

Project Fact Sheet



**SMEs for environmental
Accountability,
Responsibility and
Transparency**



Quick Facts	
Project Name	SMART Myanmar SMEs for Environmental Accountability, Responsibility and Transparency
Funded by	European Union under the Switch Asia Program
Budget	Around 2.8 Million Euro
Duration	48 months, January 2016 - December 2019
Lead Agency	sequa gGmbH (Germany)
Project Partners	 MGMA - Myanmar Garment Manufacturers Association (Myanmar)  ADFIAP - the Association of Development Financing Institutions in Asia and the Pacific (Philippines)  AVE - Foreign Trade Association of German Retail Trade (Germany)  Made-by Label (the Netherlands)
Project Associates	<ul style="list-style-type: none"> GIZ - Deutsche Gesellschaft fuer Internationale Zusammenarbeit (Germany) CBI - Centre for the Promotion of Imports from developing Countries (the Netherlands) H&M of Sweden Lindex of Sweden

Objective

SMART Myanmar actively promotes and supports the sustainable production of garments “Made in Myanmar” striving to increase the international competitiveness of Small and Medium sized Enterprises (SMEs) in this sector. It aims at scaling-up and institutionalizing successful practices in Myanmar which were developed and implemented during SMART’s first phase from 2013 – 2015.

Key Activities

- MGMA capacity building to offer business services to garment factories and increase interest representation.
- Run factory improvement programs to increase sustainable production in Myanmar for 200 garment factories.
- SMART phone Apps on labour and OHS law.
- Increase access to (green) finance for small and medium sized enterprises, run advocacy campaign with the Central Bank.
- Branding and communication initiative “Made in Myanmar” targeting consumers in Europe and Myanmar.
- Trade fair visits in Europe and matchmaking (B2B) in Europe and Myanmar.
- Sourcing mission of EU businesses to Myanmar.
- Elaborate criteria for sustainable public procurement and train procurers.
- Increase cooperation among stakeholders to increase compliance with international social and environmental standards.



Funded by the European Union

Implemented by:



Expected Results

- Myanmar garment exports to the EU have increased by 300% by the end of 2019, relative to 2015 export figures.
- Sustainably produced garments become more demanded by consumers in both Myanmar and the EU.
- 20% reduction in waste production in 100 garment factories (fabric, packaging, etc.).
- Reduction of energy consumption of 20 % in 100 garment factories.
- Reduction of water consumption of 15 % in 100 garment factories.
- At least 150 garment factories improve their working conditions as a consequence of participating in the SMART Compliance Academies.
- MGMA introduces 10 new SCP and revenue generating services.
- A pool of 15 SCP consultants is trained at advanced level to deliver factory improvement programs.
- Up to 30 banks participate in at least 8 workshops on green finance.
- At least 50 SMEs know how to apply for loans.
- Create new business opportunities (like joint ventures) between factories from Myanmar and EU brands.
- 100 public procurers in Myanmar are trained on sustainable public procurement.
- Industry wide dialogue is established and meets regularly.



Target groups and Final Beneficiaries

Myanmar Garment Manufacturers Association (MGMA)
 Myanmar Banks Association (MBA)
 Myanmar Ministry of Commerce (MoC)
 SMEs and workers in the garment sector
 Banks and the Central Bank
 Multinational retail chains and consumers in Myanmar and Europe
 Public procurement authorities in Myanmar

www.smartmyanmar.org

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Photographs
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