



ASEAN Circular Economy Business Alliance

# ASEAN Circular Economy Business Alliance (ACEBA)

## WHO WE ARE

The [ASEAN Circular Economy Business Alliance \(ACEBA\)](#) is an ASEAN-centric business-led alliance that spearheads a principles-based model for circular economy (CE)<sup>1</sup> for adoption by businesses in Southeast Asia in support of the regional circular economy transition. ACEBA is inspired by the richness of CE business experiences already present within the region, and seeks to foster wider CE adoption through knowledge and best practice sharing, business to business learning, and networking.

ACEBA is an initiative of **ARAIBA Sdn Bhd**, a purpose-driven, not-for-profit business organization that fosters inclusive and responsible business in ASEAN. It was launched on 22<sup>nd</sup> July 2024 in Jakarta, Indonesia, with the endorsement of the ASEAN Secretariat, the ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (ACCMSME), the European Union Delegation to ASEAN, and the ASEAN Business Advisory Council (ASEAN-BAC).

The [EU SWITCH-Asia Policy Support Component](#) (PSC) supported ACEBA's preparatory fact finding and consultations in Cambodia, Indonesia, Laos, Malaysia, the Philippines, Thailand, and Vietnam. This has already produced [80 CE business cases](#) that demonstrate diversity in approaches, benefit to climate and environment, and practical business opportunity. This also led to the development and validation of a principles-based [unifying framework](#) for business action on the circular economy, which is the foundation for ACEBA's advocacy, knowledge sharing, and capacity-building efforts.

ACEBA is working towards:

-  **Building business leadership and guiding action** for CE adoption by Southeast Asian businesses.
-  **Positioning CE as a regional agenda** for responsible and inclusive business promotion and action.
-  **Supporting evidence-based public and policy dialogue and knowledge sharing** on CE, and related issues and concerns.

**OUR ALLIANCE**

- > Co-convenors
- > Country Leads
- > Participants
- > Partners



## WHAT WE DO

 <p><a href="#"><u>Webinars and Workshops</u></a></p>	 <p><a href="#"><u>Business Cases</u></a></p>	 <p><a href="#"><u>Regional Engagements</u></a></p>	 <p><a href="#"><u>Policy Briefs/ Papers</u></a></p>
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<sup>1</sup> This principles-based approach to business action on Circular Economy is elaborated in "Towards a Unifying Framework for Business Action on Circular Economy in ASEAN": <https://www.aceba.co/resource/towards-a-unifying-framework-for-business-action-for-the-circular-economy-in-asean/>

## REGIONAL HUB

ACEBA is anchored to **ARAIBA Sdn Bhd**, formerly the ASEAN CSR Network (ACN), which advances the ASEAN Code for Responsible and Inclusive Business, developed in 2019 with the support and endorsement of the ASEAN Business Advisory Council (ASEAN-BAC). Managed by ARAIBA Sdn Bhd, a registered legal entity in Malaysia, ARAIBA mobilizes and coordinates efforts of private corporations, enterprises, and private sector organizations to promote responsible, inclusive, and resilient business models and practices in ASEAN.

## JOIN US

 <p><a href="#">ACEBA Mailing List</a></p>	 <p><a href="#">ACEBA Participant Application</a></p>	 <p><a href="#">Contribute a Business Case</a></p>	 <p><a href="#">ACEBA Inquiries</a></p>
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## RELATED RESOURCES



[ACEBA Founding Statement](#)



[ASEAN Circular Economy Framework](#)

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



**Great Giant Foods**

- 📍 Indonesia (Lampung, Sumatra)
- 🏭 Manufacturing
- 🌐 [www.greatgiantfoods.com](http://www.greatgiantfoods.com)
- ★ Analysis period: 2010-2023

Integrated Operations for Sustainable Agriculture

CIRCULAR ECONOMY BUSINESS CASE STUDIES IN SOUTHEAST ASIA

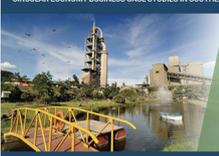


**Husk Ventures Cambodia**

- 📍 Phnom Penh, Cambodia
- 🌱 Agriculture/Rice/Carbon based fertilizers
- 🌐 [www.huskventures.com](http://www.huskventures.com)
- ★ Analysis period: 2019-2024

Biochar Innovation in Agriculture

CIRCULAR ECONOMY BUSINESS CASE STUDIES IN SOUTHEAST ASIA



**CEMEX Holdings Philippines, Inc.**

- 📍 Manila, Philippines
- 🏭 Construction material/cement
- 🌐 [www.cemexholdingsphilippines.com](http://www.cemexholdingsphilippines.com)
- ★ Analysis period: 2021-2022

Alternative Materials and Fuels for Low Carbon Cement

## [Business Cases](#)

SCAN TO EXPLORE 



**switchasia**  **Funded by the European Union**

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<https://www.aceba.co/>



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