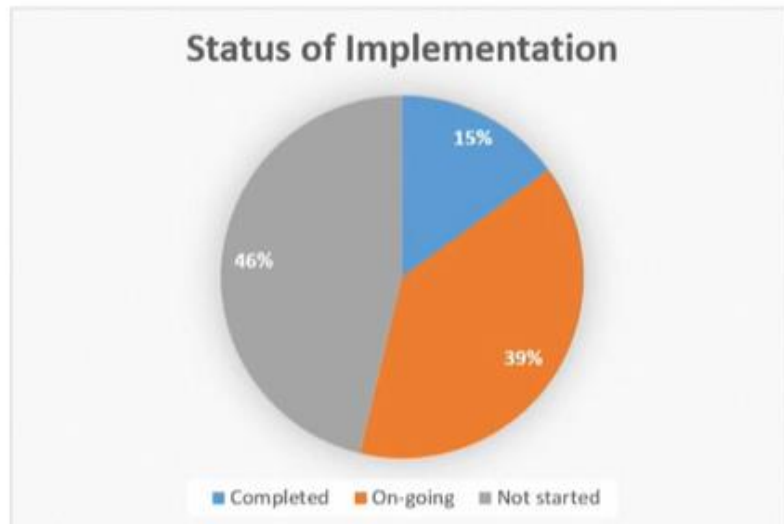




## Current Implementation Status



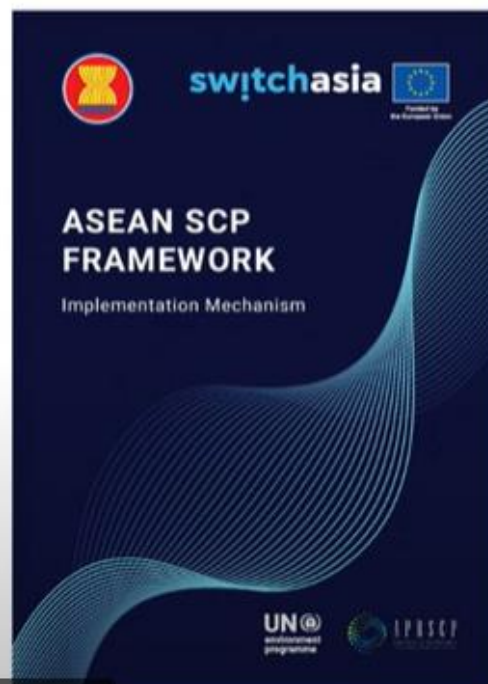
A Focal Group on Circular Economy (FG-CE) has been established and convened its inaugural meeting in Nov 23

## Key On-going Initiatives:

- Establishment of ASEAN Centre of Excellence for Green Transition
- ASEAN Sustainable Finance Support Hub
- Inclusion of circular economy elements in the ASEAN Trade in Goods upgrade negotiations focusing on remanufacturing



# ASEAN Sustainable Consumption and Production (SCP) Framework



Specific goals	1. Measure and support progress in SDG12	2. Promote sustainable food systems	3. Establish good practices for green products and procurement (GPP)	4. Promote sustainable lifestyles in urban and rural settings
<b>Policy</b>	1a. Regional guidance for reporting on SCP/ SDG12 targets	2a. Good practices for minimizing food loss and food waste	3a. Regional guidance on good practices for the practice of GPP 3b. Programmatic scheme for SMEs in implementing SCP and good practices	4a. Regional guidance on best practices for sustainable lifestyles
<b>Technology innovation and capacity building</b>	1b. Regional consultations and capacity building for national statistics authority	2b. Community of practice & capacity building programs	3c. Community of practice and capacity building programs	4b. Household guidance on sustainable lifestyles
<b>Market mechanism</b>	1c. Sustainability reporting by corporations and state enterprises	2c. Encouraging sustainable practices at retailers & food establishments	3d. Green product certifications and National Green Product Directory	4c. Develop incentives/ rewards to encourage sustainable lifestyles
<b>Public Awareness</b>	1d. Public awareness on sustainability	2d. Consumer education on sustainable consumption	3e. Consumer information on green products	4d. Consumer awareness through local level campaigns
<b>Lead Implementer</b>	ASEAN Community Statistical System (ACSS), AWGEE	ASEAN Technical Working group on Agricultural Research and Development (ATWGARD)	ASEAN Coordinating Committee on Micro, Small, and Medium Enterprise (ACCMSME)	AWGEE, ASEAN Center for Sustainable Development Studies and Dialogue (ACSDSD)
<b>Partner Line Agency</b>	National Statistical Authority, in cooperation with Academic Institutions	Ministry of Industry, Research Institutes	Ministry of Finance, Ministry of Industry, SME Groups/ Federations	Local Government Units
<b>Related SDG12 target</b>	12.1 Implement 10YFP 12.6 Encourage companies to report sustainability information	12.3 Halve per capita global food waste 12.2 Sustainable management of natural resources	12.a Strengthen scientific and technological capacity for SCP 12.7 Promote sustainable procurement practices	12.5 Reduce waste generation 12.8 Ensure people have relevant information on sustainable lifestyles

MEER VIDEO'S

ASEAN Circular Economy Forum

11



# Regional Action Plan on Combating Marine Debris in AMS (2021-2025)



ASEAN Regional Action Plan for  
**COMBATING MARINE DEBRIS**  
in the ASEAN Member States  
(2021-2025)



SEER VIDEO'S ASEAN Circular Economy Forum

## ELEMENTS OF THE WASTE VALUE CHAIN

		Reducing inputs into the system	Enhancing collection and minimizing leakage	Creating value for waste reuse
FRAMEWORK COMPONENTS	Policy Support and Planning	2. Guiding principles for phasing out select single-use plastics 4. Best practice manual for development of minimum standards and technical requirements for plastic packaging and labeling 5. Regional stocktaking of green public procurement	1. Regional guidebook on financial mechanisms for investments in plastic waste management 6. Best practice manual for reducing, collection and treatment of sea-based litter	3. Regional guidebook on standards for responsible plastic waste trade, sorted plastic waste and recycled plastics
	Research, Innovation and Capacity Building	8. Strengthen ASEAN regional knowledge network on marine plastics 9. Regional study on microplastics	7. Guidebook for common methodologies for assessment and monitoring of marine litter 10. Coordinate regional training programs on plastics and waste management	
	Public Awareness, Education and Outreach	11. Behavioral change communication strategy playbook	12. Enhance regional awareness for consumers of labeling of plastics and packaging	
	Private Sector Engagement		13. Establish a regional platform for EPR knowledge support and implementation support	14. Establish a regional platform to support innovation and investments in plastics and plastic waste management







## A. Circular Economy: Gap Analysis

Identified Gaps

- Information and knowledge
- Policy and governance
- Technical capacity
- Markets and finance



## 6. Recommendations



- The **application of circular economy should not be limited** to any sector/any industry/any level. The circular economy should be promoted to various sectors, levels, and by all stakeholders.
- **Research & development** on the circular economy should be carried out regularly to advance both theories and practices of CE, - scoping and prioritising CE agenda in the region and AMS, cost& benefits/opportunities analysis, and investment opportunities, and CE business models.
- Circular economy **CEPA and dialogues** should be further **improved at all levels** (regional, national, sectoral, cities, local)
- **Good practices** of circular economy in the region and AMS should be further promoted, e.g. through exchange programmes and scaling up,
- **Documentation and knowledge products** on CE-focused, including best practices, available technology, investment, market, and finance opportunities, should be continued and shared.
- **Networking and partnership** development on CE – COP, ASEAN-EU, and other partners.

# DE4CE - CE Design Solution

## Good practice in Engaging with Industry/Private Sector



WWW.MTEC.OR.TH

**Witchuda Daud**

(witchuds@mtec.or.th)

Advance Polymer Technology Research Group

National Metal and Materials Technology Center (MTEC)

National Science and Technology Development Agency (NSTDA)



October 2<sup>nd</sup>, 2024

ASEAN Circular Economy Forum 2024, Bangkok





## Capacity Building: Knowledge & Communication

### Change Mindset

We cannot solve our problems with the same thinking we used when we created them

Albert Einstein

**"Design"** = 'Design and Development' activity that transforms ideas or requirements into solutions or products, including both Goods and Services."

Find/  
Deliver

โซลูชัน  
(Solution)

- Function
- Performance
- Satisfaction
- ...

### Rephrase

Consumer,  
Consumption, Waste,  
Waste Management

Users,  
Use, Resource,  
Resource Recovery

### 6 Interlinked Principles

© ISO 2024 – ISO59020:2024



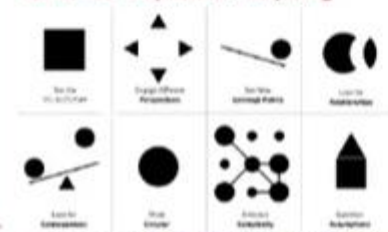
ACEF 2024 @MTEC2024



Dr. Nudjarin Ramungul  
MTEC, "Design 4 Circular Economy"  
workshop, November 2023

### System Thinking

CE is not only about recycling



via <https://boxesandarrows.com/activating-change-a-designers-guide-to-systems-thinking/>

### Prioritize value



Achterberg, Elisa, Jeroen Hinfelaar, and Nancy Bocken. 2016.  
"The Value Hill Business Model Tool: Identifying Gaps and Opportunities in a Circular Network."



02/10/2024

Organisers



Co-Organisers



# PLAY YOUR PART

Share your business story







Moderator

Mr. Chris Humphrey

Executive Director, EU-ABC



Dr. Evelyn B. Taboada



Dr. Sudip Ranjan Basu

Chief of Sustainable Business Network  
at United Nations ESCAP



Dr. Saravane Singtong

Division Director, Office of National  
Higher Education Science Research  
and Innovation Policy Council (NXPO),  
Thailand



Mr. Junie Lutian

General Secretary, Danone,  
South East Asia

## SWITCH-Asia: Publications and Upcoming Events



ACCESS OUR  
RESOURCES



**4-6 November | Vientiane, Lao PDR**

ASEAN+3 Leadership Programme



**4 October | Manila, Philippines**

Circular Economy – A Practical Responsible Business Opportunity (SWITCH-Asia and League of Corporate Foundation (LCF))

CHECK OUT OUR  
EVENTS



## Thailand

CIRCULAR ECONOMY BUSINESS CASE STUDIES IN SOUTHEAST ASIA



**Saeng Charoen Grand Co., Ltd.**

- 📍 Bangkok, Thailand
- 🏢 Textile and apparel, home textiles, and home decoration
- 🌐 [www.sc-grand.com/en](http://www.sc-grand.com/en)
- ★ Analysis period: 2020-2023

Turning Fabric Waste into New Fabric



CIRCULAR ECONOMY BUSINESS CASE STUDIES IN SOUTHEAST ASIA



**Thai Wacoal**

- 📍 Bangkok, Thailand
- 🏢 Garment
- 🌐 [www.wacoal.co.th/en](http://www.wacoal.co.th/en)
- ★ Analysis period: 2021-2023

Towards Fashion Circularity through Material Substitution







Engage business sector to ascertain business commitment & ambition for CE in ASEAN

# ACEBA

ASEAN Circular Economy Business Alliance



An initiative of



## ACEBA's current line up

Participants (21)



Partnerships



ASEAN Coordinating Committee on MSME







**Thank you**



ASEAN Circular Economy Business Alliance

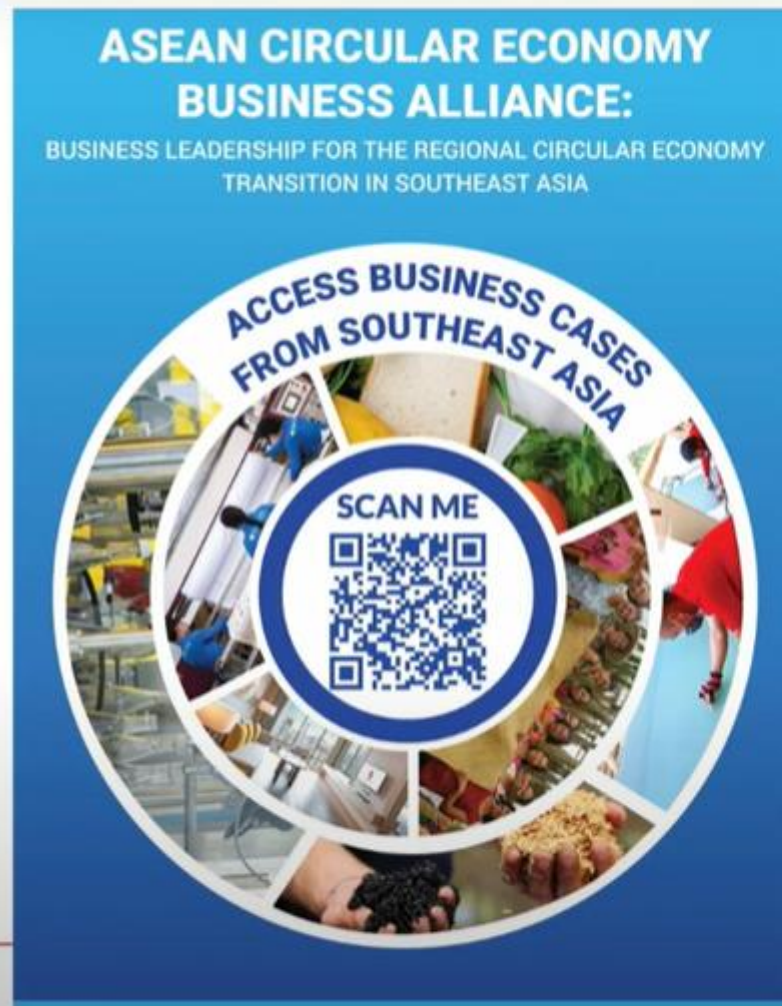
**Co-Convenors**

Thomas THOMAS

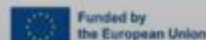
Gil GONZALES

Rene VAN BERKEL

[asean.ce.businessalliance@gmail.com](mailto:asean.ce.businessalliance@gmail.com)



switchasia



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the European Union



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## CHARTER OF THE ASEAN CIRCULARITY COALITION

### The ACC aims to:

- To **promote and advance the principles of circularity**, which include the optimization, reuse, and recycling of resources, in order to create a sustainable and circular economy.
- To create a **platform for collaboration**, with a view to enhanced communication and dialogue with a focus on 'circularity' amongst the key stakeholders.
- To give the **private sector a voice** to both advocate and inform the region's adoption of a circular economy.

**Circularity  
Coalition**

### THE FOCUS AREAS

- ✓ *Waste Management and Recycling Practices*
- ✓ *Product Design and Production*
- ✓ *Sustainable Consumption*



# Global circular economy trends and insights from WCEF

Riku Sinervo,  
Senior Lead, Circular Economy  
The Finnish Innovation Fund Sitra

#ACEF2024

#ACEF2024



SITRA