



GREENING AND CIRCULARITY: HOW TO FACILITATE THE GREEN TRANSITION OF ASEAN ENTERPRISES

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Greening SMEs in ASEAN Member States

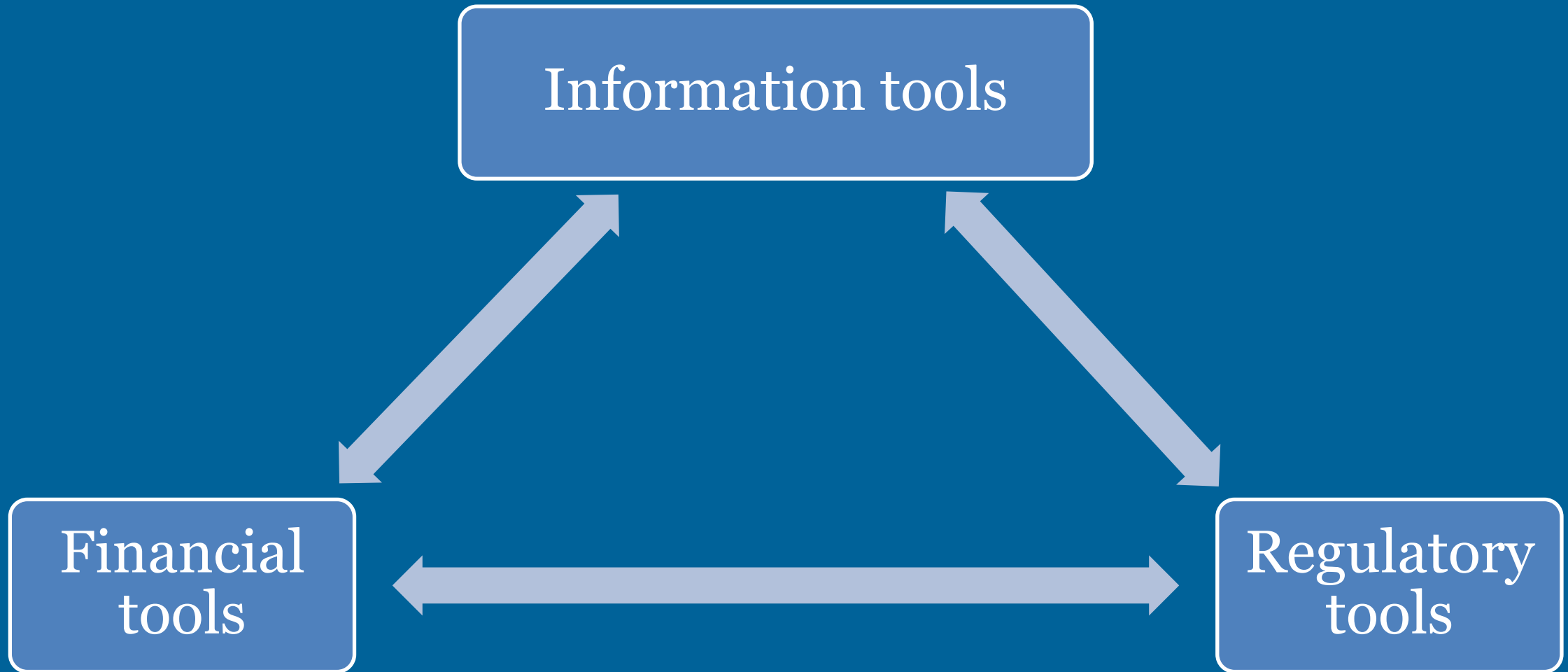


- SMEs are the vast majority (97-99%) of firms in ASEAN Member States and provide most of the employment.
 - Huge diversity (firm size, country context)
- **“Green innovators” vs. “Green performers”**
- Small and micro enterprises focus on short-term profitability, day-to-day operations, and paying salaries
 - More agile but less resources (financial/human) for new practices

Greener practices need to **make business sense!**



Facilitating the green transition for ASEAN SMEs





Thank you

More information available in the
"Facilitating the green transition for
ASEAN SMEs" toolkit!



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