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**SWITCH -Asia** Programme aims to promote Sustainable Consumption and Production (SCP) among Small and Medium sized Enterprises and consumer groups in Asia. Sustainable Consumption and Production (SCP) is an attempt to reconcile the increased demand for goods and services that respond to basic needs and bring a better quality of life, while minimizing the use of natural resources, toxic materials and emissions of waste and pollutants over the life cycle, in order not to jeopardize the needs of future generations. To achieve this objective, the programme works simultaneously on the ground with projects that target producers and consumers as well as with policy makers.

[www.switch-asia.eu](http://www.switch-asia.eu)



**Austrian Development Cooperation (ADC)** supports countries in Africa, Asia and Central America as well as in South Eastern and Eastern Europe in their sustainable social, economic and democratic development. It aims at reducing poverty, conserving natural resources, promoting peace and human security in partner countries. The ultimate goal is to bring about a sustainable improvement in conditions in life.

[www.mfa.at/adc](http://www.mfa.at/adc) / [www.ada.gov.at](http://www.ada.gov.at)

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**Center for Appropriate Technology (GrAT)** is a scientific association for research and development of Appropriate Technology. Since 1986, GrAT has been proactively responding to a wide range of relevant issues in sustainable development. The long-term vision/mission of the association is to establish systematically developed sustainable solutions.

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**Asia Society for Social Improvement and Sustainable Transformation (ASSIST)** is an international non-government organization focused on capacity building. It seeks to promote sustainable practices to address social problems in the developing world, with focus on Asia and Africa. ASSIST takes pride in its process-oriented approach to capacity building towards social improvement and sustainable transformation.

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**The Federation of Nepalese Chambers of Commerce and Industry (FNCCI)** is an umbrella organization of the Nepalese private sector. FNCCI plays a catalytic role in the business, industrial development and establish sound industrial relations in the country reinforcing business community's commitment to the society. It provides, inter alia, information, advisory, consultative, promotional and representative services to business and government and organizes training / workshop / seminar on a regular basis.

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**Bhutan Chamber of Commerce & Industry (BCCI)** was established under the Royal Command of His Majesty the fourth King in 1980. BCCI is a non-profit making private sector organization, comprising of business community members from all around the country. The BCCI provides linkage between the government and the privates and works closely with all the government agencies, autonomous organizations and international organizations and donor agencies towards facilitation and promotion of trade & industrial development.

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**Deutsche Gesellschaft für Internationale Zusammenarbeit (GIZ) GmbH** offers services drawing on a wealth of regional and technical expertise and tried and tested management know-how. It offers demand-driven, tailor-made and effective services for sustainable development. To ensure the participation of all stakeholders, it applies a holistic approach based on the values and principles upheld in German society.

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**Austria Recycling (AREC)** is working in sustainable industrial development at the interface between economy and environment, acting as a bridge between industry and environment. AREC supports enterprises and communities in particular in the process of the implementation of management systems, by technical and organizational consulting, empowerment of people and training for an eco-efficient, sustainable economic manner as well as in financial and social matters.

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**Stenum Asia Sustainable Development Society** is a training and consultancy organization registered in Gurgaon, India since 2007. Its objective is to promote sustainable development by supporting enterprises achieve higher resource efficiency (RE), minimise waste and enhance output. It has impacted more than 100 enterprises across sectors in India and helped them to save money while saving the environment. Benefitting from the optimum combination of training, consultancy and support for implementation and evaluation of the implemented solutions, participating enterprises achieved higher efficiency leading to lower cost of operations at no or low investments.

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## PROJECT BRIEF

Tourism and Agro based Industries are fast growing sectors in both Nepal and Bhutan and contribute significantly to their GDP, employment generation, and foreign exchange earnings. However the rise in tourists' arrivals has put extra pressure on developing additional infrastructure and has contributed directly to environmental degradation, waste generation and environmental pollution. Competitiveness of Agro based Industries are fast eroding as a result of outdated technology, lack of optimized process and unsustainable sourcing. In Nepal, demand for electricity increases by 10% every year whereas production remains constant and the 12 hours daily power cuts are a reality. While both Bhutan and Nepal have ample supply of water, the water tables in many famous tourist destinations and industrial zones are stressed. These are a big challenge that need to be addressed.

The Project **SEID** is designed to directly address several issues faced by both the sectors and transfer best practices, technology and proven approaches on Sustainable Consumption and Production (SCP).

Title: Sustainable & Efficient Industrial Development (SEID) – Bhutan and Nepal

Project Duration: 40 Months

Project starting date: Feb 2012

Project Location: Nepal & Bhutan

Target Sector: Tourism and Agro-based Industries

Primary Target Groups:

- Micro, Small and Medium Enterprises from the tourism and agro based industries.
- Local environmental and energy experts and service providers.
- Business associations, industry associations and academia.
- Public institutions, government authorities, industrial park management authorities and policy makers.
- Company Workers (especially women).

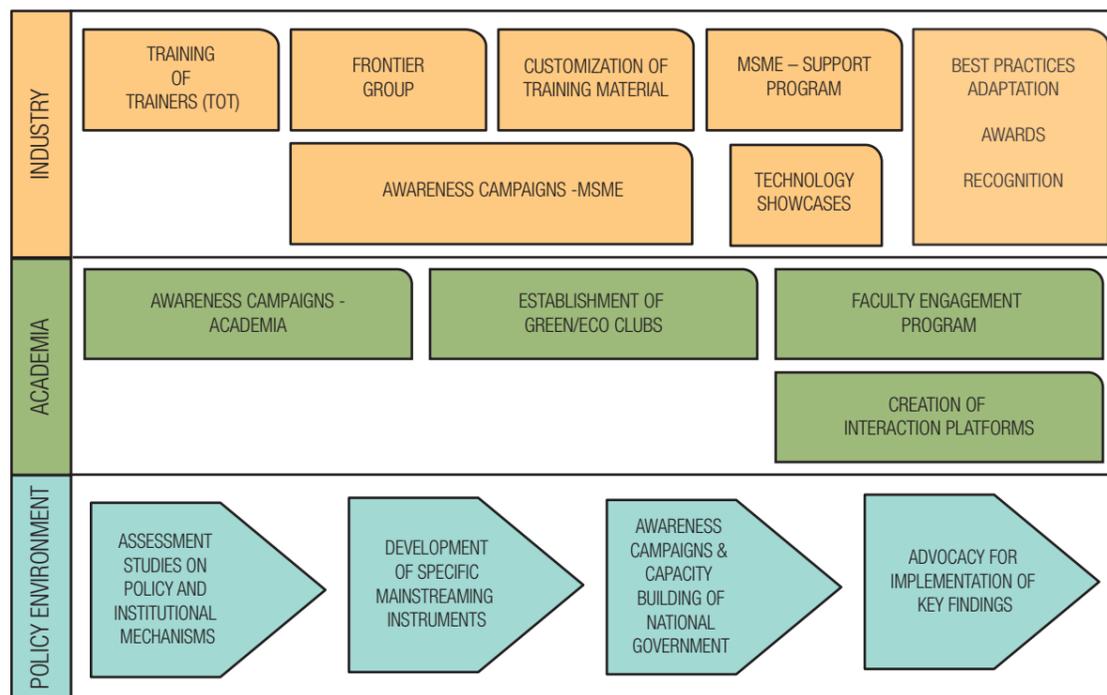
## OBJECTIVES

The project shall contribute towards sustainable development of Nepal's and Bhutan's economy with a clear focus on the tourism and agro-based industries.

Specific objectives:

- 1 To reduce costs and pollution; improve health and safety performance in the target sectors.
- 2 To enhance the capacity of national anchor associations/service providers to collaborate and promote sustainable practices to their supply chain/members, providing technical support and input to MSMEs to improve the overall resource efficiency of their production processes from the life cycle perspective
- 3 To build strategic partnerships with on-going initiatives in the target sector, providing access to existing knowledge, Information Education Campaign material to address needs of MSMEs.
- 4 To facilitate dialoguing and networking amongst key stakeholders including government, financial institutions, industry associations, academia aimed at creating and enabling environment which propagates and promotes adoption of sustainable industrial practices.

## PROJECT STRUCTURE



## PROJECT UPDATE – till May 2013

The following activities were carried out during the first year of the SEID project.

### Training of Trainers (ToT)

2 different TOT training programs and 1 intermediary training were held in Nepal and Bhutan between September and December 2012. A wide range of SCP topics were covered within the ToT program, like resource efficiency, cleaner production, renewable materials, water and waste management. Local experts were trained, 25 in Nepal and 15 in Bhutan, for providing support to MSMEs in the forthcoming project phases.



### Frontier Group

4 companies in Bhutan and 8 companies in Nepal are chosen to serve as live case studies for training of the local experts. The Initials Assessment Reports are being submitted to the companies. Local experts are working with these FG companies to increase Resource Efficiency in their operations.

### CEO Forums

The first two CEO forums in Nepal and Bhutan were held in March 2013. First sign ups have been realized and more forums will be held to reach out to more MSMEs.

## UPCOMING ACTIVITIES

### MSME Support Program

The MSME Support Program, while initiated in March 2013 in Nepal & Bhutan, is the main task of the project. This program offers technical assessment and consulting support to 200 MSMEs in the target regions over a period of 20 months. The MSMEs will be able to save resources and hence become more viable. The 20 best performing companies will be recognized and issued Sustainability Awards.

### Technology showcases

The project identifies and showcases appropriate technologies which help to promote sustainability amongst the target MSMEs. Appropriate technologies are adapted to local needs for lower cost access. The project facilitates participation in technology showcases at both local and international level.



### Empowering Academic Institutions

This activity will aim to strengthen the interaction between industry and academia and further explore the roles that academia can play in promoting sustainability. This will be achieved by forming Green Clubs to create awareness, Focused Group Discussions to bridge the gap between academia and industry, a faculty engagement program between Europe and India and an interaction platform to forge academic linkages.

### Enabling institutional environment

The project carries out assessment studies on policy and institutional mechanisms to promote resource efficiency and safer production in the target region. Specific mainstreaming instruments are developed and sectoral agencies are educated to facilitate promotion and implementation of effective resource efficient and responsible production approaches in the target countries.

## BENEFITS FOR PARTICIPATING COMPANIES

- ❖ Improved efficiencies in energy & resource utilization
- ❖ Financial savings as a result of cost reduction
- ❖ Optimized processes & improved productivity
- ❖ Better water and waste management
- ❖ Improved environmental performance/compliance
- ❖ Increase in renewable energy usage
- ❖ Healthier and safer work environment through sound chemical management

