

EuropeAid

Call for Proposals 2008-2009

SWITCH  
Programme 2007-  
2010 Budget  
€ 90 million

SWITCH 2008  
Call for Proposal  
€ 23 million

Co-financing  
80-90%

Submission  
Deadlines  
Concept Notes  
27 February 2009

Full Proposals  
27 May 2009



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## SWITCH ASIA

Promoting Sustainable Consumption and Production

### Call for Proposals 2008-2009

The 'grow first, clean up later' paradigm is being increasingly discredited and a **SWITCH** is needed from unsustainable to sustainable patterns of development.



The **SWITCH-Asia Programme** responds to the need for a change from unsustainable to sustainable patterns of development. The Programme encourages a cleaner and more energy efficient industry in Asia. It targets small and medium-sized enterprises (SMEs) due to their key role in development providing local employment, their high contribution to air and water pollution, and their difficulties in making the transition to a more environmentally sound mode of operation.

The Programme addresses both sides:

- **Supply side:** it promotes *new processes and technologies* in order to make business production more environmentally sustainable and efficient;
- **Demand side:** it supports *consumer's behaviour and choices* in use of goods and services that are more environmentally friendly.

#### Who can apply?

Applicants and partners must be **non-profit-making organisations** such as networks, Chambers of Commerce, industry associations, and local governments that support SMEs.

Each partnership must contain **at least one EU partner and at least one partner from an eligible Asian country**. It is strongly encouraged to involve more partners.

- **European eligible countries:** Austria, Belgium, Bulgaria, Cyprus, Czech Rep., Denmark, Estonia, Finland, France, Germany, Greece, Hungary, Ireland, Italy, Latvia, Lithuania, Luxembourg, Malta, Netherlands, Poland, Portugal, Romania, Slovakia, Slovenia, Spain, Sweden, United Kingdom
- **Asian eligible countries:** Afghanistan, Bangladesh, Bhutan, Cambodia, China, DPR Korea, India, Indonesia, Laos, Malaysia, Maldives, Mongolia, Myanmar, Nepal, Pakistan, Philippines, Sri Lanka, Thailand, Vietnam.

## What kind of projects?

Projects should be designed to help SMEs access the right knowledge, training and technologies to minimise the polluting effects of their **production** cycle or to improve their efficient use of inputs and reduce waste. They may also address the **consumer** to encourage changes in behaviour and use informed markets to demand more environmentally friendly products and services.

The Project targets SMEs that:

- Substantially contribute to overall pollution (especially water or CO2 emissions) and/or are resource intensive
- Have sufficient potential for improvement and multiplication
- Form a substantial share of the economy

Due to the outreach concerns of the Programme, **multiplier mechanisms** should feature strongly in projects so that they can eventually reach 500+ SMEs each. A networking facility has been set up and will assist projects in their dissemination activities.

Sustainable Production	Minimum	Maximum
Grant Size	€1 000 000	€2 500 000
Duration	24 months	48 months
Sustainable Consumption	Minimum	Maximum
Grant Size	€500 000	€1 000 000
Duration	24 months	36 months

## How to apply?

Initially **short "Concept Notes"** must be submitted by interested organisations. These will be evaluated and shorted-listed applicants will be invited to present a full proposal.

**Application forms** and Guidelines for Applicants can be downloaded under funding opportunities from the EuropeAid website:

<https://webgate.ec.europa.eu/europeaid/online-services/index.cfm?do=publi.welcome>

Further questions should be addressed to the following email:

[europeaid-switch-asia@ec.europa.eu](mailto:europeaid-switch-asia@ec.europa.eu)



An **Info Session** will be held in Belgium on 27 November 2008. It will explain the Programme and application procedure in more detail.

If you are interested, please visit our website:

[http://ec.europa.eu/europeaid/where/asia/regional-cooperation/environment/switch\\_en.htm](http://ec.europa.eu/europeaid/where/asia/regional-cooperation/environment/switch_en.htm)

### Sustainable Production

- \* Induce technical innovations;
- \* Embedding in environmental management systems accounting systems;
- \* Supply chain management;
- \* Eco-design, Design for Sustainability, etc;
- \* Industrial estates, areas and/or clusters, applying Industrial Ecology, Industrial Symbiosis, etc;
- \* Corporate Social Responsibility (CSR) / Occupational Health & Safety (OH&S).

### Sustainable consumption

- \* Effective marketing strategies to promote eco-products;
- \* Country specific organisational networks and framework conditions;
- \* Green Procurement;
- \* eco-related product standards or labels via Supply chain (B2B) and/or retailers (B2C);
- \* Pro-poor products and services with environmental benefits;
- \* Information exchange and increased understanding of existing international requirements and codes of conduct.



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