



## Switch Off Air Pollution Project



ДУЛААН ШИЙДЭЛ  
SWITCH OFF AIR POLLUTION

## Summary of 2021Q4 activities

**Dear Project External Advisory Committee members,**

The Switch Off Air Pollution project is being implemented in the ger areas of Ulaanbaatar city since 2018 to decrease air pollution through increased energy efficiency and insulation of detached houses. The main project financiers are the Switch Asia Program of the European Union, Abbe Pierre Foundation, Czech Development Agency, and French Development Agency. The project is implemented by Geres INGO, Building Energy Efficiency Center of MUST, Mongolian National Construction Association NGO, and People in Need INGO. We are pleased to present you with the 2021Q4 activity updates.

## 2021Q4 HIGHLIGHTS



**6,723,792**

Number of impressions of physical and online marketing activities



**893**

Technical Assessment orders in 2021



**40**

Active Energy Advisors and  
brigades



**12,760**

Number of customers contacted the  
project's call center in 2021



**www.dulaalga.mn**

Project's website is upgraded with a  
new user interface and a backend  
system



**Community Response  
Feedback Mechanism**

CRFM document is finalized and CRFM committee was established



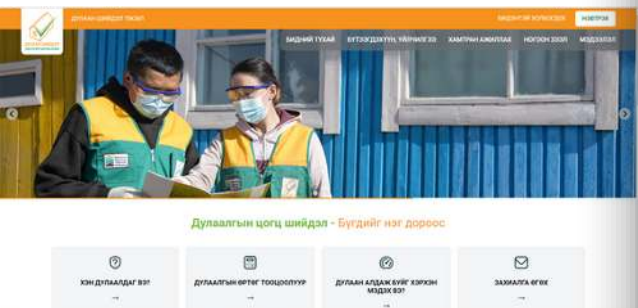
**"Technical Solution Manual"  
and "Quality Assessment Acts  
and Forms"**

Technical Solution manual and Quality Assessment Acts and Forms were  
published



**Gender Protection**

"Gender and Protection" training was  
conducted to the brigades



## Marketing Activities

- In October, a sale, 20% off Roof Insulation, was conducted and below activities were carried out:
  - Billboards were placed in ger area intersections and was placed on buses of 4 directions, reaching a total of 650,000 impressions.
  - Ads were broadcasted through FM radio and TVs, reaching 206,000 impressions.
- In November, 30% off Labor Cost sale was conducted and the information was placed on 18 bus stations and digital screens throughout UB area, reaching a total of 5,769,792 impressions.
- In December, +5 sale was conducted, giving additional 5 cm roof insulation to customers purchasing any type of roof insulation. As a result, 14 insulation job orders were booked.
- Aside from the physical and online marketing activities, message ads were sent to 98,000 people.

## Market Operations

- Switch Off Air Pollution /SOAP/ project participated in the event Introduction of Eco Green Loan Service, organized by Air Pollution Reduction Department of the Municipality and Xac Bank. During the event, provided information about the importance of insulation, marketing promotion, how to cooperate with the project, opportunities to receive the green loan to more than 60 residents of Bayanzurkh and 90 residents of Songinokhairkhan district.
- The "Documentation and Quality Control After the Completion of Insulation Jobs" guideline was approved and implemented in November.
- The project's website, [www.dulaalga.mn](http://www.dulaalga.mn), was upgraded on November 2021. The new website's backend provides a platform, allowing all stakeholders of insulation jobs to access and share the information. Moreover, the website is connected to the message notification system, delivering important updates to relevant actors of the delivery model.
- Participated as a panelist in the "Financing the Energy Efficient Buildings" discussion, organized by the Mongolian Sustainable Association (ToC) as part of the "Mongolian Sustainable Finance Forum 2021".



## SIMPLE SOLUTIONS CAMPAIGN

The second phase of the Simple Solutions campaign, easy and affordable DIY (Do It Yourself) insulation solutions, was conducted in 2021Q4, reaching more than 1,000 people through community engagement. The main goal of Simple Solutions is to create awareness of the importance of insulation and provide basic knowledge of proper insulation techniques, thus mobilizing households in decreasing the air pollution of Ulaanbaatar city's ger area.

### 2021Q4 HIGHLIGHTS



750

Households implemented Simple Solutions at home

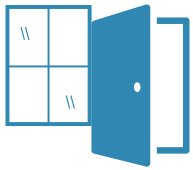


13



170

13 Simple Solutions community-based training was conducted, reaching 170 households



100

100 households received window and door insulation kits

160

Insulated 160 households' roof with 5cm mineral wool as incentives

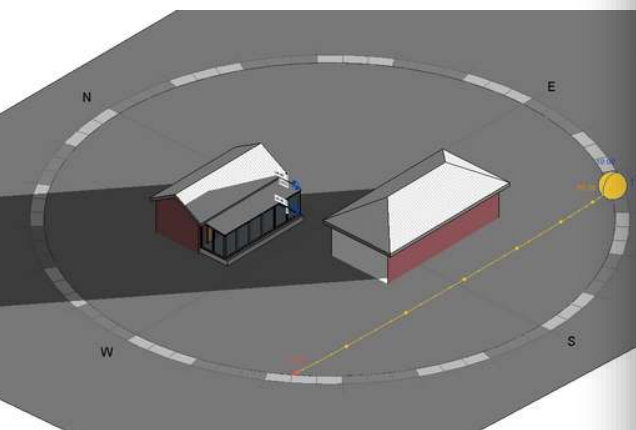


5,300

Number of members on Facebook group

- Community-based training of the "Simple Solutions" campaign was organized in 8 khoros of Songinokhairkhan district (41, 11, 24, 25, 42, 4, 34, 35) and in 5 khoros of Sukhbaatar district (13,15, 16, 17,18). A total of 170 households have learned how to easily insulate their homes using the materials at hand. The training also provided basic information on heat loss and the health and economic benefits of insulation.
- Residents of Sukhbaatar and Songinokhairkhan districts, who participated in community-based trainings organized by the "Simple Solutions" campaign, taught their neighbors about simple insulation methods and encouraged them to implement the solutions. 750 households received information from their neighbors and implemented simple solutions at home.
- Households who participated in the training on how to insulate homes with simple methods and disseminated important information to their neighbors were rewarded with the 5 cm roof insulation. In this phase of the campaign, the roofs of 160 households were insulated, and a total of 260 households' roofs were insulated throughout the campaign.





## Winter Monitoring

The annual Winter Monitoring was successfully organized for the fourth time, involving 44 households with single detached houses living in the ger area. Four types of houses were selected according to the building typology: fully insulated by the project, roof insulated under the "Simple solution" campaign, self-insulated, and not insulated.

Expected outcomes are to measure the following:

- Fuel consumption
- Heating energy demand
- Greenhouse gas emissions
- Thermal comfort
- Indoor air quality
- Social impact

## The Second Veranda Pilot

The veranda is used as a solar energy collector during the winter daytime. The collected heat is then transferred to the rooms in the house through the house wall and window. The veranda reduces transmission of heat loss, saving heating energy consumption, making the neighbor room warmer and more comfortable, creating additional warm space inside.

Following preparations are ongoing:

- Household selection
  - Selection criteria: 14
  - HH expressed interest: 294
  - HH selected: 1
- Design:
  - Design improvement
  - Calculation, simulation



## Insulation Manuals, Acts

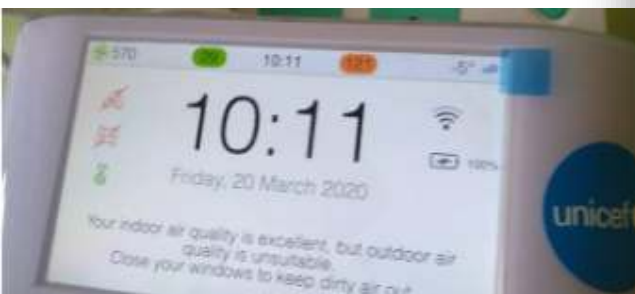
- Organized an event on 11th of November, 2021 introducing the "Technical Solution Manual" and the "Quality Assessment Acts and Forms." to the sectorial experts and stakeholders.
- Published insulation technology manuals and Quality assessment acts and forms and distributed to the participants of the event.

## Training

- Theoretical and practical training was conducted for the newly enrolled 6th group brigades and energy advisors.
- Thermal camera assessment training was conducted for 13 Energy Advisors on December 13th and 14th.
- Series of instruction videos on window replacement and ventilation were made.

## Operations

- Reviewed quality assessment acts and forms sent by the Energy Advisors.
- Finalized the design of the 2nd pilot Veranda and the selection of the household.
- Conducted Winter Monitoring in 44 households while also monitoring thermal comfort.



**MONGOLIAN NATIONAL CONSTRUCTION  
ASSOCIATION NGO**





**САЛБАР, ТӨЛӨӨЛӨГЧИЙН ГАЗРЫН  
ГЭРЧИЛЭЭ**

000006781



Салбар нь хуулийн эрхийг эдлэхгүй. Эх бүхий бөгөөд улсаас бэлтгэсэн журмын дагуу ашиглахаараа нууцлана.

8002541

/ Регистрчигч бүлэг /

9071001143

/ Архивч бүлэг /

**Монголын барилгын үндэсний ассоциаци НҮТББ**  
**Чингэлтэй дүүрэг дэх салбар**

05

/Хуульч этгээдийн салбарын нэг/

2021.09.27

/тн, хэр, ндэр/

(Эрх бүхий байгууллагын гаргаан шийдвэрийн дүгээр )

6473

Барилгын салбарын өмчлөхөөр эрх зүйн талаарх орчинд бүрдүүлж, соёлын мөнхлөлийг үндэснийг хамгаалах зорилгоор, нийслэл Улаанбаатар хотноос хамгаалахад зориулж үзүүлж

Ажил: / Директ үйл ажиллагааны хэргийн /

Улаанбаатар, Чингэлтэй, 5-р хороо, самбуугийн гудамж, 24, МН Тэвэр, 8 давхарт. 805 тоот

Утас : 99998028

/ Салбарын албан ёсны хаяг утас /

Хуульч

Салбар



УСНЫ БҮГТЭЛЭЙН БРӨНЖИЙ ГАЗАР  
УУЛСЫН ТӨЛӨӨЛӨГЧИЙН БҮГТЭЛЭЙН ГАЗАР

Бүлэг: /Байгууллагын нэг/

УУСНЫ ТӨЛӨӨЛӨГЧИЙН  
11.76.1

УСРХАА

Хуульч





2021 оны 10-р сарын 04

## Operations

- 6th enrollment of brigades and Energy Advisors was conducted. 16 people were selected to cooperate in the project.
- Two-times training on the upgraded website's backend system was conducted for 26 brigades and Energy Advisors on October 1st and 28th, in cooperation with all IPs.
- Complaint handling and resolving guideline document was updated in November and was introduced to the brigade leaders.
- On November 4th, six new Energy Advisors received the EA kits while the MNCA team provided detailed information on the project's internal rules and regulations.
- In the first week of October 2021, MNCA NGO has expanded its activities within the framework of the SOAP Project and established its new "Branch" in Chingeltei district of Ulaanbaatar city of Mongolia. In this regard, the Branch officially received its certificate and stamp issued by the State Registration Department of Mongolia.





## PEOPLE IN NEED INGO

### Operations

- CRFM document is finalized and the CRFM committee was established.
- The project's gender expert conducted training on the "Gender and Protection" for all IPs and brigades.
- The front end of the project's website was fully upgraded. The backend training was conducted for all brigade leaders. The backend system has been fully operational since November.
- Participated in Odzaya's "Present," an online marketing program, and insulated the roofs of 10 winners.
- The third phase of the PR campaign conducted with the New Media Group was concluded, resulting in 14,613 Facebook page followers and 1,091,750 content impressions.





## About the Implementing Partners



Geres is an international NGO with an expertise in energy and development, with over 40 years of experience in Europe, Africa, and Asia, improving the 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, alleviating the situation of long-term migrants on the other side, through climate change mitigation and adaptation measures.



[mongolia@geres.eu](mailto:mongolia@geres.eu)



[Geres Mongolia](https://www.facebook.com/GeresMongolia)



7505-2000



Building Energy Efficiency Center of the Mongolian State University of Science and Technology aims to adopt new technologies related to energy efficiency. Its main activities are testing, studying, training people involved or interested in energy efficiency matters.



[beecmongolia@gmail.com](mailto:beecmongolia@gmail.com)



[BEEC](https://www.facebook.com/BEEC)



9903-3553



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. In addition, 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.



[geres\\_pc@mnca.mn](mailto:geres_pc@mnca.mn)



[Mnca Mbua](https://www.facebook.com/MncaMbua)



7011-1515



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.



[info.mongolia@peopleinneed.cz](mailto:info.mongolia@peopleinneed.cz)



[People in Need Mongolia](https://www.facebook.com/PeopleinNeedMongolia)



7011-1501