



ASEAN Circular Economy Business Alliance

Confirmation

I am pleased to confirm that _____ supports the ASEAN Circular Economy Business Alliance (ACEBA). We endorse a principles-based Circular Economy approach to mitigate planetary impacts (particularly climate change, loss of nature and biodiversity, and waste and pollution), through the more efficient and circular use of materials, energy, water and other natural resources and increasing the substitution by renewable materials and energy.

_____ commits to business leadership and action for implementation of the Circular Economy in Southeast Asia. We confirm our participation in ACEBA, in accordance with the attached guidance. As Participant of ACEBA, we commit - for an initial period of three years -: to be an advocate for Circular Economy in our business networks and to our stakeholders; to consider and pursue appropriate means of implementing Circular Economy practices in our products, services and operations; to report to ACEBA on our Circular Economy activities and achievements; and to contribute, as appropriate, to ACEBA's activities and initiatives.

Signature

Date:

Name:

Organization:

Title:

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ASEAN Circular Economy Business Alliance

The ASEAN Circular Economy Business Alliance (ACEBA)

*Catalyst for business action for the regional circular economy
transition in Southeast Asia*

The ASEAN Circular Economy Business Alliance (ACEBA) recognizes that business and industry cannot thrive in an economy and society that fail to protect and maintain our common planet in a habitable manner for all and for ever and therefore commits to lead by example in addressing root causes of planetary crises through the adoption of Circular Economy.

Context

The world is experiencing global change in environment, nature and climate, at an unprecedented pace and scale, through the combined impacts of climate change, loss of nature and biodiversity, and accumulation of waste and pollution. These triple planetary crises pose a pertinent threat to decent human life for current and future generations and have the unsustainable and ever-expanding use of materials, energy, water, land and other natural resources as their root cause.

The – social - responsibility of business and industry for the impacts of its activities and decisions on society and environment includes these triple planetary impacts of the use of resources over the lifecycle of in its products and services. With circularity in mind, business and industry can minimize and circularize the use of natural resources throughout the lifecycle of its products and services, thereby leading the mitigation of triple planetary impacts on environment and society.

Business Action

The Association of Southeast Asian Nations (ASEAN) adopted in 2021 its ASEAN Circular Economy Framework to advance the ASEAN Economic Community by improving the resilience of the economy, resource efficiency, and sustainable growth. This Framework recognizes the critical role of business, working with its supply chains and stakeholders and through its support ecosystems, to develop and commercialize circular products and services that ultimately realize the Circular Economy transition.

The ASEAN Corporate Social Responsibility Network (A CN) and its affiliated ASEAN Responsible And Inclusive Business Alliance (ARAIBA), which operates as the ASEAN entity spearheading inclusive and responsible business, identified divergent interpretations and lack of an ASEAN-centric view on business opportunities as key bottlenecks for active business engagement in the Circular Economy transition. In a strategic partnership with the ASEAN Business Advisory Council (ABAC), and upon extensive consultations with business in ASEAN Member States, supported by the European Union's SWITCH Asia Programme (Policy Support Component), A CN developed within the framework of ARAIBA this ASEAN Circular Economy Business Alliance (ACEBA).

ACEBA is designed to provide visibility for and give a voice to its participating businesses and thereby catalyse further Circular Economy business initiatives in the region. ACEBA will support its participating businesses to implement Circular Economy solutions by facilitating the development, sharing and application of good practices, innovative techniques and appropriate operational tools and guidance.

Circular Economy

The Circular Economy aspires to transition from a linear *take-make-use-throw* production and consumption model to a circular, closed and efficient, *take-make-use-recover and repeat* model which

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requires a comprehensive transformation of production and consumption systems, including, but not limited to, advances in waste recycling and management.

The ASEAN Circular Economy Business Alliance (ACEBA) therefore approaches the Circular Economy as a responsible business development and innovation strategy, guided by the following principles:

1. **NET ZERO FOR CLIMATE, NATURE AND ENVIRONMENT** (*purpose*): Circular Economy focusses on contributing to achieving 'net zero' planetary impacts by ending the unsustainable use of natural resources as the common root cause of climate change, loss of nature and biodiversity, and accumulation of pollutants and waste, which together constitute the triple planetary crises;
2. **RESOURCE CIRCULARITY, EFFICIENCY AND SUBSTITUTION** (*scope*): Circular Economy closes natural resource use loops by designing in resource circularity, resource efficiency and resource substitution;
3. **RESPONSIBLE BUSINESS** (*rationale*): Circular Economy involves business taking responsibility for the impacts on environment and society of the materials and other resources that are required throughout the lifecycle of its products and services;
4. **IDEATION AND CO-CREATION** (*means*): Circular Economy deploys ideation and co-creation by business and its value chains to develop and commercialize circular product and service solutions; and
5. **NET BENEFITS** (*development impact*): Circular Economy de-risks the economy and society from the impacts and risks of their unsustainable use of natural resources to contribute to net social and economic benefits.

Circular Economy is pertinent across all economic sectors, however, within the ASEAN Member States, Circular Economy may particularly be promoted to the food and beverage, textile and garments, leather and footwear, furniture and homewares, electric and electronic, automotive, tourism and construction sectors.

Participants Lead by Example

Participants in the ASEAN Circular Economy Business Alliance commit to lead by example through strategy and action in the ASEAN regional Circular Economy transition. Particularly, Participants will:

1. Actively promote and advance the Circular Economy transition in their business relations with buyers and suppliers, advocacy to government, community and other stakeholders and through information and knowledge sharing within the business and professional networks they are part of;
2. Take proactive steps to develop and implement circular solutions in their current and potential future products, services, processes, operations and other business activities;
3. Communicate on activities and impacts of their Circular Economy initiatives, including relevant business policy, targets, plans and company specific and relevant key indicators for the levels of resource circularity, resource efficiency and resource substitution achieved; and
4. Contribute, where appropriate, to the activities under the ACEBA, such as development and promotion of operational guidelines, toolbox, case studies or other knowledge products.

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