SWITCH-ASIA NETWORK FACILITY

Climate and Green Growth Finance for SMEs

“Looking at Project Sustainability: SMART Cebu Project”

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**Objective:**
To facilitate the production of eco-friendly home and lifestyle products thereby increasing the competitiveness of the Creative Industries in Cebu.

**Grant:**
EURO 1,223,482 €, EC contribution max. 80%; *BMZ contribution max. 15%; Project Partners 15%

**Location:** Cebu, Philippines

**Duration:** 02/10 – 02/13 (36 months)

**Target Groups:**
(1) **Staff & new experts from the sector associations** (CFIF; CEBU GTH, CEBU Fame)
(2) **Member companies** that will implement resource efficiency & cleaner production

**Beneficiary:** Cebu Population with improved environmental standards, less pollution, increased resource efficiency, enhanced export/employment possibilities, and increased application of CSR standards.

* German Federal Ministry for Economic Cooperation and Development
SMART CEBU’S SUSTAINABILITY ACTIONS

STRATEGY: Multiplying the OUTREACH to Large Numbers of Target Groups

MACRO-LEVEL – Government, Banks, Other Organizations
- Website/Brochures/Publications, Conferences/Forums
- Government Agencies and Banks
- Partnering with Other Organizations
- Media

MESO-LEVEL – BMOs or Industry Associations
- SCP Desk Officers
- Partner Organizations

MICRO-LEVEL - SMEs
- Nucleus Counsellors
- CP Counsellors
- RECP actions and results leading to better business
- Training local consultants to create local RECP/OHS Assessment capability

ADFIAP CONSULTING
Website: smartcebuproject.com

Conference documentation, press release, press clippings
SMART CEBU’S SUSTAINABILITY ACTIONS

CREATION OF NUCLEUS GROUPS FOR SUSTAINABILITY OF SPECIFIC ACTIVITIES

**CFIF:** Eco-Design, Market Promotion, HR Circle, Productivity Enhancement, Finance, Supply Chain

**Cebu GTH:** Energy, Good Housekeeping, Marketing, CSR, Strategic Development, Value Chain, Industry Workforce Sustainability

**FAME:** Branding, Research and Development, CSR
SMART CEBU’S SUSTAINABILITY ACTIONS

DOCUMENTATION of: 20 CP Initiated Projects

Toolbox on Resource Efficiency
SMART CEBU’S SUSTAINABILITY ACTIONS

DOCUMENTATION OF TRAININGS

Partnership with DOST for Local RECP Assessors Training

Additional RECP Assessments:
MasterCraft
Interior Crafts of the Islands
Giardini del Sole
Crafters of Cebu
Murillo
SMART CEBU’S SUSTAINABILITY ACTIONS
MARKETING THRU SOCIAL MEDIA

http://www.facebook.com/Smartcebu
http://twitter.com/Smartcebu
http://smartcebu.wordpress.com
http://www.facebook.com/ecosmartcebu

SMART Cebu
SMEs for environmental Accountability, Responsibility, and Transparency

Sustainable Materials
Artistically Rendered
Trendsetting CEBU creations

SMARTCEBU
The Philippines

SMART Cebu offers the way to a sustainable lifestyle in the Philippines.
http://www.smartcebuproject.com
SMART CEBU’S SUSTAINABILITY ACTIONS

TRADE FAIR PARTICIPATION

FASHION ACCESSORIES

Bijorhca
September 02 05, 2011
Porte de Versailles, Paris

FURNITURE

IMM COLOGNE
16 22 January 2012
KoelnMesse, Cologne, Germany

GIFTS, TOYS AND HOUSEWARES

AMBIENTE
10 14 February 2012
Frankfurt, Germany

ADFIAP
Promoting sustainable development
SMART CEBU’S SUSTAINABILITY ACTIONS

Income-Generating Activities to Sustain Marketing Efforts

- Advertising services in the Sustainable Lifestyle Magazine
- On-line marketing support services

EKOSUMMERFEST
Special Setting: a showcase of SMART Cebu products and natural materials
SMART CEBU’S SUSTAINABILITY ACTION

ACCESS TO FINANCE: A Multi-stakeholder Approach

FINANCIAL INSTITUTIONS

LOCAL GOVERNMENT

SME BUSINESS SERVICE PROVIDERS

ADVOCACY & AWARENESS

BUY-IN

NETWORKING

CAPACITY BUILDING

GREEN PROGRAMS

FINANCIAL CLOSURE

SMEs

INDUSTRY ASSOCIATIONS AND CHAMBERS

TRADE SUPPORT INSTITUTIONS

CENTRAL BANK
ACCESS TO FINANCE

SMART CEBU: A TRIPARTITE COOPERATION

**DBP**
- Evaluate projects
- Conduct promotional activities such as briefings
- Provide credit financing
- Provide technical advisory assistance
- Support investment requirements of SMART Cebu Projects

**ECCP**
- Main contact of the member companies
- Provide list of potential loan availables
- Assist in marketing the financing program to project beneficiaries
- Provide inventory of acceptable technologies
- Provide information on current developments and trends in environmental requirements for European market

**ADFIAP**
- Conduct SCP Awareness Briefings and SME Access to Finance Forums
- Undertake linkage building, training and advocacy on SCP and green investments
- Provide coaching and advisory services
- Coordinate with ECCP in identifying clients interested to avail of the services of ADFIAP
- Assist in marketing Green Financing
- Hold deals flow/matching activities where clients can present proposals for possible financing
ACCESS TO FINANCE
DBP GREEN FINANCING PROGRAM

GREENING THE INDUSTRIES

- Pollution Prevention
- Cleaner Production
- Resource Conservation (water, energy, raw materials)
- Waste Management
- Equipment/Process Modifications
- Other Greening Initiatives (safety, facility layout, green procurements)
- Energy Efficiency
- Good Housekeeping
- Pollution Control

ACCESS TO FINANCE
ACCESS TO FINANCE
OTHER GREEN FINANCING PROGRAMS

CREDIT LINE FOR ENERGY EFFICIENCY AND CLIMATE PROTECTION (CLEECP)

DEPARTMENT OF SCIENCE & TECHNOLOGY
Technical Assistance for Acquisition of Equipment to Support Switching to Green Technology

PHILIPPINE EXPORT-IMPORT CREDIT AGENCY
Wholesale Lending Program
Program to Fashion Accessories Manufacturers & Exporters (FAME)
ADFIAP’s role in promoting access to finance

Provided platform for networking among SMEs, financial institutions and other actors thru:

- Showcasing green initiatives and environmental credit programmes of banks
- SCP awareness & advocacy briefings
- Briefings on environmental credit facilities
- Workshops/Briefings on SME access to finance
- Matchmaking Forum: connecting SCP-ready projects with financing
- Developing new financial instruments for SCP projects
- Training programs to build/enhance internal capacities
- Networking opportunities
SMART CEBU’S SUSTAINABILITY ACTION
LEGACY: Impact in Numbers

34 SCP-Oriented Cebu companies promoted in the SMART Cebu Special Setting in the Bijorhca Trade Show in Paris; Cologne IMM 2012; and Ambiente 2012 in Germany

3 strengthened and capacitated Business Management Organizations resulting to increased membership, expanded partnerships and enhanced revenue streams

278 out of 450 target companies/organizations now aware of SCP thru SMART Cebu

150 walk-through CP Assessments/Trainings of SMEs and coaching on the use of metrics in production operations/proper costing as well as on taking RECP Actions

About 1,000 Participants in more than 30 training sessions on Eco-Design, SCP Resource Efficiency and Cleaner Production as well as other SCP—related conferences

4 Policy Partners now active in SMART Cebu - DOST, DTI, DBP, LBP, EITSC

Tripartite Cooperation amongst ECCP, DBP and ADFIAP to promote SCP and enhance the competitiveness of industries by providing capacity building and financing

2 DFIs with Green Financing Programs to address the identified financing gaps of SMART Cebu SMEs