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Programme Guide

Circular Solutions Accelerator Programme

Enabling Circular Innovations to Scale through Business

November 2026 – March 2027

Indonesia and Philippines

Application Link

Southeast Asia has committed to a regional Circular Economy (transition through the 2021 ASEAN Circular Economy Framework. This is complemented by national Circular Economy and Sustainable Consumption and Production action plans, strategies, and roadmaps across the majority of ASEAN Member States, including in Indonesia through the Circular Economy Roadmap and National Action Plan, and in the Philippines through the National Action Plan on Sustainable Consumption and Production.

Circular Economy (CE) solutions are also increasingly becoming a source of business competitiveness in Southeast Asia. Companies adopting CE approaches are reducing input costs, developing new products and services, improving resilience, and accessing new markets and finance. Achieving national goals and enhancing business competitiveness will require impact-full CE solutions that are commercially and move beyond pilots and early adoption to market-driven scaling up. Across the ASEAN region, innovators are developing promising solutions yet may require support to ensure that their solutions are more widely adopted and scaled through the market. The Circular Solution Accelerator, an initiative of the ASEAN Circular Economy Business Alliance (ACEBA) and supported by the EU SWITCH Asia Programme, responds to this need by helping proven circular solutions move towards scale and bring benefits to wider markets and value chains.

Objective

The Circular Solutions Accelerator will support younger companies and start-ups to fast-track the market uptake of proven circular economy solutions. The goal is to help commercially promising circular economy solutions to scale through business development, improved positioning and business models and strategic partnerships.

The accelerator will identify what prevents the circular solutions and the start-ups behind them from achieving impact at commercial scale and help remove or navigate those barriers through tailored expertise, business strategy guidance, and access to potential business partners.

The accelerator will run in parallel in Indonesia and in the Philippines.

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Target Companies

The Circular Solutions Accelerator is best suited to start-ups and younger companies that have a circular economy solution with strong circularity credentials, clear commercial potential and evidence of market validation. The accelerator is designed for enterprises that have moved beyond the idea or early prototype stage. Enterprises should demonstrate validation by targeted end-users or customers. Priority will be given to companies operating in or serving the following sectors: Automotive, Construction, Electrical & Electronics, Food and Beverage, Furniture & Homewares, Leather & Footwear, Textile & Garments, and Hospitality and Tourism.

The companies that would benefit the most from the programme are those which have:

- A solution validated by end users or customers and clear need for investment and commercial partnerships
- Potential to make a strong circularity impact with investment and commercial partnerships
- Indication that the solution can be scaled in its current markets and/or replicated in other geographies, and other sectors
- Achieved sufficient commercial traction in their home country and are now ready to expand to either Indonesia or the Philippines
- A management team that has the ability and time to engage with the process and be ready to present its business plans to potential partners.

In terms of CE solutions, the supported solutions may include (this being a non-exhaustive list):

- Reducing materials and resource use
- Substituting virgin materials with secondary or bio-based alternatives
- Extending product life through redesign, repair, reuse, refurbishment or remanufacturing
- Redesigning products or packaging for end of life recovery
- Enabling circular logistics or reverse supply chains;
- Recovering value from by-products and waste
- Offering product-as-a-service or sharing model;
- Improving industrial symbiosis or resource efficiency.

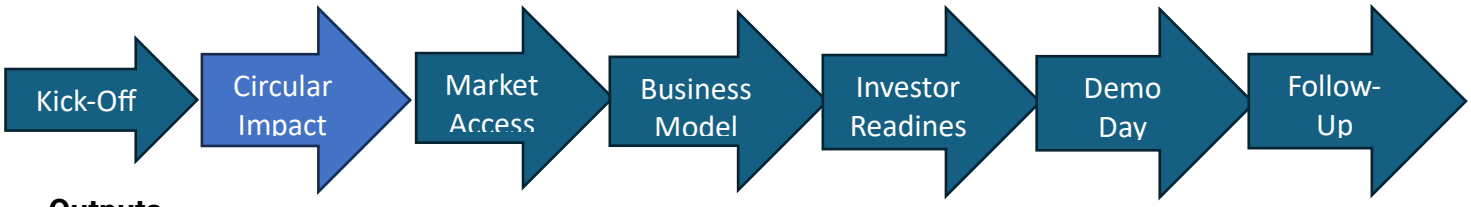
The Circular Solutions Accelerator would benefit companies which have clear market validation of their circular solutions and are ready to scale their impact through the market and with strong partnerships.

Acceleration Process

The Circular Solutions Accelerator will support a cohort of approximately 10–15 enterprises per country in Indonesia and in the Philippines. The companies will be selected through a competitive application process. The companies will go through a structured cycle with outputs at the end of each phase. The cycle will help companies to:

- Diagnose the scaling barriers to their current CE solution
- Clarify and refine their circularity impact and value proposition
- Identify customers, markets and partners needed for scale
- Strengthen the business model
- Prepare for commercial partnerships

Phases



Outputs



The acceleration process will pair each company with a mentor. Mentors are senior business executives (or founders) who will help enterprises sharpen their business model, assess scaling pathways, articulate circular impact, and prepare for investor and partner engagement. The role of the mentors is to guide and challenge the enterprises in their acceleration journey: the company management is expected to retain ownership of decisions and implementation.

The key activities in each phase are summarised below:

Phase	**What is expected to happen during this phase?**	**What is expected to happen at the end of the phase?**
Kick Off	Cohort kick-off call Individual company-mentor call Mentor undertakes diagnostics	Acceleration Plan with agreed priorities
Circular Impact	Analysis of current circular impact Identification of opportunities to deepen impact	Impact Plan with targets and measurement processes
Market Access	Review of current and potential customer segments Identify main sales channels and priority business development partnerships	Partnership Plan with priorities and value propositions
Business Model	Analysis of offering to priority customer segments Identifying feasible scaling pathways	Business Plan that embodies realistic but ambitious scaling plans
Investor Readiness	Review of financing needs Review of financial projections	Investor pitch
Demo Day	Webinar to connect enterprises with potential partners	Business Profile Presentation
Post Follow Up	Enterprises convert interest into concrete partnership opportunities	Partnership updates

The acceleration cycle will last 6 months: 4 months to the Demo day and 2 months post Demo Day.

The Circular Solutions Accelerator is a six-month cycle supporting selected enterprises through diagnostic, impart articulation and partnership building. Each enterprise will work with a mentor and produce practical outputs at each stage.

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Programme Support

The enterprises and the mentors will be supported actively by the ACEBA and SWITCH Asia teams. The national coordinators based in Indonesia and the Philippines along with the team in Bangkok will provide support across the entire life-cycle of the Circular Solutions Accelerator.

Pre-Launch Phase
1. Selection of enterprises
2. Recruitment of mentors

Implementation Phase
1. Providing tools and knowledge support
2. Organising webinars and check-ins at the key phases
3. Providing logistical support

Demo Day
1. Recruit potential business partners to attend event
2. Provide presentation templates
3. Manage logistics

Post Demo Day
1. Produce knowledge products
2. Facilitate partnerships

The mentors would also have access to a mentoring toolkit that includes access to background information about CE, process guides and templates for each stage.

Ecosystem Value Proposition

The programme will apply proven acceleration practices to start ups with proven circular product or service solutions, and help promising innovations to become more commercially robust, and visible to mainstream business partners. It will give large companies and other business partners access to a curated pipeline of innovative enterprises offering commercially relevant circular solutions.

It will also help create a pipeline of upstream circular innovations across multiple industries - including product and service solutions that reduce resource use, substitute virgin materials, redesign packaging, enable reuse and repair, improve production processes, and recover value before materials become waste.

Success will be measured through improved business models, stronger circular impact articulation, commercial partnerships, and the potential circular economy impact of supported solutions.

Partnerships

The Circular Solutions Accelerator is fostering partnerships with organisations committed to the long-term sustainability of ASEAN economies.

- EU organisations with business interests in the ASEAN region will have access to innovative enterprises that are developing solutions consistent with European circular economy goals.

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- Large companies exporting to the EU will get access to a pipeline of innovations they can integrate in their offerings.
- Investors – institutional investors, venture capital funds, and angel networks - will get access to investment worthy enterprises.
- General purpose accelerators will be able to tap into the technical expertise of the ACEBA and SWITCH Asia teams.
- Mentor networks will be able to support enterprises with the ability to create substantial impact.

About ACEBA

The ASEAN Circular Economy Business Alliance (ACEBA) is a business-led, ASEAN-centric initiative established to foster business leadership and action on the circular economy. ACEBA was launched on 22 July 2024 in Jakarta (Indonesia) with the support of the ASEAN Secretariat, the ASEAN Coordinating Committee on Micro, Small and Medium Enterprises (MSMEs), the ASEAN Business Advisory Council, and the European Union Delegation to ASEAN. ACEBA operates with technical advisory support from the EU SWITCH-Asia Policy Support Component. To date, ACEBA has developed a principles-based circular economy framework for businesses and curated over 100 circular economy business cases for companies in Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, Philippines, Thailand, and Vietnam. These represent different sectors and business sizes, and provide practical testimony that businesses are benefitting from their circularity initiatives in terms of operational costs savings, new product and market development and/or improved resilience, while doing good for planet and society. Informed by these business cases, European and international best practices and business engagements in the region, ACEBA is developing and piloting practical circular economy tools to support businesses, including Small and Medium Enterprises (SMEs).

The Indonesian Chamber of Commerce and Industry (KADIN) acts as county lead for ACEBA in Indonesia.

The Cebu Chamber of Commerce and Industry (CCCI) acts as country lead for ACEBA in the Philippines and ACEBA partners with the Global Compact Network Philippines in advocacy and capacity building.

About EU SWITCH-Asia

The EU SWITCH-Asia Programme is a European Union-funded initiative that supports the transition of Asia, the Middle-East and the Pacific to a low-carbon, resource-efficient and circular economy while promoting sustainable production and consumption patterns, and greener supply chains between these regions and Europe.

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Through policy dialogue, technical assistance, capacity building and knowledge support, the programme works with governments, businesses and other stakeholders to promote resource efficiency, circular economy, sustainable value chains and green business models.

In Southeast Asia, SWITCH-Asia supports regional circular economy action, including through the ASEAN Circular Economy Business Alliance (ACEBA). The Circular Business Accelerator forms part of this broader effort to mobilise business leadership and investment for circular economy solutions.

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