BASIC FACTS

Project Implementation
The project is led by the Delegation of German Industry and Commerce Beijing and implemented from February 2009 to February 2013.

EC co-financing
€ 2,079,270.22

Target Sector
Electrical and electronics industry in China

Product Groups Covered
- Home electrical appliances
- Electronic commodities
- Electronic components
- Information and communication products

Target Locations
- Bohai Basin including Beijing, Tianjin and Shandong
- Jiangsu
- Zhejiang including Shanghai
- Shenzhen Industrial Zone
- Pearl River Delta including Guangdong and Guangxi

Conference Marks Closing of Project Activities

The implemented activities during the last four years culminated in a one-day Closing Conference on 25 January 2013 in Beijing. The main objective of the event was to present results by project partners and selected beneficiaries and to offer sustainability networking and a discussion on possible activities after the project term. More than 120 participants from Chinese ministries, public organizations, the European Commission, consortium members and wider stakeholders including European and Chinese enterprises attended the event.

Following an opening speech by Mr. Li Hongliang from MIIT, Mr. Ioannis Kavvadas from the Delegation of the EU to China highlighted in his speech the significance of the SWITCH-Asia initiative to the EU-China cooperation in the field of sustainable development. Ms. Alexandra Voss from AHK Beijing then introduced the project’s achievements during the past four years and provided an outlook on project sustainability. Subsequently representatives from the three Chinese project partners CIE, CNIS and CSC presented key outputs and activities organized, as well as EE industry updates. Moreover the morning session included presentations by Deutsche Telekom and Peking University. Moderated by Mr. Ye Weijia, from the Institute for Environment and Development, a round table discussion on sustainability of actions and possible spin-off cooperation after the project implementation period took place in the afternoon among representatives from different project stakeholders, including governmental bodies, NGOs and research institutions. The discussion was kicked off by a presentation on the project’s sustainability concept by Mr. Bernhard Felizeter from AHK Beijing. For instance measures regarding the E-Learning Platform, database for green SMEs and Conformity Model were introduced. Afterwards, participants exchanged their ideas on how to maintain the positive impacts of the project on enterprises, policy makers and society.

The Closing Conference successfully summed up and further disseminated project results and achievements. Moreover, it provided a useful platform for sustaining the project efforts and for future cooperation among European and Chinese stakeholders in the field of sustainable production.
SME Training Workshops

Training Workshops in Guangdong Province

With a view to further expanding the project’s training impact in the Guangdong region, 2 two-day training workshops were conducted in Dongguan from 10th to 13th January 2013, with the support of the South China Household Electric Appliances Research Institute. More than 200 participants attended, including representatives from CIE, Peking University, China Household Electric Appliances Research Institute (CHEARI), Institute for Environment and Development (IED), as well as managers and engineers from Fuhua Electronic Co., Ltd., Vellnice Co., Ltd. and their respective suppliers.

The agenda of the two workshops consisted of detailed presentations by project partners and experts on laws, regulations and standards affecting the electrical and electronics sector as well as targeted training on environmental strategy, product life cycle management, eco-design and energy efficiency.

Following the opening speeches by company representatives of Fuhua Electronic and Vellnice, Mr. Bernhard Felizeter from the Delegation of German Industry and Commerce Beijing gave a comprehensive project introduction including achievements, activities and benefits associated by participation in its training and assessment activities. Mr. He Chuangxin from CIE and Ms. Tian Hui from CHEARI then presented relevant national and international laws and standards affecting the electronics industry. In her presentation, Professor Tong Xin from Peking University introduced the significance and benefits of eco-design for production, marketing and recycling, as well as a series of technical approaches on how to improve eco-efficiency of an enterprise with a focus on electrical and electronics products. In the afternoon session, methods for carbon footprint assessment and reduction were introduced to participants during the presentation of Mr. Ye Weijia from IED. Ms. Yang Dongjing from CIE then shared her experience in the field of corporate responsibility through presenting governance and external communication practices. Moreover, Ms. Yang demonstrated an online database for publishing restricted and declarable substances in compliance with EU regulations such as REACH and RoHS.

The lectures were followed up by interactive discussions between project experts and interested representatives of the workshop audience. In smaller groups, representatives from different enterprises introduced their companies’ current environmental and safety measures, as well as approaches of compliance with international requirements, clean production, energy saving, pollution reduction and supply chain management. Through the open discussions, experts pointed out the improvement potential in different areas for each enterprise and gave them a series of tailored suggestions. During the workshops’ concluding session, a test was conducted on the training topics. After passing their tests, trainees received a certificate of successful participation from the consortium. On the second day, the classroom training workshops were followed up with consultations and on-site factory visits by the project experts.

The two workshops provided participants with practical tools for implementing sustainable and environmentally compliant production methods. By building up the capacity of suppliers, the training workshops successfully contributed to the improvement of environmental and safety standards along the supply chains of Fuhua Electronic and Vellnice.
Training Workshop in Hubei Province

With a view to extending the project’s training outreach to the Hubei region, an additional two-day training workshop was conducted in Huangshi on 16th and 17th January 2013, with the support of Huangshi Donper Mech-Electrical Group Co., Ltd. More than 100 participants attended, including representatives from the China Household Electrical Appliances Association (CHEAA), Tsinghua University, Chongqing University, China Household Electric Appliances Research Institute (CHEARI), as well as managers and engineers from Huangshi Donper and its suppliers.

The agenda of the workshop consisted of detailed presentations by project partners and experts on laws, regulations and standards affecting the electrical and electronics sector as well as targeted training on environmental strategy, product life cycle management, eco-design and energy efficiency. The classroom training was followed by an interactive session during which participants and experts exchanged opinions and ideas on a series of environmental and safety performance related issues.

Following the opening speech by the president of Huangshi Donper, Mr. Zhu Jinming, Mr. Bernhard Felizeter from the Delegation of German Industry and Commerce Beijing gave a comprehensive project introduction including achievements, activities and benefits associated by participation in its training and assessment activities. Mr. Liu Fuzhong from CHEAA then provided an overview of the electrical appliances industry and recommended measures for a cyclic economy. In his presentation, Dr. Huang Daiyue from Chongqing University introduced ecological strategies for electrical and electronic products and approaches for information publishing.

In the afternoon session, Ms. Tian Hui from CHEARI presented relevant national and international laws and standards affecting the electronics industry. Afterwards, Professor Xiang Dong from Tsinghua University introduced the significance and benefits of eco-design for production, marketing and recycling, as well as a series of technical approaches on how to improve eco-efficiency of an enterprise with a focus on electrical and electronics products.

The lectures were followed up by interactive discussions between project experts and interested representatives of the workshop audience. In smaller groups, participants introduced current environmental and safety measures, as well as approaches of compliance with international requirements, clean production, energy saving, pollution reduction and supply chain management. Through the open discussions, experts pointed out the improvement potential in different areas for each enterprise and gave them a series of tailored suggestions.

During the workshop’s concluding session, a test was conducted on the training topics. After passing their tests, trainees received a certificate of successful participation from the consortium. On the second day, the classroom training workshop was followed up with consultations and on-site factory visits by the project experts.

The training workshop provided participants with practical tools for implementing sustainable and environmentally compliant production methods. By building up the capacity of suppliers, the training workshop successfully contributed to the improvement of environmental and safety standards along the supply chain of Huangshi Donper.
**Project Achievements**

Within the framework of the project plan, our project developed documents as auxiliary materials during the first two years, for upgrading the environmental and safety standards of SMEs in the Chinese electrical and electronics industry: the Standards Guidelines, the Conformity Model, and SME training materials. Prior to the development of aforementioned outputs, an online survey of the environmental performance of Chinese SMEs in the target sector was conducted to obtain an overview of the Chinese electrical and electronics industry and also identify specific needs of Chinese electrical and electronics SMEs. The results of the survey were taken into consideration in the development of all project materials.

Besides developing targeted training and assessment outputs, the project organized a large number of events in China during its first two years. For instance, a series of Pilot SME Training Workshops, Regional Launch Events and Pilot SME Assessments were conducted in the five target regions (Bohai Basin, Pearl River Delta, Shenzhen Industry Zone, Zhejiang and Jiangsu), gathering more than 500 SMEs and securing the support of larger companies of the electronics sectors such as Lenovo, Hisense, Changhong, or TCL.

Following the completion of the Pilot Training and Assessment phase in June 2011, the project successfully rolled out its programme through implementing more than 20 SME Training Workshops and a series of assessments across the key regions of the electrical and electronics industry in China. In order to further strengthen the relationship between Chinese SMEs and European businesses from the electrical and electronics sector, two Business Facilitation Conferences were conducted during the last three months in Shenzhen and Beijing.

In addition to the capacity building activities for enterprises, two Policy Tours to Germany and Belgium were organized for Chinese governmental officials in order to provide Chinese policy makers with practical experience and understanding of European policy and the implementation state-of-play on the subject of sustainable production and development. Meetings included high-level visits to the German Ministry of Environment, the international headquarters of Deutsche Telekom and the European Commission in Brussels.

With a view to informing SMEs and other stakeholders of the latest project updates, a Project Newsletter was published regularly and disseminated to a large Chinese and European target readership. The project website has been continuously updated with project event reports, industry and regulatory news as well as relevant training materials for SMEs. In addition, the project has participated in all events organized by the SWITCH-Asia Network Facility and a series of conferences and seminars on sustainable production in order to further increase its visibility.

As a key output of the project’s capacity building activities, an E-learning Platform was designed and made available free of charge online. It provides participating SMEs with multimedia training materials (videos, presentations etc.) and methodologies facilitating their self-improvement in Eco-efficiency, OHS and CSR standards compliance.
To further assist Chinese SMEs in their implementation of sustainable production measures, our project has translated a software tool developed by the EU-funded LiMaS project (Life Cycle Innovation & Management for SMEs) into Chinese language and made it available online for free download. The software is a life cycle assessment tool for Energy-using Products (EuP). It is a useful application designed to show which directives and regulations are affecting products or processes, thus allowing a sound analysis and improvement of the environmental impacts associated with products during their life cycle.

Through the series of activities, the group of project stakeholders has continuously stretched out and involved officials from relevant Ministries (e.g. MEP and MIIT), local officials as well as large companies in the sector. Until now, more than 1,600 SMEs were engaged in the project activities and measures.

**Economic Impact:**
- Facilitated trade and cooperation among Chinese and European enterprises of electrical and electronics sector resulting from compliance with eco-efficient and sustainable production standards
- 2 Business Facilitation Conferences organized

**Environmental Impact:**
- Baseline survey on environmental performance of Chinese electrical and electronics enterprises conducted
- Conformity model for SMEs applied in 5 regional clusters
- Pilot SME Assessment Programme completed: interactive discussions, on-site visits and checklists to measure impact of Pilot SME Training Programme
- Declaration signed by 6 key domestic industry players
- SME Training and Assessment Programme implemented: 23 training workshops and a series of assessments

**Social Impact:**
- Reduced risk of workplace accidents and health hazards through implemented OHS measures
- Improved social standards through implemented CSR practices

**Engagement of Target Group:**
- More than 1,600 SMEs participated in project events
- 12 pilot enterprises successfully completed the project's Pilot SME Assessment and Training Programme
- Involvement of leading Chinese and European enterprises of EE industry – reaching out to wide pool of SMEs through supply chains
- Collaboration with industry associations (e.g. Chinese Institute of Electronics, South China Household Electric Appliances Association)

**Policy Linkages:**
- More than 200 policy makers involved in project activities
- Standards Guidelines developed and disseminated
- 2 one-week Policy Tours to Belgium and Germany organised for Chinese delegation incl. policy makers from Ministry of Industry and Information Technology, Ministry of Environmental Protection and Ministry of Finance
- Regular involvement of policy makers in project activities
Second Policy Tour to Europe

Following the successful first European Policy Tour held in May 2010, a second Policy Tour to Europe for Chinese governmental officials working in the fields of resource efficiency and CSR was organized during the period from 27th of November to 5th of December 2012 in Germany and Belgium. The key objectives of this activity were to gain institutional leverage for project sustainability and the designed Conformity Model while providing Chinese policy makers with practical experience and understanding of European policy and implementation state-of-play on the subject of sustainable production and development.

The delegation gathered Chinese officials from the Ministry of Industry and Information Technology (MIIT), and a representative from the Chinese Institute of Electronics. The agenda consisted in a series of meetings and visits to a selection of European governmental bodies, institutes and businesses in Berlin and Brussels. Highlights of the Tour included meetings with the German Federal Ministry of Labour and Social Affairs, the German Council for Sustainable Development, Fraunhofer Institute for Reliability and Microintegration, and the not-for-profit organization Recupel. Headed by Mr. Igor Darbo, the project management team from AHKB accompanied the Chinese delegates in order to ensure coordination and visibility.

The agenda of meetings typically comprised an overview of the SWITCH-Asia project, its objectives and achievements, delivered by Mr. Igor Darbo and Mr. Bernhard Felizeter, followed by presentations by the host organizations and free discussion sessions. Mr. Li Hongliang from the Department of Energy Conservation & Resource Utilization at MIIT introduced the policy framework for the development of resource efficiency and waste management patterns in the People’s Republic of China. In addition, Ms. Man Hui from the MIIT Department of Policies & Regulations presented Chinese CSR policies and implementation by SMEs. The delegates had open exchanges of views with the European host organizations on themes such as new policy trends in the field of e-waste treatment and eco-design, as well as national strategies for CSR and sustainability.

The Policy Tour raised awareness of European best practices and regulatory framework in the fields of eco-efficiency, OHS and CSR among Chinese policy makers and contributed to the ongoing dialogue between EU and China on issues pertaining to sustainable growth. Follow-up activities will include exchanges of technical documents between Chinese policy makers and their European counterparts, as well as consultation and involvement of the tour’s delegates by the project team in upcoming activities and the project’s sustainability mechanism.

Visited European organizations included for instance:
Business Facilitation Conference in Shenzhen

In order to further strengthen the relationship between Chinese SMEs and European businesses from the electrical and electronics sector, the SWITCH-Asia project organized a Business Facilitation Conference on 19th of November 2012 in Shenzhen, with the support of the Information Center of the Ministry of Industry and Information Technology. More than 120 participants from Chinese and European enterprises, consortium members, and wider stakeholders attended the event that was conducted in connection to the China Hi-Tech Fair jointly hosted by several Chinese ministries.

The Business Facilitation Conference allowed representatives from participating companies to share their knowledge and experiences in the field of sustainable production and offered networking opportunities to further encourage relationship development. It included detailed presentations by Chinese and European enterprises and other project stakeholders on a series of environmental performance related issues. In particular, best practices and implementation state-of-play on the subjects of resource management, ecological footprint evaluation and CSR were introduced. For instance UPM, a Finish paper manufacturer with several production plants in China presented methods and solutions for factories regarding water footprint assessment and reduction. During the event's concluding session an expert from project partner China National Institute of Standardization (CNIS) offered a comparison between Chinese and European environmental standards in the electrical and electronics industry in order to support mutual understanding and highlight converging views.

The conference presented a useful platform to facilitate exchange and to further promote cooperation between European and Chinese enterprises of the electrical and electronics sector. The large number of companies involved in the China Hi-Tech Fair effectively increased the impact of the Business Facilitation Conference and provided multiplier effects, thereby creating more opportunities for participating enterprises to establish and strengthen business partnerships.

New Project Impact Sheet to be published by SWITCH-Asia Network Facility

The SWITCH-Asia Network Facility recently developed an updated six-page impact study to highlight the achieved results of our project's capacity building and assessment programme. The study examines the project's scope and impact on its target groups and the triple bottom line in more detail and provides an outline of its established replication mechanism. Moreover, insights into the project’s overall strategy and implemented activities are presented.

The impact sheet will be available on the download section of our project website and the website of the SWITCH-Asia Network Facility at www.switch-asia.eu.
CONTACT US

Mr. Igor Darbo
Team Leader
SWITCH-Asia Project
Tel.: +86 (0)10 - 6539 6728
Fax: +86 (0)10 - 6539 6689
E-mail: darbo.igor@bj.china.ahk.de

Delegation of German Industry and Commerce Beijing
Landmark Tower II, Unit 0811
8, North Dongsanhuan Road, Chaoyang District
Beijing 100004, P.R. China