



switchasia



Switch Off Air Pollution Project

Indicators and Activities

- First Half Year of 2021 -





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Sales Indicator Update

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Sales Indicator Update

First Half Year of 2021



4,976
Outgoing
Call



951
New
Facebook
Connection



409
TA order



1,499
Incoming
Call



38
Insulation
Product
Orders



28
Completed
Insulation
Jobs

Sales Indicator Update
First Half Year of 2021



Roof

14

—

4

—



Wall

6

—

2

—



Other

2



Full



Foundation



COST

213,945,264

Total cost of
insulation
jobs



28.7%

Average energy
savings



29,704,740

Total green
loan amount



3

Total HH
received green
loan



2



1

Simple Solutions Phase I

First Half Year of 2021



3,100

Direct
reach



275

Households
implemented
Simple Solutions



100

Households
received 5 cm
roof insulation



136,290,000

Total cost



22

Red Cross
volunteers



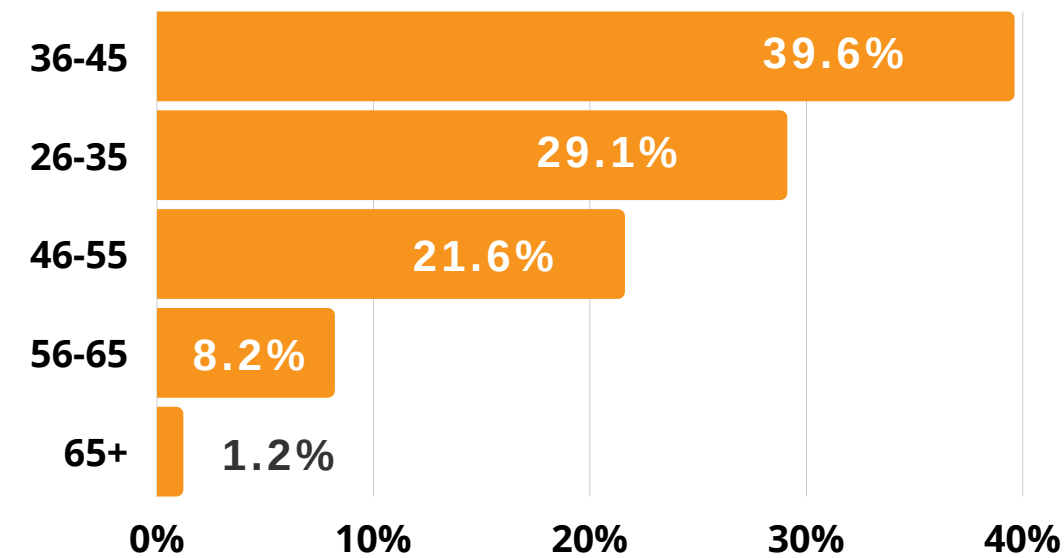
5

Video
contents

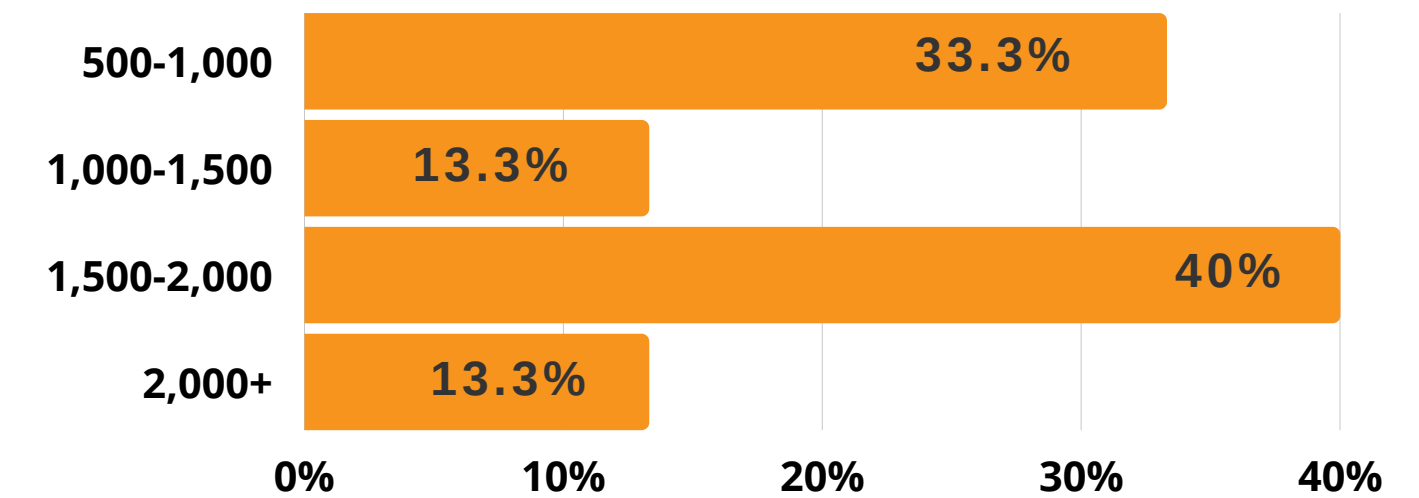
Customer Demographic

First Half Year of 2021

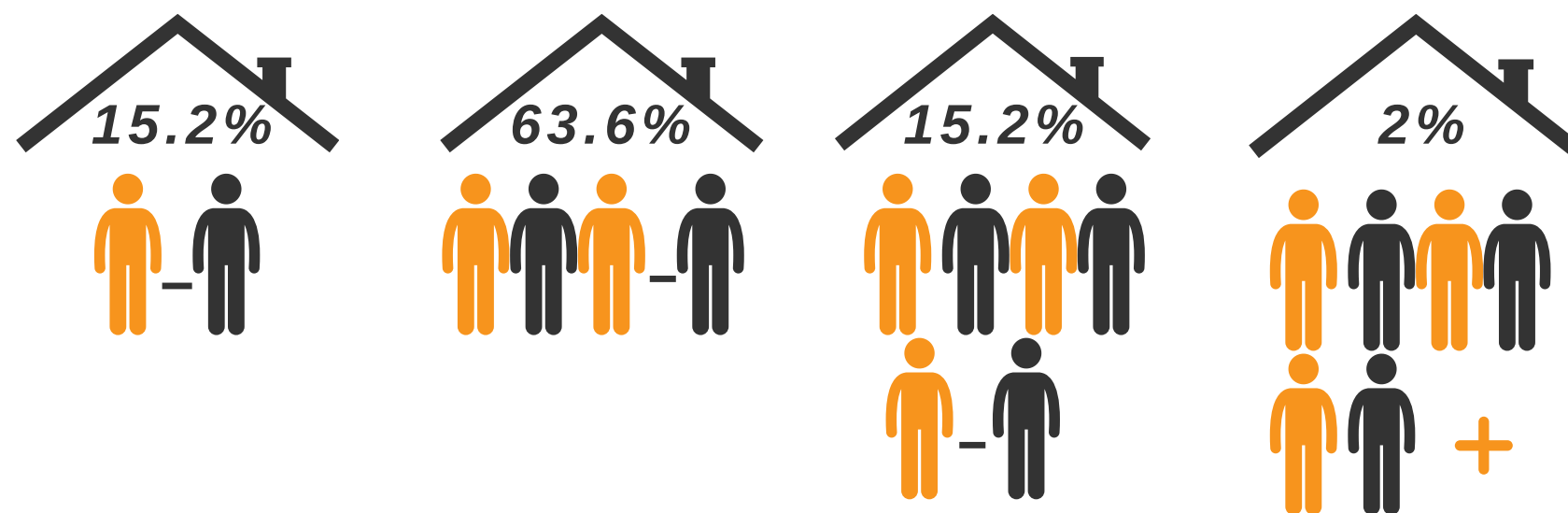
Age



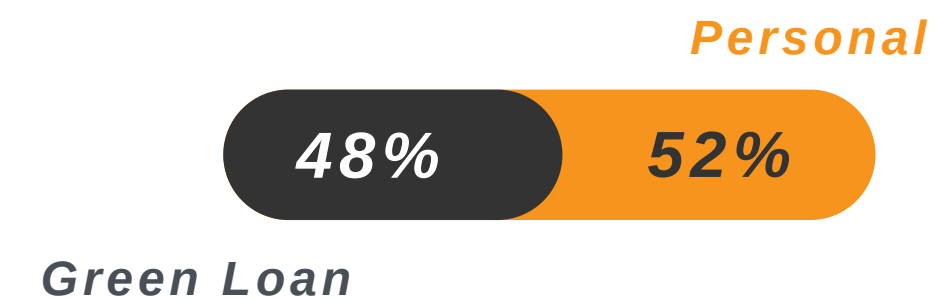
Average Monthly Income (thousands)



Family Members



Financial Preference

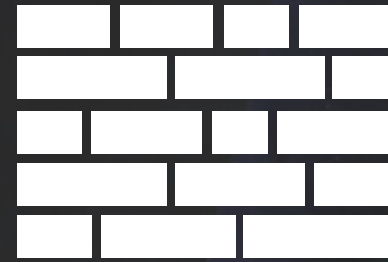


Insulation Product Demand First Half Year of 2021



66.4%

ROOF



42.5%

WALL



18.7%

FULL INSULATION



6.9%

FLOOR



6.9%

FOUNDATION



3.7%

CEILING

Brigade Indicator

First Half Year of 2021



11

Active Energy
Advisors



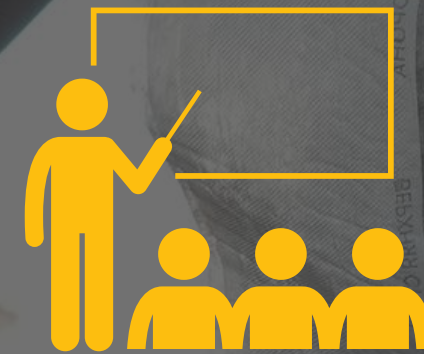
9

Male



2

Female



10

Technical and
Energy Advisor
Training



2

Other training



99

Total of
participants
(repeated number)

External Relations

First Half Year of 2021

Financial Institutions



EcoDev Program

Suppliers



Other



- Signed MoU with 2 local Financial institutions
- Initiated EcoDev facilitation fund through Trans Capital NBF I
- Started cooperating with "Star Window LLC"
- Signed MoU with Ultrasonic and Basaltwool regarding potential sales cooperation

Main Activities

First Half Year of 2021

Marketing

- #Дулаанбайгаарай hashtag campaign
- Mongol HD TV morning program
- "Complex Insulation Service" branding
- "Warm House - My Solution" online competition
- Cooperation with "Хашаандаа сайхан амьдаръя" Facebook group
- Multiple photoshoots
- Field marketing agents
- SOAP brochure

Operation

- Implemented brigade KPI evaluation
- Implemented Monthly and Quarterly Customer Survey
- Mid-term evaluation
- CRFM
- Weekly market updates
- Gender and protection training



Main Activities

First Half Year of 2021

Technical/Training

- Insulated "Nogoon Nuur" community building
- Organized window replacement training
- Winter Monitoring was conducted on 45 households
- Quality Acts and House Assessment sheets were implemented
- Video for roof insulation (mock rooftop)

Advocacy/Community Engagement

- First virtual Field Visit was organized
- Q1 and Q2 PEAC meetings
- Collaboration with the Ministry of Construction and district officials



Achievements

First Half Year of 2021

SwitchAsia - Best Business Case for Financing Sustainable Consumption Production Practices



Switch Off Air Pollution
Project

Thank you for your
attention

