

Sustainable Consumption and Production by SWITCH-Asia Network Facility

Frankfurt Messe, Ambiente, Sustainable Rattan Press Conference, Feb 12, 2011

1. What are the goals of the SWITCH-Asia Programme and why is this Project of interest?

The SWITCH-Asia programme tackles the most pressing environmental challenges in Asia. The EU-funded programme plays a key role for the switch toward more sustainable consumption and production (SCP) patterns in Asia's rapidly transforming economies. It funds 30 projects across the region beyond the scope of demonstration projects. The Project "Establishing a Sustainable Production System for Rattan Products in Cambodia, Laos, and Vietnam" serves the goals of the SWITCH-Asia Programme as it

- Encourages a shift to environmentally friendly way of production by building capacity on cleaner production practices among rattan harvesting and processing villagers/small and medium sized enterprises (SMEs);
- Targets some of the rapidly transforming economies, namely Cambodia, Laos and Vietnam;
- Has a product life-cycle perspective considering the importance of market-pull (demand) besides market-push (supply), including the product design phase and creating market links in the West at events like Ambiente;
- Involves actors along the value chain (life-cycle) for scaling-up environmentally friendly practices, and
- Supports voluntary policy instruments such as independent credible certification – FSC and Fair Trade;
- Contributes to poverty alleviation by creating income and protecting the livelihoods of the poor.

2. What value does the 'Sustainable Rattan Industries' Project add to the SWITCH-Asia Programme?

- The project can exchange experiences concerning challenges specific to the region as well as to the sector i.e. non-timber forest producing SMEs. For example, lessons-learned and utilized tools can be shared with the project in Sichuan region in China encouraging eco-friendly bamboo production.
- The mechanisms used for scaling-up good practices among SMEs such as reaching-out to all actors along the value chain and encouraging certification in this project is of high value for the SWITCH-Asia Programme. Successes can be taken up by the current and future projects.
- Through the SWITCH-Asia Network Facility and Policy Support Component, the learnings of the project will be disseminated to other parts of Asia and beyond.

3. What makes the 'Sustainable Rattan Industries' special from the SWITCH-Asia perspective?

- It is the only project worldwide addressing the rattan supply chain;
- It tries to set up a responsible forest management and cleaner processing systems that can stay on the ground beyond the life-time of the project;
- It has an integrated approach inclusive of product development and attractive design;
- It establishes credible market links to the international market;
- It aims at poverty alleviation and protection of natural resources at the same time.

4. What is SWITCH-Asia Network Facility?

The SWITCH-Asia Network Facility works with the sustainable consumption and production (SCP) projects funded by the European Union (EU) in the SWITCH-Asia programme. It helps effectively share knowledge and disseminate successful project practices and intensify networking between its Asian and European Partners. Communicating SCP tools, technologies and practices to stakeholders and policy makers lies at the centre of the Facility's activities.

The SWITCH-Asia programme is based on an innovative programme design: 30 projects plus a Network Facility that links projects and stakeholders. In this set-up the Network Facility is able to distil knowledge of project practices and can promote effective replication approaches. The SWITCH-Asia Network Facility is working to provide support for projects funded under the SWITCH-Asia programme, in order to increase the quality and impact of project activities, and to facilitate uptake of successful results by Asian policy-makers. The Network Facility provides an enabling environment for the projects to share their knowledge and learn from each other. It documents successful approaches and results and publishes them for as broad a dissemination as possible.

For more information, visit <http://www.switch-asia.eu/switch-info.html>

SWITCH Asia Network Facility
is funded by the European Union.



SWITCH Asia Network Facility is implemented by UNEP/Wuppertal Institute Collaborating Centre on Sustainable Consumption and Production and Wuppertal Institute for Climate, Environment and Energy.

