

4th SWITCH-Asia Annual Meeting
September 22–23, 2022
Bangkok, Thailand

Events

Part I: Programme Steering Committee

Part II: Internal Meetings with EU Delegations

Part III: Knowledge Exchange and Networking

Part IV: Annual Conference

switchasia



Funded by the
European Union

4th Programme Steering Committee Meeting

STRATEGIC OBJECTIVES

PROGRAMME OVERVIEW

Our mission and how we work

1

4

GRANT PROJECTS AND CIRCULARITY

Circular strategies to reach the goals of Sustainable Consumption and Production

ACTIVITIES IN A SNAPSHOT (2021-2022)

The work we are proud of in Asia and Central Asia

2

5

STRATEGIC COMMUNICATION

Valuing lessons learnt, strengthening synergies and communicating impact

INNOVATION AND IMPACT

Using systems thinking to accelerate and amplify change towards SCP

3

6

LESSONS LEARNT AND IMPROVEMENTS

The structure of the programme for the period 2023-2026

SCP FACILITY TEAM



Zinaida Fadeeva
Team Leader



Cosima Stahr
Key Expert, South Asia



Sara Gabai
Communication Expert



Lunchakorn Prathumratana (Ann)
Project Manager



Zulfira Zikrina
Key Expert, Central Asia



Ply Pirom
Key Expert, Southeast Asia



Anongart Skulpharephanit
Finance Manager



Pawinee Chindasri (Maya)
Office and Events Manager

Regional Policy Advocacy Component (RPAC) TEAM



Mushtaq Ahmed Memon

Project Manager

Regional Coordinator for Resource Efficiency, UNEP



Tunnie Srisakulchairak

Programme Officer for Green Technology

OUR MISSION

Promote Sustainable Consumption and Production (SCP)

Support the transition of the region to a **low-carbon, resource efficient and circular economy** and promote more **sustainable supply chains and products** between Asia and Europe.



Together with EU Delegations, Governments and Change Makers in partner countries

Fazna Ahmed, First Lady of the Republic of Maldives

HOW WE WORK

Supporting SCP pioneers through projects



Mainstreaming SCP through policy dialogue

Testing and upscaling sustainable industrial production in MSMEs, promoting greener products and more **sustainable consumption** in Asia.

Results of projects feed into policy dialogue with Asian governments on national policies, regulatory frameworks and policy instruments that enable SCP/ Green Economy.

WHERE WE WORK



CENTRAL ASIA

Kazakhstan
Kyrgyzstan
Tajikistan

Turkmenistan
Uzbekistan

SOUTH ASIA

Afghanistan
Bangladesh
Bhutan
India

Maldives
Nepal
Pakistan
Sri Lanka

SOUTH-EAST ASIA AND EAST ASIA

Cambodia
Indonesia
Lao PDR
Malaysia
Myanmar
Philippines

Thailand
Vietnam
China
DPRK
Mongolia

MIDDLE-EAST (As of 2023)

Iran
Yemen

Iraq

PACIFIC (As of 2023)

Federated States of
Micronesia
Fiji
Kiribati
Marshall Islands
Nauru
Niue

Palau
Papua New Guinea
Samoa
Solomon Islands
Timor Leste
Tonga
Tuvalu

OUR PRINCIPLES: MAINSTREAMING SCP THROUGH POLICY DIALOGUE



WORKING ACROSS SECTORS

Integrating SCP into existing workstreams of regional stakeholders, e.g., strengthening SCP principles at Habitat for Humanity Annual Conference focused on access to housing.

RESPONDING TO NEEDS

Demand-driven consultations that are directly tied to national SCP ambitions and/or to international commitments, e.g. National Green Building Codes.

OUR PRINCIPLES: MAINSTREAMING SCP THROUGH POLICY DIALOGUE

Final Consultation Meeting

DEVELOPMENT OF THE NATIONAL PLASTIC ACTION PLAN FOR LAO PDR



An essential plan to overcome challenges and enable the shift towards circular economy in waste management.

H.E. Thevarack Phonekeo,
Deputy Director General, Ministry of
Natural Resources and Environment



LEVERAGING EXPERTISE

Engagement of key regional experts and organisations during national support projects (e.g. consultative expert meetings in the area of textile, EPR) and publishing reports and guidance documents of regional relevance.

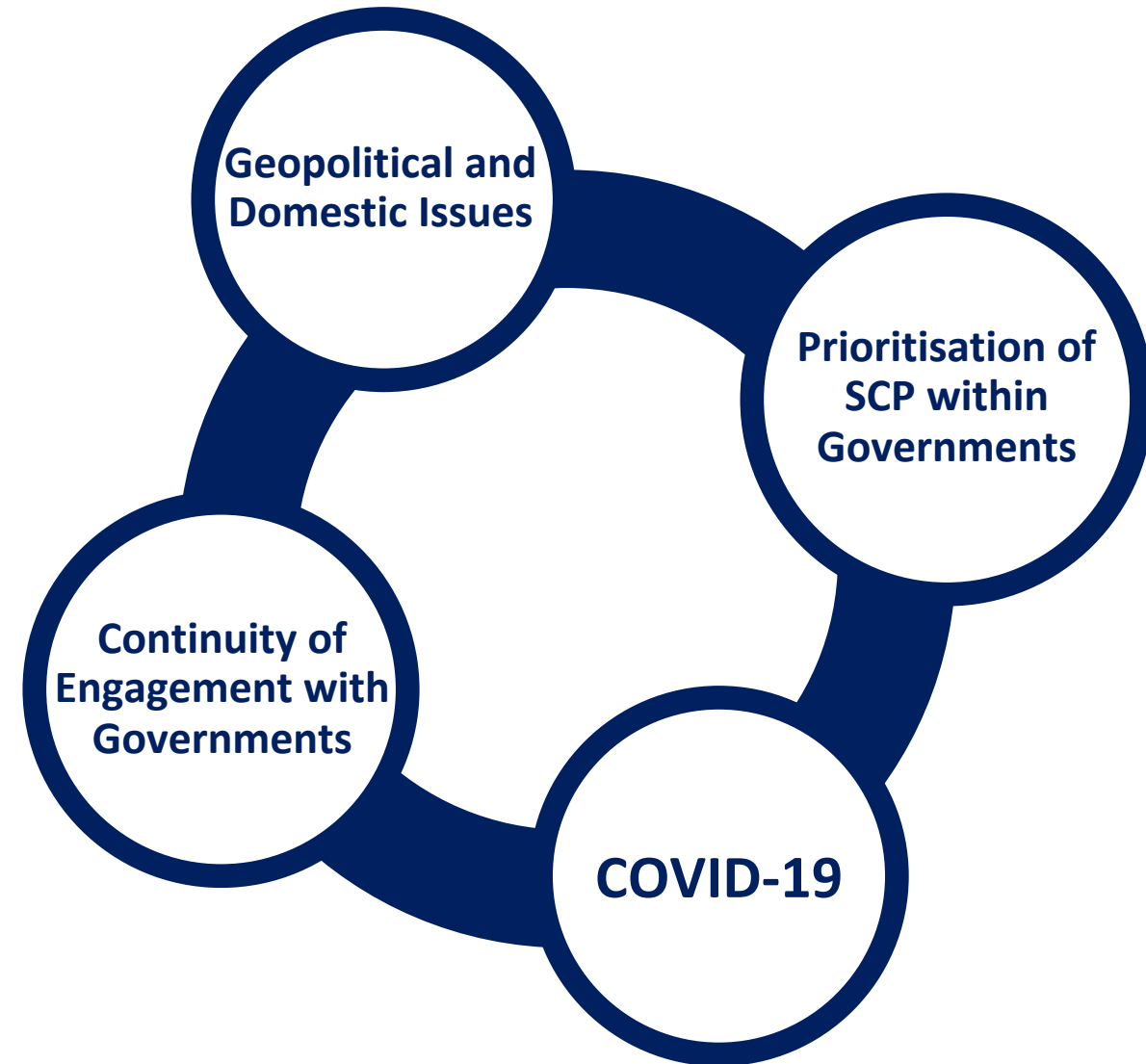
CO-CREATING POLICY

Assignment experts work in tandem with national government experts, e.g. Lao PDR together with the World Bank, and co-writing the National Plastic Programme with government representatives.

NAVIGATING CHALLENGES AS SCP FACILITY

STRENGTHS OF OUR APPROACH

- Flexibility and Pragmatism
- Team Dedication and Commitment
- Mobilisation of National Experts
- Engagement with Regional Partners
- Analytical Work



45

Policy Analysis & Advisory

11 SOUTH ASIA

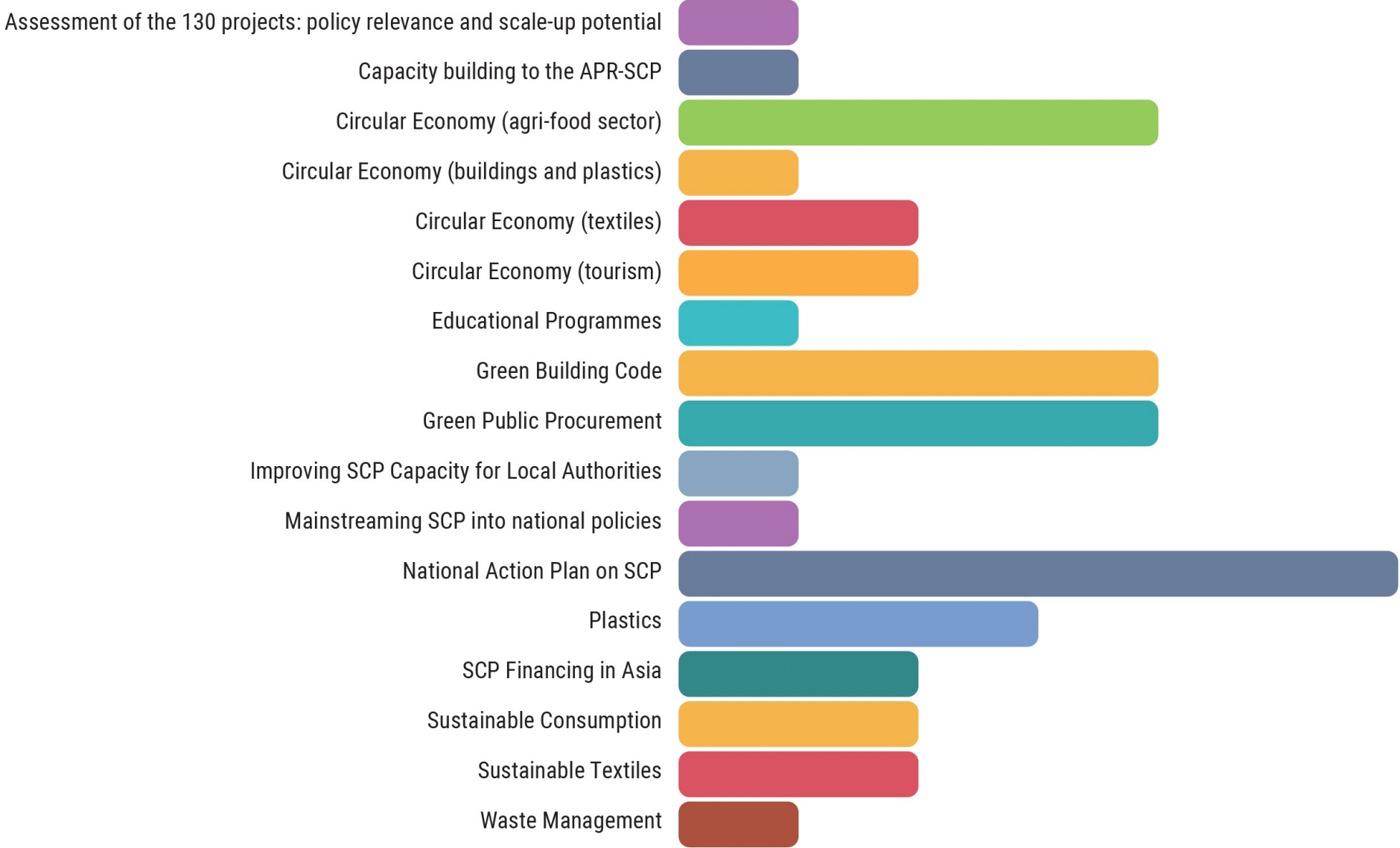
10 SOUTH-EAST AND
EAST ASIA

10 CENTRAL ASIA

12 THEMATIC

2 ANALYSIS OF
GRANTS

POLICY AREAS COVERED BY THE 38 POLICY ADVISORY (2018-2022)



STATUS OF THE 38 POLICY ADVISORY

ONGOING

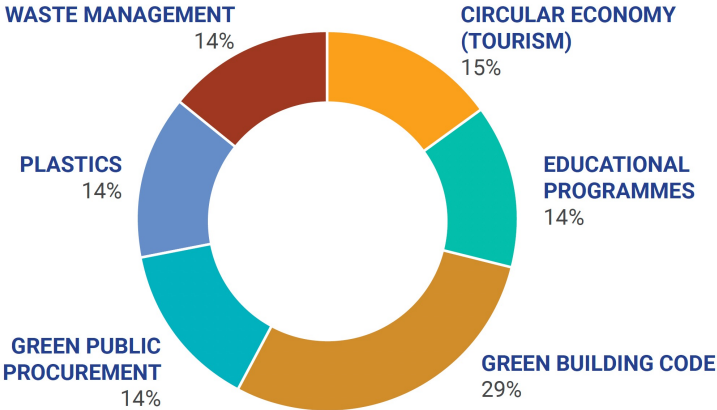
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COMPLETED

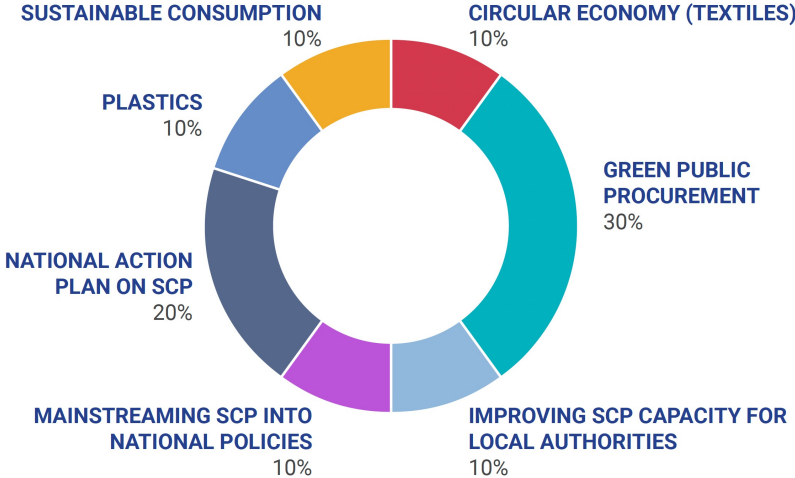
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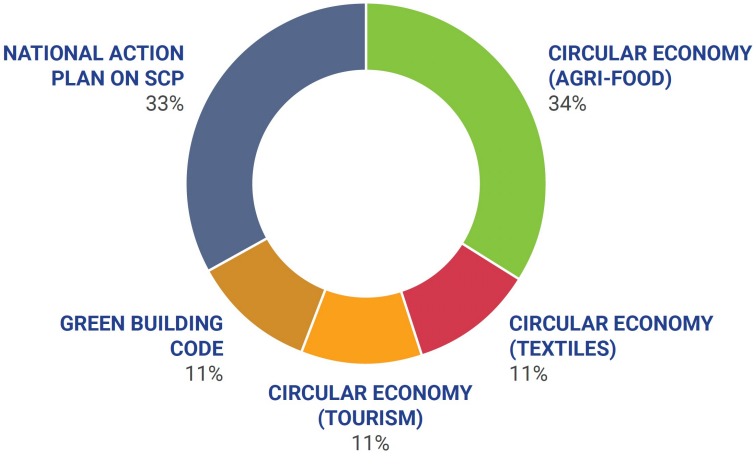
SOUTH ASIA - FOCUS AREAS



SOUTH-EAST ASIA - FOCUS AREAS



CENTRAL ASIA - FOCUS AREAS



SCP ACTIVITIES SNAPSHOT (2021-2022)

TEXTILES & GARMENT

BUILDINGS & CONSTRUCTION

PLASTICS

WASTE MANAGEMENT & CIRCULARITY

Cambodia: Capacity building and Integration of Circular Economy principles in **policy** actions and **business** options

Cambodia: Policy Analysis on Improving Sustainable Consumption and Production in the Garment Sector

Uzbekistan: SCP **Tools** and Circular Economy **Approach** in Textile and Garment Sector

Bangladesh: Action Plan on Green Buildings and Stakeholder Workshop

Kyrgyzstan: Green Building **Guidelines** through the Life Cycle and Value Chain

Pakistan: Green Building Code **Roadmap**; Workshop and follow-on piloting for social housing programme

Kazakhstan: Plastics Management and EPR **tools** to minimize the volume of generated plastics waste

Lao PDR: National Plastic **Action Plan** and identification of priority policy interventions

Maldives: **Analysis** and multistakeholder work on single-use plastics in tourism sector; follow-on development of policy instrument

Pakistan: Plastic bag ban **impact assessment**; plastics policy recommendations

Engagement process in the context of UNEA 5.2 and Global Agreement on Plastics

Lao PDR: Capacity building on engagement for circular economy solutions and practices in waste management

Kazakhstan: Infrastructure for proper biodegradable waste management, **analysis** of policy landscape

Pakistan: Waste management **analysis** and policy recommendations

SCP ACTIVITIES SNAPSHOT (2021-2022)

AGRI-FOOD SYSTEMS

Kyrgyzstan: SCP **Tools** and Circular Economy **Approach** in Agri-food; Stakeholders Workshops

Vietnam: **Guideline** for Sustainable Consumption and Production in the Seafood Sector

SUSTAINABLE/ GREEN PUBLIC PROCUREMENT

Regional: Enhancing the implementation of Green Public Procurement in Southeast Asia [RPAC]

Mongolia: Sustainable Public Procurement **Action Plan;** **Training** Workshops for businesses

Consultant services for SMEs/MSMEs to incorporate sustainability into operations and processes

Thailand: **Green Integration Policy** and National Green Directory **Framework**

Vendor List Registration System and integration into Thai Green Directory

SUSTAINABLE CONSUMPTION

Bhutan: **Recommendations** on integrating SCP into the school curriculum

Tajikistan: **Action Plan** on Responsible Consumption and Sustainable Lifestyle with focus on agri-food

SCP NATIONAL ACTION PLANS

Assessment of SCP NAPs, implementation and monitoring status for country briefings

Kazakhstan and **Uzbekistan:** Development of **SCP Action Plans**

REGIONAL POLICY ADVOCACY (2021-2022)

SCP regulatory framework advocated at regional, subregional, national levels

SCP instruments effectively demonstrated in regional and subregional and national fora

Uptake of SDG12 and SCP policies in the target countries

5 regional webinars:

- Circular Economy
- Eco-design for SMEs
- Sustainable Public Procurement
- Financing SCP
- Farm-to-Fork

6 sub-regional policy dialogues:

- Role of Businesses in Accelerating SCP
- Eco-Design
- Farm-to-Fork
- Green Public Procurement
- SDG12 Reporting for South Asia
- SCP Framework for ASEAN

4 direct support to countries:

- National dialogues on Youth in SCP in India
- National dialogues on Resource Efficiency in the textile sector in India
- Technical support to develop SCP Roadmap in Lao, Cambodia and Maldives
- Technical support to develop Zero-waste Roadmap in China

2021 Leadership Academy to promote circular technology
Prologue and the Academy
(March and Sep 2021)

Connecting SCP to the UN's World Environment Day:

- Online Celebration in Thailand and Pakistan
- Physical Celebration in China and India

Offline Course: A regional launch of the website on different thematic SCP topics and case studies

SDG12 reporting

- Direct support to Pakistan
- Direct support to India
- Direct support to South Asia

Regional Database and Assessment

Development of Regional database

25 Knowledge Product released including:

- The ASEAN SCP Framework
- The SDG12 Monitoring and Reporting in South Asia
- Lao SCP Roadmap
- Cambodia SCP Roadmap
- Role of Youth and Gender in SCP

CONTRIBUTION TO POLICY DIALOGUES

The Maldives will continue to play a progressive role towards a globally binding treaty on climate change and plastics. Our only defence to the impacts of climate change is our oceans. We are as resilient as our reefs are.

Her Excellency Ms. Aminath Shauna
Minister of Environment, Climate Change and Technology



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

“ Policy and Action on Waste & Plastics in Pakistan

Mandating proper waste management systems to ensure sustainability, education and waste management policy is a key focus, also signalled by our Clean Green Pakistan initiative.

For further implementation and piloting, we want to learn from EU best practices, including the concept of extended producer responsibility.

MADAM ZARTAJ GUL
Minister of State for Climate Change, Islamic Republic of Pakistan



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

“

The EU SWITCH-Asia Programme has provided support to the country to develop a SCP Roadmap and a policy analysis focusing on reducing waste in the garment sector. Government, industry, and stakeholders need to work together to support the implementation of these policies and strategies towards a more impactful transformative change in Cambodia.

H.E Vann Monyneath
Director General, General Directorate of Policy and Strategy, Ministry of the Environment Cambodia



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

We have a unique opportunity to collaborate with SWITCH-Asia to effectively implement 7 Green Priorities under our Green Economy Programme and pave the way for food security in Central Asia.

Uran CHEKIRBAYEV
Head of Department of Cluster Development, Ministry of Agriculture Kyrgyz Republic



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

“ We need a **global recovery initiative** to build back better, ensuring that financial resources can help countries in their recovery while leaving no one behind.

JEAN-LOUIS VILLE
HEAD OF UNIT FOR EAST ASIA AND PACIFIC AT DG INTPA
EUROPEAN COMMISSION



“ 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



15th APRSCP

“

EU SWITCH-Asia is the expression of the support to a global just transition to a resource efficient and circular economy for a more equitable use of resources.

We are working towards the achievement of SCP and inclusive and sustainable industrialisation!

HUGO MARIA SCHALLY
Head of Unit for Multilateral environmental cooperation in the Directorate for Global Sustainable Development in DG Environment of the European Commission



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

“ Value Chain Approaches in Agri-food Systems

When it comes to sustainable development, food is a major subject to address globally.

We need to find more ways to produce food sustainably and we cannot do this alone. An integrated approach and international partnerships are needed.

JAN BLOEMENDAL
Policy Officer, DG SANTE, European Commission

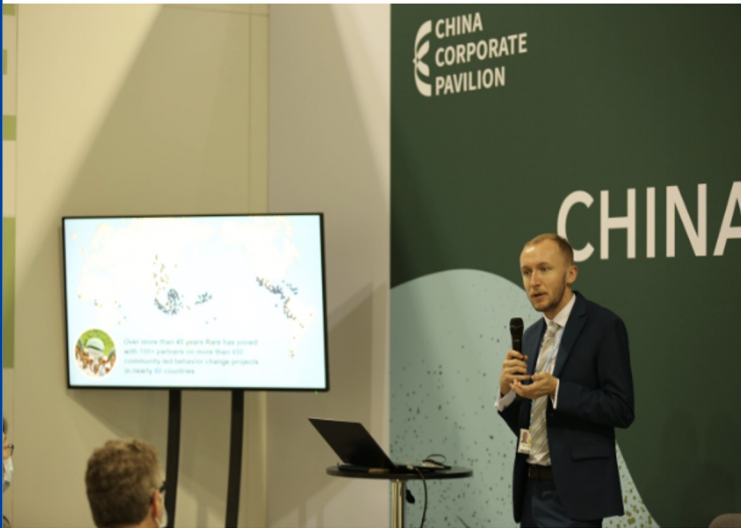


#WeSwitch POWER OF SWITCH POWER WITH US **switchoasia**

CONTRIBUTION TO POLICY DIALOGUES

News

EU SWITCH-Asia Pride On Our Plates China joins the conversation at COP26 in Glasgow



November 24, 2021



AIM BIG!

Our SWITCH-Asia Recycling Building Materials Project started in 1 city. After more than 4 years, we covered all 21 provinces in Mongolia.

Scaling sustainability practices at every level has been the key to our success.

- Jana Zilkova, Caritas Czech Republic in Mongolia
Track 3: Advancing Sustainability in the Housing Sector



Ms Zinaida FADEEVA
Team Leader
SWITCH-Asia SCP Facility

SMEs GOING CIRCULAR
DECARBONISATION OF FOOD SUPPLY CHAINS

ASIA-EUROPE
ENVIRONMENT FORUM



“ 15th APRSCP

We need to empower public institutions to provide coherent policy frameworks and tools to manage efficiently and guide responsibly. The missing piece of the solution is systems understanding.

We need to break silos, steadily with patience and perseverance to bring people around the table and talk together and create the trust in SCP.

DR. ARAB HOBALLAH
Team Leader, EU SWITCH-Asia SCP Facility



15th Asia-Pacific Roundtable for Sustainable Consumption and Production

www.facebook.com/APRSCP



OECD switchasia
BETTER POLICIES FOR BETTER LIVES SCP FACILITY

“

The SWITCH Garment project in Cambodia provides support to the garment industry to invest on sustainability business models and practices. A multi-stakeholder approach is needed involving industry actors and the government, taking a lead role in collaboration with development partners.



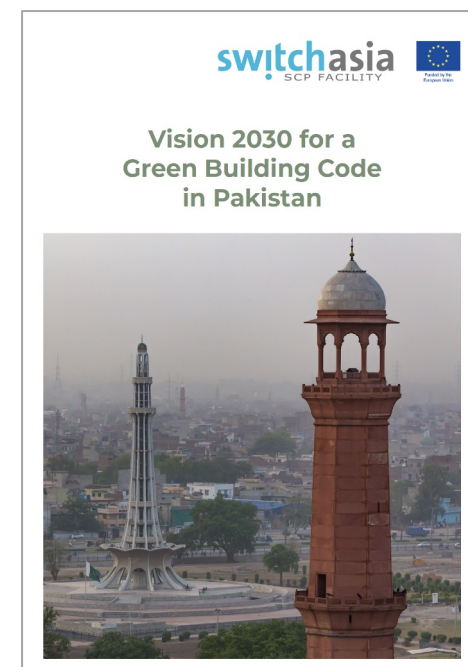
Bradley Abbott
Project Lead, SWITCH Garment, Global Green Growth Institute (GGGI) Cambodia

WeSwitch POWER OF SWITCH OO POWER WITH US




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KNOWLEDGE PRODUCTS




25 UPCOMING PUBLICATIONS

switchasia
SCP FACILITY





Funded by the European Union


Green Building Guidelines Through the Building Lifecycle and Value Chain



Kyrgyzstan
2022




switchasia
SCP FACILITY




Funded by the European Union

Policy Analysis Improving Sustainable Consumption and Production in the Garment Sector in Cambodia




In collaboration with:
Ministry of Environment, Cambodia



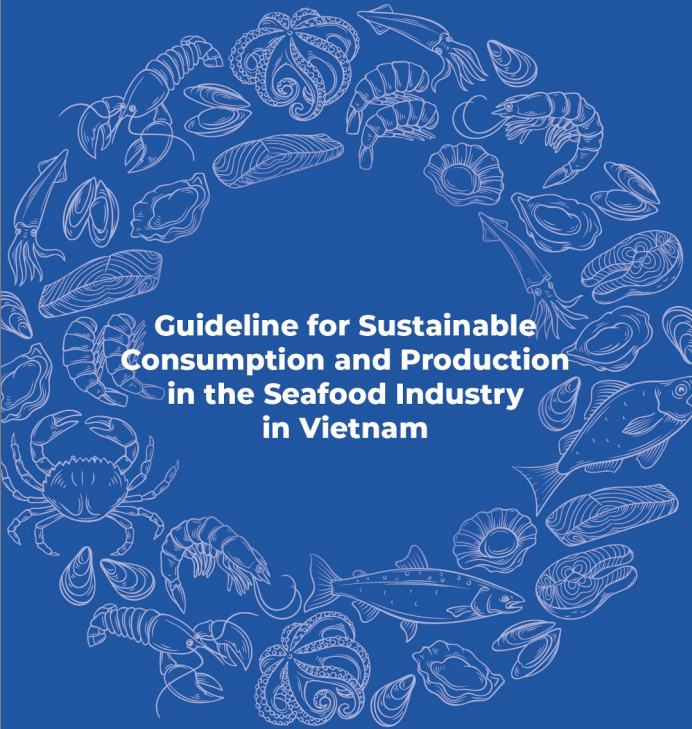
MINISTRY OF INDUSTRY AND TRADE

switchasia
SCP FACILITY



Funded by the European Union

Guideline for Sustainable Consumption and Production in the Seafood Industry in Vietnam



CREATING LASTING IMPACT

SCALING UP OUR WORK



**INTEGRATION OF RECOMMENDATIONS
INTO POLICY OR IMPLEMENTATION
STRATEGIES**



**DEVELOPING CAPACITIES OF
STAKEHOLDERS AND INSTITUTIONS**



**ALIGNMENT WITH REGIONAL
PARTNERS, CREATING SYNERGIES &
NETWORKS**



**ALIGNMENT WITH INTERNATIONAL
PROCESSES AND CONSIDERATION OF
EU GREEN DEAL**



ADDRESSING FINANCING

CAPACITY DEVELOPMENT

MAINSTREAMING SCP

Working with policy-makers through national policy advisory; publication of analyses and recommendations of regional relevance.

INCREASING SCP ENGAGEMENT ACROSS ASIA

Supporting contributions to international processes and policy dialogues on SCP, e.g. ADB SEADS conference.



FACILITATING ACCESS TO NEW SCP KNOWLEDGE

Providing briefings, guidelines, publications on financing and access to finance; circular economy strategies; EU Green Deal strategies and Action Plans.

TRAINING PROGRAMMES

As part of national advisory projects and for programme stakeholders, e.g., grants: EU visibility standards and SCP Communications, partnership building; behavioural and evaluative approaches.

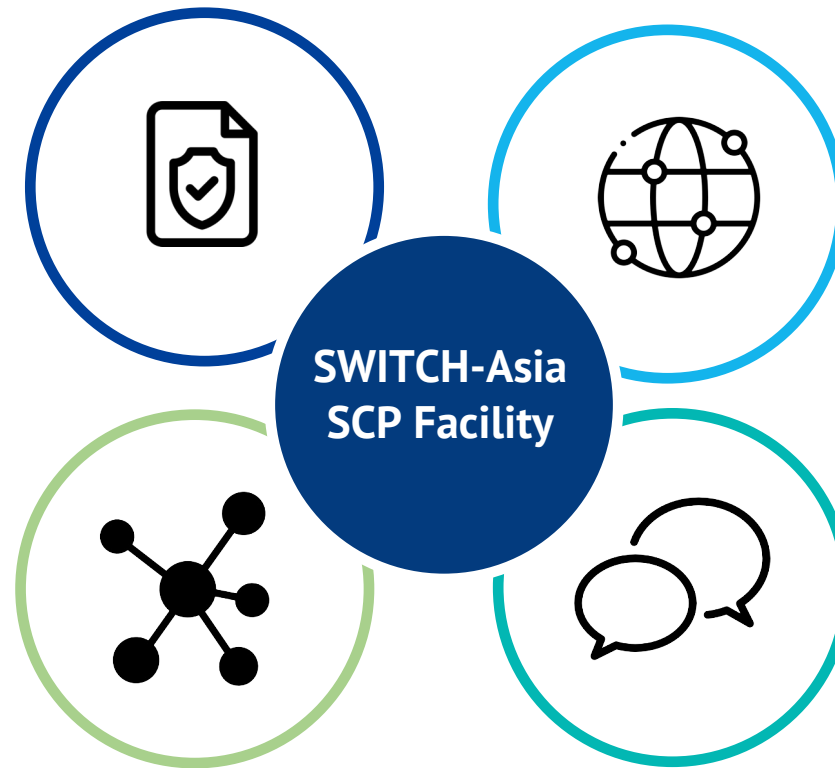
CREATING SYNERGIES

WITHIN POLICY ADVISORY WORK

SCP as part of existing and to-be-developed national strategies, e.g., SCP Roadmaps in Kazakhstan and Kyrgyzstan contribute to shaping Green Economy policies.

ALIGNMENT WITH REGIONAL AND INTERNATIONAL PROCESSES

Linking SCP with Circular Economy thinking and contributing to ongoing international processes, e.g., Global Agreement on plastics.



CONNECTING GRANTS AND POLICY WORK

Integrating regional PROMISE grant project with policy support provided to Maldives government as part of Single-Use-Plastics phase out.

COMMUNICATING AS ONE PROGRAMME

Mainstreaming communication in all SWITCH-Asia activities and strengthening stakeholder engagement towards common and shared goals.

CIRCULAR ECONOMY THINKING



**Circularity Analysis in
Grant Projects**

**Circularity in
National Support**

Textiles. Buildings. Plastics. Agri-food. EPR



Circular Economy Dimensions

- Circular Strategies
- Lifecycle Stages
- Innovation
- Enablers



GRANT PROJECTS CONTRIBUTING TO THE CIRCULAR ECONOMY

43	ONGOING IN 2022
14	Agri-food
8	Textile and Leather
3	Sustainable Housing and Building
5	Plastics
2	Waste Management
10	Tourism
1	Multi-industry

Grants Book 3rd Edition

Practical knowledge and information on **143 EU SWITCH-Asia funded projects** implemented in Asia and their impact in the region.

EU GRANT PROJECTS AND ACTIVITIES PROMOTING SUSTAINABLE CONSUMPTION AND PRODUCTION 2008-2026

CENTRAL ASIA / SOUTH ASIA / SOUTH-EAST ASIA / EAST ASIA



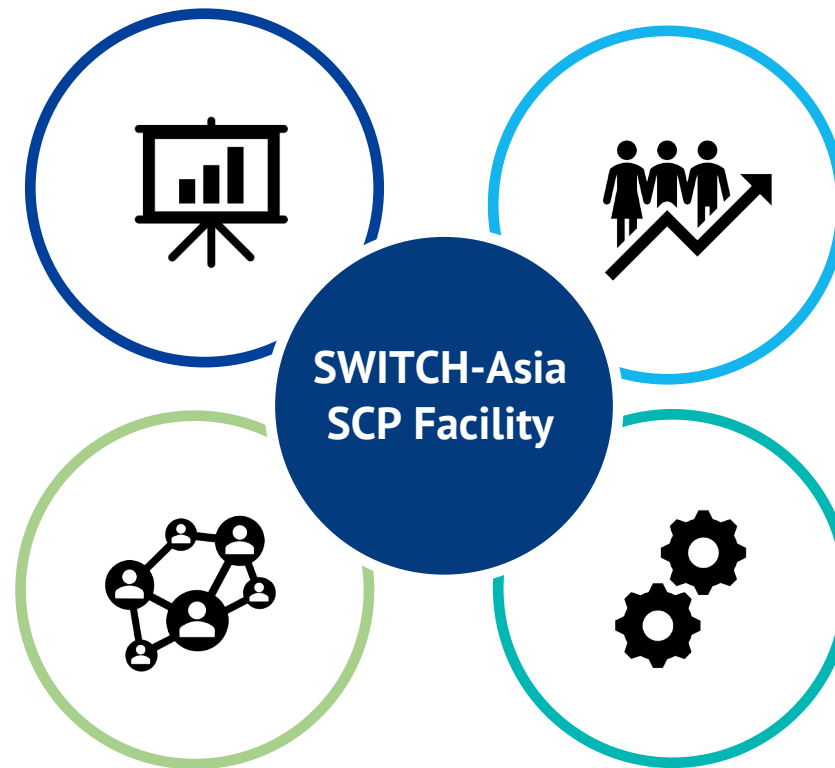
ADDRESSING FINANCING

ANALYSING GRANT EXPERIENCES AND SCP MARKET READINESS

Assessment of finance component and success factors for achieving financing for current and previous grant projects.

ASSESSING SCP FINANCING OPPORTUNITIES

Country studies of India, Bangladesh, Pakistan on SCP-relevant financing programmes and financial ecosystem.



DEVELOPING RECOMMENDATIONS TO STRENGTHEN SCP FINANCING

Analysis of status and advisory on integrating financing considerations more strongly into SWITCH-Asia.

ANALYSIS AND ADVISORY ON INTEGRATING SCP INTO FINANCE PROGRAMMES

Assessment of SCP financing readiness of European Development Finance institutions and advisory on how to link programmes with Asian SMEs.

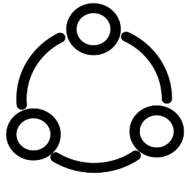
STRATEGIC COMMUNICATION



ENGAGEMENT &
BEHAVIOUR CHANGE



RECOGNITION AND
VISIBILITY



PARTNERSHIPS &
COLLABORATIONS



**COMMUNICATION IS A
GAMECHANGER
IN THE TRANSITION TO
SUSTAINABILITY**

OUR JOURNEY



Where We Started



RAISE AWARENESS
Increase Audience Knowledge
(inform and educate)



DRIVE ENGAGEMENT
Change Attitudes (transform)



CHANGE BEHAVIOUR
Take Action

1

2019-2020

PHASE I: COMMUNICATION STRATEGY DESIGN

Stock-taking, understanding where we were and defining our ambition and goals for the future.

2

2020-2021

PHASE II: #WeSwitch SOCIAL MEDIA CAMPAIGN

Strategising how to get there, with whom and using which tools.



Thinking Bigger

3

2021-2022

PHASE III: IMPLEMENTATION AND LEARNINGS

Monitoring and evaluating our work, strengthening partnerships and engagement, production and wide dissemination of SWITCH-Asia knowledge products and SCP contents.



Where We Are

4

FINAL REPORTING: WHAT MAKES SCP COMMUNICATIONS IMPACTFUL

Continuing our work and sharing lessons learnt on the effectiveness of our **coordinated and collaborative** communication approach.

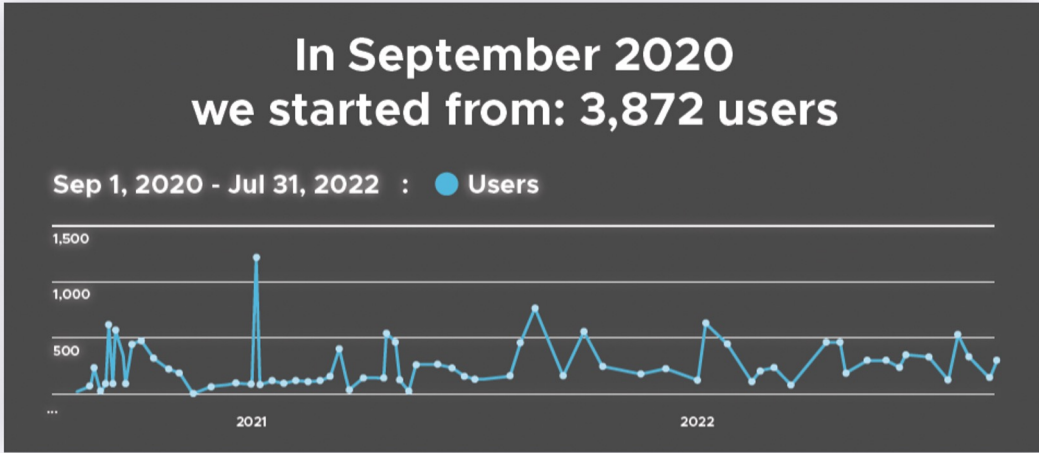


GRANTS PROJECTS

RESOURCE LIBRARY

NEW SWITCH-Asia project focusing on sustainable tuna and alternative livelihoods for tuna fishers and women launched in the Philippines

[READ MORE](#)



USERS
119,128

NEW USERS
118,828

PAGE VIEWS
307,163

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

- 23 Months (SEP 2020 – JUL 2022)

BUDGET

- Total Budget: 7,540,600 THB (204,799.48 Euro)

OUR SOCIAL MEDIA MOVEMENT



325,559
FOLLOWERS

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



50,788,797
IMPRESSIONS

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



1,444,051
REACHED PEOPLE

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



2.84%
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.



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



adelphi



IGES



Interreg Europe



Plastics Impact



SwitchMed



ABTO Bhutan



Cover Mongolia



Capacity4dev



CSCP



ArcTop Labs Pvt Ltd



World Wide Fund for Nature



Mercy Corps



United Nations ESCAP



Sustainable Textile Production



UNESCO



Rare



Habitat for Humanity



Normative



HIGHLIGHT PEOPLE AND ORGANISATIONS ENGAGED WITH US



Central Asia Regional Economic Cooperation (CAREC)



GERES Southeast Asia



Geres Mongolia



Globe Green Growth Institute Cambodia



SWITCH to Solar



Resource Efficiency in Agri-food Production and Processing - REAP



Center for Creativity and Sustainability Study and Consultancy - CCS



GIZ Thailand



TERI - The Energy and Resources



WECOOP Project



The Switchers



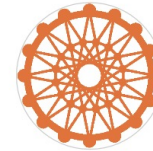
SWITCH Med



DCA Nepal



Hilti Foundation



Social Venture Network Swenden-SVN Sweden



Mongolian International Cooperation and Development Programs Agency



ACTED Tajikistan



People in Need Cambodia



Caritas Czech Republic in Mongolia



AVSF Mongolia



NEOrganics



Greentour: Sustainable Tourism in Kyrgyzstan



Center for Environment, Human Rights & Development Forum-CEHRDF



East-West Seed Knowledge Transfer



Hivos Southeast Asia



Yayasan Plan International Indonesia



Asia Society for Social Improvement and Sustainable Transformation



Future Earth SSCP KAN



SMART Textiles and Garments



Sustainable Cashmere Union Mongolia



STeP EcoLab Mongolia



Care International Lao PDR



Switch Garment



Prevent Plastics Myanmar



Kyrgyz Community Based Tourism Association



Normative



Rare



Habitat for Humanity



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



#WeSwitch POWER OF SWITCH ∞ POWER WITH US



Janusz Wojciechowski, EU Commissioner for Agriculture
Giorgio Aliberti, EU Ambassador to Vietnam

CONTENT PERFORMANCE

COUNTRY IMPACT



IMPRESSIONS
3M

ENGAGEMENTS
59K

Engagement Rate: 4.2%

EVENTS & CONFERENCES



IMPRESSIONS
810K

ENGAGEMENTS
36K

Engagement Rate: 5.5%

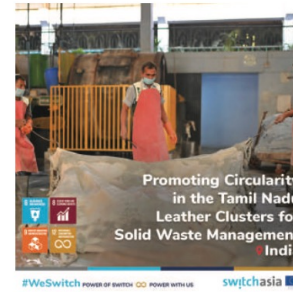
GLOBAL TREND



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

539
POSTS

TWITTER


635
POSTS

TOP NEWS AND STORIES

166

News

Solar Energy Solutions Are Transforming Cambodia's Agriculture and Fisheries Sector



September 13, 2021

Cambodia

2,461 Views 2 Shares

[READ MORE →](#)

f

News & Stories : Top Link Clicks

1



**Build up Nepal
SCP Winner Story**

Link Clicks

2,835

2



**SHINE Bhutan
Story**

Link Clicks

2,249

3



**PARYA Sampada
Nepal Story**

Link Clicks

2,158

4



**STeP EcoLab
Mongolia Story**

Link Clicks

1,900

5



**Success Stories
from PARYA
SAMPADA in Nepal**

Link Clicks

1,712

EVENTS & INTERNATIONAL DAYS



120



Behaviour Change for the Environment Starts Here
Join our community of change makers, let the journey begin.

INTERNATIONAL DAYS : Top Engagement Rate



International e-Waste Day
Engagement Rate **13.2%**



World Habitat Day
Engagement Rate **5.6%**



World Energy Efficiency Day
Engagement Rate **5.4%**



World Food Day
Engagement Rate **5.3%**

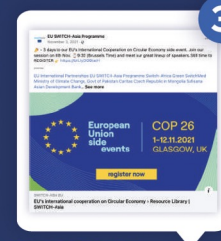
EVENTS & CONFERENCES : Top Engagement Rate



Asia Pacific Innovation Housing Forum
Engagement Rate **68.9%**



Regional Training on Promoting the Effective Implementation of Sustainable Public Procurement in Asia
Engagement Rate **16.9%**



COP26 EU Side Event
Engagement Rate **11.9%**



Action Plan on SCP implementation in the housing and buildings sector in Bangladesh
Engagement Rate **11.0%**

OUR UPCOMING EVENTS

IN PARTNERSHIP WITH



Expert Consultation on Circularity and Textiles 3 October

Public Webinar Sustainable and Circular Technical Textile Value Chain in Asia

12 October



SEED

promoting entrepreneurship
for sustainable development

Asia Future Lab for Innovation and Policy

4 October

giz

Deutsche Gesellschaft
für Internationale
Zusammenarbeit (GIZ) GmbH

Extended Producer Responsibility Meetings (India, Malaysia, Thailand)

October

IGES

Institute for Global
Environmental Strategies

Webinar Series on Consumption, Resilience, Education

October



RHODES UNIVERSITY

Where leaders learn

Knowledge Building Events

October



APRSCP

ASIA-PACIFIC ROUNDTABLE
FOR SUSTAINABLE CONSUMPTION & PRODUCTION

16th Asia Pacific Roundtable on SCP

22 November

adelphi @

Financing and Access to Markets

November

VIDEO CONTENT:



#WeSwitch
POWER OF SWITCH CO POWER WITH US

Reach: **352,260**
Engagement: **289**

SWITCH-Asia Mission and SCP Work
September 21, 2020

Like: **223** Share: **60**
Comment: **6** View: **282,635** Engagement Rate. **80%**



Sustainable Housing and Building
#WeSwitch
POWER OF SWITCH CO POWER WITH US

Reach: **249,385**
Engagement: **149**

Sustainable Housing and Building
February 10, 2021

Like: **119** Share: **28**
Comment: **1** View: **220,000** Engagement Rate. **88%**



Reach: **224,535**
Engagement: **251**

Waste and Plastics in a Circular Economy
June 11, 2021

Like: **193** Share: **50**
Comment: **8** View: **175,633** Engagement Rate. **78%**



Fashion Sustainability in a Circular Economy
#WeSwitch
POWER OF SWITCH CO POWER WITH US

Reach: **3,274**
Engagement: **106**

Fashion Sustainability in a Circular Economy
February 10, 2021

Like: **78** Share: **23**
Comment: **5** View: **1,035** Engagement Rate. **32%**



Reach: **5,177**
Engagement: **60**

Behavioural Changes for Sustainable Lifestyles
April 4, 2022

Like: **46** Share: **14**
Comment: **5** View: **1,900** Engagement Rate. **37%**

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