



switchasia
GRANTS PROGRAMME

Продвижение энерго- и ресурсоэффективности в туристической отрасли Кыргызстана (ПЭРЭТО)

Promotion of energy security and sustainable growth through increased energy and resource efficiency in tourism SMEs in Kyrgyzstan (PERETO)

American University Central Asia cscp technopolis group unisongroup

Tourism is the key development sector

- National Development Strategy for 2018-2040
- National Green Economy Programme for 2019-2023
- National Programme for Tourism sector development for 2019-2023

Challenges for tourism sector

- Tourism sector does not have a dedicated ministry, and the budget of the State Department of Tourism is limited (around 90 000 Eur/ 8,4 mln soms/year).
- Poor infrastructure (especially the waste management, wastewater treatment, electricity supply)
- Limited opportunities for HoReCa SMEs to implement measures on sustainable consumption and production and energy and resource efficiency
- Lack of special financial instruments for HoReCa sector
- Low consumer demand for sustainable products and services -> services of HoReCa are not oriented towards sustainability

PERETO project - key information

Title: Promotion of energy security and sustainable growth through increased energy and resource efficiency in tourism SMEs in Kyrgyzstan (PERETO)

Duration: 48 months (March 2020 - February 2024)

Project Budget: 2,832,155 EUR (EC contribution: 80%)

Target group: HoReCa SMEs and their associations, financial institutions, technology providers, public authorities, consumers and tourists, educational institutions.

Project objectives

- 1) Raise the awareness of consumers and SMEs in the tourism sector about SCP practices and ERE;
- 2) Build capacity and technical readiness of tourism SMEs to adopt SCP and ERE measures;
- 3) Promote industry commitments geared towards achieving the country's Green Economy goals;
- 4) Develop new green financing products tailored to the needs of SMEs in the tourism sector;
- 5) Facilitate and advance the national policy dialogue and policy formulation on SCP and ERE implementation.



WP1: Capacity building of HoReCa SMEs

WP1 coordinators:



Asel Doranova



Nurzat Abdyrasulova

WP1: Capacity building of HoReCa SMEs

WP1 objectives:

- **Raise the awareness** of SMEs in the HoReCa sector about SCP practices and energy and resource efficiency
- By providing technical support **build the capacity and technical readiness** of HoReCa SMEs to adopt SCP / ERE measures.



WP1: Capacity building of HoReCa SMEs

Expected results:

- a. Online platform with information on SCP/ERE, training materials and tools
- b. Network of SCP/ERE advisors trained by PERETO
- c. SME helpdesks in all regions of the country
- d. HoReCa SMEs trained/advised to implement SCP/ERE measures
- e. Pilot SMEs implementing the SCP/ERE measures and achieving energy and/or resource saving and/or waste reduction
- f. A voluntary ERE certification scheme developed

WP2 - Green finance for SCP/ERE implementation



PM: Mrs. Nurzat Abdyrasulova



COLLABORATING CENTRE ON SUSTAINABLE
CONSUMPTION AND PRODUCTION

PM: Ms. Kartika Anggraeni

WP2 - Green finance for SCP/ERE implementation

WP2 objectives:

- a) identifying the existing challenges to access green finances for HoReCa SMEs;
- b) developing and implementing financing instruments for implementing SCP/ERE measures, and
- c) building the SMEs' capacity to develop bankable and sustainable business plans.

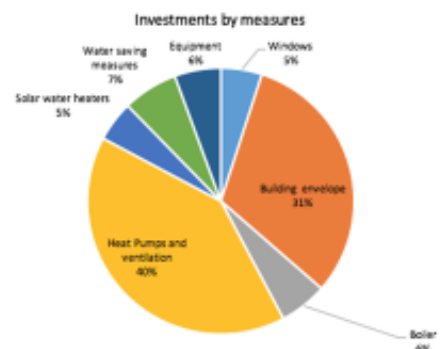
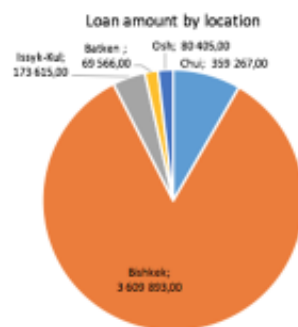
WP2 - Green finance for SCP/ERE implementation

Challenges:

- A limited number of choices for financing ERE measures for HoReCa SMEs and focus of financial sector to core business support;
- There is no established national standards for environmental management that businesses have to comply with, inefficiencies around water and energy use, waste generated or greenhouse gas emissions;
- A limited awareness of HoReCa managers about the benefits of ERE, lack of technical capacities to implement specific measures and a general preference to focus on core business activities

WP2 - Green finance for SCP/ERE implementation

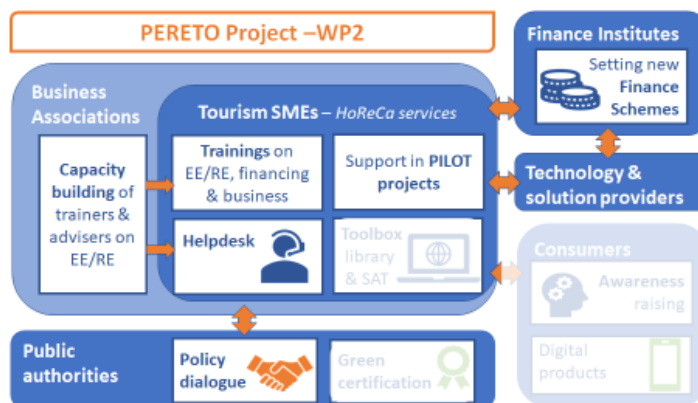
KyrSEFF example



WP2 - Green finance for SCP/ERE implementation

Activities:

- Analysis of available financing options for the implementation of SCP/ERE measures
- Organization of dialogue events with financiers, ERE technology providers and tourism SMEs
- Support to the development of new financing schemes for SMEs
- Support to pilot SMEs on developing bankable investment proposals, sustainable business plans and pitching these to investors



WP2 - Green finance for SCP/ERE implementation

WP2 Results:

- report on existing financing schemes and gaps;
- feasibility study for a new financial instrument;
- thematic events on SCP/ERE financing; new financing instruments for implementing ERE measures by SMEs presented at 3 workshops;
- workshops on sustainable business plan development;
- 50 bankable proposals for the implementation of SCP/ERE measures pitched by SMEs to potential financiers;
- at least 10 SMEs apply for the new financing instruments to obtain financing to implement SCP/ERE measures.

WP3: Public awareness, education and communication

Led by AUCA and CSCP



PM: Mr. Kanat Sultanaliev

PM: Ms. Kartika Angraeni

ПЭРЭТО Вводный семинар



9 сентября 2020 года



WP3 Key activities



Public awareness raising



Consumer engagement



SCP integration into tourism curricula

WP3 Targeted Results

Reached a large number of consumers



Participated in trade fairs & exhibitions



Integrated SCP in tourism curricula



Engaged with horeca SMEs



Mainstreamed SCP with the media



WP3 Impacts



Increased awareness among company executives, consumers (travellers, citizens), local media, and educational institutions about the importance of SCP and ERE



Increased local capacity among target groups and beneficiaries to implement SCP practices

WP4: Creating enabling environment for ERE and SCP policy

Objectives:

- Advancing policy discourse on SCP in Kyrgyzstan;
- Strengthening the capacity of policymakers on SCP/ERE;
- Promoting an exchange of best practices on SCP / ERE between Kyrgyzstan and EU.



WP4: Creating enabling environment for ERE and SCP policy

Some results PERETO seeks to achieve:

- Providing SCP/ERE related inputs at policy events and public hearings at the parliamentary and ministerial levels;
- Conducting policy dialogues;
- Producing policy reports and recommendation on advancing SCP and ERE;
- Organising a high-level policy event;
- Developing and presenting a voluntary SCP/ERE certification scheme to the Government;
- Organising a study tour to the EU to encourage knowledge exchange;
- Participating at SCP/ERE international conferences.

Ongoing project activities

- PERETO social media channels launched
- Established the coordination mechanism with other SWITCH Asia projects development partners
- Baseline survey of HoReCa SMEs and consumers in 8 cities (Bishkek, Osh, Talas, Jalal-Abad, Karakol, Cholpon-Ata, Naryn, Batken)
- Collection of data on waste collection and utilisation points in Cholpon-Ata, Karakol and Naryn
- Development of the COVID-free guideline for SMEs jointly with HoReCa Association

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19 августа 2020 года

Upcoming activities (October - December 2020)

- Baseline survey of foreign consumers and visitors;
- Online consultations to discuss results of the baseline survey and the project indicators;
- Project website launch, including the online library, Self-Assessment Tool (SAT) for HoReCa SMEs

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19 августа 2020 года

Рахмат ∞ Thank You ∞ Спасибо

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