

## New Coalition Unites ASEAN Nations Towards Sustainable Development Goals

[Singapore 25 March 2024] The ASEAN Circularity Coalition, a groundbreaking initiative aimed at promoting sustainable practices and advancing the principles of circular economy in the ASEAN region, officially launches today. Established by the EU-ASEAN Business Council (EU-ABC), it aims to bring together government bodies, businesses, civil society organisations, and other stakeholders to address pressing environmental challenges while fostering economic growth and social development.

The establishment of the ASEAN Circularity Coalition comes at a critical juncture as the world faces escalating crises such as climate change, biodiversity loss, and growing inequality. Recognising the urgent need for action, the coalition aims to lead the transition towards a more sustainable and resilient future for all.

The coalition's mission is to advocate for and implement policies and practices that support a circular economy, where resources are used efficiently, waste is minimised, and sustainable consumption patterns are embraced. By creating a collaborative platform for key players from both the public and private sectors, the coalition will develop and promote comprehensive circularity roadmaps tailored to the unique challenges and opportunities of the ASEAN region.

Key initiatives of the Asia Circularity Coalition include:

- 1. Waste Management and Recycling Practices:** Advocating for effective waste management strategies and promoting the implementation of Extended Producer Responsibility (EPR) policies to minimise waste generation.
- 2. Product Design and Production:** Encouraging the integration of eco-design principles into manufacturing processes to maximise resource efficiency and minimise environmental impact.
- 3. Sustainable Consumption:** Educating consumers and businesses about the importance of sustainable consumption patterns and promoting the adoption of circular business models.

The coalition's efforts will be guided by the fundamental principles of circularity, including designing out waste and pollution, keeping products and materials in use, and regenerating natural systems. By embracing these principles, the coalition aims to create a more resilient, equitable, and sustainable future for the ASEAN region.

Commenting on the launch, Chris Humphrey, the Executive Director of the EU-ASEAN Business Council, said:

*The launch of the ASEAN Circularity Coalition marks a pivotal moment in our collective journey towards sustainability and resilience in the ASEAN region. This coalition represents more than just an alliance of organisations; it embodies a shared vision of a future where environmental stewardship, economic prosperity, and social equity intersect harmoniously. By harnessing the collective expertise, resources, and determination of our diverse stakeholders, we are driven to catalyse transformative change.*

*This launch signifies not only a commitment to addressing the urgent environmental crises we face, such as climate change and biodiversity loss, but also a bold declaration of our unwavering dedication to forging a path towards a circular economy. Through circularity, we envision a world where resources are utilised with utmost efficiency, waste is minimised, and the well-being of both the present and future generations is safeguarded. It is a vision grounded in principles of responsibility, resilience, and regeneration, and it is a vision that we, as the ASEAN Circularity Coalition, are committed to realising.*

*At the heart of our coalition lies a deep-seated belief in the power of collaboration to effect meaningful change. By bringing together governments, businesses, civil society organisations, and individuals, we recognise that our collective impact far exceeds the sum of our individual efforts. Together, we will pioneer innovative solutions, advocate for supportive policies, and inspire widespread adoption of circular practices. Through dialogue, partnership, and shared purpose, we will chart a course towards a future where sustainability is not just an aspiration but a lived reality for all.*

For more information about the ASEAN Circularity Coalition and its initiatives, please reach out to the contacts below or visit <https://www.eu-asean.eu/circularity-coalition/>.

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