

## CALL FOR ACEBA PARTICIPANTS: GUIDELINES AND FAQs



### ACEBA: Connect, Inspire, Learn, and Act Together for Circular Business Development in Southeast Asia

[ACEBA](#) brings together Southeast Asian businesses and business organizations to lead by example in the circularity transition. ACEBA was launched in July 2024 as an ASEAN-centric, business-led initiative, with the endorsement of the ASEAN Business Advisory Council, the ASEAN Secretariat, and the EU Delegation to ASEAN. ACEBA is an initiative of the [ASEAN Responsible and Inclusive Business Alliance \(ARAIBA\)](#)—a not-for-profit business organization that promotes responsible and inclusive business practices through advocacy, networking and knowledge sharing—and operates with advisory support from the [EU SWITCH Asia Policy Support Component](#).

ACEBA invites businesses and business organizations to commit to Circular Economy, and become an active Participant of the ACEBA network. The following sections provide an overview of the expectations for ACEBA Participants, and the process to become an ACEBA Participant.

#### **BACKGROUND**

The Association of Southeast Asian Nations (ASEAN) adopted in 2021 the [ASEAN Circular Economy Framework](#) to advance regional economic integration by contributing to resilient economy, resource efficiency, and sustainable growth of ASEAN Member States individually and collectively. This Framework complements national Circular Economy roadmaps and/or action plans and Sustainable Consumption and Production (SCP) initiatives of Member States. Each of these recognizes the critical role of business and its supply chains and stakeholders to develop and commercialize circular products and services, and thereby, contribute to the Circular Economy transition nationally and within the region.

ACEBA advocates a principles-based [Framework for Business Action on Circular Economy](#), which was developed and refined upon extensive business engagements around the region. This framework positions the Circular Economy as responsible business and innovation in the use of materials and other natural resources in products, activities and supply chains, to address the triple planetary crises of climate, nature and biodiversity, and pollution. This framework is already illustrated by 85+ relevant [business cases](#) covering a diversity of business sectors and sizes across Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Thailand, and Vietnam. These business cases provide testimony that Circular Economy can unlock cost savings and productivity improvements, and open new product and market opportunities, whilst equally doing good for climate, environment, and society.

ACEBA works to inspire and support ASEAN businesses in the Circular Economy transition, in particular its Participants. Recognized [ACEBA Participants](#) pledge to lead by example by 1) promoting Circular Economy in their business networks and as part of their advocacy; 2) integrating or adopting appropriate Circular Economy solutions in their products, services, and operations; and 3) sharing their Circular Economy achievements and experiences with ACEBA and other participating companies.

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ACEBA encourages **leadership and action by enterprises—from large corporates to MSMEs, start-ups, and social enterprises—and business associations in ASEAN Member States.** Supported by the [country leads](#) in the participating ASEAN Member States, ACEBA:

- Provides visibility and voice to [participating companies](#);
- Documents and showcases [CE business practices and solutions](#);
- Facilitates [peer-learning and sharing](#) among participating companies and other business examples; and
- Promotes operational [Circular Economy tools and metrics](#) appropriate to ASEAN businesses.

**ACEBA invites businesses from all sectors to join as ACEBA Participants, as Circular Economy is applicable across business sectors.**

### **ACEBA PARTICIPANTS: FREQUENTLY ASKED QUESTIONS**

- **Who can benefit from ACEBA activities and resources?**

The activities of ACEBA, in general, are open to any interested party or person, and ACEBA knowledge resources are freely accessible on its official website, [www.aceba.co](http://www.aceba.co). Joining ACEBA activities provides the opportunity to:

- a. Learn and benefit from the Circular Economy expertise and experience of ACEBA participants, co-convenors, associated experts and partners, and country leads.
- b. Engage in peer learning and knowledge exchange with CE experts, policymakers, other companies, and relevant stakeholders.
- c. Explore and pursue opportunities for joint-action, collaboration, and participation in Circular Economy initiatives.
- d. Contribute to and benefit from work being done in ASEAN on Circular Economy transition, innovation, and policymaking, aligned with the [ASEAN Circular Economy Framework](#) and Circular Economy-relevant national action plans and policies of respective Member States.

- **What does it mean to be a recognized ACEBA Participant?**

Complementary to open participation in its activities, ACEBA recognizes as “Participants” businesses and business organizations that 1) endorse ACEBA’s principles-based Circular Economy framework; and 2) pledge to work towards its realization in their business relations and activities.

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ASEAN Circular Economy Business Alliance

The principles-based [Framework for Business Action on Circular Economy](#) contains five guiding principles:

1. PURPOSE: advancing net zero for climate, nature, and environment;
2. SCOPE: implementing resource circularity, resource efficiency, and resource substitution;
3. RATIONALE: assuming responsibility for the organization's impacts on the environment and society;
4. MEANS: ideating and co-creating circular solutions; and
5. DEVELOPMENT CONTRIBUTION: creating net benefits for society and the economy.

ACEBA has developed a [practical guide for the implementation of this ambitious framework in firms](#), illustrated with experiences from Southeast Asian businesses.

To become a recognized ACEBA Participant, a **business or business organization will commit to:**

1. Actively promote and advance the Circular Economy transition in its business relations with buyers and suppliers; in advocacy with government, community, and other relevant stakeholders; and in information and knowledge sharing within the business and other networks they are part of;
2. Take proactive steps to develop and implement circular solutions in its current and potential/future products, services, processes, operations, and other business activities;
3. Communicate and share with ACEBA the activities and impacts of its Circular Economy initiatives, including relevant business policies, targets, plans, and programs to achieve resource circularity, resource efficiency, and resource substitution; and
4. Contribute, where appropriate, to the activities of ACEBA, such as the development and promotion of operational guidelines, toolkits, case studies, policy papers, or other knowledge products.

- **Who can become an ACEBA Participant?**

Registration as an ACEBA Participant is **open to any business or business organization that is legally established in an ASEAN Member State.**

In case of a business organization, official ACEBA Participation is limited to the business organization itself, and the pledge is limited to the activities and engagements of the business organization. For the avoidance of any doubt, the individual members or otherwise of the business organization will not automatically be considered ACEBA Participants. Members of the business organization have to individually apply to become an ACEBA Participant.

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- **What benefits are available to ACEBA Participants?**

ACEBA is committed to provide visibility and voice to ACEBA Participants. In addition to participation in ACEBA activities and benefitting from ACEBA resources, ACEBA Participants are:

1. Recognized on the ACEBA website, with a brief profile, logo, and hyperlink to the Participant's corporate or organization website; and
2. Given priority as contributors to ACEBA activities (e.g. as panelist or speaker at relevant events) and to ACEBA knowledge products, in particular the development, publication (online), and promotion of Circular Economy business cases.

Being an ACEBA Participant helps raise the profile and credibility of a business or business organization's circularity advocacy and practice, and opens business opportunities—i.e., peer-learning, partnerships, resource sharing and mobilization--arising from the circularity transition nationally, regionally, and beyond.

- **Are there fees required from ACEBA Participants?**

No, ACEBA does not charge any fees to ACEBA Participants.

- **How can a business or business organization apply to be an ACEBA Participant?**

The application process is initiated by the submission of an **Expression of Interest** to participate in ACEBA, using a standard form. All completed forms will be evaluated, and decisions will be communicated to applicants.

**The Expression of Interest is downloadable here:** [WORD File](#), [PDF File](#)

*\*Completed and signed Eol form, should be submitted along with the acceptance of the [ACEBA Joining Statement](#) via email to [secretariat@aceba.co](mailto:secretariat@aceba.co).*

Expressions of interest will be accepted any time, and reviewed accordingly. There is no deadline for submission of Expressions of Interest.

- **What is the duration of registration as an ACEBA Participant?**

Upon joining, ACEBA participants commit to actively participate in the network for an **initial period of three (3) years**. Participation can be renewed thereafter at mutual agreement of ACEBA and the respective Participant.

Status as ACEBA Participant may be terminated due to fraud, misconduct, or violation of commitments made, including proven regulatory non-compliance or conflicts of interest. In such instances, the Participant will be informed and will be provided further guidance.

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Participants may also voluntarily withdraw from ACEBA by notifying the Secretariat, and will receive confirmation of their withdrawal once their request is processed.

**Other queries, comments or suggestions?** Please email the Secretariat and co-convenors through [secretariat@aceba.co](mailto:secretariat@aceba.co). We would love to hear from you.

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