



PROJECT PROGRESS SHEET GREEN PRODUCT DEVELOPMENT AND LABELLING IN MONGOLIA



Legend

- Eligible countries where SWITCH-Asia projects are implemented
- Eligible Asian countries for the SWITCH-Asia programme
- Non-eligible Asian countries for the SWITCH-Asia Programme

Project implementation area

- City
- Region
- Country

The boundaries shown on this map do not imply on the part of the European Union any judgment on the legal status of any territory or the endorsement or acceptance of such boundaries.



BRIEF PROJECT DESCRIPTION

Mongolia has a strong history of locally produced goods, based on locally available resources. Many goods rely on extensive agriculture, husbandry and forestry and are manufactured into a basic range of consumer goods like dairy and wheat products, wool, cashmere and leather garments, felt products, carpets, skins and hides, traditional furniture and natural, healthy food-stuffs. Such manufactured goods traditionally serve the local needs of the nomadic herders. Apart from deficiencies in product quality (in relation to modern consumer standards) the manufacturing process is very often inefficient in terms of resource use and pollution prevention. By improving the product quality and manufacturing efficiency through the principles of sustainable consumption and production (SCP) the position of the products can be strengthened in the local and national (capital and larger cities) markets. This can strongly contribute to local economic development, while contributing to rural poverty alleviation by creating local employment and protecting the environment, and by using material resources, water and energy more efficiently and reducing air and water pollution and waste.

Moreover, the traditional, natural resources of the manufactured products have a distinct potential to meet international standards on eco-products. Extensive husbandry and agriculture, natural resources collection and forestry can be a sound basis for healthy, natural and ecological products – not only for the internal market but also for international trade. Therefore, it is important to link Mongolian products that have export potential, with the growing markets in Europe, Northern America and Asia (Japan, Korea, China) for sustainable products identified by their specific cultural background.

The overall objectives are:

1. Enhancing the production and sales of sustainable Mongolian products.
2. Reducing the environmental impact of locally produced products.
3. Strengthening the Mongolian certification standards and procedures on sustainability in line with international requirements.

In order to contribute to these objectives the specific objective (purpose) of the project is to Strengthen the business support network for the development and promotion of sustainable Mongolian products.

PROJECT PARTNERS

IVAM UvA BV, Netherlands; Mongolian National Chamber of Commerce and Industry (MNCCI), Mongolia; Mongolian Agency for Standardization and Metrology (MASM), Mongolia; Center for Appropriate Technology (GrAT), Austria.

The project is making an impact in whole of Mongolia.

GPDLM

<http://www.greenproduct.mn>

December 2008 - December 2011

- PROJECT IMPACT
- PROJECT ABBREVIATION
- PROJECT WEBSITE
- PROJECT DURATION

TARGET GROUPS

- Small and medium-sized enterprises producing traditional products from wood and leather, including handicrafts, or producing wool/cashmere and dairy and meat, and tourism SMEs;
- The business support network of the beneficiary organisations, MNCCI and MASM . They will strengthened their knowledge and expertise to be able to better inform and support manufacturers of traditional Mongolian products in improving them in line with international concepts, standards and, when applicable, labels;
- The Ministries of Food, Agriculture and Light Industry (MOFALI) and of Nature, Environment and Tourism (MONET). These are involved to develop and strengthen national labels and to introduce international labels;
- Rural communities: by reducing the environmental impact of locally produced products, rural communities can benefit in a sustainable manner from their local natural resources while developing their economic activities.

- PROJECT MANAGER
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OUTPUTS TO DECEMBER 2009 TO BE SHARED WITH WIDER AUDIENCE

In general, the project proposes to comply with the project objectives through a number of interventions of which the following were executed in 2009:

- Training and coaching of the national and local MNCCI and MASM network on sustainable products development support for manufacturers;
- Green Products Challenge for manufacturers including awareness raising and information supply (publications, website and seminars) and support of selected manufacturers on green product development and business planning (marketing and financing);

- Training and coaching for the development and implementation of sustainable product labels and procedures in line with international requirements.

Reports prepared are:

- Overview of International Sustainable Labels and Certification Requirements
- Overview Report of Mongolian Products Relevant for Green Product Development
- Assessment on Development, Capacities and Needs on Green Product Labels in Mongolia

RESULTS ACHIEVED TO JANUARY 2010

At time of writing (March '10) the first training seminars for the companies have been carried out. The number of companies participating are as anticipated, 40 in Ulan Bator and 60 in Darkhan. Two more seminars which will take place in Arvankheer and Khenti will attract a good number of companies. At the midterm evaluation in July the gains, barriers, replication model etc of the project will be assessed and further strengthened.

The Green Product Challenge as the replication model is a well proven method in a well informed open society. As Mongolia and especially in the rural areas does not resemble such an environment the MNCCI had to do more information dissemination activities.





LESSONS LEARNT SO FAR

Although the project got off to a slow start, no crucial adaptations in the methodology so far are needed. The project realised that more and more creative benefits for the participants to join the project is needed and several initiatives have been developed or are under development.

OUTREACH AND SYNERGIES

Several interesting projects are executed in Mongolia which have links to this project, such as Support to Mongolia's Agriculture Associations in the Sustainable Development of Geographical Indications, Improved Food Processing (promotion of biotechnology), Tourism Development (to include green procurement), and the Improving Packaging and Tech-

nology project. The project intends to contribute to the development of green product policies and in order to do so those Ministries responsible for policy development have to be approached. One focus of policy development is the preferential green procurement strategy and programme within the two associated ministries.

