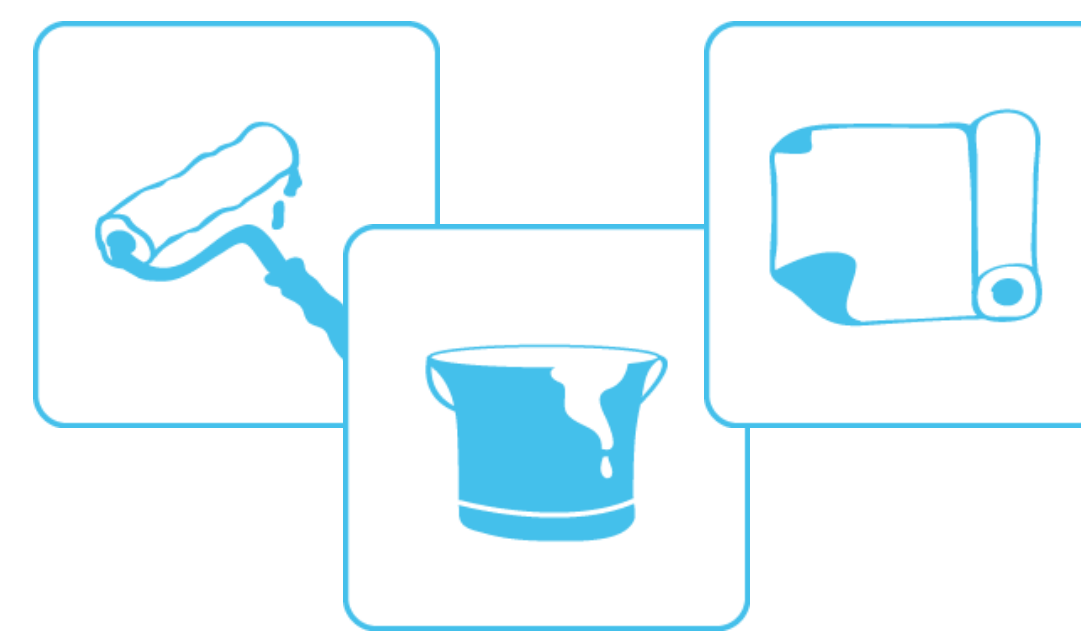


Sustainable Building Interior Renovation and Decoration Initiative in China



switchasia
PROGRAMME



The Challenge

- Absence product information for end consumers and decoration SMEs;
- Insufficient capability and a lack of practical know how of decoration SMEs;
- Missing facilities and institutional structures to support sustainable work procedures of SMEs;
- Limited market access for suppliers of sustainable products, esp. European/International suppliers;
- Inadequate policy environment and insufficient policy regulations.

The Path to Improvements

The activities:

- Establishing and maintaining Product Information System (for end consumers and SME designers) and Handbooks (for SME supervisors);
- Setting up Sustainable BIRD Initiative; Recruiting member SMEs;
- Capacity Building for Member SMEs (training program);
- Support for Sustainable BIRD Pilot Projects (organizing events);
- Marketing for Sustainable BIRD (marketing campaign in China);
- Policy Dialogue and Recommendations (policy tour & meetings);
- Dissemination of Results (via case studies, website, brochures, info mails and UNEP's SBICI).

In a Nutshell

The SWITCH-Asia "Sustainable Building Interior Renovation and Decoration Initiative in China" project seeks to improve the health of inhabitants of newly decorated and renovated buildings and the decoration employees as well as a better environment by reduced energy consumption and environmental impact related to the Building Interior Renovation and Decoration (BIRD) practices. It is a 4 years grant project with € 2,122,828 funding, 80% of the funding was co-financed by the European Union.

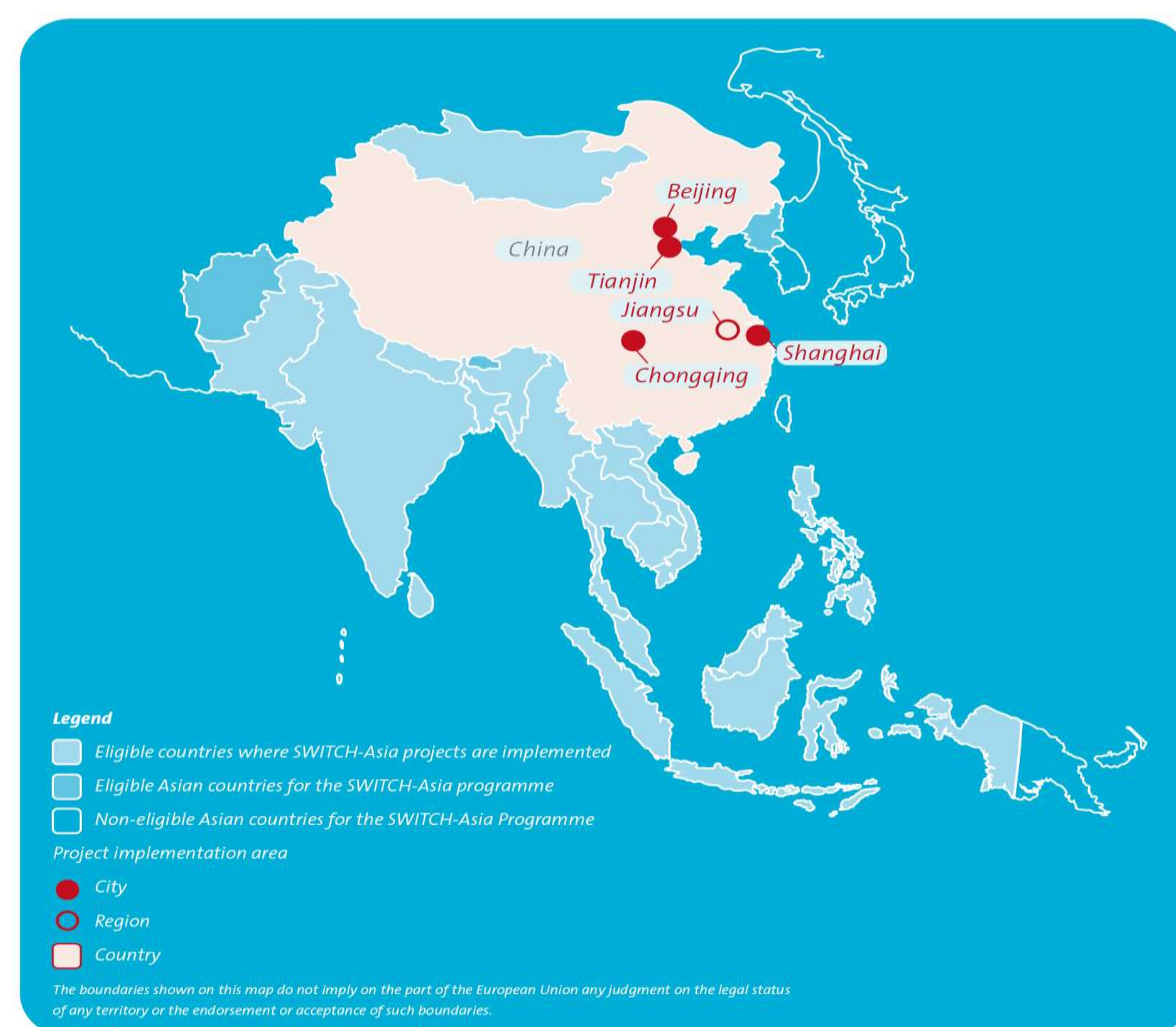
The Project Consortium consists of the China Standard Certification Center (CSC), IVAM UvA BV (IVAM), UNEP/Wuppertal Institute Collaborating Center on Sustainable Consumption and Production (CSCP), the UN Environment Programme – UNEP-DTIE (UNEP), the China Building Decoration Association (CBDA), and the Science and Technology Promotion Center of MoHURD (CSTC).

The Target groups include Building Interior Renovation and Decoration SMEs, end consumers and policy makers. The specific goal includes consumers choosing safe, healthy and environmentally friendly decoration products and appliances; SMEs applying healthy and environmentally friendly working materials and procedures; policy makers giving relevant support on policy and regulations. Furthermore, a replicable and innovative market transformation mechanism on sustainable Building Interior Renovation and Decoration practices in China will be expected for similar actions in the Asia and the Pacific.

The Project and its Impact

The Direct Target Group consists of about 205,000 Building Interior Renovation and Decoration SMEs in China. Indirect Target Group consists of end consumers, which are addressed through the SMEs and directly by an awareness and market campaign. Beijing, Tianjin, Shanghai, Chongqing, and Jiangsu province are selected as the first five target areas, and good experiences will be scaled up to further areas in China.

A close and successful cooperation with CSCP and IVAM will guarantee the knowledge sharing, cross-learning, and dissemination of the project results in Europe. On a regional level, the project results will have impact on high level policy makers in the Asia and the Pacific by accessing SCP Helpdesk's experts network. And internationally, our partners CSCP, IVAM, UNEP can provide know-how and replicate the activities to help other countries that demand similar actions. This SUS BIRD will fly from China to all the world!



The Outreach Strategy

1. Maintaining key governmental partnerships; the ongoing support by MoHURD is essential to gain project success, esp. on high level policy making.
2. Scaling up project approaches to further areas in China; duplication of project results by partners' local offices, staff and network.
3. Enhancing cooperation with foreign partnerships; in the long run, the successful experience can be introduced to other countries by our European and International experts to maximize the project effort.



Contact:

Coordinator:
Mr. Tan Zheng
China Standard Certification Center
No. 4, Zhichun Road, Haidian
Beijing, China
Tel.: +86 (0)10 5881 1556
Email: zhengt@cecp.org.cn

Project Partners:

