



PROJECT DOCUMENT

Project Title: Accelerate Circular Economy for Business (ACE-Biz)

Project Number:

Implementing Partner: Ministry of Industry and Trade

Start Date: September 11, 2023 **End Date:** December 31, 2025

LPAC Meeting date: September 7, 2023

Brief Description

Briefly describe the overall development challenge and the expected results of the project.

The Ministry of Industry and Trade is tasked with the promotion of circular business models as stipulated in the Master Plan on Circular Economy Development and the National Action Programme for Sustainable Production and Consumption for 2021-2030, as a tool to propel Vietnamese business in a green recovery and sustainable development's trajectory. The ministry is also overseeing the management of plastic materials for production. During the preliminary consultation meetings conducted with UNDP and the Netherlands, the MOIT highlighted the need to develop technical guidelines supporting enterprises to meet criteria on CE, on wastewater reuse, circular design and capacity building for enterprises.

Based on the policy analysis, the surveys and interviews conducted under the two CE capacity building programmes carried out by UNDP from 2021-2022, the following barriers impeding the transition of business towards a CE have been identified: (i) the lack of guidelines available geared towards businesses to understand the steps they should follow in order to adopt CE practices; (ii) limited access to innovative and modern technologies combined with SMEs low capacity to transform their production models'; and (iii) a lack of successful and inspiring pilot projects demonstrating costs and benefits of circular over linear business and enhance localized waste management systems.

These organizational, institutional, and financial challenges indicate that the appropriate conditions for the circular transition to happen in Viet Nam are lacking. They should be addressed to create an enabling environment in which business can effectively incorporate CE principles into their business models.

The overall objective of ACE-Biz project is to contribute to Viet Nam's low-carbon and circular development, by transforming business, through formulating circular guidelines, delivering capacity-building programmes and fostering technology transfer, and demonstrating the certification scheme to promote exchanges of secondary materials and reusable goods through an online marketplace.

Contributing Outcome (UNSDCF, CPD, RPD):

United Nations Sustainable Development Cooperation Framework (UNSDCF):

Outcome 2: Climate Change Response, Disaster Resilience & Environmental Sustainability

The project will contribute to a safer and cleaner environment resulting from Viet Nam's promotion of circular economy and the sustainable management of natural resources.

UNDP Country Programme Document:

Outcome 2: Low-carbon, resilience and environmentally sustainable development

The project will contribute to environment protection and Viet Nam's low-carbon and circular development, through enhancing business competitiveness, increasing resources efficiency and reducing adverse impact on the environment, thereby contributing to SDG12 "Sustainable Consumption and Production" and SDG11 "Sustainable Cities and Communities".

United Nations Development Programme

Project Document

Indicative Output(s) with gender marker: Gen 2

The following outputs in the Results Framework will be implemented at GEN 2:

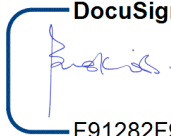
Output 1.3: Technical guidelines and standards to reuse industrial water as input materials, developed

Output 2.1: Circular training program targeting SMEs in prioritized sectors, designed, delivered and lessons learned collected and disseminated

Output 3.2: Knowledge management and dissemination

Total resources required:		EUR1,349,057.62	
Total resources allocated:			
Total resources allocated:	Donor:	The Netherlands Embassy	EUR823,788
		The GIZ	EUR126,089.62
	Partnership from Private sector:	Nam Cau Kien Industrial Zone, NX Filtration	USD 427,388 equivalent to EUR399,180
Unfunded:			

Agreed by (signatures):

<p>DocuSigned by:</p>  <p>F91282F9F586428...</p>	
Print Name: Ramla Khalidi, Resident Representative	
Date:	23-Oct-2023



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I. DEVELOPMENT CHALLENGE

Since 2020, Viet Nam has set course on an ambitious transformation agenda towards a Circular Economy (CE). The country has integrated its definition of CE¹ in the draft Socio-Economic Development Strategy (2021-2030) and the Revised Law on Environmental Protection² (LEP) 2020, which marks a cornerstone in the inclusion of CE principles in policy frameworks. Following the LEP, Decree 08/2022/ND-CP outlined CE principles and stakeholders' responsibilities in driving the transition towards CE in Viet Nam. The Master Plan on CE³, issued by the Prime Minister in July 2022, further highlighted the critical role of CE in paving the way for a green recovery, increasing business's competitiveness, and delivering on the objectives of the Green Growth National Strategy. It further called for awareness raising of business and the development/ enhancement of policies and business models to facilitate CE development in prioritized sectors. The National Action Plan on CE, led by the Ministry of Environment and Natural Resources (MONRE), will set-out tasks and roadmaps covering specific fields and industries, investment projects, and prioritised solutions and will be enacted in December 2023.

While general regulations on circular economy at high levels such as the LEP 2020, Decree 08/2022, the Master Plan have helped to advance the policy frameworks on CE, the development of sectoral and technical guidelines and standards has been slower and continued to be challenging due to several factors outlined below:

- Lack of sector-specific knowledge, data and expertise: Developing sectoral technical guidelines and standards require in-depth knowledge of specific sectors as well as access, and development of, databases of material flows. Such knowledge and expertise is still limited in Viet Nam, which can lead to difficulties in developing technical guidelines and standards that are effective and tailored to the specific needs of different sectors.
- Regulatory barriers: The existing regulatory framework in Viet Nam may not support sufficiently the adoption of circular economy practices in different sectors. There is a need to review and revise existing regulations and policies to align with circular economy principles, at sectoral level, and to find out shortcomings and bottlenecks to support the adoption of circular interventions.
- Complexity of value chains: Circular economy practices involve complex value chains that require coordination and collaboration across different sectors and stakeholders.

In practice, there are several challenges that businesses may face when making plans for circular economy transition, related to awareness, capacity, incentives, typical showcases and models.

- Lack of awareness and understanding: Many businesses are not aware of the benefits of circular economy practices or may not fully understand how to implement them in their operations. This may also lead to resistance to change their consumption and production habits, which can be a significant challenge when it comes to implementing circular economy practices.
- Limited capacity and expertise: Businesses may lack the technical capacity and expertise to develop and implement circular economy practices. This may include knowledge of circular design principles, resource efficiency and waste reduction strategies, and modern technologies.
- Limited incentives: There is a lack of incentives for businesses to adopt circular economy practices, such as tax incentives, subsidies, or other forms of financial support.
- Limited case studies, showcases and models: Businesses may struggle to find examples of successful circular economy models and practices to learn from and emulate. This make it difficult for them to develop their own plans for circular economy transition.
- Financial constraints: The transition to circular economy practices require significant investments in new technologies, equipment, and training. Financial constraints limit businesses' ability to make these investments.

¹ The Government of Viet Nam's defined the CE as "an economic model in which design, production, consumption and service activities aim to reduce raw material extraction, extending the product life cycle, reducing generated waste and minimizing negative impacts on the environment"

² [Law No. 72/2020/QH14](#)

³ Decision 687/QĐ-TTg, issued on June 07, 2022, approving the Master Plan for Circular Economy Development in Viet Nam

Over the past years, UNDP has developed a comprehensive portfolio of projects and technical advisory activities to support the Government of Viet Nam in the transition towards a low-carbon and circular economy, in which the transformation of business is seen as a vehicle to drive such change. UNDP is preparing to establish a Material Recovery Facility (MRF), with a capacity of 2-4 tons per day, in Quy Nhon City, to scale-up local waste and recycling collection centers that respect environmental and social standards; while engaging the informal sector in waste collection and segregation, with the aim of increasing the value of recyclable materials collected. Through the MRF, plastics waste from different sources (households, hotels, restaurants, fishing port and waste buyers...) in the city will be collected and treated to generate economic value by processing them into secondary materials.

Launched in October 2021 with the Institute of Strategy, Policy on Natural Environment (ISPONRE) of MONRE, the [Viet Nam Circular Economy Hub](#) aims to enhance dialogue, generate know-how, and mobilise collective action towards the CE transition. As the first government-led platform on CE, included in Decree 08/2022/ND-CP guiding the LEP (Art. 139), the portal of the CE Hub (available in Vietnamese and English), raises awareness and build capacity of all stakeholders (public authorities, businesses, civil society, and academia), to adopt CE principles, create synergies and integrate financial and technical resources. The CE Hub counts three strategic partners, the Netherlands Embassy, the Norwegian Embassy, and the Finland Embassy.

The Embassy of the Netherlands and UNDP have deepened their strategic partnership over the last two years by co-designing and implementing the [Capacity Building Programme for Enterprises to Accelerate CE Transition in Viet Nam](#). This comprehensive programme trained over 104 business, enrolled 15 enterprises in post-training support and led to 7 businesses formulating plans to transition/adopt corporate CE models. It further reveals the gaps, limitations, and practical needs of Vietnamese businesses, who are eager to embark in the CE transition.

In addition, the Ministry of Foreign Affairs of the Netherlands and the Ministry of Industry and Trade (MOIT) recently signed a joint statement articulating areas for cooperating in reducing emissions in production and consumption towards the CE, through developing a capacity-building programme and supporting technology transfers, and providing technical support in the fields of industrial wastewater, circular design, eco-innovation, recycling plastics and minimizing primary plastic materials.

II. STRATEGY

The project has identified clear objectives per outputs, and designed activities that will be implemented in order to responding to challenges mentioned above.

Component 1 on **policy development**, focused on the development of technical guidelines and standards, including a technical guideline governing the use of industrial wastewater and a technical guideline geared towards packaging producers and plastic manufacturers establishing standards. A combination of bottom-up approaches, (e.g: collection of statistics, primary data collection and analysis, review of international expertise) and top-down (e.g: interviews, and consultations), is proposed to develop technical guidelines and also provide recommendations to promote circular interventions. Consultations with businesses, the Government of Viet Nam, and civil society are critical to collect view and identify bottlenecks, refine the set of proposed standards and identify technologies driving circular economy practices.

Component 2 focuses on **capacity building, development of circular business models and innovation**, with 03 outputs including (i) designing and delivery of a circular training program targeting SMEs in prioritized sectors, with dissemination of lessons learned through meet-up series to connect enterprises, and (ii) piloting a close-loop models for industrial wastewater in Nam Cau Kien Industrial Park, and (iii) strengthening the current market-place tools for recycled material to further enhance circular economy opportunities. Output 2.1 focuses on building the capacity of businesses, especially small and medium-sized enterprises, to adopt circular economy practices, including circular design and sustainable consumption and production, through training, mentoring, and advisory and technical support. While in Output 2.2 on implementation of circular business models, businesses involved in wastewater reuse, will be encouraged to adopt circular business models, such as closed-loop production and remanufacturing. This will help to

reduce waste and promote resource efficiency. Moreover, Output 2.3 aims to develop a guideline for the certification of the quality, and compliance with social and environmental standards of recycled materials in plastic and textile sector, to further enhance circular economy opportunities. Analysis at local and global level of existing online marketplaces for recyclables and their compliance with circular economy principles will be conducted, together with identification of potential certification scheme and procedures to ensure quality and compliance with social and environmental standard of recycled materials in Viet Nam.

Within Component 3 is dedicated to **raise awareness about the benefits of circularity among businesses and the public** to accelerate circular economy practices in Viet Nam. This will be achieved through communication activities and events, as well as by highlighting successful case studies on the Viet Nam Circular Economy Hub. Moreover, **partnerships** among the CE Hub’s network members will help leveraging resources, knowledge, and expertise to develop circular value chains.

The Theory of Change

The theory of change for this project is to promote the adoption of circular economy principles and foster circular economy practices among businesses in Viet Nam to enhance their competitiveness, reduce environmental impact, and advance sustainable development goals, primarily SDG12 (Sustainable Consumption and Production) and SDG11 (Sustainable Cities and Communities).

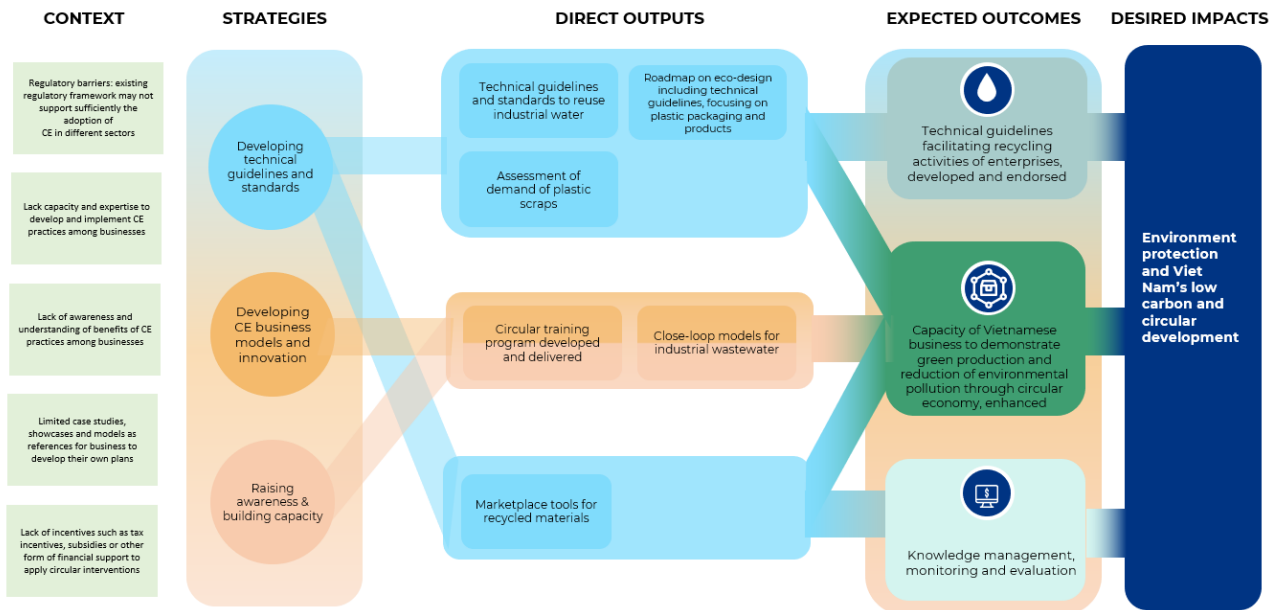


Figure 1. The Theory of Change of the ACE-Biz project

Gender as a cross-cutting strategy

The project is designed to benefit and support women in many different ways. It includes support, training, as well as informal waste sector research and survey that addressed the social exclusion and environmental health and risk issues than often come with the work of women in plastic value chains. Besides, recognitions on gender differences will be integrated in development of technical guidelines such as the guidelines on to reuse industrial water as input materials.

As such, the project will encourage women’s participation in the training delivered to train them on environmental technologies and standards. During implementation, the project team will seek to locate gender at the heart of the project in a truly-cross-cutting manner. This will involve not only monitoring and reporting on respondents, beneficiaries in a gender-sensitive manner, but also bringing a gender-lens in a holistic manner to the work on

stakeholder engagement and ecosystem strengthening, support for replication and scaling, etc. This would mean for example including a clear gender dimension to Roadmaps that will be developed for the plastic sector. The team will also consider how the project can possibly generate new learning/bring a pioneering approach to overcoming the fact that the majorities of business in the waste water treatment and plastic sectors employ a majority of women in leadership position.

III. RESULTS AND PARTNERSHIPS

3.1. Expected Results

COMPONENT 1: TECHNICAL GUIDELINES FACILITATING RECYCLING ACTIVITIES OF ENTERPRISES, DEVELOPED AND ENDORSED

Output 1.1: Technical guidelines and standards to reuse industrial water as input materials, developed

Water utilization: In Viet Nam, irrigation places the largest burden on water resources. Total irrigation demand in 2000 was 76.6 billion m³, representing 84% of total demand. Since 1998, total irrigated area has increased annually by 3.4% on average, but the irrigation systems can serve only 7.4 mill. ha (or 80% of total cropped land). The government expects irrigation demand to increase to 88.8 billion m³ by 2010, (representing an irrigated area of 12 mill. ha).

Industrial zones discharge an estimated one million cubic metres of untreated wastewater per day directly to receiving water bodies (Ministry of Foreign Affairs Netherlands 2018). While urban wastewater is mainly treated in household septic tanks (55%) and a small share is direct sewage (5%). From these urban wastewater only a small share is actually treated (10%). Without much investment, 30% of water in the textile, food processing and leather sectors could be saved. Investment opportunities may exist through donor-funded development of 'eco-industrial parks' to make existing industrial zones more sustainable, for example with the provision of wastewater treatment techniques and nutrient recovery.

The re-use and circulation of wastewater are stated in the LEP 2020 and the Decree 08/2022 guiding implementation of the LEP 2020, showing Government's efforts in developing a legal basis to 'close the loop' in the management of wastewater treatment, however detailed guidance for its application have not yet been formulated. Decree 08/2022 (Art. 74) indicated that "*technical guidelines/standards on reuses of wastewater as input water will be developed by ministries in consultation with MONRE*", whereby reuse of wastewater is identified as a circular intervention for facilities to meet criteria on circular economy (Art. 138).

Current technical regulations and standards for wastewater focus on treatment and discharge into water bodies and less so on the 'reuse' and 'recycle' aspects, despite being fundamental pillars of CE. Surveyed factories highlighted this gap as an impediment to their efforts in recycling water. As a result, enhancing and adopting technical regulations and standards is needed. Detailed guidance and specific standards should be issued to instruct factories on the mechanisms to practice wastewater circulation. In addition, this intervention is set out to tailor/ adapt international standards to the Vietnamese context, considering that expensive control technologies, are often out of reach for the majority of Vietnamese SMEs.

Objective: Develop a technical guideline governing the use of industrial wastewater as input water, focusing on one selected industrial park (Nam Cau Kien Industrial Park)

Activities include:

Activity 1.1.1 Update and consolidate statistics related to quantity and quality of the treatment of wastewater (both in informal and formal industrial sectors)

Activity 1.1.2. Develop Inter and intra sectoral guidelines and standards for waste-water treatment and reuse in industrial sectors with the highest consumption of industrial water and the highest water pollution potential (for instance, pulp and paper, textile, leather).

Activity 1.1.3. Carry out consultations, surveys and interviews with policymakers, enterprises, and industrial associations, experts, to collect view and identify bottlenecks, refine the set of proposed standards and identify technologies, with recognitions on gender differences

Output 1.2: Roadmap on eco-design including technical guidelines focusing on plastic packaging and products, developed

Recent changes in the Vietnamese policy framework illustrate the recognition of the need to transition towards more sustainable packaging while enhancing waste management systems. The National Action Programme for Sustainable Production and Consumption⁴ mentioned the formulation of policies, regulations and standards on ecolabelling, sustainable design, ecological design and design for recycling and reuse, as a key task for the MOIT. In this NAP, plastic packaging and products are put forward as a priority sectors. The Revised LEP put forward a mandatory Extended Producer Responsibility (EPR) scheme under Art.54 and Art.55 for plastic packaging, in which producers will shoulder responsibilities of their products and packaging during their entire life cycle. The Ministry of Industry and Trade (MOIT) issued the Environmental Protection Plan for Industry and Trade Sectors⁵, in which sustainable production and consumption models and production of environmental plastic products will be promoted.

Eco-design has been widely acknowledged as a key step in the transition towards the CE, by creating material loops, facilitating collection, segregation, and recycling of materials. Better, standardized, and localized design not only reduce the amount of materials used, but also mitigate leakage of hazardous chemicals and improve durability, reusability, and recyclability of products. However, to date, very few projects related to eco-design have been implemented in Viet Nam, which is partly explained by the lack of specific legal framework on eco-design and limited financial resources for implementation.

This intervention will serve as input for the formulation of the Action Plan on Eco-design for the period of 2023-2025, currently being developed by the Department of Energy Efficiency and Sustainable Development of MOIT. It will also mobilize the lessons learned and practical innovations sourced, incubated, and funded under UNDP-project 'Ending Plastic Pollution Innovation Challenge' ([EPPIC](#)), in 6 ASEAN member states.

Women form a large share of the labour force in the plastic value chains, holding often vulnerable and precious positions as waste workers. In particular, over 60% of the informal sector operating in the waste value chains as collectors, segregators are women. It is therefore critical to ensure that the development of above-mentioned guidelines does not hamper their livelihoods but rather contribute to creating safe working environment, by for instance, reducing/guiding/ limiting the use of chemicals being utilised as part of the recycling process.

Objective: To formulate a technical guideline geared towards packaging producers and plastic manufacturing establishing standards for the design of plastic packaging and plastic products towards circularity, to minimize environmental impacts of plastic packaging, and foster their collection and recycling under the upcoming EPR.

Activities include:

Activity 1.2.1. Perform analysis of plastic packaging products in term of their material composition, easiness to collect, sort and recycling, availability and clarity of packaging labels.

Activity 1.2.2 Develop gender-sensitive guidelines to allow easier collection, sorting or recycling of packaging, increase recycling content in plastic packaging, increase the market or value of the secondary materials.

Activity 1.2.3: Develop a roadmap for the implementation of sustainable design of prioritized plastic products.

⁴ [Decision 889/QD-TTg, 2020](#)

⁵ Decision 1375/QD-TTg dated 8 September 2020, issued by Prime Minister, on approving Environmental Protection Plan for Industry and Trade Sectors

Output 1.3: Assessment of demand of plastic scraps in manufacturing and of constraints hindering the use of recycled plastic to support MOIT in implementing Decision 1316/2021/QĐ-TTg, conducted

The National Action Plan for Management of Marine Plastic Litter⁶ set to prevent the use of single-use plastics and non-biodegradable plastic bags in 100% of coastal and tourism areas and strive for 100% of marine protected areas to be free of plastic litter, by 2030.

Currently, national plastic production only meets 20% of the domestic demand while the remaining is imported from other countries. According to the LEP 2020, waste segregation at source will only be deployed at national level from January 2025. According to Decision 1316/QĐ-TTg⁷, MOIT is assigned to assess the current and projected demand for using plastic waste as an input material to serve domestic production and simultaneously to calculate current and projected need to import plastic waste to fulfill the remaining needs. Such information will serve as a basis for adjusting the list of recyclable material that Vietnamese firms are allowed to import⁸. Meanwhile, this assessment will contribute to adjust the Master Plan of Plastic Industry, in which plastic wastes generated from domestic sources are encouraged to segregate, then to become input materials for recycling industry. Under MOIT, the Industry Safety Techniques and Environment Agency (ISEA) has mandate to manage imported and exported scraps for production and is assigned to carry out this assessment.

As mentioned above, recycling is gendered and women and men hold different roles in the waste value chains; hence the assessments will take a gender-sensitive approach in conducting the survey, ensuring that women's voices, needs, and expectations are represented and valued.

Objective: To promote the use of domestic sources for secondary plastic, by conducting an assessment estimating current and project demand for recycled plastic, for MOIT

Activities include:

Activity 1.3.1. Assessment of the current regulatory framework and standards regulating the production of recycled plastic and its use in manufacturing of new products.

Activity 1.3.2. Carry out gender-sensitive survey on the plastic recycling (formal and informal) and plastic manufacturing sectors to map regulatory, technology and standard improvement needed to boost the national market of recycled plastic

Activity 1.3.3. Update and consolidate data on demand for imported plastic, per types of plastic and quantity, with reference to Decision 28/2020/QĐ-TTg.

Activity 1.3.4. Provide recommendations to promote domestic sources of plastic materials, and propose feasible roadmaps and scenarios to reduce Vietnam's dependence on imported sources

COMPONENT 2: CAPACITY OF VIETNAMESE BUSINESS TO DEMONSTRATE GREEN PRODUCTION AND REDUCTION OF ENVIRONMENTAL POLLUTION THROUGH CIRCULAR ECONOMY, ENHANCED

Output 2.1: Circular training program targeting SMEs in prioritized sectors, designed, delivered and lessons learned collected and disseminated

UNDP developed a comprehensive and open-source [curriculum on Circular Economy](#) geared towards Vietnamese SMEs, resulting from the joint efforts of UNDP-led CE [Stewardship Group](#) (whose members are ISPNRE, FTU, and DISED), and the partnership developed with the Embassy of Netherlands in Viet Nam to implement a [National Capacity Building Programme on CE](#). Kickstarted in June 2022, this programme trained over 104 business, enrolled 15 enterprises in post-training support and led to 7 businesses formulating plans to transition/adopt corporate CE models, and 8 new partnerships established. 70 business responding to the pre-training survey stated three critical needs in adopting CE

⁶ [Decision 1746/QĐ-TTg in 2019.](#)

⁷ Dated July 22, 2021, issued by the Prime Minister, on approving proposal for strengthened management of plastic waste in Viet Nam

⁸ Decision 28/2020/QĐ-TTg, promulgating the list of waste permitted for import as production materials

principles, as follows: (i) formulating CE plans and long-term strategies, (ii) optimizing their production models, including by applying science and new technology, and (iii) investing in research & development (R&D), building capacity for employees and collaborating and connecting with partners.

Hosted under the Viet Nam Circular Economy Hub, this intervention will deepen partnership with the experts from the CE Stewardship Group, Saxion University of Applied Sciences in the Netherlands, and experts from ISPONRE – the focal government agency leading the National Action Plan on CE. 3-5 prioritized sectors will be selected in consultation with MOIT.

Objective: To enhance the capacity of enterprises in prioritized sectors in applying science and technology, to develop and adopt circular plans and business models.

Activities include:

Activity 2.1.1. Carry-out desk studies, surveys and technical assessment of the selected priority sectors to estimate material balance and to assess the economic, social, and environmental impacts and potential for specific circular economy interventions.

Activity 2.1.2. Design and deliver trainings to enterprises (with a strong focus on women-led business) in prioritized sectors on circular design and sustainable consumption and production, including on-site tailored mentoring programs to 1-2 business in each priority sector aiming at developing their circular economy plans

Activity 2.1.3. Organize meet-up series to connect enterprises, from Viet Nam and the Netherlands to foster partnerships and exchanges materials and resources, under the Viet Nam Circular Economy Hub, and to collect lessons learned and disseminate entry points for application of circular practices at the national level

Activity 2.1.4. Provide technical supports for the development of CE NAP and CE Hub Operation (ICs) (these activities will be considered continuous supports from the Embassy to the CE Hub since it launching).

Activity 2.1.5. Organise a Study tour (in coordination with Saxion UAS) on adoption of CE interventions, and with Netherlands enterprises on wastewater treatment, textiles and plastic. (Concept Note for the Study tour is presented in the Annex 4).

Output 2.2: Close-loop models for industrial wastewater facilitated and piloted, in Nam Cau Kien Industrial Park

The Plan on Industrial Park Development of Viet Nam covering 563 industrial parks (IPs)⁹ indicates that only 66% of IPs have centralized wastewater treatment stations, while many IPs do have wastewater treatment stations but these are under operation.

Enterprises enrolled in the CE Capacity Building Program highlighted the use of industrial wastewater as a solution holding the potential to generate multiple benefits: water savings, financial gains, reduced environmental externalities from their production. Yet, they are faced with various barriers in order to effectively reuse industrial wastewater, such as lack of technical guidelines on standards/quality of wastewater after treatment in order to be used as input water, access to modern, reliable, and accessible technologies to treat wastewater and financial resources for investment of wastewater treatment systems. In addition, IPs lack of synchronization in collection and technical infrastructures for wastewater treatment. [The Seminar on circular wastewater treatment](#) (2022) hosted by the CE Hub to provide professional knowledge and international experience in wastewater treatment and circular wastewater for enterprises, further highlighted the importance of promoting industrial wastewater reuse among key stakeholders.

Activities under this output will be rolled-out by mobilizing two partners of the Viet Nam Circular Economy Hub, Nam Cau Kien Industrial Park (NCK-IP) as the pilot site, and the Dutch-based company [NX Filtration](#) specialized in providing technical solutions for treatment of industrial water. Experts from the Saxion University of Applied Sciences in the

⁹ <https://www.mpi.gov.vn/Pages/tinbai.aspx?idTin=51938&idcm=207>

Netherlands will provide advisory during the surveys, sample analysis and the selection of technical solutions to improve quality of wastewater discharged in the IZ.

Target Site

Located in Hai Phong city, [Nam Cau Kien Industrial Park](#) (NCK-IP), was established in 2008 in an area of 264 ha and comprised 70 enterprises operating in various sectors such as technologies, production of industrial equipment, furniture, plastic recycling, steel production, etc. The IZ aims to develop a symbiosis system on water resource efficiency by 2025.¹⁰

Objective: To support the adoption of treatment for industrial wastewater technologies in Nam Cau Kien Industrial Park through piloting, feasibility studies and knowledge transfer.

Activities include:

Activity 2.2.1 Pilot wastewater treatment technologies and equipment provided by NX Filtration by taking samples and testing quality of inputs (wastewater from the centralized treatment system and input water from river for Nam Cau Kien IZ) and outputs to identify adequate treatment technologies for water and wastewater.

Activity 2.2.2. Develop feasibility studies to apply the identified treatment technology from NX Filtration with the capacity proposed by Nam Cau Kien IZ.

Activity 2.2.3. Deliver trainings on system operation procedures and advisory on technical solutions as part of technology transfer from NX filtration with supports from Saxion UAS experts.

Output 2.3: Strengthening the current market-place tools for recycled material to further enhance circular economy opportunities.

There are various platforms available in Viet Nam for exchanging consumer goods and products, although none offer the services required to certify the environmental and social sustainability of their products. For instance, the Vietnamese secondhand fashion start-up Piktina has secured US\$1 million in funding from native venture capital firm Touchstone Partners. Piktina specialises in secondhand clothing and accessories, connecting buyers and sellers to free up closets with ease while advocating for a circular economy in Vietnam.

However, there are currently limited local web-based marketplace for plastic material in Viet Nam, which focus on business to business. However, as Viet Nam is the third largest importer of plastic scrap after Malaysia and Hong Kong, importing almost 290,000 tonnes in 2019, it is likely that at least part of the imported plastic scrap is imported through international marketplaces operators (for instance which offer certification of their products, like Cirplus in Europa, or non-certified like Alibaba). One of the reason Vietnam plastic industry relies on import of plastic scrap is the low quality and absence of certification of large part of its locally recycled plastic. A ban of plastic scrap import to enter in effect in 2025 has been proposed in 2019, which is expected to favor local recyclers.

One of the characteristics of web-based market places for recycled and reusable goods, is the lacking of information related to the origin, quality and sustainability of such materials. There are several options for the certification of plastic scrap.

In term of product quality, the Eucert Plast scheme aims at accrediting plastics recyclers whose activity complies with high quality standards. It is an onsite audit procedure based on the European standard EN 15343:2008 on Plastics recycling traceability and assessment of conformity and recycled content. The Certification focuses on the traceability

¹⁰ The Plan includes:

Phase 1 (2023-2024): total capacity of input water production is 4,050 m³/day and night, in which 1,050 m³/day and night is from wastewater discharged by factories located in the industrial park, which are treated and reused; 3,000 m³/day and night is from river as input water for production.

Phase 2 (up to 2025): upscaling the volume of wastewater reuse to 1,400 m³/day and night and the volume of input water from river to 15,500 m³/day and night. The company also proposes to develop a wastewater treatment plan with maximum capacity of 7,500 m³/day and night.

of the waste and calculation of the recycled content building trust in recycled materials which are becoming an essential piece of plastics in a circular economy.

In terms of climate sustainability, the International Sustainability and Carbon Certification (ISCC) PLUS certification is a globally recognized certification for sustainable and traceable supply chains. It covers a wide range of sustainability issues, including social, environmental, and economic aspects. ISCC PLUS certification can be applied to recycled plastics and ensures that the material has been sourced responsibly and meets high sustainability standards. The certification system provides a way for businesses to demonstrate that their recycled plastics are produced in compliance with social and environmental requirements, such as labor rights, health and safety, and protection of the environment.

To obtain ISCC PLUS certification, businesses must undergo an independent verification process, which includes an on-site audit by an accredited third-party auditor. The audit evaluates the entire supply chain, from the sourcing of the plastic scraps to the production of the final product. The auditors assess compliance with ISCC PLUS sustainability criteria, which cover aspects such as greenhouse gas emissions, land use, biodiversity, and water use. ISCC PLUS certification also ensures traceability of the recycled plastic, allowing businesses to track the material from its source to the final product. This provides transparency and accountability throughout the supply chain, and helps to prevent the use of illegal or unsustainable materials.

In addition to the certifications and standards mentioned earlier, **it is also important to ensure that the recycled material used in the marketplace has been sourced ethically and sustainably.** This includes verifying that the materials were not produced using child labor or exploitative labor practices and that workers involved in the recycling process are paid fair wages, or that women and men receive the same pay if they perform similar tasks, and have safe working conditions.

To address these concerns, the marketplace can incorporate additional certifications and standards that specifically address social responsibility and ethical sourcing practices. For example, the Social Accountability International (SAI) SA8000 certification is an international standard that ensures fair and safe working conditions for employees in any industry, including the recycling industry. Other certifications, such as Fair Trade, can be used to verify that the materials were sourced from producers who were paid fair prices and had safe and healthy working conditions.

By incorporating these certifications and standards, the marketplace can ensure that the recycled materials being traded are not only environmentally sustainable but also socially responsible. This can help build trust and credibility with consumers and attract businesses that are committed to sustainability and ethical sourcing practices.

Objective: provide an assessment of existing web-based marketplaces and a set of guidances to include options for certification of the quality, and social and environmental sustainability of the recycled materials placed on the market.

Activities include:

Activity 2.3.1. Carry out an analysis at local and global level of existing online marketplaces for recyclables and their compliance with circular economy principles.

Activity 2.3.2. Identify potential certification scheme and procedures to ensure quality and compliance with social (including gender equality) and environmental standard of recycled materials in Vietnam

Activity 2.3.3. Develop a guidance for the certification of the quality, and compliance with social and environmental standards of plastic scraps in Viet Nam.

Activity 2.3.4. Develop a guidance for the certification of the quality, and compliance with social and environmental standards of textile scraps and reusable clothes in Viet Nam.

[Output 2.4: Designing and piloting an online marketplace for secondary material resource exchange for plastic and textile sectors](#)

While various platforms are available in Viet Nam for exchanging consumer goods and products, few offer the specialised functions and interface required for exchanging secondary raw materials for production. In addition, existing marketplaces operate in a competitive market. Connecting informal recyclers with residents free of charge in Ho Chi

Minh City and nationally respectively, and thereby contributing to raising awareness on segregation at source, the mobile applications [VECA](#) and [Vechai 4.0](#) are successful, yet primarily used by environmentalists. The first social media used in Viet Nam, Facebook, also hosts various groups buying and selling scraps, waste, and second hands, yet the quality is not verified. As a leading website in the textile sector [Sangiaodichdetmay](#) connects buyers and sellers looking for tools, equipment, and materials and allows for the exchange of textile and garment goods. The website [b2bvietnam](#) aims to “promote the trading between Vietnamese enterprises and foreign companies (B2B)”. The marketplace uses traditional and modern marketing tools and applied e-commerce technology. In addition, it strives to make an active connection between buyers, suppliers and other parties offering supportive services. Famous internationally, [YellowPages](#) operates in all 63 provinces of Viet Nam, offering information about over 250,000 businesses and listing over 1 million products. Popular and user-friendly, [ChoTot](#), has the ambition to become the leading marketplace in the country and counts 900,000 visitors monthly. Unlike the previous marketplaces listed, it currently offers secure transactions while offering a wide range of products, and benefiting from a strong reputation associated with its customer services and phone supervisors. The sellers are also encouraged to increase the level of details displayed, which enables transparency. However, the current business model of the platform focuses on trade from customer to customer. Internationally, Reverse Resources for textiles and Cirplus - the global marketplace for circular plastics, have been key start-up market platforms for secondary materials, which can serve as references.

Most of the marketplaces presented are not involved in the payment processing between buyers and sellers. Instead, they focus on a virtual place for them to connect and exchanges goods and services. It is expected that for any transaction whose amount exceeds 200 million VND (i.e.: which will likely be the case when the manufacturer purchase secondary materials for production), payment methods could be by cash when delivery or bank transfer, however, bank transfer may bear high fees and cap on online payments. The Ministry of Industry and Trade is tasked with formulating policies and regulations related to online trading. However, regulations to protect online buyers and sellers are currently limited.

To be successful, a marketplace needs to display multiple features. It should be designed to be user-friendly while offering a wide range of products. Sustainability will also depend on the acknowledgement by users to be trusted and secure, as well as transparent and competitive. A key factor in creating a dynamic market for secondary materials will be sufficient demand, driven by the use of recycled materials in products and infrastructure. While for certain raw materials (e.g. paper or metal), demand is already high; for others, such as plastic, it is still developing. The role of the private sector in creating demand and helping to shape supply chains will therefore be essential; a number of industrial and economic actors have already given a public commitment to ensuring a certain level of recycled content in products they put on the market for both sustainability and economic reasons. This should be encouraged, given that market-driven initiatives can be a fast way to deliver tangible results. Public authorities can also contribute to the demand for recycled materials through their procurement policies. Operators identified the lack of certification, guarantee on the quality of the materials sourced, and stability of supplies as barriers to the use of the marketplace. In the medium term, options will be assessed to work towards certification schemes of plastic scraps.

The marketplace(s) will be piloted into two sectors (plastics and textiles) which have been selected, based on the current use pattern, opportunities for exchanges during the manufacturing process and after use, as well as their potential to witness an increase in waste exchanged under the new EPR regulations as well as with an increased global demand for recycled textiles. The technology-based market application will facilitate online trading which will provide a more accessible and user-friendly marketplace for sellers and buyers.

The marketplace will be fully developed by 1-2 private sector partners, hereafter mentioned as the ‘anchor points’, that can demonstrate existing capacity in building an extensive customer database and ensuring secure, transparent connections and transactions, as well as the ability to collect data insights and analytics, and robust system in place for efficient back-end and logistics. The marketplace might also support businesses in registration for material resource exchange in Viet Nam by providing consultancy and assisting in related administration procedures. The pilot might facilitate the delivery of some of this initial support to the first interested companies. Within the material market, a network of material and service suppliers, manufacturers, and recyclers will be established, with the objective of lowering the prices of secondary materials and proposing a marketplace that is more transparent and more competitive. The secondary materials being exchanged on the platform could ultimately be certified and standardized to ensure the highest level of social and environmental compliance.

The marketplace could display the following information: location/ distance to the warehouse, material category, quantity/ volume, price, composition, the sorting (i.e. well-sorted to partially-well-sorted, or need to re-sort when the categories are defined) and cleanliness/ dirtiness and the types of dirt (e.g. dust, molds, food product residues, labels, chemical or hazardous residues remaining, etc.). It is expected that participation in the marketplace will be driven primarily by economic incentives, whereby buyers and sellers, who can be manufacturers, recyclers, aggregators (e.g: trading, collection & transportation, recycling, treatment), trade resources.

The key indicator to measure the marketplace's success is the amount of recycled materials (by quantity, value and type) sold through the marketplaces.

Objective: Design and test the pilot of a marketplace with a private sector partner to facilitate the more effective exchange of raw and secondary materials in 2 sectors in order to foster the transition towards a CE by practically maximizing the use of resources and limiting waste.

Activities include:

Activity 2.4.1. Carry out preliminary groundwork to build the consortium, including baseline studies and stakeholders consultations; mapping regional and international trade marketplaces for these materials and analysing potential local anchor points

Activity 2.4.2. Develop and pilot the marketplace in 2 sectors (textile and plastic), including development of business case/operational plan and engagement plan

Activity 2.4.3. Develop sustainability plan and the recommendations for the marketplace's scaling-up

COMPONENT 3. KNOWLEDGE MANAGEMENT, MONITORING AND EVALUATION

Output 3.1: Project inception, monitoring and evaluation

To kick-off the project's activities, a project inception workshop will be organized to introduce the project with highlights on expected results. The project's partners, including MOIT, MONRE, Nam Cau Kien IZ, Saxion UAS and businesses on wastewater treatment, eco-design, will be invited to share about their plan to implement the project's interventions which are tailored to the national context, as well as their contributions to achieve the project's target.

The project's monitoring and evaluation is required to follow the UNDP's Programme and Operations Policies and Procedures (POPP), its Financial Regulations and Rules and Internal Control Framework. Annual meetings with the Netherlands Embassy will be conducted to report the project's results and to agree the project's workplan. Regular meetings with the project's partners and contractor will be organized frequently on biweekly basis to ensure the project's progress. At the final stage, an independent consultant will carry out the project's evaluation, based on the project's indicators.

Activities include:

Activity 3.1.1. Project inception

Activity 3.1.2. Project evaluation, including technical evaluation

Output 3.2: Knowledge management and dissemination

As a government-led platform, the Viet Nam Circular Economy Hub plays a key role on a knowledge creation, sharing and dissemination on CE knowledge and awareness to businesses and other stakeholders. the Viet Nam CE Hub already counts 50 members, organised 42 events and welcomed more than 2,000 users monthly.

The project will strongly utilize the CE Hub to publish, disseminate, and amplify the lessons learned throughout the project. In particular, the capacity building program on CE to businesses, the technical guidelines on industrial wastewater treatment and ecodesign, the pilot program on industrial wastewater treatment will be published under Component 2 "Knowledge and Showcase" of the CE Hub, which contains a database highlighting essential resources

and case studies from different sectors, technical guidance geared towards businesses interested in transitioning to circular models. The project also provide supports to update the CE Hub website with extended function to prepare for the materials marketplace development.

Significant knowledge products and communication materials will be designed to facilitate learning and accelerated take-up of the project's case studies. These communication materials also support for knowledge sharing on circular economy at national and regional levels.

Special attention will be paid to ensure that the knowledge materials as well as the guidelines are using gender-sensitive languages, reflects the views and needs of women, with recognizations on gender differences and contribute to narrowing the gaps between men and women, as well as avoid reinforcing stereotypes that might exist in the industry and might prevent women from accessing leadership positions.

Activities include:

Activity 3.2.1. Promoting and further developing the Viet Nam Circular Economy Hub

Activity 3.2.2: Development and dissemination of project materials in a gender-sensitive way

Resources Required to Achieve the Expected Results

The resources required to achieve the outputs detailed in the Results Framework are detailed in the Multi-Year Work Plan. The activities described above will be implemented over 28 months between August 2023 and December 2025.

Regarding the personnel, a Project Management Boards will be established in UNDP, comprised of the representatives of the Netherlands Embassy and MOIT. The project team at UNDP involved in the direct management of the project will comprise of 01 Programme Officer, 01 Waste and Circular Economy Officer, 01 Programme Associate and 01 National Consultant on Circular Economy that will undertake project management, technical support, reporting and monitoring. These positions are cost-shared with other projects of Waste and Chemicals Portfolio in the Climate Change and Environment Unit.

3.2. Partnership

Table 1. Stakeholder engagement

Stakeholders	Institutional Role & Functions	Role in the project
Industry Safety Techniques and Environment Agency (ISEA), MOIT	The mandate of ISEA is to direct and guide the management, reuse, recycling of waste, use of scrap, development of circular economy in sectors and fields under the Ministry management. ISEA is also the focal point of the MOIT to join the National EPR Council.	ISEA will be in charge of enforcing regulation and providing the guideline to reduce the plastic waste of production, trade, and business in the upstream. ISEA takes lead the assessment estimating current and project demand for recycled plastic, as required tasks mention in the Decision 1316/2021.
Department of Energy Efficiency and Sustainable Development (DEESD), MOIT	DEESD is the government entity responsible for the National Program on Sustainable Consumption and Production and development of circular business models.	DEESD will be in charged in development of technical guidelines stipulating design and manufacturing standards for plastic packaging and products. DEESD will be accountable for the capacity building for businesses in eco design, sustainable consumption and production and development of circular business models.
Institute of Strategy, Policy on Natural Environment (ISPONRE), MONRE	ISPONRE takes lead in the development of National Action Plan on Circular Economy.	ISPONRE consolidates technical supports for the development of CE NAP and the CE Hub's operation. ISPONRE also takes part in CE capacity building program for businesses, in terms of providing CE policy updates.

Private sector and industrial associations	Shinec JSC. (Nam Cau Kien Industrial Park) Shinec JSC manages Nam Cau Kien IZ, which is planned to be an eco-industrial park in 2025.	Nam Cau Kien IP provides land and infrastructure and participate in the pilot of close-the loops model of industrial wastewater reuse.
	Private sector in the Netherlands The leading companies specializes in providing technologies for treatment of wastewater, circular interventions in different industries, including plastic, textile and others	One of selected company will provide equipment and technical supports during operation of the pilot of close-the loops model of industrial wastewater reuse. The other companies play as connection roles with businesses and agencies from Viet Nam for the CE Study tour in the Netherlands.
	Businesses and industrial associations Businesses and industrial associations in prioritized sectors such as plastics, textiles, chemicals.	Businesses and industrial associations will participate in the CE capacity building program, consultations during development of the CE NAP and development of technical guidelines facilitating recycling activities.
Academia	Universities and institutions have expertises in circular economy development and practical experience in industrial sectors such as plastic, textile, wastewater treatment.	Selected university and institution with relevant expertises will be invited to design and to deliver lectures the CE capacity building for businesses. The experts will provide technical inputs for the pilot on industrial wastewater reuse and development of feasibility studies to apply the identified treatment technology for Nam Cau Kien IP.
Mass media organizations, including television and radio networks, private communication agencies, printed media, and online media.	Mass media has the responsibility for the dissemination of information and awareness on state policies, strategies, and plans to the general public at the national and regional level through mainstream channels of television, radio and print, and social media.	Partnerships with key media organizations will support dissemination of information at provincial and national levels, including on project workshops and seminars, training, and capacity building events as well as results and best practices from targeted activities at the national level and in the project site. Approaches will include direct communication, press meetings, and press releases, field visits, etc.

3.3. Knowledge

This project put a strong emphasis on knowledge generation, leaning, and dissemination as outlined in the activities under Component 3. As such, it will develop learning and knowledge management mechanisms, including documentation of all aspects that may be instrumental in knowledge dissemination during and even beyond the project period to enable various stakeholders/ actors in the ecosystem to replicate the project template, both within and outside the project area. Best practices will be documented and published as lessons learned over the project period.

The standard operating guidelines developed on process steps for the development of the circular wastewater in industrial parks, videos, infographics and briefs will be developed, reflecting the best practices on plastic and wastewater management, adopted through project initiatives. The knowledge material will be available in both English and Vietnamese to ensure the uptake by industrial parks and municipalities.

In addition, the project will utilize established networks such as the Viet Nam Circular Economy Hub, National Plastic Action Partnership to share and disseminate its results. Finally, the project will build on the already established strong bilateral collaboration and communication channels with MOIT and MONRE to maximize the uptake of the results of the pilot into the national policy frameworks.

3.4. Sustainability and Scaling Up

The project intends to demonstrate that a model for circular wastewater in IP is possible and economically viable, with strong social and environmental benefits. A recommendation to upgrade the technical regulations, standard system for wastewater to be applied at the national scale will be proposed, which will ensure the sustainability. Furthermore, the Project will deliver several training for business. The training will not be carried out as lessons, but also in incubation part, which businesses will develop and practice their circular models and expected to bring impacts. These models will be showcased at the Viet Nam Circular Economy Hub to promote sharing and dissemination.

The project activities have been designed with sustainability in mind, as they are mainstreamed into the programs of the Ministry of Industry and Trade, Ministry of Natural Resources and Environment, and private sectors. The project aims to build the capacity and capabilities of business, as well as local and national government partners, in the fields of circular economy. The project will focus on outcomes by identifying the intended impacts and ensure that they are measurable, achievable, and sustainable. This can help the project team track progress and evaluate the project's success over time. Furthermore, the skills and knowledge on circular economy required to sustain the project are built into the project design and involve training and capacity-building activities to ensure that stakeholders have the skills and knowledge needed to continue the project's work after project finished.

IV. RESULTS FRAMEWORK**Intended Outcome as stated in the UNSDCF/Country [or Regional] Programme Results and Resource Framework:**

Outcome 2 – People in Viet Nam, especially those at risk of being left behind, benefit from and contribute to a safer and cleaner environment resulting from Viet Nam’s effective mitigation and adaptation to climate change; disaster risk reduction and resilience building; promotion of circular economy; provision of clean and renewable energy; and sustainable management of natural resources

Outcome indicators as stated in the Country Programme [or Regional] Results and Resources Framework, including baseline and targets:

Outcome 2: Low-carbon, resilience and environmentally sustainable development

Applicable Output(s) from the UNDP Strategic Plan: Output 2.2: Policies and solutions designed and implemented for transformation to low-carbon development, circular economy and environmental protection

Project title and Quantum 01000995: ACCELERATE CIRCULAR ECONOMY FOR BUSINESS ACE-BIZ

EXPECTED OUTPUTS	OUTPUT INDICATORS[1]	DATA SOURCE	BASELINE		TARGETS (by frequency of data collection)	DATA COLLECTION METHODS & RISKS
			Value	Year	FINAL	
<i>Output 1.1: Technical guidelines and standards to reduce and reuse industrial water as input materials, developed</i>	<p>Indicator 1. Number of technical guideline and standard on reuse of industrial wastewater developed</p> <p>Indicator 2. Number of stakeholders from industrial sector and government consulted (disaggregated by gender and sector)</p>	Project technical reports, meeting minutes	No guideline on industrial water reuse existing	2023	<p>Indicator 1. At least 01 technical guideline and standard on reuse of industrial wastewater developed</p> <p>Indicator 2. At least 50 representatives from all industrial sectors in Nam Cau Kien IZ; governmental agencies including MOIT, DOIT MONRE, DONRE and NGOs with a 50/50 women /men ratio consulted</p>	<p>Direct consultation, collation and analysis of project reports and minutes.</p> <p>Risks: low level of commitment from the industrial sector concerning the reuse of industrial water due to the low cost of water resource</p>

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<p><i>Output 1.2: Roadmap on eco-design including technical guidelines focusing on plastic packaging and products, developed</i></p>	<p>Indicator 3. Number of guideline to enhance the circularity for plastic packaging products in the food and packaging sector, developed</p> <p>Indicator 4. Number of roadmap for using recycled content in products (eco-design) drafted</p>	<p>Project technical reports, meeting minutes</p>	<p>Voluntary standards/guidelines on circular design are applied by the largest packaging manufacturers, although not certified</p>	<p>2023</p>	<p>Indicator 3. One set of guidelines on circular design including recycling targets developed for 2 plastic products such as bottles, sachettes, multilayered containers, alternative to styrofoam boxes, and their alternatives.</p> <p>Indicator 4. A roadmap for using recycled content in products (eco-design) drafted</p>	<p>Direct consultation, collation and analysis of project reports and minutes.</p> <p>Risks: low level of commitments on circular design of plastic packaging due to a potential increase of cost for manufacturers</p>
<p><i>Output 1.3: Assessment of demand of secondary plastic in manufacturing and constraints hindering the use of recycled plastic to support MOIT in implementing Decision 1316/2021, conducted</i></p>	<p>Indicator 5. Availability of an assessment report on regulatory framework (considering gender issues) and standards related to the use of recycled plastic</p> <p>Indicator 6. 01 roadmap to reduce Viet Nam dependance on imported plastic sources</p>	<p>Project technical reports, meeting minutes</p>	<p>Several assessment report already available, including from UNDP, World Bank, WWF, but mainly on plastic waste management in general rather than on the reuse of plastic. A roadmap to reduce dependance from imported plastic is not available.</p>	<p>2023</p>	<p>Indicator 5. One assessment report on regulatory framework (considering gender issues) and standards related to the use of recycled plastic drafted and endorsed by relevant ministries (MONRE/MOIT)</p> <p>Indicator 6. A draft roadmap to reduce Viet Nam dependance on imported plastic sources and to promote domestic sources of plastic materials developed and endorsed by MOIT and MONRE</p>	<p>Direct consultation, collation and analysis of project reports and minutes.</p> <p>Risk: informal recyclers unwilling to adopt a more safe recycling process, formal plastic industry not using locally recycled plastic as not up to their standard.</p>

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<p><i>Output 2.1: Circular training program targeting SMEs in prioritized sectors, designed, delivered and lessons learned collected and disseminated</i></p>	<p>Indicator 7. Number of workers and managers trained by sector and gender on circular economy programs</p> <p>Indicator 8. Number of investable business plans developed through training/support</p> <p>Indicator 9. Number of jobs supported. Measure 1) employees of supported company at inception and 2) employees of supported company at end of project</p>	<p>Training reports, training materials, workshop minutes</p>	<p>Limited training on circular economy targeting SMEs</p>	<p>2023</p>	<p>Indicator 7. At least 100 enterprises from prioritized sectors (plastic, textile, chemicals, waste and environment) trained on circular economy programs (with a 50/50 women and men ratio)</p> <p>Indicator 8. 13 investable business plans developed through training/support, including improvements on circular economy in business plans, newly business investment plans and comprehensive business plan</p> <p>Indicator 9. 50 employees of supported company at inception and 300 employees of supported company at end of project</p>	<p>Direct consultation, participation in training and workshops, collation and analysis of project reports and minutes.</p> <p>Risks: not significant risk for this activity.</p>
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<i>Output 2.2: Close-loop models for industrial wastewater in Nam Cau Kien Industrial Park, facilitated and piloted.</i>	Indicator 10. Volume of industrial wastewater treated for reuse Indicator 11. Number of workers and managers trained and / or received advisory on industrial wastewater reuse by sector and gender	Project technical reports, meeting minutes, training materials, workshop minutes	N/A		Indicator 10. 8,460 m ³ of industrial wastewater treated for reuse (24m ³ /day x 12 months), contributing to the development of plan on 1000m ³ /day Indicator 11. 20 enterprises in the Nam Cau Kien industrial park trained and / or having received advisory on industrial wastewater reuse (with a 50/50 women and men ratio)	Direct consultation, participation in training and workshops, collation and analysis of project reports and minutes. Risks: low level of commitment from the industrial sector concerning the reuse of industrial water due to the low cost of water resource
<i>Output 2.3: Strengthening the current market-place tools for recycled material to further enhance circular economy opportunities</i>	Indicator 12. Amount of recycled materials (by quantity, value and type) sold through the market places on textile and plastic	Project technical reports, Recycling marketplace transaction reports	Material marketplaces websites already exist, both at international and national level, however they are not specifically designed to ensure circularity of material and to certify material origin	2023	Indicator 12. Guidance on the quality and social / environmental certification of plastic scraps and recycled and reusable textile sold through web-based marketplace	Direct consultation, participation in training and workshops, collation and analysis of project reports and minutes, consultation of marketplace websites. Risks: owner of marketplace website unwilling to establish a circular economy section for plastic and textile in their marketplaces
<i>Output 2.4: Designing and piloting an online marketplace for secondary material resource exchange for plastic and textile sectors</i>	Indicator 13. Number of business case strengthened and future opportunities for the piloted and other market opportunities outlined	Project technical reports, Recycling marketplace transaction reports	N/A	2023	Indicator 13. 01 Business case strengthened and future opportunities for the piloted and other market opportunities outlined	Stakeholder engagement: The project will engage and consult with online marketplace owners, operators and vendors, during the formulation of the marketplace, to gain insight into their concerns and challenges on exchanges of recyclable materials online.

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						Risks: Private sector may not show interest in participating or engaging (also as anchor point) in the pilot marketplace due to Insufficient awareness from private sector, especially small and medium enterprises; Data privacy concerns; Additional procedures, meaning additional work for participating companies
<i>Output 3.1: Project inception, monitoring and evaluation.</i>	Indicator 13. Number of monitoring and evaluation project reports delivered by type of report	Project workplans and implementation reports, project audits, project terminal evaluation reports, inception report	N/A		Indicator 13. One annual project workplan, one annual project audit, one annual project report, one inception report, one terminal evaluation report delivered within the deadlines set	Direct consultation, participation in project monitoring, collation and analysis of project management and evaluation reports and minutes of the project steering committee Risks: no significant risks for this output.
<i>Output 3.2: Knowledge management and dissemination</i>	Indicator 14. Number of people disaggregated by gender and type of communication media reached and increasing their knowledge about circular economy Indicator 15. Number of	Initial and final project KAP (Knowledge, attitude and practice) surveys Project website statistics and blog content	N/A		Indicator 14. At least 10,000 people with an equal women/men ratio reached and increasing their knowledge about circular economy Indicator 15. At least 10,000 people have visited the project	Direct consultation, participation in KAP surveys, analysis of communication materials, collation and analysis of KM reports. Risks: limited significance of the pool sample adopted for the KAP surveys.

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	people visiting the project website and leaving feedback				website and at least 500 have left interactions	
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V. MONITORING AND EVALUATION

In accordance with UNDP's programming policies and procedures, the project will be monitored through the following monitoring and evaluation plans:

Table 2. Monitoring Plan

Monitoring Activity	Purpose	Frequency	Expected Action	Partners	Cost (USD)
Track results progress	Progress data against the results indicators in the RF will be collected and analysed to assess the progress of the project in achieving the agreed outputs.	Quarterly, or in the frequency required for each indicator.	Slower than expected progress will be addressed by project management.	UNDP	-
Monitor and Manage Risk	Identify specific risks that may threaten achievement of intended results. Identify and monitor risk management actions using a risk log. This includes monitoring measures and plans that may have been required as per UNDP's Social and Environmental Standards. Audits will be conducted in accordance with UNDP's audit policy to manage financial risk.	Review quarterly and update into Quantum annually	Risks are identified by project management and actions are taken to manage risk. The risk management and update will be incorporated into annual project report and reviewed at Project Board Meeting.	UNDP	-
Learn	Knowledge, good practices and lessons will be captured regularly into the Vietnam Circular Economy Hub, as well as actively sourced from other projects and partners and integrated back into the project.	Quarterly	Relevant lessons are captured by the project team and update into VN CE Hub Platform	UNDP, ISPONRE	-

Monitoring Activity	Purpose	Frequency	Expected Action	Partners	Cost (USD)
Annual Project Quality Assurance	The quality of the project will be assessed against UNDP's quality standards to identify project strengths and weaknesses and to inform management decision making to improve the project.	Annually	Areas of strength and weakness will be reviewed by project management and used to inform decisions to improve project performance.	UNDP	-
Project Report	A progress report will be presented to the Project Board and key stakeholders, consisting of progress data showing the results achieved against pre-defined annual targets at the output level, the annual project quality rating summary, an updated risk long with mitigation measures, and any evaluation or review reports prepared over the period.	Annually, and at the end of the project (final report)	Project team to develop a closing report based on annual project reports and assessment of implementation result over the project lifecycle.	UNDP	-
Project Review (Project Board)	The project's governance mechanism (i.e., project board) will hold regular project reviews to assess the performance of the project and review the Multi-Year Work Plan to ensure realistic budgeting over the life of the project. In the project's final year, the Project Board shall hold an end-of project review to capture lessons learned and discuss opportunities for scaling up and to socialize project results and lessons learned with relevant audiences.	Specify frequency (i.e., at least annually)	Any quality concerns or slower than expected progress should be discussed by the project board and management actions agreed to address the issues identified.	Stakeholders	10,800

VI. GOVERNANCE AND MANAGEMENT ARRANGEMENTS

Cost Efficiency and Effectiveness

The project is cost-effective for a number of reasons. Firstly, it builds on the strong institutional and knowledge framework established by different projects in the waste and plastic management sector and the Viet Nam Circular Economy Hub. It is also designed to deliver maximum outputs with available resources through several mechanisms:

- (i) Joint activities with projects on waste /plastic management (baseline studies, communication campaigns), such as synergize with the Project “Scaling-up Integrated and Inclusive Waste Management Models through Empowering the Informal Sector and Fostering the Circular Economy” on approach to circular economy for plastic sector;
- (ii) Some of the outputs planned for this project will utilize and capacitate existing partners who have relevant expertise in specific areas; such as existing collaboration with Nam Cau Kien IZ and the Netherlands partners to pilot circular wastewater;
- (iii) Use of a portfolio approach whereby multiples activities are taking place simultaneously from the national policy level to provincial, to enabling environments for innovators, synergies with national and international development partners etc.

Project Management

UNDP Viet Nam is directly implementing the project, in collaboration with the Ministry of Industry and Trade, Ministry of Natural Resources and Environment and other partners. The UNDP Viet Nam Country Office has strong inhouse management and technical capacities as well as proper set up to provide oversight and financial management of the project.

In UNDP Viet Nam, the Project Team is from the Climate Change and Environment Unit. A Project Board including a representative from UNDP, a representative from the donor and two from beneficiaries including MOIT and MONRE will be established to provide overall guidance and oversight to the project. The Project Board is the main body responsible for taking corrective actions as needed to ensure the project achieves the desired results. Its function includes oversight of annual (and as-needed) assessments of any major risks to the programme or project, and related decisions/agreements on any management actions or remedial measures to address them effectively.

The UNDP Project Assurance assumes responsibility for quality assurance of this Project and ensures its compliance with the UNDP’s Programme and Operations Policies and Procedures (POPP), its Financial Regulations and Rules and Internal Control Framework. The Project Assurance includes Head of Climate Change and Environment Unit and M&E team.

The Project Team at UNDP consists of:

- **The Project Manager** is responsible to take lead in decision-making for all project’s activities. The Project Manager will be responsible for the implementation of the annual work plans as well as the yearly progress and final reports. The Project Manager will prepare the TORs for studies, surveys, consultancies, equipment procurement, etc.; review outputs produced by project consultants and subcontractors and approve for payment; maintain regular contact with local stakeholders including ISEA, DEESD, ISPONRE, industrial zones, academia;
- **The Project Officer** (Programme Officer) will be supporting the Project Manager with all aspects of the project implementation and delivery. The Project Officer will help draft project work plan, propose adjustments as needed and submit them to the Project Manager; coordinate with the technical officer in local and international consultants to produce first draft of TORs for studies, surveys, consultancies, procurement of equipment etc.. The Project Officer will work closely with Communication Officer to organize workshops, events and travels and provide input to all communication activities to support implementation of project activities.
- **The Programme Associate** will undertake project management support, predominantly on a part-time basis, including financial, administrative, procurement, monitoring and evaluation tasks, and communication activities.

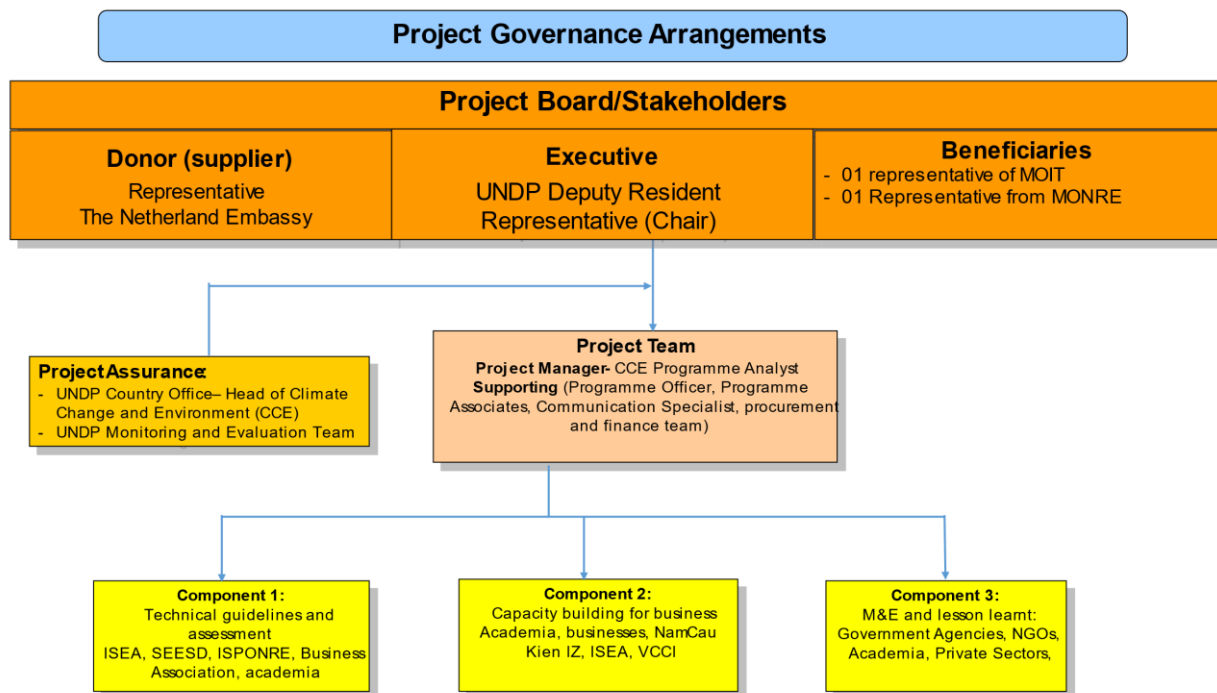


Figure 2. Project Management Organization

Table 3. Indicative roles of stakeholders in project management

Project Board and stakeholder	<ul style="list-style-type: none"> ▪ Provide direction and orientation to the Project implementation, to be in line with legal context of the country, in the region and donor's perspective. ▪ Review the project progress and approve overall planning at annual basis ▪ Approve substantial changes regarding objectives and outcomes of the project ▪ Project Board to meet annually and meet upon request.
Project Team at UNDP	<ul style="list-style-type: none"> ▪ Responsible for the day-to-day management and all aspects of the project implementation; Implement project activities according to the Annual Work Plan. ▪ Draw up and update project work plan, propose adjustments as needed and submit them to the Project Board; coordinate with the technical officers in local and international consultants to prepare TORs for studies, surveys, consultancies, procurement of equipment etc.; ▪ Review and approve outputs produced by project consultants and subcontractors and according to the quality and relevance of these outputs in accordance with agreed terms of reference and the project objectives; support to implement all administrative procedure and support services related to the preparation of the project's activities; ▪ Support administrative and financial procedures in bidding and disbursement ▪ Prepare progress reports to submit to the Project Board through annual meetings
Project Assurance	<ul style="list-style-type: none"> ▪ Performs the quality assurance and supports the Project Board by carrying out review and monitoring functions of project implementation ▪ Ensures appropriate project management milestones are managed and completed, and conflict of interest issues are monitored and addressed. ▪ Ensures its compliance with the UNDP's Programme and Operations Policies and Procedures (POPP), its Financial Regulations and Rules and Internal Control Framework

VII. LEGAL CONTEXT

This project document shall be the instrument referred to as such in Article 1 of the Standard Basic Assistance Agreement between the Government of (the Netherlands) and UNDP, signed on (date). All references in the SBAA to “UNDP Viet Nam” shall be deemed to refer to “Implementing Partner.”

This project will be implemented by UNDP Viet Nam (“Implementing Partner”) in accordance with its financial regulations, rules, practices and procedures only to the extent that they do not contravene the principles of the Financial Regulations and Rules of UNDP. Where the financial governance of an Implementing Partner does not provide the required guidance to ensure best value for money, fairness, integrity, transparency, and effective international competition, the financial governance of UNDP shall apply.

VIII. RISK MANAGEMENT

UNDP (DIM)

1. UNDP as the Implementing Partner will comply with the policies, procedures and practices of the United Nations Security Management System (UNSMS.)
2. UNDP as the Implementing Partner will undertake all reasonable efforts to ensure that none of the project funds are used to provide support to individuals or entities associated with terrorism, proliferation of weapons of mass destruction, and that the recipients of any amounts provided by UNDP hereunder do not appear on the list maintained by the Security Council Committee established pursuant to resolution 1267 (1999) and relevant subsequent resolutions. The list can be accessed via http://www.un.org/sc/committees/1267/aq_sanctions_list.shtml. This provision must be included in all sub-contracts or sub-agreements entered into under this Project Document.
3. Social and environmental sustainability will be enhanced through application of the UNDP Social and Environmental Standards (<http://www.undp.org/ses>) and related Accountability Mechanism (<http://www.undp.org/secu-srm>).
4. UNDP as the Implementing Partner will: (a) conduct project and programme-related activities in a manner consistent with the UNDP Social and Environmental Standards, (b) implement any management or mitigation plan prepared for the project or programme to comply with such standards, and (c) engage in a constructive and timely manner to address any concerns and complaints raised through the Accountability Mechanism. UNDP will seek to ensure that communities and other project stakeholders are informed of and have access to the Accountability Mechanism.
5. All signatories to the Project Document shall cooperate in good faith with any exercise to evaluate any programme or project-related commitments or compliance with the UNDP Social and Environmental Standards. This includes providing access to project sites, relevant personnel, information, and documentation.
6. UNDP as the Implementing Partner will ensure that the following obligations are binding on each responsible party, subcontractor and sub-recipient:
 - a. Consistent with the Article III of the SBAA [*or the Supplemental Provisions to the Project Document*], the responsibility for the safety and security of each responsible party, subcontractor and sub-recipient and its personnel and property, and of UNDP's property in such responsible party's, subcontractor's and sub-recipient's custody, rests with such responsible party, subcontractor and sub-recipient. To this end, each responsible party, subcontractor and sub-recipient shall:
 - i. put in place an appropriate security plan and maintain the security plan, taking into account the security situation in the country where the project is being carried;
 - ii. assume all risks and liabilities related to such responsible party's, subcontractor's and sub-recipient's security, and the full implementation of the security plan.
 - b. UNDP reserves the right to verify whether such a plan is in place, and to suggest modifications to the plan when necessary. Failure to maintain and implement an appropriate security plan as required hereunder shall be deemed a breach of the responsible party's, subcontractor's and sub-recipient's obligations under this Project Document.

- c. Each responsible party, subcontractor and sub-recipient will take appropriate steps to prevent misuse of funds, fraud or corruption, by its officials, consultants, subcontractors and sub-recipients in implementing the project or programme or using the UNDP funds. It will ensure that its financial management, anti-corruption and anti-fraud policies are in place and enforced for all funding received from or through UNDP.
- d. The requirements of the following documents, then in force at the time of signature of the Project Document, apply to each responsible party, subcontractor and sub-recipient: (a) UNDP Policy on Fraud and other Corrupt Practices and (b) UNDP Office of Audit and Investigations Investigation Guidelines. Each responsible party, subcontractor and sub-recipient agrees to the requirements of the above documents, which are an integral part of this Project Document and are available online at www.undp.org.
- e. In the event that an investigation is required, UNDP will conduct investigations relating to any aspect of UNDP programmes and projects. Each responsible party, subcontractor and sub-recipient will provide its full cooperation, including making available personnel, relevant documentation, and granting access to its (and its consultants', subcontractors' and sub-recipients') premises, for such purposes at reasonable times and on reasonable conditions as may be required for the purpose of an investigation. Should there be a limitation in meeting this obligation, UNDP shall consult with it to find a solution.
- f. Each responsible party, subcontractor and sub-recipient will promptly inform UNDP as the Implementing Partner in case of any incidence of inappropriate use of funds, or credible allegation of fraud or corruption with due confidentiality.

Where it becomes aware that a UNDP project or activity, in whole or in part, is the focus of investigation for alleged fraud/corruption, each responsible party, subcontractor and sub-recipient will inform the UNDP Resident Representative/Head of Office, who will promptly inform UNDP's Office of Audit and Investigations (OAI). It will provide regular updates to the head of UNDP in the country and OAI of the status of, and actions relating to, such investigation.

- g. UNDP will be entitled to a refund from the responsible party, subcontractor or sub-recipient of any funds provided that have been used inappropriately, including through fraud or corruption, or otherwise paid other than in accordance with the terms and conditions of this Project Document. Such amount may be deducted by UNDP from any payment due to the responsible party, subcontractor or sub-recipient under this or any other agreement. Recovery of such amount by UNDP shall not diminish or curtail any responsible party's, subcontractor's or sub-recipient's obligations under this Project Document.

Where such funds have not been refunded to UNDP, the responsible party, subcontractor or sub-recipient agrees that donors to UNDP (including the Government) whose funding is the source, in whole or in part, of the funds for the activities under this Project Document, may seek recourse to such responsible party, subcontractor or sub-recipient for the recovery of any funds determined by UNDP to have been used inappropriately, including through fraud or corruption, or otherwise paid other than in accordance with the terms and conditions of the Project Document.

Note: The term "Project Document" as used in this clause shall be deemed to include any relevant subsidiary agreement further to the Project Document, including those with responsible parties, subcontractors and sub-recipients.

- h. Each contract issued by the responsible party, subcontractor or sub-recipient in connection with this Project Document shall include a provision representing that no fees, gratuities, rebates, gifts, commissions or other payments, other than those shown in the proposal, have been given, received, or promised in connection with the selection process or in contract execution, and that the recipient of funds from it shall cooperate with any and all investigations and post-payment audits.
- i. Should UNDP refer to the relevant national authorities for appropriate legal action any alleged wrongdoing relating to the project or programme, the Government will ensure that the relevant national authorities shall actively investigate the same and take appropriate legal action against all individuals found to have participated in the wrongdoing, recover and return any recovered funds to UNDP.
- j. Each responsible party, subcontractor and sub-recipient shall ensure that all of its obligations set forth under this section entitled "Risk Management" are passed on to its subcontractors and sub-recipients and that all the clauses under this section entitled "Risk Management Standard Clauses" are adequately reflected, *mutatis mutandis*, in all its sub-contracts or sub-agreements entered into further to this Project Document.

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IX. ANNEXES

Annex 1. Multi-Year Work Plan

Annex 2. Risk Log

Annex 3. Project QA Assessment (Design and Appraisal)

Annex 4. Gender Checklist

Annex 5. Social and Environmental Screening

Annex 6. Co-financing table from private sector

Annex 7. Communication strategy

Annex 8. Concept Note for the Study tour in the Netherlands (draft)

Annex 6. Co-financing table from private sector

No	Items	Amount (VND)	Amount (USD)	Note
I. Co-financing from Nam Cau Kien IZ				
	Construction cost	950,000,000	39,966	
1	Ground/land to place equipment (at lot HT1B)	400,000,000		About 20m2, connection costs, technical infrastructure
2	Preparation of ground/basement	50,000,000		Reinforce the foundation for placing containers and landscaping
3	Cost of misting system and booster pump, storage tank	500,000,000		Equipment using water after treatment from the system of UNDP
4	Equipment insurance costs			Insurance cost is based on the value of equipment (tbc)
5	Shipping costs and customs clearance			From Hai Phong Port to NCK IZ, depends on specific parameters of the equipment (tbc)
	Operating costs	2,796,000,000	117,627	
6	Personnel costs to participate in the project (02 people)	1,440,000,000		For research and coordinate to implement project's activities
7	Operating costs	936,000,000		02 employees
8	Clean water indicator monitoring	420,000,000		Expected 04 times/year
9	Filter replacement, repair			(tbc)
10	Installation of auxiliary equipment for the engine room			Air conditioners, tools (tbc)
	Other costs	161,500,000	6,794	
11	Marketing costs	66,500,000		Workshops, travel, training... (7% of the Construction Government)
12	Redundancy costs	95,000,000		10% Construction Investment Stock
	Sub total	3,907,500,000	164,388	
II. Cofinancing from NX Filtration				
1	Pilot Price : Mexpert (01 system)		160,000	
2	Transportation fee Mexpert : Netherlands – Vietnam (two ways)		3,000	
3	Onsite training fee - lum sum (5 days /time x 2 times)		4,000	Based on 6 months pilot
4	Online training Fee (1 time/Month x 6 months)		2,000	Based on 6 months pilot
5	Online Monitoring Fee: (Mexpert data is stored and		10,000	

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	managed by NXF international technical team) x 1 day			
6	Unexpected Expenses: Troubleshooting, repair, replacing of the Mexpert (lum sum)		35,000	
	<i>Sub total</i>		263,000	
	TOTAL		427,388	

Annex 7. Communication strategy

I. Introduction

ACE-Biz project aims to contribute to Viet Nam's low-carbon and circular development by transforming business. The project has three components that focus on developing technical guidelines for recycling activities, enhancing the capacity of Vietnamese businesses to adopt circular practices. The project also contributes to achieving Sustainable Development Goals (SDGs) such as SDG8, SDG9, SDG12, and SDG13. The project is to achieve the impact by delivering three components:

COMPONENT 1:

- **Technical guidelines facilitating recycling activities of enterprises, developed and endorsed**

COMPONENT 2:

- **Capacity of Vietnamese business to demonstrate green production and reduction of environmental pollution through circular economy, enhanced**

COMPONENT 3:

- **Knowledge and engagement with stakeholders to accelerate circular economy, promoted**

The communication strategy for the ACE-Biz project in Viet Nam will focus on creating awareness about the project's goals, objectives, and expected outcomes, as well as engaging stakeholders and promoting their participation in the project. The strategy will employ a range of communication tools and tactics, including online and offline channels, to reach the target audience, which includes policymakers, enterprises, industrial associations, experts, and the general public.

II. Objectives

The objective of this communications strategy is to create awareness about the ACE-Biz project and its impact, achievements, contributions to the Viet Nam's circular economy and also supports to the private sector. It also aims to support the project's implementation including to promote the adoption of circular guidelines and technical standards among enterprises, showcase the economic viability of circular business models and to engage businesses and industry associations to adopt circular guidelines and demonstrate green production and reduction of environmental pollution.

III. Key Messages

- The ACE-Biz project aims to contribute to Viet Nam's low-carbon and circular development by (i) enabling regulations and technical guidelines in plastic circular design and circular industrial wastewater treatment; (ii) building the capacity of businesses through capacity building and adoption of circular economy principles; and (iii) promoting the exchanges of recyclable materials through development of traceability system.
- The project will demonstrate the technical and economic viability of circular industrial wastewater treatment model and foster technology transfer.
- The project will directly benefit the Vietnamese business sector by enhancing their capacity to demonstrate green production and reduce environmental pollution through circular economy principles.
- With the fund of the Embassy of the Netherland, technical support of UNDP, the ACE-Biz project will help create a safer and cleaner environment resulting from the adoption of CE principles.

IV. Target Audiences

- **Government:** Government officials, especially those involved in environmental and economic policy-making
- **Policymakers:** The project aims to influence policymakers to adopt circular practices, and therefore policymakers are a critical target audience.
- **Vietnamese businesses:** The project aims to transform businesses in Viet Nam, and therefore businesses are the primary target audience.
- **General public:** The project will contribute for safer and cleaner environment resulting from the adoption of CE principles, and therefore the general public is also a critical target audience.
- **Media outlets** also play important role to increase knowledge and engagement of the business and consumers.
- **Development partners (DPs)** are also the audience of this strategy.

V. Principles

- **Clarity:** All communication should be clear, concise, and easy to understand for the target audience.
- **Transparency:** The project should be transparent with all stakeholders and share relevant information in a timely manner.
- **Relevance:** The communication should be relevant to the target audience, and it should highlight the benefits of the project for them.
- **Two-way communication:** The project should facilitate two-way communication, where stakeholders are encouraged to provide feedback and share their thoughts and concerns.
- **Consistency:** The communication should be consistent across all channels and stakeholders, and the messaging should be aligned with the project's objectives.
- **Timeliness:** The communication should be timely, and stakeholders should be informed of the project's progress regularly.
- **Accessibility:** The project should ensure that all communication is accessible to all stakeholders.

VI. Communication Channels

Media: Press releases will be used to disseminate information to announce the project, highlight the project's key achievements, milestones, and events to local and international media outlets.

Website: The UNDP and [CE Hub website](#) will be a good communication channel to disseminate information about the project's objectives, components, and activities. The websites will provide detailed information about the technical guidelines, capacity-building programs, and pilot the close-the loops model of industrial wastewater, highlighting the economic and environmental benefits of the project. The websites are available in both English and Vietnamese to reach a broader audience.

Social Media: Social media platforms, such as Facebook, Twitter, LinkedIn, and Instagram, will be used to share project updates, news, and achievements. The social media channels will also be used to engage with stakeholders, share knowledge, and promote circular economy practices.

Multi-media: Infographics and videos will be created to explain the technical guidelines, capacity-building programs, and the pilot models in a user-friendly way. These communication tools will be shared on the project's website, social media channels, and at workshops and conferences.

A video documentary can be an effective tool to communicate the impact of the ACE-Biz project. The documentary can be produced by a professional video production team, and can include interviews with project staff, partners, and stakeholders, as well as footage of project activities, such as recycling and waste management operations, capacity building workshops, and stakeholder meetings. The documentary can be shared on social media platforms, project websites, and other relevant channels, and can be used as a tool to engage and inform the public, policymakers, and potential partners. The title of the video can be "ACE-Biz: Transforming Businesses for a Sustainable Future".

Workshops and Conferences: The ACE-Biz project team will organize workshops and conferences to share knowledge, best practices, and lessons learned with stakeholders, policymakers, and the general public. These events will provide an opportunity to engage with stakeholders, discuss project activities, and promote the circular economy.

News and articles: Under framework of the ACE-Biz project, a Circular training program targeting SMEs in prioritized sectors will be designed and implemented at national wide. News and articles on the training program will be developed and disseminated to attract more business to join. Articles on lessons learned will be also published to share knowledge widely to not only businesses community but also CE Hub users.

Printed material including brochures and publication: Brochures will be used to provide an overview of the project's objectives, components, and activities. The brochures will be distributed at workshops, conferences, and other events. Publications can include technical guidelines and training materials, to support the project activities. The publications should be made available online and in print format, and should be disseminated to relevant businesses, government officials, and local communities.

VII. Communication Plans From 2023 – 2025

Key message	Project's Component	Target Audience	Timeline	Detail Activities	KPIs
With the fund of the Embassy of the Netherland, technical support of UNDP, the ACE-Biz project will help create a safer and cleaner environment resulting from the adoption of CE principles		Government, Vietnamese businesses, media, general public, development partners	April - June 2023	Develop project branding and key messaging	Brand recognition
All key messages	Kick-off and Inception workshop	Government, Vietnamese businesses, media, general public, development partners		Organize a project launch event <ul style="list-style-type: none"> - Create an infographic/2-pager summarizing the project's key messages and share it on social media. - Publish an op-ed in a national newspaper highlighting the importance of circular economy principles in Viet Nam and the expected results of the project - Develop press release and distribute to media - Create social media content 	Number of attendees Number of media outlets that cover the event Number of reaches and engagement of social media posts
All key messages		Government, Vietnamese businesses, media, general public, development partners		Develop and distribute project brochures, fact sheets, and press releases	Number of brochures and fact sheets distributed
All key messages		General public		Publish project updates on social media platforms Production of project video Site visits to project sites Create contents to post in UNDP website	Number of likes, shares, and comments
The project will directly benefit the Vietnamese business sector by enhancing their capacity to demonstrate green production and reduce environmental pollution through circular economy principles.	1	Businesses, government, DPs		Design and layout the technical guidelines	Completion of design and layout on schedule
The project will directly benefit the Vietnamese business sector by enhancing their capacity to demonstrate green production and		Businesses, government, DPs, general public		Infographic development highlighting key points of technical guidelines for distributing and social media platforms	Number of views and shares on social media platforms

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reduce environmental pollution through circular economy principles.					
All key messages	2	Government, Vietnamese businesses, media, general public, development partners	Ongoing throughout the project	Develop and distribute case studies highlighting successful circular economy practices in Vietnamese businesses	Number of case studies developed and distributed, media coverage
All key messages	2	General public	Ongoing throughout the project	Create and disseminate infographics or short videos explaining the benefits and principles of circular economy to the general public	Number of infographics or videos created and shared, reach and engagement metrics on social media
All key messages	2	Government, Vietnamese businesses, media, general public, development partners	2025	Host a circular economy symposium, bringing together industry leaders, policymakers, and experts to share knowledge and best practices	Number of attendees, media coverage, feedback from participants
With the fund of the Embassy of the Netherland, technical support of UNDP, the ACE-Biz project will help create a safer and cleaner environment resulting from the adoption of CE principles.		Vietnamese businesses, government, media		Organize study tour to the Netherland for businesses and government officials to share and hands-on experience to embrace a circular economy mindset, implement circular business models, expose innovative solutions and advance technology	Number of people who attend the tours

VIII. Monitoring and Evaluation

The project team will use a variety of tactics to engage with target audiences, and the success of the communications strategy will be measured through below Key Performance Indicators (KPIs):

Media coverage: number of media outlets that cover the project, as well as the number of times the project is mentioned in these outlets. This data will show how much exposure the project is getting and how effectively of getting the key messages out to the public.

Social media engagement: number of followers and engagement (likes, comments, shares, interacts) on different social media platforms. This data will show how well the messages are resonating with audience.

Interviews: Informal interviews with key stakeholders and beneficiaries, local communities to gauge their level of awareness and support for the project.

Annex 8. Concept Note for the Study tour in the Netherlands (draft)

I. Background:

Under the framework of the [National Capacity Building Programme on CE](#) for 104 businesses, the pre-survey before the program, with feedbacks from 70 businesses, showed the following critical factors to achieving a circular economy, which are (i) building a circular economy plan and a long-term strategy, (ii) optimizing the production model, including applying science and new technology, and (iii) investing in research & development (R&D), building capacity for employees and collaborating and connecting with partners.

Regarding policy aspect, technical regulations and standard on CE is not available at sectoral level. Except several businesses are champions in implementation of interventions following 3Rs principles, for many years ago, a major part of SMEs still does not have sufficient capacity, resource for transition. They are looking forward for detailed sectoral regulations, technical guidelines for deployment and tools for monitoring and assessment of benefits.

With generous supports from the Netherlands government, the project “Accelerate Circular Economy for Businesses” (ACE-Biz project) aims to contribute to Viet Nam’s low-carbon and circular development, by transforming business, through formulating circular guidelines, delivering capacity-building programmes and fostering technology transfer, and demonstrating the certification scheme to promote exchanges of secondary materials and reusable goods through an online marketplace.

In this connection, a study tour to the Netherlands on circular economy serves the purpose of providing participants involved in the ACE-Biz project with an opportunity to gain practical insights into how circular economy principles can be implemented in different industries, sectors, and regions; showcasing a variety of circular economy initiatives and projects. It involves visiting companies, organizations, and education institutions that are actively engaged in circular economy practices and learning from their experiences and best practices. It offers participated businesses opportunities to interact with experts, professionals and sustainability teams to discuss circular economy principles and to learn practices of adoption these principles, helping them develop their circular business models, connect with best available techniques for transition and also drive the circular economy forward in Viet Nam.

Policy makers, from MOIT and MONRE, could get input, learn and take away key lessons enable them to set proper technical standards and develop regulations based on practice that prioritizes resource efficiency and waste reduction. The study tour will be a good channel to connect businesses and policy makers to reflect shortcomings and bottlenecks during planning and implementing regulations applicable for circular interventions.

II. Objectives:

With tentative focuses on three main sectors: plastic, wastewater and textile, Vietnamese businesses and policy makers are seeking for international experiences on development of business plan, selection of technology, operation, compliance of regulations and engagement with stakeholders as an overall approach to accelerate circular economy transition.

In this connection, UNDP Viet Nam would like to organize a study tour to the Netherlands, bringing businesses and policy makers into the same context of actual implementation, to share and hands-on experience to embrace a circular economy mindset, implement circular business models, expose innovative solutions and advance technology as well as develop effective recycling programs. Moreover, development of regulatory frameworks and modalities to promote consumer education and behavior change and public-private partnerships (triple helix) are targeted to explore with partners in the Netherlands.

III. Expected participants

- 04 representatives from MOIT, including the Industry Safety Techniques and Environment Agency (ISEA), who is managing import of plastic scraps and recycling industry and the Department of Energy Efficiency and Sustainable Development (DEESD), who is implementing the national program on sustainable production and consumption.
- 02 representatives from MONRE, who oversees CE NAP development and wastewater and management
- 06-08 representatives from businesses, with preferable to businesses participated in the training program of ACE-Biz and from the prioritized sectors: plastic, wastewater and textile (but covered by their own cost)

- 02 representatives from UNDP Viet Nam, as coordinators and logistic supporter for the delegation
- Representatives from the Netherlands Embassy in Viet Nam

IV. Agenda

Tentatively in Q3, 2024

DATE & TIME	BUSINESSES/ORGANIZATION IN THE NETHERLANDS	DISCUSSION/EXCHANGES CONTENTS
DAY 1	Flight from Hanoi/Viet Nam to Netherlands	
DAY 2	<p>Meeting with Saxion UAS's professors</p> <p>Introduction of Labs of Saxion UAS, including</p> <ul style="list-style-type: none"> - Smart Solutions Lab - Circular Business Design Lab - Circular Textiles Lab <p>Working session with students of Saxion UAS</p>	<ul style="list-style-type: none"> ○ Introductory meeting ○ Development of sustainable technologies and solutions for businesses and communities; research and development, prototyping, and testing of new products and processes. ○ Creating new business models that integrate circular economy principles; design thinking, co-creation, and business planning. ○ Development of sustainable textile products and processes; textile production, recycling, and upcycling. ○ Innovative solutions to solve some of the challenges of the SMEs
DAY 3	<p>Visit to circular economy businesses to see circular economy practices in action:</p> <ul style="list-style-type: none"> - NX Filtration & Jotem - Waste management facility, such as Twence - Morssinkhof Rymoplast, a plastic recycling company that operates in the region. This is one of Europe's largest producers of high grade recycled raw materials. - Royal Auping, a manufacturer of beds and mattresses 	<ul style="list-style-type: none"> ○ Wastewater treatment system, operation management model ○ Waste sorting, recycling, and upcycling processes ○ Collection and treatment of plastic waste from various sources, including industrial waste and post-consumer waste, and turning it into high-quality recycled plastics. ○ A closed-loop system for mattress production: old mattresses are taken back, dismantled, and their components are reused to make new mattresses
DAY 4	<p>Working session with platforms and entities on CE:</p> <ul style="list-style-type: none"> - The Twente region's Circular Economy Hub - Holland Circular Economy Hotspot - Circular design studio 	<ul style="list-style-type: none"> ○ Exchanges with local experts on the circular economy & their implementation in the region ○ Circular design, circular cities, traceability of recycled materials

		<ul style="list-style-type: none"> ○ Technology to transform waste materials into new products ○ Latest innovations in sustainable and circular materials, such as bioplastics and biodegradable textiles ○ Experiences on partnerships with private sector to accelerate circular economy transition
DAY 5	<ul style="list-style-type: none"> - Meeting with local government officials - Visit to Dutch Ministry of Infrastructure and Water Management 	<ul style="list-style-type: none"> ○ Circular economy policy initiatives and incentives for promoting circular economy practices in the region ○ National circular economy policies and initiatives, including the Circular Economy Program Netherlands
DAY 6	<ul style="list-style-type: none"> - Visit to circular economy startups or incubators 	<ul style="list-style-type: none"> ○ Meet with entrepreneurs who are developing circular business models & innovative circular products to hear about their experiences and challenges in starting and running circular businesses
DAY 7	<ul style="list-style-type: none"> - Wrap-up <p>Back to Hanoi</p>	

V. Budget:

All budgets of the study tour will be covered by the ACE-Biz project.

- The ACE-Biz project will cover for delegation from MOIT, MONRE and UNDP Viet Nam
- Other members from businesses should cover for their own if they join.
- The Netherlands Embassy will cover the cost for their representative

VI. Supporting documents:

- Viet Nam Circular Economy Hub, a joint initiative between UNDP Viet Nam and MONRE: <https://vietnamcirculareconomy.vn/en/>
- Capacity Building Programme for Enterprises to Accelerate Circular Economy Transition in Viet Nam: <https://vietnamcirculareconomy.vn/en/learning/circular-economy-capacity-building-training-for-enterprises-2022-course-details-and-curriculum/>
- Business Model template, the Circular Loop Designer and the Quicksan Circular Business Models: <https://businessmodellab.nl/en/tools>.
- Holland Circular Hotspot: <https://hollandcircularhotspot.nl/>