

# Promoting Energy Efficiency and Renewable Energy Production in the Community-Based Tourism Sector in Central Asia

## LAUNCH EVENT 2020

September 18, 2020

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# Promoting Energy Efficiency and Renewable Energy Production in the CBT Sector in Central Asia

- **Main objective(s) of the project:** To reduce the carbon footprint of the Community-Based Tourism sector in Central Asia by supporting MSMEs in the RE, EE and CBT sectors to adopt sustainable consumption and production practices
- **Main focus area:** Sustainable Tourism
- **Target beneficiaries:**
  - 120+ MSMEs in the energy efficiency & renewable energy sectors
  - 315+ MSMEs in the Community Based Tourism Sector
  - 1 million+ tourists per year



## Uzbekistan

- 2017 Presidential Decree "On measures on further development of renewable energy, energy efficiency in sectors of the economy and social sphere for 2017-2021"
- 2019 Presidential Decree 'On additional measures for the accelerated tourism development in the Republic of Uzbekistan'
- 2017 Presidential Decree on "On measures to ensure rational use of energy"

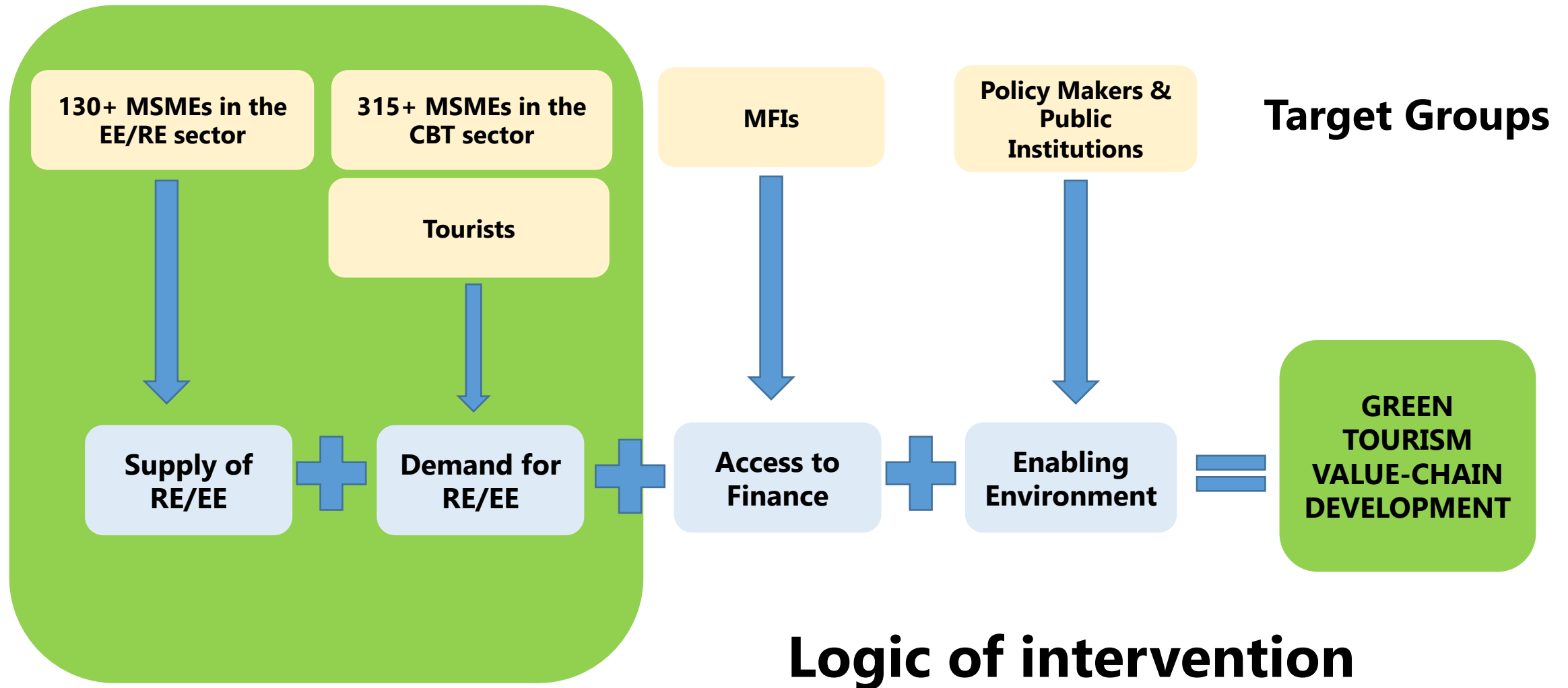
## Kyrgyzstan

- 'Priorities for the Conservation of Biological Diversity of the Kyrgyz Republic 2014-2024
  - *Implementation mechanism*
- National Development Strategy of the Kyrgyz Republic for 2018-2040
  - *Sustainable tourism*
- Green Economy Development Program of the Kyrgyz Republic for 2019-2023
  - *Renewable energy*

## Tajikistan

- National Development Strategy 2018-2030 & Strategy on Tourism Development
  - *Green Employment & Entrepreneurship*
  - *Renewable energy & energy efficiency*
  - *Rural tourism*
- Sustainable Energy for All Tajikistan 2013-2020
  - *Access*
  - *Efficiency*
  - *Renewable Sources*

# From Process to Action I



# Impact

## RENEWABLE ENERGY & ENERGY EFFICIENCY SECTOR

**Increased capacity** of MSMEs in the RE-EE sector to develop business and technical skills

**Growth of the green economy** promotes resilience, prosperity and regional cooperation

**Increased visibility** of MSMEs in the RE-EE sector to tourism industry

### MFI's

**Access to finance** to develop business & invest in energy efficient and renewable energy technologies

**Increased knowledge** of climate change and how to mitigate

**switchasia**  
GRANTS PROGRAMME



## COMMUNITY-BASED TOURISM SECTOR

**Increased demand** for energy efficient and renewable energy technologies among CBT sector

**Increased offer** of eco-tourism services to tourists in Central Asia

**Increased awareness** of eco-tourism in Central Asia

## TOURISTS IN CENTRAL ASIA

**Increased demand** of tourists for eco-tourism in Central Asia

**Increased demand** for energy efficient and renewable energy technologies among CBT sector

## COMMUNITY-BASED TOURISM SECTOR

**The carbon footprint of the Community-Based Tourism sector in Central Asia is reduced**





# Your Legacy



**Green Tourism Catalogue**

**Platforms for Public –  
Private Dialogue**

**Eco-Tourism Certification**

**Sustainable Energy  
Financing (SEF) in Central  
Asia Event**

**Pilot Green Hostels**

**Central Asia Green  
Tourism Event**

**Green Finance Products**

**White books on policy  
recommendations**

**Regional branding for  
Central Asia Green  
Tourism**



# EU Priorities & SDGs

Promoting **resilience**, **prosperity** and **regional cooperation** in Central Asia

**7** AFFORDABLE AND  
CLEAN ENERGY



**12** RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION



**11** SUSTAINABLE CITIES  
AND COMMUNITIES



**13** CLIMATE  
ACTION



## RESILIENCE

- Diversifying the economy & supporting MSMEs
- Turning climate change into economic opportunity
- Supporting reforms for an enabling environment
- Technical knowledge exchange

## PROSPERITY

- Strengthening value chains and connectivity between sectors
- Promoting modernization and digital tools
  - Business Development
- Supporting green investment and financial literacy

## REGIONAL COOPERATION

- Encouraging adoption of regional common standards
  - Promoting regional policy dialogue
- Fostering cooperation & regional branding & marketing
  - Building regional connectivity & trade



# What we have done

- Carbon-footprint baseline assessment;
- Kick-off Meetings with project partners in CA;
- List of beneficiaries in the RE/EE and CBT;
- Methodology for market & value chain analysis.



# Thank You!

## Contact us

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