



SWITCH-ASIA PROGRAMME II

Launch Event Summary

20 September 2018 | Bangkok, Thailand

The European Union supported SWITCH-Asia Programme II held its official launch event today in Bangkok, kicking off the second phase of the EU's largest sustainable consumption and production (SCP) activity. The event saw speakers from the three components of SWITCH-Asia: the SCP Facility, Regional Policy Advocacy Component and the Grants Programme, come together to share their experiences in the region and set out their respective roles in supporting Asia's transformation to sustainable consumption and production. They were joined by Ambassador Pirkka Tapiola, the European Union's Ambassador to Thailand, and Andrew Jacobs,

the head of Regional Policy Sector Analysis for the Directorate-General for International Cooperation and Development (DEVCO) at the European Commission.

The importance of SWITCH-Asia as it heads into its second phase was clear, both in terms of how it is valued by the EU and what it is able to achieve. "The European Union has been at the forefront of the transformation to sustainable consumption and production for many years, implementing very firm initiatives inside the 28 Member States as well as promoted and shared SCP with its partner countries in Asia," said Ambassador Tapiola,

affirming the EU's commitment. Andrew Jacobs later captured the reach of SWITCH-Asia's impact leading into the new phase, stating that SWITCH-Asia "has reached more than 30,000 MSMEs. This has led to major economic gains over the years and supported the environment." Indeed, SWITCH-Asia makes the case for the win-win outcomes that come from sustainable consumption and production when it comes to boosting economies and ensuring long-term environmental sustainability.

Arab Hoballah, Team Leader for the SWITCH-Asia SCP Facility, concluded the launch event by bringing representatives of the three components of SWITCH-Asia together with the European Union, symbolically placing their respective logos into the 'SWITCH-Asia wall', a sustainable backdrop in line with the Programme's mission that also demonstrated their close cooperation in achieving their mutual goal of supporting Asia's transformation towards sustainable consumption and production.

SPEAKERS



Ambassador Pirkka Tapiola
Ambassador of the European Union Delegation to Thailand



Mr. Andrew Jacobs
Head of Unit for Regional Policy Sector Analysis, Directorate-General for International Cooperation and Development (DEVCO), European Commission



Ms. Isabelle Louis
Deputy Regional Director for Asia-Pacific, UN Environment



Mr. Arab Hoballah
Team Leader, SWITCH-Asia SCP Facility



Mr. Mukesh Gulati
Executive Director, Promote Bamboo MSME Clusters for Sustainable Development Grant Project, Foundation for MSME Clusters



Ms. Wilasinee Poonuchaphai
Project Director, Sustainable Freight and Logistics Grant Project, GIZ Thailand