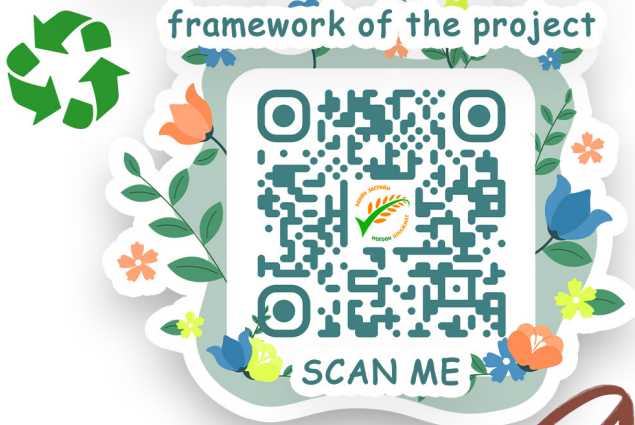




Studies carried out within the
framework of the project



Switching on the Green Economy

Project Overview

IMPLEMENTING PARTNER ORGANIZATIONS:

People in Need INGO
Mongolian Sustainable Finance Association (MSFA)
Development Solutions NGO
Caritas Czech Republic INGO

WHEN:

January 2022 - December 2025

LOCATION:

Ulaanbaatar, Erdenet, Selenge province

WHAT:

The European Union, through its SWITCH-Asia program, has funded a four-year project called "Switching on the Green Economy" (SOG) with USD 2.2 million. The project aims to support Mongolian MSMEs and retailers in the agri-food and beverage sector to confidently adopt circular economy practices. This will be achieved through a market-based green certification and eco-labeling system, capacity building, behavior change, and access to green finance.

WHY:

Mongolia has set a national strategy to reduce greenhouse gas emissions by 22.7% by 2030. The Agri-Food and Beverage Sector is a significant contributor to environmental impact. Therefore, the country is embracing resource-efficient practices from the European Commission's Farm to Fork Strategy to aid Mongolia's transition to a low-carbon circular economy and accelerate poverty reduction.

HOW:

As part of the project, we will set up an office dedicated to issuing eco-labels and green certificates. We will utilize an electronic platform to encourage eco-friendly, smart, and resource-saving practices among SMEs and retailers, while also connecting consumers with producers. Additionally, we will conduct a campaign to educate the public about the significance of eco-labels and promote behavior change on a larger scale.

EXPECTED OUTCOMES

Output 1:

Eco-labelling standards (MSME/ Retailer) and Standard operating procedures (SOPs) developed and introduced by key stakeholders. Policy recommendations developed and submitted to amend relevant lending regulations/ policies and Eco-labelling standards.

Output 2:

Agri-food and beverage sector MSMEs and retailers adopt eco labelling for their products and are equipped with know-how to introduce circular economy and green value chain practices

Target numbers under Output 2:

Accelerator program MSMEs-1500; Retailers-300

Tailored One-on-one consultancy service- 20 MSMEs

Technical assistance to Green Finance: 10 MSMEs

Output 3:

New online certification platform in place to facilitate green certification of MSMEs and retailers

Output 4:

Integration of green labelling guidelines for financial institutions and loyalty platforms with eco-labelling SOPs developed

Output 5:

The use of eco labelling and green certification promoted through behavior change campaigns

ACHIEVEMENTS AND UPDATES

