

*The views expressed in this presentation are the views of the author/s and do not necessarily reflect the views or policies of the Asian Development Bank, or its Board of Governors, or the governments they represent. ADB does not guarantee the accuracy of the data included in this presentation and accepts no responsibility for any consequence of their use. The countries listed in this presentation do not imply any view on ADB's part as to sovereignty or independent status or necessarily conform to ADB's terminology.*

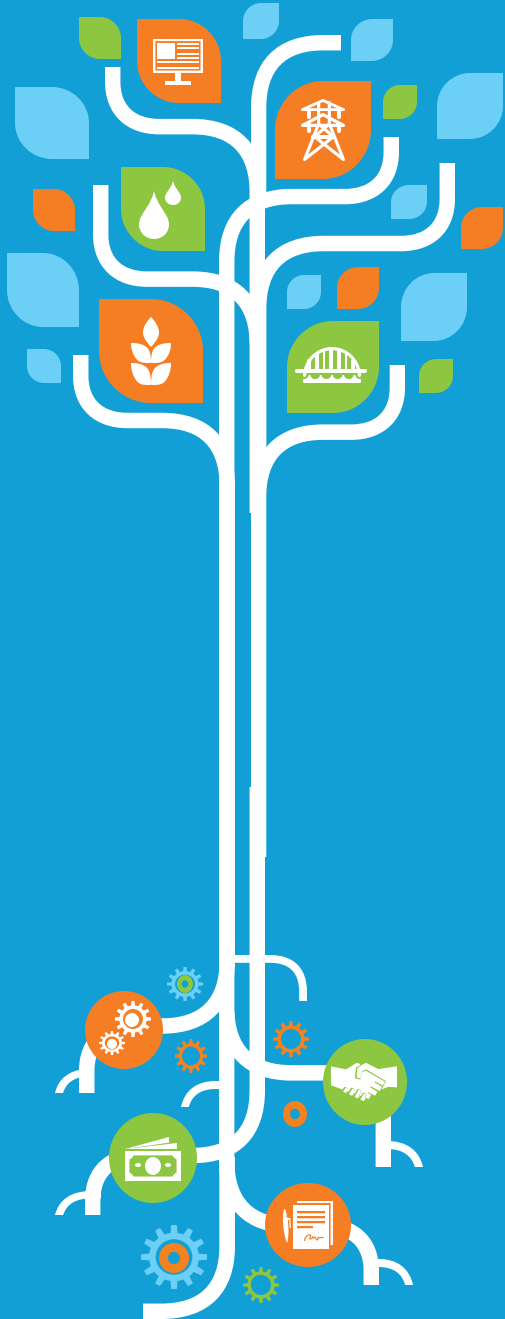
ADB

# ADB's Experience of Circular Economy and Vision for future development of systems thinking and programmatic approaches

31 August 2022

Presented by James Baker  
Senior Circular Economy Specialist (Plastic Wastes),  
Environment Thematic Group

BUSINESS  
OPPORTUNITIES



# SDGs, Strategy 2030, and Circular Economy

## UN Guiding Principles

**Sustainable Development Goals** are a collection of 17 interlinked global goals designed to be a “blueprint to achieve a better and more sustainable future for all” The SDGs are intended to be achieved by 2030

## ADB Strategy 2030

**Strategy 2030** – Achieving a Prosperous, Inclusive, Resilient, and Sustainable Asia and the Pacific

### Systems Level Approach to Operationalize Links and Balance Implementation Trade Off's

**Circular Economy** is a programmatic systems approach to support economic development whilst de-linking it from the unsustainable consumption practices

## Sectors

Energy, Transport, Water, Urban Development, Digital Technology, Agriculture and Food Security, Climate Change, Environment, Gender and Social Development



Using a country-focused approach



Applying the differentiated approaches



Developing integrated solutions



Taking multisectoral approaches



Promoting digital development and innovative technologies



Expanding private sector operations

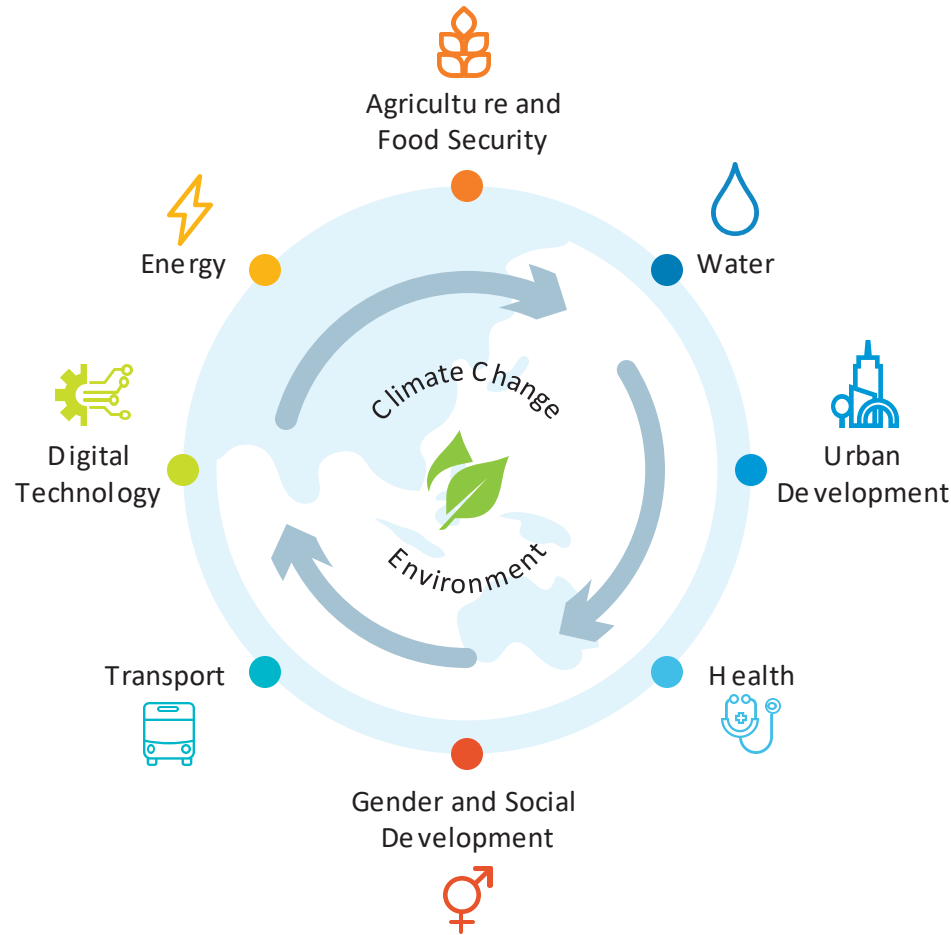


Developing capacity

Adding value and promoting quality infrastructure

# Circular Economy Entry Points Exist Across Industry Sectors

Circular Economy is anchored in sustainability and most closely associated with waste management and plastics, but the value, efficiency and integrated systems approach can support programmatic additionality to enhance ADB's services and needs lead products portfolio across sectors



ADB Sectors exist as part of national, regional and global systems.

Circular Economy supports integrated solutions and products for our clients through multi-sectoral approaches

- Energy projects with integrated climate change, digital, water, urban development and nature-based solutions
- Urban development with integrated nature-based climate change mitigation solutions, urban farms, digital technology, energy efficiency and water conservation
- Gender accessible, quality jobs linked to sustainability and resource efficiency
- Healthy and Age Friendly Urban Development
- Bio-based Circular Economy to link increase circularity in the construction industry by linking urban, sub-urban and rural systems

Circular Economy and Systems Thinking provides the framework, language and metrics to design, articulate, and deliver multi-sectoral solutions

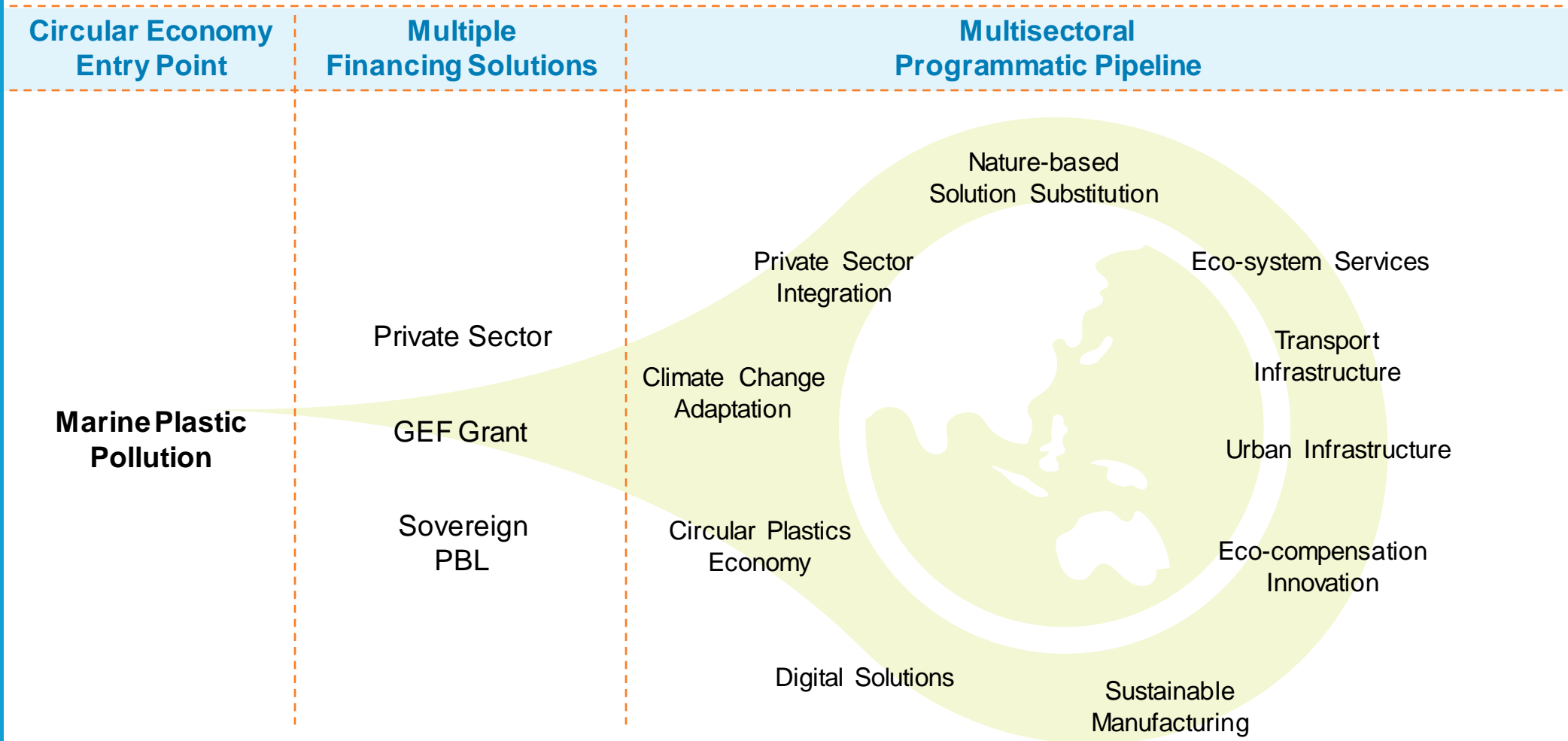
# Systems Thinking for Pipeline Development



- Circular Economy is an umbrella term or “Brand” covering the full range of sustainability transition aspirations from the Micro scale (Community) to Macro scale (National and Regional Policy)
- The unification of sustainability disciplines under a **Circular Economy systematic approach closely aligns with ADB’s Strategy 2030**
- Circular Economy, as a systems approach, provides a common frame of reference to integrate social development, climate change, health oceans, urban development and a plethora of other ADB sovereign and non-sovereign activities into **programmatic solution packages** tailored to country needs
- The project and pipeline additionality supported by CE systems approaches **allows ADB’s integrated portfolio of services to deliver greater development and sustainability impact** when compared to business-as-usual siloed project approaches
- The fundamental shift from individual projects to a **programmatic approach to sustainability** is fully compatible with our current Country Partnership Strategy and Indicative Country Pipeline and Monitoring Reports

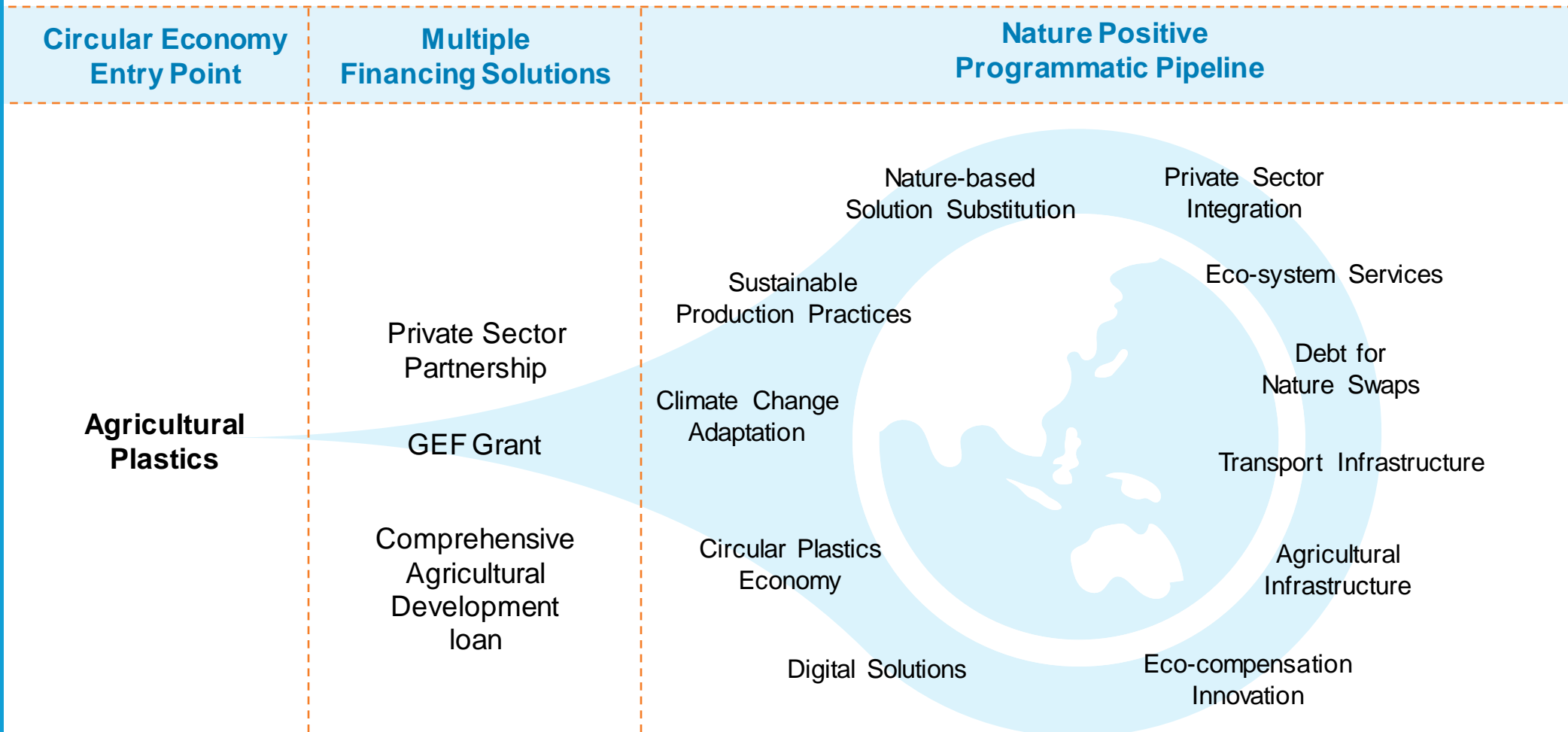
# Plastics – Marine Plastics Pollution

Circular Economy is most often associated with plastics from their avoidance and substitution through to waste management and recycling. ADB’s Promoting Action on Plastic Pollution is working across ADB to address marine plastic pollution and support our DMCs as the Global Plastics Treaty is designed and implemented.



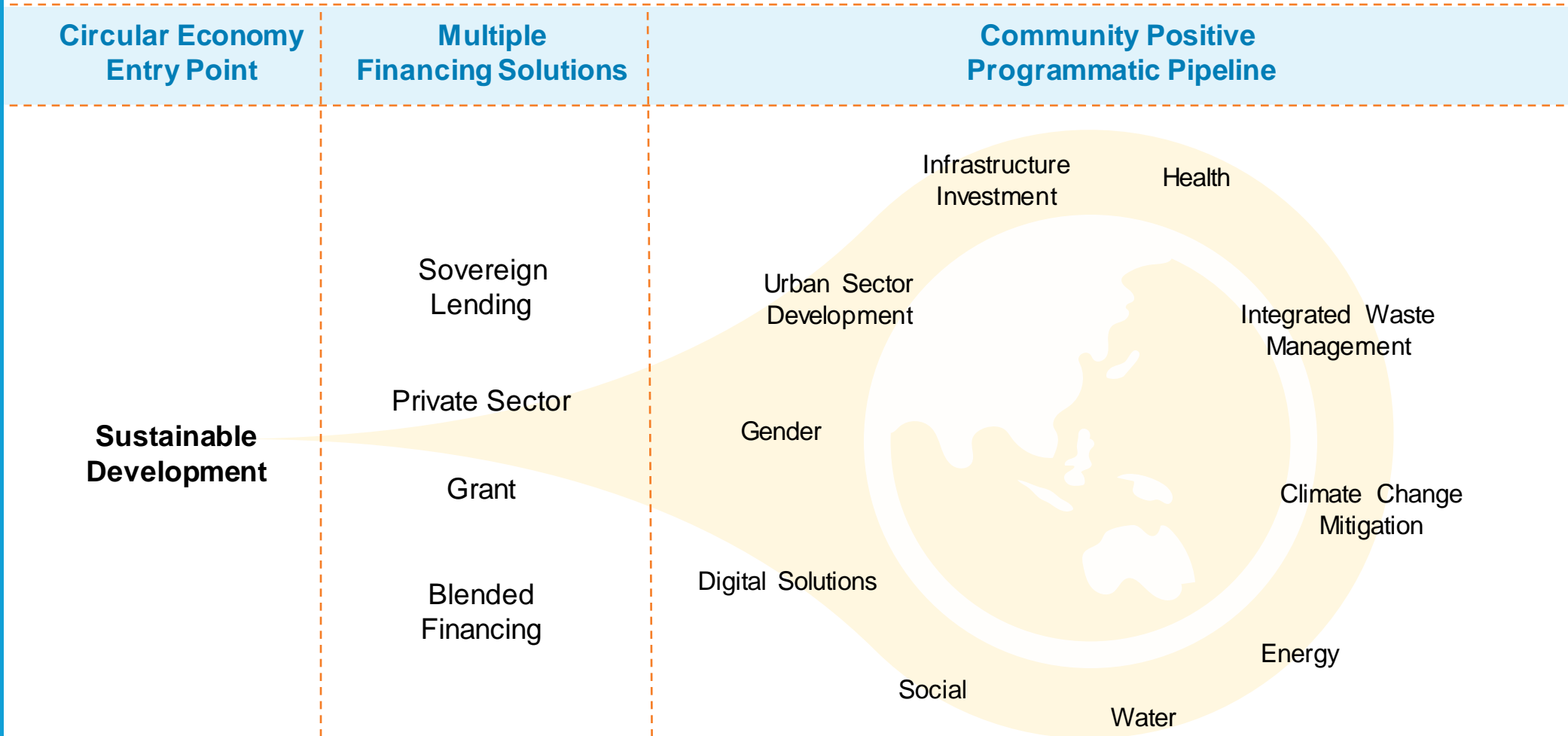
# Yangtze River Economic Belt

The Yangtze River Basin is a growing example of circular economy facilitated, multi-sectoral solutions for sustainable rural development and climate adapted food supply security



# Healthy and Age Friendly Cities

Circular Economy is anchored in sustainability and regularly associated with waste management, but integrated systems approaches can be applied across ADB's sectors. The tools, measurements and language of Circular Economy can support the integration, implementation and optimization of multi-sectoral solutions



# Risk Management and Balance for Multi-Sectoral Projects

The transition to sustainable development approaches and the integration of diverse project elements present significant Challenges for ADB's risk management

The study of Circular Economy is driven by understanding of **Systems Dynamics** and the identification of emergent systems phenomena resulting from sustainability interventions

The application of hybrid impact assessment methodologies will allow ADB to support the transition of our DMCs towards sustainability from community to National Policy level whilst **successfully mapping the potential positive and negative results of these transitions**

The use of these tools can help ADB to de-risk our programmatic activities and further expand our pipelines to encompass mitigation and avoidance strategies into the multi-sectoral solutions and integrate safeguards solutions

Multi-sectoral programs will, inevitably, lead to **balancing decisions between sectoral best practices.**

Detailed, transparent assessment of various options can guide development effectiveness decisions. Systems approaches require consideration of dynamic factors over extended time periods to be considered and quantified

**Complex Value** across Economic, Social, Environmental and Technological Domains support this risk management and balancing decisions





# Digital App Based Recording and Verification of Plastic Collection and Recycling – Pilot Project (Viet Nam)

- **Demonstration of community and MSME apps to support plastic crediting and compliance activities in preparation for the Global Plastics Treaty:**

- » Households and community groups to encourage the collection and segregation of plastics through centralized collection points
- » Use of digital technologies – Trial options for remuneration/crediting systems to support future expansion and roll out
- » Further develop the market and options for enhancing recycling of plastic wastes
- » Local business, local reprocessing/recycling companies to participate in the system to establish suitability for enterprise level integration

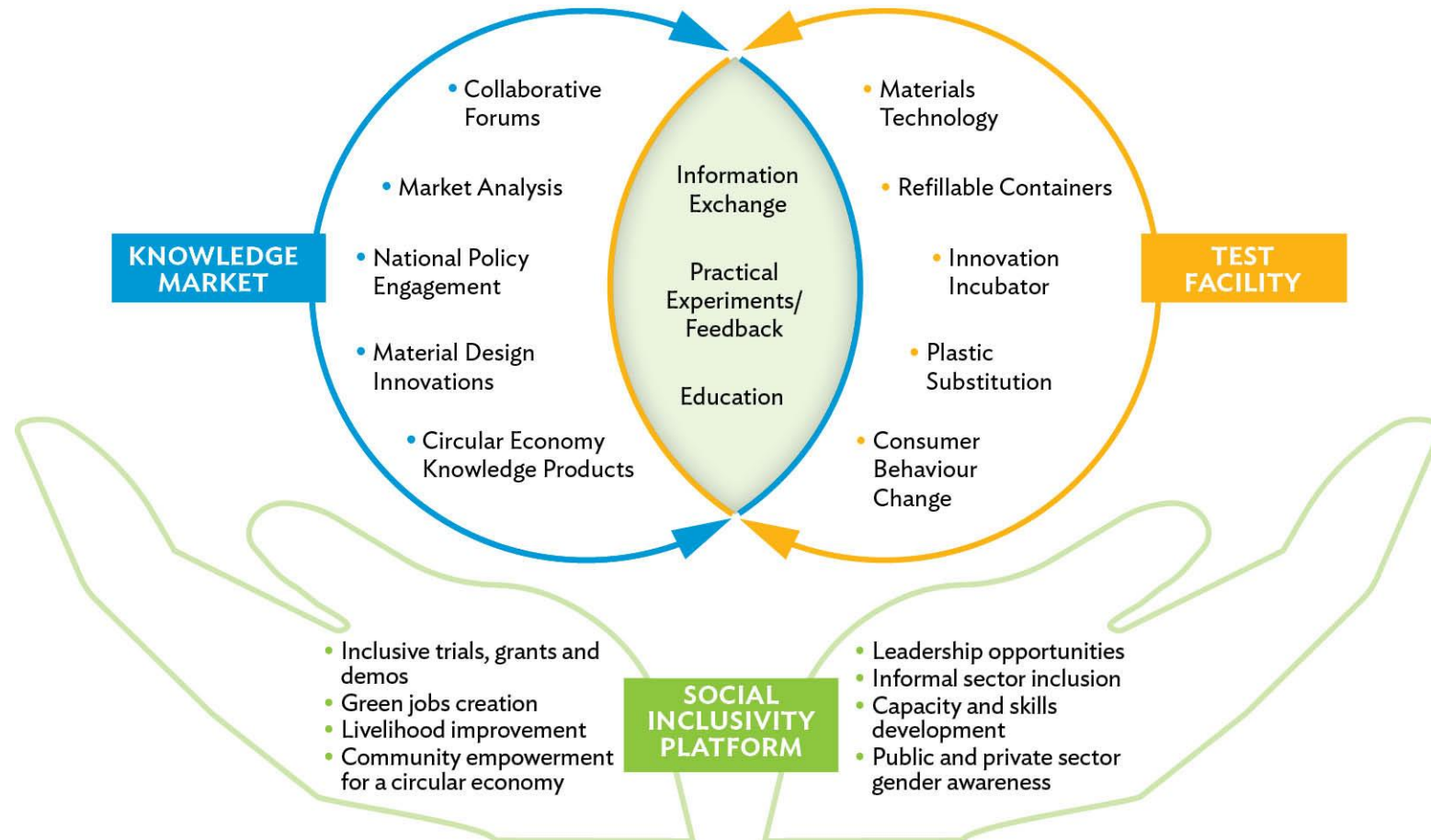
- **Industry partnerships** to support enhanced collection, recycling and crediting processes

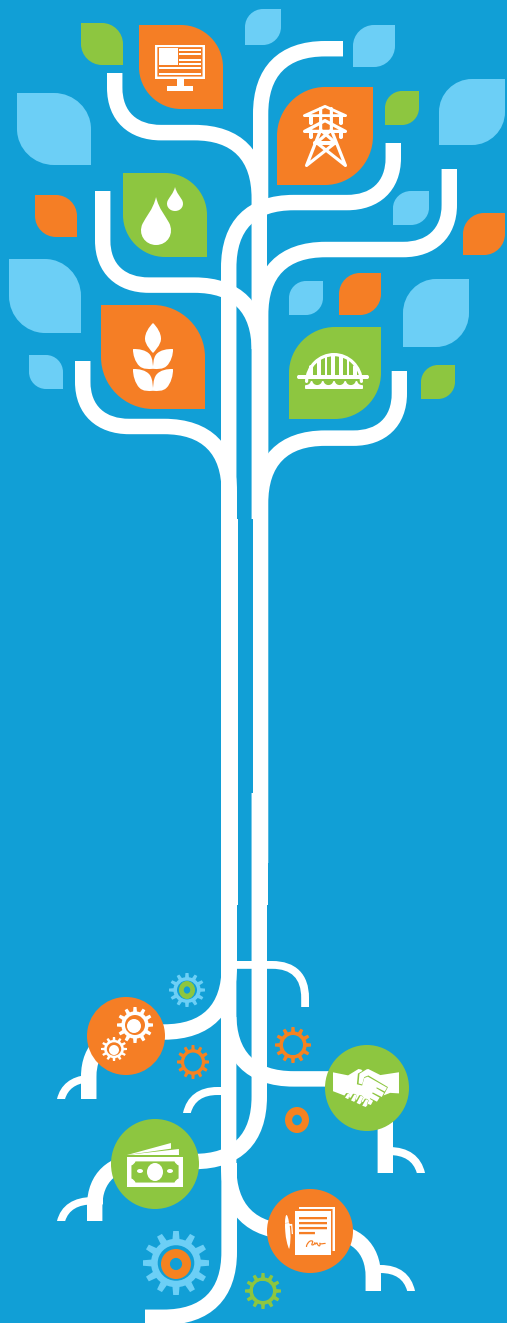
- **Phase 1 Study** on the availability and use of digital apps for plastics collection and waste management systems and actions to boost MSME participation in the digital economy for plastics management



# Promoting Action on Plastic Pollution from Source to Sea in Asia and the Pacific – Circular Business Hub (Indonesia)

## Circular Business Hub





# THANK YOU!

JAMES BAKER

Senior Circular Economy Specialist (Plastic Wastes),  
Environment Thematic Group

[jbaker@adb.org](mailto:jbaker@adb.org)