EU-ASEAN BUSINESS COUNCIL

Fighting the Plastic Pandemic

November 2021

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EXECUTIVE SUMMARY

Plastic pollution in Southeast Asia is a key contributor to coastal and marine degradation. It disrupts the delicate balance of the region's marine ecosystem, which in turn negatively impacts the ocean economy and quality of marine food supplies. Coastal and marine waters are the lifeline for millions of people in the region, both directly and indirectly.[1] Fish is also an important source of protein, with a per capita consumption of up to 33.6 kg, well above the global average of around 20kg.[2] There is an impetus to keep ocean ecosystems healthy and preserve the blue economy. However, COVID-19 has only worsened the plastic pandemic in Southeast Asia.

The use of single-use plastics – in the form of masks, personal protection equipment (PPE), disposable cutlery and so on – inevitably skyrocketed, given how crucial they were in preventing the spread of the COVID-19 virus, maintain hygiene, and ultimately save lives. Meanwhile, the e-commerce boom, ignited by movement restriction orders, is generating copious amounts of plastic packaging and waste. It is known that the fatal virus can linger on surfaces for days, so used plastics must be handled carefully. Couple this with a shortage of manpower, waste management processes have become increasingly complicated. Funds for recycling value chains have also since been channelled into tackling the global health crisis, and understandably so. To top it all off, COVID-19 led to a crash in fossil fuel prices, making it cheaper to produce plastic polymers and single-use plastics.

If left unchecked, the plastic pandemic could lead to a long term environmental and public health calamity. Hence, the provision of secure, reliable, and affordable resources without causing devastating consequences to the environment, economy, and public health is one of ASEAN's greatest challenges. ASEAN already aspires towards sustainable and inclusive development: ASEAN's Strategy 5a of the ASEAN Comprehensive Recovery Framework is titled, "Promoting Sustainable Development in All Dimensions,"[3] while Brunei's 2021 ASEAN Chairmanship deliverables include developing "a common understanding on the blue economy," "a post-COVID-19 recovery plan on ASEAN tourism with solutions that enhance sustainability, resilience, climate-smart, gender, and social inclusiveness," and an "ASEAN Framework on Circular Economy."[4] As such, the EU-ASEAN Business Council believes this is a critical juncture to address an urgent problem that is relevant to the goals set by ASEAN and if left unsolved, will have significant socio-economic implications.

The EU-ASEAN Business Council makes nine specific recommendations in this paper:

1. Develop an ASEAN-wide framework on phasing out single-use plastics that is sufficiently flexible to support different speeds of implementation.
2. Develop an ASEAN-wide comprehensive Circular Economy standard framework to drive the plastics end-of-life value chain.

[1] ASEAN Cooperation on Environment, ''ASEAN Cooperation on Coastal and Marine Environment," https://environment.asean.org/awgcme/.
[2] Ibid., and Food and Agriculture Organisation of the United Nations, "The State of World Fisheries and Aquaculture: Meeting the Sustainable Development Goals," http://www.fao.org/3/i9540en/I9540EN.pdf.
[3] ASEAN Secretariat, "ASEAN Comprehensive Recovery Framework - Implementation Plan" (Jakarta, Indonesia: ASEAN Secretariat, 2020), p. 44.
[4] Ministry of Foreign Affairs, Brunei, "Brunei Darussalam's ASEAN Chairmanship 2021 Deliverables," ASEAN 2021, accessed May 6, 2021, http://www.asean2021.bn/Theme/deliverables.aspx.

3. ASEAN should conduct studies to identify the most problematic single-use plastic items, their relative importance in the economy, and then establish a roadmap to phase out targeted SUP items.
4. Through legislation that is closely consulted with the private sector and with sufficient grace period, consider imposing a minimum percentage requirement for recycled plastic; a tax proportional to the percentage of virgin plastic composition used to targeted single-use plastic products; tiered fiscal incentives for the usage of recycled plastic or more sustainable and naturally biodegradable materials; and a phased approached to the banning of plastic bags and plastic straws in shops and wet markets.
5. Provide ASEAN-wide or governmental support for innovation, research, and development for/of sustainable and naturally biodegradable materials as alternatives to plastic polymers, and standardised technologies to monitor waste generation and waste pathways.
6. As part of building a green finance ecosystem, develop a form of plastic retirement mechanism that allows the transition from single-use plastics to more sustainable materials.
7. Consumer goods companies to have a sustainable packaging plan and a clear commitment that includes a vision for plastics to never become waste.
8. Packaging recyclability and waste management to be approached as a shared responsibility that requires multi-stakeholder and system-wide solutions.
9. Consumers play a key role. To support their involvement, there can be a budget-based funding of easy-to-use drop-off stations. There should also be educational programmes/outreach initiatives for consumers to understand waste management, various types of plastics, as well as biodegradables and how to incorporate these in their lives.

INTRODUCTION

COVID-19 has disrupted lives, livelihoods, and lifestyles for many. More than 4.27 million lives have been lost,[5] and the world has suffered the biggest economic contraction since at least the Second World War.[6] COVID-19 has also led to changes in our production and consumption patterns. Specifically, it has turned single-use plastic and other disposable items from an enemy to an ally, resulting in a plastic pandemic. **Single-use plastic has been a useful tool in the fight against COVID-19**, especially in providing sanitary protection for frontline healthcare workers and the general public. Moreover, by enabling sanitary home deliveries of basic goods such as food, groceries, and medicine, single-use plastic has facilitated adherence to social-distancing rules and the continued smooth operation of businesses that had to quickly pivot to e-commerce models to survive the unprecedented economic downturn.

A study has found that **lockdowns in ASEAN have contributed to a massive increase in the generation of household and medical plastic waste**,[7] especially for Malaysia, Singapore, and Thailand.[8] This surge in medical and household plastic waste has negative effects the environment. This is exacerbated by the fact that the COVID-19 virus may remain viable for days on plastic surfaces,[9] which complicates waste management processes. To make matters worse, lockdowns led to a shortage of a solid waste workforce managing the disposal of plastics and their recycling processes.[10] Although the amount of medical waste produced in Hanoi amounted to 187 tonnes per day and that in Manila was 327 tonnes per day,[11] more than 80 percent of the recycling value chain in Vietnam and the Philippines ceased operations at the height of the pandemic.[12] These led to a significant increase in the amount of plastics entering landfills and polluting the open environment and waterways.

Moreover, the global fiscal response to the decline in economic activity as a result of COVID-19 is the largest in decades.[13] Direct fiscal measures, including those that are expected to persist into early 2022, range from 5 to 24 percent of 2019 GDPs in advanced economies, while that in emerging market economies is smaller, albeit still sizable, at a range between 1 and 9 percent.[14] Most of these direct fiscal measures

[5] Hannah Ritchie, Esteban Ortiz-Ospina, Diana Beltekian, Edouard Mathieu, Joe Hasell, Bobbie Macdonald, Charlie Giattino, Cameron Appel, Lucas Rodés-Guirao and Max Roser, "Coronavirus Pandemic (COVID-19)". Our World In Data.org, Accessed 21 July 2021

[6] Callum Hudson, Benjamin Watson, Alexandra Baker and Ivailo Arsov, ''The Global Fiscal Response to COVID-19,'' The Reserve Bank of Australia, Global Economy June 2021 Bulletin, https://www.rba.gov.au/publications/bulletin/2021/jun/the-global-fiscal-response-to-covid-19.html#fn0

[7] Praveena, S.M. and Aris, A.Z, "The impacts of COVID-19 on the environmental sustainability: a perspective from the Southeast Asian region," Environ Sci Pollut Res, 2021.

[8] Ibid.

[9] Van Doremalen N, Bushmaker T, Morris DH et al, "Aerosol and surface stability of SARS-CoV-2 as compared with SARS-CoV-1," N Engl J Med, 2020

[10] Klemeš JJ, Fan Y Van, Tan RR, and Jiang P, "Minimising the present and future plastic waste, energy and environmental footprints related to COVID-19," Renew Sustain Energy Rev 127, 2020.

[11] Asian Development Bank, "Managing infectious medical waste during the COVID-19 pandemic," 2020, https://www.adb.org.

[12] ASEAN Business, "Recycling value chains in South-east Asia shut down by Covid-19 risk closures," The Business Times, August 31, 2020, https://www.businesstimes.com.sg/asean-business/recycling-value-chains-in-south-east-asia-shut-down-by-covid-19-risk-closures

[13] Chudik A, K Mohaddes and M Raissi (2021), ''COVID-19 Fiscal Support and its Effectiveness,'' Centre for Applied Macroeconomic Analysis Working Paper 28/2021.

[14] IMF (2021), ''Fiscal Monitor: A Fair Shot,'' April, https://www.imf.org/en/Publications/FM/Issues/2021/03/29/fiscal-monitor-april-2021.

support private incomes and employment in order to limit economic scarring and ensure strong foundations for recovery. This **constrains the availability of public funds that can be geared towards financing recycling value chains.** Moreover, **a dip in demand for recycling services as a result of the pandemic has led to some recycling value chain stakeholders closing down their businesses, and placed others at risk of defaulting.**[15] This will create bottlenecks in ASEAN's recycling value chains and threaten the progress ASEAN has made in developing its recycling systems.

In ASEAN, some AMS have made policy commitments to tackle plastic pollution through their domestic green plans, such as Indonesia's Green Growth Programme, Singapore's Green Plan 2030, and Vietnam's National Strategy on Green Growth. Moreover, ASEAN has recently launched the ASEAN Regional Action Plan for Combating Marine Debris in the ASEAN Member States (2021-2025), which provides a scalable strategy to tackle the challenge of plastic pollution by reducing marine plastic debris across the region, enhancing collection and minimising leakage, as well as creating value for waste reuse. Actions include guidelines for countries to phase out single-use plastics, harmonise regional policies on recycling and plastics packaging standards, and strengthen regional measurement and monitoring of marine debris. However, the COVID-19 crisis has threatened to stall or even reverse any progress ASEAN has made towards tackling plastic pollution. As such, the EU-ASEAN Business Council believes that it is of utmost importance and urgency for ASEAN to address the worsening problem of single-use plastics, through developing an ASEAN-wide framework on phasing out single-use plastics.

Impact of COVID-19 on Single-Use Plastics

COVID-19 has exacerbated the problem of increased single-use plastic usage on 4 fronts.

First, **COVID-19 lockdowns have led to increased single-use plastic packaging due to the greater dependence on home deliveries.**[16] Globally, 1.6 million tons of single-use plastics are being used and disposed of per day. In Thailand, the Pollution Control Department reported that plastic waste, particularly plastic packaging, has increased by 15% from 5,500 tonnes per day to 6,300.[17] Within Bangkok, at the height of its lockdown, plastic waste increased 62% from 2115 tonnes per day in 2019 to 3432 tonnes in April 2020.[18] In Singapore, an extra 1334 tonnes of plastic waste were produced during its 2-month long 'circuit breaker' lockdown due to increased demand for takeaway and delivery meals.[19]

[15] GA Circular, ''Safeguarding the Plastic Recycling Value Chain: Insights from COVID-19 impact in South and Southeast Asia,'' August 2020, p.11

[16] Nsikak U. Benson, David E. Bassey, and Thavamani Palanisami, "COVID Pollution: Impact of COVID-19 Pandemic on Global Plastic Waste Footprint," *Heliyon* 7, no. 2 (February 2021).

[17] Memon, Mushtaq Ahmed. "COVID-19 Sustainable Lifestyles for Plastics and Packaging Waste Management During a Pandemic." Bangkok: United Nations Environment Programme, 2020.

[18] Patpicha Tanakasempipat, "Plastic Piles up in Thailand as Pandemic Efforts Sideline Pollution Fight," Reuters (Thomson Reuters, May 11, 2020), https://www.reuters.com/article/us-health-coronavirus-thailand-plastic-idUSKBN22N12W.

[19] Navene Elangovan, "Singapore Households Generated Additional 1,334 Tonnes of Plastic Waste during Circuit Breaker: Study," TODAYonline, June 5, 2020, https://www.todayonline.com/singapore/singapore-households-generated-additional-1334-tonnes-plastic-waste-during-circuit-breaker.

Second, **COVID-19 has resulted in greater reliance on single-use plastics by businesses and consumers to decrease risks of viral transmission via multi-use utensils, packaging, and products**. In Thailand, this therefore led to the dampening of enforcements that control the use and production of single-use plastics.[20]

Third, **recycling has become less viable during the pandemic because the COVID-19 virus lingers on plastic surfaces** for about 72 hours, making plastic waste a public health risk for waste management staff.

Lastly, **COVID-19 has caused the prices of fossil fuels, the feedstock for production of plastic polymers, to fall**. This has allowed the cost of single-use plastics to decrease, which further boosted already-high demand for single-use plastic products.[21] Moreover, falling oil prices made virgin plastic products cheaper to produce than recycled plastic.[22] In fact, in April 2020, for the first time in history, oil prices fell into negative territory as the demand for oil plunged.[23] For these reasons, the progress on the fight against single-use plastics has decelerated, which has allowed the problem of single-use plastics to exacerbate.[24]

Granted, this paper recognises that existing Personal Protection Equipment (PPE) uses single-use plastic, and its usage is crucial in the continued fight against COVID-19. However, the Council believes that **plastic-free or reusable alternatives** should be sourced and developed to produce or manage PPE in the long run. For example, research shows that COVID-19 lingers on paper and cardboard only for 3 hours compared to 72 hours on plastic materials.[25] This suggests that **switching PPE materials from plastic to paper and cardboard materials** may reduce the public health risk during the waste management process and speed up the recycling process. For instance, a face visor made from paper board and wood pulp cellulose – the Reelshield flip, which can be composted at home, has been developed.[26] This shows that there exists a more sustainable material compared to single-use plastics that can be used to produce other PPE. Alternatives to traditional plastic also include **biodegradable plastic substitutes** that can decompose naturally and more quickly in the environment. For example, plant-based materials such as corn, cassava, tapioca roots, sugarcane or sugar beet pulp are plastic substitutes that can decompose in landfills in two years by natural microorganisms, as compared to centuries for traditional plastics.

These biopolymer materials are more sustainable alternatives to traditional plastics and should be used to develop biodegradable gloves and face masks. Companies and

[20] Tanakasempipat, "Plastic Piles up in Thailand as Pandemic Efforts Sideline Pollution Fight," Reuters (Thomson Reuters, May 11, 2020).
[21] Joe Brock, "The Plastic Pandemic: COVID-19 Trashed the Recycling Dream," Reuters (Thomson Reuters, October 5, 2020), https://www.reuters.com/investigates/special-report/health-coronavirus-plastic-recycling/.
[22] Joe Brock, "The Plastic Pandemic: COVID-19 Trashed the Recycling Dream," https://www.reuters.com/investigates/special-report/health-coronavirus-plastic-recycling/.
[23] BBC News, ''US Oil Prices turn Negative as Demand Dries Up,'' BBC, April 21, 2020, https://www.bbc.com/news/business-52350082
[24] Marimi Kishimoto, "Global Drive to Reduce Use of Plastics Hits COVID-19 Roadblock," Nikkei Asia, July 26, 2020, https://asia.nikkei.com/Spotlight/Environment/Global-drive-to-reduce-use-of-plastics-hits-COVID-19-roadblock.
[25] Alex W H Chin et al., "Stability of SARS-CoV-2 in Different Environmental Conditions," *The Lancelet Microbe* 1, no. 1 (May 1, 2020).
[26] Chloe Way, ''Healthcare is still hooked on single-use plastic PPE, but there are more sustainable options,'' The Conversation, August 7, 2020, https://theconversation.com/healthcare-is-still-hooked-on-single-use-plastic-ppe-but-there-are-more-sustainable-options-143940

researchers have also been working on **decontamination technologies to make PPE reusable**. These include a critical care decontamination system made by a company in Ohio which can decontaminate up to 80,000 items of PPE at a single time.[27] Scientists at the University of Nebraska are also researching whether ultraviolet light can decontaminate masks and respirators.[28] The end of life for these products also need to be taken into consideration – for instance, composting might not be the best option, especially if they have been contaminated with pathogens. Incineration would be a preferable option, but there is still a need to explore the best ways to properly dispose of such items, subject to the countries' respective waste management capacities.

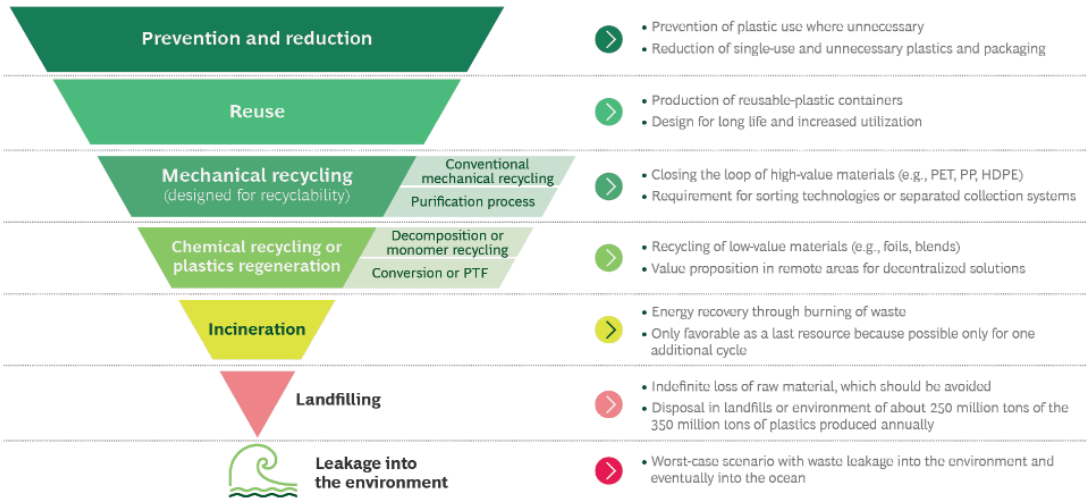
These plastic-free or reusable alternatives to single-use plastic PPE could aid ASEAN's campaign to reduce single-use plastic. Hence, understanding that many governments are still combating COVID-19, the Council wishes to encourage governments to explore more sustainable materials and reusable alternatives to produce and manage PPE once public health and safety has been secured.

Scope of the Paper

Currently, most AMS are focused on downstream plastic management, which includes work on waste management systems and recycling projects. The Council welcomes the work done by AMS on these areas to reduce plastic pollution, marine debris, and improving public health.[29] However, tackling the downstream stages of single-use plastic only targets the symptoms of the larger plastic pandemic. Based on the waste management hierarchy, policies surrounding plastic waste should first prioritise "Prevention and Reduction" as a method of managing plastic waste, before proceeding to recycling and disposal as the last resort (see figure 1). As such, the root of the problem is the continued production of single-use plastics, not the management of plastic waste. Thus, this paper stresses that **AMS needs to pay attention to regulating the upstream stages in the life cycle of single-use plastic waste**. The average citizen is struggling with problems more urgent than recycling; without targeted incentives – moral, financial, and regulatory – it will be difficult to make progress.

[27] Ibid.
[28] Ibid.
[29] M. Akenji et al., "Circular Economy and Plastics: A Gap-Analysis in ASEAN Member States" (Brussels, Jakarta: European Commission Directorate General for Environment and Directorate General for International Cooperation and Development, Association of Southeast Asian Nations (ASEAN), 2019), 3.

EXHIBIT 1 | The Pyramid of Plastic Waste Management



Source: BCG.

Figure 1. Waste management hierarchy pyramid for plastic waste and the suggested actions at each level.[30]

UNDERSTANDING SINGLE-USE PLASTICS

Single-use plastics are made from fossil fuel-based chemicals that are meant to be disposed of after use. Single-use plastics are mainly used for packaging, service ware, bottles, wrappers, straws, and bags. These goods have an average lifetime use of 12 minutes but take 1000 years to break down into microplastics under natural environmental conditions.[31]

The Relative Recency of Single-Use Plastic in our Lives

The rise of single-use plastics as a form of packaging is relatively new, with the rapid increase in plastic production significantly picking up pace only in the 1950s, and the production of single-use plastics starting in 2002 (see figure 2). **Based on projections, the rate of single-use plastic production will be rapidly increasing in 2030 and 2040 unless active steps are taken to mitigate this**. Moreover, single-use plastic packaging makes up 36% of global plastic production as of 2015 (see figure 3). More notably, much of the single-use plastic products that are commonly used today were traditionally made with materials that were either more biodegradable, reusable, or recyclable (see figure 4). This shows there were viable solutions for general packaging needs that existed before the introduction of single-use plastic polymers, which means that the problem of single-use plastics is more solvable. The issue now is to take the commitment and dedication to eliminate single-use plastics and introduce more sustainable alternative materials.

[30] Holger Rubel et al., "A Circular Solution to Plastic Waste," BCG Global (Boston Consulting Group, July 15, 2019), https://www.bcg.com/publications/2019/plastic-waste-circular-solution.
[31] Travis P. Wagner, "Reducing Single-Use Plastic Shopping Bags in the USA," *Waste Management* 70 (2017): pp. 3-12.

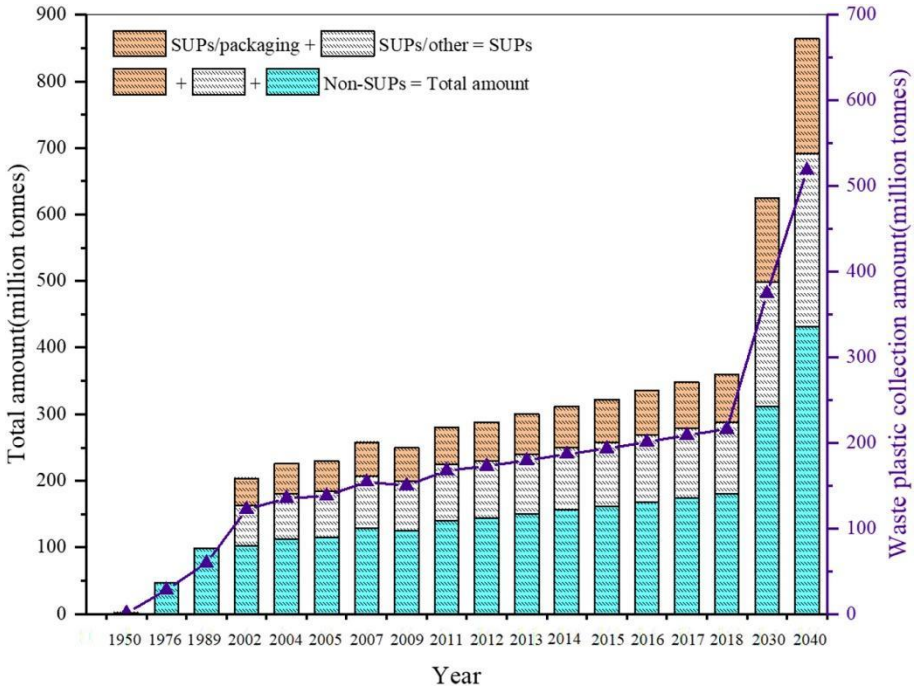


Figure 2. Production timeline of plastics and single-use plastics (SUP) globally.[32]

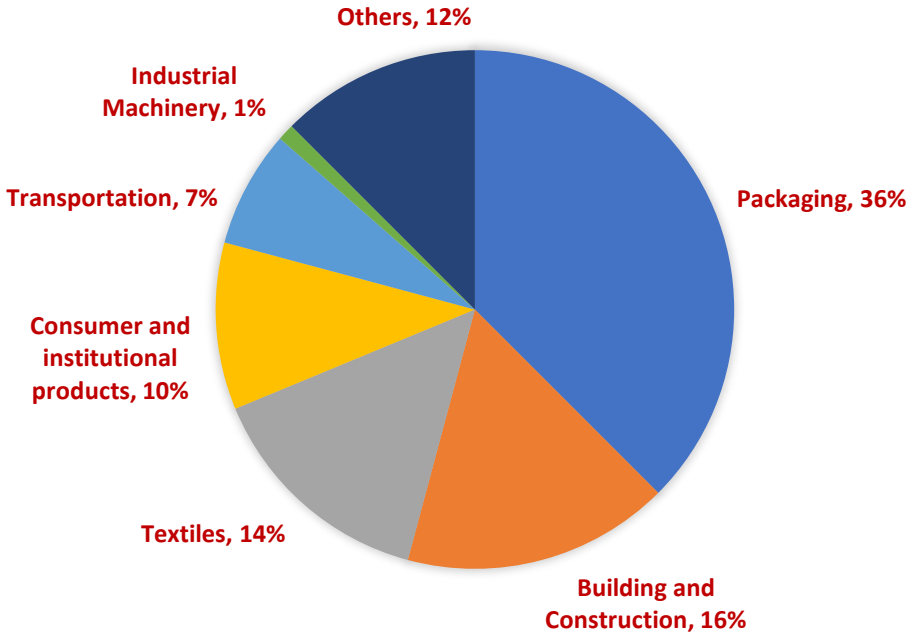


Figure 3. Global plastic production by industrial sector, 2015.[33]

[32] Yuan Chen et al., "Single-Use Plastics: Production, Usage, Disposal, and Adverse Impacts," *Science of The Total Environment* 752 (January 15, 2021), 3.
[33] Roland Geyer, Jenna R. Jambeck, and Kara Lavender Law, "Production, Use, and Fate of All Plastics Ever Made," *Science Advances* 3, no. 7 (July 19, 2017), 2.

Product	Previous typical packaging material	Current typical packaging material
Milk, edible oil	Glass, metal 	3 or 5 layer film pouches 
Toiletries (soap/shampoos)	Paper, glass 	Plastic pouches or films 
Cement, fertiliser	Jute 	PP/HDPE woven sack 
Toothpaste	Metal 	Plastic lamitube 

Figure 4. Traditional materials vs single-use plastics for some commonly used products.[34]

Challenges of Recycling

Recycling is well understood as a better alternative to the landfill disposal of single-use plastics. However, of all the plastic products produced from 1950-2015, single-use or not, only 9% are recycled, 12% are incinerated, and a whopping 79% are dumped in landfills.[35] This shows that recycling has not been an effective method of managing plastic waste. This is because plastic recycling faces 3 key challenges.

First, recycling plastic is a low-margin business with high costs and low prices for recycled polymers when compared to recycling more lucrative materials like metal. As such, the recycling industry remains small with investors unwilling to open new businesses or innovate new technologies that would improve the process of recycling plastic. Second, each component of a single-use plastic product uses a different plastic polymer which makes sorting and processing difficult (see table 1). Naturally, this further adds to the costs incurred to recycle plastic. Lastly, recycling plants cannot accept tainted plastics (e.g. plastic containers soiled with foodstuff) to prevent contamination during the recycling process.

[34] Claudia Giacovelli, Anna Zamparo, and Andrea Wehrli, "Singe-Use Plastics: A Roadmap for Sustainability" (Nairobi, Kenya: UNEP, 2018), 3.
[35] Geyer et al., "Production, Use, and Fate of All Plastics Ever Made," (July 19, 2017), 2.

Table 1. Types of Single-use Plastics.

Name of Polymer	Abbreviation	Single-use case
Low-Density Polyethylene	LDPE	Bags, trays, containers, food packaging film
High-Density Polyethylene	HDPE	Milk bottles, freezer bags, shampoo bottles, ice cream containers
Polystyrene	PS	Cutlery, plates, cups
Expanded Polystyrene	EPS	Hot drink cups, insulated food packaging, protective packaging for fragile items
Polyethene Terephtalate	PET	Drink bottles, dispensing containers, biscuit trays
Polycarbonate Polypropylene	PP	Microwave dishes, ice cream tubs, potato chip bags, bottle caps

A big problem is the variety of types. Additionally, different plastics cannot be recycled together. They each have different melting points, chemical bond structures and, in some cases, toxic properties when broken down. For example, there are two types of PET, which is not obvious except to an experienced eye, and the melting point is sufficiently different: PET type 1 will burn before PET type 2 melts.

In a scenario where governments announce a two-year timeline to eliminate PVC and PS, or heavily tax those materials to make recycling more profitable, people would invent alternatives. As it is, however, there is no incentive to innovate, as existing products are cheap and readily accessible, and the problem of toxic residue can be punted down the road without consequence.

Lastly, the lack of practice by consumers in segregating domestic waste coupled with insufficient infrastructures such as separated waste bins and truck collection exacerbates the difficulties of waste management.

Despite these challenges, **recycling is not pointless**. Recycling is still better than disposing of plastic waste in landfills or in the natural environment. The challenge is efficiency; the number of aggregation steps in the existing process make recycling barely profitable.

However, recycling plastic waste can provide cost-savings to the private sector. For example, the fast-moving consumer goods industry can save about USD4 billion a year per large company if that company incorporates well-managed plastic waste management practices in their businesses.[36] Given that there are still environmental and economic benefits to recycling plastic despite the challenges that the recycling industry faces,

[36] Julie Raynaud, "Valuing Plastic - The Business Case for Measuring, Managing, and Disclosing Plastic Use in the Consumer Goods Industry" (Nairobi, Kenya: United Nations Environment Programme, 2014), 11.

policymakers should continue to improve the management of plastic waste, the operational capabilities of recycling facilities and processes, and the financial support in making recycling plants a more profitable business.

EXAMPLES OF PRIVATE SECTOR RESPONSES

CAP in Thailand

The CAP ('Care About Plastics') programme in Thailand is an attempt to eliminate steps in the whole recycling process through an existing collection structure (the Maana Social Enterprise drivers, who tour the city picking up recyclables); Maana Social Enterprises being associated with the Baan Nokkamin Foundation, and getting PET to recyclers in two steps – pickup and concentration, then delivery once the target volume is achieved. It is a project sponsored by the Joint Foreign Chambers of Commerce in Thailand (JFCCT) through its Tourism Committee[37], which EuroCham Thailand is a part of. The program is supported by the Netherlands and Swiss Embassies, as well as corporations such as Danone and Indorama which provided direct financial support. The goal is to establish the program logistics, grow the participant base, and then gradually expand the collection program to other plastics. This would hopefully eliminate, if not significantly reduce the amount of plastic that end up in landfills.

Circular Economy for Packaging

Danone is working to offer packaging that is 100% circular – to be safely reused, recycled, or composted; and ensuring the material they produce stays in the economy and never becomes waste or pollution. Currently, the company has initiatives to implement eco-design principles for packaging to eliminate non-recyclable shrink film by using specially designed adhesive and tape handles to keep water bottles together. Danone also aims to develop new alternative delivery or reuse models, while eliminating items that are problematic or unnecessary. As such, Danone-AQUA in Indonesia has plans to launch a pilot program to assess alternative solutions to replace plastic straws in 2019.

[37] www.careaboutplastic.com; and http://www.jfcct.org/cap-care-about-plastic/

Pernod Ricard has also taken a more sustainable approach to packaging as of 2021. Their award-winning gin, Beefeater, now stores in a 100% recyclable glass bottle with an aluminium cap, and the label has moved from PVC to paper. As a result, there will be an estimated annual savings of 410 tonnes of plastic, equivalent to 17 million 500ml single use water bottles.

FrieslandCampina has committed to making its entire packaging portfolio reusable and/or recyclable by 2025 with the aim of being fully circular and without any emission from fossil fuels by 2050. In South East Asia, FrieslandCampina's Alaska Milk Corporation (AMC) in the Philippines will be certified as 100% plastic-neutral by 2022 through the Plastic Credit Exchange (PCX), a non-profit organization accredited by the UN Environment Program and a member of the Ellen McArthur Foundation. AMC's Wrapper Redemption program provides 165g of Alaska Fortified Powdered Milk Drink for every 3 kilos of flexible plastics and in 2020, AMC together with the partner Local Government Units collected almost 70,000 kgs of flexible plastics that were recycled and up-cycled with two cement factories using Co-Processing Technology. In Indonesia, Frisian Flag replaced plastic with paper straws across its flagship low-fat ready-to-drink liquid milk 225 ml product range in 2020. Both AMC and Frisian Flag are also leading multi-stakeholder initiatives to promote plastic recycling and reduce waste with consumers, retailers, the packaging industry and waste collection service providers."

PET Bottle-Recycling Factory in Indonesia

Aside from innovative packaging, Danone-AQUA has partnered with Veolia Indonesia, a water technologies company, in setting up a PET bottle-recycling plant in Pasuruan, East Java in April 2021. The factory has the production capacity of 25,000 tons per year of food-grade recycled PET plastic (RPET). This would hopefully serve to fulfil Danone's 2025 target of using recycled plastic for 50% of the plastic used for its water and other beverages.

#BijakBerplastik is a systematic approach taken by Danone-AQUA to tackle plastic waste issues in Indonesia. This commitment is based on circular economy principles and encourages multi-collaboration. It focuses on three main pillars – collection, education and innovation. Danone-AQUA has expanded its collection efforts by establishing 2 integrated sorting facilities (TPST) in East Java and Bali that have the capacity to process waste of up to 120 tonnes per day. Further, SAMPAHKU TANGGUNG JAWABKU (My Waste My Responsibility) is an education module launched in collaboration with the government

to influence consumer behaviour in Indonesia. As part of its innovation efforts, Danone-AQUA has also launched its first bottle packaging made from 100%rPET and aims to make all of its packaging to be 100% recyclable and reusable by 2025.

Ban of Single-Use Plastic POS

Pernod Ricard has pledged to ban the use of single-use plastic point-of-sale (POS) items by 2021 which is four years ahead of its original target. This is part of Pernod Ricard's 2030 Sustainability & Responsibility roadmap – 'Good Times from a Good Place' which signifies the company's commitment to promoting circularity and minimising waste at every step. To meet this goal, the company has rolled out Global Sustainable POS Guidelines that follow Pernod Ricard's 5 R Principles – Rethink, Reduce, Reuse, Recycle and Respect. These guidelines help specify which materials can no longer be used and how they can be replaced.

ZWTN 2030 in the Philippines

The ZWTN ('Zero Waste to Nature') is a declaration of commitment by the Philippine Alliance for Recycling and Materials Sustainability (PARMS) and other European FMCGs such as Nestle and Unilever, to initiate and support waste management efforts consistent with Ambition 30. The PARMS group advocates for the adoption of science-based and practical solutions to reduce, collect, and recycle waste and fully supports its member's shift to 100% sustainable packaging by 2025.

EPR Scheme

The Extended Producers Responsibility (EPR) scheme works towards the establishment of a sustainable waste management infrastructure involving both public and private sector investment. The EPR scheme sets realistic milestones and targets for collection of plastic waste and enables obliged companies to share in the financial responsibility for waste management. The European Chamber of Commerce of the Philippines (ECCP) supports the implementation of an EPR scheme as it is more inclusive, target-based, phased, achievable, and implementable as compared to an outright ban of single-use plastics.

Circular for Zero

Circular for Zero is a strategy adopted by Novo Nordisk with the overarching objective to achieve 100% renewable energy across the supply chain, to achieve zero CO2 emissions in operations and transport, and to have no production waste for the landfills. In particular, Novo Nordisk is looking towards a complete elimination of single-use plastics in each Novo Nordisk Affiliate across ASEAN. Each of these affiliates has a dedicated Green Team committed to a communications strategy where all employees are engaged, educated, and empowered to join the Circular for Zero movement.

THE PROBLEM OF SINGLE-USE PLASTICS

The problem of single-use plastics can be distinguished in three categories – **(1) Economic Costs, (2) Public Health Concerns, and (3) Climate Change.**

Economic costs

Globally, the economic impact of plastic pollution in marine ecosystems was calculated to be an average of USD13 billion per year, given the rapidly increasing amount of plastic waste generated annually.[38] **In ASEAN, single-use plastics and plastic pollution directly damage the region's blue economy at a cost of USD2.1 billion per year according to conservative estimates.**[39] This estimate measures only the direct costs to three primary industries in ASEAN's blue economy: shipping, fisheries and aquaculture, and marine tourism.

Thus, the estimated cost of USD2.1 billion per year should be much higher once the costs borne by the industries indirectly related to ASEAN's blue economy has been taken into account. This annual economic cost to ASEAN's blue economy should not be taken lightly, as the blue economy comprises a significant proportion of AMS' GDP. For example, the blue economy makes up about 15% of Indonesia's GDP and 22% for Vietnam as of 2016.[40] These two countries, along with Thailand, are also the top few leading seafood exporters in the region. Should marine plastic pollution continue to exacerbate, the fish exported may be contaminated with plastics and its associated chemicals, which would become a health hazard for the people who consume them. Contaminated fish may also be subject to import bans for public health reasons, affecting the livelihoods of those in the fishing industry.

Moreover, it is important to note that these figures estimate the economic costs of plastic waste pollution from a marine-economy perspective, there are also economic costs

[38] Ibid, 39.
[39] Stefanos Fotiou and Anthony Cox, "The Price of Plastic Waste and Solutions to Turn the Tide," ESCAP (United Nations Economic and Social Commission for Asia Pacific, January 29, 2021), https://www.unescap.org/blog/price-plastic-waste-and-solutions-turn-tide.
[40] Rajni Nayanthara Gamage, "Blue Economy in Southeast Asia: Oceans as the New Frontier of Economic Development," *Maritime Affairs: Journal of the National Maritime Foundation of India* 12, no. 2 (February 2016): p 3.

caused by negative externalities for plastic usage and plastic pollution that occurs on land. With that in mind, the economic costs should be conservatively estimated to be far higher once taken into account the costs of plastic waste and usage in a bigger picture that include both oceans and land.

Climate Change

Plastic is responsible for 4% of global greenhouse gas emissions, twice of the aviation industry at pre-COVID-19 levels.[41] At the current rate, the global percentage of greenhouse gas emissions from plastic production will hit 15% by 2050.[42] Continued dependence on single-use plastics will make the demand for fossil-fuel based feedstock persistent, further entrenching the reliance on carbon-intense fossil fuels. From an energy transition perspective, fossil fuels still have a role to play in the global shift towards net-zero carbon emissions. It is also impossible to completely eradicate single-use plastics overnight without industries dependent on the consumption or production of single-use plastics suffering huge economic costs. As such, with multiple approaches to ease the process of phasing out single-use plastics from the perspective of mitigating climate change, stronger public-private partnership is essential to combat climate change and the plastic pandemic in the least economically disruptive way.

Public Health

From an up and mid-stream perspective, plastics (both single-use and multiple-use) contain a chemical called phthalates which have been found to have detrimental effects on human health. A study found that prenatal exposure to phthalates is associated with poorer cognitive abilities in month-old infants.[43] A 2017 meta-analysis about the effects of phthalates on human reproductive health reports about a 50-60% decrease in the sperm counts of males between 1973-2013 in North America, Europe, Australia, and New Zealand.[44] While phthalates are found in hundreds of products like detergent, food packaging, and personal care products, it would be wise to reduce the usage of non-essential products to minimise one's exposure to such chemicals in the interest of improving public health as much as possible.

From a downstream perspective, ASEAN still faces the issue of plastic waste leakage from its waste management system. This results in the build-up of open waste dumps and blocked sewage systems which allow the accumulation of water to promote the spread of water-borne diseases such as cholera and vector-borne diseases like dengue fever. As Southeast Asian countries and their vulnerable communities are at a higher risk of contracting diseases like cholera and dengue fever due to limited access to clean water and sanitation facilities, the growing the amount of plastic waste that are improperly

[41] Jiajia Zheng and Sangwon Suh, "Strategies to Reduce the Global Carbon Footprint of Plastics," *Nature Climate Change* 9, no. 5 (2019): pp. 374-378.
[42] Ibid.
[43] Kelsey L.C. Dzwilewski et al., "Associations of Prenatal Exposure to Phthalates with Measures of Cognition in 7.5-Month-Old Infants," *NeuroToxicology* 84 (March 8, 2021): pp. 84-95; Francheska M. Merced-Nieves et al., "Associations of Prenatal Exposure to Phthalates with Measures of Cognition in 4.5-Month-Old Infants," *International Journal of Environmental Research and Public Health* 18, no. 4 (2021): p. 1838.
[44] Hagai Levine et al., "Temporal Trends in Sperm Count: a Systematic Review and Meta-Regression Analysis ," *Human Reproduction Update* 23, no. 6 (July 25, 2017): pp. 646-659.

disposed would indirectly allow such diseases to fester and spread, creating a significant public health risk.[45]

WHAT IS ASEAN AND ITS AMS DOING ABOUT SINGLE-USE PLASTICS?

ASEAN

ASEAN Framework on Marine Debris

Under Framework I of the ASEAN Framework on Marine Debris: Policy Support and Planning, Part B, Point 1. Of Suggested Activities, AMS are working to "Develop and implement a long-term and robust strategy to combat marine debris, including having comprehensive waste management systems to prevent pollution and circular economy approaches". In doing so, ASEAN needs to devise their waste management systems based on a waste management hierarchy (refer back to figure 2). This waste management hierarchy aims to provide a tiered framework for managing waste. This means giving "prevention and reduction" the highest priority when developing or reforming policies surrounding the production, consumption, and disposal of single-use plastics.

ASEAN Framework on Circular Economy

In the margins of the ASEAN Summit in October 2021, ASEAN published its *Framework for Circular Economy for the ASEAN Economic Community* [46]. This was produced with the support of the EU under the E-READI project.[47] Developing a Framework on Circular Economy was also one of the key deliverables under Brunei's Chairmanship for ASEAN in 2021. As background, Circular Economy is an economic system that aims to reduce waste, pollution, carbon emissions, and the perpetual exploitation of resources by creating a closed-loop system of resource re-utilisation through reuse, sharing, repair, refurbishment, recycling, and minimising the use of resource inputs as much as possible (see figure 5). This is different from the traditional 'linear economy' which functions linearly through resource extraction, manufacturing, transportation, utilisation, disposal, and ultimately pollution (see figure 6). From this perspective, the Council commends ASEAN for kickstarting work on developing a regional-wide platform on a circular economy. Now, this paper encourages ASEAN to not only maintain its commitment to developing this platform but also proactively adopt the principles enshrined in a circular economy in their policy development or reforms in the production and usage of single-use plastics.

The ASEAN Framework calls for "Standard Harmonisation and Mutual Recognition of Circular Products and Services" as its Strategic Priority 1 within the Framework. This is a welcomed move, and one that the Council will support and encourage the ASEAN Member States to move on quickly. Whilst the Framework itself does not mention plastics at all, nor indeed recycling, we remain encouraged that ASEAN is both beginning

[45] Centre for Disease Control and Prevention, "Cholera in Southeast Asia," Cholera - Vibrio cholerae infection (Centers for Disease Control and Prevention, September 2, 2020), https://www.cdc.gov/cholera/asia/index.html; The ASEAN Post, "Dengue Still A Threat In Southeast Asia," The ASEAN Post, January 28, 2021, https://theaseanpost.com/article/dengue-still-threat-southeast-asia.
[46] See: https://asean.org/asean-adopts-framework-for-circular-economy/
[47] ASEAN, "EU and ASEAN Commit towards a Circular Economy for Plastics in the ASEAN Region," ASEAN, June 12, 2019, https://asean.org/eu-asean-committed-towards-circular-economy-plastics-asean-region/.

to address this issue on a regional basis and that the Framework speaks of the need to re-use raw materials and facilitate the movement of second hand goods.

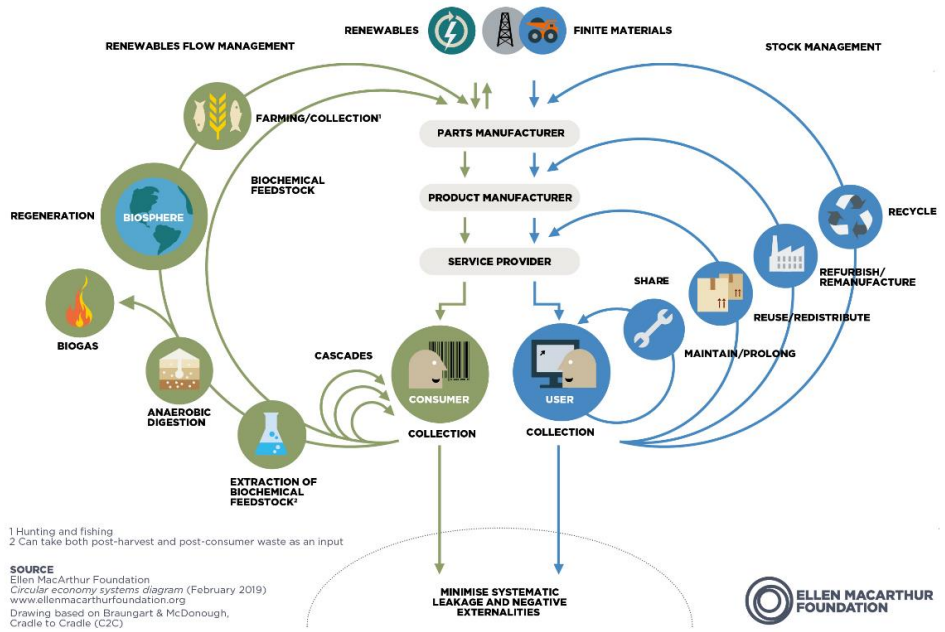


Figure 5. How a circular economy would function, from a biological (left side) and a technical (right side) perspective of consumption.

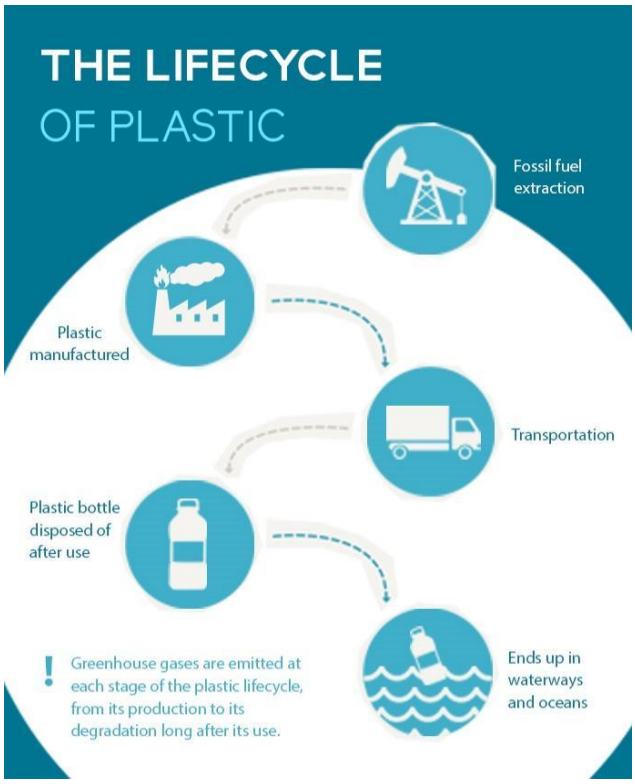


Figure 6. Lifecycle of single-use plastic, which follows the common 'linear economy' model of production and consumption, from "The Climate Impacts of the Plastic Lifecycle, by The Water Cooler Company (21 Jan 2020)

AMS

The EU-ABC commends AMS, like Indonesia, Malaysia, and Thailand, that have taken active and comprehensive steps towards regulating the use of single-use plastics, particularly for setting out on their Plastic Specific Strategies and taking the steps needed to implement the ban of single-use plastics for certain items such as straws and shopping bags. For example, Malaysia has implemented Segregation At Source (SAS) under Act 672 in 2015 where households are supposed to segregate their recyclable waste. KASA, the Malaysian Ministry of Environment and Water further aimed to launch their Circular Economy Roadmap for Plastics by 2020 in which they propose EPR to be made mandatory for plastic packaging by 2026. Other AMS like Brunei, Cambodia, Lao PDR, Myanmar, and Singapore are significantly behind their peers in developing policies to regulate the use of single-use plastics. Notably, Singapore generates the highest amount of plastic waste per capita at 73kg per person per year. However, despite being the most developed country in ASEAN with the most resources available to implement and enforce an array of policy instruments, Singapore is severely behind its less developed peers on the regulatory front for single-use plastics.

Legend:

Exists	In Progress/Under Development	Does not exist

Table 2. Summary of Plastic waste/Capita & Regulatory Policies on Plastic Waste in ASEAN (2019)[48]

Country	Plastic Waste/ Capita[49] (kg/person/ year – 2010)	Plastic-Specific Strategy	Ban of single-use plastics	Levy-charge on single-use plastics	Deposit refund scheme	EPR-based recycling policies	Sorted collection	Voluntary schemes/pilot projects	Import regulation
BR	10.8							No Plastic Bag Everyday Initiative	3% excise duty imposed on plastic imports
KH	25.5		Sub-Decree on Management of Plastic Bags (2017)				Sub-decree on plastic waste management		
LA	14.47 (2013)[50]						Mandatory by law but not enforced	Community solid waste management project	

[48] M. Akenji et al., "Circular Economy and Plastics: A Gap-Analysis in ASEAN Member States" (Brussels, Jakarta: European Commission Directorate General for Environment and Directorate General for International Cooperation and Development, Association Of Southeast Asian Nations (ASEAN), 2019), pp. 19-21.

[49] Hannah Ritchie and Max Roser, "Plastic Pollution," Plastic Pollution (OurWorldInData.org, 2018), https://ourworldindata.org/plastic-pollution.

[50] Climate and Clean Air Coalition Municipal Solid Waste Initiative, "Solid Waste Management City Profile - Vientiane Capital, LAO People's Democratic Republic" (Climate and Clean Air Coalition Municipal Solid Waste Initiative, 2013), p. 4.

ID	21.9	National policy and strategy on solid waste management (including plastic waste) regulated by Presidential Regulation No. 97/2017. National Action Plan on Marine Debris (2017-2025)	Bali Province and 18 cities and regencies have enacted regulations banning single-use plastic including shopping bags, straws, and foam containers for food	Finalising government regulation concerning excise on plastic shopping bags. Some modern retailers voluntarily charge consumers IDR200 per plastic shopping bag.	Some industry-led initiatives in progress to use DRF scheme for PET bottle and aluminium cans.	Issued ministerial regulation No. 75/2019 on EPR road map to reduce product and packaging waste from brand owner manufacturer, retailer, and food/beverages service industry	Partially implemented in some cities and regencies	Multiple pilot projects of take-back and recycle scheme for PET bottle, TetraPak carton, and flexible plastic (sachets and pouches).	Increasing government keenness to limit import of waste (any types of waste including plastic waste)
MY	69.35	Roadmap towards Zero Single-Use Plastics (2018-2030)	Drinking straw ban*	Levy on plastic bags		Planned –but not yet applied	Pilot level in selected city areas		
MM	25.55	National MSW strategy includes plastics section					Pilot level in selected city areas		Notification No 22/2019 of Ministry of Commerce: all import of wastes to Myanmar is restricted

PH	25.55	Under development	Partial bans on the use of plastic bags			The proposal is under discussion in the Senate	Yes	Local bans on the use of plastic bags	
SG	73					- Reporting requirements for packaging data and 3R plans for packaging in 2020 - EPR in policy formulation stage. National Environment Agency engaging with industry to understand complexities of EPR, and will implement Deposit-Refund Scheme for plastic bottles by 2022	National Recycling Programme	Singapore Packaging Agreement; Schools Recycling Corner Programme; Voluntary commitment to ban plastic straws etc. in the food industry	
VN	36.5	Planning (National Strategy on ISWM to 2025, vision to 2050)		Levy on non-biodegradable plastics		EPR in development stage and undergoing consultations		Program on control of waste from plastic bags	Trade import regulation for quality; Considering tax for import of single-use plastics

TH	51.1	Thailand Roadmap on Plastic Waste Management (2018-2030)	Phasing out of single-use plastics by 2022 - Products containing Oxo - Plastic cap seals - Plastic bags thinner than 36 microns - Foam containers for foods - Straws and glasses	Tax reduction for retailers using biodegradable plastics - Planning levy or tax on single-use plastic products and packages	Studying the possibility of a deposit-refund system for packaging	Development of WEEE and 3R promotion laws with concepts of EPR and circular economy	The Ministry of Interior and the Ministry of Public Health notifications on municipal solid waste separation and collection	- Pilot project on plastic waste collection in Coastal area - Reduction of plastic bag in department stores and convenience stores - CAP project involving hotels	Import ban on plastic wastes

*Malaysia has enacted legislation on a drinking straw ban, but it appears to not be fully implemented or enforced.

RECOMMENDATIONS

- Develop an ASEAN-wide framework on phasing out single-use plastics that is sufficiently flexible to support different speeds of implementation, building on the ASEAN Regional Action Plan for Combating Marine Debris in the ASEAN Member States (2021-2025). Exceptions should be made for medical devices, similar to the arrangement covered under the EU Single-use Plastics Directive.

- Develop an ASEAN-wide comprehensive Circular Economy standard framework to drive the plastics end-of-life value chain with producer/brands, recycle processors, and consumer behaviour in mind:

    - Recycle Material Processing standards on sorting, cleaning, and recycling, as well as recycling operations, e.g., workplace standards, Environmental Health and Safety guidelines, waste disposal, and worker welfare.

    - Consumer behaviour – create awareness, education, and an ASEAN-wide standardised policy on responsible consumer behaviour around plastics. A government-consumer-brands-producer integration mindset is required.

- ASEAN should conduct studies, including material flow analysis, to identify the most problematic single-use plastic items (e.g. straws, plastic bags), their relative importance in the economy (e.g. PPE), before conducting a roadmap to phase out targeted single-use plastic items. Both the studies and roadmap must be evidence-based and supported by in-depth studies.

- Through legislation that is closely consulted with the private sector and with sufficient grace period, consider to impose:

    - A minimum percentage requirement for recycled plastic, starting with packaging and PET/plastic bottles, and eventually covering all single use plastic products. The standard of recyclable materials must be clear.

    - Impose a tax proportional to the percentage of virgin plastic composition used to targeted single-use plastic products. Revenues can be earmarked to support plastic waste management initiatives, like recycling.

    - Provide tiered fiscal incentives for the usage of recycled plastic or more sustainable and naturally biodegradable materials. Appropriate infrastructures also need to be built e.g., collection, sorting, recycling, and industrial composting facilities. Further, a certification system could be implemented to ensure the authenticity of products that claim to be naturally biodegradable, so as to avoid any improper disposal of items that are not actually compostable.

    - A phased approached to the banning of plastic bags and plastic straws in shops and wet markets, beginning with a mandatory charge which increases over time, leading to an ultimate ban.

    - Cross-border movement of plastic waste to encourage recycling and re-use measures. Furthermore, preferential duty treatment for eligible recovered waste, or recycled products could be implemented.
    - The EPR scheme for post-consumer packaging waste. Even though voluntary EPR has been adopted in Vietnam, Malaysia, Indonesia and Thailand, more mandatory measures should be put in place to expedite the phasing out of single-use plastics.

- Provide ASEAN-wide or governmental support for innovation, research, and development for/of:
    - sustainable and naturally biodegradable materials (with defined end of life, such as through composting or bio-gasification) as alternatives to plastic polymers, and
    - standardised technologies or instruments to monitor waste generation and waste pathways.

These have the potential to spur employment in high-value sectors, attract FDI, and generate economic growth.

- As part of building a green finance ecosystem, develop a form of plastic retirement mechanism that allows the transition from single-use plastics to more sustainable materials, which would be more financially viable for stakeholders involved, particularly in the recycling sector
    - Development banks and funds, like the Asian Development Bank, ASEAN Green Catalytic Finance Facility, or the European Fund for Sustainable Development+, can incorporate Environment, Social, and Governance (ESG) standards with plastic regulations included as a requirement for the issuance of bonds to recipient governments. It is important to note that these development banks and funds must uphold the principle of "differentiated but shared responsibilities" as enshrined in the Rio Declaration in 1992 and incorporate ESG requirements that are fair and reasonable for developing countries.
- Consumer goods companies to have a sustainable packaging plan and a clear commitment that includes a vision for plastics to never become waste, or demonstrate a commitment to eliminate problematic or unnecessary packaging; advancing reuse models where relevant; designing packaging that is 100% recyclable, reusable or compostable by a certain timeframe; and using recycled content where not in conflict with food safety regulations.
- Packaging recyclability and waste management to be approached as a shared responsibility that requires multi-stakeholder and system-wide solutions:
    - For packaging to be recycled, the materials used must be recyclable.
    - Infrastructure in place to collect and sort packaging waste that work across different economies and introduce new technologies to recycle those materials.

- The role of government to establish policy frameworks that holistically support and enforce these inter-connected responsibilities. Therefore, regulatory solutions should address the necessary roles each stakeholder must play in driving packaging waste solutions.

Consumers play a key role in recycling, and to understand what can and cannot be recycled, while also being encouraged to avoid littering. To support this, there can be a budget-based funding of easy-to-use drop-off stations, so the public can throw away used plastic easily. An ASEAN guideline to implement such infrastructure across all member-states should be developed. There should also be educational programmes/outreach initiatives for consumers to understand waste management, various types of plastics, as well as biodegradables and how to incorporate these in their lives.

ABOUT THE EU-ASEAN BUSINESS COUNCIL

The EU-ASEAN Business Council (EU-ABC) is the primary voice for European business within the ASEAN region. It is formally recognised by the European Commission and accredited under Annex 2 of the ASEAN Charter as an entity associated with ASEAN.

Independent of both bodies, the Council has been established to help promote the interests of European businesses operating within ASEAN and to advocate for changes in policies and regulations which would help promote trade and investment between Europe and the ASEAN region. As such, the Council works on a sectorial and cross-industry basis to help improve the investment and trading conditions for European businesses in the ASEAN region through influencing policy and decision makers throughout the region and in the EU, as well as acting as a platform for the exchange of information and ideas amongst its members and regional players within the ASEAN region.

The EU-ABC conducts its activities through a series of advocacy groups focused on particular industry sectors and cross-industry issues. These groups, usually chaired by a multi-national corporation, draw on the views of the entire membership of the EU-ABC as well as the relevant committees from our European Chamber of Commerce membership, allowing the EU-ABC to reflect the views and concerns of European business in general. Groups cover, amongst other areas, Insurance, Automotive, Agri-Food & FMCG, IPR & Illicit Trade, Market Access & Non-Tariff Barriers to Trade, Customs & Trade Facilitation and Pharmaceuticals.

Executive Board

The EU-ABC is overseen by an elected Executive Board consisting of corporate leaders representing a range of important industry sectors and representatives of the European Chambers of Commerce in South East Asia.

Membership

The EU-ABC's membership consists of large European Multi-National Corporations and the eight European Chambers of Commerce from around Southeast Asia. As such, the EU-ABC represents a diverse range of European industries cutting across almost every commercial sphere from car manufacturing through to financial services and including Fast Moving Consumer Goods and high-end electronics and communications. Our members all have a common interest in enhancing trade, commerce and investment between Europe and ASEAN.

To find out more about the benefits of Membership and how to join the EU-ASEAN Business Council please either visit www.eu-asean.eu or write to info@eu-asean.eu.

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