



SMEs Circular Business Panel Talk
“Circular Shift: SMEs Driving Sustainable Change”
Erasmus Huis, Jakarta, 22 November 2025

Term of Reference

Background	In recent years, the circular economy has emerged as a global priority in addressing environmental crises and resource scarcity. This approach emphasizes keeping products, materials, and resources in use for as long as possible through strategies of reducing, reusing, recycling, and regenerating. For Indonesia, the transition to a circular economy represents not only a pathway to sustainability but also a significant economic opportunity. SMEs give more than 60% of the national GDP and employ over 97% of Indonesia’s workforce, their involvement is critical to realizing this transition. However, the adoption of circular models among SMEs remains limited due to challenges such as lack of technical knowledge, limited access to green financing, and insufficient collaboration networks. This calls for cross-sectoral partnerships between government, corporates, international organizations, and communities to build an enabling environment for sustainable and circular growth. In response, Liberty Society, in collaboration with the Netherlands Embassy, presents the SMEs Circular Business Video Challenge & Panel Talk “Circular Shift – SMEs Driving Sustainable Change.” The initiative aims to amplify SME-driven innovation in the field of sustainability and green growth. This event underscores the shared commitment of both nations to the Sustainable Development Goals (SDGs). Through a combination of a panel talk & awarding session, circular market, the event seeks not only to showcase sustainable business innovation but also to provide a tangible experience of how individuals
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	and organizations can contribute to a circular economy in action
Target	150 Participants
Objective	1. To promote cross-sector dialogue in strengthening Indonesia's circular economy ecosystem. 2. To recognize outstanding circular business practices by SMEs through the video challenge. 3. To foster partnerships between government, private sector, and international communities. 4. To educate the public on circular economy principles through experiential activities such as the Circular Market.
Concept	The Panel Talk “Circular Shift: SMEs Driving Sustainable Change” is designed as an interactive discussion that brings together diverse perspectives from government, private sector, and social enterprises on advancing circular economy practices in Indonesia. Rather than a formal presentation, the panel will take the form of a guided conversation moderated to ensure engaging dialogue and practical takeaways.

Agenda

Event Rundown		
Time	Duration	Agenda
08.30 - 09.00	30'	Registration
09.00 - 09.05	5'	Opening MC
09.05 - 09.10	5'	Opening Remarks • Thorsten Roobeek, Head of Climate & Energy, Netherlands Embassy Jakarta



09.10 - 09.15	5'	Opening Panel Session by Moderator Tamara Gondo, CEO & Founder, Liberty Society
09.15 - 09.40	25'	Panel Talk - Cecep Rukendi, Deputy of Strategic Policy Development for the Creative Economy, Ministry of Creative Economy - Dwi Riyan, Program Lead, Enviu Indonesia - Rheidita Kuntoro, Chief Representative of Indonesia at Air France, KLM Royal Dutch Airlines
09.40 - 09.45	5'	Q & A Session
09.45 - 09.50	5'	Closing Moderator
09.50 - 10.00	10'	Winners Announcement & Photo Session by MC
10.00 - 10.05	5'	Closing Panel Talks by MC
10.05 - 10.10	5'	Opening Circular Market
10.10 - 12.00	110'	Circular Market
12.00 - 13.00	60'	Lunch Break (Circular Market still open)
13.00 - 16.00	180'	- Circular Market - Opening Swap Market for Public
16.00 - 16.05	5'	Closing Circular Market

Agenda Description

1. Panel Talks

A panel discussion featuring representatives from the government, private sector, and international organizations to explore collaborative policies and practical approaches to drive the circular transition.

A. Cecep Rukendi

Bapak Cecep Rukendi as a Deputy of Strategic Policy Development for the Creative Economy will share insights on how the Indonesian government, through



the Ministry of Tourism and Creative Economy, is driving strategic initiatives to integrate sustainability and circular economy principles within the creative and SME sectors. His session will explore how the Ministry fosters innovation and sustainability across the creative value chain ranging from production to distribution through supportive policies, incentives, and capacity-building programs. He will also highlight how synergy between the creative economy and circular economy can generate higher value for local products, strengthen community-based enterprises, and position Indonesia's creative industries as a driver of sustainable development.

Talking Point:

- How the Ministry promotes innovation and sustainability across the creative value chain.
- Regulatory support, incentives, and capacity-building programs for creative entrepreneurs.
- Synergy between the creative economy and circular economy to enhance the value of local products.

B. Dwi Riyan

As an impact-driven venture builder, Enviu has extensive experience in developing scalable circular business models that generate both social and environmental impact. Bapak Dwi Riyan from Enviu will present case studies of ventures they have built based on circularity principles such as reuse, refill, and regenerative models, and discuss how these approaches can be adapted and replicated by SMEs. The session will delve into the challenges and solutions in scaling circular businesses in emerging markets like Indonesia, and emphasize the importance of collaboration among startups, corporations, and governments to accelerate the transition toward a sustainable and inclusive circular economy.

Talking Point:

- Case studies of Enviu's ventures built on circular principles (e.g., reuse, refill, or regenerative business models).
- Challenges and solutions in scaling up circular businesses in emerging markets.
- The importance of collaboration between startups, corporations, and governments to accelerate circular innovation.



C. Rheidita Kuntoro

Representing a global corporate perspective, the KLM Royal Dutch Airlines, Ibu Rheidita will discuss how circular principles are being integrated into KLM's operational and sustainability strategies. The session will cover examples of circular practices in the aviation industry, including waste reduction, material recycling, and supply chain innovation. The speaker will also share KLM's efforts in building partnerships with local organizations and SMEs to support sustainability initiatives, reflecting the company's commitment to collective action. Additionally, the discussion will underline the critical role of the private sector in fostering cross-border collaboration for decarbonization and advancing circularity on a global scale.

Talking Point:

- Circular operations practices in the aviation industry (e.g., waste reduction, recycled materials, and supply chain innovation).
- KLM's partnerships with local organizations or MSMEs to support sustainability initiatives.
- The role of the private sector in fostering cross-border collaboration for decarbonization and circularity.

2. Awarding Session

The highlight of the event, recognizing and celebrating the top three winners of the video challenge showcasing circular business practices from Indonesian SMEs.

3. Circular Market

The Circular Market is a curated mini-exhibition featuring **10–15 selected SMEs** from the Video Challenge participants who have adopted circular practices. It will be open to the public, serving as a space for interaction between entrepreneurs, communities, and visitors to learn and support sustainable products and initiatives.

Outcome

- Cross-sector dialogue leading to joint commitments in advancing the circular economy.
- Greater visibility for Indonesian SMEs in sustainability practices.
- Stronger collaborations among government, private sector, and international actors.
- Increased public awareness of the circular economy principles.

Closing



Through the SMEs Circular Business Video Challenge Awarding & Panel Talk “Circular Shift: SMEs Driving Sustainable Change”, this event aims to spark inspiration and foster concrete collaborations among the government, private sector, SMEs, and the public in accelerating Indonesia’s transition toward a circular economy. The event serves not only as a platform to recognize innovative entrepreneurs but also as a symbol of partnership between Indonesia and the Netherlands in advancing their shared commitment to sustainable development. With a spirit of multi-stakeholder collaboration, this initiative aspires to strengthen the national green economy ecosystem and encourage more SMEs to transform into competitive, inclusive, and environmentally responsible enterprises.