

# SWITCH-Asia Information Session

Thursday, 27 November 2008 09h30 – 13h00  
Brussels, "Charlemagne" Building, Rue de la Loi 170, B-1049 Brussels



## What is SWITCH?

A switch is needed from unsustainable to sustainable patterns of development. The SWITCH ASIA Programme is born out of this need. The Programme focuses on sustainable consumption and production (SCP) and directly contributes to sustainable growth and the fight against poverty.

The Programme addresses both sides:

- ◆ Supply side: it promotes new methods and technologies in order to make business processes more environmentally sustainable and efficient;
- ◆ Demand side: it supports consumer's behaviour and choices in use of goods and services that are more environmentally friendly.

## Who can apply?

SWITCH funding will be awarded in the form of grants to EU-Asia partnerships of non-profit making organisations. These organisations must demonstrate an ability to reach out to large numbers of SMEs or consumer groups.

We welcome proposals where intermediaries such as business associations, industry associations, retailers and Chambers of Commerce will play an active role in the partnership.

## How to apply?

European Commission representatives will explain in detail the objectives of the Programme and the application procedures during the Information Session.

The Call for proposals will be published early November. Guidelines for applicants and further information will be available on EuropeAid website: [http://ec.europa.eu/europeaid/where/asia/regional-cooperation/environment/switch\\_en.htm](http://ec.europa.eu/europeaid/where/asia/regional-cooperation/environment/switch_en.htm)

## Participation

The entrance is free but registration is required. If you would like to participate, please return the attached registration form by 10 November 2008 and specify "Info Session" in the subject line of the e-mail.