



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 over [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 [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



[Webinars and Workshops](#)



[Business Cases](#)



[Regional Engagements](#)



[Policy Briefs/  
Papers](#)

<sup>1</sup> This principles-based approach to business action on Circular Economy is elaborated in "Framework for Business Action on Circular Economy in Southeast Asia"; <https://www.aceba.co/resource/framework-for-business-action-for-the-circular-economy-in-southeast-asia/>

## 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.



## COUNTRY LEADS

ACEBA works with national business organizations to act its country leads, in advocating business leadership for Circular Economy and enabling businesses and other organizations to participate in ACEBA and benefit from its knowledge curation and sharing and networking activities.



Cebu Chamber of Commerce  
and Industry



KADIN Chamber of Commerce  
and Industry Indonesia



Thailand Environment Institute

## JOIN US



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## RELATED RESOURCES

- [ACEBA Founding Statement](#)
- [ACEBA Framework for Business Action on Circular Economy in Southeast Asia](#)
- [Business Cases](#)

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



[info@aceba.co](mailto:info@aceba.co)