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The SWITCH-Asia regional programme was launched in 2007 as part of the European Union's priority to support a programme of sustainable consumption and production (SCP) in its regional cooperation strategy with Asia. As of 2023, the programme covers 41 countries in Asia, the Middle-East and the Pacific. It addresses emerging economies as well as least-developed and major CO₂ emitting countries.

Since the launch of the programme, more than 140 projects have been funded with an average grant size of EUR 1.7 million across a wide range of sectors including energy efficiency in industrial plants and houses, agri-food and fishing sectors, textiles and leather, tourism, logistics and freight. These have been implemented by over 500 Asian and European partners and some 100 private sector associates, which indirectly benefitted up to 80,000 MSMEs.

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Activities are implemented through a consortium led by



