

## MEDIA ADVISORY

### European Union to Renew Commitment to Greening Asia with 11 New Projects at Regional Launch Event

**Bangkok, 20 September, 2018** –With more than 300 million Euro already invested towards promoting sustainable consumption and production (SCP) in Asia through the SWITCH-Asia Programme, the European Union (EU) is underlining its dedication to supporting this important shift with 11 new grants projects. On September 20<sup>th</sup> at the SWITCH-Asia Launch and September 21<sup>st</sup> at the SWITCH-Asia SCP Facility Regional Networking Event, these 11 new SWITCH-Asia grants from seven countries will be showcasing their contributions that benefit local communities and support the achievement of the United Nations Sustainable Development Goals (SDGs). Both events will take place at Swissotel Le Concorde in Bangkok.

Representatives from each project detailed below will be available for media briefings to provide further insight into the expected local impacts on sustainable consumption and production.

#### *Promoting Sustainable and Equitable Consumption and Local Food System (Local Harvest)*

This grant, implemented by HIVOS, contributes to economic prosperity and poverty reduction in Indonesia by promoting a switch to sustainable consumption and production of green, healthy, fair and local food by consumers and MSMEs

#### *Promoting Sustainable Consumption and Production in the Fish Processing Sector (MATA KAIL)*

Plan International implements the MATA KAIL grant, which empowers Indonesia's SMEs and MSMEs through support on environmentally friendly and sustainable fisheries processes, products and services which will promote employment opportunities to marginalized youth, particularly young women

#### *Promote Bamboo MSME Clusters for Sustainable Development*

This grant, implemented by the Foundation for MSME Clusters, promotes sustainable resource consumption and generates green jobs through development of the bamboo products sector in India

#### *Promoting Sustainable Consumption and Production systems for safe and organic foods (Bhoomi Ka)*

Implemented by Welt Hunger Hilfe, Bhoomi Ka is aimed at promoting sustainable local food systems that safeguard public and environmental health and promote sustainable smallholder agriculture in India

#### *SWITCHing India's consumption to Fair and Sustainable Goods*

Fairtrade implements this grant, which educates and engages consumers in urban India on the concept of sustainable consumption, focusing on food and clothing

#### *Sustainable Textile Production and EcoLabelling (STeP EcoLab)*

One of two new grants in Mongolia, STeP EcoLab is implemented by AVSF and guides the shift to sustainable textile production and consumption by leveraging the key drivers of sustainable consumption and production

#### *Energy efficiency advisory and financial intermediation for sustainable housing in unplanned areas of Ulaanbaatar (SWITCH Off Air Pollution)*

SWITCH Off Air Pollution promotes sustainable consumption patterns and behaviours in the individual housing sector of Mongolia through energy efficiency advisory and financial intermediation

#### *Catalysing Sustainable Water and Energy Management in Food and Beverage Industries in the Ayeyarwady River Basin (Tha Bar Wa)*

The grant implemented by WWF in Myanmar, Tha Bar Wa, promotes cleaner production in the food and beverage industries, contributing to sustainable economic growth in the Ayeyarwady River Basin

## ***Sustainable Tourism and Green Growth for Heritage Settlements of Kathmandu Valley (PARYA SAMAPADA)***

PARYA SAMAPADA, which is implemented by UN Habitat, promotes sustainable development, reduce poverty and mitigate climate change through promotion of sustainable tourism and green growth in Heritage Settlements of Kathmandu Valley of Nepal

## ***Implementation of Resource and Energy Efficient Technologies in the Sugar Sector (IREET)***

IREET is implemented by IHT. This grant promotes sustainable growth, contributes to economic prosperity and poverty reduction and mitigation of climate change in Pakistan by enhancing resource efficiency of the sugar sector through adoption of Resource & Energy Efficient (R&EE) technologies

## ***Consumer and Retailers in Thailand Driving Sustainable Food Market in the Seafood, Chicken and Banana Food Supply Chains (Dear Supermarkets)***

The Thailand-based grant implemented by Oxfam aims at an overall food market transformation via driving industry to incorporate environmentally sustainable, socially ethical and safe standards of food production.

In addition to highlighting the newest round of activities supported by the European Union during the official launch, the one-day regional networking event see the new grants along with fourteen ongoing and recently completed projects and a range of expert stakeholders from the United Nations, EU and other organizations share their experiences and engage in dialogue in a series of thematic discussions. These panels will address key themes from low-carbon economy, green finance and eco-innovation to the media and communicating on sustainable consumption and production.

As the events conclude, SWITCH-Asia is committed to continue the dialogue and driving the switch to SCP, both in-person and through SWITCH-Asia's new digital ecosystem, which will be profiled at the launch event cocktail reception.

**The full agenda for the two days is below** while more information about the SWITCH-Asia Programme can be found at [www.switch-asia.eu](http://www.switch-asia.eu)

**To arrange briefings with participants or register for the events, please contact:**

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### **About the SCP Facility**



A consortium of GIZ, adelphi and the Institute for Global Environmental Strategies (IGES) implement the SWITCH-Asia SCP Facility.

The Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH is owned by the German government and with operations around the globe, GIZ provides services in the field of international cooperation for sustainable development. GIZ also works on behalf of other public and private sector clients both in Germany and overseas. These include the governments of other countries, the European

Commission, the United Nations and other donor organizations. GIZ operates in more than 130 countries and employs approximately 17,000 staff worldwide.

adelphi is a leading independent think tank and public policy consultancy focusing on climate, environment and development. Their mission is to improve global governance through research, dialogue, and advising. The staff of more than 180 provides high-quality interdisciplinary research, strategic policy analysis and advising, and corporate consulting. They facilitate policy dialogue and provide training for public institutions and businesses worldwide, helping to build capacity for transformative change.

The Institute for Global Environmental Strategies (IGES) is an international research institute conducting practical and innovative research. IGES strives to make sustainable development a reality in the Asia-Pacific region, using the links it has with various international organisations, governments, businesses and NGOs. Its activities cover a wide range of policy research on up-to-date environmental issues. The Institute was established in 1998 with support from the Japanese government and Kanagawa Prefecture, and has its headquarters in Hayama, with a vibrant, international staff base. Offices and local centres in Tokyo, Kansai (Hyogo Prefecture), Kitakyushu, Beijing and Bangkok, create a regional and global network for strategic research activities.

### About the Regional Policy Advocacy Component



UN Environment implements the SWITCH-Asia Regional Policy Advocacy Component. UN Environment is the leading global voice on the environment. It provides leadership and encourages partnership in caring for the environment by inspiring, informing, and enabling nations and peoples to improve their quality of life without compromising that of future generations. UN Environment works with governments, the private sector, civil society and with other UN entities and international organizations across the world.

### About the Grants Programme



The SWITCH-Asia Grants Programme has funded 106 projects across 19 countries in the region since 2007. These projects are implemented by a range of European and Asian organisations with the newest projects receiving launching in 2018. SWITCH-Asia grants are coordinated by European Union country delegations in their respective countries.

## SWITCH-Asia II Programme: Launch

20 September 2018 – Day 1

16.00-16.30	<b>Registration</b>
16.30-17.15	<p style="text-align: center;"><b>Opening Remarks</b></p> <p><i>Welcome remarks from the European Union Delegation to Thailand</i>  <i>H.E. Pirkka Tapiola, Ambassador of the European Union to Thailand</i></p> <p>Ambassador Pirkka Tapiola has nearly 25 years of diplomatic experience. Prior to taking up his current posting as EU Ambassador to Thailand, Ambassador Tapiola headed the European</p>

Union Delegation to the Republic of Moldova from 2013 to 2017. Ambassador Tapiola is no stranger to South East Asia. He previously served as Deputy Head of Mission of the Embassy of Finland in Bangkok with cross-accreditations to Myanmar, Cambodia and the Lao PDR from 1998 to 2001.

#### Remarks from the European Union

**Mr. Andrew Jacobs, Head of Unit for Regional Policy Sector Analysis, Directorate-General for International Cooperation and Development (DEVCO), European Commission**

Andrew Jacobs served from 2013 to 2017 as EU Ambassador for the Pacific. He was Head of Cooperation for Thailand, Cambodia, Laos, and Myanmar, based at the EU Delegation in Bangkok from 2005 to 2009, following a four-year posting in Vietnam. In his 25 year career for the EU, Andrew Jacobs has also been responsible for cooperation with North Africa and the Middle East, and with the Balkan countries.

### Remarks from SWITCH-Asia Programme

#### Report from the Regional Policy Advocacy Component

**Ms. Dechen Tshering, Director for Asia and the Pacific, UN Environment**

With over 25 years of experience in national government and intergovernmental organisations and having held management and leadership positions with the United Nations, Ms. Tshering was appointed as the regional director of UN Environment in Asia and the Pacific in March 2017. As the regional arm of UN Environment, headquartered in Nairobi, Kenya, the Asia-Pacific office works with governments, local authorities and the private sector to develop and put into place cleaner and safer policies and strategies that encourage the efficient use of natural resources and reduce risks for humans and the environment.

#### Report from the SCP Facility

**Mr. Arab Hoballah, Team Leader, SWITCH-Asia SCP Facility**

Mr. Hoballah has served as Team Leader, SWITCH-Asia SCP Facility, since October 2017, promoting and delivering Sustainable Consumption and Production/SCP throughout Asia. From March to September 2017, he served as Executive Director of SEED, Entrepreneurship for Sustainable Development. He retired from the United Nations/UNEP in December 2016, after a long career devoted to advocating for and assisting various stakeholders on understanding, mainstreaming and delivering sustainable development, with major focus on resource efficiency and SCP.

#### Representatives from the Grants Programme

**Mr. Mukesh Gulati, Promote Bamboo MSME Clusters for Sustainable Development Grant Project, Executive Director, Foundation for MSME Clusters**

**Ms. Wilasinee Poonuchaphai, Sustainable Freight and Logistics Grant Project, Project Director, GIZ Thailand**

17.15-17.30

### LAUNCH and Photo Session

17.30-18.30

Light snacks and drinks  
 with Introduction of SWITCH-Asia Digital Ecosystem – SWITCHED-ON

## SWITCH-Asia II Programme: Regional Networking

21 September 2018

08.00-09.00	Registration
09.00- 09.45	<p style="text-align: center;"><b>Session 1: Opening</b></p> <p><b>Session Chair: Mr. Arab Hoballah, Team Leader, SWITCH-Asia SCP Facility</b></p> <p>This session will take a look at what has been done on SCP in the region and take a peak ahead at the future plans for SCP through SWITCH-Asia. This will begin with a 45-minute introduction covering the three major components of the programme.</p> <p><b>Speakers:</b>            Mr. Andrew Jacobs, Head of Unit for Regional Policy Sector Analysis, Directorate-General for International Cooperation and Development (DEVCO), European Commission            Dr. Abas Basir, Director General, South Asia Co-operative Environment Programme (SACEP)            Mr. Mushtaq Memon, Regional Coordinator for Resource Efficiency, SWITCH-Asia Regional Policy Advocacy Component (RPAC), United Nations Environment            Mr. Arab Hoballah, Team Leader, SWITCH-Asia SCP Facility</p>
09.30-10.30	<p style="text-align: center;"><b>Panel on the State of Play of SCP in Asia, Needs and Opportunities</b></p> <p><b>Session Moderator: Dr. Arab Hoballah</b></p> <p>Mr. Karma Tshering, Policy Division Head, National Environment Commission, Bhutan            Ms. Tserendorj Uranchimeg, Head of Division of Clean Technology, Investment and Production, Ministry of Environment and Tourism, Mongolia            Ms. Inhee Chung, Head of Sustainability and Safeguards Unit, Global Green Growth Institute (GGGI)            Mr. Noer Adi Wardojo, Senior Advisor to the Minister, Ministry of Environment and Forestry            Dr. Anthony Chiu, President, Asia Pacific Roundtable on Sustainable Consumption and Production (APRSCP)</p>
10.30-11.00	Photo and coffee break
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">11.00 – 12.40 1<sup>st</sup> Breakout Parallel Sessions:</p>	<p style="text-align: center;"><b>Panel 1: Low carbon economy – Enabling Policies and opportunities for impact delivery</b></p> <p><b>Session Moderator: Mr. Jerome Pons, Head of the Operations Section, European Union Delegation, Thailand</b></p> <p>The panel addresses some of the key concerns and challenges to adopting and implementing greener policies and highlights good examples through experience sharing from projects and other regions on how localizing and mainstreaming SCP at local &amp; sub-national levels can help in accelerating the delivery of SDG/SCP; role of national governments and international agencies in promoting low carbon economy;</p>

explores the relation between SCP and climate mitigation; and how the Green industry supports low carbon economy.

***Representatives from SWITCH-Asia Grant Projects***

Ms. Marie-Anne Charlotte Serve, Central Asia Regional Director, GERES “Kabul Green Home” (Afghanistan)

Ms. Beatriz Maroto Izquierdo, Mongolia Country Director, GERES (Mongolia)

Md. Mohiuddin, Joint Secretary, Ministry of Environment, Forest and Climate Change

Mr. Jens Kristian Nørgaard, Technical Expert, SWITCH to Green Facility

Ms. Jutamane Martchamadol, National Project Coordinator, UNIDO

Ms. Isabelle Louis, Deputy Regional Director for Asia-Pacific, UN Environment

## Panel 2: Localizing Green Finance in support to SMEs and local municipalities

**Session Moderator: Mr. Mikael Henzler, Director, adelphi**

The panel addresses policy and implementation challenges for green financing; access to green finance; sources of green finance; the role of international institutions and governments in greening finance; the role of municipalities and SMES in greening the development pathway; linkage between green finance and greening the development pathway; explore practical examples from countries highlighting what works and what doesn't work; lessons learnt.

***Representatives from SWITCH-Asia Grant Projects***

Atty. Alberto B. Reyno, ACMFN project (China, India, Indonesia)

Dr. Chun Xia-Bauer, WESTERN CHINA SUSBUILD Project (China)

Ms. Suwida Kingmuangkow, Senior Investment Officer, AFD

Mr. Jens Radschinski, Head of UNFCCC Regional Collaboration Centre, Bangkok

Ms. Yuki Yasui, Programme Operations Manager, United Nations Environment Finance Initiative (UNEP FI)

## Panel 3: Eco-Innovation and Design

**Session Moderator: Mr. Stefanos Fotiou, Division Director, EDD, UN ESCAP**

Eco-innovation is an opportunity for businesses as it leads to reduced costs, helps capture new growth opportunities and strengthens the company image in front of its customers, and is expected to deliver significant progress towards the goal of sustainable development. This session will go into detail on the importance of eco-innovation and its role, how eco-innovation helps business transformation and creates opportunities for sustainable trade, and discussion on whether or not low carbon economy can be achieved solely by eco-innovation and what other incentives need to be put into place.

***Representatives from SWITCH-Asia Grant Projects***

Md. Anisur Rahman Chowdhury, SusBuild Project (Bangladesh)

Dr. Andreas Hofmann, Luang Prabang Handle with Care Project (Lao PDR)

	<p>Mr. SHI Feng, Executive Director of Technology Division of China-ASEAN Environmental Cooperation Center (CAEC), China          Dr. Tanawan (Chirapol) Sintunawa, Vice President and Secretary, Greenleaf Foundation          Ms. Sooksiri Chamsuk, Programme Officer, UNIDO          Ms. Lathika Chandra Mouli, Business Development Manager, Energo Labs</p>
12.40-13.40	Lunch
<p style="writing-mode: vertical-rl; transform: rotate(180deg);">13.40 – 15.10 2<sup>nd</sup> Breakout Parallel Sessions:</p>	<p style="text-align: center;"><b>Panel 4: The Media and Communicating on SCP</b></p> <p><b>Session Moderator: Mr. Ricardo Dunn, Communications Chief, UN-ESCAP</b></p> <p>This panel will see experiences communicating on SCP from SWITCH-Asia grants projects followed by perspectives from the media. The discussion will cover topics including: the role of the media in sharing socially responsible information, what goes into the decision-making process, how practitioners can do a better job telling stories and writing about sustainability and what this will mean for Asia’s future.</p> <p><b>Representatives from SWITCH-Asia Grant Projects</b>          Mr. Abhishek Jani, Switching to fair and sustainable food (India)          Mr. Jacob Clere, SMART Myanmar (Myanmar)</p>
	<p>Mr. Cod Satrusayang, Managing Editor, Asia News Network          Editor/Journalist, (TBC)          Mr. Panu Wongcha-um, Senior Correspondent, Reuters          Mr. Skyler Wiet, Communications Manager, SWITCH-Asia SCP Facility</p> <p style="text-align: center;"><b>Panel 5: Behavioural change</b></p> <p><b>Session Moderator: Ms. Alina Neacșu, Regional Policy Sector Unit, Directorate-General for International Cooperation and Development (DEVCO), European Commission</b></p> <p>Panelists in the session on Behavioral Change will provide an in-depth take on intrinsic indicators and tools such as certification, ecolabeling and sustainable procurement are required to transform consumption and production patterns and how the roles of lifestyle and education triggers changes.</p> <p><b>Representatives from SWITCH-Asia Grant Projects</b>          Ms. Nipatta Quamman, Food Justice Project (Thailand)          Mr. Abhishek Joshi, Promoting sustainable consumption and production systems for safe and organic foods in India Project (India)</p>
15.00-15.30	Coffee Break

<p>15.40-16.40</p>	<p style="text-align: center;"><b>Plenary and Panel on Synergizing SWITCH Impacts</b></p> <p><b>Session Moderator: Mr. Jens Kristian Nørgaard, SWITCH to Green</b></p> <p>Dr. Chatchai Inthata, ONEP, Thailand          Ms. Ira Larasaty, Southeast Asia Expert, SWITCH-Asia SCP Facility          Mr. Charles Arden-Clarke, Head of the Secretariat of the 10YFP          Ms. Rhoda Wachira, SWITCH Green Africa</p>
<p>16.15-17.30</p>	<p style="text-align: center;"><b>Plenary and Panel on Moving forward: enablers and multipliers</b></p> <p><b>Session Chair: Dr. Arab Hoballah</b></p> <p>Rapporteurs from each of the 5 parallel events to present the main outcomes as basis for a final moderated panel discussion</p>
<p>17.30-18.00</p>	<p style="text-align: center;">Closing</p>