



PROJECT NOTIFICATION

Ref. No.: 22-CP-22-GE-WSP-A-PN2200103-001

Date of Issue	08 November 2022
Project Code	22-CP-22-GE-WSP-A
Title	Workshop on Business Models for the Circular Economy in SMEs
Timing and Duration	21–23 December 2022 (three days)
Hosting Country(ies)	Vietnam
Modality	Digital Multicountry
Implementing Organization(s)	Vietnam National Productivity Institute (VNPI) and APO Secretariat
Participating Country(ies)	All Member Countries
Overseas Participants	38
Local Participants	12
Qualifications of Participants	Government officials, policy research officers, senior representatives of industrial associations, productivity professionals, and SME representatives working on industrial policy, environmental protection, sustainability, green growth strategies for the SME and manufacturing sectors, climate change mitigation, innovation, technology upgradation, and resource conservation
Nomination of Participants	All nominations must be submitted through National Productivity Organizations of member countries
Closing Date for Nominations	9 December 2022

1. Objectives

- a. Develop an understanding of the trends and challenges of the circular economy (CE) in SMEs to mitigate the negative consequences of climate change.
- b. Discuss business models for SMEs in implementing CE approaches.
- c. Share best practices in building a business model for SMEs to adopt and implement the concepts of the CE and Green Productivity (GP).

2. Background

The CE concept has emerged as a response to climate change, environmental degradation, and the limitations of the linear economy. It is based on a production and consumption model that emphasizes sharing, renting, reusing, repairing, and recycling existing materials for as long as possible. The life cycle of materials is thus extended. Transition to the CE is a critical step that requires enterprises to reuse resources, address environmental issues, and promote sustainability.

The CE approach assists SMEs not only in protecting the environment but also in using resources more wisely, building new business, creating employment, and developing new capabilities. However, awareness of current trends and challenges of the CE, particularly among SMEs, is limited. Changes in mindsets and attitudes, together with the utilization of advanced technologies, are vital for a smooth, successful transition to the new wave of industrialization promoting sustainability and opportunities to grow businesses. Given the scarcity of essential raw materials and resources, SMEs must develop business models that shift from the current linear economic model to a circular one.

The APO has intensified efforts to spread awareness of the CE concept in combination with GP practices. For example, the recent international conference held in Thailand in October 2022 discussed issues involved in synergizing GP and CE practices. To continue these efforts, this workshop will share and discuss the foundations and business models SMEs could utilize in adopting the CE concept in their operations.

3. Scope, Methodology, and Certificate of Attendance

The duration of each day's sessions will be around three hours comprising presentations by resource persons, group discussions, and other relevant learning methods. The indicative topics of the presentations are:

Day 1:

- The GP concept, framework, and strategies
- The CE approach, trends, and challenges
- Integrating GP with the CE approach

Day 2:

- SME business models to adopt CE approaches
- Promoting the CE among SMEs

Day 3:

- CE transformation of SMEs
- Case studies and best practices of CE adoption

The detailed program and list of resource persons will be provided one week prior to the sessions.

The participants are required to attend all sessions. This full participation is a prerequisite for receiving the APO certificate of attendance.

4. Financial Arrangements

- a. The APO will meet the assignment costs for international resource persons.

- b. The host country will meet the assignment costs of local resource persons and for a virtual site visit(s), either broadcast live or recorded as applicable.

5. Implementation Procedures

Please refer to the implementation procedures for APO digital multicountry projects circulated with this document.



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