



# EU PROJECTS CONTRIBUTING TO THE CIRCULAR ECONOMY IN ASIA-PACIFIC

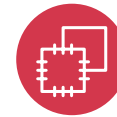
Through its grants programme, EU SWITCH-Asia drives innovation by supporting businesses transition to cleaner technologies and sustainable practices, and by encouraging consumers to embrace more responsible lifestyles.



Agri-food	
Indonesia	2
Philippines	2
Myanmar	2
Vietnam	1
Cambodia	1
Fiji	1
Lao PDR	1
Mongolia	1



Plastics / Waste	
Cambodia	1
Lao PDR	1
Myanmar	1



Textile and Leather	
India	2
Mongolia	1

Sustainable Tourism	
Lao PDR	1



18 PROJECTS IN 2026



# CIRCULAR ECONOMY

The increasing global resource use is leading to a rapidly accelerating crisis – growing waste and pollution, loss of biodiversity and ecosystems, and climate change. To decouple growth in well-being from environmental degradation and resource overconsumption, a shift from linear (extract-make-use-throw away) to circular (extract-make-use-reuse/ recycle/remake/recover) models of development is urgently needed.

Getting back within planetary boundaries calls for ‘*bending-the-trend*’ of expanding materials use, through the decoupling of human well-being from the consumption of material goods, and decoupling of the provision of goods and services from the use of natural resources and the generation of environmental impacts (UNEP, 2024). Promoting sustainable consumption and production (SCP), resource efficiency and circular economy (CE) approaches is the ‘pathway to ‘restore, protect, conserve, and sustainably use the environment, while minimizing the socioeconomic impacts’ (UN Pact of the Future, 2024). The circular economy (CE) offers a framework in which the value of materials, parts, and products remains for as long as possible within the production and consumption system.

CE is a system driven by interconnected strategies and innovations (Figure). It is to be achieved through **Circular Strategies** that correspond to the goals of sustainable consumption and production. This means relying on renewable and/or less harmful materials (*‘resource switch’*), striving for perpetual use and re-use of materials, products and their components within production and consumption systems (*‘circularity of resources’*), as well as minimising waste generation through better design and efficiency of production and use (*‘resource efficiency’*). Achieving circular strategies depends on **Innovations** in materials, technologies, and business and consumption models (including consumption by private consumers, and public and business organisations). All CE strategies and innovations must be taken into consideration during the different steps in **Life Cycle Stages** – from selection of materials along with product or service design to distribution, use and end-of-life management. Finally, the acceptance and implementation (*‘uptake’*) of CE will require **Enablers** – appropriate public policies, functional markets, and education and capacity development.

## CIRCULAR ECONOMY DIMENSIONS\*

### Circular Strategies

- Resource Circularity
- Resource Efficiency
- Resource Switch

### Innovation

- Products, Materials & Technologies
- Business Models
- Consumption Patterns / Lifestyle

### Lifecycle Stages

- Materials
- Design
- Production & Distribution
- Use
- End of Life

### Enablers

- Education & Behavioural Change
- Public Policy
- Markets

\* Adapted from Van Berkel, R. 2021. ‘Building a Circular Manufacturing Economy’, presentation at CII GreenCo 2021 Summit, 7 October 2021. <https://greenco.in/grncosummit/>



## CAMBODIA

### Accelerating Sustainability in Cambodia's Agri food System (ASCA)

Contributes to a sustainable agri-food system in Cambodia by integrating circular economy and resource-efficient practices that reduce greenhouse gas emissions while fostering economic growth in rural areas.



#### Circular Strategies

- Resource Circularity
- Resource Switch

#### Innovation

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#### Lifecycle Stages

- Design
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- Use

#### Enablers

- Education & Behavioural Change
- Markets



## FIJI

### Fiji Blue Fishing

Enhances the role of fishermen communities in the Fiji Islands by increasing their professional skills and improving commercial and business opportunities within the fishery sector. The specific objective is to help the agri-food sector improve product chains by adopting green and sustainable solutions while enhancing product quality.



#### Circular Strategies

- Resource Efficiency

#### Innovation

- Products, Materials & Technologies

#### Lifecycle Stages

- Production & Distribution

#### Enablers

- Education & Behavioural Change
- Public Policy





INDONESIA

## ACT! Accelerating Consumer Transformation and Sustainability in Indonesia

Reduces the negative environmental and social impacts of domestic food consumption in Indonesia, with a focus on coffee, cocoa, tea, and palm oil. The initiative primarily targets the hospitality sector (hotels and restaurants) and the retail sector (selected supermarkets) in Yogyakarta and Bali.



Photo credit: Rainforest Alliance



Circular Strategies

- Resource Efficiency
- Resource Switch



Innovation

- Consumption Patterns / Lifestyle



Lifecycle Stages

- Use



Enablers

- Markets
- Public Policy



INDONESIA

## PALMSTEP: Palm Oil Sustainability & Traceability Enhancement Programme

Aims to make palm oil production in Indonesia more sustainable and responsible by reducing deforestation risks and supporting smallholder livelihoods. It strengthens the secondary palm oil cooperative (KSMJ) through modern cooperative practices, empowering farmers, improving their bargaining position, and building stronger market linkages and policy engagement. In doing so, the project enhances the resilience and inclusiveness of palm oil value chains.



Circular Strategies

- Resource Efficiency



Innovation

- Products, Materials & Technologies
- Consumption Patterns / Lifestyle



Lifecycle Stages

- Production & Distribution



Enablers

- Education & Behavioural Change
- Markets





## LAO PDR

### SuPER WE Coffee - Sustainable Production and Ethic Responsible & Women Empowered Coffee value chains in Lao PDR

Improves the economic profitability, efficiency and sustainability of intensified coffee production by smallholder farmers. Supports MSMEs in reducing the environmental impact of their industrial production by adoption less polluting and more resource-efficient circular approaches.



#### Circular Strategies

- Resource Efficiency
- Resource Switch



#### Innovation

- Products, Materials & Technologies



#### Lifecycle Stages

- Production & Distribution



#### Enablers

- Education & Behavioural Change
- Markets



## MONGOLIA

### Switching On the Green Economy (SOGE)

Supports Mongolian agri-food and beverage MSMEs and retailers in adopting circular economy practices through market-based eco-labelling systems, tailored technical assistance, behaviour change and access to green finance.



#### Circular Strategies

- Resource Switch



#### Innovation

- Products, Materials & Technologies



#### Lifecycle Stages

- Production & Distribution



#### Enablers

- Education & Behavioural Change
- Markets





## MYANMAR

### PRET Myanmar: Promoting Environmental Transformation of Agrifood in Myanmar

Supports the tea sector in developing and piloting new business models. PRET will help address key challenges in tea and other agrifood sectors. This includes fostering climate-adapted production systems that enhance carbon fixation and biodiversity, reducing carbon intensity and environmental impact during processing, and replacing plastic packaging with sustainable alternatives.



#### Circular Strategies

- Resource Efficiency
- Resource Switch



#### Innovation

- Products, Materials & Technologies
- Business Models



#### Lifecycle Stages

- Materials
- Production & Distribution
- Use
- End of Life



#### Enablers

- Education & Behavioural Change
- Markets



## MYANMAR

### Sein-Lan Myanmar: Strengthening Circular Economy in Animal Feed Value Chain in Myanmar

Reduces environmental degradation caused by Myanmar's animal feed sector while enhancing economic returns through a more sustainable value chain. By integrating circular economy principles, the initiative seeks to create a balance between environmental responsibility and economic resilience.



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- Resource Circularity
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#### Innovation

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#### Lifecycle Stages

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#### Enablers

- Education & Behavioural Change





## PHILIPPINES

### Green Transition in Caraga Agri-food Value Chains

Promotes sustainable practices within the agri-food value chains of the Caraga Region, Mindanao, by introducing seaweed-based bio-inputs to approximately 5,000 farmers cultivating banana, rice, cocoa, corn, horticultural crops, and coconut.



#### Circular Strategies

- Resource Circularity
- Resource Switch



#### Innovation

- Products, Materials & Technologies
- Business Models



#### Lifecycle Stages

- Materials
- Production & Distribution



#### Enablers

- Education & Behavioural Change
- Markets

## PHILIPPINES

### SWITCH Maguindanao: Transforming Coconut MSMEs into Circular, Sustainable and Inclusive Social Enterprises

Supports MSMEs in the coconut sector to minimise the environmental impact of key segments of their value chain and strengthens functional connections among key stakeholders to improve access to fair financial services that support the growth of sustainable, green economic initiatives.



#### Circular Strategies

- Resource Circularity
- Resource Efficiency
- Resource Switch



#### Innovation

- Products, Materials & Technologies
- Business Models



#### Lifecycle Stages

- Materials
- Production & Distribution



#### Enablers

- Markets



VIETNAM

## Circular Economy Cocoa: From Bean to Bar

Promotes the development and adoption of less polluting and more resource-efficient and circular products, processes and services by MSMEs in the cocoa industry, allowing their integration into global greener value and supply chains.



### Circular Strategies

- Resource Circularity
- Resource Efficiency
- Resource Switch



### Innovation

- Products, Materials & Technologies
- Business Models



### Lifecycle Stages

- Production & Distribution
- Design



### Enablers

- Education & Behavioural Change
- Markets





# CAMBODIA

## PlasticSmart Cambodia

Reduces plastic waste in Cambodia through the adoption of sustainable food packaging and waste management practices. Fosters access to green finance by promoting sustainable practices and business models within the food vending sector and supports the development of a more robust and circular waste management system. Supports MSMEs, including shopkeepers and street vendors, in transitioning to environmentally and economically sustainable food packaging business models.



### Circular Strategies

- Resource Circularity



### Innovation

- Products, Materials & Technologies
- Business Models



### Lifecycle Stages

- Design
- Production & Distribution



### Enablers

- Education & Behavioural Change
- Markets



# LAO PDR

## Empowering to Act for Circular Transition in Plastics in Lao PDR (EMP-ACT)

Contributes to the green and circular economy in Lao PDR by encouraging consumers to adopt low-carbon, sustainable consumption and production practices within the plastics sector. A key focus is on education and awareness raising, ensuring that consumers are better informed about the impacts of plastic waste and equipped to reduce their reliance on single-use plastics while increasing availability of sustainable alternatives through circular economy demonstration hubs. The project also strengthens public sector support for circular plastic transition through subnational dialogue contributing to the National Plastic Action Plan of Lao PDR.



### Circular Strategies

- Resource Circularity



### Innovation

- Consumption Patterns / Lifestyle



### Lifecycle Stages

- End of Life



### Enablers

- Education & Behavioural Change
- Markets





MYANMAR

## Prevent Plastic+ (PP+)

Focuses on the manufacturing and agri-food sectors, addressing plastic reduction, waste management, and product circularity. By extending product lifespans through reuse and repair, it advocates for reuse models in fast-moving consumer goods (FMCG) and emphasises second-hand goods. It also supports circular start-ups by providing market access, financial knowledge, and guidance to secure funding, while promoting green business cases to investors.



### Circular Strategies

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### Lifecycle Stages

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### Enablers

- Education & Behavioural Change
- Markets





INDIA

## Green Threads: Enhancing Sustainability in India's Textile Recycling Clusters

Promotes textile recycling cluster-wide transformation through five interconnected strategies, including the creation of a Sustainable Cluster Brand, the establishment of a Traceability Mechanism for Textile Waste, promotion of Sustainable Production Practices, facilitation of Green Financing, and strengthening of the Policy Ecosystem for Climate Resilience.



### Circular Strategies

- Resource Circularity
- Resource Efficiency



### Innovation

- Products, Materials & Technologies
- Consumption Patterns / Lifestyle
- Design



### Lifecycle Stages

- Production & Distribution
- End of Life



### Enablers

- Capacity Building
- Education & Behavioural Change
- Market
- Public Policy



INDIA

## Catalyzing the Green Transition of India's Textile & Apparel Value Chain

Provides outcomes-oriented technical assistance and capacity-building support to MSMEs, helping them understand circular economy principles, measure their carbon footprint, and report on their decarbonisation goals, including ESG-relevant indicators.



### Circular Strategies

- Resource Circularity
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- Resource Switch



### Innovation

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### Lifecycle Stages

- Production & Distribution



### Enablers

- Education & Behavioural Change
- Markets





 MONGOLIA

## STeP EcoLab II: Sustainable Textile Production and Eco-Labeling in Mongolia

Promotes more sustainable textile value chain, contributing to economic recovery. Integrates Mongolian textile MSMEs into global greener value and supply chains by engaging and supporting MSMEs in the replication of sustainable and certified raw material sourcing mechanisms; reinforcing the credibility of ecolabelling schemes; and developing a conducive environment for textile processing sector to switch to sustainable production practices.



### Circular Strategies

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- Resource Efficiency
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### Innovation

- Products, Materials & Technologies



### Lifecycle Stages

- Production & Distribution



### Enablers

- Education & Behavioural Change
- Markets





LAO PDR

## Lasting Laos: Supporting Young Entrepreneurs and MSMEs in Laos' Tourism Value Chain

Contributes to Laos 9th Five-Year National Socio-Economic Development Plan, National Green Growth Strategy, Sustainable Consumption and Production Roadmap and the EU's New Green Deal by supporting Micro, Small and Medium Enterprises and young entrepreneurs in the Lao tourism value chain to adopt and promote SCP, circular economy and decent work practices.



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### Enablers

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