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**Plenary Session 9: Greening SMEs Towards Circular Society (SDG 9)
Including the Role of PPP (Public-Private Partnership)**

Circular Economy

Circularity and resource efficiency: How can we overcome the challenges (technical and financial capacity) towards greening their entire supply chain

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EU SWITCH Asia Policy Support Component

Jaipur, 5 March 2025

**High-Level 12th Regional 3R and
Circular Economy Forum in
Asia and the Pacific**

3-5 March 2025, Jaipur City, Rajasthan, India



Objective: Support the transition of the region to a **low-carbon, resource efficient and circular economy**, whilst promoting more **sustainable supply chains and products** between the region and Europe.



Geo-coverage: As of 2023, SWITCH-Asia covers 42 countries across **Asia**, the **Pacific**, and the **Middle-East**.



Economic sectors supported: key polluting industries and export-led value chains in the region (e.g. food-systems, textiles and leather, plastics, sustainable tourism, construction).

POLICY SUPPORT COMPONENT

Supports the development of **policies and industrial practices** that lead to reducing the environmental and carbon footprints and comply with international agreements.

GRANT PROJECTS

Test and uptake of SCP practices in MSMEs and by consumers.

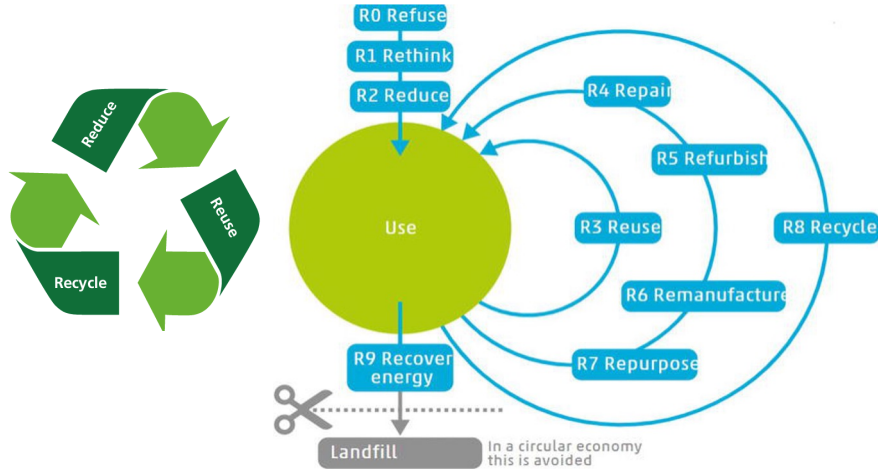


24 ongoing / 7 in ASEAN

Focusing on agri-food, plastics and waste management

Circular Economy

- Change from take, make, use and **throw away linear** production and consumption model to a take, make, use, **recover and repeat circular** model



Not making new things	REFUSE Making solutions redundant or offer the same function with a radically different approach				
Making things in a different way	RETHINK Change manufacturing and design solutions to make the service use more intensive such as through sharing or multifunctionality	CIRCULAR SOURCING Use renewable, sustainably sourced, or recovered resources that can be easily recycled and returned back to nature in a safe way	REDUCE Efficiency in manufacturing increased or the amount of resources needed is reduced		
Making things last longer as they are	REPAIR Fix a damaged or defective part/product so that it can be used in its original functionality longer	REUSE When a discarded product is put into use again for its original function	REFURBISH Restore the original functionality of the product during its life so it can perform at a similar quality	REPURPOSE Change the use of an existing product to a new function without major changes to the chemical or physical structure	REMANUFACTURE Recapture and return through an industrial process so that it's restored to a similar functionality
Cycle resources around the economy	CASCADE Move recovered materials from one loop to another to increase use in multiple cycles		RECYCLE Material recovery that achieves the same or lower quality outcomes via collecting, sorting, cleaning and reprocessing		
Recovering resources from end of life facilities	RECOVER ENERGY Recovered resources used to generate useful energy		REMINE Extracting resources from landfills and incineration plants		

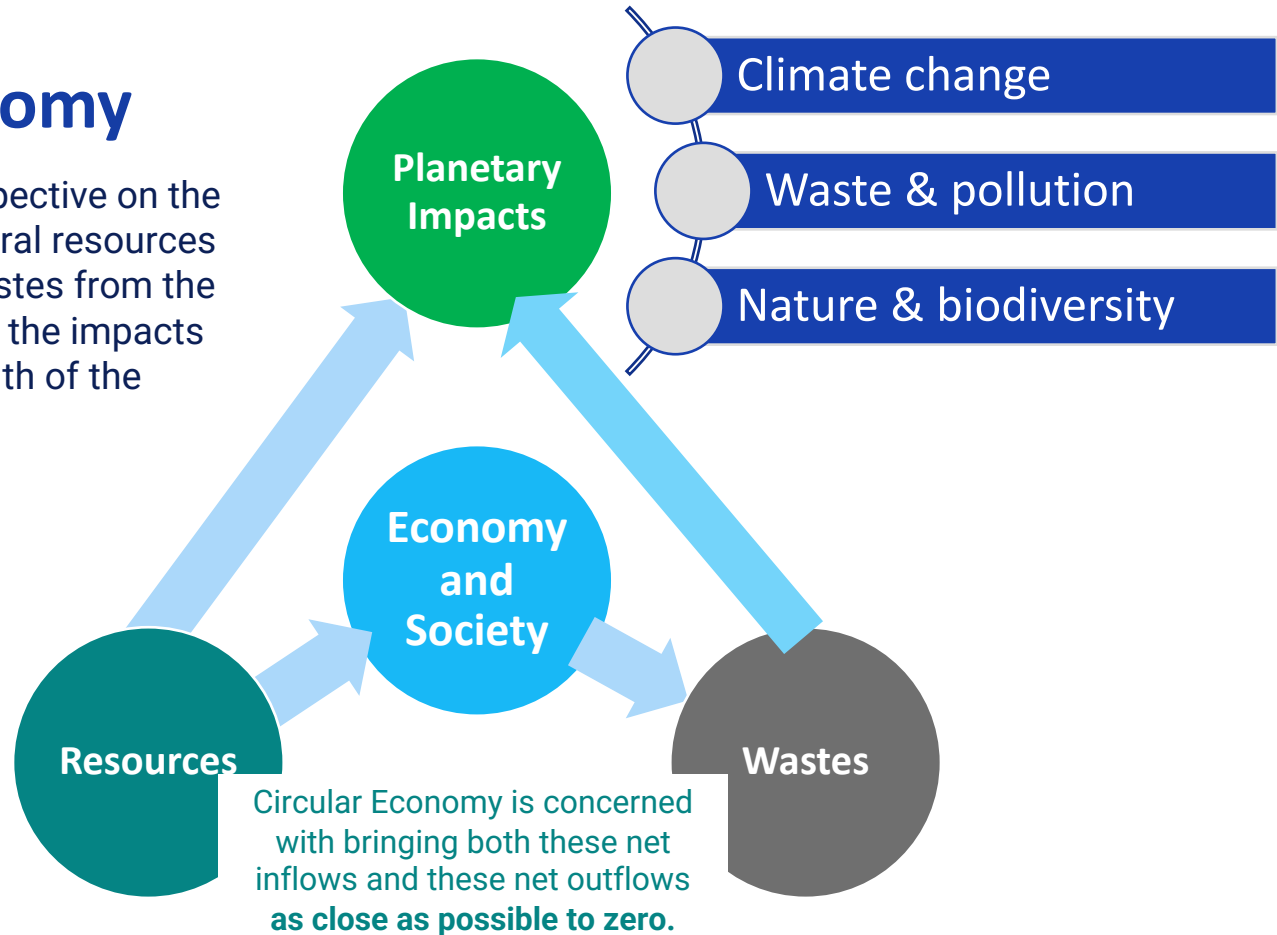
Circular Economy ≠ Recycling Economy



ISO 59004

Circular Economy

- Provides a systems' perspective on the relation of inflows of natural resources in and the outflows of wastes from the economy and society and the impacts of these flows on the health of the Earth's systems



Guiding Principles for Business Action on Circular Economy in Southeast Asia

Net zero for climate, nature and environment

- CE targets net zero by ending unsustainable resource use as common root cause of climate change, loss of nature & biodiversity, & accumulation of waste & pollution, collectively the triple planetary crisis

Resource circularity, efficiency and substitution

- CE closes natural resource use loops by designing in resource circularity, resource efficiency & resource substitution

Responsible business

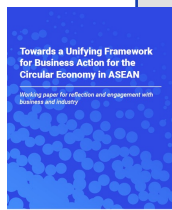
- CE involves business taking responsibility for impacts on environment & society of materials & other natural resources that are required throughout lifecycles of its products & services

Ideation and co-creation

- CE frames ideation & co-creation by business in its value chains to innovate & develop circular products & service solutions

Net benefits

- CE de-risks economy & society from impacts & risks of their unsustainable use of natural resources to generate net socio-economic benefit



Circular Economy: good business practices



CIRCULAR ECONOMY BUSINESS CASE STUDIES IN SOUTHEAST ASIA



Fair Farms

- 📍 Kampot, Cambodia
- 🌿 Agriculture (spices)
- 🌐 fair-farms.com
- ★ Analysis period: 2014-2023

Organic and Inclusive Spices Cultivation

- ✓ Soil rejuvenation with cover crop of peanut grass
- ✓ Intercropping of vanilla
- ✓ Fertilizer substitution with fish bones, cow dung and peanut grass
- ✓ Reduced soil erosion and reduction of irrigation (and associated pumping energy use)
- ✓ Organic and fair trade certifications

Circular Economy: good business practices



CIRCULAR ECONOMY BUSINESS CASE STUDIES IN SOUTHEAST ASIA



Bayo Manila Inc.

- 📍 Manila, Philippines
- 👕 Retail apparel
- 🌐 bayo.com.ph
- ★ Analysis period: 2019-2023

Circular Fashion, Crafted Locally

- ✓ Incorporating more sustainable materials, including Philippine cotton & silk and weaving in fabric scraps, r-PET & non-textile materials (Bakong)
- ✓ Fabric waste minimization through improved garment design, production planning and cutting room operations
- ✓ Recovery and upcycling of fabric scraps
- ✓ Energy and water efficient equipment in production
- ✓ Installation of roof top solar plant

Circular Economy: good business practices



CIRCULAR ECONOMY BUSINESS CASE STUDIES IN SOUTHEAST ASIA



Phuc Sinh Corporation

- 📍 Ho Chi Minh City, Viet Nam
- 🏭 Agro-industry
- 🌐 phucsinh.com
- ★ Analysis period: 2020-2023

Premium Cascara Tea from Previously Discarded Coffee Waste

- ✓ Production of valuable cascara tea from previously discarded coffee berry waste
- ✓ Minimization of chemicals use in coffee growing and optimization of coffee harvesting

Circular Economy: good business practices



CIRCULAR ECONOMY BUSINESS CASE STUDIES IN SOUTHEAST ASIA



Sivatel Bangkok Hotel

- 📍 Bangkok, Thailand
- 🏨 Tourism and Hospitality
- 🌐 www.sivatelbangkok.com
- 👤 Ms Alisara Sivayathorn, CEO
- ★ Analysis period: 2016-2023

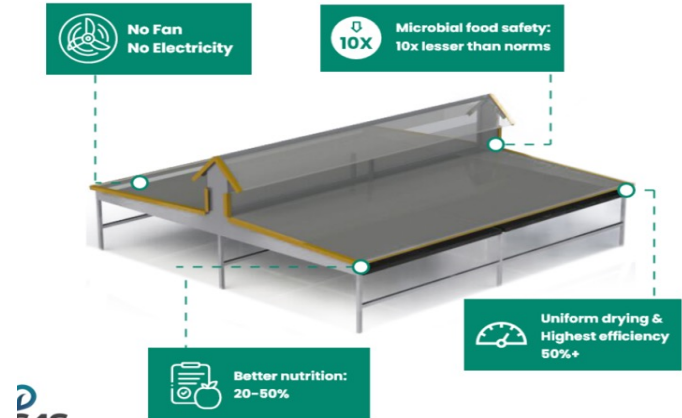
Service Design and Waste Recovery in Eco-boutique Hotel

- ✓ Energy and water efficient refurbishment and fittings
- ✓ Food waste minimization
- ✓ Switched to local and/or organic food supplies
- ✓ Rooftop BSF insect farm and spices garden
- ✓ Replacement of single use plastics (bottles etc)
- ✓ Monthly farmers' market in hotel premises

Circular Economy through Cleantech Innovation



Advanced solar dehydration system for farm level processing of vegetables and fruits during periods of excess supply



Greening SMEs towards Circularity: steps and process

The Enterprise Perspective

1. Recognise the **potential** of enterprise models
2. Local **innovative** solutions for global problems; local jobs

The Non-Financial Support Perspective

- ❖ Enhance the quality of non-financial support
- ❖ Accelerate **business and financial literacy**

➤ The Financial Support Perspective

- Making financing architecture more **accessible**
- **Innovate on missing middle financing**

✓ The Policy Perspective

- ✓ Provide **tailored policy support for SMEs**
- ✓ Bridge the gap between high-level **policymakers and SMEs**

○ The Market Perspective

- Promote a **network** of enterprises and entrepreneurs
- Build multi-stakeholder partnerships

Circular Economy Opportunity for Business

Cost Savings

- Direct business benefits from efficient and long use of materials and other natural resources

New Business Opportunity

- New product and market opportunities using existing competencies

Change is Unavoidable

- Climate and planet are in undeniable crises
- Today's products and business not compatible

Total of 78 business cases analysed and documented from Cambodia, Indonesia, Laos, Malaysia Philippines, Thailand and Viet Nam
– *more to follow!*

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ASEAN Circular Economy Business Alliance
(ACEBA): Mobilizing Business Action for Circular
Economy in Southeast Asia



Building for a Circular Future: Policies and
Partnerships for the Construction Sector



Project Brief

Sustainable Tourism Enhancement in the Pacific (STEP)

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