

SWITCH-ASIA GRANTS LAUNCH IN CENTRAL ASIA

3 - 4 March 2020 • Tashkent, Uzbekistan



BACKGROUND

Many developing countries in Asia and Central Asia are undergoing a rapid industrial transformation, which is having a significant impact on the environment. Activities of the industrial sector, amongst others the burning of fossil fuels, contribute to an increasing amount of greenhouse gas emissions and waste, affecting climate change and natural disasters. The change of production and consumption patterns, decoupling economic growth from environmental degradation and natural resources depletion is an urgent challenge. For this reason, in 2007 the European Commission launched the SWITCH-Asia - Promoting Sustainable Consumption and Production (SCP) programme to support the transition towards a low-carbon, resource-efficient and circular economy.

SWITCH-Asia is the largest Sustainable Consumption and Production (SCP) programme supported by the European Union involving 24 countries from Southeast Asia, South Asia, Central Asia, Mongolia and China. In line with the priorities of the European Green Deal, the programme aims to promote sustainable and inclusive growth in Asia decoupling it from environmental degradation and to support Asian countries in their transition towards a low-carbon, resource-efficient and a more circular economy while contributing to poverty reduction. The programme promotes mainstreaming sustainable consumption and production in relevant national policies and supports the transition towards a green economy, poverty reduction and climate mitigation.

Through its grants scheme, the programme funds pilot projects helping companies to test and adopt cleaner technologies and more sustainable industrial practices as well as consumers to adopt more sustainable consumption behaviours and lifestyles. The evidence provided by projects is meant to feed into policy and regulatory discussions with national governments supporting them in adopting SCP national plans and regulatory frameworks. SWITCH-Asia will ultimately contribute to help governments in adopting measures to reduce their greenhouse gas emissions, in line with their engagements and targets set within the Paris agreement on climate change.

The second phase of SWITCH-Asia was launched in 2018, and in June 2019, the programme was extended to the five Central Asian countries: Kazakhstan, Kyrgyzstan, Tajikistan, Turkmenistan and Uzbekistan. The Central Asian countries have participated in the grants programme in 2019 and 7 projects were selected, to be implemented from 2020.

So far, the EU has invested nearly EUR 280 million towards promoting SCP and funded about 130 projects. Through the grant scheme, the programme successfully reached out to more than 400 Asian and European non-for-profit partners, 100 private sector associates, and 70,000 Asian micro, small and medium-sized enterprises (MSMEs). The replication and scaling-up effect of projects results, together with access to finance and public-private investments for green products, services and technologies, will be key elements within the programme in the next years in order to achieve a greater impact in the region.

The EU is committed to continue this support in cooperation with government partners and stakeholders in target countries and the joint efforts of the SWITCH-Asia components:



Funded by the
European Union

Implemented by



Funded by the
European Union

Managed by



SWITCH-Asia is currently organised around two strategic components:

- **Sustainable Consumption and Production Facility (SCP Facility)** aims at facilitating the information sharing between the three components and the projects' grantees. It carries out analysis on the outputs of funded projects in order to involve them in discussions on SCP with national governments. The SCP Facility acts as a coordinator of the three components and it provides a single platform for all of the SWITCH-Asia projects to maximize their results, to further promote SCP policies and principles, and fulfil its policy and advocacy support to eligible countries. This component is implemented by a consortium of IGES, adelphi, and GIZ in the lead.
- **Grants Programme** funds pilot projects helping companies to adopt cleaner technologies and more sustainable industrial practices as well as helping consumers to act more responsibly in their daily choices and lifestyles. This Component is managed by the EU Directorate-General for International Cooperation and Development (DG DEVCO).

Through its activities, the Programme is expected to achieve:

1. Implementation of environmentally friendly technologies and practices to business.
2. Behavior change by consumers to less damaging consumption patterns.
3. A better policy dialogue on SCP at national and regional levels in Asia, a common platform to promote SCP.
4. Active and continuous dialogues on SCP priorities and needs at national, regional and international levels through sharing and learning.
5. Development of effective economic instruments that enhance SCP.

GRANTS PROJECTS IN CENTRAL ASIA

From the various projects submitted in response to the call for proposals of January 2019, seven projects covering SCP related issues and benefitting to 4 Central Asia Countries were selected. These projects focus on 3 main SCP areas:



OBJECTIVES

- Gathering together the implementing organisations of the newly awarded SWITCH-Asia projects in Central Asia in order for them to discuss about common challenges and opportunities, providing cross-fertilisation among projects within the same or different sectors.
- Analyse their contribution to policy dialogue with national governments as well as opportunities for scaling-up and replication of their SCP practices at country or regional levels.
- Present relevant EU and Regional Policies, as framing context for the Central Asia Grant Projects, as well as SWITCH-Asia programme priorities.
- Present projects with the aim to better highlight SCP related issues and synergies.
- Present the EU reporting and other administrative requirements to ensure adequate understanding of the needs and challenges for an efficient delivery.
- Present SWITCH-Asia Guidelines and Tools for effective communications in project implementation.

TARGET GROUPS

- SWITCH-Asia grant recipients (7 awarded projects / 37 organisations),
- EU Delegations in Central Asia,
- SWITCH-Asia National Focal Points (NFP).

VENUE

Wyndham Tashkent Hotel

Tashkent Amir Temur Str., C-4, No. 7/8, Yunusabad district, 100000, Uzbekistan

Phone: +998 78 120 37 00

Languages of the meeting: English and Russian

SPEAKERS BIO



H.E. MR. EDUARDS STIPRAIS

Ambassador, Head of the EU Delegation to the Republic of Uzbekistan

Mr. Eduards Stiprais has worked for the Latvian Diplomatic Service since 1993. He occupied the posts of the Ambassador Extraordinary and Plenipotentiary of the Republic of Latvia to the United Kingdom of Great Britain and Northern Ireland, Director-General of the Bilateral Relations Directorate, Head of the Chancery of the President of Latvia, Ambassador Extraordinary and Plenipotentiary in the Permanent Representation of the Republic of Latvia to the European Union, as well as served as Head of the Secretariat of Latvia's Delegation for Accession Negotiations. In 2013 - 2016 Eduards Stiprais was the Under Secretary of State and Political Director of the Foreign Ministry of Latvia. In July 2016, Federica Mogherini, the High Representative of the European Union for Foreign Affairs and Security Policy, announced the appointment of Eduards Stiprais as Head of the EU Delegation to Uzbekistan.



JOHANNES STENBAEK MADSEN

Head of Cooperation, Delegation of the European Union to the Republic of Kazakhstan

Based in Nur-Sultan, Johannes Stenbæk Madsen supervises the management of EU funded programmes in Kazakhstan, Turkmenistan and the Central Asia Region. Between 2013 and 2017 he was Head of Cooperation at the EU Delegation to Kyrgyzstan. Before joining the European Commission and the European External Action Service (EEAS) he worked as Team Leader at the Luxembourg based European Court of Auditors (ECA), the independent EU institution responsible for auditing the European Commission and the EEAS. Prior to his time at the ECA he worked as Sr. Financial Management Specialist at the World Bank in Washington DC and before that as Administrator for the SIGMA Programme at the OECD in Paris.



FRANCOIS BEGEOT

Head of the Cooperation, Delegation of the European Union to the Republic of Uzbekistan.

Mr. Begeot has 25 years of working experience with European Commission. From 2014 to 2018, Mr. Begeot served as Head of Economic and Social Department Sector to the EU Delegation to Turkey. From 2010-2014 he served as the Head of Economic Reform and Infrastructure Section to the EU delegation to Albania. His major is Statistics and Social Sciences. Mr. Begeot received his postgraduate degree on Demography at Université Catholique de Louvain, Belgium.



MICHEL VAN HECKE

Head of Finance, Contract and Audit Section for Kazakhstan, Uzbekistan and Turkmenistan-Delegation of the European Union



ARAB HOBALLAH

Team Leader SCP Facility, SWITCH-Asia Programme

Mr Arab Hoballah is currently the Team Leader of the Sustainable Consumption and Production Facility (SCP Facility) of the SWITCH-Asia Programme. He has a longstanding experience in this sector as he used to be the Head of the Sustainable Consumption and Production Branch in the Division of Technology, Industry and Economics of the United Nations Environment Programme. Arab launched and supervised various initiatives and partnerships (buildings, tourism, cities). He also coordinated the preparation and supervised the implementation of the 10 Year Framework of Programmes on SCP.



ZULFIRA ZIKRINA

Key Expert for Central Asia, SCP Facility SWITCH-Asia Programme

Ms Zulfira Zikrina is the Key Expert for Central Asia at the SCP Facility of the SWITCH-Asia Programme being in charge of the support to SCP policy developments in the five Central Asian countries. She has extensive international experience in the field of sustainable consumption and production and in depth knowledge of cleaner production and circular economy. Zulfira used to be the President of the SCP Centre in Kazakhstan and she participated to several regional consultations for the preparation of the Statement for UNEA (UN Environment Assembly) 3 and UNEA 4 with a link to SCP.



SARA GABAI

Communication and Knowledge Expert, SWITCH-Asia SCP Facility

Sara is the Key Expert on Communication and Knowledge Management at the SCP Facility of the SWITCH-Asia Programme. She has been working in Thailand and the Asia Pacific Region with UN agencies, academic institutions, the private sector, NGOs, civil society organizations and local communities, on communication for development (C4D) initiatives, human rights, media development, freedom of expression, women's economic empowerment, and environmental issues, among others. Sara is a PhD Candidate at Mahidol Institute of Human Rights and Peace Studies and holds a MSc in Gender, Media and Culture from the London School of Economics and Political Science (LSE).



DAMIRA RAEVA

Project manager of Green Tour and Senior Advisor on Sustainable and Inclusive Economy, Helvetas Germany Intercooperation

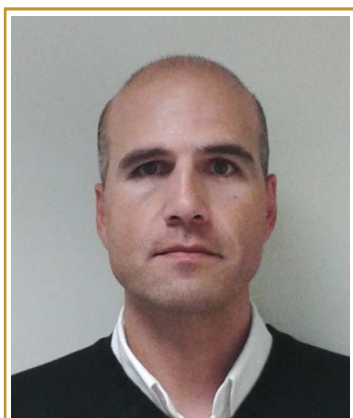
Damira Raeva has 22 years' experience working on different international donor funded economic growth and development programmes in the Kyrgyz Republic, in roles such as Business Consultant, Project Manager, Team Leader and Deputy Country Director. In her most recent role as Senior Advisor on Sustainable and Inclusive Economy, Helvetas Swiss Intercooperation (2015 – present) she is responsible for Tourism and Handicraft value chains development, Business Enabling and Financial Inclusion.



FATTOKH FAYZULLAEV

Chairman of the Tajik Association for Promotion of Tourism Development (TATO)

Mr. Fattokh has worked in a youth organization in 1973, then was appointed Chairman of the Tajik Republican Council on tourism and excursions. Since 2007, he is the Chairman of the Tajik Association for Promotion of Tourism Development (TATO), the first Association established to protect and lobby for the interests of tourism organisations in Tajikistan. Mr. Fattokh is well renowned for his expertise in the field of tourism. He played a strong role in the development of the Tajikistan's tourism industry and legislative and regulatory frameworks.



JUAN ANTONIO GASCÓN

Senior Expert, EKOTEK

Mr. Gascón is a senior expert with more than 19 years of experience developing R&D&I and International Cooperation projects in EKOTEK S.L., being the R&D&I Area Manager for the last 17 years. Throughout his career, he has gained extensive experience leading international projects in the Environmental Sector, and has supported the implementation of SCP Practices, Clean Technologies and Environmental Management Systems in different sectors in more than 15 countries in Asia, America, Africa and Europe. Mr. Gascón holds a degree in Industrial Chemistry from the University of the Basque Country with a Postgraduate Degree in Chemical Engineering.



AMAR MUNNOLIMATH

Project Manager, adelphi research gGmbH, Germany

Amar works at adelphi as a Project Manager. He has over seven years of experience in development, management and implementation of multi-country, multi-stakeholder programmes and projects at national and regional level in SCP, resource efficiency, sustainable entrepreneurship, green financing and circular economy, focusing on Asia and Africa. He brings expertise in facilitating trainings on different toolkits, methodologies and approaches to strengthen the ecosystem for SCP through know-how transfer to industries, financial institutions and policy makers on SCP and resource efficiency. His work at adelphi also emphasises on capacity building of small and growing social and environmental enterprises in developing nations through business advisory. Amar holds a Master's degree in Sustainable Resource Management at the Technical University of Munich, Germany. During his studies, he specialised in issues related to natural resource management, social enterprise ecosystems, challenges and opportunities for women's empowerment, and impact investment for social enterprises in developing economies.



ANNA MARTYRES

Regional Project Development Officer, ACTED Central Asia

Anna Martyres is Senior Project Development Officer for ACTED missions in Central Asia, covering projects in Uzbekistan, Kyrgyzstan and Tajikistan. ACTED is an International Non-Governmental Organization (NGO) that works together with local communities to co-create solutions that promote inclusive and low-carbon growth, develop human capital, and accelerate access to social and technological innovation. Anna specializes in project design, external relations and supervises management of grants and projects in the region. She has expertise in inclusive and sustainable private sector development, social economy and financial inclusion, and holds a Master's degree in International Economics and Geopolitics from the Bordeaux Institute of Political Sciences (Sciences Po) France.



GIAN ANDREA GARANCINI

General Project Coordinator, Heraklion Development Agency

A model for sustainable tourism in Central Asia: Building Capacities, Creating Awareness, Introducing Technology.



KANAT SULTANALIEV

PERETO Project Coordinator

Mr. Kanat Sultanaliyev is the Executive Director of Tian Shan Policy Center at the American University of Central Asia. He has been working on issues of natural resource management, food security, climate change and renewable energy in various international organizations in Kyrgyzstan and Central Asia since 2006. He is a PhD candidate at the International University of Kyrgyzstan and holds MSc in Environmental Sciences, Policy and Management from the University of Manchester.

AGENDA

SWITCH-Asia Grants Launch in Central Asia

Wyndham Tashkent Hotel

Language of the meeting: English and Russian

Tuesday, 3 March (15:00 – 18:30)
Wednesday, 4 March (08.30 - 14.00)

Invited participants: SWITCH-Asia grant recipients (7 awarded projects / ca. 30 organisations), EU Delegations in Central Asia, SWITCH-Asia National Focal Points/NFP.

Objective of the meeting: this event aims at gathering together newly awarded implementing agencies of the SWITCH-Asia grant scheme in Central Asia in order for them to discuss about common challenges and opportunities, providing cross-fertilisation among projects within the same or different sectors. The event will also analyse their contribution to policy dialogue with national governments as well as opportunities for scaling-up and replication of their SCP practices at country or regional levels. Various sessions will be conducted:

1. Present relevant EU and Regional Policies, as framing context for the Central Asia Grant Projects; as well as SWITCH-Asia programme priorities;
2. Present the projects with the aim to better highlight SCP related issues and synergies between the projects and with other national/regional projects;
3. Present the EU reporting and other administrative requirements to ensure adequate understanding of the needs and challenges for an efficient delivery;
4. Present the Guidelines and Tools for effective communications in project implementation.

Tuesday, 3 March (15:00 – 18:30)

15:00 – 16:00

Opening and Introduction: Eduards STIPRAIS, Ambassador, Head of Delegation, European Union Delegation to Uzbekistan

SWITCH-Asia Programme's Priorities

Francois BEGEOT, Head of Cooperation, EU Delegation to Uzbekistan

New EU priorities and EU-Central Asia strategy, from grants to policy (projects as demonstration cases to feed into policy discussions and influence national and regional policies and regulations), reproduction and scale up of project's results through green investments.

Framing SCP in the Region and Countries

Zulfira ZIKRINA, SWITCH-Asia Key Expert, Central Asia

National and Regional Strategies as structural framework for the grant projects.

SWITCH-Asia Programme, for delivering SCP

Arab HOBALLAH, Team Leader, EU SWITCH-Asia SCP Facility

Objectives, structure of the programme and lessons from grants programme in other parts of Asia.

16:00 – 16:15

Coffee / Tea Break

16:15 – 18:00

Presentation and analysis of awarded projects.

Brief pitch session of each project in 5 min each.

Similarities and synergies: options and opportunities for exchange and collaboration, as well as contribution to the EU agenda, to SWITCH-Asia programme objectives and to regional and national policies and regulatory frameworks.

Panel discussion, moderated discussion by EU Delegation and SWITCH-Asia

18:00 – 18:15

Wrap-up and Introduction for next day sessions

Wednesday, 4 March (08.30 - 14.00)

8:30 – 9:00	Registration
9:00 – 10:30	<p>The EU SWITCH-Asia Grants programme Session introduced and moderated by Johannes Stenbaek MADSEN, Head of Cooperation, EU Delegation to Kazakhstan <i>Towards a transformative green economy delivery (10min)</i></p> <p>Grant Projects Implementation Process: Michel Van HECKE, Head of Finance & Contract Section of the EU Delegation to Kazakhstan (20min.) <i>EU Reporting and administrative requirements, and reporting feeding to policy discussions.</i></p> <p>Q&A (20min.)</p> <p>Effective Communication in Project Implementation <i>SWITCH-Asia Communications: Guidelines and Tools</i> Sara GABAI, Communication and Knowledge Expert, SWITCH-Asia SCP Facility (20min.)</p> <p>Q&A (15min.)</p>
10:30 - 11:00	Coffee / Tea Break
11:00 - 12:30	<p>Grant projects: Reporting on SCP Targets - “Beyond ticking the box” Moderated by Arab HOBALLAH, Team Leader, EU SWITCH-Asia SCP Facility <i>Practical exercise on SCP and SDGs targets and indicators</i> <i>Brief introduction and discussions in roundtables</i></p>
12.30-12.45	Wrap up and conclusions
12:45 – 14:00	Lunch Break

Short Communications Workshop

Wyndham Tashkent Hotel

Language of the meeting: English and Russian

14:00 – 17:00	<p>A Toolkit for Effective Project Communication:</p> <p><i>This tailored short communication workshop is designed to guide SWITCH-Asia grants implementing organisations to find the best approaches, messages and tools for reaching key audiences and communicating effectively about their work and their projects’ impact. Key topics will include:</i></p> <p><i>Strategic Communications Planning; Project Branding and Identity; Message Development; Best Stories for Digital Engagement; Effective Communication Tools; Steps to Building an Audience on Social Media; Measuring Impact.</i></p> <p><i>Good practices and lessons learned from SWITCH-Asia projects implemented in other regions will also be presented.</i></p> <p><i>The interactive and practical workshop will be led by Sara GABAI, SWITCH-Asia Communication and Knowledge Expert, following latest Communication trends from the nonprofit and corporate sector.</i></p>
17:00 – 17:15	Wrap up and Conclusion