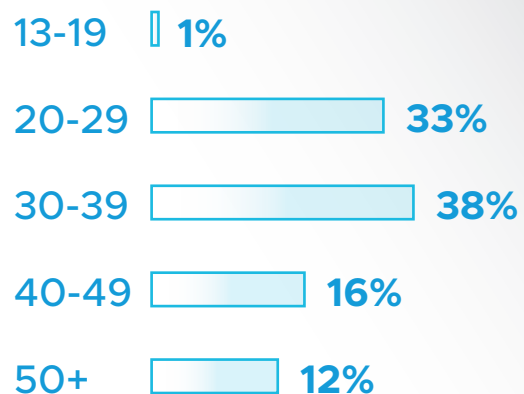
**In September 2020
we started from: 1,168 Followers**



AGE RANGE

38%

Twitter audience
is 30-39 years old.



COUNTRY

99% of Twitter audience is in India, Bangladesh, Indonesia, Philippines, Thailand



India **41%**



Bangladesh **20%**



Indonesia **16%**



Philippines **13%**



Thailand **10%**



CONTENTS WITH HIGHEST ENGAGEMENT RATE

1



Grant Project MALAYSIA

ENGAGEMENT RATE

♡ 15.2%

2



Grant Projects PAKISTAN

Engagement Rate 9.9%

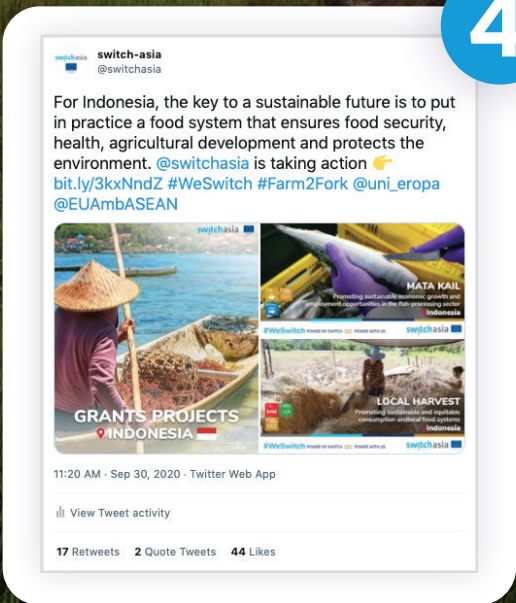
3



Grant Project INDIA, MALDIVES, SRI LANKA

Engagement Rate 9.2%

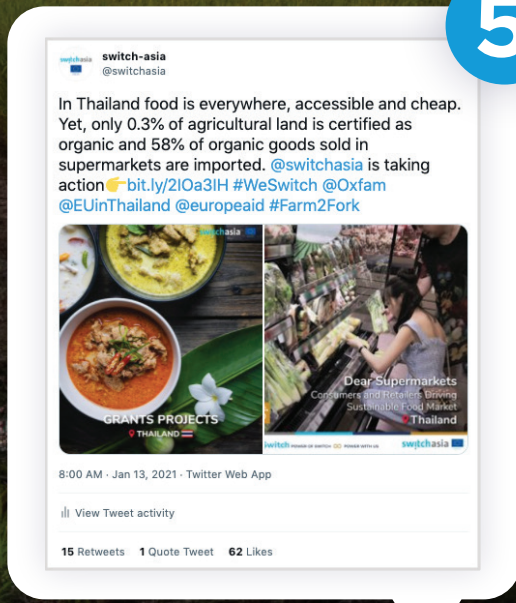
4



Grant Projects INDONESIA

Engagement Rate 7.3%

5



Grant Project THAILAND

Engagement Rate 6.8%



HIGHLIGHT PEOPLE AND ORGANISATION THAT ENGAGED WITH US



Zartaj Gul Wazir
Minister of State for
Climate Change,
Government of Pakistan



Yumna Maumoon
Minister of Arts,
Culture and Heritage
Maldives



Demberel Sambuu
Director of Economic
Research and Training at
Central Bank of Mongolia



Tim Jenkins
Country Director
People in
Need Mongolia



Эрдэнийн ЛХАГВА
Activist



Oyungerel Tseveddamba
Activist, Author of
the Green Eyed Lama



Maria Malik
Activist, Columnist,
Blogger



Bruce Pannier
Correspondent



Jana Zilkova
Head of Mission,
Caritas Czech Republic
in Mongolia



adelphi



SwitchMed



#FeelMongolia



**People In Need
(PIN) Mongolia**



ABTO Bhutan



Switch Garment



**People
in Need**



TERI



IGES-Institute for Global Environmental Strategies



Geres



Cover Mongolia



Capacity4dev



GIZ



Fashion RevolutionBE



CSCP



@GreenWeek



Interreg Europe



ArcTop Labs Pvt Ltd



Yayasan Plan International Indonesia



Forum for the Future



ICLEI South Asia



Plastics impact campaign



Hivos Southeast Asia



UNIDO Brussels



UN-Habitat



Switch-Africa Green



HIGHLIGHT EU PEOPLE AND DELEGATIONS THAT ENGAGED WITH US



Chantal Marijnissen
Head of Unit 4
Environment, DG INTPA



Igor Driesmans
Ambassador of
the European Union
to ASEAN



Nona Deprez
Ambassador of the
European Union to Nepal



Giuseppe Busini
Deputy Chief of
Mission, EU Delegation
to Thailand



Charlotte Adriaen
Ambassador of the
European Union to
Uzbekistan



Koen Doens
Managing Director
of EU Commission



Eduard Auer
Ambassador of the
European Union to
Kyrgyzstan



Axelle Nicaise
Ambassador of the
European Union to
Mongolia



Ranieri Sabatucci
Ambassador of the
European Union to
Myanmar



Androulla Kaminara
Ambassador of the
European Union to
the Islamic Republic
of Pakistan



**EU Delegation
to Mongolia**



**EU in
Indonesia**



EU in India



EUPakistan



**EU in the
Maldives**



**EU in
Sri Lanka**



EU in Malaysia



**EU in
Kazakhstan**



EU in Nepal



**EUDEL
UZBEKISTAN**



EU in Thailand

FOLLOWER NETWORKING



Ursula von der Leyen



Frans Timmermans



UN Development



United Nations



UNESCO #Education #Sciences #Culture



UN Environment Programme



European Commission



United Nations in India



UN DESA Sustainable Development



EU Environment



EU in Afghanistan



EU Climate Action



WWF UK



EU International Partnerships



EU in Nepal



Sustainable Development Goals



EU Trade



EU in Indonesia



EU in Bangladesh

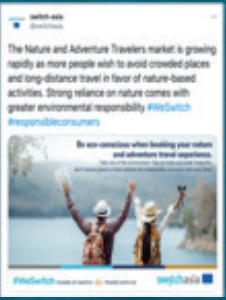


UN in Indonesia



GLOBAL TREND

46 POSTS



Every region is expected to become more urbanized in the next 10 years, with 90% of urban growth predicted in East Asia, South Asia and Africa. If well-planned and well-managed, urbanization can be a powerful driver for sustainable development. #ICLE #WorldSBC #UrbanAP



Urban centers are often criticized for high energy use and emissions. But green urban areas can help reduce energy use and emissions. #ICLE #WorldSBC #UrbanAP

#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

Replacing one disposable product (e.g. made of plastic) with another disposable product made of a different material (e.g. paper) will likely transfer the burdens and create other problems. Shift production to more circular and sustainable commodities. #ManagetheWaste #RSCF

The number of times a plastic bag is used can reduce its environmental impact. #ManagetheWaste #RSCF



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

Major fashion brands are making commitments to advance circular production and consumption solutions, but there is a gap when it comes to implementing them at scale. A circular fashion system opens opportunities to imagine alternative ways to create value. #FashionForGood

Increase the use of garment products and reduce the volume of production. #FashionForGood



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

During COVID-19 consumers and buyers have gone virtual. E-commerce has brought garment factories closer to brands and end users, but who is paying the real costs - climate change, air pollution, plastic pollution, traffic congestion? #WaterSustainability #Europeaid

Wasteful packaging is going out of fashion. #WaterSustainability #Europeaid



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

Our society has often put wastefulness as default but a growing number of people have taken on the challenge of living waste free. Going zero-waste means questioning what's normal and thinking outside the box. #ZeroWaste #SustainableLiving #ReduceReuseRecycle

Small Actions Can Lead to Big Change. #ZeroWaste #SustainableLiving #ReduceReuseRecycle



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

Individuals can't change the environment on their own, but together we're able to make a huge difference. Let's start small. Looking at the home, there are so many ways in which changes can be made to support an eco-friendlier way of life. #WeSwitch #RSCF #SustainableHomes

Use Mindful Words and actions. They can greatly improve insulation in your homes. #WeSwitch #RSCF #SustainableHomes



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

12 December marks the 5th Anniversary of the Paris Agreement. While COVID-19 threatens to undermine global climate action, Green Recovery is an opportunity we cannot miss to reshape economies in line with the goals of the Paris Agreement. #WeSwitch #GreenRecovery #EUClimateAction

The world has the right climate goals. #WeSwitch #GreenRecovery #EUClimateAction



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

Single-use or disposable items are products and packaging that we throw away after only one use. These items are used for only minutes but their impact on our environment can last thousands of years. Sustainable alternatives exist. #WeSwitch #RSCF #ManageItRight #EU_Partnerships

Avoid Single Use Items. #WeSwitch #RSCF #ManageItRight #EU_Partnerships



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

As travel destinations prepare to re-open for international tourism, will sustainability take a front or a backseat to economic recovery? #WeSwitch #ResponsibleRecovery #BuildForwardBetter #UNWTO #G20TP

Tourism - Reopen, Restart, Reviver. #WeSwitch #ResponsibleRecovery #BuildForwardBetter #UNWTO #G20TP



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

As European consumers are becoming more conscious of the impact of purchasing fast fashion, Asian manufacturers with better technologies, solutions and fashionable apparel made from recycled materials will be at a greater advantage. #WeSwitch #RecycleFashion #RSCF #EU_Partnerships


From Recycled to New Name. #WeSwitch #RecycleFashion #RSCF #EU_Partnerships



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

It used to be normal to grow our own food, spend time in the forest, and connect with the seasonal changes. For many of us, mainly in cities, that's no longer the norm, but we have options for greener recovery. #WeSwitch #RSCF #MyFood #WeFood #FarmToFork

Use Mindful Words and actions. #WeSwitch #RSCF #MyFood #WeFood #FarmToFork



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

Wellness tourism accounts for \$629 billion, with Asia emerging as the top-gainer in wellness tourism trips and revenue. Wellness retreats tend to be off the beaten path and take tourists out of the main cities to less-explored areas. #WeSwitch #ResponsibleTravel #Wellness

Choose Your Wellness Trip. #WeSwitch #ResponsibleTravel #Wellness



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

People have been in their homes for months so 2021 will see them wanting to discover new places, cultures, cuisines, landscapes, activities and reconnecting with nature. #WeSwitch #RSCF #SustainableTourism #Travel #Nature #Adventure #Explore #NatureLovers #ResponsibleTravel

Are you a Conscious Traveler? #WeSwitch #RSCF #SustainableTourism #Travel #Nature #Adventure #Explore #NatureLovers #ResponsibleTravel



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

The convenience and comfort of food delivery has come with a huge environmental cost. When not properly managed, plastics can contribute to soil pollution or enter water systems and the ocean, endangering animals and ecosystems. #WeSwitch #RSCF #Foodwaste #Foodpanda_Th

Restaurants and Cafes Call to Action! #WeSwitch #RSCF #Foodwaste #Foodpanda_Th



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

The craft industry provides millions of artisans in the region with employment opportunities. But, cheaper factory-made garments have contributed to a steady decline of craft based products, also threatening our planet's livelihoods and resources. #WeSwitch #Handmade #Handcrafted

Choose Hand-made Fashion. #WeSwitch #Handmade #Handcrafted



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

Public authorities are seeking to use their purchasing power more responsibly, choosing goods with low negative impacts on the environment. In Asia 80% of countries have included GDP in policies. #WeSwitch #RSCF #Responsible #SustainableLiving

GDP can be a driving force to help stimulate consumption by the attention of the public and governments, ultimately expanding markets for green products. This is a prerequisite for a circular economy. #WeSwitch #RSCF #Responsible #SustainableLiving



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

The tiny pieces of plastic scientists call microplastics are everywhere. They're also inside us. We might ingest them while eating seafood, breath them in through the air, or consume food with trace amounts of its plastic packaging. #WeSwitch #RSCF #SeaPlasticPollution

Some food is plastic. #WeSwitch #RSCF #SeaPlasticPollution



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

73% of global consumers say they would definitely or probably change their consumption habits to reduce their impact on the environment. However, yet many companies fail to account for such huge opportunities during their planning. #WeSwitch #Circular #Innovation #ReDesign

Business can lead the way on sustainable innovation by designing new products that can be produced with fewer carbon emissions, less waste and putting the emphasis on people and the environment. #WeSwitch #Circular #Innovation #ReDesign



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

Communities around the globe are concerned about plastics ending up in landfill and polluting oceans. Millions of people are choosing to be part of Plastic Free July. Will you join us? #WeSwitch #RSCF #Plasticfree #EU_Partnerships #IGES_EN #Gadeph_berlin #gpc_gmh

CHOOSE TO REFUSE PLASTIC SHOPPING BAGS. #WeSwitch #RSCF #Plasticfree #EU_Partnerships #IGES_EN #Gadeph_berlin #gpc_gmh



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

Worldwide we drink over 1.6 billion cups of coffee every day, leading to billions of disposable cups being thrown away each year. Coffee lovers, tea drinkers, act more responsibly! #WeSwitch #RSCF #Plasticfree #EU_Partnerships #IGES_EN #Gadeph_berlin #gpc_gmh

CHOOSE TO REFUSE SINGLE-USE CUPS. #WeSwitch #RSCF #Plasticfree #EU_Partnerships #IGES_EN #Gadeph_berlin #gpc_gmh



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

Did you know that plastic straws are one of the top 10 most commonly found items in coastal litter cleanups? #WeSwitch #Plasticfree #EU_Partnerships #IGES_EN #Gadeph_berlin #gpc_gmh

CHOOSE TO REFUSE PLASTIC STRAWS. #WeSwitch #Plasticfree #EU_Partnerships #IGES_EN #Gadeph_berlin #gpc_gmh



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

Packaging generates the most plastic waste of any sector but many companies are changing the way their products are packaged to be more environmentally friendly. You can also play your part. #WeSwitch #Plasticfree #EU_Partnerships #IGES_EN #Gadeph_berlin #gpc_gmh

CHOOSE TO REFUSE PLASTIC PACKAGING. #WeSwitch #Plasticfree #EU_Partnerships #IGES_EN #Gadeph_berlin #gpc_gmh



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

Your shower habits can have a positive impact on the environment by swapping out single-use plastic packaged shower and shave products for bars of soap. #WeSwitch #Plasticfree #EU_Partnerships #IGES_EN #Gadeph_berlin #gpc_gmh

CHOOSE TO REFUSE PLASTIC-PACKAGED BATHROOM SUPPLIES. #WeSwitch #Plasticfree #EU_Partnerships #IGES_EN #Gadeph_berlin #gpc_gmh



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

Shifting our mindsets can help create products and services that do good for people, the planet and business. We must look at the bigger picture, examine the relationship and connections between things, establish partnerships - this is called System Thinking. #WeSwitch #Mindshift

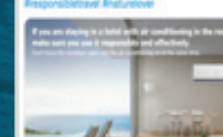
Look at the bigger picture, shifting mindsets is sustainable. #WeSwitch #Mindshift



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo

As you prepare to head off on a well-earned summer vacation, think a minute about the impact you might have on the use of resources and environment. How do you plan to reduce your carbon footprint? #WeSwitch #ResponsibleTravel #Adventure

If you are staying in a hotel with air conditioning in the room, make sure you ask if responsible and eco-friendly. #WeSwitch #ResponsibleTravel #Adventure



#WeSwitch #wearewhatweeat #wearewhatwebuy #wearewhatwedo



GLOBAL TREND : Top Engagement Rate

1

switch-asia
@switchasia

Replacing one disposable product (e.g. made of plastic) with another disposable product made of a different material (e.g. paper) will likely transfer the burdens and create other problems. Shift production to more circular and sustainable commodities.
[#ManageWaste](#) [#SCP](#)

The number of times a plastic bag is used can reduce its environmental impact
If a bag is used for shopping twice instead of once, it has only half the environmental impact per shopping round. Using it for other purposes, for example to throw your trash, will also help reduce its impact on the environment.

Reusable Bag

[#WeSwitch](#) POWER OF SWITCH POWER WITH US **switchasia**

8:00 AM · Apr 28, 2021 · Twitter Web App

View Tweet activity

5 Retweets 39 Likes

Manage Waste

ENGAGEMENT RATE

6.7%

2



Refuse Plastic-Packaged Bathroom Supplies

Engagement Rate  6.3%

3



Circular Fashion

Engagement Rate  6.2%

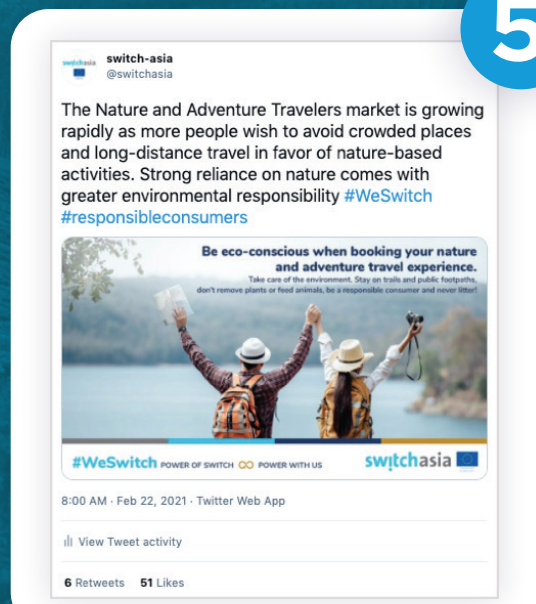
4



Take Action and Raise Awareness on Green Urban Spaces

Engagement Rate  5.9%

5



Eco-conscious Travelers

Engagement Rate  5.6%



COUNTRY IMPACT

23 POSTS

switch-asia @switchasia

Indonesia is experiencing a rapidly declining poverty and a growing and urbanising middle class with increased purchasing power and consumption patterns. When changing your lifestyle, think about #SCP #WeSwitch #Impact #Indonesia @uni_ropa @europeaid

OUR WORK AND IMPACT

Indonesia Southeast Asia

switch-asia @switchasia

Bhutan has put environmental and cultural preservation at the core of its development. Ongoing SCP initiatives are aligned with the Gross National Happiness (GNH), the main indicator to track the country's well-being. #WeSwitch #SCP #Impact #Bhutan @EU_in_India @europeaid

OUR WORK AND IMPACT

Bhutan South Asia

switch-asia @switchasia

As Cambodia continues its transition to a higher level of development, it faces a great opportunity to manage its natural resources for the benefit of both people and the environment. Sustainable consumption and production is the key. #Cambodia @EUCambodia @europeaid @EUinASEAN

OUR WORK AND IMPACT

Cambodia South East Asia

switch-asia @switchasia

As the world's second largest economy, China's production and consumption patterns have an important impact on sustainable development. Consumers, businesses, and industries have a responsibility to integrate sustainability into their everyday practice. #Impact #China @europeaid

OUR WORK AND IMPACT

China Northeast Asia

switch-asia @switchasia

Adoption of SCP practices is key for sustaining Vietnam's economic growth while ensuring environmental protection and effective use of natural resources. #bit.ly/3jhw7w1s #WeSwitch #SCP #Vietnam @EUDelegationVN @EUinASEAN

OUR WORK AND IMPACT

Vietnam Southeast Asia

switch-asia @switchasia

Mongolia's Sustainable Development Vision (2016) and its Action Plan for Green Development (2016-2030) set SCP as a first strategic objective. @switchasia is taking action to address the country's #SCP key priorities. @EUambMNG @EUinMongolia @europeaid @MarcoFerri65 @TS_Jenkins

OUR WORK AND IMPACT

Mongolia South Asia

switch-asia @switchasia

Traffic, heavy construction, brick kilns and tanneries in Dhaka contribute to the worst air and water pollution rates in the world. #SCP key to green and livable cities and a priority for National Sustainable Development Strategy. #WeSwitch #Impact @EUinBangladesh @europeaid

OUR WORK AND IMPACT

Bangladesh South Asia

switch-asia @switchasia

Laos greatly depends on Foreign Direct Investment for its economic growth. This poses challenges to national SCP implementation as authorities must manage Lao producers and external investors. The National Green Growth Strategy aims to achieve economic growth efficiently @euinlaos

OUR WORK AND IMPACT

Lao PDR Southeast Asia

switch-asia @switchasia

Pakistan is working to mainstream SDGs in all its policies, plans and strategies. @switchasia supported the country to develop its National Action Plan on SCP, putting SDG12 as a high priority for sustainable development. #WeSwitch #Impact @EUPakistan @AKaminara @eu_partnerships

OUR WORK AND IMPACT

Pakistan South Asia

switch-asia @switchasia

The lifestyle, culture, and economy of the Maldives depend on coastal and marine biodiversity. #SCP is included in the Tourism Master Plans introducing green technologies, sustainable energy sourcing, carbon emission reduction methods #WeSwitch #Maldives @EU_Maldives

OUR WORK AND IMPACT

Maldives South Asia

switch-asia @switchasia

For 30 years, Kyrgyzstan has aimed at achieving economic growth through the intensive use of natural resources. The country has now emerged as a leader in Central Asia with a strong national policy for its transition to a more green economy. #WeSwitch #Impact @eu_partnerships

OUR WORK AND IMPACT

Kyrgyzstan Central Asia

switch-asia @switchasia

Sustainable consumption is a priority in India. Delhi was one of the first cities to ban single-use plastic bags. Yet, a comprehensive understanding of the complex relationship between consumption, production and sustainable economic growth is needed #WeSwitch @EU_in_India

OUR WORK AND IMPACT

India South Asia

switch-asia @switchasia

Afghanistan continues to face major challenges in pursuit of a better life for its people. Improving sustainable management and effective use of natural resources, reducing food waste, responsibly managing chemical materials are key #SCP commitments. @EUinAfghanistan @Geres_en

OUR WORK AND IMPACT

Afghanistan South Asia

switch-asia @switchasia

By mainstreaming SCP in the Tourism, Agri-Food and Textiles sectors, @EU_Tashkent and @switchasia are accompanying Uzbekistan in its transition towards a green economy in line with main Strategies. #bit.ly/32Uz5Z5 #Energyefficiency #ClimateAction #RCPGoal12 @europeaid

OUR WORK AND IMPACT

Republic of Uzbekistan Central Asia

switch-asia @switchasia

With @switchasia support, Thailand's SCP Roadmap 2017-2036 was approved as the guideline to improve capacity of resource efficiency, inclusive growth and GHGs emission reduction. Our Brief #bit.ly/2hp4X7c #WeSwitch #Impact @EUinThailand @EUambASEAN @europeaid

OUR WORK AND IMPACT

Thailand Southeast Asia

switch-asia @switchasia

#SCP is widely mainstreamed in Myanmar's Sustainable Development Plan (2018-2030). Renewable energy, climate change mitigation, waste management, sustainable housing are key priorities @switchasia is working on, #WeSwitch #Impact #Myanmar @SabatucciEU @europeaid

OUR WORK AND IMPACT

Myanmar Southeast Asia

switch-asia
@switchasia

Malaysia has been recognised in Asia for its innovative policy changes to switch to SCP, promote green growth and sustainable development. The National SCP Blueprint (2016-2030) guides the country towards these goals. #WeSwitch #Impact @EUinMalaysia @eu_partnerships

OUR WORK AND IMPACT
Malaysia
Southeast Asia

#WeSwitch #eu_partnerships @switchasia

switch-asia
@switchasia

Sri Lanka recognizes SCP as necessary to sustainably enhance its economic development. This is reflected in the country's National Policy and Strategy on SCP supported by @switchasia #WeSwitch #Impact #SCP @EU_in_Sri_Lanka @eu_partnerships

OUR WORK AND IMPACT
Sri Lanka
South Asia

#WeSwitch #eu_partnerships @switchasia

switch-asia
@switchasia

By mainstreaming SCP in the Tourism, Agri-Food and Textiles sectors, @EUinTajikistan and @switchasia are accompanying Tajikistan in its transition towards a green economy bit.ly/2Xy8u5x #energyefficiency #ClimateAction #RCPGoal12 @eu_partnerships

Tajikistan
Central Asia

1. Main Strategies related to SCP

2. Why Forward

3. Our Priorities

#WeSwitch #eu_partnerships @switchasia

switch-asia
@switchasia

Kazakhstan is strategically utilising tourism for driving economic growth as reflected in its Tourism policy programme designed to improve services and people's well-being @switchasia @EUinKazakhstan active players in supporting green business development @eu_partnerships

Kazakhstan
Central Asia

1. Main Strategies related to SCP

2. Why Forward

3. Our Priorities

#WeSwitch #eu_partnerships @switchasia

switch-asia
@switchasia

Turkmenistan is the first country in Central Asia to officially adopt all 17 SDGs and adapt them to national plans for socio-economic development. #SDG12 a must when driving economic growth sustainably. #WeSwitch @switchasia #SCP @EUinKazakhstan @eu_partnerships

Turkmenistan
Central Asia

1. Main Strategies related to SCP

2. Why Forward

3. Our Priorities

#WeSwitch #eu_partnerships @switchasia

switch-asia
@switchasia

The protection of the environment and sustainable use of resources are critical for Nepal. To develop safe and resilient urban areas, a national urban development strategy was adopted to make cities and housing sustainable, safe and affordable #WeSwitch @EUinNepal @EUAmbNepal

OUR WORK AND IMPACT
Nepal
South Asia

#WeSwitch #eu_partnerships @switchasia

switch-asia
@switchasia

A SCP Action Plan for the Philippines is needed and this Review explains why bit.ly/3oiHDT44 Environment and natural resources, waste management, sustainable business and lifestyle key priorities @switchasia #SCP #Impact @EUinthePH @eu_partnerships @ADB_HQ @LorraineG17

OUR WORK AND IMPACT
Philippines
Southeast Asia

#WeSwitch #eu_partnerships @switchasia



COUNTRY IMPACT : Top Engagement Rate

1

switch-asia
@switchasia

Turkmenistan is the first country in Central Asia to officially adopt all 17 SDGs and adapt them to national plans for socio-economic development. #SDG12 a must when driving economic growth sustainably. #WeSwitch @switchasia #SCP @EUinKazakhstan @eu_partnerships



11:12 AM · Apr 8, 2021 · Twitter Web App

View Tweet activity

5 Retweets 7 Likes

Turkmenistan

ENGAGEMENT RATE

5.2%

2



Sri Lanka

Engagement Rate 4.4%

3



Pakistan

Engagement Rate 2.9%

4



Thailand

Engagement Rate 2.3%

5



Malaysia

Engagement Rate 2.2%



GRANT PROJECTS

32 POSTS



Working across sectors, these [@switchasia](#) projects are mainstreaming [#SCP](#) in Uzbekistan and empowering hundreds of MSMEs to become more sustainable and energy efficient 🌱 [bit.ly/2HymOw](#) @EU_Tashkent #MOST @REAP_ca @recca_carec @adelph_berlin @erin @ACTED @eurpeaid

Poorly managed waste is contaminating the world's oceans. [@switchasia](#) #PROMISE is making a difference in [#Maldives](#) [#India](#) [#SriLanka](#) 🌊 [bit.ly/2HJw57](#) @EU_Maldives @EU_in_India @EU_in_SriLanka @presidencymv @MNJedu @adelph_berlin @erin @parleyforcceans @MDVHCIND

In Kyrgyzstan there is growing awareness of the need to switch to [#ResponsibleTourism](#) with less negative impact on the environment, natural resources and communities. [@switchasia](#) is doing it 🌱 [bit.ly/26FbZB0](#) #WeSwitch @ACTED @HelvetasKG @Peretokg @eu_partnerships

In Thailand food is everywhere, accessible and cheap. Yet, only 0.3% of agricultural land is certified as organic and 58% of organic goods sold in supermarkets are imported. [@switchasia](#) is taking action 🌱 [bit.ly/2iOa3H](#) #WeSwitch @Oxfam @EUinThailand @eurpeaid #Farm2Fork

The metal industry in Sri Lanka faces pressure on energy, material and water resources as metals are becoming scarcer and more expensive due to the booming of the building and construction sector. [#METABUILD](#) promoting cleaner production @EU_in_SriLanka @erin @adelph_berlin

Malaysia has made an ambitious commitment to reduce CO2 emissions to 40% by 2020 and 45% by 2030. [@switchasia](#) is promoting sustainable building materials through carbon footprint labelling in Malaysia 🌱 [bit.ly/3mBuA0V](#) #WeSwitch @EUinMalaysia @SIRM_Berhad @thecarbontrust

The textile sector is one of the largest industries in Pakistan. [@switchasia](#) is promoting cleaner production, helping MSMEs reduce production costs, meet environmental policies and boost competitiveness 🌱 [bit.ly/2KSNWHS](#) @EUPakistan @AKaminara @eu_partnerships #cp_centre

These [@switchasia](#) projects are mainstreaming [#SCP](#) in Tajikistan and empowering hundreds of MSMEs to become more sustainable and energy efficient 🌱 [bit.ly/38BFu3c](#) @EUinTajikistan #MOST @REAP_ca @recca_carec @adelph_berlin @erin @ACTED @eu_partnerships

Myanmar's garment sector has witnessed a huge export oriented growth at the expense of air and water pollution, hazardous waste disposal, deforestation. [@switchasia](#) is promoting [#SCP](#) 🌱 [bit.ly/3k1hmav](#) #WeSwitch @SabatucciEU @sequa_gmbh @SMART_Myanmar @EUAMBASEAN

The Lao tourism industry has generated more than 385,000 jobs, creating opportunities for local people. Growth and sustainability go hand in hand. [@switchasia](#) is promoting [#ResponsibleTourism](#) in Laos 🌱 [bit.ly/3g7eQu](#) @eurinlaos @giz_gmbh @PanAsiaPacific

Eco-tourism in Kazakhstan may attract up to US\$ 166.6 million of private investment and create 4,000 jobs. These are the [@switchasia](#) #MOST #SUSTOUKA projects mainstreaming [#SCP](#) and improving sustainability and resource efficiency of hundreds of MSMEs 🌱 [bit.ly/3n7op9A](#)

6% of China's total food production is lost or wasted annually. The [@switchasia](#) #CAPACITY project has engaged 600 food SMEs in voluntary auditing programmes and enabled 9,800 SMEs to adopt SCP practices in China 🌱 [bit.ly/3nhi97m](#) @eu_partnerships #Farm2Fork #EUGreenDeal

The tourism sector can foster inclusive development but only if operations run sustainably. [@switchasia](#) Zero Carbon Resorts 2.0 supported 870 SMEs from the tourism sector in the Philippines and 371 SMEs in Thailand 🌱 [bit.ly/3b1Y2z6](#) @EUinthePH @eu_partnerships @ecranhaw

The negative impacts of production processes on humans and nature must be reduced. Cleaner production is the solution! [@switchasia](#) #WeSwitch in Nepal, Indonesia and the Philippines @eu_partnerships @EUinNepal @unc_empa @EUinthePH @mercycorps @Nvos #energyefficiency #managewaste

Rice is Cambodia's main crop and export commodity. Did you know that its residues can be turned into energy? [@switchasia](#) #WVE converted 20K tonnes of rice husk into energy, reducing 4.5M litres of diesel and 43K tonnes of CO2 equivalents/year 🌱 [bit.ly/39eZKB](#) @SNVworld

Bungamati has a great potential to showcase heritage conservation and sustainable tourism through green growth, sustainable reconstruction, entrepreneurship, investment and product innovation. [@switchasia](#) #Paryasampada 🌱 [bit.ly/3e68H](#) @EUinNepal #SCP @EUAMB Nepal



GRANT PROJECTS : Top Engagement Rate

1

switch-asia
@switchasia

Malaysia has made an ambitious commitment to reduce CO2 emissions to 40% by 2020 and 45% by 2030. @switchasia is promoting sustainable building materials through carbon footprint labelling in Malaysia
bit.ly/3mbuAoV #WeSwitch @EUinMalaysia @SIRIM_Berhad @thecarbontrust



8:00 AM · Feb 8, 2021 · Twitter Web App

||| View Tweet activity

17 Retweets 76 Likes

Malaysia

ENGAGEMENT RATE

♡ 15.2%

2

switch-asia
@switchasia

The textile sector is one of the largest industries in Pakistan. @switchasia is promoting cleaner production, helping MSMEs reduce production costs, meet environmental policies and boost competitiveness 🏆 bit.ly/2K5NWhS @EUPakistan @AKaminara @eu_partnerships @scp_centre

2:13 PM · Feb 3, 2021 · Twitter Web App

View Tweet activity

12 Retweets 100 Likes

Pakistan

Engagement Rate 9.9%

3

switch-asia
@switchasia

Poorly managed waste is contaminating the world's oceans. @switchasia #PROMISE is making a difference in #Maldives #India #SriLanka 🏆 bit.ly/2HfJw67 @EU_Maldives @EU_in_India @EU_in_Sri_Lanka @presidencymv @MNUedu @adelphi_berlin @teriin @parleyforoceans @MDVHCriND

8:00 AM · Jan 26, 2021 · Twitter Web App

View Tweet activity

17 Retweets 59 Likes

India, Maldives, Sri Lanka

Engagement Rate 9.2%

4

switch-asia
@switchasia

In Thailand food is everywhere, accessible and cheap. Yet, only 0.3% of agricultural land is certified as organic and 58% of organic goods sold in supermarkets are imported. @switchasia is taking action 🏆 bit.ly/2iOa3IH #WeSwitch @Oxfam @EUinThailand @europeaid #Farm2Fork

8:00 AM · Jan 13, 2021 · Twitter Web App

View Tweet activity

15 Retweets 1 Quote Tweet 54 Likes

Thailand

Engagement Rate 6.8%

5

switch-asia
@switchasia

Although not everything depends on tourism, tourism depends on almost everything. The industry has a significant impact on natural resources and consumption patterns. This is how @switchasia is promoting #SCP for #ResponsibleTourism 🏆 bit.ly/2XObhZ2 #WeSwitch @EU_in_India

8:50 AM · Sep 23, 2020 · Twitter Web App

View Tweet activity

6 Retweets 1 Quote Tweet 23 Likes

Bhutan

Engagement Rate 6.4%



RESOURCE LIBRARY

43 POSTS

The problem of plastic pollution in tourism is too big for any single organisation to fix on its own. Changes need to take place across the tourism value chain. Global Tourism Plastics Initiative [bit.ly/3623wU](#) #WeSwitch @UNEP @UNWTO @circulareconomy

Changing the trade in plastic waste is an opportunity to make plastic production and consumption more circular. @EU_Environment provides an overview of exports of plastic waste from EU to Asia, their consequences and opportunities [bit.ly/32Y2m8](#) #ManageWaste @EUASEAN

We know it takes power to light up our cities, but how much do you really know about cities and energy? TAKE THE QUIZ @NatGeo [on.natgeo.com/38wXUE](#) @ICLEI @worldGBC @Habitat_AP @RenovationWave @eu_partnerships

Is there a solution to being both fashionable and sustainable? Discover how at @BBCEarth [bit.ly/3aFbNS](#) #SwitchAsia #FashionSustainability #SustainableMe @Europeaid

It will be impossible to meet our climate and circular economy goals unless we address the total impact of the building and construction sector. Check out this EU framework for sustainable buildings [bit.ly/34UcaM](#) #WeSwitch @EU_ENV @EU_Growth @FulviaRaffaelli @WorldGMC

Did you ever wonder what is the climate impact of eating meat and dairy? On #WorldFoodDay let's take a moment to reflect on our diets and how they may have an impact on the environment [bit.ly/2FL4QQH](#) Join the Global Movement #WeSwitch #FoodHeroes @BhoomiKaEco @FAO

In this video, @cnbc explores why tourism is picking up so slowly in Southeast Asia, unlike other regions such as Europe and the Middle East [youtu.be/3Dcbb_VKT8](#) #WeSwitch #SCP #recovery #sustainabletourism #travel #explore #naturelovers #responsibletravel

Kazakhstan is the 9th largest country in the world and a land of natural wonders, this is why #ecotourism must be carefully planned and operated. This video will show you the most breathtaking views [bit.ly/30Ypqm](#) #SustainableTourism #nature #explore #naturelovers

Our homes and buildings can provide a refuge for climate disasters. Investing in well-designed, resilient buildings is one of the best ways of adapting to climate change. Discover how [bit.ly/2UGDZ1](#) @UNEP @UNEP_AsiaPac #Sustainable #resilient #housing #RenovationWave

In a circular economy, upstream innovation is about tracing a problem back to its root cause and tackling it there. Rather than dealing with a pile of waste, we prevent it from being created in the first place. How? [bit.ly/3A69CH](#) @circulareconomy #upstreaminnovation

Promoting sustainable tourism can help preserve cultural heritage and support biodiversity conservation through SCP. This study shows how CAREC countries can maximize economic opportunities while safeguarding ecosystems [bit.ly/3kHwTb](#) @CARECProgram @AsianDevBank

Want to learn about challenges and solutions for sustainable energy use in the agriculture and food sector? Check out the [europa.ec](#) global initiative #ResilientAgriculture #MOOC #Resilient and other resources in [switch.asia](#) #Resilient #EUGreenDeal #Innovation

A growing mountain of used textiles is piling up in Europe. This report explores exciting and matured for post-consumer textile waste and business models for brands & manufacturers to successfully integrate recycled textiles [bit.ly/317vsk](#) @GreenGrowth @CircularEconomy

As travel brands and businesses try to recover losses, there's also a need to re-think their offerings in the face of changing consumer behaviour and habits. New markets, needs, and wants are emerging as this [switch.asia](#) Travel Trends Report shows.

The #SwitchAsia strategy highlights research and innovation as key drivers in accelerating the transition to sustainable, healthy and inclusive food systems, from production to consumption. Check these pathways for action [bit.ly/3Lm2v8w](#) [bit.ly/3mC2A4C](#) @switchasia

"Single-use" is more problematic than "plastic". This [switch.asia](#) Report presents actions taken to address plastic pollution through life cycle thinking and alternatives [bit.ly/3222uU](#) @WeSwitch #ResponsibleTourism #SustainableTourism #Waste #CircularEconomy

Shifting to healthy diets can contribute to reducing health and climate-change costs by 2030. Are you curious about the state of food security and nutrition in the world? All you need to know here [bit.ly/3m78z8e](#) #WeSwitch #AgFood #FAO2021 @Europeaid @UNWTO

How much do you know about fashion's role in climate change? This [switch.asia](#) interactive issue explores some of the common misconceptions about shopping and being sustainable [com.switch.asia](#) #WeSwitch #FashionSustainability @Europeaid

A range of binding European targets for waste management in a circular economy have been newly set. Everything you need to know is in this [green-economy](#) policy brief [bit.ly/3e22886](#) @WeSwitch #ManageWaste @eu_partnerships

Tourism is one of the hardest hit economic sectors. Now it is time to think about recovery plans. Check out these ideas of action for a [responsibletourism](#) to #BuildForwardBetter [bit.ly/3WJL](#) #WeSwitch #ResponsibleTourism @eu_partnerships @UNWTO @DVT

Can we feed the world without destroying the planet? [switch.asia](#) #FoodResilience shows it's possible through a four-course menu of solutions to ensure we can feed 10 billion people by 2050 [bit.ly/3m78z8e](#) @WeSwitch #AgFood #FAO2021 @Europeaid @UNWTO

A building can be of use for over a century, which means how cities address their urban housing needs today will define urban development for decades to come. Learn about Circular Economy in Cities

[Circular Economy in Cities - Resource Library | SWITCH Asia](#)

Unmanaged and improperly managed waste from decades of economic growth requires urgent action at all levels of society. Check out "What a Waste 2.0" to get the latest waste management data and trends

[What a Waste 2.0 - Resource Library | SWITCH Asia](#)

A building can be of use for over a century, which means how cities address their urban housing needs today will define urban development for decades to come. Learn about Circular Economy in Cities

[Circular Economy in Cities - Resource Library | SWITCH Asia](#)

The excessive use of natural resources is one of the root causes of climate change, biodiversity loss, pollution, limiting societies' needs while not respecting planetary boundaries is the key challenge the #EUGreenDeal needs to address

[GREEN DEAL IN A TIME OF RECOVERY - Resource Library | SWITCH Asia](#)

What is stopping manufacturers from leading the transition to circular fashion? Check out the insights from leading Asian fashion manufacturers driving circular innovation

[MAKING THE LEAP TO CIRCULAR FASHION - Resource Library | SWITCH Asia](#)

Changing our food system is one of the most impactful decisions and actions we can do to address climate change, create healthy cities, and rebuild biodiversity. This #EUGreenDeal learning path shows us how

[Enabling Sustainable Food Systems - Resource Library | SWITCH Asia](#)

To transition towards sustainability, many food system activities must be restructured and actions around the world are starting to act locally by promoting #SCPI

[Enabling Sustainable Food Systems - Resource Library | SWITCH Asia](#)

Economic growth and development go hand in hand with social justice, decent work, and environmental protection. Check out the EU's response towards more sustainable garment value chains

[Sustainable garment value chains - Resource Library | SWITCH Asia](#)

The science is clear on the need to decouple economic growth from natural resource use. A value-chain approach is needed for the practical implementation of #SDP

[Enabling Science-based Policy Action on SDP - Resource Library | SWITCH Asia](#)

Social enterprises are tiny players in the designer fashion supply chain, but they have a role to play in creating a more ethically responsible industry. Check out

[Social Enterprises in the Designer Fashion Supply Chain - Resource Library | SWITCH Asia](#)

If we want to improve our health and wellbeing and at the same time protect our environment, the place to start is our home. Check out this #switchasia study on SCP and Sustainable Housing in Asia

[Sustainable Housing - Addressing SCP in the Housing Sector - Resource Library | SWITCH Asia](#)

Food waste has an enormous negative impact on both the global economy and the environment. This Toolkit provides practical tips to reduce food waste in your home

[Toolkit - The Food Wastage Countdown - Resource Library | SWITCH Asia](#)

#EUGreenDeal aims to minimise negative social, economic and environmental impacts, while enhancing the well-being of food communities. Check out this infographic to learn more on what it takes to be a responsible traveler

[What is Responsible Travel? - Resource Library | SWITCH Asia](#)

How can we cut the negative sustainability impacts of food? Check out these behaviour-informed interventions that have supported a shift towards more sustainable and healthier diets in Europe

[How Sustainable Food Consumption Behaviours - Resource Library | SWITCH Asia](#)

How can we shift the way in which we live, in response to the climate crisis? Time to transform! Check out these lessons on sustainable living

[Lessons and leverage points for sustainable living 2019-2021 - Resource Library | SWITCH Asia](#)

Adequate and affordable housing is a fundamental human right. #switchasia joins forces with #urbanlab.org in the Asia-Pacific Housing Forum Building Forward better for inclusive housing

[Housing Forum - Addressing SCP in the Housing Sector - Resource Library | SWITCH Asia](#)

The 2020 Global Status Report for Buildings provides updates on the drivers of CO2 emissions and energy demand globally and shows policies, technologies, and investments that support low-carbon building stocks

[2020 Global Status Report for Buildings and Construction - Resource Library | SWITCH Asia](#)

Everyone has at least once used photocopy paper and wooden furniture. Did you ever wonder how much of these products are currently produced by the government of Indonesia? All the answers in this

[Market Readiness Analysis for Green Sustainable Photocopy Paper and Wooden Furniture in Indonesia - Resource Library | SWITCH Asia](#)

All you need to know about #SDP in #Mongolia is in our new #switchasia Baseline Study

[SDP in Mongolia - Resource Library | SWITCH Asia](#)

Marine litter & microplastic pollution put Sri Lanka's oceans and ecosystems at great risk. Collection and recycling are not performed fast enough. Learn more in our Policy Brief

[Policy Brief - Marine Litter in Sri Lanka - Resource Library | SWITCH Asia](#)

India is one of the largest contributors of marine plastic pollution in the world. There are several reasons why plastic waste exists in waterways and beaches. Learn more

[Policy Brief - Marine Litter in India - Resource Library | SWITCH Asia](#)

Sustainability issues arise along all stages of the value chain of apparel and textile production. Check out #switchasia #SDP Outlook and Trends in the Fashion and Apparel sector in Asia and Central Asia

[Addressing SCP in the Fashion and Apparel Sector - Resource Library | SWITCH Asia](#)

Given the growing environmental challenges Bangladesh's cities face, this report

[Sustainable Cities in Bangladesh - Resource Library | SWITCH Asia](#)

EU #Farm2Fork and #Biodiversity strategies are also relevant to Asia. Our #switchasia work and solid partnerships are needed to make the #EUGreenDeal work

[Farm to Fork Strategy - Resource Library | SWITCH Asia](#)

Planetary health is not separate from human wellbeing. The two are inseparable. How can the systems we rely on transition towards goals of equity, sustainability and resilience? Discover more

[From System Shock to System Change - Resource Library | SWITCH Asia](#)

The European Parliament wants a safer and more sustainable tourism to speed up recovery. With summer just around the corner, a test for a new tourism strategy in Europe was adopted in March

[Policy of Better Accessibility, Inequality, and What Action is Being Taken from a Perspective of the Inequality - Resource Library | SWITCH Asia](#)

Are you curious to learn which recommendations #switchasia #RISC has provided for the effective monitoring and reporting of SDG13 in India? Check out our latest report

[Supporting India on SDG13 Monitoring and Reporting - Resource Library | SWITCH Asia](#)

To make the #EUGreenDeal successful and to deliver the SDGs, 10 system conditions need to be addressed and redefined. Discover the System Change Compass that could bring us towards the right direction

[GREEN DEAL IN A TIME OF RECOVERY - Resource Library | SWITCH Asia](#)

A System Change Compass - Resource Library | SWITCH Asia

A System Change Compass - Resource Library | SWITCH Asia



RESOURCE LIBRARY : Top Link Clicks

1



One Planet Vision for A Responsible Recovery of the Tourism Sector

Link Clicks

 346

2



Level(s) A common language for Sustainable Buildings

Link Clicks

229

3



What is Responsible Travel

Link Clicks

202

4



Sustainable Waste Management in a Circular Economy

Link Clicks

147

5



Farm to Fork Strategy

Link Clicks

143

VIDEO CONTENT



Impression:

923,750



Engagement:

284,999

SWITCH-Asia Mission and SCP Work

September 21, 2020

Like: **558**

Share: **99**

Comment: **15**

View: **282,624**

Engagement Rate. **31.08%**



Impression:

371,849



Engagement:

221,518

Sustainable Housing and Building

February 10, 2021

Like: **129**

Share: **38**

Comment: **1**

View: **221,289**

Engagement Rate. **59.57%**



Impression:

342,972



Engagement:

174,561

Waste and Plastics in a Circular Economy

June 11, 2021

Like: **201**

Comment: **8**

Share: **64**

View: **174,158**

Engagement Rate. **50.90%**



Impression:

9,135



Engagement:

899

Fashion Sustainability in a Circular Economy

August 23, 2021

Like: **84**

Comment: **6**

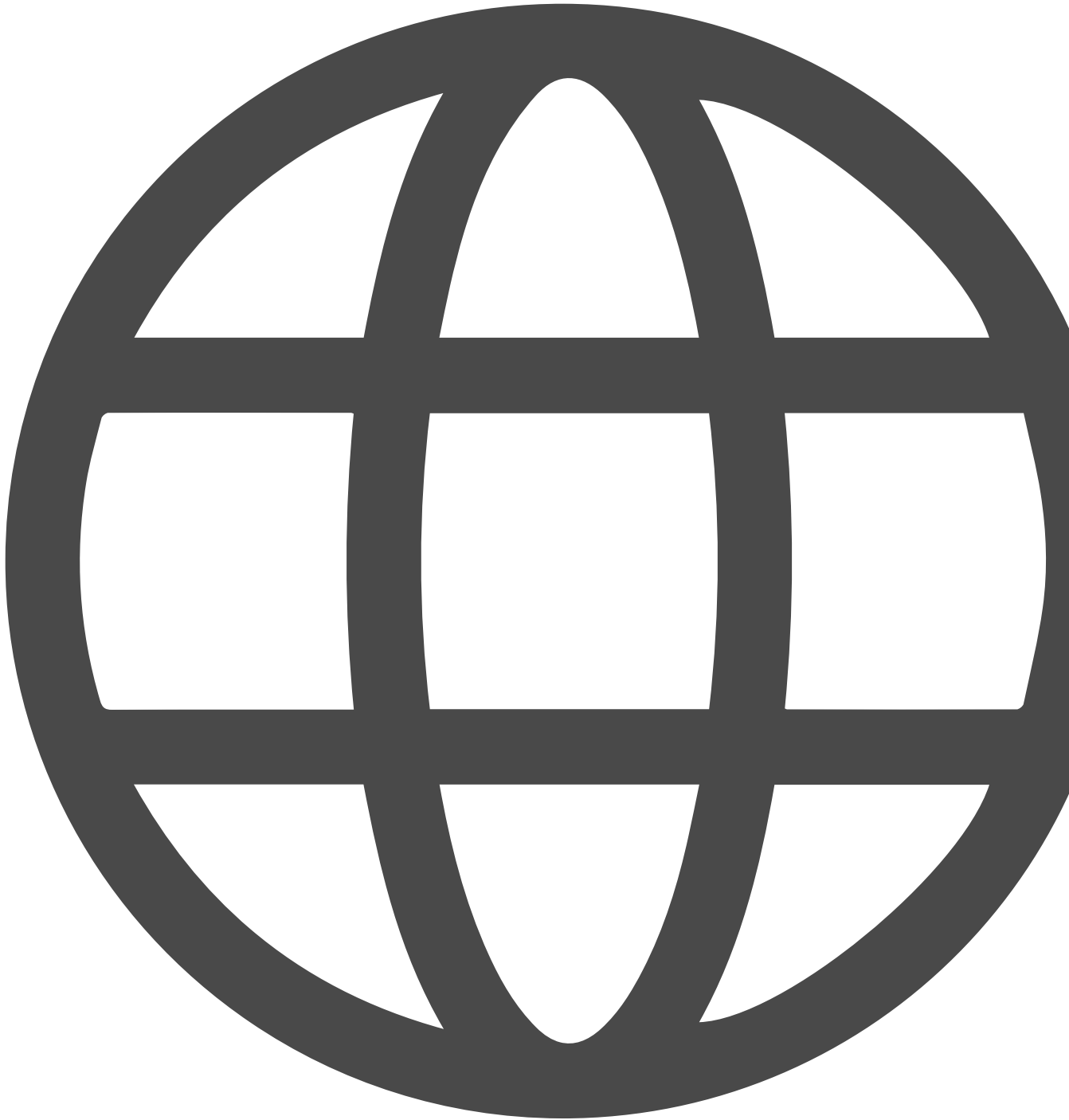
Share: **35**

View: **741**

Engagement Rate. **9.84%**

WEBSITE PERFORMANCE

DATE:
SEP 2020 - AUG 2021

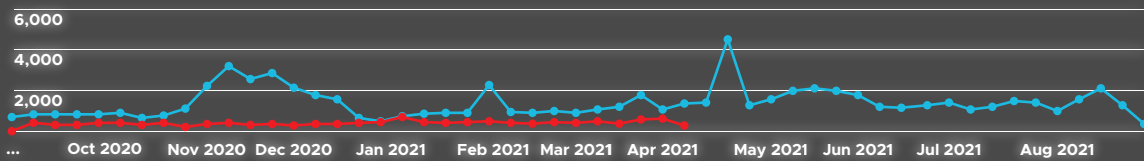




SWITCH-ASIA.EU

In September 2020
we started from: 3,872 users

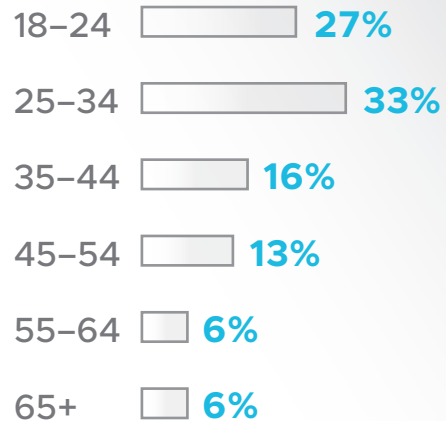
Sep 1, 2020 - Aug 31, 2021: ● Users
Feb 1, 2020 - Aug 31, 2020: ● Users



AGE RANGE

33%

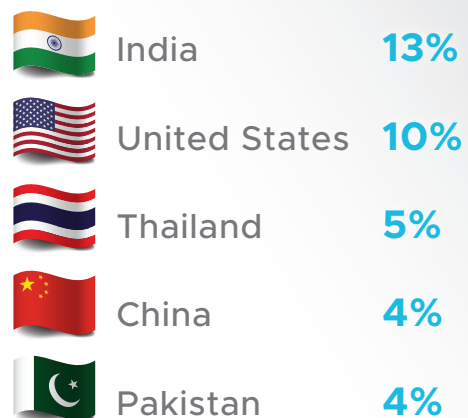
of SWITCH-Asia
website audience is
25-34 years old.



COUNTRY

99%

of Website audience
is in India, United States,
Thailand, China, Pakistan.



NOTE: Figures from United States may be due to VPN access by users in Asia.

WEBSITE PERFORMANCE

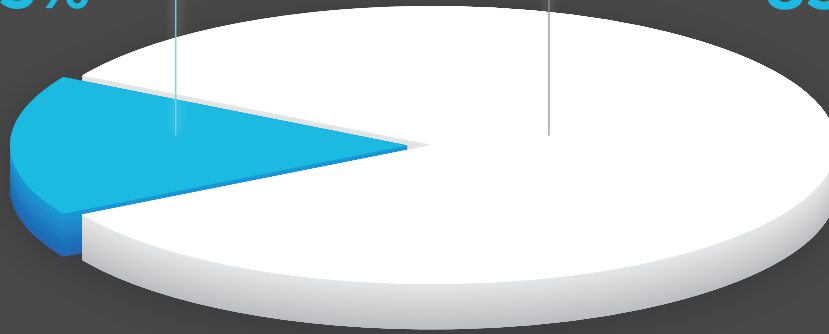
(September 1,2020 – August 31,2021)

Returning Visitor

14.5%

New Visitors

85.5%



Session ⁽¹⁾ : **90,522 Session**

No. of Session per User ⁽²⁾ : **1.45%**

Pageviews ⁽³⁾ : **176,951 Time**

Avg. Session Duration ⁽⁴⁾ : **2.29 Minutes**

Bounce Rate ⁽⁵⁾ : **73.16%**

GENDER

FEMALE

23%



MALE

77%

(1) A group of user interactions with the website that take place within a given time frame.

(2) The total number of sessions divided by the total number of users.

(3) The total number of pages viewed.

(4) The average length of sessions on a website.

(5) The percentage of visitors that leave a webpage without taking an action, such as clicking on a link, filling out a form, and etc.

PAGE VIEW PERFORMANCE – GRANT PROJECTS

1

swtchasia

GRANTS PROJECTS | RESOURCE LIBRARY

Completed

Sustainable Production in the Food and Beverage Industry in Sri Lanka

Share:

2,651 Views 0 Share

☰ Theme: Agri-food

📌 SDGs: Goal 12: Responsible consumption and production

🌐 Country: Sri Lanka

2

Ongoing

A Model for Sustainable Tourism in Central Asia (MOST)

Share:

2,834 Views 3 Shares



Theme: Sustainable Tourism

SDGs: Goal 9: Industry innovation infrastructure, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production

Country: Kazakhstan, Tajikistan, Uzbekistan

3

Ongoing

Sustainable Plastic Recycling in Mongolia

Share:

1,877 Views 2 Shares



Theme: Plastics, Waste Management

SDGs: Goal 8: Decent work and economic growth, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 13: Climate action, Goal 17: Partnerships for the goals

Country: Mongolia

4

Ongoing

PROMISE

Share:

2,981 Views 1 Share



Theme: Plastics, Waste Management

SDGs: Goal 8: Decent work and economic growth, Goal 12: Responsible consumption and production, Goal 13: Climate action, Goal 14: Life below water, Goal 17: Partnerships for the goals

Country: India, Maldives, Sri Lanka

5

Ongoing

Switch Garment

Share:

2,682 Views 1 Share



Theme: Textiles and Leather

SDGs: Goal 7: Affordable and clean energy, Goal 8: Decent work and economic growth, Goal 9: Industry innovation infrastructure, Goal 11: Sustainable cities and communities, Goal 12: Responsible consumption and production, Goal 13: Climate action

Country: Cambodia

PAGE VIEW PERFORMANCE – RESOURCE LIBRARY

1

The screenshot shows a webpage from 'switchasia' with a navigation bar for 'GRANTS PROJECTS' and 'RESOURCE LIBRARY'. The main content is titled 'European Green Deal' under the categories 'Circular Economy, Climate Change, Green Economy'. It includes social media share icons (Facebook, Twitter, LinkedIn) and statistics: '2,413 Views' and '0 Share'. The main graphic features the European Commission logo and the title 'What is the European Green Deal?' with a date of 'December 2019' and hashtag '#EUGreenDeal'. The text states: 'The European Green Deal is about **improving the well-being of people**. Making Europe climate-neutral and protecting our natural habitat will be good for people, planet and economy. No one will be left behind.' Below this, 'The EU will:' is followed by four icons and their corresponding goals: 1. 'Become climate-neutral by 2050' (globe icon), 2. 'Protect human life, animals and plants, by cutting pollution' (hand holding globe icon), 3. 'Help companies become world leaders in clean products and technologies' (factory icon), and 4. 'Help ensure a just and inclusive transition' (circular arrows icon). Two quotes are featured: one from Ursula von der Leyen, President of the European Commission, and another from Frans Timmermans, Executive Vice-President of the European Commission. At the bottom, there are metadata fields: 'Type: EU Strategies', 'Year: 2020', 'Language: English', and 'Country: Multi-country'.

switchasia

GRANTS PROJECTS | RESOURCE LIBRARY

Circular Economy, Climate Change, Green Economy

European Green Deal

Share:

2,413 Views | 0 Share

European Commission

What is the European Green Deal?

December 2019
#EUGreenDeal

The European Green Deal is about **improving the well-being of people**. Making Europe climate-neutral and protecting our natural habitat will be good for people, planet and economy. No one will be left behind.

The EU will:

- Become climate-neutral by 2050
- Protect human life, animals and plants, by cutting pollution
- Help companies become world leaders in clean products and technologies
- Help ensure a just and inclusive transition

"The European Green Deal is our new growth strategy. It will help us cut emissions while creating jobs."
Ursula von der Leyen, President of the European Commission

"We propose a green and inclusive transition to help improve people's well-being and secure a healthy planet for generations to come."
Frans Timmermans, Executive Vice-President of the European Commission

Type: EU Strategies
Year: 2020
Language: English
Country: Multi-country

2

3

4

5



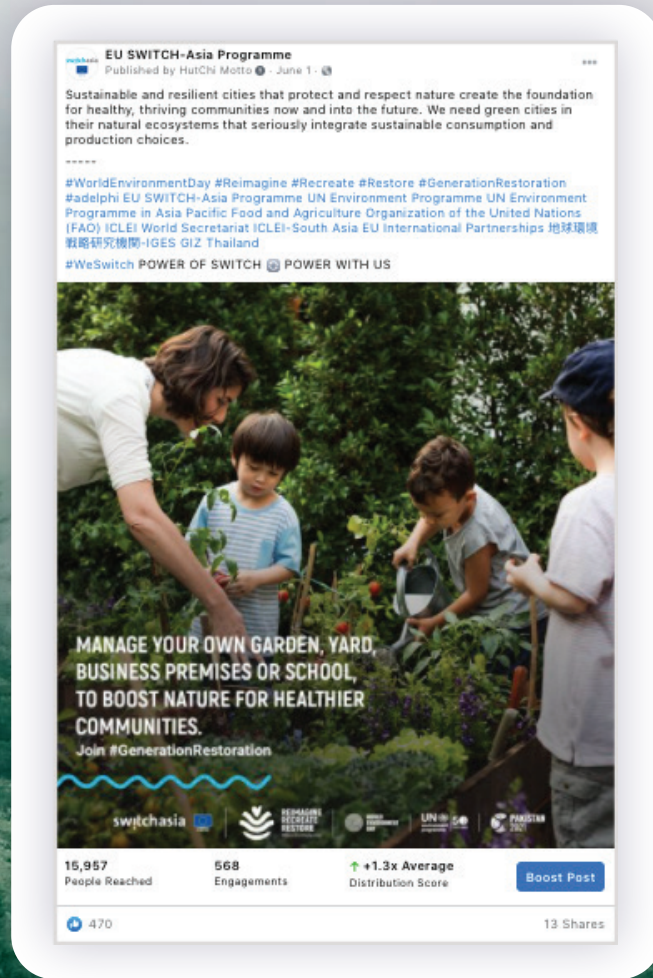
Mini Campaign

World Environment Day





World Environment Day : Top Impression



Sustainable Cities and Restoration

IMPRESSION



20,399

2

EU SWITCH-Asia Programme
Published by HuiChh Motto · May 31 ·

MARK YOUR CALENDARS: On 4 June, join our #WorldEnvironmentDay celebrations! This year, the UN Decade on Ecosystem Restoration will be launched. This is our moment. We cannot turn back time. But we can grow trees, green our cities, rewild our gardens, change our diets, clean up rivers and coasts. We are the generation that can make peace with nature. Register <https://bit.ly/3vnMMAJ> | 13:00 - 16:00 (Bangkok Time)

#WorldEnvironmentDay #Reimagine #Recreate #Restore #adelphi #GenerationRestoration EU SWITCH-Asia Programme UN Environment Programme UN Environment Programme in Asia Pacific Food and Agriculture Organization of the United Nations (FAO) EU International Partnerships European Union in Thailand 地球環境戦略研究機関-IGES GIZ Thailand

#WeSwitch POWER OF SWITCH @ POWER WITH US

switchoasia UN Environment Programme FAO UN in Asia Pacific PANISTAN 2021

SWITCH-ASIA.EU
WORLD ENVIRONMENT DAY 2021 > Resource Library | SWITCH-Asia Ecosystem Restoration

8,754 People Reached	306 Engagements	+1.5x Higher Distribution Score	Boost Post
-------------------------	--------------------	------------------------------------	------------

146 12 Shares

Ecosystem Restoration and Green Recovery
IMPRESSION 👁️ **12,887**

3

EU SWITCH-Asia Programme
Published by HuiChh Motto · June 4 ·

Mountains harbour most of Earth's biodiversity and supply fresh water to half of humanity. But mountain regions are being degraded by human pressures and climate change.

#WorldEnvironmentDay #Reimagine #Recreate #Restore #GenerationRestoration #adelphi EU SWITCH-Asia Programme UN Environment Programme UN Environment Programme in Asia Pacific Food and Agriculture Organization of the United Nations (FAO) EU International Partnerships 地球環境戦略研究機関-IGES GIZ Thailand HELVETAS Swiss Intercooperation Kyrgyzstan

#WeSwitch POWER OF SWITCH @ POWER WITH US

switchoasia UN Environment Programme FAO UN in Asia Pacific PANISTAN 2021

SWITCH-ASIA.EU
WORLD ENVIRONMENT DAY 2021 > Resource Library | SWITCH-Asia Ecosystem Restoration

9,714 People Reached	468 Engagements	+1.1x Average Distribution Score	Boost Post
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383 5 Shares

Sustainable Use of Natural Resources
IMPRESSION 👁️ **11,957**

4

EU SWITCH-Asia Programme
Published by HuiChh Motto · June 3 ·

Changing our food system is one of the most impactful decision and action we can do to address climate change and rebuild biodiversity.

#WorldEnvironmentDay #Reimagine #Recreate #Restore #GenerationRestoration #adelphi EU SWITCH-Asia Programme UN Environment Programme UN Environment Programme in Asia Pacific Food and Agriculture Organization of the United Nations (FAO) EU International Partnerships 地球環境戦略研究機関-IGES GIZ Thailand

#WeSwitch POWER OF SWITCH @ POWER WITH US

switchoasia UN Environment Programme FAO UN in Asia Pacific PANISTAN 2021

SWITCH-ASIA.EU
WORLD ENVIRONMENT DAY 2021 > Resource Library | SWITCH-Asia Ecosystem Restoration

2,619 People Reached	71 Engagements	+1.2x Average Distribution Score	Boost Post
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60 3 Shares

Food Systems and Responsible Consumption
IMPRESSION 👁️ **3,378**

5

EU SWITCH-Asia Programme
Published by HuiChh Motto · June 2 ·

Oceans and seas cover more than 70% of the Earth ecosystems. They regulate our climate and generate our oxygen. Yet, they are facing huge threats. We can restore oceans and coasts by reducing our pressures on them so they can recover, both naturally and with our help. SCP is one way to take care of our environment, and of our health, both on land and below water.

#WorldEnvironmentDay #Reimagine #Recreate #Restore #GenerationRestoration #adelphi EU SWITCH-Asia Programme UN Environment Programme UN Environment Programme in Asia Pacific Food and Agriculture Organization of the United Nations (FAO) EU International Partnerships The Maldives National University TERI - The Energy and Resources Institute Parley for the Oceans 地球環境戦略研究機関-IGES GIZ Thailand

#WeSwitch POWER OF SWITCH @ POWER WITH US

switchoasia UN Environment Programme FAO UN in Asia Pacific PANISTAN 2021

SWITCH-ASIA.EU
WORLD ENVIRONMENT DAY 2021 > Resource Library | SWITCH-Asia Ecosystem Restoration

2,246 People Reached	54 Engagements	+1.3x Average Distribution Score	Boost Post
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39 5 Shares

Oceans and Coasts Restoration
IMPRESSION 👁️ **3,022**



World Environment Day : Top Impression

switch-asia
@switchasia

📣 On 4 June, join our [#WorldEnvironmentDay](#) celebrations! This is our moment. We cannot turn back time. But we can grow trees, green our cities, rewild our gardens, change our diets, clean up rivers and coasts. Register bit.ly/3vnMMAJ [#WeSwitch](#) [#GenerationRestoration](#)

ECOSYSTEM RESTORATION IS KEY TO A GREEN RECOVERY.
Join [#GenerationRestoration](#)

REIMAGINE RECREATE RESTORE | WORLD ENVIRONMENT DAY | UN 50th anniversary programme | PAKISTAN 2021

World Environment Day 2021 Thailand > Resource Library | SWITCH-Asia
Ecosystem Restoration
switch-asia.eu

Ecosystem Restoration and Green Recovery

IMPRESSION



5,454

2

switch-asia
@switchasia

The Government of Pakistan is fully committed to playing a leadership role in environmental conservation and protection. @SWITCHAsia @EUPakistan are closely working with @ClimateChangePK @zartajgulwazir. Join our #WorldEnvironmentDay celebration 🇵🇰 bit.ly/3fydwrQ #SCP

“Policy and Action on Waste & F in Pakistan”
Going beyond the EU borders we are promoting the EU Green Deal as an integral part of the 2030 Agenda and the Paris Agreement.

Environmental sustainability and “building back better” our global goals also shared by our partner Pakistan.

ENVISU MEC
Head of Cooperation, European Union Delegation

“Made in the green economy, it is an essential part of the plan to be taken in the coming years.”

#WeSwitch POWER OF SWITCH POW

Our Work in Pakistan
IMPRESSION 👁 3,219

3

switch-asia
@switchasia

Changing our food system is one of the most impactful decision and action we can do to address climate change and rebuild biodiversity #WeSwitch #WorldEnvironmentDay #GenerationRestoration @UNEP_AsiaPac @FAO

BE RESPONSIBLE.
ELIMINATING EXCESSIVE MEAT CONSUMPTION, IMPROVING STORAGE FACILITIES AND REDUCING FOOD WASTE IS GOOD FOR OUR HEALTH AND IMPROVES FOOD SECURITY.

Join #GenerationRestoration

Food Systems and Responsible Consumption
IMPRESSION 👁 1,426

4

switch-asia
@switchasia

Sustainable and resilient cities that protect and respect nature create the foundation for healthy, thriving communities. We need green cities in their natural ecosystems that seriously integrate SCP choices #WorldEnvironmentDay #GenerationRestoration @UNEP_AsiaPac @FAO @ICLEI

MANAGE YOUR OWN GARDEN, YARD, BUSINESS PREMISES OR SCHOOL TO BOOST NATURE FOR HEALTHIER COMMUNITIES.

Join #GenerationRestoration

Sustainable Cities and Restoration
IMPRESSION 👁 3,219

5

switch-asia
@switchasia

Oceans and seas regulate our climate and generate our oxygen. Yet, they are facing huge threats. SCP is one way to take care and restore our environment, both on land and below water #WeSwitch #WorldEnvironmentDay #GenerationRestoration @UNEP_AsiaPac @FAO

CLEAN UP! MOBILIZE TO GATHER THE MASSES OF WASTE AND ABANDONED FISHING GEAR THAT WASH UP ON OUR BEACHES AND SHORES.

Join #GenerationRestoration

Oceans and Coasts Restoration
IMPRESSION 👁 907



A close-up photograph showing a person's hands holding a clear plastic bottle, with the bottle's opening directed towards a black plastic trash bag. The scene is set outdoors near a body of water, with a warm, golden light suggesting a sunset or sunrise. The background is slightly blurred, showing a shoreline with trees.

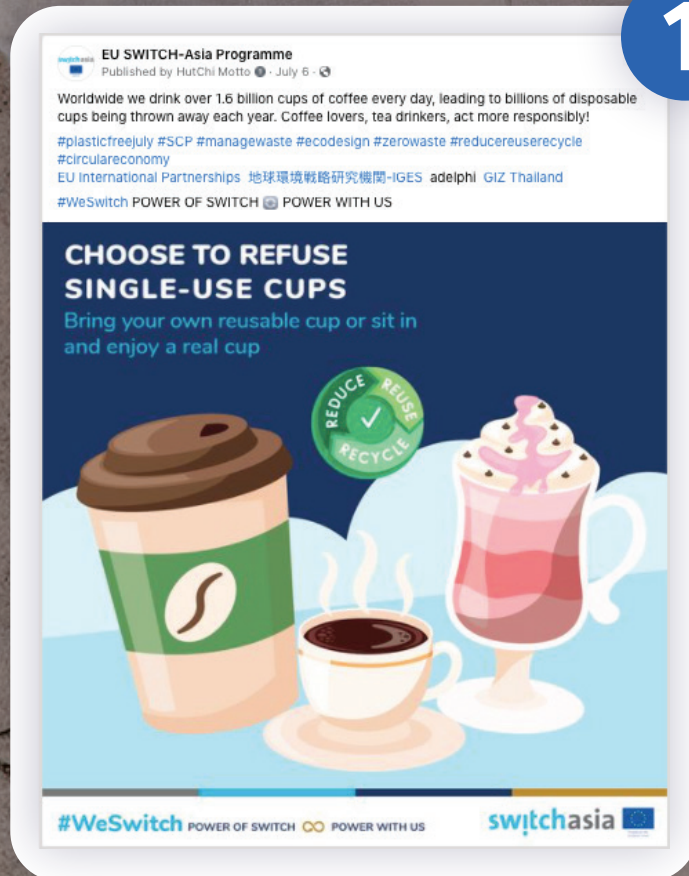
Mini Campaign

Plastic Free July



CONTENT PERFORMANCE

1



Refuse Single - Use Cups

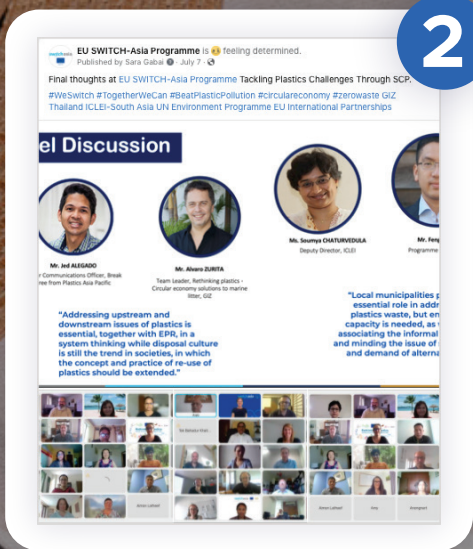
Impressions: 9,830

Engagement: 250

IMPRESSION



9,830



Tackling Plastics Challenges Through SCP

Impressions: 6,737
Engagement: 78

IMPRESSION
👁️ 6,737



Prevention of Marine Litter in Sri Lanka

Impressions: 6,432
Engagement: 65

IMPRESSION
👁️ 6,432



Tackling Plastics Challenges Through SCP, Key insights from Session 2

Impressions: 6,124
Engagement: 94

IMPRESSION
👁️ 6,124



Tackling Plastics Challenges Through SCP, Key insights from Session 1

Impressions: 5,302
Engagement: 51

IMPRESSION
👁️ 5,302



CONTENT PERFORMANCE

1

switch-asia
@switchasia

Happening now: @switchasia Tackling Plastics Challenges Through SCP 📢 Key insights from Session 2 #WeSwitch #SCP #managewaste #reducereuserecycle #EUGreenDeal @EU_Partnerships @MNUedu @EU_Maldives @eulinlaos @EUPakistan @ClimateChangePK @EUinThailand

<p>The plastics challenge needs to be eliminated through a 'whole of society' approach, also including the private sector, the packaging industry, large corporates and SMEs.</p> <p>MUHAMMAD IMRAN FARUQ Director General Environment & Climate Change in the Ministry of Climate Change and Natural Resources for the United Arab Emirates (United Arab Emirates Climate Pavilion)</p>	<p>Using locally available materials as alternatives to plastics can make a difference when promoting Responsible Tourism and educating travellers.</p> <p>TRISTY PRASIDIA NESTEN SCP Expert, Switch Asia SCP Thailand Pavilion with Case Study Impact</p>
<p>It is important to consider the country context when developing policy recommendations on addressing plastics. Achieving change requires leadership from all parts of the society.</p> <p>STEVEN LONG Switch Asia SCP Faculty Expert</p>	<p>A regional approach in the LAC addresses how to reduce marine plastics pollution in governing and it allows for local governments to get involved. We are playing our part through the PROSECC Project in the Maldives, Sri Lanka and India.</p> <p>DR. ABULLAS NADEEM Project Manager, Switch Asia Regional Project The Maldives National University</p>

Tackling Plastics Challenges Through SCP, Key insights from Session 2

Impressions: 2,003
Engagement: 76

IMPRESSION



2,003



Prevention of Marine Litter in Sri Lanka

Impressions: 1,613
Engagement: 30

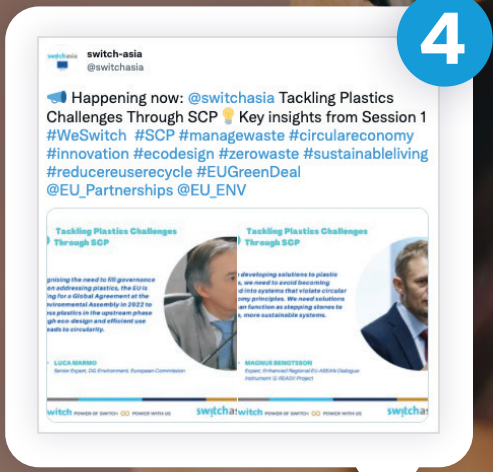
IMPRESSION
👁️ 1,613



Refuse Single - Use Cups

Impressions: 1,501
Engagement: 25

IMPRESSION
👁️ 1,501



Tackling Plastics Challenges Through SCP, Key insights from Session 1

Impressions: 1,227
Engagement: 29

IMPRESSION
👁️ 1,227



Tackling Plastics Challenges Through SCP

Impressions: 1,061
Engagement: 33

IMPRESSION
👁️ 1,061



SUMMARY

TIMELINE

GOAL Sep 2020 – Aug 2021

RESULTS 12/12 Months

STATUS **Completed**

FACEBOOK

GOAL 300,000 Followers 5,000,000 Impressions

RESULTS 300,154 Followers 35,918,977 Impressions

STATUS **Achieved** **Over Expectation**

TWITTER

GOAL 10,000 Followers 500,000 Impressions

RESULTS 10,182 Followers 24,098,661 Impressions

STATUS **Achieved** **Over Expectation**

VIDEO PRODUCTION

GOAL 4 Clips

RESULTS 4 Clips

STATUS **Completed**

WEBSITE

GOAL Before 3,000 Session/Month

RESULTS 8,889 Sessions/Month

STATUS **Over Expectation**

GET IN TOUCH

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