



## SOCIAL MEDIA PERFORMANCE

SEPTEMBER 2020 - OCTOBER 2022



This publication was produced with the financial support of the European Union.  
Its contents do not necessarily reflect the views of the European Union.

**Supervisor:** Sara Gabai, Communication and Knowledge Expert, SWITCH-Asia

Photos courtesy of SWITCH - Asia Grant Projects

Printed on recycled paper 

# CONTENTS

---

Impact Communications	01
Campaign Background	03
Our Social Media Movement	04
Performance Overview	05
Facebook Performance	09
Twitter Performance	35
Website Performance	113
Summary of Results	123

---



---

# SOCIAL MEDIA STRATEGY

## 2020 - 2022

Sustainable development practitioners are increasingly aware that communication means so much more than transmitting and exchanging information from one person to another. Promoting social change and co-creating meaning and knowledge are the real targets of successful communications.

Because sustainability has become a major problem today, governments, businesses, scientists, non-profit organisations (NGOs), financial institutions and individuals are increasingly understanding that unless the message makes sustainability completely clear to all audiences, nothing is going to change.



**COMMUNICATION WITHOUT A PLAN LEADS TO LIMITED OUTREACH AND MISSED OPPORTUNITIES. STRATEGICALLY ELABORATED COMMUNICATION LEADS TO INCREASED KNOWLEDGE AND GREATER IMPACT, AND MORE CHANCE OF SOLID RESULTS.**

**– Sara Gabai, SWITCH-Asia Communication Expert –**

**From September 2020 to October 2022, 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: **310K Followers / 6,100,000 Impressions**
- Twitter: **11K Followers / 1,050,000 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

- 27 Months (SEP 2020 – NOV 2022)

## BUDGET

- Total Budget: 8,300,600 THB (222,273.27 Euro)

# OUR SOCIAL MEDIA MOVEMENT



**358,704**  
FOLLOWERS

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



**55,696,708**  
IMPRESSIONS

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



**43,307,597**  
REACHED PEOPLE

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



**2.78%**  
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.

# PERFORMANCE OVERVIEW

---

DATE:

**SEPTEMBER 2020 – OCTOBER 2022**



# FACEBOOK

**599**  
POSTS



**358,704**  
FOLLOWERS  
+ 354,832  
Start From: 3,872



**29,792,692**  
TOTAL  
IMPRESSIONS



**1,354,532**  
TOTAL  
ENGAGEMENT



**4.55%**  
ENGAGEMENT  
RATE



**13,145**  
FOLLOWERS  
+ 11,977  
Start From: 1,168



**25,904,016**  
TOTAL  
IMPRESSIONS



# TWITTER



**194,525**  
TOTAL  
ENGAGEMENT



**0.75%**  
ENGAGEMENT  
RATE

**742**  
POSTS

# CONTENT PERFORMANCE

## COUNTRY IMPACT



IMPRESSIONS

**3M**

ENGAGEMENTS

**59K**

Engagement Rate: 4.2%

## EVENTS & CONFERENCES



IMPRESSIONS

**810K**

ENGAGEMENTS

**36K**

Engagement Rate: 5.5%

## GLOBAL TREND



IMPRESSIONS

**3.2M**

ENGAGEMENTS

**83K**

Engagement Rate: 4.0%



## GRANTS PROJECTS

IMPRESSIONS

👁️ **6.9M**

ENGAGEMENTS

❤️ **293K**

Engagement Rate: 4.6%



## INTERNATIONAL DAYS

IMPRESSIONS

👁️ **301K**

ENGAGEMENTS

❤️ **36K**

Engagement Rate: 5.5%



## SWITCH-ASIA NEWS

IMPRESSIONS

👁️ **1.5M**

Link Click

👉 **25K**

ENGAGEMENTS

❤️ **37K**

Engagement Rate: 3.4%



## RESOURCE LIBRARY

IMPRESSIONS

👁️ **6.8M**

Link Click

👉 **137K**

ENGAGEMENTS

❤️ **166K**

Engagement Rate: 2.4%

# FACEBOOK PERFORMANCE

---

DATE:

**SEPTEMBER 2020 - OCTOBER 2022**



 SWITCH-Asia

**358,704**    
FOLLOWERS + 354,832

**Total Impressions**

**29,792,692**

Reach: 17,403,581  
AVG. Impressions : 49,737 / Post

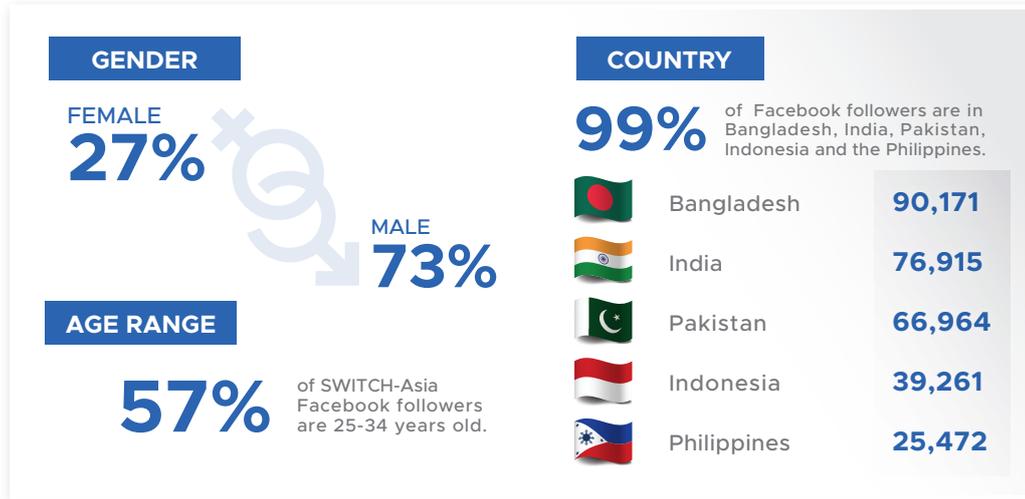
**Total Engagement**

**1,354,532**

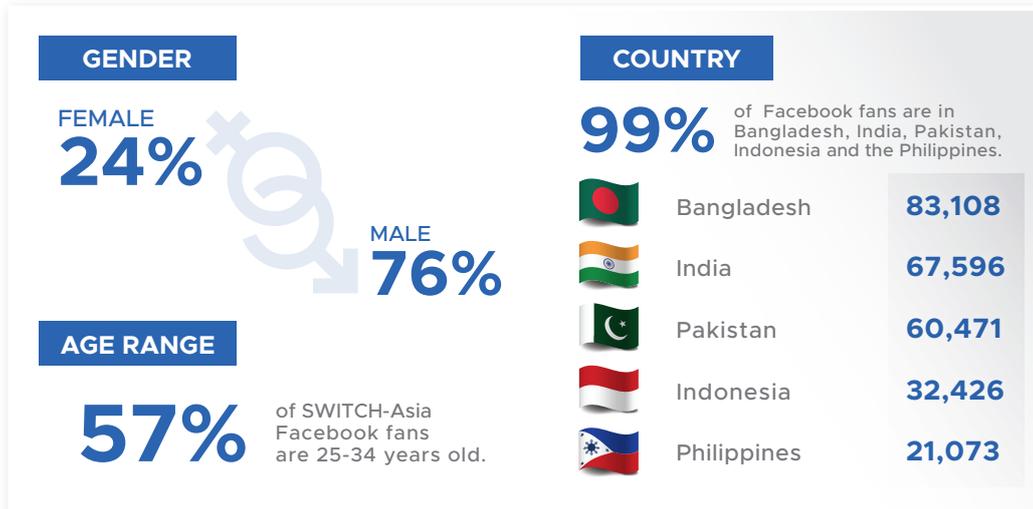
**Engagement Rate**

**4.55%**

# FOLLOWERS



# FANS



As of July 2022 prior to Meta

# REACH

## COUNTRY

**99%** of Facebook fans are in India, Bangladesh, Sri Lanka, Pakistan, and Nepal.

	India	<b>89,292</b>
	Bangladesh	<b>30,269</b>
	Sri Lanka	<b>20,565</b>
	Pakistan	<b>18,531</b>
	Nepal	<b>11,878</b>

## GENDER

### AGE RANGE

**55%**

of SWITCH-Asia Facebook fans are 25-34 years old.

FEMALE  
**28%**

MALE  
**72%**

As of July 2022 prior to Meta

# ENGAGEMENT

## COUNTRY

**99%** of Facebook fans are in Bangladesh, India, Pakistan, Indonesia and the Philippines.



Bangladesh

**1,076**



Pakistan

**587**



India

**411**



Afghanistan

**221**



Sri Lanka

**202**

## GENDER

### AGE RANGE

FEMALE  
**23%**

**61%**

of SWITCH-Asia Facebook fans are 25-34 years old.

MALE  
**77%**

As of July 2022 prior to Meta



# HIGHLIGHT PEOPLE AND ORGANISATIONS ENGAGED WITH US



Central Asia Regional Economic Cooperation (CAREC)



GERES Southeast Asia



Geres Mongolia



Globe Green Growth Institute Cambodia



TERI - The Energy and Resources



WECOOP Project



The Switchers



SWITCH Med



ACTED Tajikistan



People in Need Cambodia



Caritas Czech Republic in Mongolia



AVSF Mongolia



Hivos Southeast Asia



Yayasan Plan International Indonesia



Asia Society for Social Improvement and Sustainable Transformation



Future Earth SSCP KAN



Switch Garment



Prevent Plastics Myanmar



Kyrgyz Community Based Tourism Association



Normative



**SWITCH to Solar**



**Resource Efficiency in Agri-food Production and Processing - REAP**



**Center for Creativity and Sustainability Study and Consultancy - CCS**



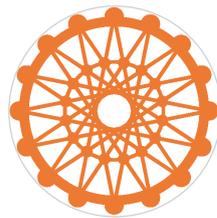
**GIZ Thailand**



**DCA Nepal**



**Hilti Foundation**



**Social Venture Network Swenden-SVN Sweden**



**Mongolian International Cooperation and Development Programs Agency**



**NEOrganics**



**Greentour: Sustainable Tourism in Kyrgyzstan**



**Center for Environment, Human Rights & Development Forum-CEHRDF**



**East-West Seed Knowledge Transfer**



**SMART Textiles and Garments**



**Sustainable Cashmere Union Mongolia**



**STeP EcoLab Mongolia**



**Care International Lao PDR**



**Rare**



**Habitat for Humanity**



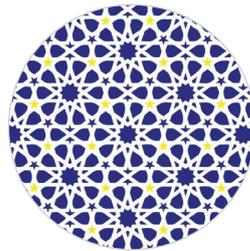
# HIGHLIGHT EU PEOPLE AND DELEGATIONS ENGAGED WITH US



European Union  
Delegation to Mongolia



European Union  
Delegation to Bangladesh



European Union Delegation  
to Uzbekistan



European Union  
Delegation  
to Kyrgyzstan



European Union  
Delegation to Sri Lanka  
and the Maldives



European Union  
Delegation to  
Kazakhstan



European Union  
Delegation to Cambodia



European Union  
Delegation to Lao PDR



European Union  
Delegation to Thailand



European Union  
Delegation to India



European Union  
Delegation to Malaysia



European Union  
Delegation to Indonesia



European Union  
Delegation to Vietnam



European Union  
Delegation to Nepal





# TOP POSTS PERFORMANCE

1



## PROMISE Grant Project Maldives, India, Sri Lanka

TOP IMPRESSION

 **5,033,755**



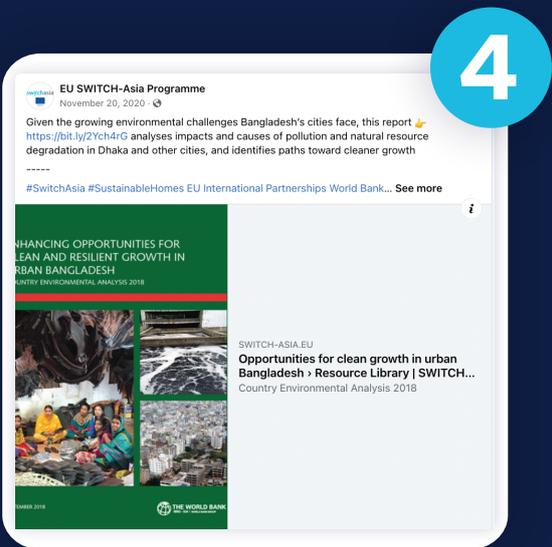
## PROMISE Maldives, India, Sri Lanka

TOP LIKE  34,026



## SOGE Mongolia

TOP SHARE  667



## Opportunities for clean growth in urban Bangladesh

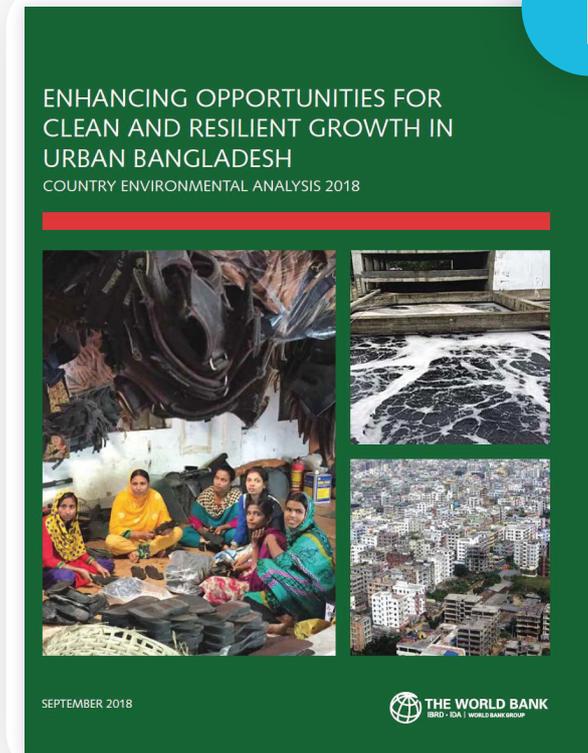
TOP LINK CLICKS  27,758



# RESOURCE LIBRARY: Top Link Clicks

114  
POSTS

1



## Opportunities for clean growth in urban Bangladesh

Link Clicks



27,758





# Our Publications

1

switchasia  
SCP FACILITY

Vision 2030 for a  
Green Building Code  
in Pakistan



Link Clicks

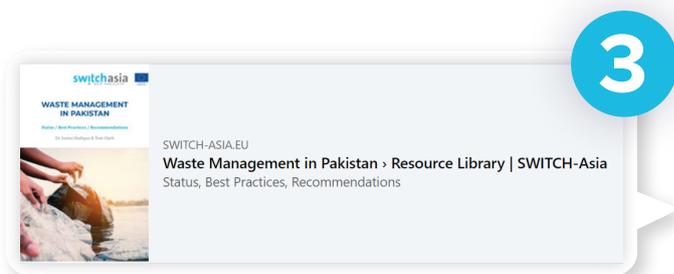


2,067



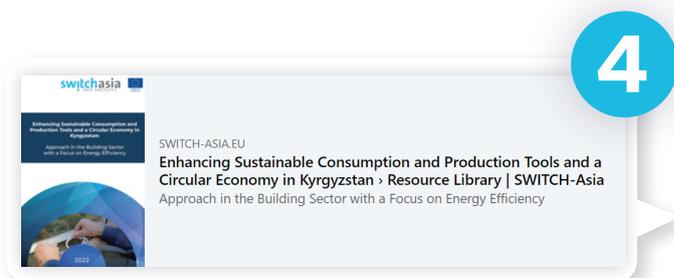
Link Clicks

 873



Link Clicks

 798



Link Clicks

 698



Link Clicks

 541



## NEWS AND STORIES: Top Link Clicks

65  
POSTS

1



## Asia Pacific Housing Forum 2021 Buildup Nepal SCP Award Winner

Link Clicks



2,835



2

## SHINE Bhutan A Catalyst for Economic, Sustainable and Inclusive Growth

Link Clicks

 **2,249**



3

## PARYA Sampada Nepal: Reviving Traditions

Link Clicks

 **2,158**



4

## STeP EcoLab: Mongolia is One Step Closer to Making Fashion Sustainability a Reality

Link Clicks

 **1,900**



5

## Success Stories from PARYA SAMPADA in Nepal

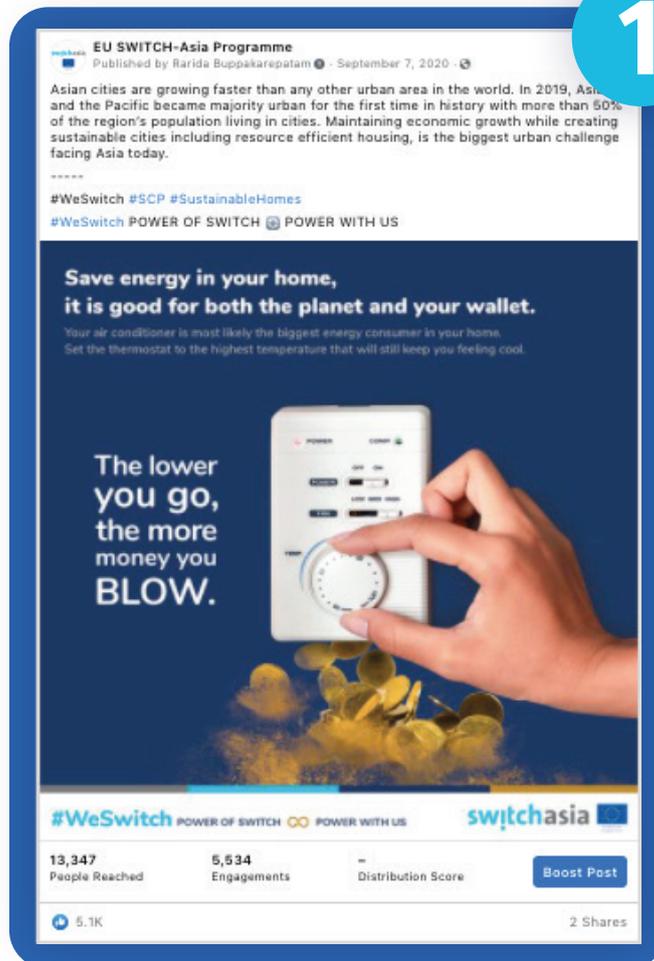
Link Clicks

 **1,712**



# GLOBAL TREND: Top Engagement Rate

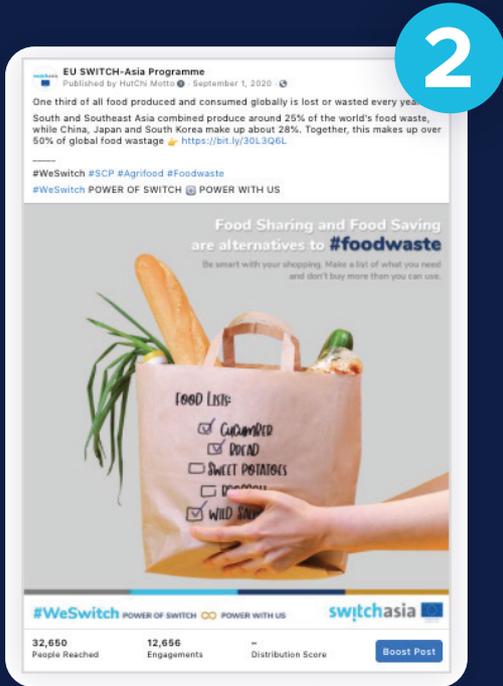
39  
POSTS



## Sustainable Urban Community

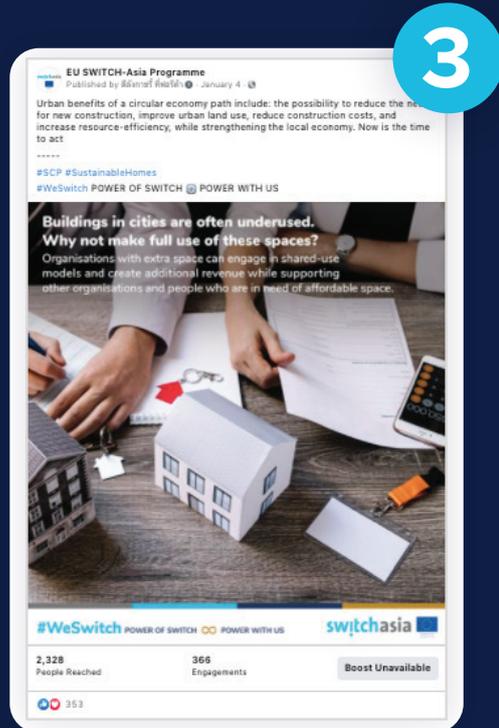
ENGAGEMENT RATE

34.3%



## Food Sharing and Food Saving

Engagement Rate 30.2%



## Efficient Use of Building Space

Engagement Rate 15.2%



## Start Relying on Reusable Containers

Engagement Rate 13.0%



## Seasonal Food

Engagement Rate 11.1%



# EVENTS AND CONFERENCES

76  
POSTS

1



## Asia Pacific Housing Forum Innovation Awards Video

ENGAGEMENT RATE



68.9%



## SWITCH-Asia Annual Meeting

Engagement Rate **34.9%**



## Regional Training on Promoting the Effective Implementation of Sustainable Public Procurement in Asia

Engagement Rate **16.9%**



## SWITCH-Asia Programme Steering Committee

Engagement Rate **13.9%**



## Highlights: Promoting Circular Economy and SCP in the Technical Textiles Sector in Asia

Engagement Rate **13.7%**



# GRANT PROJECTS: Top Engagement Rate

59  
POSTS

1

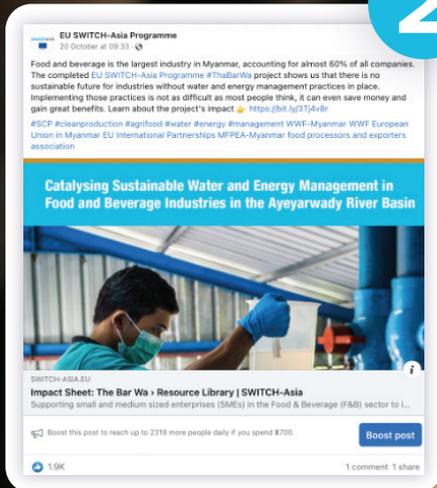


## SWITCH-Asia GreenTour supported initiative wins Green Destinations Top 100 Stories Competition

ENGAGEMENT RATE



22.1%



2

## Tha Bar Wa Impact Sheet

Engagement Rate

♥ 21.6%



3

## Low Carbon Rice Indonesia

Engagement Rate

♥ 13.7%



3

## Projects in Lao PDR

Engagement Rate

♥ 10.3%



4

## Projects in Vietnam

Engagement Rate

♥ 10.0%



23  
POSTS

# COUNTRY IMPACT: Top Engagement Rate

1

**EU SWITCH-Asia Programme**  
February 2, 2021 · 🌐

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 ttz... [See more](#)

---

**OUR WORK AND IMPACT**

**📍 Pakistan**  
South Asia

**5 Grants Projects**

<p><b>Economy Impact</b> Better water management practices implemented at 30 SMEs achieved annual savings of EUR 1.5 million with capital investments of approximately EUR 1 million.</p>	<p><b>Climate Benefits</b> Increased use of new high pressure cogeneration technology by sugar mill SMEs results in an overall reduction in GHG emissions by more than 2 million tonnes of CO2 e per year.</p>
<p><b>Environment Impact</b> Industrial equipment manufacturers for the leather and textile sector are trained to produce energy-efficient, and resource-optimized machinery for manufacturing SMEs, e.g. reducing chrome use by 20%.</p>	<p><b>Target Group Engagement</b> Engagement of 10 stakeholder groups on promoting sustainable practices in cotton processing / apparel manufacturing including cotton farmers, SMEs, government, Pakistani textile manufacturers, European retailers, conducting more than 200 training sessions.</p>
<p><b>Social Impact</b> More than 5,000 women received training on health and safety as cotton pickers; additional skill-building for creating additional income from cultivating mushrooms using cotton waste.</p>	<p><b>Policy Development</b> Creation of a favorable 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.</p>

#WeSwitch POWER OF SWITCH POWER WITH US **swtchasia**

👍 599

# Pakistan

ENGAGEMENT RATE



# 21.5%

**2**

EU SWITCH-Asia Programme  
 Published by [HUTCH ASIA](#) · 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/3WeSwitch>

#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

**14 Grants Projects**

**Economy Impact**  
 200 tonnes of CO2e avoided thanks to the production of more than 100,000 units of electrical equipment and the cooperative work force.

**Environment Impact**  
 Thanks to support for water management systems, 100,000 litres of water have been conserved and the environmental impact of the food processing industry in Vietnam.

**Social Impact**  
 100,000 litres of water have been conserved and the water quality has improved. The local community has benefited from the support provided by the EU SWITCH-Asia team.

**Climate Benefits**  
 Mitigation of more than 25,000 tonnes of CO2e per year in the local sector.

**Target Group Engagement**  
 1,000 individuals and 100 SMEs have been mobilized to successfully fund financing projects.

**Policy Development**  
 Through policy dialogue and recommendations, SWITCH-Asia projects contribute to the development of sustainable practices and standards that can be replicated in the local and neighbouring sector.

#WeSwitch POWER OF SWITCH @ POWER WITH US swtchasia

**3**

EU SWITCH-Asia Programme  
 Published by [Ecofund South](#) · 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 Kabul Green Homes project has informed more than 45,000 Kabul families on low-energy cooking and heating, and insulation options.

**Afghanistan**  
 Engagement Rate  
 ❤️ 10.8%

**Vietnam**  
 Engagement Rate  
 ❤️ 19.3%

**4**

EU SWITCH-Asia Programme is with Joyndl Abedin Kaiser.  
 October 6, 2021 ·

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

#SCP #Impact #Bangladesh ... See more

**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 25% due to the improvement of their environmental image (OCP, ISO, and eco-labeling).

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

**Social Impact**  
 Increased the awareness of metal company managers and employees on direct effect on profitability by improvement of energy efficiency, streamlining environmental management improving work conditions and reducing toxic waste.

**Climate Benefits**  
 Contributed to an increasing absorption of CO2 (56,000 tonnes/2 years) through more efficient pinto cultivation.

**Target Group Engagement**  
 Technical support on alternative brick-making and green building provided to 25 SMEs, 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 swtchasia

**5**

EU SWITCH-Asia Programme [agiflu Joyndl Abedin Kaiser](#)  
 12 NOVEMBER 2021 ·

With EU SWITCH-Asia Programme support, Thailand's SCP Roadmap 2017-2036 was approved as the guideline to improve capacity of resource efficiency, inclusive growth and GHGs emission reduction.

#SCP #Impact #Thailand European Union in Thailand EU International Partnerships... [ดูเพิ่มเติม](#)

**OUR WORK AND IMPACT**  
**Thailand**  
 Southeast Asia

**8 Grants Projects**

**Economy Impact**  
 By promoting Sustainable Consumption and Production (SCP), the 100 participating SMEs (local and international) are now able to have increased access to green finance.

**Environment Impact**  
 The SWITCH-Asia SCP program in Thailand has contributed to the reduction of 1,000 tonnes of CO2e. The 100 participating SMEs (local and international) are now able to have increased access to green finance.

**Social Impact**  
 Through the SWITCH-Asia program, 100 SMEs (local and international) are now able to have increased access to green finance.

**Climate Benefits**  
 With the support of the SWITCH-Asia team and the expertise of the ASEAN level and national level partners, the promotion of highly efficient and sustainable (HES) SMEs is expected to have a positive impact on the Thai job and environment. The SWITCH-Asia program will contribute to the country's contribution to the achievement of the 2030 Agenda for Sustainable Development.

**Target Group Engagement**  
 The 100 participating SMEs (local and international) are now able to have increased access to green finance.

**Policy Development**  
 The 2017 National SCP Roadmap is the guideline to sustainable development in the future sector by building up professional and sustainable businesses to reduce greenhouse gas emissions.

#WeSwitch POWER OF SWITCH @ POWER WITH US swtchasia

**Thailand**  
 Engagement Rate  
 ❤️ 10.2%

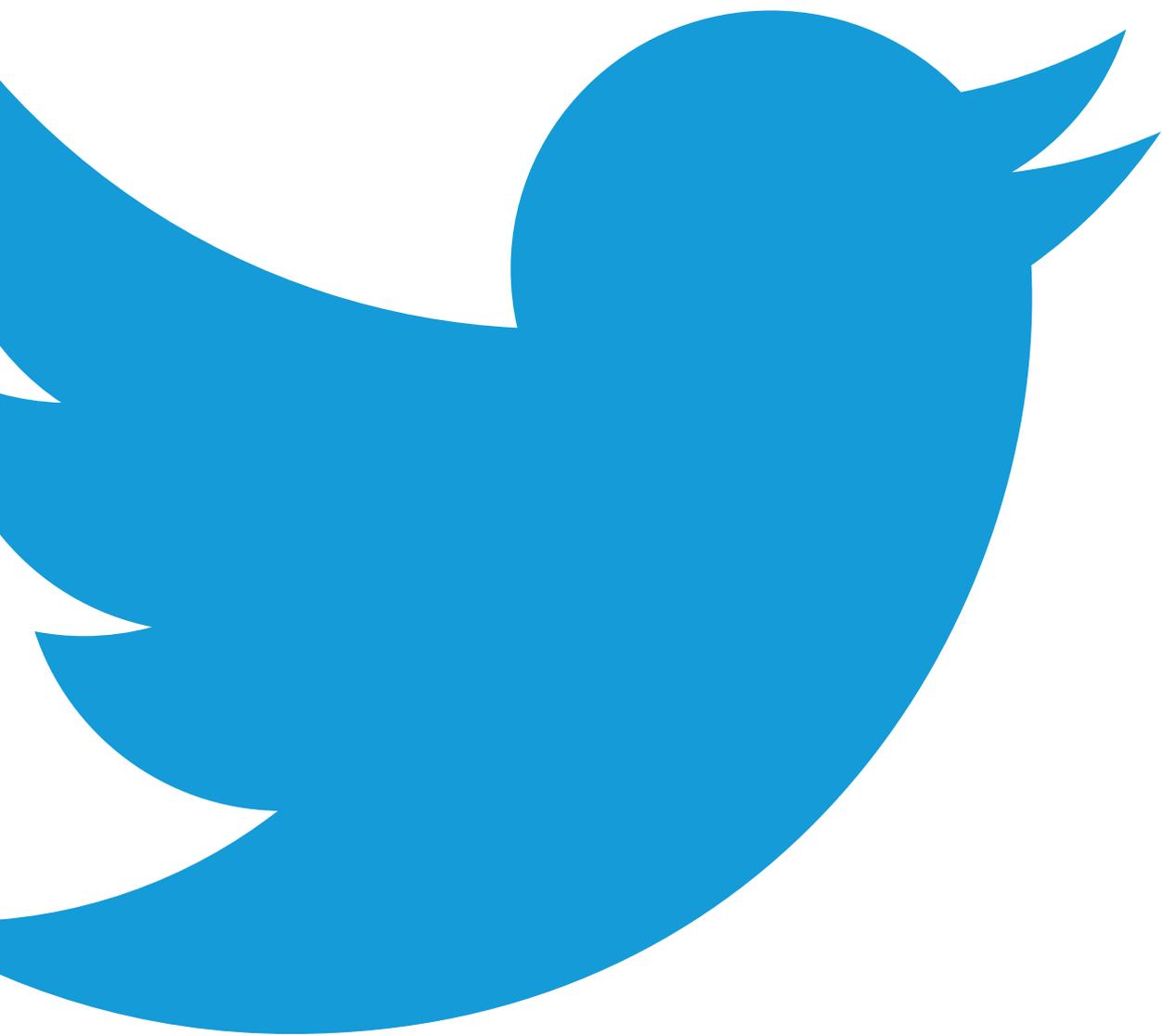
**Bangladesh**  
 Engagement Rate  
 ❤️ 10.7%

# TWITTER PERFORMANCE

---

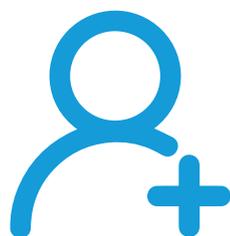
DATE:

**SEPTEMBER 2020 - OCTOBER 2022**





13,145 FOLLOWERS + 11,977



Total Impressions

25,904,016

AVG. Impressions: 34,911 / Post

Total Engagement

194,525

20,268 342 51,691 19,173

Detail Expand: 3,977 | Profile Clicks: 16,611 | URL Clicks: 6,631
Hashtag Clicks: 1,496 | Media Views: 63,092

## Engagement Rate

# 0.75%

A metric used to gauge the level of engagement generated from created content or a brand campaign.

## Our Followers by Country Distribution

# 99%

of Twitter followers are in India, Bangladesh, Indonesia, Philippines, Afghanistan.



India

**3,545**



Bangladesh

**1,881**



Indonesia

**902**



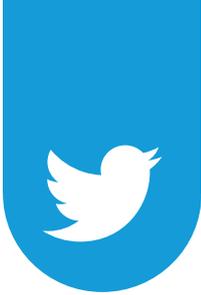
Nepal

**868**



Afghanistan

**786**



# HIGHLIGHT ORGANISATIONS AND PEOPLE 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



**Human Rights**  
Activist, Author of The Green Eyed Lama



**Social Media**  
Activist, Columnist, Blogger



**Bruce Pannier**  
Correspondent



**Jana Zilkova**  
Head of Mission, Caritas Czech Republic in Mongolia



**Badruddeen Naseem**  
Diplomat for Ministry of Foreign Affairs



adelphi



IGES



Interreg Europe



Plastics Impact



SwitchMed



ABTO Bhutan



Cover Mongolia



Capacity4dev



CSCP



ArcTop Labs Pvt Ltd



Yayasan Plan International Indonesia



Hivos Southeast Asia



Switch Garment



GIZ



TERI



greenweek



Forum for the Future



UNIDO Brussels



People In Need (PIN) Mongolia



People in Need



Fashion Revolution



ICLEI South Asia



UN-Habitat



The Maldives National University



Build Up Nepal



Green Economy Coalition



World Wide Fund for Nature



Mercy Corps



United Nations ESCAP



Sustainable Textile Production



UNESCO



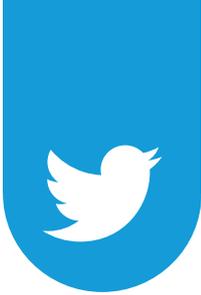
Rare



Habitat for Humanity



Normative



# HIGHLIGHT EU PEOPLE AND DELEGATIONS 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**  
European Union  
Ambassador 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**



**EU in Pakistan**



**EU in the  
Maldives**



**EU in  
Sri Lanka**



**EU in Malaysia**



**EU in  
Kazakhstan**



**EU in Nepal**



**EU in Uzbekistan**



**EU in Thailand**



**EU in Vietnam**





## Highlight of the Month

# September 2020



## SWITCH-Asia Video: Our Mission and SCP Work

TOP TWEET

# 2,962

impressions

# COVID-19 Response in Mongolia

Top Mention  
(100 Engagements)

**Top mention** earned 100 engagements

 **Tim Jenkins**  
@TS\_Jenkins · Sep 14

We teamed up with @GeresMongolia's @switchasia project to supply locally made masks to our #COVID19 emergency relief project. We not only provided masks to children who needed them but also jobs to women hit hard by the economic crisis.

Read: [montsame.mn/en/read/236390...pic.twitter.com/VWZR9DKIOr](https://montsame.mn/en/read/236390...pic.twitter.com/VWZR9DKIOr)



👁 16 🍷 25

[View Tweet](#)

# Eco-Fair Grant Project Vietnam

Top Media Tweet  
(2,564 Impressions)

**Top media Tweet** earned 2,564 impressions

Vietnam is committed to promoting eco-fair products in the agri-food supply chain but the capacity of MSMEs in production and marketing, and consumers' awareness are limited. Is it time to promote better the eco-fair label? #WeSwitch @vncpc @funzi @EUDelegationVN @europeaid [pic.twitter.com/wl1zGOpH7s](https://pic.twitter.com/wl1zGOpH7s)



POWER OF SWITCH 🌱 POWER WITH US 

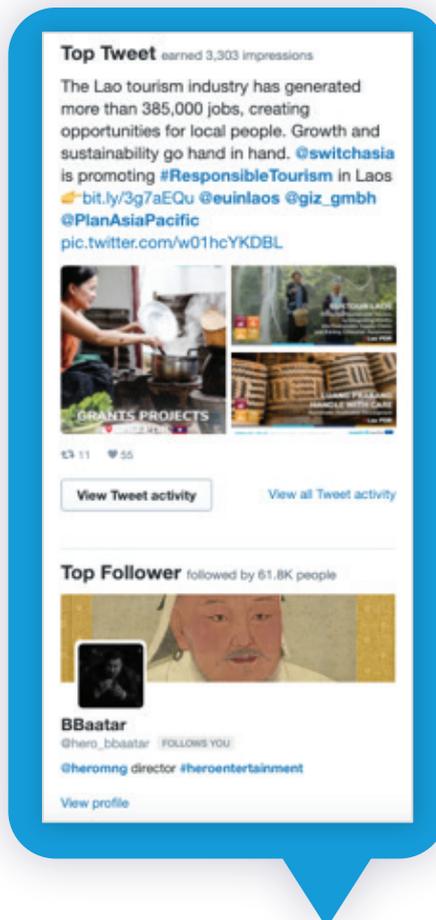
👁 3 🗨 7 🍷 123

[View Tweet activity](#) [View all Tweet activity](#)



# Highlight of the Month

# October 2020



## Sustainable Tourism Grant Projects in Lao PDR

TOP TWEET

3,303

impressions

# SPRIM Mongolia Grant Project

**Top Mention**  
(105 Engagements)

**Top mention** earned 105 engagements

**Tim Jenkins**  
@TS\_Jenkins · Oct 20

Please take notice of the most creative, and sustainable, invitation ever! Well done, @CharitaCesko, @EUinMongolia, @switchasia, and @CzechMFA 🙌

I look forward to learning more about your contributions to the waste management sector in #Mongolia.  
[pic.twitter.com/2zFvmiyA4b](https://pic.twitter.com/2zFvmiyA4b)



1 5 17

[View Tweet](#)

# Energy Efficiency Global Trend

**Top Media Tweet**  
(3,044 Impressions)

**Top media Tweet** earned 3,044 impressions

On 5 October @switchasia is celebrating World Energy Efficiency Day. Join us, it doesn't take much energy to save energy! Some tips for when you're washing and drying your clothes 🙌 [bit.ly/341uHh0](https://bit.ly/341uHh0)  
**#WeSwitch #SCP #FashionSustainability #energysaving @europeaid**  
[pic.twitter.com/T8U68y0jIG](https://pic.twitter.com/T8U68y0jIG)



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

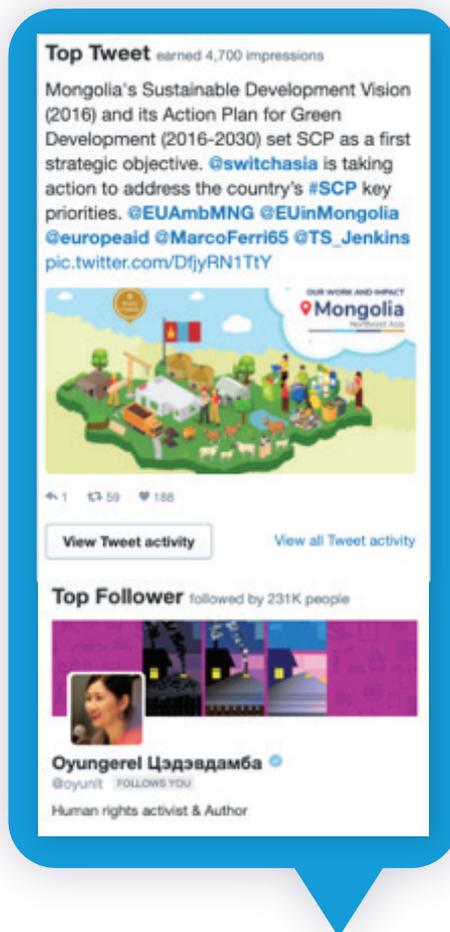
9 202

[View Tweet activity](#) [View all Tweet activity](#)



## Highlight of the Month

# November 2020



## Mongolia Country Impact

TOP TWEET

4,700

impressions

# SWITCH-Asia Call for Proposals

Top Mention  
(463 Engagements)



# SWITCH-Asia Call for Proposals

Top Media Tweet  
(4,628 Impressions)





## Highlight of the Month

# December 2020

**Top Tweet** earned 3,712 impressions

How much do you know about fashion's role in climate change? This @cnn @Fash\_Rev interactive issue explores some of the common misconceptions about shopping and living sustainably 🙌  
cnn.it/36auFUu #WeSwitch #FashionSustainability @europeaid

👁️ 5 ❤️ 8

[View Tweet activity](#) [View all Tweet activity](#)

---

**Top Follower** followed by 164K people



**Demberel Sambuu**  
@Demberel\_S FOLLOWS YOU

MP 2012-2016, Currently serving as Director of Economic research and Training Institute at Central bank of Mongolia. RT are not endorsements. \*Ok,Boomer\*

[View profile](#)

## Fashion's Role in Climate Change

TOP TWEET

3,712

impressions

# BhoomiKa India Grant Project

Top Mention  
(119 Engagements)

**Top mention** earned 119 engagements

**BhoomiKa**  
@BhoomiKaEco · Dec 2

300 masks donated by @FabindiaNews were handed over to @Tiwari\_iiit to show our solidarity to #Police/ #coronawarriors. @IGSSS team working on #BhoomiKa explained the role of nutritious food during the ongoing pandemic. @CP\_Noida @noidapolice @switchasia @EU\_in\_India @WHH\_India pic.twitter.com/ESTbfy5PE



11 22  
View Tweet

# Dear Consumers Campaign in Thailand Grant Project

Top Media Tweet  
(1,918 Impressions)

**Top media Tweet** earned 1,918 impressions

Join Orange Spike, exercise your consumer rights, and stop Toxic Oranges!  
[bit.ly/3lvDYTF](https://bit.ly/3lvDYTF) @switchasia @oxfamgb @EUinThailand @europeaid #StopToxicOrange #iTrace #scorange #scan #Farm2Fork #EUGreenDeal #khemupsorn @BioThaiweb @makrocrm @topsthailand @TescoLotus pic.twitter.com/KM2YHuxlaX



1 5  
View Tweet activity View all Tweet activity



# Highlight of the Month

# January 2021

**Top Tweet** earned 5,634 impressions

@switchasia #PROMISE officially launched in presence of @DrHussainHassan, Minister of Environment, Republic of the Maldives 🇲🇵 #WeSwitch @EU\_Maldives @EU\_in\_India @EU\_in\_Sri\_Lanka @MNUedu @adelphi\_berlin @teriin @parleyforoceans @EU\_Partnerships twitter.com/teriin/status/...

View Tweet activity View all Tweet activity

**Top Follower** followed by 34K people

Хөгжлийн түлхүүр монгол хүнд өөрт нь болон эх түүхэнд нь

**Badrakh NAIDALAA**  
@Naidalaa | FOLLOWS YOU

Хөгжлийн эдийн засагч, санхүүч. UFE | Kobe University, @Hunnam\_mn | Board member, @mongolianbanker | former CEO @ToC\_Mongolia | #GreenFinance #Уухай!

View profile

## PROMISE Maldives, India, Sri Lanka Grant Project Launch

TOP TWEET

5,634

impressions

**Top mention** earned 187 engagements

**teri** TERI  
@terlin · Jan 25

Prevention of Marine Litter in the Lakshadweep Sea (PROMISE) is a 4-year project supported by the European Union under the @switchasia Programme. The project activities target tourism clusters located along the Lakshadweep shorelines in the Maldives, Sri Lanka and India  
[pic.twitter.com/bX9HF31ppm](https://pic.twitter.com/bX9HF31ppm)



🔄 5 ❤️ 6

[View Tweet](#)

# PROMISE Maldives, India, Sri Lanka Grant Project Launch

**Top Mention**  
(187 Engagements)

## Fashion Sustainability Grant Projects in Mongolia

**Top Media Tweet**  
(4,227 Impressions)

**Top media Tweet** earned 4,227 impressions

Sustainability has become the buzzword in the fashion industry but few understand what this really means. @switchasia #FashionSustainability in practice 🙌  
[bit.ly/2ELsIDb](https://bit.ly/2ELsIDb) #WeSwitch @EUinMongolia @uni\_eropea @EUinMalaysia @SustainableTex2 @AVSF\_ONG @KoenDoens  
[pic.twitter.com/Rc6nwQQEBx](https://pic.twitter.com/Rc6nwQQEBx)



🔄 25 ❤️ 62

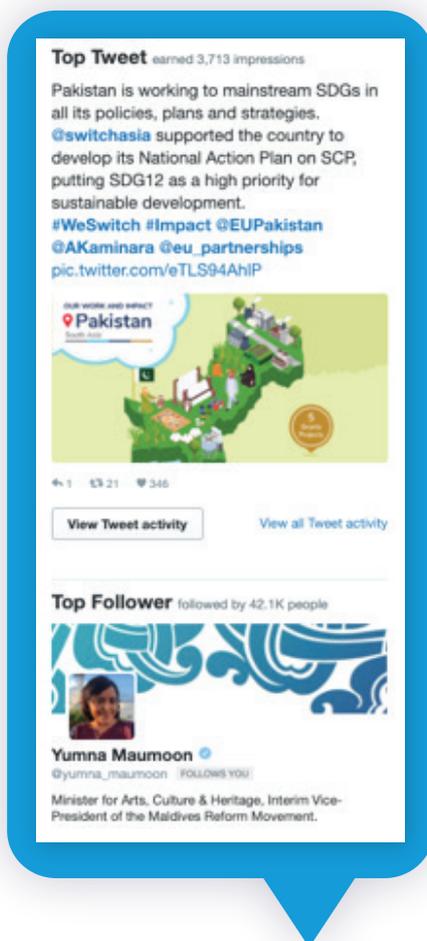
[View Tweet activity](#)

[View all Tweet activity](#)



# Highlight of the Month

# February 2021



## Pakistan Country Impact

TOP TWEET

3,713

impressions

# Pakistan Country Impact

**Top Mention**  
(474 Engagements)

**Top mention** earned 474 engagements

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 pic.twitter.com/eTLS94AhIP



1 21 346

[View Tweet activity](#) [View all Tweet activity](#)

## Green Spaces Global Trend

**Top Media Tweet**  
(3,548 Impressions)

**Top media Tweet** earned 3,548 impressions

Every region is expected to become more urbanized in the next 10 years, with 96% 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 @ICLEI @worldGBC @Habitat\_AP pic.twitter.com/QBhtmNTB5c



6 96

[View Tweet activity](#) [View all Tweet activity](#)



# Highlight of the Month

# March 2021

**Top Tweet** earned 3,319 impressions

What is the role of women in the fight against climate change? Let's hear it from Nawida Faizy @switchasia #KabulGreenHomes bit.ly/2PjPgQD #joinus following @Geres\_en campaign to hear the women who are making a difference @EU\_Partnerships #WeSwitch #ClimateAction #SCP

🔄 2 ❤️ 10

[View Tweet activity](#) [View all Tweet activity](#)

---

**Top Follower** followed by 57.2K people



**Л.НИНЖЖАМЦ, NINJAMTS.L**  
@NinjamtsL FOLLOWS YOU

Philosopher, lawyer, journalist, PR consultant, mother of 4 children, citizen of Mongolia. This address is a free platform for my views.

[View profile](#)

## Kabul Green Homes Grant Project: Role of Women in the Fight Against Climate Change

TOP TWEET

# 3,319

impressions

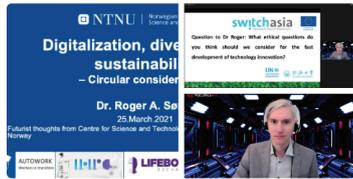
# SWITCH-Asia Event on Digitalisation, Diversity and Sustainability

**Top mention** earned 104 engagements



**Dr Roger A. Soraa** 🇳🇴  
@RogerSoraa · 25 Mar 2021

Had a great Norwegian morning and Chinese afternoon to discuss "Digitalization, Diversity and Sustainability" presenting at the @switchasia conference. Asia has 3 times as many #robots as Europe, and my point is: we need to (re)think: (1) materials used, (2) durability, (3) reuse  
[pic.twitter.com/kqjXHDxGRP](https://pic.twitter.com/kqjXHDxGRP)



9 20

[View Tweet](#)

**Top Mention**  
(103 Engagements)

## SCP Framework for ASEAN

**Top Media Tweet**  
(2,927 Impressions)

**Top media Tweet** earned 2,927 impressions

@switchasia #RPAC is working with @ASEAN Secretariat to prepare the SCP Framework for ASEAN. We expect stronger synergies and greater impact to achieve SDG12. Join the dialogue 📍 [bit.ly/3cAY38y](https://bit.ly/3cAY38y)  
#WeSwitch @EUAmbASEAN @uni\_eropa @EU\_Partnerships @UNEP\_AsiaPac @aprscp\_sec [pic.twitter.com/dByXJdgRqp](https://pic.twitter.com/dByXJdgRqp)

“

Circular Economy and Sustainable Consumption and Production not only support socio-economic growth and resilience. They contribute to a pollution-free and sustainable ASEAN community.

HE MR. IGOR DRIESMANS  
AMBASSADOR, THE EUROPEAN UNION TO ASEAN



1 8 14

[View Tweet activity](#)

[View all Tweet activity](#)



## Highlight of the Month

# April 2021

**Top Tweet** earned 2,812 impressions

Today, on Earth Day, we celebrate our change makers, our innovators, industry and investment champions who are taking action everyday to find more sustainable solutions to restore our planet #WeSwitch #TogetherWeCan #EarthDay2021 @EU\_Partnerships #SCP #alternatives #Circular pic.twitter.com/MTM9wkNPdP

**Every Day is Earth Day**

Change begins with each of us. Our future depends on it.

REUSE REPAIR RECYCLE

View Tweet activity View all Tweet activity

**Top Follower** followed by 71.3K people

**United Nations ESCAP** @UNESCAP

United Nations Economic and Social Commission for Asia and the Pacific.

View profile

## Earth Day Celebration

TOP TWEET

# 2,812

impressions

# Turkmenistan Country Impact

**Top Mention**  
(80 Engagements)

**Top mention** earned 80 engagements

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**  
[pic.twitter.com/1ZxYlVlaV1](https://pic.twitter.com/1ZxYlVlaV1)

The infographic features a map of Turkmenistan and lists the following:

- Main Strategies related to SCP:**
  - 1. Concept of Development of the Digital Economy of Turkmenistan for 2019-2025
  - 2. National Strategy of the Republic of Turkmenistan on Rural and Remote Development of the Country in 2019-2025
  - 3. National Strategy of the Republic of Turkmenistan on Sustainable Development of Turkmenistan for 2019-2025
  - 4. National Strategy on Climate Resilience 2019
  - 5. Law on Turkmenistan (2017) (2018-2019)
- Our Priorities:**
  - 1. Implementing the SDG Agenda for Sustainable Development in Turkmenistan
  - 2. Promoting the green economy
  - 3. Creation of a sustainable and efficient economy model based on green growth
  - 4. Ensuring energy transition and low-carbon development
- Way Forward:**
  - 1. Development of the green economy principles and practices
  - 2. Strengthening national regulatory programs of implementation
  - 3. Implementation and evaluation of a National Green Growth Development Program
  - 4. Change of a national strategy related to sustainable development
  - 5. Creation of the National Strategy on green cooperation

5 replies 6 likes

[View Tweet activity](#) [View all Tweet activity](#)

# Changing Our Food Systems

**Top Media Tweet**  
(2,013 Impressions)

**Top media Tweet** earned 2,013 impressions

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 [@circulareconomy](#) learning path shows us how [bit.ly/3uJJCaz](https://bit.ly/3uJJCaz) **#Agrifood #Farm2Fork #sustainablecities**  
[pic.twitter.com/cJHfSNqQZl](https://pic.twitter.com/cJHfSNqQZl)

The infographic illustrates a circular food system with the following elements:

- REGENERATIVELY AND LOCALLY WHERE APPROPRIATE** (top left)
- DESIGN AND MARKET HEALTHIER FOOD PRODUCTS** (top right)
- MAKING THE MOST OF FOOD** (bottom left)
- RESILIENT SYSTEM** (center)
- HEALTHY CITIES** (bottom right)

6 replies 16 likes

[View Tweet activity](#) [View all Tweet activity](#)



# Highlight of the Month

# May 2021

**Top Tweet** earned 6,015 impressions

What is the role of policy makers, businesses and citizens in building global partnerships to tackle plastics pollution? Discover more at [#EUGreenWeek2021](#) [@EU\\_Partnerships](#) session (3.3): 2 June 13:00 (Brussels). Register [bit.ly/3yDlwz0](#) [@EU\\_ENV](#) [@EIB](#) [@TEIThailand](#)

5 replies 12 likes

[View Tweet activity](#) [View all Tweet activity](#)

---

**Top Follower** followed by 92.1K people



**Asiablog.it**  
[@Asiablog\\_it](#) [FOLLOWS YOU](#)

<https://t.co/JIPD1JDOMS> è un sito che parla di [#Asia](#) e di tutto ciò che concerne l'umanità. (RT&like ≠ endorsement)

[View profile](#)

## EU Green Week

TOP TWEET

# 6,015

impressions

# SPRIM Mongolia Grant Project

Top Mention  
(141 Engagements)

**Top mention** earned 141 engagements

 **Jana Zilkova**  
@JanaZilkova · 3 May 2021

Read the latest article about our work in **#Mongolia**. 'Mongolia is Helping Communities Reduce Plastic Pollution by Taking Action On Waste'. **@EUinMongolia** & **@switchasia**, thank you so much for your ongoing support. We'll keep you in the loop! **#recycling**  
[eas.europa.eu/delegations/mo...](https://eas.europa.eu/delegations/mo...)  
[pic.twitter.com/rYrak92zk](https://pic.twitter.com/rYrak92zk)



👍 22 ❤️ 27

[View Tweet](#)

## SWITCH-Asia Event on Sustainable Lifestyles

Top Media Tweet  
(2,057 Impressions)

**Top media Tweet** earned 2,057 impressions

🔥 Don't miss tomorrow's event: Facilitating Transition to Sustainable Lifestyles. Still time to register 🙌 [bit.ly/3vVIJN6](https://bit.ly/3vVIJN6) A great line-up of experts ready to share their knowledge with you. **#WeSwitch #sustainable #lifestyle @IGES\_EN @IGES\_JP @UNESCAP @aprcsc\_sec #SCP**  
[pic.twitter.com/anrL3SXXLF](https://pic.twitter.com/anrL3SXXLF)



**Register Here!**  
[https://us2web.zoom.us/j/zoom/register/WN\\_TR8Z1VCQH602tag3r1Q](https://us2web.zoom.us/j/zoom/register/WN_TR8Z1VCQH602tag3r1Q)

**Event Chair:** Dr. Yasuki Kato  
• Faculty for Global Environmental Transition  
• PRIP-Asia  
• Special Member of APSCSP

**Healthline Update:**  
[www.facebook.com/APSCSP](https://www.facebook.com/APSCSP)  
More details at [www.asia4sustainable.com](https://www.asia4sustainable.com)

👍 3 ❤️ 6

[View Tweet activity](#) [View all Tweet activity](#)



## Highlight of the Month

# June 2021

**Top Tweet** earned 3,353 impressions

Did you ever wonder about the consequences of your consumption habits? Global plastic use has increased twenty times as much in the past 50 years. Our new video 📺 [youtu.be/dQ5kOqEiLII](https://youtu.be/dQ5kOqEiLII) #WeSwitch #managewaste #circularconomy @EU\_Partnerships @adelphi\_berlin @IGES\_EN @giz\_gmbh

🔄 10 ❤️ 14

[View Tweet activity](#)

[View all Tweet activity](#)

**Top Follower** followed by 142K people



**Orbis Tertius**

@OrbisTertius3 FOLLOWS YOU

Orbis Tertius is simply a benevolent conspiracy of intellectuals with the aim of creating a new world, Tlön. @BorgesJorgeL

[View profile](#)

## SWITCH-Asia Video: Waste and Plastics in a Circular Economy

TOP TWEET

# 3,353

impressions

# World Environment Day in Pakistan

Top Mention  
(194 Engagements)

**Top mention** earned 194 engagements

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](https://bit.ly/3fYdwRQ) #SCP  
[pic.twitter.com/f9rNiH0qc5](https://pic.twitter.com/f9rNiH0qc5)



View Tweet activity View all Tweet activity

# World Environment Day in Pakistan

Top Media Tweet  
(3,165 Impressions)

**Top media Tweet** earned 3,165 impressions

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](https://bit.ly/3fYdwRQ) #SCP  
[pic.twitter.com/f9rNiH0qc5](https://pic.twitter.com/f9rNiH0qc5)



View Tweet activity View all Tweet activity



## Highlight of the Month

# July 2021

**Top Tweet** earned 3,301 impressions

Do you wish to learn about all our [@switchasia](#) Grant Projects and how they are making a difference in the world by promoting SCP? Our BOOK is finally out! Discover [bit.ly/3BkD3hN](#) [#WeSwitch](#) [#TogetherWeCan](#) [#SCP](#) [#EU](#) [@EU\\_Partnerships](#) [@giz\\_gmbh](#) [@adelphi\\_berlin](#) [@IGES\\_EN](#)

🔄 3 ❤️ 7

[View Tweet activity](#)

[View all Tweet activity](#)

**Top Follower** followed by 26.9K people



**Priya Sagar**

[@PriyaSa84748549](#) [FOLLOWS YOU](#)

Student

[View profile](#)

## SWITCH-Asia Grant Projects Book Edition II Launch

TOP TWEET

# 3,301

impressions

# SWITCH-Asia Event Tackling Plastics Challenges through SCP

Top Mention  
(112 Engagements)

**Top mention** earned 68 engagements

Happening now: @switchasia Tackling Plastics Challenges Through SCP 📌 Key insights from Session 2 #WeSwitch #SCP #managewaste #reducereusecycle #EUGreenDeal @EU\_Partnerships @MNUedu @EU\_Maldives @eulinlaos @EUPakistan @ClimateChangePK @EUinThailand pic.twitter.com/cOjzhjhbRB



The plastics challenge needs to be addressed through a variety of policy approaches, also including the private sector, the packaging industry, large corporates and SMEs.

Using locally available materials as alternatives to plastics can make a difference when promoting Responsible Tourism and educating travellers.

It is important to consider the circular economy when developing policy recommendations on addressing plastics. Addressing change requires leadership from all parts of the society.

Regional approach in the Latin America has been more successful in promoting circular economy and preventing plastic waste generation through the plastic ban for the markets, for Latin and Asia.

8 7

View Tweet activity View all Tweet activity

## Choose to Re-use Plastic-packaged Bathroom Supplies Global Trend

Top Media Tweet  
(621 Impressions)

**Top media Tweet** earned 2,054 impressions

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 @adelphi\_berlin @giz\_gmbh pic.twitter.com/4H9c5UDN7J



**CHOOSE TO REFUSE PLASTIC-PACKAGED BATHROOM SUPPLIES**  
Making the switch from shower gel to bars of soap is an easy way to reduce consumption of single-use plastics.

#WeSwitch POWER OF SWITCH COO POWER WITH US switchasia

10 116

View Tweet activity View all Tweet activity



## Highlight of the Month

# August 2021

**Top Tweet** earned 5,152 impressions

Did you ever wonder what is the true cost of fashion? Production of garments takes place mainly in Asia. In spite of the economic benefits, the fashion industry is extremely wasteful and polluting. @switchasia NEW video is out 🙌 [youtu.be/SRAssg-aWhw](https://youtu.be/SRAssg-aWhw)

🔄 9 ❤️ 15

[View Tweet activity](#) [View all Tweet activity](#)

---

**Top Follower** followed by 10.4K people



🚗🚗 chadi #النقل\_المشترك 🚗🚗  
@chadifaraj FOLLOWS YOU

Engineer, Human entrepreneur,switcher cofounder of @RidersRightsIb, @BusMapProject #publictransport,#YLP RT is not # Bus rider, mapper, tech for justice

[View profile](#)

## SWITCH-Asia Video: Fashion Sustainability in a Circular Economy

TOP TWEET

5,152

impressions

# SWITCH-Asia Stakeholder Consultation Workshop Maldives

Top Mention  
(185 Engagements)

**Top mention** earned 227 engagements

 **Min. of Environment, Climate Change and Technology**  
@MoEnvmv · 6 Aug 2021

Deputy Minister Ahmed Ziyan delivered the opening statement at the stakeholder consultation workshop of Advancing Sustainable Consumption & Production Policies in the Tourism Sector for Responsible Plastic Management in #Maldives Project, organized by @switchasia SCP facility.  
[pic.twitter.com/a1561eFKHV](https://pic.twitter.com/a1561eFKHV)



3 replies · 11 retweets · 23 likes

[View Tweet](#)

# System Thinking Global Trend

Top Media Tweet  
(1,205 Impressions)

**Top media Tweet** earned 1,672 impressions

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  
[pic.twitter.com/Qqx38DW8Y](https://pic.twitter.com/Qqx38DW8Y)



#WeSwitch POWERED BY SWITCH POWERED WITH LIFE 

8 replies · 64 likes

[View Tweet activity](#) [View all Tweet activity](#)



# Highlight of the Month

# September 2021

**Top Tweet** earned 1,586 impressions

In Mongolia, the amount of waste generation is increasing due to rapid population growth and shifting consumer behaviour. On [#worldcleanupday](#) [@switchasia](#) [#SPRIM](#) is taking action: Reduce, Reuse, Recycle  
[bit.ly/3kdIrgm](#) [@JanaZilkova](#)  
[@EUinMongolia](#) [@EUAmbMNG](#)  
[@EU\\_Partnerships](#)

↳ 4    ❤ 8

[View Tweet activity](#)

[View all Tweet activity](#)

**Top Follower** followed by 1.36M people



**Harjinder Singh Kukreja**

[@SinghLions](#)    [FOLLOWS YOU](#)

Sikh ੴ | Restaurateur | Influencer with 4 Million Followers | Traveller | Awarded Jewels of Punjab by Ex-PM Dr. Manmohan Singh | My wife: [@harkiratkukreja](#)

[View profile](#)

## World Cleanup Day Celebration in Mongolia

TOP TWEET

# 1,586

impressions

## SWITCH-Asia Event Achieving Sustainable Lifestyles in Thailand

**Top Media Tweet**  
(621 Impressions)

## World Cleanup Day Celebration in Mongolia

**Top Mention**  
(112 Engagements)

**Top mention** earned 112 engagements

 **EU Delegation to Mongolia**  
@EUinMongolia · Sep 18

Staff of @EUinMongolia thank @France\_Mongolie for organising the #WorldCleanUpDay2021 with @UNDPMongolia @USAmbMongolia @usembmongolia @switchasia project [pic.twitter.com/scxeFp55vH](https://pic.twitter.com/scxeFp55vH)



🔄 9 ❤️ 12

[View Tweet](#)

**Top media Tweet** earned 621 impressions

Happening NOW: Thailand is taking action in policy and practice to mainstream SCP and switch consumption habits towards environmentally-friendly products and services #SCP #ResponsibleBehaviour @switchasia @EUinThailand @GiuseppeBusini @EU\_Partnerships [pic.twitter.com/KmSNF2iPE1](https://pic.twitter.com/KmSNF2iPE1)



#WeSwitch EMPOWERING OF QUALITY FOCUS ON INNOVATION WITH US 

🔄 1 ❤️ 3

[View Tweet activity](#) [View all Tweet activity](#)



# Highlight of the Month

# October 2021

**Top Tweet** earned 1,269 impressions

A circular economy has the potential to contribute to climate change mitigation & adaptation while seizing economic opportunities. On 6 Nov. 🕒 9:30 (Brussels) don't miss our event. REGISTER

👉 [bit.ly/3GwUWws](https://bit.ly/3GwUWws) #COP26Glasgow

@chantalmarie7 @JanaZilkova

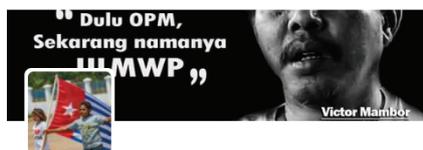
@ClimateChangePK @ADB\_HQ

🔄 1 ❤️ 6

[View Tweet activity](#)

[View all Tweet activity](#)

**Top Follower** followed by 12.3K people



**Baptist Papuan**

@Bonom99 FOLLOWS YOU

Baptist Church | Lanny Tribe | West Papua

[View profile](#)

## COP26 Glasgow Side Event

TOP TWEET

# 1,269

impressions

# Switching On the Green Economy Mongolia New Grant Project Announced

Top Mention  
(185 Engagements)

**Top mention** earned 185 engagements

**Tim Jenkins**  
@TS\_Jenkins · Oct 26

It was a pleasure to meet HE @SaranchimegUB yesterday. I was thrilled to share that our @switchasia proposal, "Switching on the Green Economy", was approved! I'm grateful for her readiness to collaborate with our incoming project & shared commitment to protect our planet. [pic.twitter.com/mGgTmiiTYO](https://pic.twitter.com/mGgTmiiTYO)



1 13 27

View Tweet

## World Habitat Day Celebration

Top Media Tweet  
(1,205 Impressions)

**Top media Tweet** earned 1,205 impressions

Cities in Asia and the Pacific are some of the most vulnerable to climate change, with many already feeling the impact of rising temperatures. On #WorldHabitatDay let's celebrate those who are taking action in cities and communities to win the race of #ClimateAction #WeSwitch [pic.twitter.com/Wft0fPF9FF](https://pic.twitter.com/Wft0fPF9FF)

The building industry is committed to climate action and in many countries is already playing a leading role



#WeSwitch EMPOWERING PEOPLE TO TAKE ACTION EMPOWERING PEOPLE TO TAKE ACTION EMPOWERING PEOPLE TO TAKE ACTION **switchasia**

4 4

View Tweet activity View all Tweet activity



# Highlight of the Month

# November 2021



**Jutta Urpilainen,  
European Commissioner for  
International Partnerships visiting  
RUTSIS Grant Project in Tajikistan**

TOP TWEET

**3,920**

impressions

# SWITCH-Asia Youth Dialogue India

Top Media Tweet  
(1,116 Impressions)



Jutta Urpilainen,  
European  
Commissioner for  
International  
Partnerships visiting  
RUTSIS  
Grant Project  
in Tajikistan

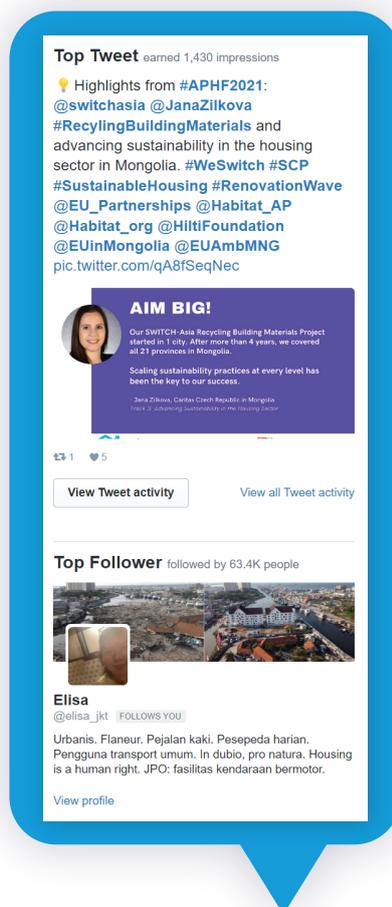
Top Mention  
(150 Engagements)





# Highlight of the Month

# December 2021



## Asia Pacific Housing Forum Showcasing Grant Project in Mongolia

# 1,430

impressions

# SPRIM Mongolia Eco Projects in Schools

Top Mention  
(66 Engagements)

**Top mention** earned 66 engagements

**Jana Zilkova**  
@JanaZilkova · Dec 14

Living and working in Mongolia is an adventure 🌟 Today, we drove many hours and finally reached Bulgan province. We have visited 2 schools and 3 kindergartens implementing eco projects. They are doing a splendid job мн Thanks to @EUinMongolia & @switchasia eu ❤️  
[pic.twitter.com/ePzQbDqJH7](https://pic.twitter.com/ePzQbDqJH7)



👤 1 🔄 7 ❤️ 20

[View Tweet](#)

# Buildup Nepal SCP Award Winner Asia Pacific Housing Forum

Top Media Tweet  
(1,075 Impressions)

**Top media Tweet** earned 1,075 impressions

Millions of Nepali families suffer from unsafe houses and lack of jobs. @BuildupNepal is making a difference in people's lives by replacing carbon-intensive fired bricks with eco-friendly earth bricks. Discover more 🙌 [bit.ly/31TS90F](https://bit.ly/31TS90F) @switchasia @Habitat\_AP @Habitat\_org [pic.twitter.com/VO4vc2BO24](https://pic.twitter.com/VO4vc2BO24)



👤 2 🔄 4 ❤️ 10

[View Tweet activity](#) [View all Tweet activity](#)



# Highlight of the Month

# January 2022

**Top Tweet** earned 1,748 impressions

@switchasia @paryasampada is paving the way when it comes to conservation and protection of the tangible and intangible heritage of Bungamati. Our efforts praised by mayors in Nepal @spotlightnepal  
👉 bit.ly/3HzUM71 @EUinNepal @EUAmbNepal @EU\_Partnerships @UNHABITAT

🔄 1 ❤️ 5

[View Tweet activity](#) [View all Tweet activity](#)

---

**Top Follower** followed by 28.5K people



**Michelle Desilets** 🌿  
@orangutans **FOLLOWS YOU**

Founder of Orangutan Land Trust and Borneo Orangutan Survival UK. Saving orangutans for 25+ years. Forests. For Orangutans. Forever. <http://t.co/Uc7RQ4TLVE>

[View profile](#)

## PARYA Sampada Nepal Protection of Bungamati's Heritage

TOP TWEET

# 1,748

impressions

# Switch On the Green Economy Mongolia Grant Project Launch

Top Mention  
(57 Engagements)

**Top mention** earned 57 engagements

**People In Need (PIN) Mongolia**  
@PINinMongolia · Jan 21

Thank you, HE @SaranchimegUB, for welcoming us and our Global Advisor Fabrizio to #Mongolia. We look forward to future collaboration on the @switchasia & @EUinMongolia funded "Switching on Green Economy" project.  
#SCP #SDG12  
[pic.twitter.com/QwLPMHkEHS](https://pic.twitter.com/QwLPMHkEHS)



7 retweets 12 likes

[View Tweet](#)

# Prevent Plastics Myanmar Grant Project Story

Top Media Tweet  
(769 Impressions)

**Top media Tweet** earned 769 impressions

Consumption patterns have dramatically changed in Myanmar, with more single use plastics being consumed and discarded, particularly in rural areas. @switchasia @Myanmar\_PP is taking action 🙌  
[bit.ly/3JVEHL3](https://bit.ly/3JVEHL3) @EUMyanmar @EU\_Partnerships @sequa\_gGmbH  
[pic.twitter.com/tZBU2lgUua](https://pic.twitter.com/tZBU2lgUua)



1 retweet 2 likes

[View Tweet activity](#) [View all Tweet activity](#)



# Highlight of the Month

# February 2022

**Top Tweet** earned 1,209 impressions

The [@EU\\_Commission](#) is preparing a EU Strategy for Sustainable Textiles. In Asia, [@switchasia](#) is boosting the competitiveness and sustainability of the textile and garment sector. Discover how on 21 Feb. 🕒 4-5 PM (BKK Time). Register [@OECD Forum](#) 📍 [bit.ly/3rcsMBw](https://bit.ly/3rcsMBw) [#OECDrbc](#)

🔄 3 🗨️ 13 ❤️ 141

[View Tweet activity](#) [View all Tweet activity](#)

---

**Top Follower** followed by 32.9K people



**WePower**  
[@WePowerN](#) [FOLLOWS YOU](#)

[#WePower](#) platform connects energy suppliers, corporate buyers and energy producers for easy, direct [#GreenEnergy](#) transactions.

[View profile](#)

## SWITCH-Asia Session at OECD Forum on Garments

TOP TWEET

# 1,209

impressions

**Top mention** earned 150 engagements

Do you have a circular economy project or idea that you would like to promote and share with the Global Circular Economy community? Join the conversation. Register

👉 [switch-asia.eu/event/circular...](https://switch-asia.eu/event/circular...)

@CEStakeholderEU @EU\_Commission  
@EU\_ENV @EU\_Growth @EU\_EESC  
@Europe2022FR @switchasia

👤 5 🔄 7 ❤️ 95

[View Tweet activity](#)

[View all Tweet activity](#)

# SWITCH-Asia at EU Circular Economy Talks

**Top Mention**  
(150 Engagements)

# SWITCH-Asia Event on Green Building in Bangladesh

**Top Media Tweet**  
(965 Impressions)

**Top media Tweet** earned 965 impressions

Participation of a broad range of stakeholders shows the great interest in green buildings and willingness to cooperate on this important topic that has the potential to set the housing boom in Bangladesh on a sustainable pathway - Anton Barckhausen  
@adelphi\_berlin @switchasia  
[pic.twitter.com/yel3weWDae](https://pic.twitter.com/yel3weWDae)



🔄 2 ❤️ 2

[View Tweet activity](#)

[View all Tweet activity](#)



# Highlight of the Month

# March 2022

**Top Tweet** earned 4,964 impressions

Key insights from H.E. @anuahsa: Protection, conservation, and regulatory changes we are bringing to plastics are all connected and the most useful adaptation measure to climate change @EU\_Maldives @EU\_in\_Sri\_Lanka @MNUedu @adelphi\_berlin @parleyforoceans @EU\_Partnership @MoEnmv  
[pic.twitter.com/ggRJP07a7a](https://pic.twitter.com/ggRJP07a7a)



9 18

[View Tweet activity](#) [View all Tweet activity](#)

**Top Follower** followed by 12.7K people



**Ishag Shafeeg #buFaisal**  
@ishagshafeeg FOLLOWS YOU

Proud 🇲🇻 RESISTOR of Pres Yameen / PPM Govt. Resist Chinese invasion of Maldives. Blocked by Sebastian Gorika DRG & Students for Trump. TRUMP LOST BIGLY 2020 ELEC

[View profile](#)

## SWITCH-Asia Event on Plastics in the Maldives

TOP TWEET

# 4,964

impressions

# Low Carbon Rice Indonesia Grant Project

Top Mention  
(91 Engagements)

**Top mention** earned 91 engagements

Did you know that Farmers in Java typically use +1,400 litres of water to produce just 1kg of rice? This NEW @switchasia #LowCarbonRice project is taking action by promoting sustainable rice production. More bit.ly/3u4BL7P @PreferbyNature @uni\_eropea @EU\_Partnerships pic.twitter.com/kyaKL2VRhQ



#WeSwitch POWER OF SWITCH CO2 POWER WITH US switchasia

6 58

View Tweet activity View all Tweet activity

# SWITCH-Asia Webinar on Behaviour Centred Design

Top Media Tweet  
(2,057 Impressions)

**Top media Tweet** earned 2,057 impressions

How can we encourage individuals and organisations to make sustainable choices? Understanding factors that influence decision-making is an important step. Register to our Behaviour-Centred Design Webinar, 5 April 14:00-16:00 (Bangkok Time) bit.ly/3ChVXqu @Rare\_org pic.twitter.com/XCasYBs99H



#WeSwitch POWER OF SWITCH CO2 POWER WITH US switchasia

1 14 152

View Tweet activity View all Tweet activity

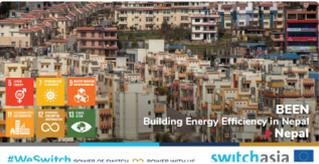


## Highlight of the Month

# April 2022

**Top Tweet** earned 1,018 impressions

Did you know that Nepal is one of the fastest urbanising countries in South Asia? To green the building sector, the NEW @switchasia #BEEN Project is promoting climate-responsive building designs and retrofitting. More 🏡 [bit.ly/3JFW6eY](https://bit.ly/3JFW6eY) @EUinNepal @EUAmbNepal @unlinnsbruck [pic.twitter.com/Dr6pLwXbfs](https://pic.twitter.com/Dr6pLwXbfs)



**Top Follower** followed by 35.4K people



**Daniel Moser**  
@\_dmoser FOLLOWS YOU

Senior Transport Specialist @worldbank | Before: Head @tuminitiative | Mobility Transport | Urban Planning | Design | Infrastructure | Government Advisory

[View profile](#)

## BEEN Nepal Grant Project

TOP TWEET

# 1,018

impressions

# SWITCH-Asia Video: Mission and SCP Work

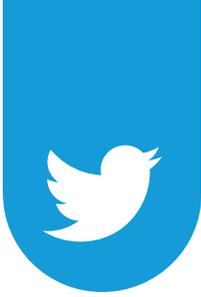
**Top Mention**  
(320 Engagements)



## Promoting Circularity in the Tamil Nadu Leather Clusters for Solid Waste Management Grant Project India

**Top Media Tweet**  
(840 Impressions)





## Highlight of the Month

# May 2022

**Top Tweet** earned 1,451 impressions

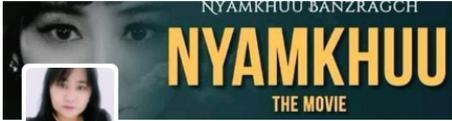
Field visits start at [@switchasia](#) #SOGE. The team has met an inspiring entrepreneur who is tackling climate change through her circular agri-food business. Discover more [bit.ly/3wjUgHT](https://bit.ly/3wjUgHT) [@EUAmbMNG](#) [@EUinMongolia](#) [@EU\\_Partnerships](#) [@people\\_in\\_need](#) [@PINinMongolia](#) [@TS\\_Jenkins](#)

🔄 12 ❤️ 16

[View Tweet activity](#) [View all Tweet activity](#)

---

**Top Follower** followed by 13.5K people



**nyamkhuu banzragch**  
[@Nyamkhuulnga](#) **FOLLOWS YOU**

Эрүүл биед Саруул ухаан.Туйлбаргүй үнэн үг шүү. ❤️

## SOGE Mongolia Grant Project



# World Fair Trade Celebration

Top Mention  
(104 Engagements)

**Top mention** earned 104 engagements

In the days leading up to **#WorldFairTradeDay** join the global movement to make trade fairer for farmers and workers. Learn about our NEW **@switchasia** Switching to Green and Fair Fashion in India 🇮🇳 [bit.ly/38eslzQ](https://bit.ly/38eslzQ)  
**@EU\_in\_India @EUAmblndia @fairtrade\_india @FairtradeUK #SCP**  
[pic.twitter.com/iW2ck6M8TE](https://pic.twitter.com/iW2ck6M8TE)



👤 16 ❤️ 73

[View Tweet activity](#) [View all Tweet activity](#)

# World Fair Trade Celebration

Top Media Tweet  
(928 Impressions)

**Top media Tweet** earned 928 impressions

In the days leading up to **#WorldFairTradeDay** join the global movement to make trade fairer for farmers and workers. Learn about our NEW **@switchasia** Switching to Green and Fair Fashion in India 🇮🇳 [bit.ly/38eslzQ](https://bit.ly/38eslzQ)  
**@EU\_in\_India @EUAmblndia @fairtrade\_india @FairtradeUK #SCP**  
[pic.twitter.com/iW2ck6M8TE](https://pic.twitter.com/iW2ck6M8TE)



👤 16 ❤️ 73

[View Tweet activity](#) [View all Tweet activity](#)



# Prevent Plastics Myanmar Teacher Handbook on Waste Management

Top Mention  
(137 Engagements)

**Top mention** earned 137 engagements

**Prevent Plastics Myanmar**  
@Myanmar\_PP · Jun 22

"It is our duty to make sure that whenever we work, or we do, we can pass the land/environment as we founded or even better," says H.E. @SabatucciEU, Ambassador @EUMyanmar #managewaste "Doh Kyaung" teacher handbook on Waste Management to imply #EUGreeDeal @switchasia @sequa\_gGmbH pic.twitter.com/tBrnO0HILX



8 20

# World Food Safety Day Celebration

Top Media Tweet  
(907 Impressions)

**Top media Tweet** earned 907 impressions

Transforming systems that feed our growing population requires better functioning value chains, and more coordinated action. On #WorldFoodSafetyDay @switchasia celebrates its change makers working towards inclusive, sustainable, efficient, nutritious and healthy food systems. pic.twitter.com/PZWpUyJqH6



World Food Safety Day  
Safer food, Better health

#WeSwitch AMBASSADOR DE CHANGE AMBASSADORE DEL CAMBIO switchasia

8 21



## Highlight of the Month

# July 2022

**Top Tweet** earned 1,140 impressions

On International Plastic Bag Free Day we're sharing the story of our [@switchasia](#) **#SPRIM!** Discover how this project is working towards beating plastic pollution in Mongolia through circular approaches 🍌  
[bit.ly/3R63EHy](#) [@EUAmbMNG](#)  
[@EUinMongolia](#) [@EU\\_Partnerships](#)  
[@JanaZilkova](#)

🔗 7 ❤️ 40

[View Tweet activity](#) [View all Tweet activity](#)

---

**Top Follower** followed by 27.8K people



**UNDP Eurasia**   
[@UNDPEurasia](#) [FOLLOWS YOU](#)

From the heart of Europe to the Silk Road in Central Asia, we help people build better lives.

[View profile](#)

## SPRIM

TOP TWEET

# 1,140

impressions

# Transitions to circular economy practices in textile and apparel MSMEs along the lifecycle in Huzhou and Shaoxing

**Top Mention**  
(519 Engagements)



# Transitions to circular economy practices in textile and apparel MSMEs along the lifecycle in Huzhou and Shaoxing

**Top Media Tweet**  
(509 Impressions)





# Highlight of the Month

# August 2022

**Top Tweet** earned 549 impressions

What are some best practices for businesses that want to tackle [#climatechange](#)? On 24 August 3PM (Brussels) join our friends at [@normativeio](#) to hear learnings, advice, and real-life examples from businesses on their [#carbonreduction](#) journeys. Register [bit.ly/3p1ZweO](#)

1 2 5

[View Tweet activity](#) [View all Tweet activity](#)

---

**Top Follower** followed by 6,319 people



**Petra Sigmund** [@GERonAsia](#) [FOLLOWS YOU](#)

Director General for Asia and the Pacific  
[@GermanyDiplo](#) - Impressum and data privacy:  
<https://t.co/Lwb8Rtyd8D>

[View profile](#)

## Webinar: Carbon reporting challenges & how to overcome them

TOP TWEET

549

impressions

# Climate Change and Youth Forum in Mongolia

**Top Mention**  
(178 Engagements)



## Highlight: The Launch of the Thai Green Directory, Ms. Khemupsorn Sirisukha

**Top Media Tweet**  
(385 Impressions)





## Highlight of the Month

# September 2022

**Top Tweet** earned 1,216 impressions

Communications and Marketing are game changers in the transition to Sustainability. Today we're discovering the value of agro-based organic products from Bhutan

[@switchasia](#) [@AsiaBcci](#) [@fairtrade\\_india](#)  
[@EU\\_in\\_India](#) [#EUinBhutan](#)  
[@EU\\_Partnerships](#) [#SCP](#) [#EUGreenDeal](#)  
[@BhutanChamber](#)  
[twitter.com/AsiaBcci/statu...](https://twitter.com/AsiaBcci/status...)

🔗 6 ❤️ 8

[View Tweet activity](#) [View all Tweet activity](#)

---

**Top Follower** followed by 46.1K people



**EUMyanmar**   
[@EUMyanmar](#) [FOLLOWS YOU](#)

The European Union Delegation to Myanmar manages this twitter account.

[View profile](#)

## The value of agro-based organic products from Bhutan

TOP TWEET

1,216

impressions

# We Switch Community event at Kantharyar

Top Mention  
(88 Engagements)



SWITCH-Asia EU flagship programme renews its support to Asian countries and businesses for their transition toward an inclusive green and circular economy

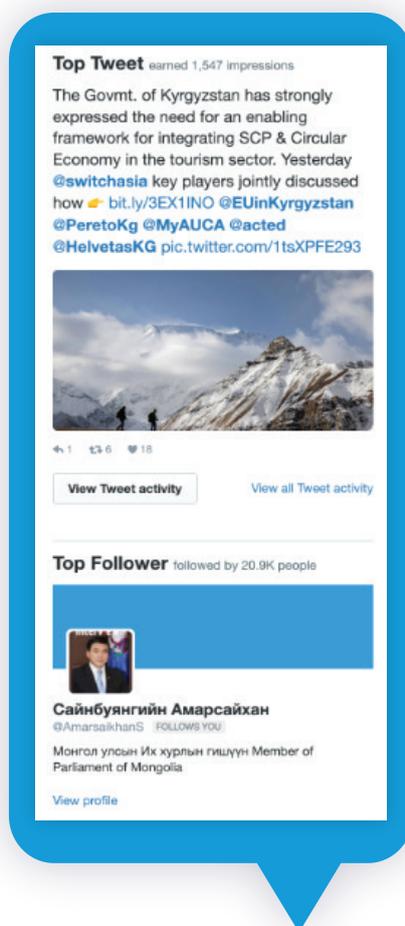
Top Media Tweet  
(1,215 Impressions)





# Highlight of the Month

# October 2022



## Stakeholders committed to making tourism more circular and effective in Kyrgystan

TOP TWEET

# 1,547

impressions

# Workshop on green building provisions for Pakistan's 5 Million Housing Programme

Top Mention  
(175 Engagements)

**Top mention** earned 175 engagements

**EUPakistan**  
@EUPakistan · Oct 18

An important workshop on 🌱 green building provisions for 🇵🇰 @GovtofPakistan's 5 Million Housing Programme was organised yesterday by @switchasia, an 🇪🇺 EU funded cooperation programme, together with @ClimateChangepk @neduniversity @UNHABITAT

Details 📄 [bit.ly/3MCPITx](https://bit.ly/3MCPITx)  
[pic.twitter.com/QDxHH3500h](https://pic.twitter.com/QDxHH3500h)



🔄 4 🗨️ 2 ❤️ 23

[View Tweet](#)

# Webinar: Innovation and SCP: The Role of Knowledge Institutions

Top Media Tweet  
(776 Impressions)

**Top media Tweet** earned 776 impressions

Knowledge institutions are key suppliers of information, analysis, and knowledge co-creation in support of the transformation to SCP systems. Join our @switchasia Consumption Event Series 📅 28 October 🕒 2:00-4:00 PM. Register 📄 [bit.ly/3SXCy5M](https://bit.ly/3SXCy5M) @EU\_Partnerships @IGES\_EN

[pic.twitter.com/rHmyXqflwt](https://pic.twitter.com/rHmyXqflwt)



🗨️ 2 ❤️ 6

[View Tweet activity](#) [View all Tweet activity](#)



# Top Post Performance



## INDONESIA

TOP IMPRESSION

# 409,154

Indonesia

## TOP LIKE



♥ 490

Transitions to circular economy practices in the textile sector

## TOP RETWEET



↻ 43

Cambodia

## TOP User Profile Clicks



📍 796

Indonesia



**114**  
POSTS

## RESOURCE LIBRARY: Top Engagement rate

**1**



ONE PLANET VISION FOR  
A RESPONSIBLE RECOVERY OF  
THE TOURISM SECTOR



## One Planet Vision for A Responsible Recovery of the Tourism Sector

TOP CLICKS



**345**



2

## Level(s) A common language for Sustainable Buildings

Top Clicks

 225

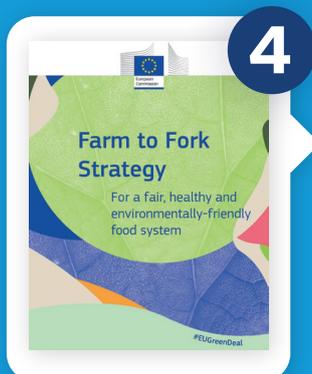


3

## What is Responsible Travel

Top Clicks

 199



4

## Farm to Fork Strategy

Top Clicks

 143



5

## Sustainable Waste Management in a Circular Economy

Top Clicks

 143



64  
POSTS

## NEWS AND STORIES: Top Engagement rate

1



**Success Stories from  
PARYA SAMPADA in Nepal**  
Engagement Rate

**9.5%**



## PROMISE Beach Cleanup India

Engagement Rate

# 7.7%



## World Resource Forum

Engagement Rate

# 5.8%



## Cambodia High-Level Mission

Engagement Rate

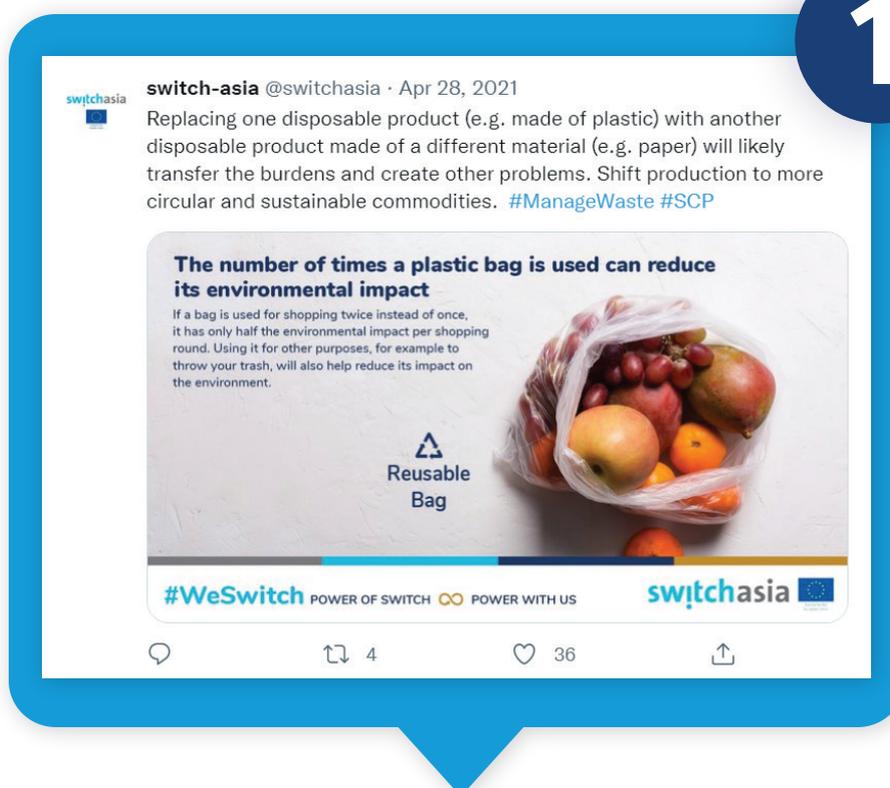
# 5.0%



39  
POSTS

## GLOBAL TREND: Top Engagement rate

1



## Disposable Products Engagement Rate

6.9%



2

## Take Action and Raise Awareness on Green Urban Spaces

Engagement Rate

5.9%



3

## Be Eco-conscious

Engagement Rate

5.6%



4

## Choose Circular Fashion

Engagement Rate

2.6%



5

## Avoid Microplastics

Engagement Rate

2.1%



82  
POSTS

## EVENTS & CONFERENCES: Top Engagement rate

1



## Asia Pacific Housing Forum Innovation Awards Video Engagement Rate

17.7%



2

## Switch Garment Cambodia Grant Project at OECD Forum

Engagement Rate

11.1%



3

## SWITCH-Asia Agri-food Event

Engagement Rate

6.6%



4

## SWITCH-Asia Multi-stakeholder Consultation Bangladesh

Engagement Rate

6.3%



23  
POSTS

# COUNTRY IMPACT: Top Engagement rate

1

switchasia  
@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



## Sri Lanka Engagement Rate

# 4.4%

**2**

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  
5 Grants Projects

## Pakistan

Engagement Rate

**2.9%**

**3**

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/2Hg4X7c](https://bit.ly/2Hg4X7c)  
#WeSwitch #Impact @EUinThailand @EUAmbASEAN @europeaid



OUR WORK AND IMPACT  
Thailand  
Southeast Asia  
8 Grants Projects

## Thailand

Engagement Rate

**2.3%**

**4**

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  
5 Grants Projects

## Malaysia

Engagement Rate

**2.2%**

**5**

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/3lwew1s](https://bit.ly/3lwew1s) #WeSwitch #SCP #Vietnam @EUDelegationVN @EUinASEAN



OUR WORK AND IMPACT  
Vietnam  
Southeast Asia  
14 Grants Projects

## Vietnam

Engagement Rate

**1.8%**



61  
POSTS

## GRANT PROJECTS: Top Engagement rate

1



## Projects in Malaysia Engagement Rate

15.8%

2



## SAFE China

Engagement Rate

# 14.9%

3

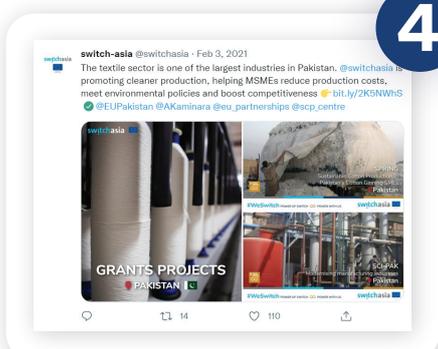


## eECHO China

Engagement Rate

# 11.3%

4



## Projects in Pakistan

Engagement Rate

# 10.5%

5



## Maldives

Engagement Rate

# 9.1%

6

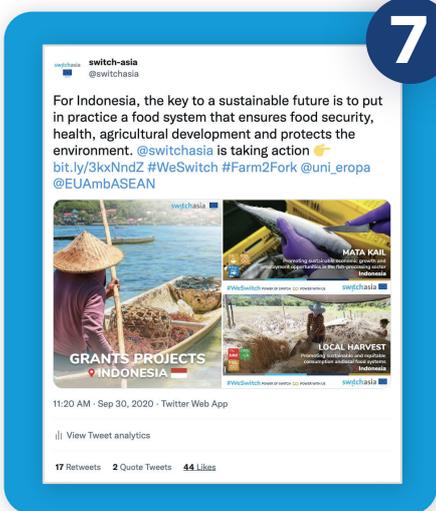


## China

Engagement Rate

# 8.7%

7



## Indonesia

Engagement Rate

# 7.9%

8



## India

Engagement Rate

# 7.1%

9



## India

Engagement Rate

# 7.0%

10

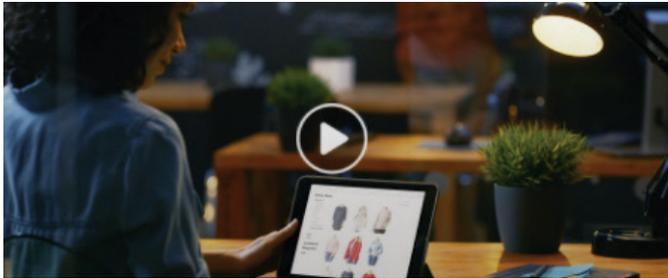


## Thailand

Engagement Rate

# 6.9%

# VIDEO CONTENT:

 <p>#WeSwitch POWER OF SWITCH POWER WITH US</p>	<p>Reach: <b>352,260</b></p> <p>Impression : <b>470,281</b></p> <p>Engagement: <b>108,435</b></p>
<h3>SWITCH-Asia Mission and SCP Work</h3> <p>September 21, 2020</p>	
<p>Likes: <b>223</b>    Shares: <b>60</b> Comments: <b>6</b>    Views: <b>282,637</b></p>	<p>Engagement Rate. <b>30.78%</b></p>
 <p>Sustainable Housing and Building #WeSwitch POWER OF SWITCH POWER WITH US</p>	<p>Reach: <b>249,385</b></p> <p>Impression : <b>132,928</b></p> <p>Engagement: <b>364,154</b></p>
<h3>Sustainable Housing and Building</h3> <p>February 10, 2021</p>	
<p>Likes: <b>119</b>    Shares: <b>30</b> Comments: <b>1</b>    Views: <b>222,607</b></p>	<p>Engagement Rate. <b>53.30%</b></p>
 <p>Waste and Plastics in a Circular Economy</p>	<p>Reach: <b>224,535</b></p> <p>Impression : <b>324,347</b></p> <p>Engagement: <b>84,260</b></p>
<h3>Waste and Plastics in a Circular Economy</h3> <p>June 11, 2021</p>	
<p>Likes: <b>193</b>    Shares: <b>50</b> Comments: <b>8</b>    Views: <b>175,646</b></p>	<p>Engagement Rate. <b>37.53%</b></p>



Reach:  
**3,294**

---

Impression : **3,929**      Engagement: **221**

## Fashion Sustainability in a Circular Economy

February 10, 2021

Likes: **78**      Shares: **23**  
Comments: **5**      Views: **1,042**

Engagement Rate. **6.71%**



Reach:  
**5,278**

---

Impression : **5,485**      Engagement: **205**

## Behavioural Changes for Sustainable Lifestyles

April 4, 2022

Likes: **47**      Shares: **14**  
Comments: **5**      Views: **2,011**

Engagement Rate. **3.88%**



Reach:  
**343**

---

Impression : **360**      Engagement: **48**

## SWITCH-Asia Annual Conference Highlight

November 7, 2022

Likes: **15**      Shares: **3**  
Comments: **0**      Views: **39**

Engagement Rate. **14%**

# WEBSITE PERFORMANCE

---

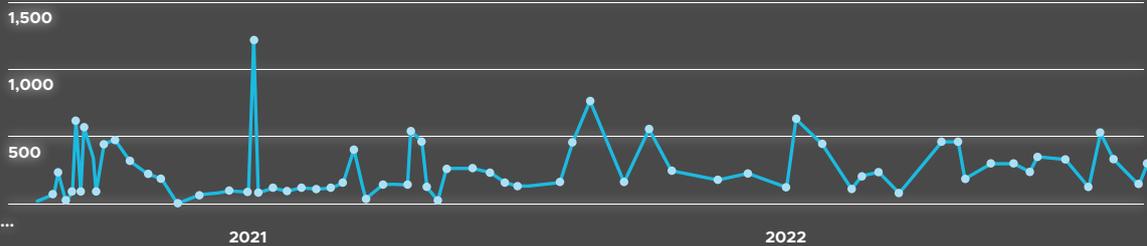
DATE:

**SEPTEMBER 2020 - OCTOBER 2022**



In September 2020  
we started from: 3,872 users

Sep 1, 2020 - Oct 26, 2022 : ● Users



USERS

 **132,661**

NEW USERS

 **132,465**

PAGE VIEWS

 **341,473**

## COUNTRY

**99%**

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



India

**11.68%**



United States

**9.08%**



Thailand

**5.32%**



Pakistan

**4.54%**



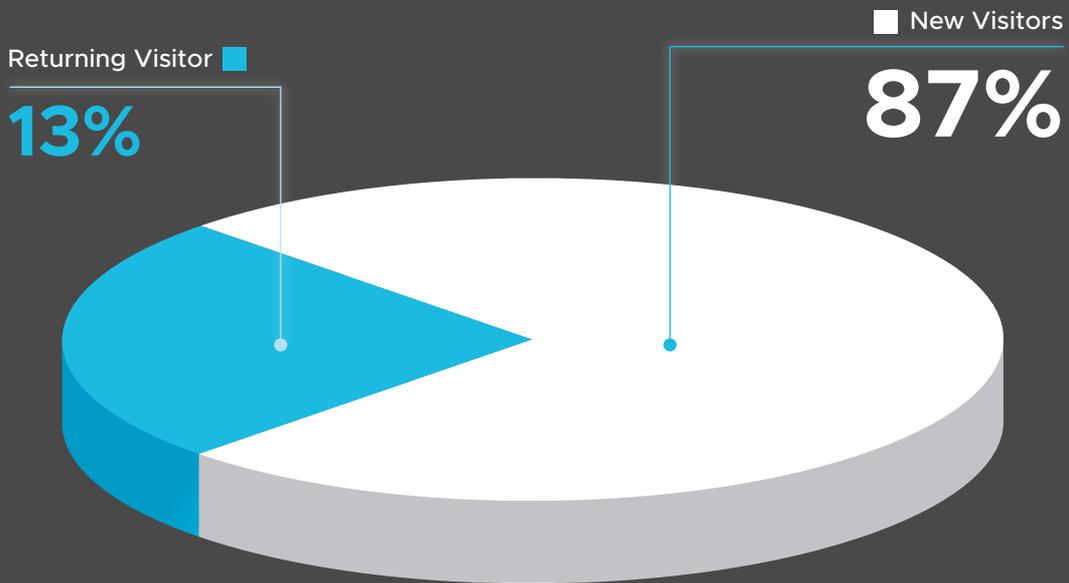
Bangladesh

**4.29%**

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

# WEBSITE PERFORMANCE

(September 1,2020 – October 26,2022)



Session <sup>(1)</sup> : **185,563 Session**

No. of Session per User <sup>(2)</sup> : **1.40%**

Pageviews <sup>(3)</sup> : **341,473 Time**

Avg. Session Duration <sup>(4)</sup> : **1.84 Minutes**

Bounce Rate <sup>(5)</sup> : **74.76%**

(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.

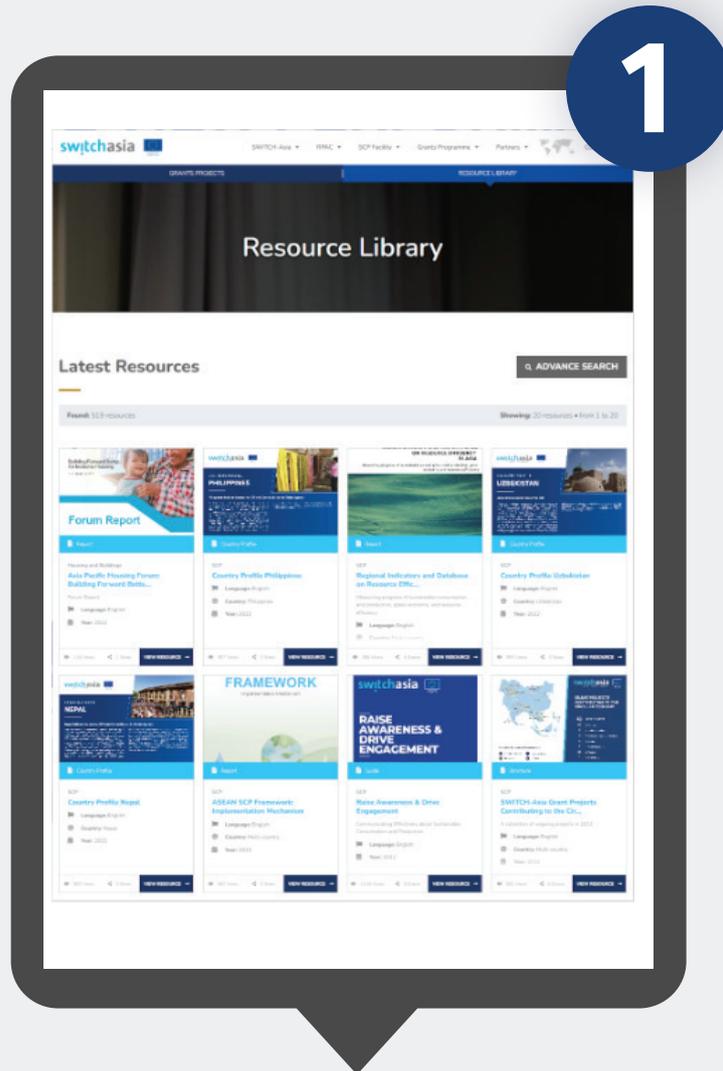
(4) The average length of sessions on a website.

(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.

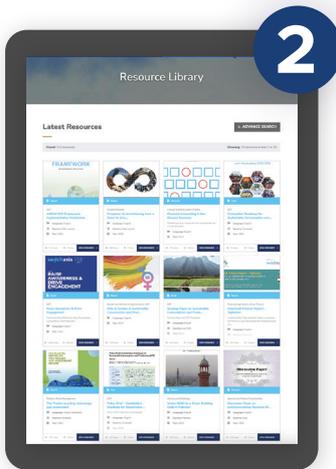
## TRAFFIC OVERVIEW

	USERS	NEW USERS	SESSIONS
1. Organic Search	48.54%	48.17%	51.64%
2. Direct	25.29%	26.19%	25.08%
3. Social Media	22.04%	22.12%	18.67%

# PAGE VIEW PERFORMANCE – RESOURCE LIBRARY



## Resource Library



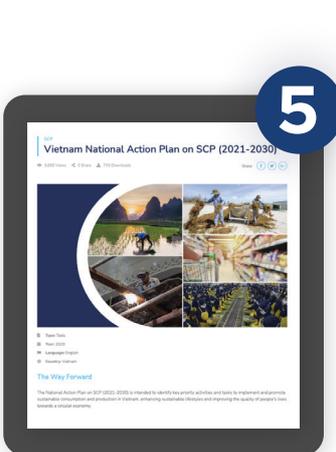
Resource Library



What is the European Green Deal?



International Platform on Sustainable Finance (IPSF)



Vietnam National Action Plan on SCP



ILO Sectoral Brief



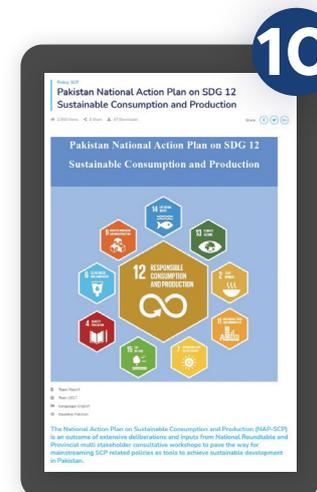
EU Grant Projects Book Promoting SCP 2008-2024



Impact of COVID-19 Pandemic on SMEs in Food and Beverage Sector, Myanmar 2020



Sustainable Waste Management in a Circular Economy

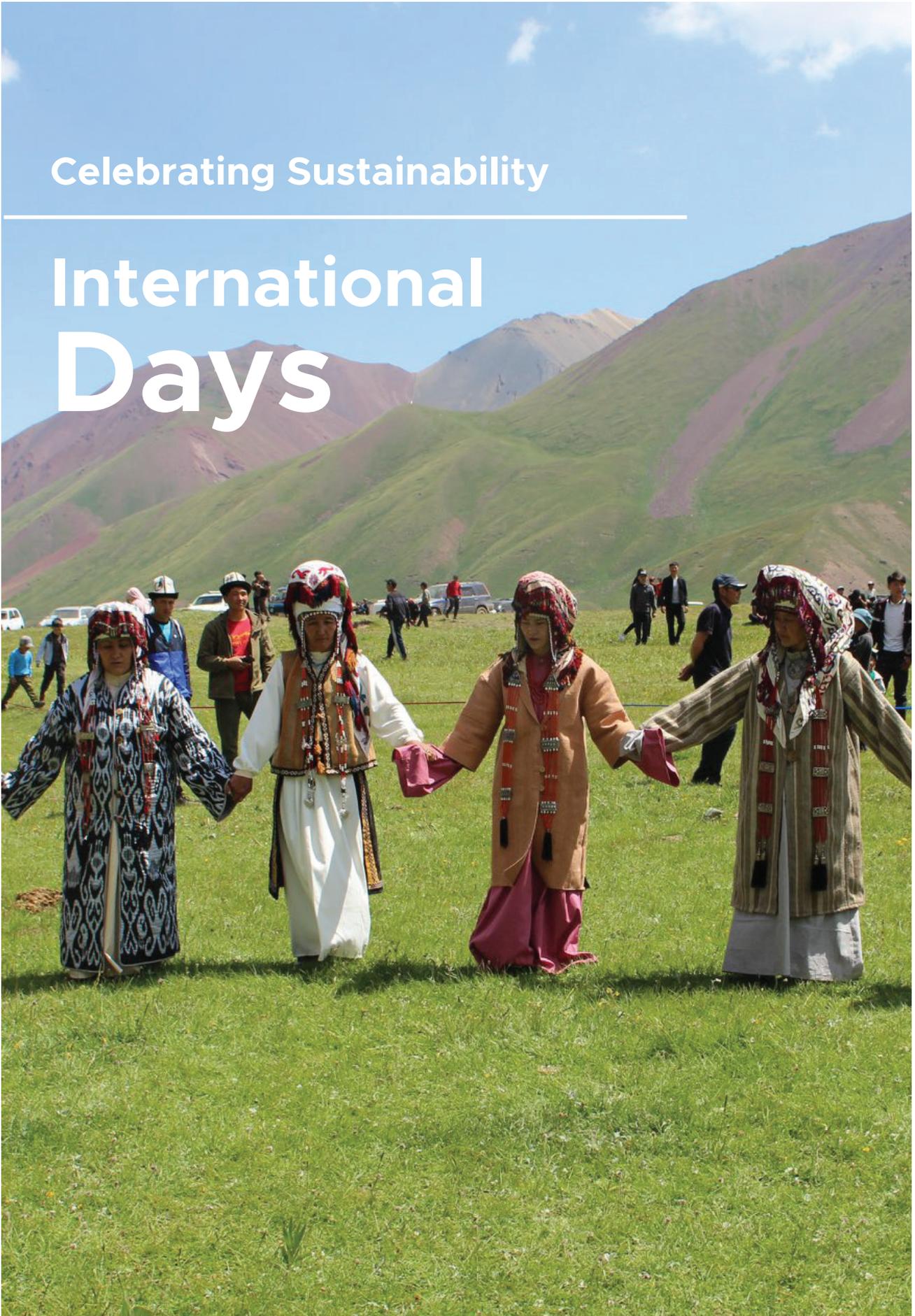


Pakistan National Action Plan on SDG 12

Celebrating Sustainability

---

# International Days

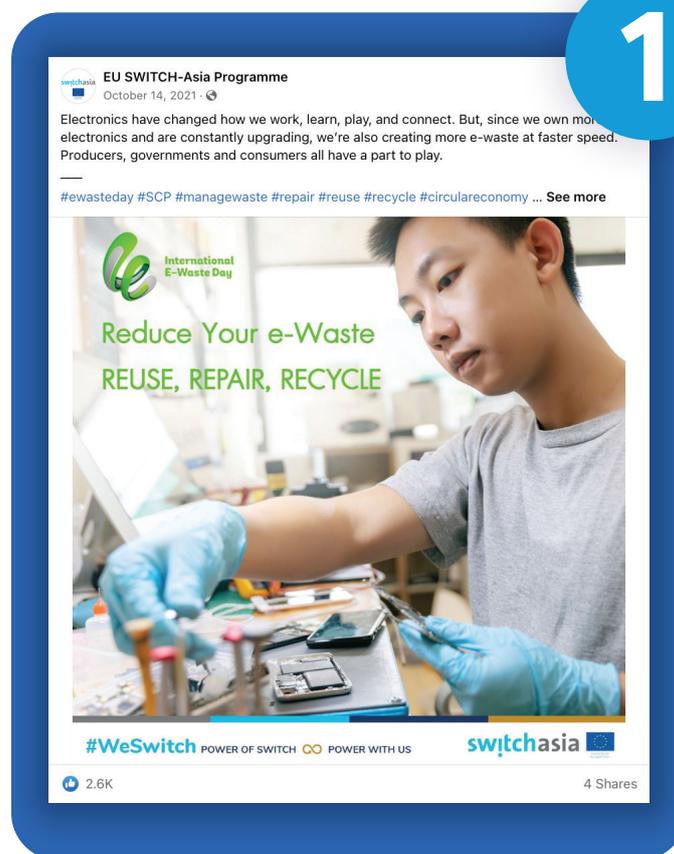




10  
POSTS

# INTERNATIONAL DAYS: Top Engagement Rate

1



## International e-Waste Day

Engagement Rate

♥ 13.2%



2



### World Habitat Day

Engagement Rate 5.6%

3



### World Energy Efficiency Day

Engagement Rate 5.4%

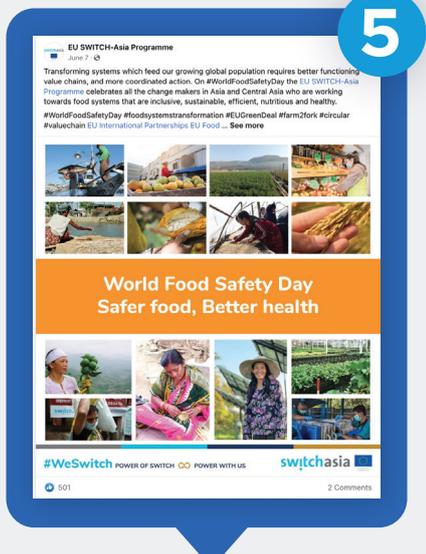
4



### World Food Day

Engagement Rate 5.3%

5



### World Food Safety Day

Engagement Rate 4.3%



1



## World Clean up Day

Engagement Rate

4.2%

2



## EU Beach Cleanup Day

Engagement Rate

3.6%

3



## International e-Waste Day

Engagement Rate

3.2%

4



## World Food Day

Engagement Rate

2.9%



# SUMMARY (Phase1)

## TIMELINE

GOAL SEP 2020 – AUG 2021

RESULTS 12/12 Months

STATUS **Succeeded**

## FACEBOOK

GOAL 300,000 Followers 5,000,000 Impressions

RESULTS 300,154 Followers 20,930,567 Impressions

STATUS **Succeeded** **Succeeded**

## TWITTER

GOAL 10,000 Followers 500,000 Impressions

RESULTS 10,000 Followers 23,633,220 Impressions

STATUS **Succeeded** **Succeeded**

## VIDEO PRODUCTION

GOAL 4 Clips

RESULTS 4 Clips

STATUS **Succeeded**

## WEBSITE

GOAL Before 3,000 Session/Month

RESULTS 9,301 Sessions/Month

STATUS **Constantly Growing**



# SUMMARY (Phase2)

## TIMELINE

GOAL AUG 2021 – JUL 2022

RESULTS 11/11 Months

STATUS **Succeeded**

## FACEBOOK

GOAL 311,000 Followers 1,100,000 Impressions

RESULTS 313,928 Followers 6,773,057 Impressions

STATUS **Succeeded** **Succeeded**

## TWITTER

GOAL 11,000 Followers 550,000 Impressions

RESULTS 11,631 Followers 1,834,159 Impressions

STATUS **Succeeded** **Succeeded**

## VIDEO PRODUCTION

GOAL 1 Clip

RESULTS 1 Clip

STATUS **Succeeded**

## WEBSITE

GOAL Before 3,000 Session/Month

RESULTS 6,991 Sessions/Month

STATUS **Ongoing**



# SUMMARY (Phase3)

## TIMELINE

GOAL AUG 2022 - NOV 2022

---

RESULTS 3/4 Months

---

STATUS **Remaining 1 Months**

---

## FACEBOOK

GOAL 45,000 Followers 800,000 Impressions

---

RESULTS 44,776 Followers 2,360,345 Impressions

---

STATUS **Ongoing** **Succeeded**

---

## TWITTER

GOAL 2,000 Followers 300,000 Impressions

---

RESULTS 1,541 Followers 436,637 Impressions

---

STATUS **Ongoing** **Succeeded**

---

## WEBSITE

GOAL Before 3,000 Session/Month

---

RESULTS 6,361 Sessions/Month

---

STATUS **Ongoing**

---



GET IN TOUCH

**Sara Gabai**

Communication and Knowledge Expert  
EU SWITCH-Asia

 [sara@switch-asia.eu](mailto:sara@switch-asia.eu)

 [EUSWITCHAsia](#)

 [switch-asia](#)

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

 [SWITCH-Asia](#)