



SOCIAL MEDIA PERFORMANCE

SEPTEMBER 2020 - JULY 2022

This publication was produced with the financial support of the European Union.
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Photos courtesy of SWITCH - Asia Grant Projects

Printed on recycled paper 

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SOCIAL MEDIA STRATEGY

2020 - 2022

Sustainable development practitioners are increasingly aware that communication means so much more than transmitting and exchanging information from one person to another.

Promoting social change and co-creating meaning and knowledge are the real targets of successful communications.

Because sustainability has become a major problem today, governments, businesses, scientists, non-profit organisations (NGOs), financial institutions and individuals are increasingly understanding that unless the message makes sustainability completely clear to all audiences, nothing is going to change.



COMMUNICATION WITHOUT A PLAN LEADS TO LIMITED OUTREACH AND MISSED OPPORTUNITIES. STRATEGICALLY ELABORATED COMMUNICATION LEADS TO INCREASED KNOWLEDGE AND GREATER IMPACT, AND MORE CHANCE OF SOLID RESULTS.

– Sara Gabai, SWITCH-Asia Communication Expert –

**From September 2020 to July 2022,
we have launched the #WeSwitch Social Media Campaign,
following three key objectives:**



RAISE AWARENESS
Increase Audience Knowledge
(inform and educate)



DRIVE ENGAGEMENT
Change Attitudes (transform)



CHANGE BEHAVIOUR
Take Action

CAMPAIGN BACKGROUND

OBJECTIVES

- Behaviour Change Campaign
Focusing on Alternatives

GOAL

- Facebook: **310K Followers / 6,100,000 Impressions**
- Twitter: **11K Followers / 1,050,000 Impressions**

OUTCOMES

- Target audience gains knowledge needed to make informed decisions to switch consumption habits.
- The spending power of target audience is invested on sustainable alternatives.

TARGET AUDIENCE

- Age: 25-50Y, Gender: All
- Interests: Sustainability, Development, Environment, Innovation

PLATFORM

- Facebook (popular for Asian audience)
- Twitter (popular for European audience)

SCOPE (24 Countries)

- South Asia
- Southeast Asia and Mongolia
- Central Asia

DURATION

- 23 Months (SEP 2020 – JUL 2022)

BUDGET

- Total Budget: 7,540,600 THB (204,799.48 Euro)

OUR SOCIAL MEDIA MOVEMENT



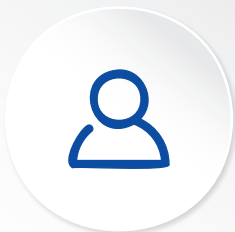
325,559
FOLLOWERS

People who chose to follow SWITCH-Asia page and who received updates on their News Feed or timeline.



50,788,797
IMPRESSIONS

The number of times any content from SWITCH-Asia Page entered a person's screen.



1,444,051
REACHED PEOPLE

The number of people who saw any content from SWITCH-Asia Page or about SWITCH-Asia page.



2.84%
ENGAGEMENT RATE

Equal to the ratio of people who liked, commented, shared, or clicked on SWITCH-Asia posts to the actual number of people who saw SWITCH-Asia posts.

PERFORMANCE OVERVIEW

DATE:

SEPTEMBER 2020 – JULY 2022



FACEBOOK

539
POSTS



313,928
FOLLOWERS
+ 310,056
Start From: 3,872



27,432,347
TOTAL
IMPRESSIONS



1,255,971
TOTAL
ENGAGEMENT



4.58%
ENGAGEMENT
RATE



11,611
FOLLOWERS
+ 10,443
Start From: 1,168



25,467,379
TOTAL
IMPRESSIONS



188,080
TOTAL
ENGAGEMENT



0.74%
ENGAGEMENT
RATE



TWITTER

635
POSTS

CONTENT PERFORMANCE

COUNTRY IMPACT



IMPRESSIONS

👁️ **3M**

ENGAGEMENTS

💖 **59K**

Engagement Rate: 4.2%

EVENTS & CONFERENCES



IMPRESSIONS

👁️ **810K**

ENGAGEMENTS

💖 **36K**

Engagement Rate: 5.5%

GLOBAL TREND



IMPRESSIONS

👁️ **3.2M**

ENGAGEMENTS

💖 **83K**

Engagement Rate: 4.0%



GRANTS PROJECTS

IMPRESSIONS

👁️ **6.9M**

ENGAGEMENTS

💖 **293K**

Engagement Rate: 4.6%



INTERNATIONAL DAYS

IMPRESSIONS

👁️ **301K**

ENGAGEMENTS

💖 **36K**

Engagement Rate: 5.5%



SWITCH-ASIA NEWS

IMPRESSIONS

👁️ **1.5M**

Link Click | ENGAGEMENTS

👉 **25K**

💖 **37K**

Engagement Rate: 3.4%



RESOURCE LIBRARY

IMPRESSIONS

👁️ **6.8M**

Link Click | ENGAGEMENTS

👉 **137K**

💖 **166K**

Engagement Rate: 2.4%

FACEBOOK PERFORMANCE

DATE:

SEPTEMBER 2020 - JULY 2022





313,928  
FOLLOWERS + 310,056

Total Impressions

27,432,347

Reach: 15,850,345

AVG. Impressions : 26,739 / Post

Total Engagement

1,255,971

Engagement Rate

4.58%

FOLLOWERS

GENDER



AGE RANGE

57% of SWITCH-Asia Facebook followers are 25-34 years old.

COUNTRY

99% of Facebook followers are in Bangladesh, India, Pakistan, Indonesia and the Philippines.

	Bangladesh	83,321
	India	67,683
	Pakistan	60,593
	Indonesia	32,452
	Philippines	21,117

FANS

GENDER



AGE RANGE

57% of SWITCH-Asia Facebook fans are 25-34 years old.

COUNTRY

99% of Facebook fans are in Bangladesh, India, Pakistan, Indonesia and the Philippines.

	Bangladesh	83,108
	India	67,596
	Pakistan	60,471
	Indonesia	32,426
	Philippines	21,073

REACH

COUNTRY

99% of Facebook fans are in India, Bangladesh, Sri Lanka, Pakistan, and Nepal.



India

89,292



Bangladesh

30,269



Sri Lanka

20,565



Pakistan

18,531



Nepal

11,878

GENDER

AGE RANGE

55%

of SWITCH-Asia Facebook fans are 25-34 years old.

FEMALE
28%



MALE
72%

ENGAGEMENT

COUNTRY

99%

of Facebook fans are in Bangladesh, India, Pakistan, Indonesia and the Philippines.



Bangladesh

1,076



Pakistan

587



India

411



Afghanistan

221



Sri Lanka

202

GENDER

AGE RANGE

61%

of SWITCH-Asia Facebook fans are 25-34 years old.

FEMALE

23%



MALE

77%



TOP POSTS PERFORMANCE

1



PROMISE Grant Project Maldives, India, Sri Lanka

TOP IMPRESSION

👁️ 5,033,755

2



PROMISE Maldives, India, Sri Lanka

TOP LIKE  34,026

4



Opportunities for clean growth in urban Bangladesh

TOP LINK CLICKS  27,758

3



SOGES Mongolia

TOP SHARE  667



HIGHLIGHT PEOPLE AND ORGANISATIONS ENGAGED WITH US



Central Asia Regional
Economic Cooperation
(CAREC)



GERES
Southeast Asia



Geres Mongolia



Globe Green
Growth
Institute Cambodia



TERI - The Energy
and Resources



WECOOP
Project



The Switchers



SWITCH Med



ACTED
Tajikistan



People in Need
Cambodia



Caritas Czech
Republic in Mongolia



AVSF
Mongolia



Hivos
Southeast Asia



Yayasan Plan
International
Indonesia



Asia Society for
Social Improvement
and Sustainable
Transformation



Future Earth
SSCP KAN



Switch
Garment



Prevent Plastics
Myanmar



Kyrgyz Community
Based Tourism
Association



Normative



**SWITCH
to Solar**



**Resource Efficiency
in Agri-food
Production and
Processing - REAP**



**Center for Creativity
and Sustainability
Study and Consultancy - CCS**



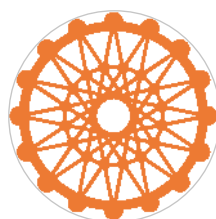
GIZ Thailand



DCA Nepal



Hilti Foundation



**Social Venture
Network Swenden-SVN
Sweden**



**Mongolian International
Cooperation and
Development
Programs Agency**



NEOrganics



**Greentour: Sustainable
Tourism
in Kyrgyzstan**



**Center for
Environment, Human
Rights & Development
Forum-CEHRDF**



**East-West Seed
Knowledge Transfer**



**SMART Textiles
and Garments**



**Sustainable
Cashmere Union
Mongolia**



**STeP EcoLab
Mongolia**



**Care International
Lao PDR**



Rare



**Habitat
for Humanity**



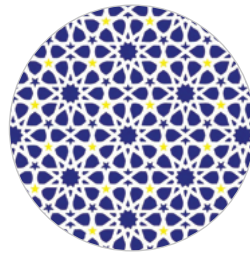
HIGHLIGHT EU PEOPLE AND DELEGATIONS ENGAGED WITH US



European Union
Delegation to Mongolia



European Union
Delegation to Bangladesh



European Union Delegation
to Uzbekistan



European Union
Delegation
to Kyrgyzstan



European Union
Delegation to Sri Lanka
and the Maldives



European Union
Delegation to
Kazakhstan



European Union
Delegation to Cambodia



European Union
Delegation to Lao PDR



European Union
Delegation to Thailand



European Union
Delegation to India



European Union
Delegation to Malaysia



European Union
Delegation to Indonesia



European Union
Delegation to Vietnam



European Union
Delegation to Nepal

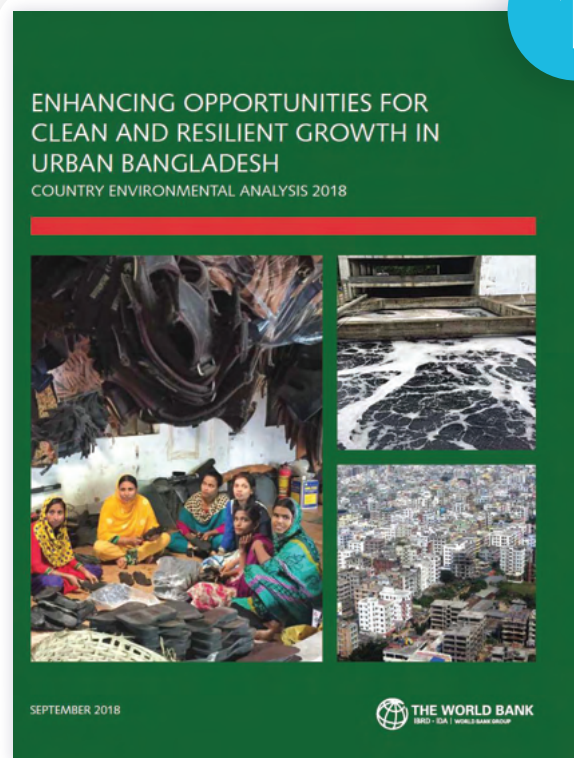




RESOURCE LIBRARY: Top Link Clicks

109
POSTS

1



Opportunities for clean growth in urban Bangladesh

Link Clicks



27,758

2



Sustainable Waste Management in a Circular Economy

Link Clicks

📍 22,437

3



Sustainable Energy for Food

Link Clicks

📍 21,123

4



Kazakhstan in 4K

Link Clicks

📍 19,522

5



Elevating Artisans

Link Clicks

📍 13,512

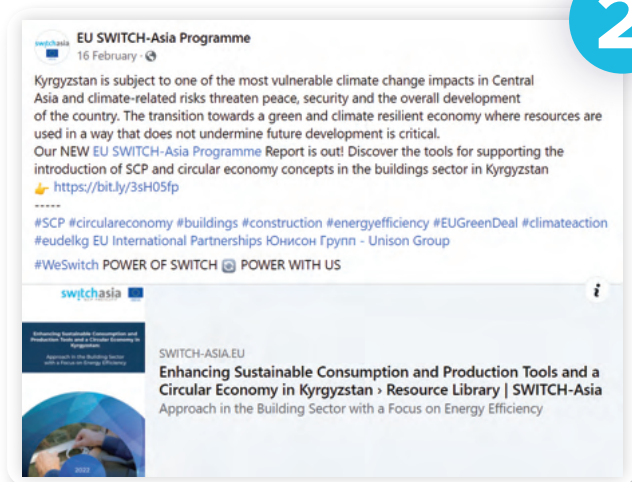


Our Publications



Link Clicks

 **671**



2

Link Clicks

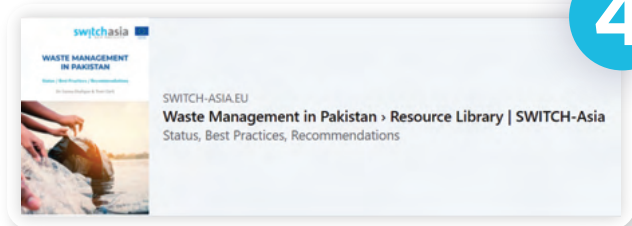
585



3

Link Clicks

529



4

Link Clicks

356



5

Link Clicks

316



NEWS AND STORIES: Top Link Clicks

53
POSTS

1



Asia Pacific Housing Forum 2021 Buildup Nepal SCP Award Winner

Link Clicks



2,835



2

SHINE Bhutan A Catalyst for Economic, Sustainable and Inclusive Growth

Link Clicks

 **2,249**



3

PARYA Sampada Nepal: Reviving Traditions

Link Clicks

 **2,158**



4

STeP EcoLab: Mongolia is One Step Closer to Making Fashion Sustainability a Reality

Link Clicks

 **1,900**



5

Success Stories from PARYA SAMPADA in Nepal

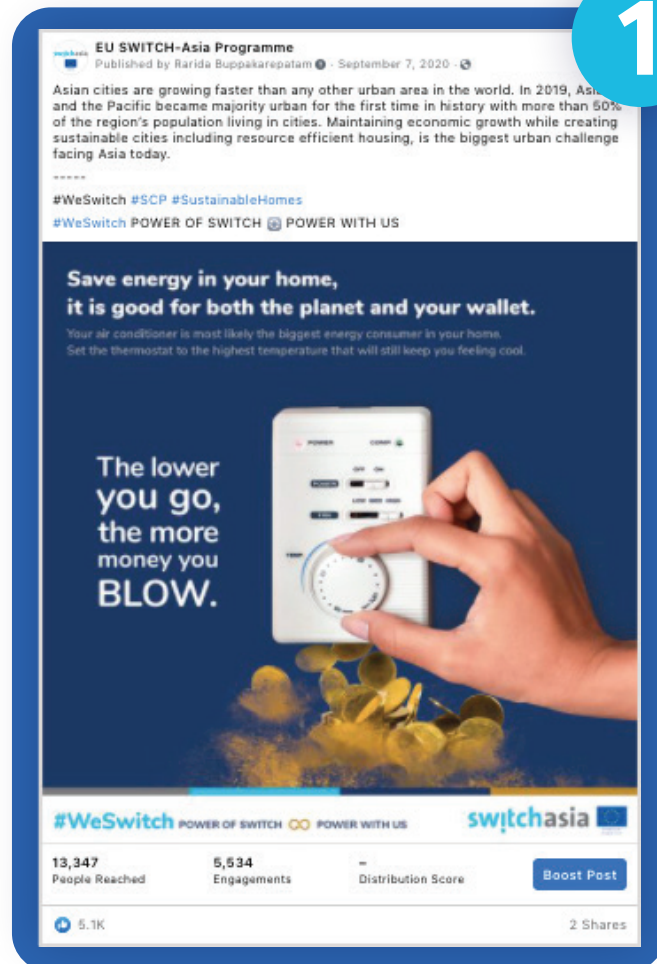
Link Clicks

 **1,712**



GLOBAL TREND: Top Engagement Rate

47
POSTS

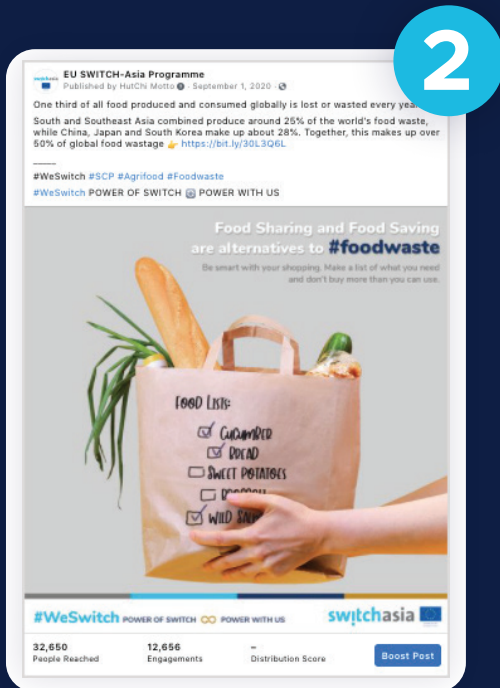


Sustainable Urban Community

ENGAGEMENT RATE

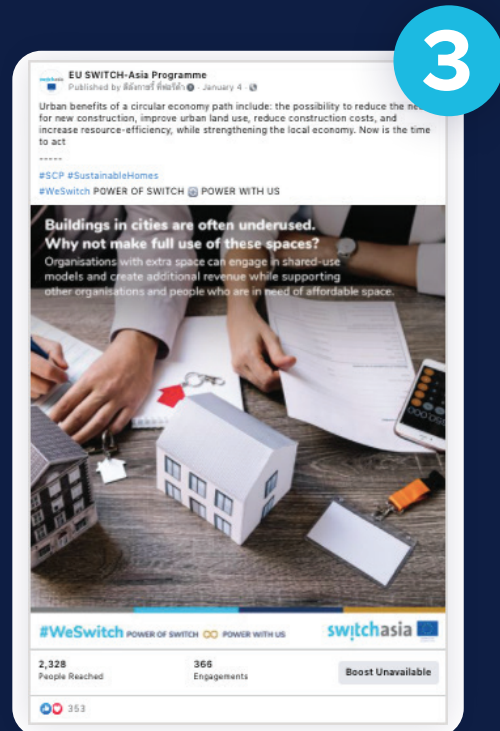


34.3%



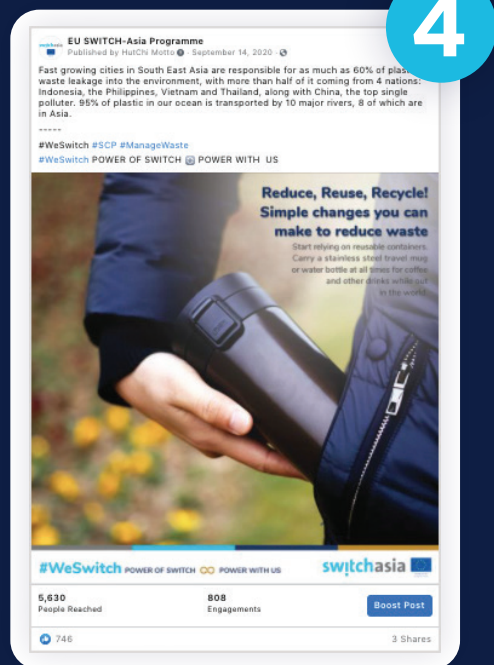
Food Sharing and Food Saving

Engagement Rate 30.2%



Efficient Use of Building Space

Engagement Rate 15.2%



Start Relying on Reusable Containers

Engagement Rate 13.0%



Seasonal Food

Engagement Rate 11.1%



EVENTS AND CONFERENCES

47
POSTS



Asia Pacific Housing Forum Innovation Awards Video

ENGAGEMENT RATE



68.9%



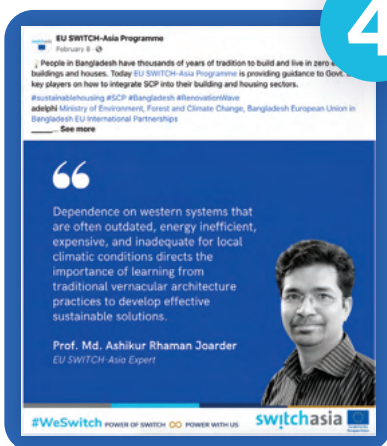
Regional Training on Promoting the Effective Implementation of Sustainable Public Procurement in Asia

Engagement Rate  **16.9%**



COP26 EU Side Event

Engagement Rate  **11.9%**



Action Plan on SCP Implementation in the Housing and Buildings Sector in Bangladesh

Engagement Rate  **11.0%**



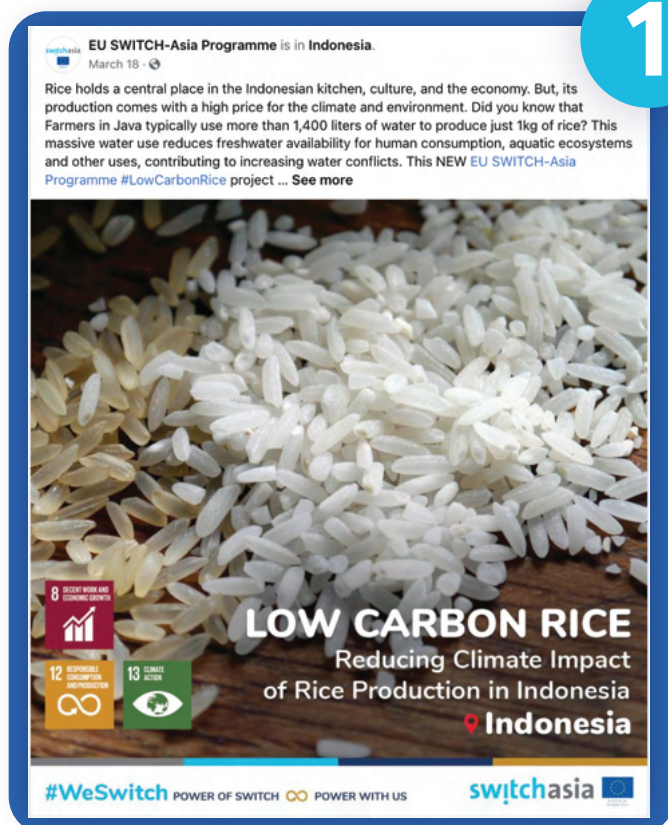
Asia Pacific Housing Forum (Track 2)

Engagement Rate  **9.3%**



GRANT PROJECTS: Top Engagement Rate

49
POSTS



Low Carbon Rice Indonesia

ENGAGEMENT RATE



13.7%



Engagement Rate

♥ 10.3%



Engagement Rate

♥ 10.0%



Engagement Rate

9.9%



Engagement Rate

9.0%



6

Nepal

Engagement Rate
♥ 8.9%



9

China

Engagement Rate
♥ 5.4%



7

India

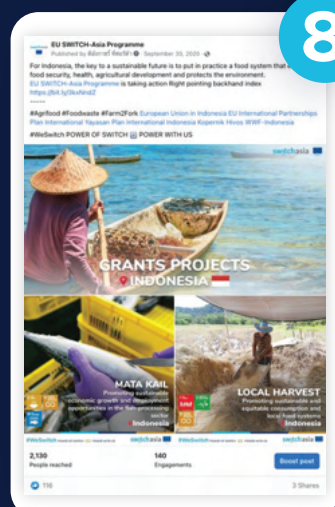
Engagement Rate
♥ 5.9%



10

Mongolia

Engagement Rate
♥ 4.7%



8

Indonesia

Engagement Rate
♥ 5.6%





23
POSTS

COUNTRY IMPACT: Top Engagement Rate

1



Pakistan

ENGAGEMENT RATE



21.5%



Vietnam

19.3%



Afghanistan

10.8%



Bangladesh

10.7%



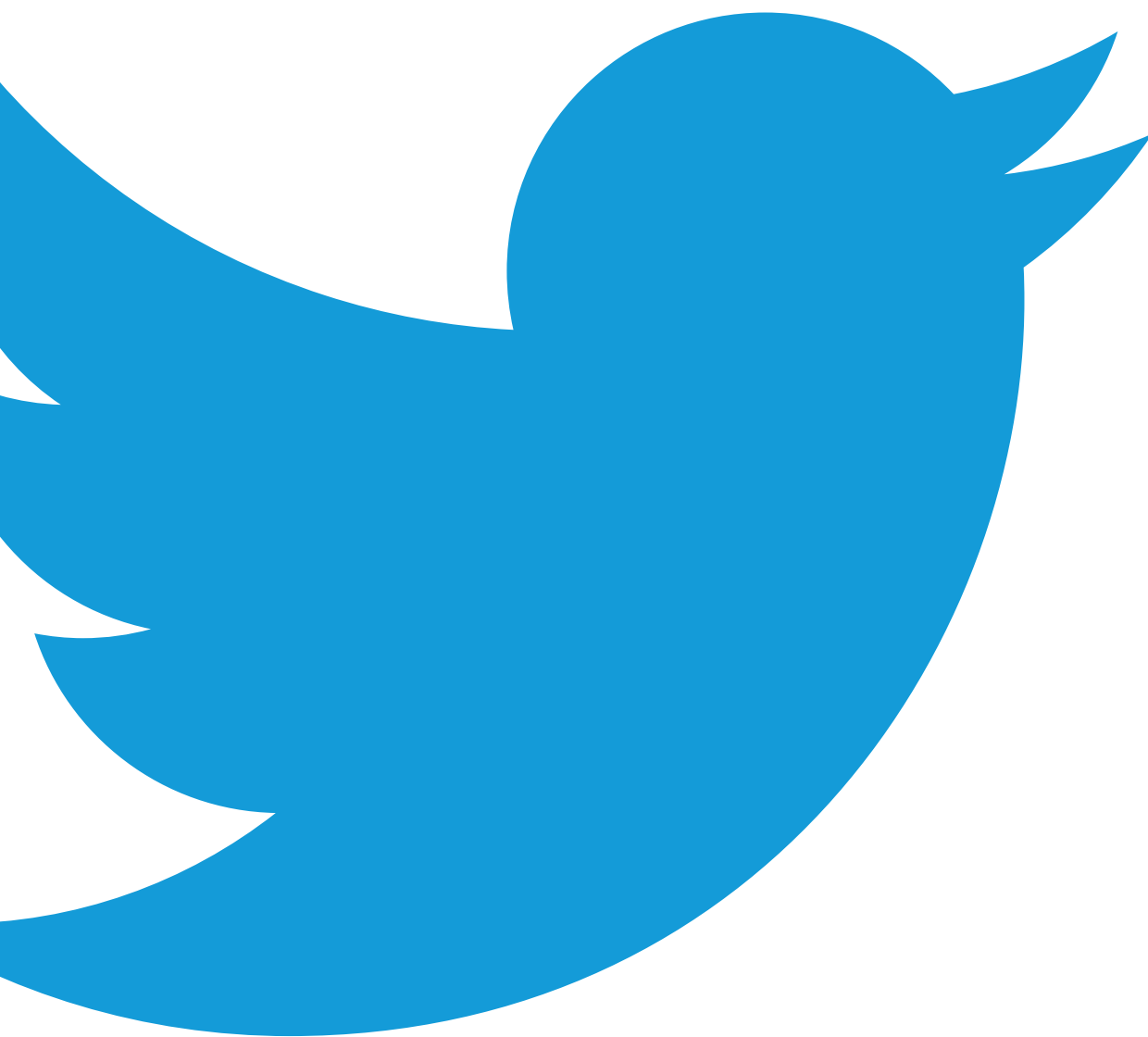
Thailand

10.2%

TWITTER PERFORMANCE

DATE:

SEPTEMBER 2020 - JULY 2022





11,611  
FOLLOWERS + 10,443

Total Impressions

25,467,379

AVG. Impressions: 40,106 / Post

Total Engagement

188,080

 18,079  310  51,426  17,687

Detail Expand: 2,054 | Profile Clicks: 16,020 | URL Clicks: 3,967

Hashtag Clicks: 1,455 | Media Views: 61,880

Engagement Rate

0.74%

A metric used to gauge the level of engagement generated from created content or a brand campaign.

Our Followers by Country Distribution

99%

of Twitter followers are in India, Bangladesh, Indonesia, Philippines, Afghanistan.



India

2,868



Bangladesh

1,476



Indonesia

1,155



Philippines

852



Afghanistan

834



HIGHLIGHT ORGANISATIONS AND PEOPLE ENGAGED WITH US



Zartaj Gul Wazir
Minister of State for
Climate Change,
Government of Pakistan



Yumna Maumoon
Minister of Arts,
Culture and Heritage
Maldives



Demberel Sambuu
Director of Economic
Research and Training at
Central Bank of Mongolia



Tim Jenkins
Country Director
People in
Need Mongolia



Эрдэнийн ЛХАГВА
Activist



Human Rights
Activist, Author of
The Green Eyed Lama



Social Media
Activist, Columnist,
Blogger



Bruce Pannier
Correspondent



Jana Zilkova
Head of Mission,
Caritas Czech Republic
in Mongolia



Badruddeen Naseem
Diplomat for Ministry
of Foreign Affairs



adelphi



IGES



Interreg Europe



Plastics Impact



SwitchMed



ABTO Bhutan



Cover Mongolia



Capacity4dev



CSCP



**ArcTop Labs
Pvt Ltd**



Yayasan Plan International Indonesia



Hivos Southeast Asia



Switch Garment



GIZ



TERI



greenweek



Forum for the Future



UNIDO Brussels



People In Need (PIN) Mongolia



People in Need



Fashion Revolution



ICLEI South Asia



UN-Habitat



The Maldives National University



Build Up Nepal



Green Economy Coalition



World Wide Fund for Nature



Mercy Corps



United Nations ESCAP



Sustainable Textile Production



UNESCO



Rare



Habitat for Humanity



Normative



HIGHLIGHT EU PEOPLE AND DELEGATIONS ENGAGED WITH US



Chantal Marijnissen
Head of Unit 4
Environment, DG INTPA



Igor Driesmans
Ambassador of
the European Union
to ASEAN



Nona Deprez
Ambassador of the
European Union to Nepal



Giuseppe Busini
Deputy Chief of
Mission, EU Delegation
to Thailand



Charlotte Adriaen
Ambassador of the
European Union to
Uzbekistan



Koen Doens
Managing Director
of EU Commission



Eduard Auer
Ambassador of the
European Union to
Kyrgyzstan



Axelle Nicaise
European Union
Ambassador to Mongolia



Ranieri Sabatucci
Ambassador of the
European Union to
Myanmar



Androulla Kaminara
Ambassador of the
European Union to
the Islamic Republic
of Pakistan



**EU Delegation
to Mongolia**



**EU in
Indonesia**



EU in India



EU in Pakistan



**EU in the
Maldives**



**EU in
Sri Lanka**



EU in Malaysia



**EU in
Kazakhstan**



EU in Nepal



EU in Uzbekistan



EU in Thailand



EU in Vietnam





Highlight of the Month

September 2020



SWITCH-Asia Video: Our Mission and SCP Work

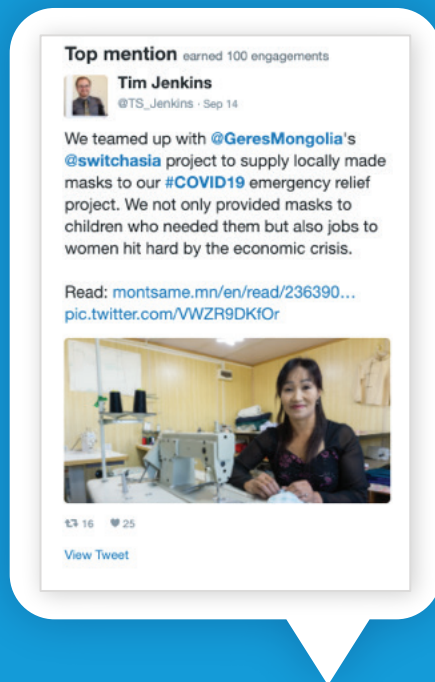
TOP TWEET

2,962

impressions

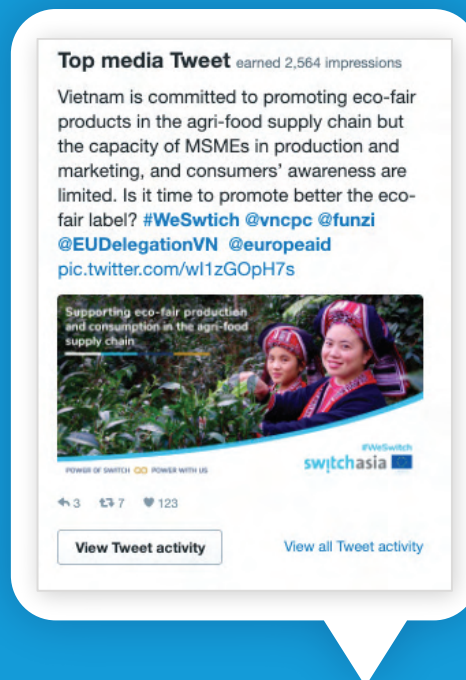
COVID-19 Response in Mongolia

Top Mention
(100 Engagements)



Eco-Fair Grant Project Vietnam

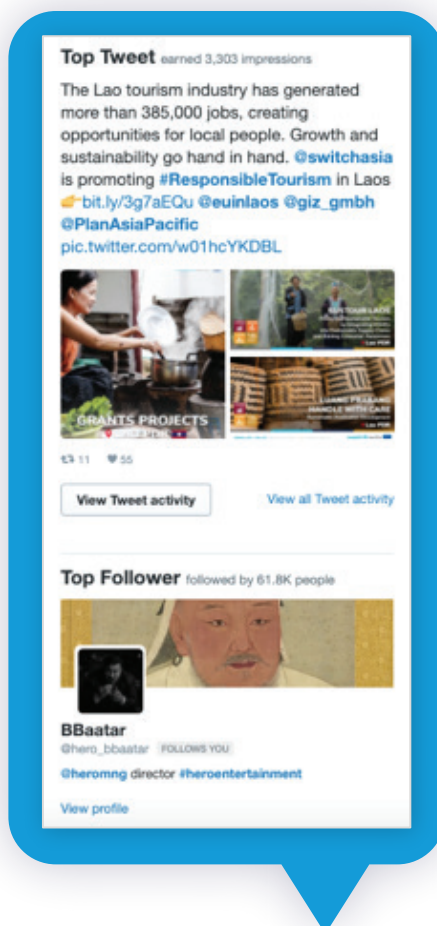
Top Media Tweet
(2,564 Impressions)





Highlight of the Month

October 2020



Sustainable Tourism Grant Projects in Lao PDR

TOP TWEET

3,303

impressions

SPRIM Mongolia Grant Project

Top Mention

(105 Engagements)

Top mention earned 105 engagements



Tim Jenkins

@TS_Jenkins · Oct 20

Please take notice of the most creative, and sustainable, invitation ever! Well done, @CharitaCesko, @EUinMongolia, @switchasia, and @CzechMFA 🙌

I look forward to learning more about your contributions to the waste management sector in #Mongolia.

pic.twitter.com/2zFvmiyA4b



1 5 17

[View Tweet](#)

Energy Efficiency Global Trend

Top Media Tweet

(3,044 Impressions)

Top media Tweet earned 3,044 impressions

On 5 October @switchasia is celebrating World Energy Efficiency Day. Join us, it doesn't take much energy to save energy! Some tips for when you're washing and drying your clothes bit.ly/341uHh0 #WeSwitch #SCP #FashionSustainability #energysaving @europeaid pic.twitter.com/T8U68y0jIG



9 202

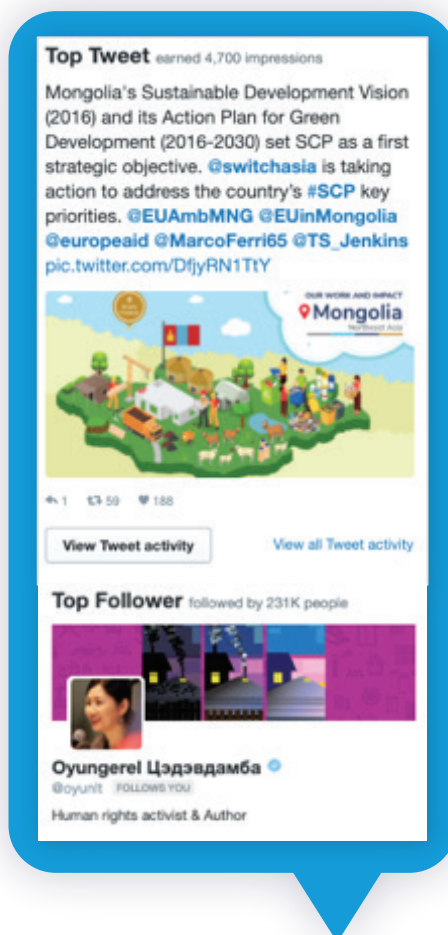
[View Tweet activity](#)

[View all Tweet activity](#)



Highlight of the Month

November 2020



Mongolia Country Impact

TOP TWEET

4,700

impressions

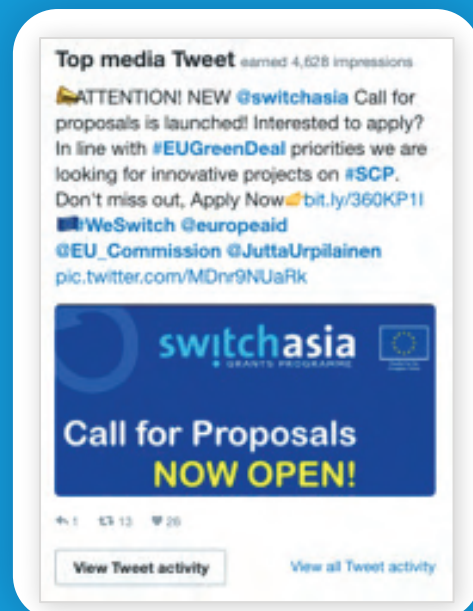
SWITCH-Asia Call for Proposals

Top Mention
(463 Engagements)



SWITCH-Asia Call for Proposals

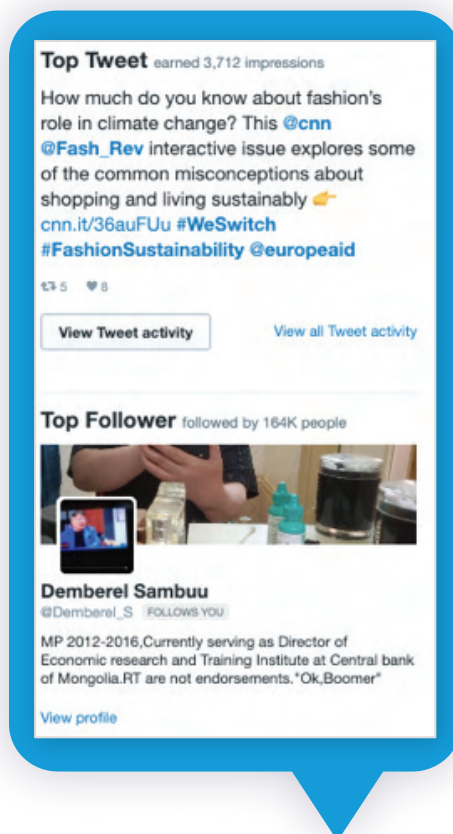
Top Media Tweet
(4,628 Impressions)





Highlight of the Month

December 2020



Fashion's Role in Climate Change

TOP TWEET

3,712

impressions

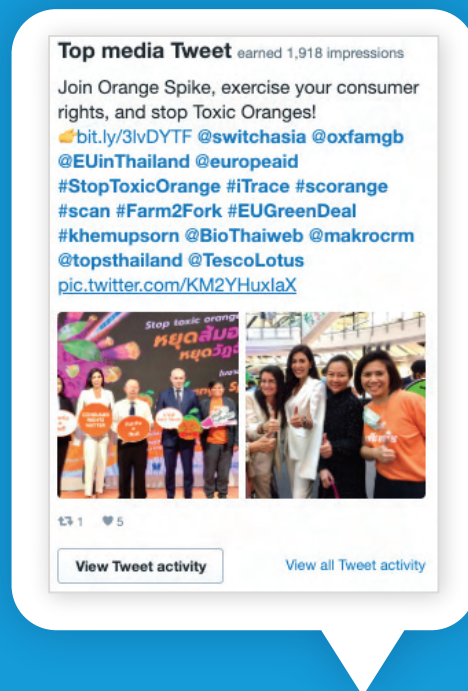
BhoomiKa India Grant Project

Top Mention
(119 Engagements)



Dear Consumers Campaign in Thailand Grant Project

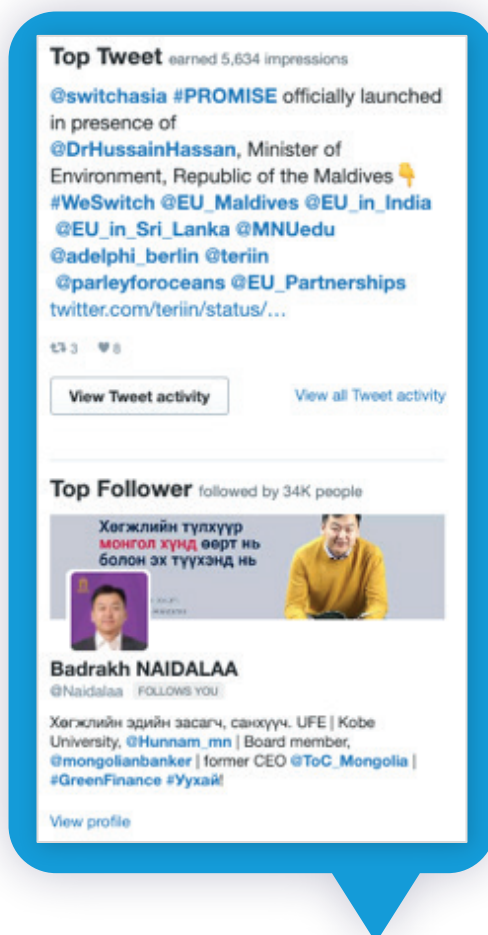
Top Media Tweet
(1,918 Impressions)





Highlight of the Month

January 2021



PROMISE Maldives, India, Sri Lanka Grant Project Launch

TOP TWEET

5,634

impressions

PROMISE Maldives, India, Sri Lanka Grant Project Launch

Top mention earned 187 engagements

TERI
@terlin · Jan 25

Prevention of Marine Litter in the Lakshadweep Sea (PROMISE) is a 4-year project supported by the European Union under the @switchasia Programme. The project activities target tourism clusters located along the Lakshadweep shorelines in the Maldives, Sri Lanka and India pic.twitter.com/bX9HF31ppm



🔗 5 ❤️ 6

[View Tweet](#)

Top Mention
(187 Engagements)

Fashion Sustainability Grant Projects in Mongolia

Top Media Tweet
(4,227 Impressions)

Top media Tweet earned 4,227 impressions

Sustainability has become the buzzword in the fashion industry but few understand what this really means. @switchasia #FashionSustainability in practice bit.ly/2ELsIDb #WeSwitch @EUinMongolia @uni_eropa @EUinMalaysia @SustainableTex2 @AVSF_ONG @KoenDoens pic.twitter.com/Rc6nwQQEBx



🔗 25 ❤️ 62

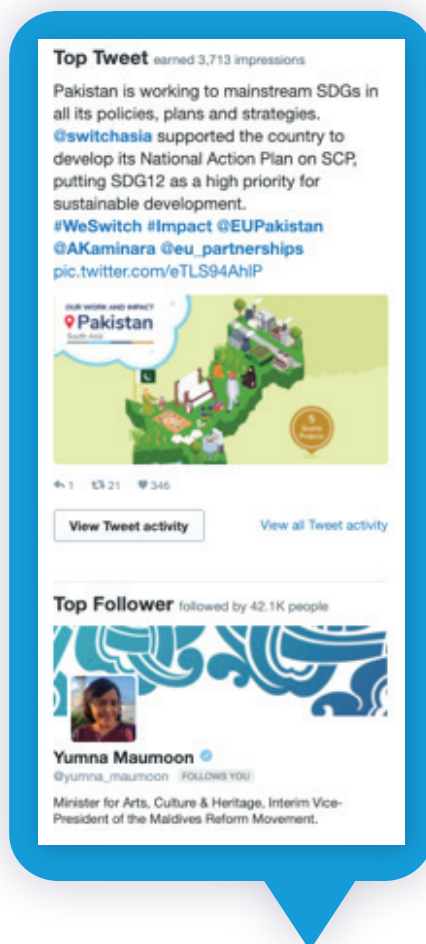
[View Tweet activity](#)

[View all Tweet activity](#)



Highlight of the Month

February 2021



Pakistan Country Impact

TOP TWEET

3,713

impressions

Pakistan Country Impact

Top Mention (474 Engagements)



Green Spaces Global Trend

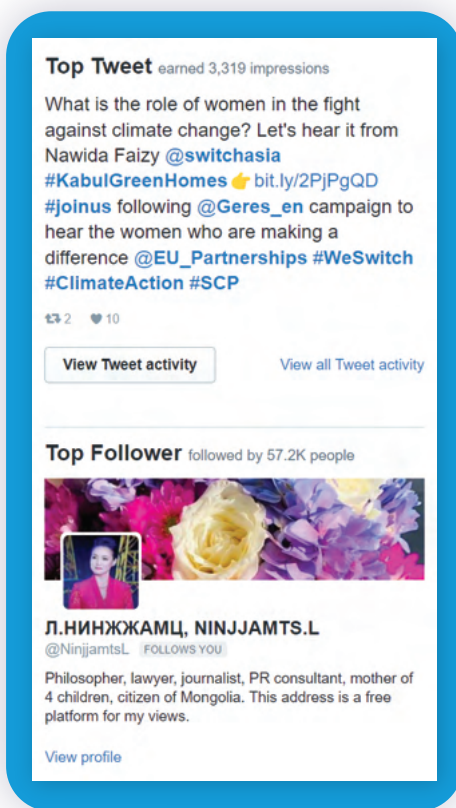
Top Media Tweet (3,548 Impressions)





Highlight of the Month

March 2021



Kabul Green Homes Grant Project: Role of Women in the Fight Against Climate Change

TOP TWEET

3,319

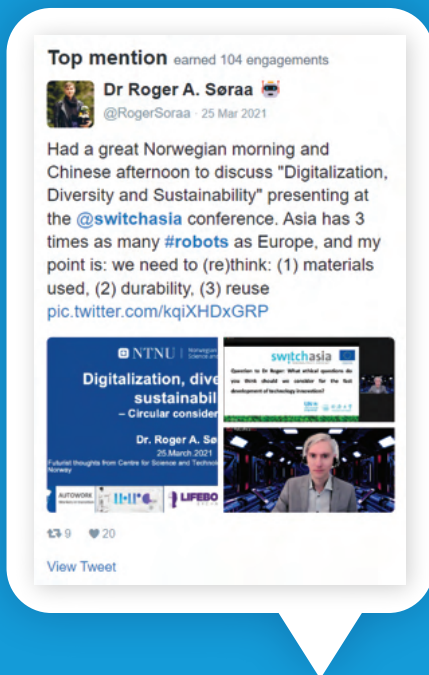
impressions

SCP Framework for ASEAN

Top Media Tweet
(2,927 Impressions)

SWITCH-Asia Event on Digitalisation, Diversity and Sustainability

Top Mention
(103 Engagements)





Highlight of the Month

April 2021



Earth Day Celebration

TOP TWEET

2,812

impressions

Turkmenistan Country Impact

Top Mention
(80 Engagements)

Top mention earned 80 engagements

Turkmenistan is the first country in Central Asia to officially adopt all 17 SDGs and adapt them to national plans for socio-economic development. [#SDG12](#) a must when driving economic growth sustainably. [#WeSwitch](#) [@switchasia](#) [#SCP](#) [@EUinKazakhstan](#) [@eu_partnerships](#) pic.twitter.com/1ZxYIvIaV1



5 6

[View Tweet activity](#)

[View all Tweet activity](#)

Changing Our Food Systems

Top Media Tweet
(2,013 Impressions)

Top media Tweet earned 2,013 impressions

Changing our food system is one of the most impactful decisions and actions we can do to address climate change, create healthy cities, and rebuild biodiversity. This [@circulareconomy](#) learning path shows us how bit.ly/3uJJCaz [#Agrifood](#) [#Farm2Fork](#) [#sustainablecities](#) pic.twitter.com/cJHfSNqQZl



6 16

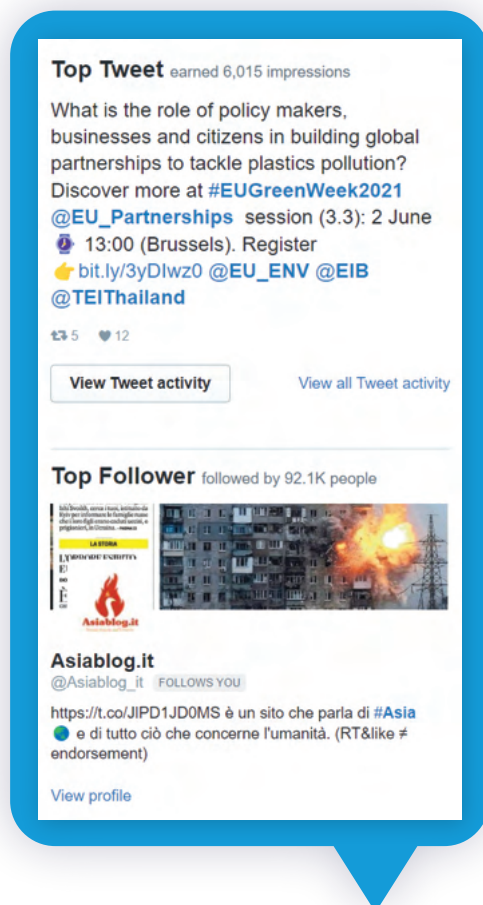
[View Tweet activity](#)

[View all Tweet activity](#)



Highlight of the Month

May 2021



EU Green Week

TOP TWEET

6,015

impressions

SPRIM Mongolia Grant Project

Top Mention
(141 Engagements)



SWITCH-Asia Event on Sustainable Lifestyles

Top Media Tweet
(2,057 Impressions)





Highlight of the Month

June 2021

Top Tweet earned 3,353 impressions

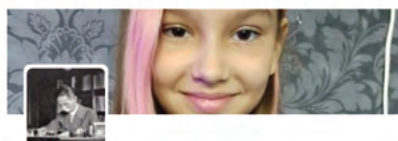
Did you ever wonder about the consequences of your consumption habits? Global plastic use has increased twenty times as much in the past 50 years. Our new video 📺 youtu.be/dQ5kOqEiLI #WeSwitch #managewaste #circular economy @EU_Partnerships @adelphi_berlin @IGES_EN @giz_gmbh

🔄 10 ❤️ 14

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 142K people



Orbis Tertius

@OrbisTertius3 [FOLLOWS YOU](#)

Orbis Tertius is simply a benevolent conspiracy of intellectuals with the aim of creating a new world, Tlön. [@BorgesJorgeL](#)

[View profile](#)

SWITCH-Asia Video: Waste and Plastics in a Circular Economy

TOP TWEET

3,353

impressions

World Environment Day in Pakistan

Top Mention
(194 Engagements)



World Environment Day in Pakistan

Top Media Tweet
(3,165 Impressions)





Highlight of the Month

July 2021



Top Tweet earned 3,301 impressions

Do you wish to learn about all our [@switchasia](#) Grant Projects and how they are making a difference in the world by promoting SCP? Our BOOK is finally out! Discover 📖 bit.ly/3BkD3hN #WeSwitch #TogetherWeCan #SCP #EU @EU_Partnerships @giz_gmbh @adelphi_berlin @IGES_EN

🔗 3 ❤️ 7

[View Tweet activity](#) [View all Tweet activity](#)

Top Follower followed by 26.9K people



Priya Sagar
[@PriyaSa84748549](#) [FOLLOWS YOU](#)
Student
[View profile](#)

SWITCH-Asia Grant Projects Book Edition II Launch

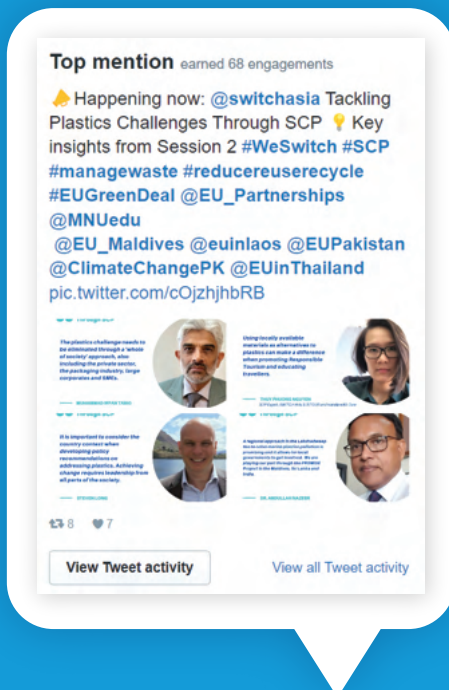
TOP TWEET

3,301

impressions

SWITCH-Asia Event Tackling Plastics Challenges through SCP

Top Mention
(112 Engagements)



**Choose to Re-use
Plastic-packaged
Bathroom
Supplies
Global Trend**

Top Media Tweet
(621 Impressions)





Highlight of the Month

August 2021



SWITCH-Asia Video: Fashion Sustainability in a Circular Economy

TOP TWEET

5,152

impressions

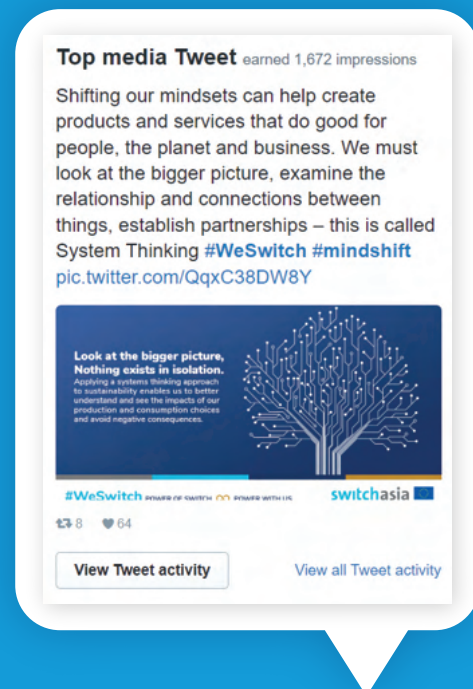
SWITCH-Asia Stakeholder Consultation Workshop Maldives

Top Mention
(185 Engagements)



System Thinking Global Trend

Top Media Tweet
(1,205 Impressions)





Highlight of the Month

September 2021

Top Tweet earned 1,586 impressions

In Mongolia, the amount of waste generation is increasing due to rapid population growth and shifting consumer behaviour. On [#worldcleanupday](#) [@switchasia](#) [#SPRIM](#) is taking action: Reduce, Reuse, Recycle
[bit.ly/3kdIrgm](#) [@JanaZilkova](#)
[@EUinMongolia](#) [@EUambMNG](#)
[@EU_Partnerships](#)

4 8

[View Tweet activity](#) [View all Tweet activity](#)

Top Follower followed by 1.36M people



Harjinder Singh Kukreja [@SinghLions](#) [FOLLOWS YOU](#)

Sikh ੴ | Restaurateur | Influencer with 4 Million Followers | Traveller | Awarded Jewels of Punjab by Ex-PM Dr. Manmohan Singh | My wife: [@harkiratkukreja](#)

[View profile](#)

World Cleanup Day Celebration in Mongolia

TOP TWEET

1,586

impressions

World Cleanup Day Celebration in Mongolia

Top Mention
(112 Engagements)



SWITCH-Asia Event Achieving Sustainable Lifestyles in Thailand

Top Media Tweet
(621 Impressions)





Highlight of the Month

October 2021

Top Tweet earned 1,269 impressions

A circular economy has the potential to contribute to climate change mitigation & adaptation while seizing economic opportunities. On 6 Nov. 🕒 9:30 (Brussels) don't miss our event. REGISTER
👉 bit.ly/3GwUWws #COP26Glasgow
[@chantalmarie7](#) [@JanaZilkova](#)
[@ClimateChangePK](#) [@ADB_HQ](#)

🔗 1 ❤️ 6

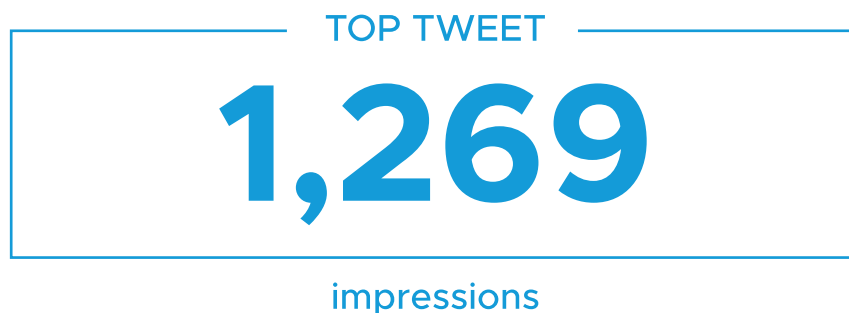
[View Tweet activity](#) [View all Tweet activity](#)

Top Follower followed by 12.3K people

Baptist Papuan
[@Bonom99](#) [FOLLOWS YOU](#)
Baptist Church | Lanny Tribe | West Papua
[View profile](#)

“Dulu OPM, Sekarang namanya UPMWP”
Victor Mambor

COP26 Glasgow Side Event



Switching On the Green Economy Mongolia New Grant Project Announced

Top Mention
(185 Engagements)

Top mention earned 185 engagements



Tim Jenkins

@TS_Jenkins · Oct 28

It was a pleasure to meet HE @SaranchimegUB yesterday. I was thrilled to share that our @switchasia proposal, "Switching on the Green Economy", was approved! I'm grateful for her readiness to collaborate with our incoming project & shared commitment to protect our planet. pic.twitter.com/mGgTmiiTYO



1 13 27

View Tweet

World Habitat Day Celebration

Top Media Tweet
(1,205 Impressions)

Top media Tweet earned 1,205 impressions

Cities in Asia and the Pacific are some of the most vulnerable to climate change, with many already feeling the impact of rising temperatures. On #WorldHabitatDay let's celebrate those who are taking action in cities and communities to win the race of #ClimateAction #WeSwitch pic.twitter.com/Wft0fPF9FF



4 4

View Tweet activity

View all Tweet activity



Highlight of the Month

November 2021



**Jutta Urpilainen,
European Commissioner for
International Partnerships visiting
RUTSIS Grant Project in Tajikistan**

TOP TWEET

3,920

impressions

SWITCH-Asia Youth Dialogue India

Top Media Tweet
(1,116 Impressions)



**Jutta Urpilainen,
European
Commissioner for
International
Partnerships visiting
RUTSIS
Grant Project
in Tajikistan**

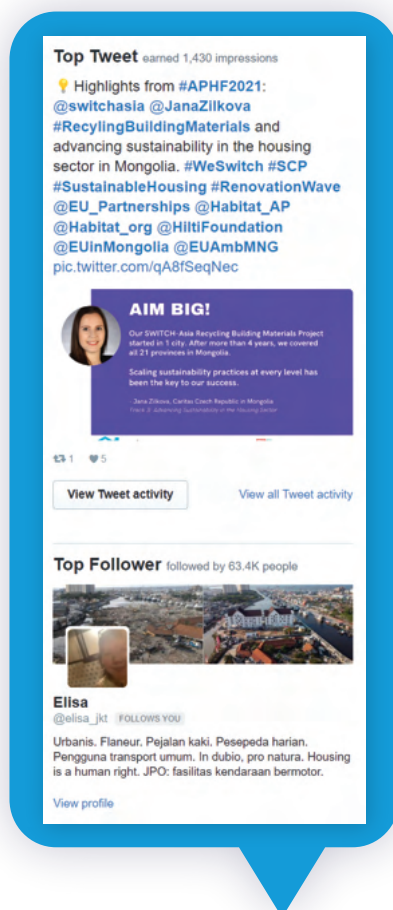
Top Mention
(150 Engagements)





Highlight of the Month

December 2021



Asia Pacific Housing Forum Showcasing Grant Project in Mongolia

1,430

impressions

Top mention earned 66 engagements



Jana Zilkova

@JanaZilkova · Dec 14

Living and working in Mongolia is an adventure 🌟 Today, we drove many hours and finally reached Bulgan province. We have visited 2 schools and 3 kindergartens implementing eco projects. They are doing a splendid job 🙌 Thanks to @EUinMongolia & @switchasia 🇺🇳❤️
pic.twitter.com/ePzQbDqJH7



👤 1 🗨️ 7 ❤️ 20

[View Tweet](#)

SPRIM Mongolia Eco Projects in Schools

Top Mention
(66 Engagements)

Buildup Nepal SCP Award Winner Asia Pacific Housing Forum

Top Media Tweet
(1,075 Impressions)

Top media Tweet earned 1,075 impressions

Millions of Nepali families suffer from unsafe houses and lack of jobs. @BuildupNepal is making a difference in people's lives by replacing carbon-intensive fired bricks with eco-friendly earth bricks. Discover more 🙌
bit.ly/31TS90F @switchasia @Habitat_AP @Habitat_org pic.twitter.com/VO4vc2BO24



👤 2 🗨️ 4 ❤️ 10

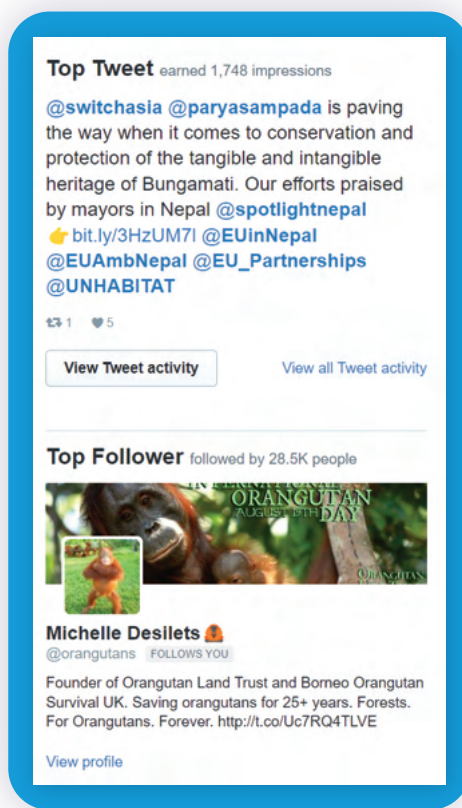
[View Tweet activity](#)

[View all Tweet activity](#)



Highlight of the Month

January 2022



PARYA Sampada Nepal Protection of Bungamati's Heritage

TOP TWEET

1,748

impressions

Switch On the Green Economy Mongolia Grant Project Launch

Top Mention
(57 Engagements)



Prevent Plastics Myanmar Grant Project Story

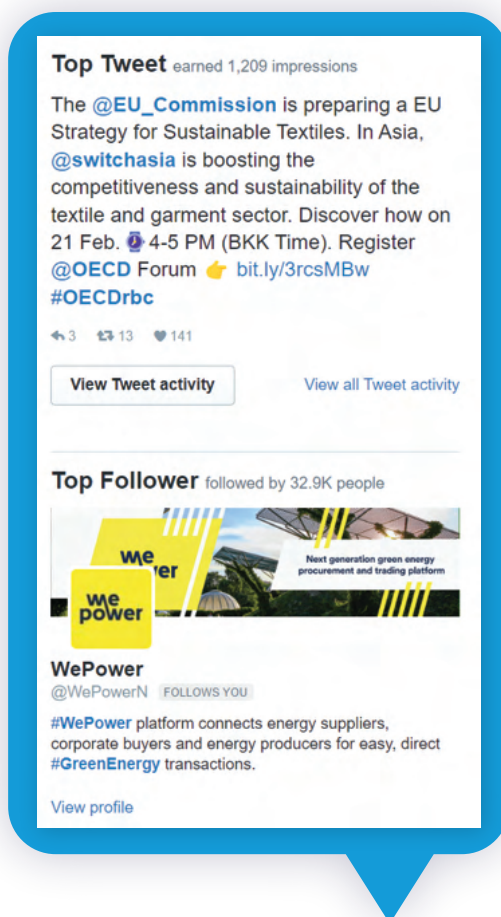
Top Media Tweet
(769 Impressions)





Highlight of the Month

February 2022



SWITCH-Asia Session at OECD Forum on Garments

TOP TWEET

1,209

impressions

Top mention earned 150 engagements

Do you have a circular economy project or idea that you would like to promote and share with the Global Circular Economy community? Join the conversation. Register

👉 switch-asia.eu/event/circular...

@CEStakeholderEU @EU_Commission
@EU_ENV @EU_Growth @EU_EESC
@Europe2022FR @switchasia

👤 5 🔄 7 ❤️ 95

[View Tweet activity](#)

[View all Tweet activity](#)

SWITCH-Asia at EU Circular Economy Talks

Top Mention
(150 Engagements)

SWITCH-Asia Event on Green Building in Bangladesh

Top Media Tweet
(965 Impressions)

Top media Tweet earned 965 impressions

Participation of a broad range of stakeholders shows the great interest in green buildings and willingness to cooperate on this important topic that has the potential to set the housing boom in Bangladesh on a sustainable pathway - Anton Barckhausen
@adelphi_berlin @switchasia
pic.twitter.com/yeI3weWDae



🔄 2 ❤️ 2

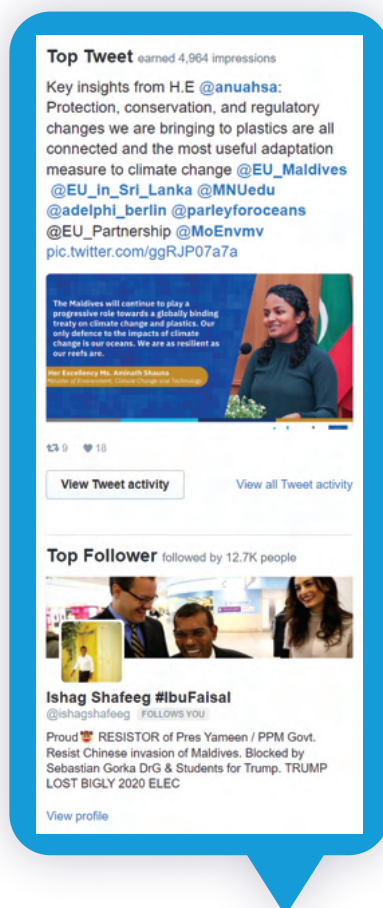
[View Tweet activity](#)

[View all Tweet activity](#)



Highlight of the Month

March 2022



SWITCH-Asia Event on Plastics in the Maldives

TOP TWEET

4,964

impressions

Low Carbon Rice Indonesia Grant Project

Top Mention
(91 Engagements)



SWITCH-Asia Webinar on Behaviour Centred Design

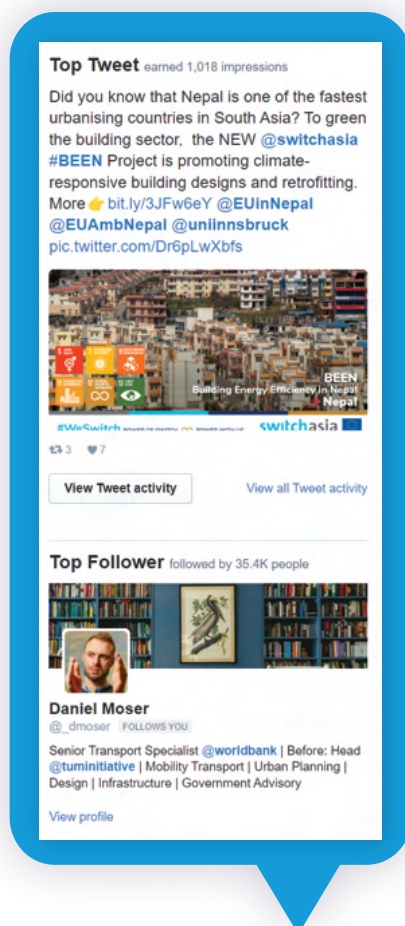
Top Media Tweet
(2,057 Impressions)





Highlight of the Month

April 2022



BEEN Nepal Grant Project

TOP TWEET

1,018


impressions

SWITCH-Asia

Video: Mission and SCP Work

Top Mention
(320 Engagements)

Top mention earned 320 engagements

Did you ever wonder how your life choices can affect other people's lives? Our [@switchasia](#) experience has taught us that everyone has a responsibility to deliver a healthier planet to future generations 🙌
[bit.ly/3DAs2KY](#) [@EU_Partnerships](#)
POWER OF SWITCH  POWER WITH US

🔄 1 🗨️ 15 ❤️ 263

[View Tweet activity](#)

[View all Tweet activity](#)

Promoting Circularity in the Tamil Nadu Leather Clusters for Solid Waste Management Grant Project India

Top Media Tweet
(840 Impressions)

Top media Tweet earned 840 impressions

This NEW project [@switchasia](#) is establishing pilot demonstrations on circular market-based models for processing solid waste generated from leather tanning and finishing practices in the Tamil Nadu leather clusters. More 🙌 [bit.ly/3L1owMg](#)
[@AsiaSolidaridad](#) [@EU_in_India](#)
[pic.twitter.com/mEHvWHKD8c](#)



🔄 1 🗨️ 17 ❤️ 237

[View Tweet activity](#)

[View all Tweet activity](#)



Highlight of the Month

May 2022

Top Tweet earned 1,451 impressions

Field visits start at [@switchasia](#) [#SOG](#).
The team has met an inspiring entrepreneur
who is tackling climate change through her
circular agri-food business. Discover more

👉 [bit.ly/3wjUgHT](#) [@EUAmbMNG](#)
[@EUinMongolia](#) [@EU_Partnerships](#)
[@people_in_need](#) [@PINinMongolia](#)
[@TS_Jenkins](#)

🔄 12 ❤️ 16

[View Tweet activity](#)

[View all Tweet activity](#)

Top Follower followed by 13.5K people



nyamkhuu banzragch

[@Nyamkhuulnga](#) [FOLLOWS YOU](#)

Эрүүл биед Саруул ухаан. Туйлбаргүй үнэн үг шүү. ❤️

SOG Mongolia Grant Project

TOP TWEET

1,451

impressions

World Fair Trade Celebration

Top Mention
(104 Engagements)



World Fair Trade Celebration

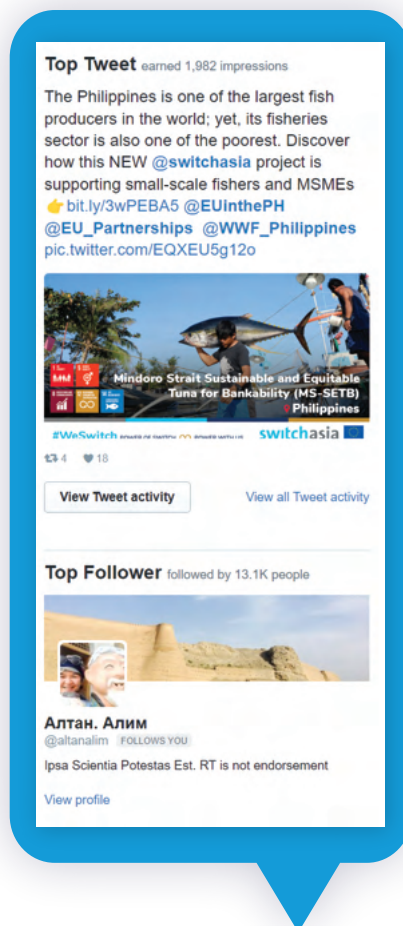
Top Media Tweet
(928 Impressions)





Highlight of the Month

June 2022



MS-SETB Philippines Grant Project

TOP TWEET

1,982

impressions

Prevent Plastics Myanmar Teacher Handbook on Waste Management

Top Mention
(137 Engagements)



World Food Safety Day Celebration

Top Media Tweet
(907 Impressions)





Top Post Performance



INDONESIA

TOP IMPRESSION

409,154

Indonesia

TOP LIKE



♥ 490

Transitions to circular economy practices in the textile sector

TOP RETWEET



↻ 43

Cambodia

TOP User Profile Clicks



📍 796

Indonesia



109
POSTS

RESOURCE LIBRARY: Top Engagement rate

1



ONE PLANET VISION FOR
A RESPONSIBLE RECOVERY OF
THE TOURISM SECTOR



One planet
travel with care

One Planet Vision for A Responsible Recovery of the Tourism Sector

TOP CLICKS



345



Level(s) A common language for Sustainable Buildings

Top Clicks

 225



What is Responsible Travel

Top Clicks

 199



Farm to Fork Strategy

Top Clicks

 143



Sustainable Waste Management in a Circular Economy

Top Clicks

 143



53
POSTS

NEWS AND STORIES: Top Engagement rate

1



**Success Stories from
PARYA SAMPADA in Nepal**
Engagement Rate

9.5%



PROMISE Beach Cleanup India

Engagement Rate

7.7%



World Resource Forum

Engagement Rate

5.8%



Cambodia High-Level Mission

Engagement Rate

5.0%



47
POSTS

GLOBAL TREND: Top Engagement rate

1



switch-asia @switchasia · Apr 28, 2021

Replacing one disposable product (e.g. made of plastic) with another disposable product made of a different material (e.g. paper) will likely transfer the burdens and create other problems. Shift production to more circular and sustainable commodities. [#ManageWaste](#) [#SCP](#)

The number of times a plastic bag is used can reduce its environmental impact

If a bag is used for shopping twice instead of once, it has only half the environmental impact per shopping round. Using it for other purposes, for example to throw your trash, will also help reduce its impact on the environment.


Reusable
Bag



[#WeSwitch](#)

POWER OF SWITCH  POWER WITH US

switchasia 



4

36



Disposable Products Engagement Rate

6.9%



Take Action and Raise Awareness on Green Urban Spaces

Engagement Rate

5.9%



Be Eco-conscious

Engagement Rate

5.6%



Choose Circular Fashion

Engagement Rate

2.6%



Avoid Microplastics

Engagement Rate

2.1%



47
POSTS

EVENTS & CONFERENCES: Top Engagement rate

1



Asia Pacific Housing Forum Innovation Awards Video Engagement Rate

17.7%



2

Switch Garment Cambodia Grant Project at OECD Forum

Engagement Rate

11.1%



3

SWITCH-Asia Agri-food Event

Engagement Rate

6.6%



4

SWITCH-Asia Multi-stakeholder Consultation Bangladesh

Engagement Rate

6.3%



23
POSTS

COUNTRY IMPACT: Top Engagement rate

1

switch-asia
@switchasia

Sri Lanka recognizes SCP as necessary to sustainably enhance its economic development. This is reflected in the country's National Policy and Strategy on SCP supported by @switchasia #WeSwitch #Impact #SCP @EU_in_Sri_Lanka @eu_partnerships



Sri Lanka
Engagement Rate

4.4%

2

switch-asia
@switchasia

Pakistan is working to mainstream SDGs in all its policies, plans and strategies. @switchasia supported the country to develop its National Action Plan on SCP, putting SDG12 as a high priority for sustainable development.

#WeSwitch #Impact @EUPakistan
@AKaminara @eu_partnerships



Pakistan

Engagement Rate

2.9%

3

switch-asia
@switchasia

With @switchasia support, Thailand's SCP Roadmap 2017-2036 was approved as the guideline to improve capacity of resource efficiency, inclusive growth and GHGs emission reduction. Our Brief bit.ly/2Hg4X7c

#WeSwitch #Impact @EUinThailand
@EUAmbASEAN @europeaid



Thailand

Engagement Rate

2.3%

4

switch-asia
@switchasia

Malaysia has been recognised in Asia for its innovative policy changes to switch to SCP, promote green growth and sustainable development. The National SCP Blueprint (2016-2030) guides the country towards these goals. #WeSwitch #Impact @EUinMalaysia @eu_partnerships



Malaysia

Engagement Rate

2.2%

5

switch-asia
@switchasia

Adoption of SCP practices is key for sustaining Vietnam's economic growth while ensuring environmental protection and effective use of natural resources bit.ly/3lwew1s #WeSwitch #SCP #Vietnam @EUDelegationVN @EUinASEAN



Vietnam

Engagement Rate

1.8%



49
POSTS

GRANT PROJECTS: Top Engagement rate

1



Projects in Malaysia

Engagement Rate

15.8%

2



SAFE China

Engagement Rate

14.9%

3

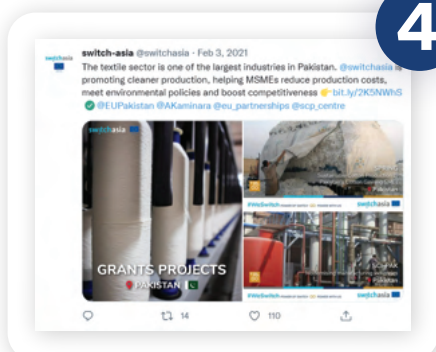


eECHO China

Engagement Rate

11.3%

4



Projects in Pakistan

Engagement Rate

10.5%

5



Multi-Country

Engagement Rate

9.1%

6



China

Engagement Rate

8.7%

7



Indonesia

Engagement Rate

7.9%

8



India

Engagement Rate

7.1%

9

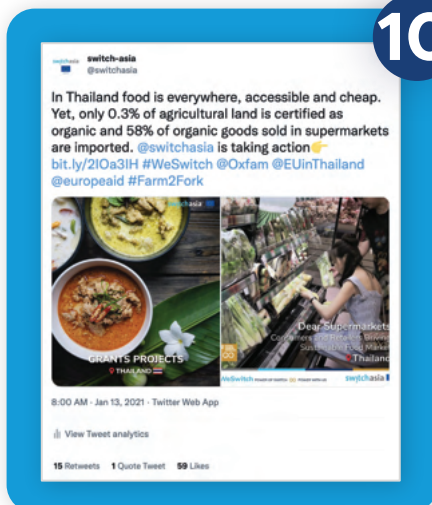


India

Engagement Rate

7.0%

10



Thailand

Engagement Rate

6.9%

VIDEO CONTENT:



Reach:

352,260



Engagement:

289

SWITCH-Asia Mission and SCP Work

September 21, 2020

Likes: **223**

Shares: **60**

Comments: **6**

Views: **282,635**

Engagement Rate. **80%**



Reach:

249,385



Engagement:

149

Sustainable Housing and Building

February 10, 2021

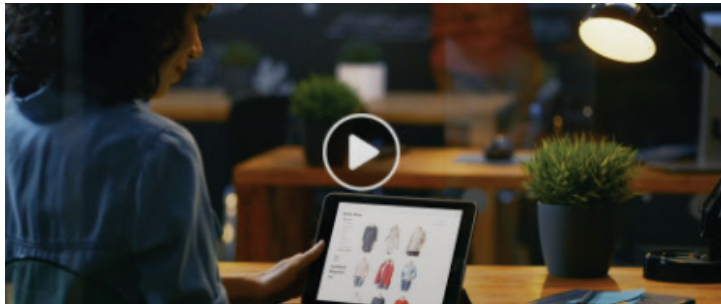
Likes: **119**

Shares: **28**

Comments: **1**

Views: **220,000**

Engagement Rate. **88%**



Reach:
224,535

Engagement:
251

Waste and Plastics in a Circular Economy

June 11, 2021

Likes: **193**

Shares: **50**

Comments: **8**

Views: **175,633**

Engagement Rate. **78%**



Reach:
3,274

Engagement:
106

Fashion Sustainability in a Circular Economy

February 10, 2021

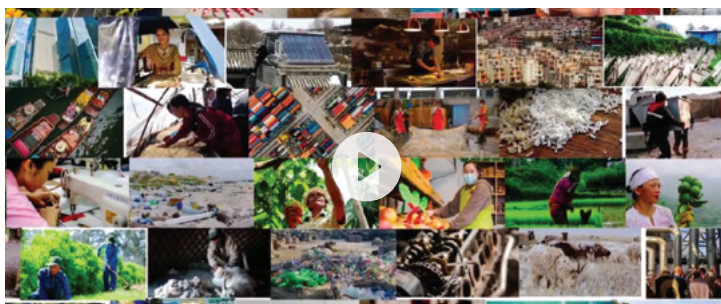
Likes: **78**

Shares: **23**

Comments: **5**

Views: **1,035**

Engagement Rate. **32%**



Reach:
5,177

Engagement:
60

Behavioural Changes for Sustainable Lifestyles

April 4, 2022

Likes: **46**

Shares: **14**

Comments: **5**

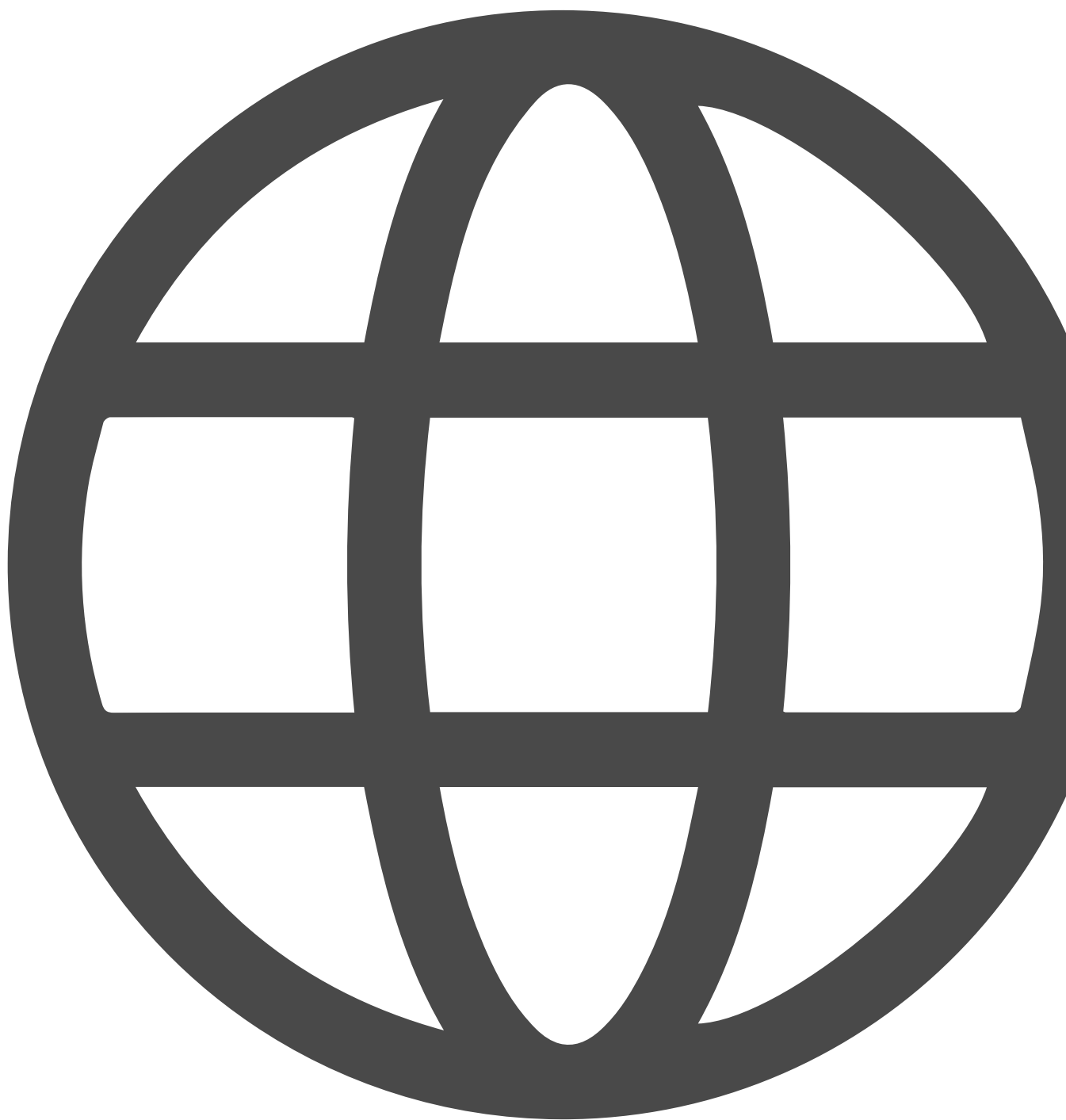
Views: **1,900**

Engagement Rate. **37%**

WEBSITE PERFORMANCE

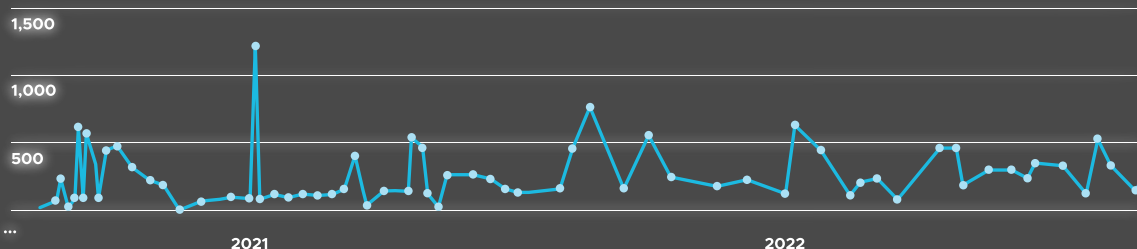
DATE:

SEPTEMBER 2020 - JULY 2022



**In September 2020
we started from: 3,872 users**

Sep 1, 2020 - Jul 31, 2022 : ● Users



USERS

 **119,128**

NEW USERS

 **118,828**

PAGE VIEWS

 **307,163**

COUNTRY

99%

of Website audience
is in India, United States,
Thailand, Pakistan, Bangladesh.



India

11.85%



United States

9.45%



Thailand

5.11%



Pakistan

4.68%



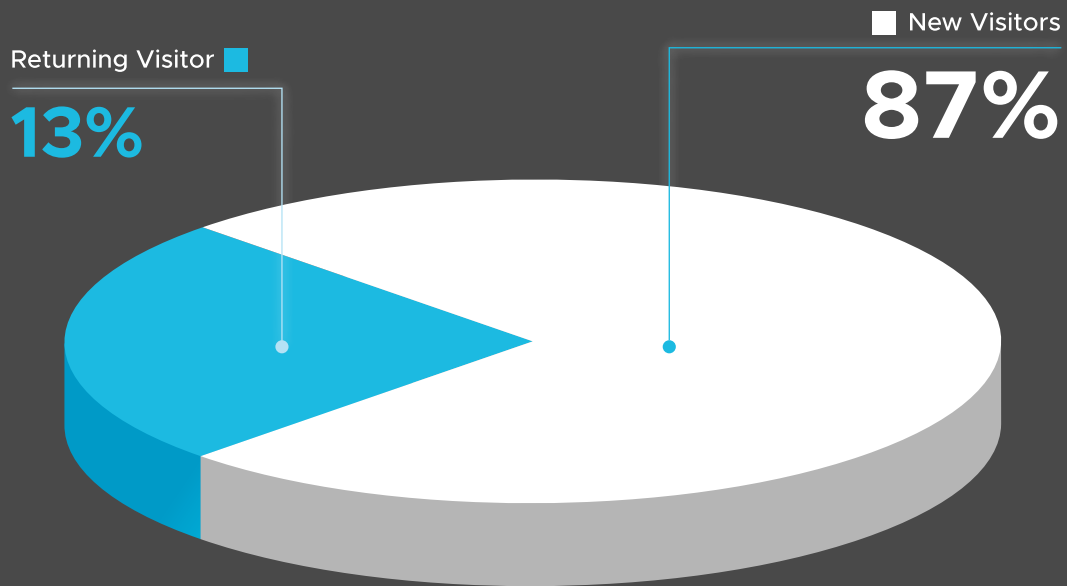
Bangladesh

4.59%

NOTE: Figures from United States may be due to VPN access by users in Asia.

WEBSITE PERFORMANCE

(September 1,2020 – July 31,2022)



Session ⁽¹⁾ : **166,480 Session**

No. of Session per User ⁽²⁾ : **1.40%**

Pageviews ⁽³⁾ : **307,163 Time**

Avg. Session Duration ⁽⁴⁾ : **1.53 Minutes**

Bounce Rate ⁽⁵⁾ : **74.72%**

(1) A group of user interactions with the website that take place within a given time frame.

(2) The total number of sessions divided by the total number of users.

(3) The total number of pages viewed.

(4) The average length of sessions on a website.

(5) The percentage of visitors that leave a webpage without taking an action, such as clicking on a link, filling out a form, and etc.

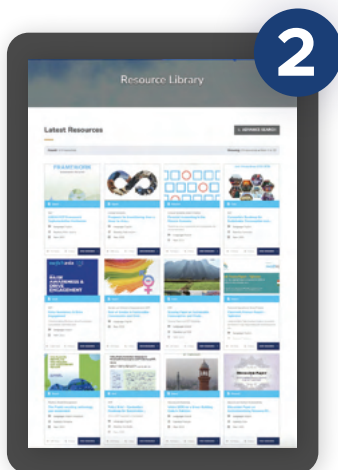
TRAFFIC OVERVIEW

	USERS	NEW USERS	SESSIONS
1. Organic Search	46.51%	46.07%	49.72%
2. Direct	25.73%	26.67%	25.65%
3. Social Media	23.55%	23.68%	19.96%

PAGE VIEW PERFORMANCE – RESOURCE LIBRARY



What is the European Green Deal?



Resource Library



International Platform on Sustainable Finance (IPSF)



Vietnam National Action Plan on SCP



ILO Sectoral Brief



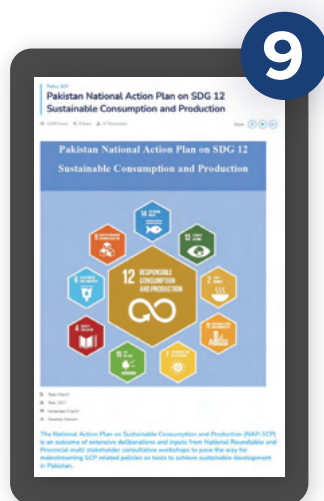
EU Grant Projects Book Promoting SCP 2008-2024



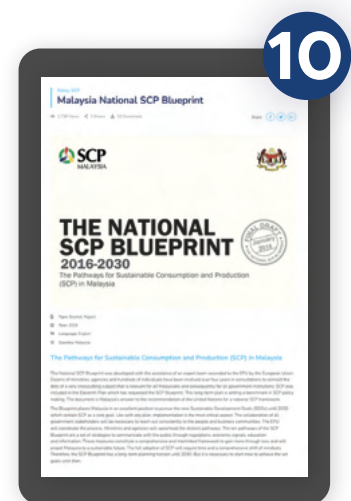
Sustainable Waste Management in a Circular Economy



Impact of COVID-19 Pandemic on SMEs in Food and Beverage Sector, Myanmar 2020



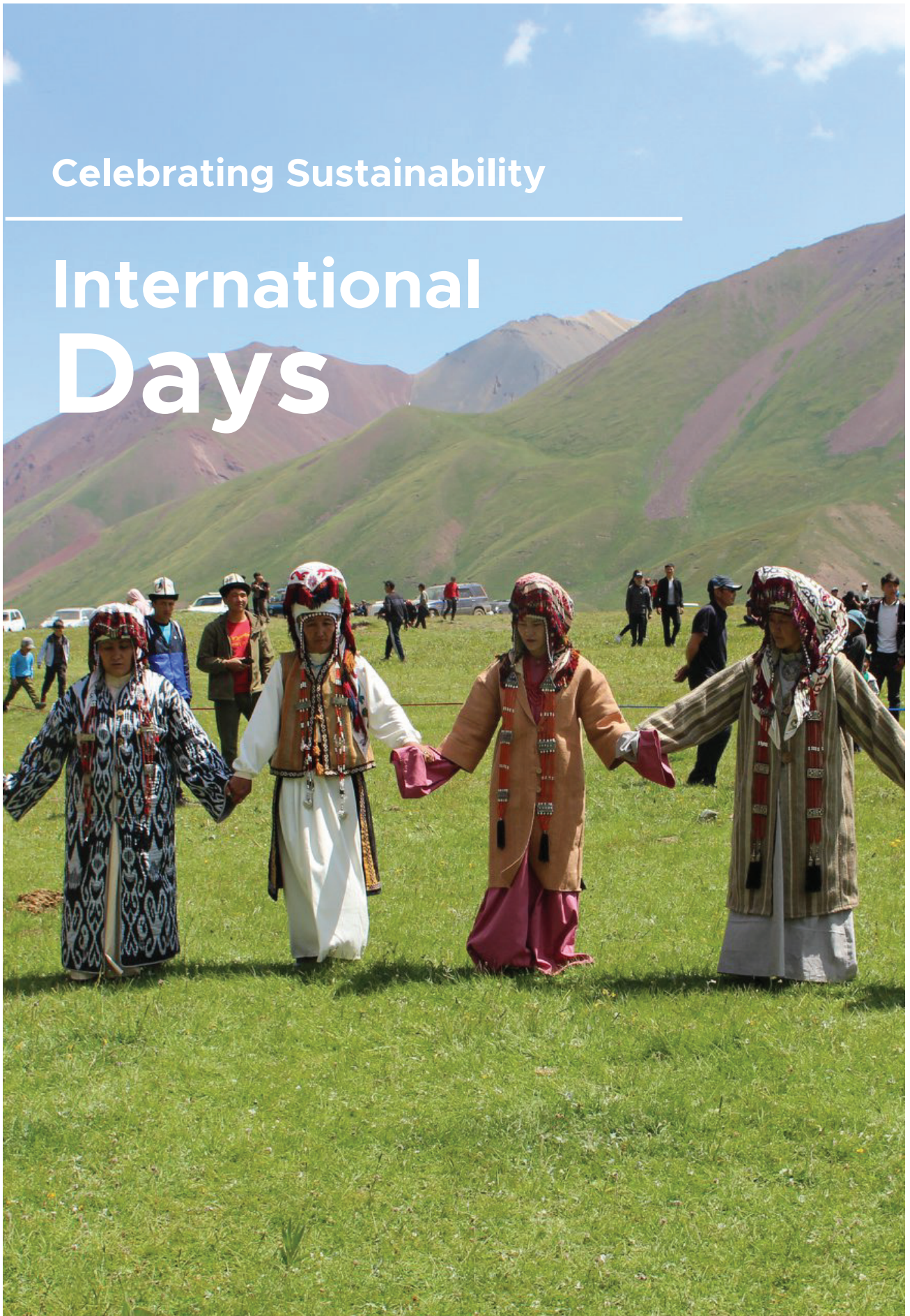
Pakistan National Action Plan on SDG 12



Malaysia National SCP Blueprint

Celebrating Sustainability

International Days





9
POSTS

INTERNATIONAL DAYS: Top Engagement Rate



International e-Waste Day

Engagement Rate

♡ 13.2%



2



World Habitat Day

Engagement Rate  5.6%

3



World Energy Efficiency Day

Engagement Rate  5.4%

4



World Food Day

Engagement Rate  5.3%

5



World Food Safety Day

Engagement Rate  4.3%



1



World Clean up Day

Engagement Rate

4.2%

2



EU Beach Cleanup Day

Engagement Rate

3.6%

3



International e-Waste Day

Engagement Rate

3.2%

4



World Food Day

Engagement Rate

2.9%



SUMMARY (Phase1)

TIMELINE

GOAL SEP 2020 – AUG 2021

RESULTS 12/12 Months

STATUS **Completed**

FACEBOOK

GOAL 300,000 Followers 5,000,000 Impressions

RESULTS 300,154 Followers 20,930,567 Impressions

STATUS **Succeeded** **Succeeded**

TWITTER

GOAL 10,000 Followers 500,000 Impressions

RESULTS 10,000 Followers 23,633,220 Impressions

STATUS **Succeeded** **Succeeded**

VIDEO PRODUCTION

GOAL 4 Clips

RESULTS 4 Clips

STATUS **Completed**

WEBSITE

GOAL Before 3,000 Session/Month

RESULTS 9,301 Sessions/Month

STATUS **Ongoing**



SUMMARY (Phase2)

TIMELINE

GOAL AUG 2021 – JUL 2022

RESULTS 11/11 Months

STATUS **Completed**

FACEBOOK

GOAL 311,000 Followers 1,100,000 Impressions

RESULTS 313,928 Followers 6,773,057 Impressions

STATUS **Succeeded** **Succeeded**

TWITTER

GOAL 11,000 Followers 550,000 Impressions

RESULTS 11,631 Followers 1,834,159 Impressions

STATUS **Succeeded** **Succeeded**

VIDEO PRODUCTION

GOAL 1 Clip

RESULTS 1 Clip

STATUS **Completed**

WEBSITE

GOAL Before 3,000 Session/Month

RESULTS 6,991 Sessions/Month

STATUS **Ongoing**

GET IN TOUCH

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