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CZECH REPUBLIC  
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# Activity updates 1st quarter 2021



ДУЛААН ШИЙДЭЛ  
SWITCH OFF AIR POLLUTION

## DEAR PEAC MEMBERS!

SWITCH off Air Pollution (SOAP) is a 4-year (2018-2021) project that is funded by EU SWITCH Asia II program, Abbe Pierre Foundation, Czech Development Agency and French Development Agency. The objective of the project is to reduce the emissions of CO<sub>2</sub> and PM from unplanned settlements of Ulaanbaatar's Ger areas through coordinated action in the field of energy efficiency in housing construction and renovation. This is to be accomplished through raising awareness, providing technical training and technological support for MSMEs, the local construction supply chain, and households. In a project consortium led by GERES and with our partners MNCA, BEEC, and PIN.

SOAP project successfully organized Virtual Field Visit to demonstrate the importance and benefits of Energy Efficiency measures to policy makers and stakeholders of the project. All PEAC members were invited to this online event. This event was similar to PEAC meeting. We would like to share with you main project activity updates since the last PEAC meeting:

### MONGOLIAN NATIONAL CONSTRUCTION ASSOCIATION

The enrollment of MSMEs for Switch Off Air Pollution consists of several stages: Registration, introductory workshop, individual interviews, Energy advisory training, Technical practical training and followed by on-the-job training to become able to work with the project.

- Between 14-15th of January, Energy Advisory training for 2nd group of MSMEs were organized and 15 brigades were trained.
- On 16th of January, an Online introductory workshop for the 3rd group of MSMEs were organized and 9 brigades have participated.
- Between 22-25th of January, Online individual interviews with 3rd group brigade leaders were carried out. Total of 9 brigades have participated.
- Between 28-29th of January, a 2-day technical training was organized in compliance with COVID-19 precautionary measures and 7 additional brigades were trained. Training was organized by BEEC trainer and MNCA team.



- On 24 of February, Online introductory workshop for 4th group of MSMEs were organized and 24 brigades have participated.
- Between 25-26th of February, Energy Advisory training for 3rd group of MSMEs were organized and 8 brigades participated.
- Between 2-3rd of March, Individual interviews with 4th group brigade leaders were organized. Total of 12 brigades have participated.
- 10th of March, Cooperation agreement with 11 new brigades were signed in addition to the 29 already working with the project.

### BUILDING ENERGY EFFICIENCY CENTER

- On 12th of January, meeting of the Technical committee consisting of local and international sectorial experts on Energy Efficiency was organized by BEEC. During the committee meeting, insulation completion act and quality checklist was discussed. The Energy Advisors are trained on how to use the documents and the developed documents are being used by the Energy Advisors and brigade leaders after the completion of the insulation.
- On 16th of January, SOAP project team was invited to attend the Morning TV program of Mongol HD TV and presented importance of insulation and introduced about the project achievements.

<https://www.facebook.com/103356247813274/videos/254884086041568>



- In January, roof maquette was made to enhance the technical training effectiveness. Video was developed to advise the general public on what mistakes they make during roof insulation, requirement of standard insulation and insulating methodologies. The video was shared 5.6k times, received 161 comments and 1.5k likes on Facebook.

<https://www.facebook.com/103356247813274/videos/262522742101327>

- From December 2020 to end of February 2021, winter monitoring with Testo equipments was conducted in 45 households from different groups ranging from fully insulated house, partially insulated house, do it yourself insulated house and non-insulated households. Furthermore, households with electrical heater and coal-burning stove were included in the winter monitoring. The data collection was done on a weekly basis and the BEEC and Geres Team have started working on the data analysis.
- Training of how to use Thermocamera in Technical assessment was organized to brigade leaders. Thermocamera Assessment is offered to interested customers as of January, 2021.
- On 23rd of March, Technical committee meeting of local and international sectoral experts was organized by BEEC. During this meeting, energy efficient detached houses, insulation options, technical requirements were discussed to be presented to the working group of Ministry of Construction and Urban development.

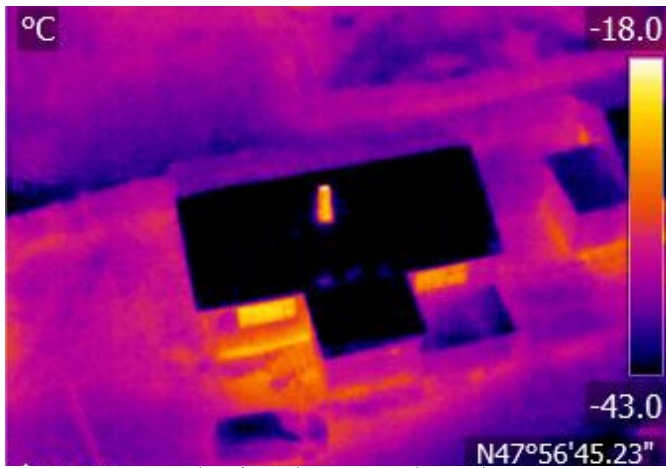
## PEOPLE IN NEED NGO

- [www.dulaalga.mn](http://www.dulaalga.mn) is the main website to contact and get detailed information of the project and news about insulation. PIN works in charge of the administration and maintenance of the website. Through the website, people are able to get information about insulation, project, suppliers, insulation brigades as well as calculation of heat loss of their houses and insulation options. The maintenance of the website was conducted



and the transfer of the new website to open-server host was organized. The tender for the website upgrading was organized and has started upgrading the website.

- In order to enhance the marketing of the insulation products as well as to attract customers and raise people's awareness on the importance of insulation, PR campaign is being organized by New Media Group, outsourcing company specialized in marketing. The 1st phase of the campaign was organized online through Project Facebook page: Дулаан шийдэл төсөл from December 2020 – January 2021 for a period of 2 months. As a result of the campaign 32 different contents (including 4 video contents) were posted on facebook and has reached to 890,963 people, Facebook followers is increased to 4,612 people and 877 people contacted through Facebook messenger to get more information about the project.
- 4th of March, Virtual field visit online event to voice the project stakeholders were organized online through ZOOM conference application and 107 stakeholders have participated, live video shared through Facebook has reached more than 3,000 viewers. During the online event, importance and benefits of Energy Efficiency solutions were demonstrated to stakeholders, and policy makers.
- Community response and feedback mechanism was developed to receive feedback from internal and external stakeholders and improve project community engagement and accountability.



2020 © Air Mapping in UB, drone footage by B.Tamir- People in Need

- 8th of March, PR campaign phase 2 was started. The phase 2 will continue for 3 months.
- Heat loss pictures from detached 44 houses of the winter monitoring was taken by drone mapping. The mapping will be used to identify "before and after" changes of non-insulated and insulated house. - Switch Off Air Pollution project is being featured and promoted through the [www.barilga.mn](http://www.barilga.mn) website specialized in construction sector.

## GERES MONGOLIA NGO

- In January, brochure of the project to be distributed to households was developed and printed.
- Winter monitoring report to identify indoor air quality and energy consumption of individual houses in Ger area was finalized and shared with relevant stakeholders. In March, the winter monitoring of 2020-2021 was ended and devices were retrieved from monitoring houses.
- Initial Monthly Customer Satisfaction and Feedback surveys were started conducting in January on Technical assessed and insulated households, and green loan receivers to improve the product and services. Survey analysis will be shared with all implementing partners and external stakeholders such as financial institutions with recommendations on necessary steps to take and implement for improvement.
- Insulation products were segmented into 3 different categories based on the prices as Entry (E), Better (B), Premium (P):

E products include those with lower than MNT 500,000 price, B products include those with MNT 500,001 - 2,500,000 price range, P products will include those with higher than MNT 2,500,001 price. Within these categories, a new package product, roof and window insulation, was developed for B products in March. The purpose of the segmentation was to reach the accurate target markets based on their demands.

- In order to provide customers with more assessable and diverse financing options, MoU with Khan bank, the largest commercial bank in Mongolia, was signed on 29th of March. To those who are unable to obtain bank loans, a pilot facilitation fund supported by the Ecodev program is in discussion period in cooperation with Transcapital NBFI.
- Due to increased demand from the customers, an additional call center contractor in charge of social media joined the team. Guidelines, action plan, templates were implemented to increase the sales and improve the customer service.
- Meeting with Alliance Francaise, EUD, EU's Institute of culture and other donors of the Nagoonbaatar eco art festival, which aims to change public attitudes through art, making their lifestyles more environmentally friendly, and raising awareness about environmental issues, especially air pollution was organized. Switch Off Air Pollution project will support the insulation of the Nagoonnuur community center and organize an insulation workshop for the community members to raise awareness on Simple Solutions, DIY insulation with low budget, to fight against the air pollution in Ulaanbaatar city. MoU was signed between the relevant stakeholders and the insulation work of the community center has started, involving BEEC advisors and specialized brigades of the project.
- Switch Off Air Pollution project has supported the initiative of the Agaar neg platform to decrease air pollution in Mongolia.



- Geres was invited to the working group formed and led by the Ministry of Construction and Urban Development to “Develop guideline on concessionary loan, technical requirements to build new energy efficient detached houses and insulate and improve the existing detached houses in the ger area” representing the project.
- Simple solution campaign, dedicated to enhance community awareness on the importance of insulation and empower communities to insulate their houses, was launched in December 2020 and continued throughout the 1st quarter of 2021 with the support and involvement of Red Cross’s branches and its volunteers. As a result of the campaign, DIY, simple and low-cost solutions to insulate window, door, floor, chimney and wall were developed, along with a printed manual. Facebook group: “Дулаалгын хялбар шийдэл аян” was created, successfully engaging more than 2300 members, providing information about Simple Solutions. 275 households had followed the instruction and have implemented some simple solutions at home and 100 households were recognized by their effort and were rewarded with 5cm roof insulation as an encouragement of spreading the word of mouth about simple solutions to their neighbors.
- During the 1st quarter of 2021, total of 998 calls were received by the call center, 379 technical assessments were booked, 178 technical assessments were completed and 1 household have insulated their house through green loan and 10 households insulated through direct investment.
- Switch Off Air Pollution project scale up study has started in December and will take place until the end of June 2021. Through this study possible options for scale-up of SOAP project will be identified with a core focus on climate finance, including access paths and likelihood of success will be developed.
- Mid-term evaluation of the project has started in February and will continue until the end of April 2021. The purpose of the study is to reflect on the past achievements, review the current planning and recommend possible actions to implement in order to reach the project target and expected results.



## ABOUT SWITCH OFF AIR POLLUTION

Co-financed by the [Switch Asia programme](#) under the European Union, with additional support from [Abbe Pierre Foundation](#), [Czech Development Agency](#) and the [French Development Agency](#); the Switch Off Air Pollution project is being implemented by [Geres Mongolia](#), in collaboration with [Building Energy Efficiency Center](#) of the Mongolian University of Science and Technology, [Mongolian National Construction Association](#) and [People in Need INGO](#) during the 2018-2021 period. Project website - [www.dulaalga.mn](http://www.dulaalga.mn)

## ABOUT GERES MONGOLIA

Geres is an international NGO with expertise in energy and development, with over 40 years of experience in Europe, Africa, and Asia improving living conditions of the people and fighting against the impacts of climate change. Geres has been working in Mongolia since 2010 following its principles of Climate Solidarity, seeking to improve the resilience of the rural and urban population by improving their local living conditions by stopping migration on one side, alleviate the situation of long-term migrants on the other side, through climate change mitigation and adaptation measures.

If you have additional media inquiries, please contact Odonchimeg.I,

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## ABOUT BUILDING ENERGY EFFICIENCY CENTRE

Building Energy Efficiency Center of the Mongolian State University of Science and Technology aims to adopt new technologies related to energy efficiency and its main activities are testing, studying, training people involved or interested in energy efficiency matters. Its energy efficiency certification scheme will be enriched through the course of the action.

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## ABOUT MONGOLIAN NATIONAL CONSTRUCTION ASSOCIATION

Mongolian National Construction Association is the leading professional organization in the construction sector, bringing together some of Mongolia's largest national developers, recognized nationally and internationally, performing some government functions, and operating in the construction sector. The Association promotes public-private partnerships by advocating for policy, legal and economic reforms in the construction sector, representing the interests of its member organizations within the law, and supporting micro-small and medium-sized enterprises (SMEs) in the construction sector. The MNCA NGO is participating in this project to support the brigades, who cannot be involved in the construction of ger districts, and to reduce heat loss in the target group's houses by providing support to construction businesses and the self-employed.

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## ABOUT PIN MONGOLIA

With the main goals of saving lives, protecting dignity, empowering people and supporting sustainable living, PIN established a permanent presence in Mongolia in 2011. Today, apart from providing emergency relief, PIN builds the capacity of cooperatives, civil society organizations and local authorities, supports sustainable living, strengthens higher education, promotes environmental protection, and raises awareness about air pollution.

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