



ECOTHON

2020

Sustainable Consumption and Production





Run Your Idea for SCP

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What is SCP?

SCP

SCP is the abbreviation for 'Sustainable Consumption & Production'.

What does SCP refer to?

SCP refers to the use of services and products that minimizes the use of natural resources and toxic substances, as well as the discharge of waste and pollutants from the service or product use cycle, so as not to jeopardize the needs of future generations. [UNEP, 2010]

Its implementation helps to achieve overall development plans, reduce future economic environmental and social costs, strengthen economic competitiveness, and reduce poverty.

SCP aims at

decoupling economic growth from environmental degradation, increasing resource efficiency and promoting sustainable lifestyles.





What is Ecothon?

ECOTHON is a word made by combining 'Eco' and 'Hackathon'.

Ecothon is a hackathon-type business model competition for promising eco-entrepreneurs with innovative business ideas for sustainable consumption and production (SCP).

In 2015, the United Nations selected 17 Sustainable Development Goals (SDGs) that countries need to achieve together by 2030 as a follow-up to the Millennium Development Goals (MDGs).

Among the 17 goals of the SDGs, the Ecothon brings to focus SDGs 12, responsible consumption, and production, aiming at discovering innovative business solutions which concern a 'sustainability' as the most important value.

Ecothon seeks to foster an eco-entrepreneurship and to contribute to achieving the SDGs by developing sustainable business models that minimize environmental impact.





Overview of Ecothon 2020

- **Title:** The 2nd Ecothon for Sustainable Consumption and Production
- **Date:**
 - (Cambodia) 13th - 16th, October
 - (Lao PDR) 20th - 23rd, October
 - (Myanmar) 26th - 28th, October
- **Host:**
 - Ministry of SMEs and Startups of the Republic of Korea (MSS)
 - Ministry of Industry, Science, Technology, and Innovation of Cambodia (MISTI)
 - Ministry of Industry and Commerce of Lao PDR (MoIC)
 - Ministry of Planning, Finance, and Industry of Myanmar (MoPFI)
 - ASEM SMEs Eco-Innovation Center (ASEIC)
- **Partnership:**
 - Malaysian Global Innovation and Creativity Centre (MaGIC)
 - Young Entrepreneurs Association of Cambodia (YEAC)
 - Global Entrepreneurship Network Cambodia
- **Sponsorship:**
 - Hanns Seidel Foundation (HSF)
 - Contec Co., Ltd.
- **Target:** Promising entrepreneur groups in Cambodia, Lao PDR, and Myanmar who have an innovative SCP business solution
- **Prize**
 - Gold Prize: 1,500,000 KRW
 - Silver Prize: 1,000,000 KRW
 - Bronze Prize: 500,000 KRW
 - All winners get the opportunity to join the the Global Startup Festival ComeUp 2020, which is the most famous and biggest startup festival in Korea.





Schedule & Program



Day	Program
Orientation	Program Introduction
	How to Use Online Platform
	Understanding SDGs & SCP
Day 1	Opening Ceremony
	Team Idea Presentation
	SCP Expert Mentoring
Day 2	Lecture & Workshop
	Elevator Pitching
Day 3	Lecture & Workshop
	Business Expert Mentoring
Day 4	Final Pitching
	Closing Ceremony



Ecathon 2020 in Cambodia



A. Program Schedule

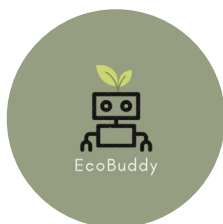
Day	Time	Program	
Day 1	12:00-12:40	Coaches Greeting	
	12:40-13:00	Opening Ceremony	
	13:00-14:00	Business Case Presentation I	Business Mentors
	14:00-15:00	Team Idea Presentation	
	15:00-17:00	SCP & Business Mentoring Session I	SCP & Business Mentors
Day 2	09:00-10:45	Workshop #01 'Identifying Perspective & Defining Problem'	Coaches
	10:45-12:35	Workshop #02 'Developing Business Model'	Coaches
	12:35-13:35	Lunch Time	
	13:35-14:50	Workshop #03 'Market & Competitor Analysis'	Coaches
	14:50-16:30	Workshop #04 'Elevator Pitching'	Coaches
Day 3	09:00-09:25	Check on Assignments	
	09:25-10:25	Workshop #05 'MVP & MVP Planning'	Coaches
	10:25-11:25	Lunch Time	
	11:25-12:25	Business Case Presentation II	Business Mentors
	12:25-14:10	SCP & Business Mentoring Session II	
	14:10-15:15	Workshop #06 'How to Pitch'	Coaches
Day 4	13:00-13:15	Opening the Final Pitch	
	13:15-15:00	Final Pitching for all Teams	
	15:00-15:45	Sharing Thoughts	
	15:45-16:00	Reward & Closing Ceremony	



Ecathon 2020 in Cambodia



B. Team List



EcoBuddy 
Eco-friendly lifestyle solution mobile application



E-Throw
Plastic waste trade & recycle mobile application



Criche 
Sustainable food production using crickets



Hydrofib
Indoor gardening toolbox with cigarette butt



JUNLEN 
Organic waste recycling solution using earthworms



Proshop
Eco-friendly goods production by women empowerment



Cambo Bio Green
Biodegradable packaging using casava



WeSustain
Food stock management & delivery mobile application



Ektes Clinic
Healthcare solution for women with low income



Yi Family
Tour & home stay service with permaculture



Ecathon 2020 in Lao PDR



A. Program Schedule

Day	Time	Program	
Day 1	09:00-09:40	Coaches Greeting	
	09:40-10:00	Opening Ceremony	
	10:00-11:00	Business Case Presentation I	Business Mentors
	11:00-12:00	Team Idea Presentation	
	12:00-14:00	SCP & Business Mentoring Session I	SCP & Business Mentors
Day 2	09:00-10:45	Workshop #01 'Identifying Perspective & Defining Problem'	Coaches
	10:45-12:35	Workshop #02 'Developing Business Model'	Coaches
	12:35-13:35	Lunch Time	
	13:35-14:50	Workshop #03 'Market & Competitor Analysis'	Coaches
	14:50-16:30	Workshop #04 'Elevator Pitching'	Coaches
Day 3	09:00-09:25	Check on Assignments	
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	10:15-12:00	Final Pitching for all Teams	
	12:00-12:45	Sharing Thoughts	
	12:45-13:00	Reward & Closing Ceremony	



Ecothon 2020 in Lao PDR



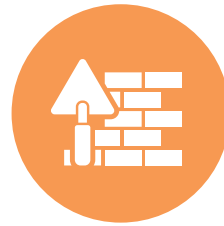
B. Team List



Norms



Upcycling designed fashion production



Hipshiter

Fabricate brick production using plastic waste



GAEBI



Handicraft production from organic materials



Lao Youth Eco Club

Home composting equipment



XonPhao



Environment friendly fashion production



LATAT

Agriculture productivity management system



Agriculture Hearting

Hydroponic greenhouse System



Louk Lao

Local products commerce Platform



Baan Lao Der Der

Traditional miniature house with recycled materials



Recycle Art

Paper art using recycled paper waste



Ecathon 2020 in Myanmar



A. Program Schedule

Day	Time	Program	
Day 1	08:30-09:00	Coaches Greeting	
	09:00-09:15	Opening Ceremony	
	09:15-10:15	Team Idea Presentation	
	10:15-13:50	SCP & Business Mentoring Session I	SCP & Business Mentors
	13:50-15:30	Workshop #01 'Identifying Perspective & Defining Problem'	Coaches
	15:30-17:30	Workshop #02 'Developing Business Model'	Coaches
Day 2	09:00-09:40	Workshop #03 'Market & Competitor Analysis'	Coaches
	09:40-11:00	Workshop #04 'MVP & MVP Planning'	Coaches
	11:00-12:00	Lunch Time	
	12:00-13:30	Workshop #05 'Elevator Pitching'	Coaches
	13:30-15:15	SCP & Business Mentoring Session II	SCP & Business Mentors
	15:15-16:00	Workshop #06 'How to Pitch'	Coaches
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	14:00-14:45	Sharing Thoughts	
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Ecathon 2020 in Myanmar



B. Team List



Shwe Mann 

Quality seed production & farmer training program



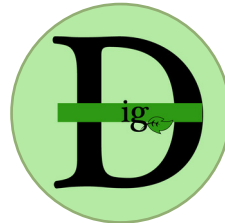
Greenlistic

Fertilizer production using food waste



PROcycle 

Upcycling production using linen waste



DIG

Environment friendly retail Store



TeaStory 

Eco-friendly tourism with tea & organic products



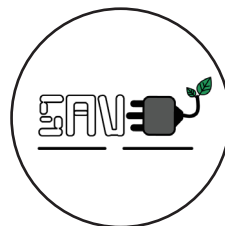
Ecoenergy

Off-grid Solar and LED upgrade installations



Biomass

Biomass production substituting charcoal



SAVE

Energy efficiency & conservation solution



Elixir

'Eco-net' capturing solid pollutants in drain water



Shwe NyarMyay Peanut Oil

Eco-friendly peanut oil without chemicals



Mentors and Coaches

A. Mentors



Thida Kheav

CEO & Co-Founder /
Solar Green Energy



Yunye Shin

CEO / Zero Space



Anak Norm

CEO / Villageworks
Cambodia



Wonuk Park

Director /
Rewind Co., Ltd.



Veasna Chann

Managing Partner / APV
Cambodia



Kartika Anggraeni

International SCP expert



Sounthone Thammavong

CEO / Waste Pro Group



Asel Doranova

Researcher / Tilburg
University of Economics
and Management



Elizabeth Suda

CEO / ARTICLE 22



Yusnee Rahmat Yusof

Director of ASEAN Centre
of Entrepreneurship /
MaGIC



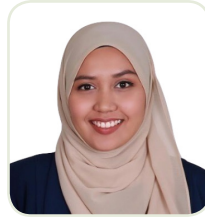
Mentors and Coaches

A. Mentors



Pon Nya

Founder / Recycle Myanmar



Kamalia Aziz

International entrepreneurship expert / MaGIC



Alexander Min

CEO / RE:harvest



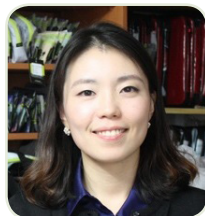
Cheol Yoon

Founder / rePAPER



Kiyong Shin

CEO / ENLIGHTEN



Mihyeon Park

Founder / Touch4Good



Seyeon Park

Sales Team Leader / Zikoooin Company



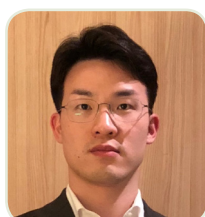
Jeehee Park

Executive Director / Paper Pop



Raymond Min

CEO / CID Auto



Daehyun Kim

CSO / RE:harvest



Mentors and Coaches

B. Coaches



Ted Kim

Startup coach /
Underdogs



Korakot Tanseri

Project Manager /
Archineer Association
Co., Ltd.



Loem Lida

Co-Founder / SHE
Investments



Luckanong Souliyavong

Founder / Cre8 Marketing
and Advertising Sole Co.,
Ltd.



Leakhena Saroeurn

Deputy Head of Programs
/ SHE Investments.



Mya Myo Chel

Head / PS Business
School Mandalay



Tang Sivgech

Program coordinator /
SHE Investments



Lei Lei Win Than

Co-founder / PS Business
School



Benjamin Soo

Co-founder / Modern Lao
Homes



Si Thu Tun

Founder / Cotton
Concept



*Run Your Idea and Business
in A More Sustainable Way*



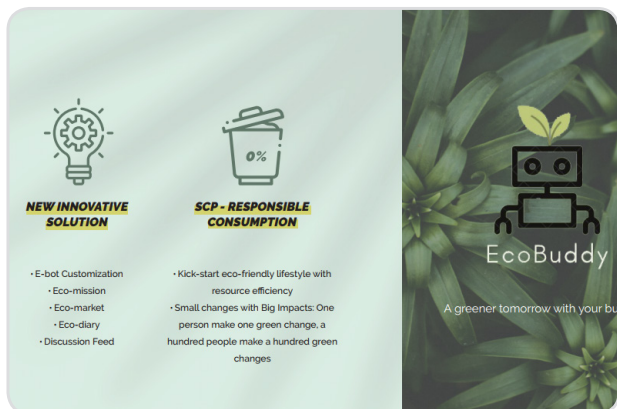
Winners of Ecothon 2020



Ecobuddy



Lim Sokunthea | May Solisa | Puthirith Arunraksmeay | Sok Sonita





EcoBuddy is a Mobile application which acts as a social platform for eco-friendly challenges and feeds and a market platform for eco-friendly products.



EcoBuddy is a social enterprise that offers environment lovers a mobile application and services to guide them along their journey of cultivating a daily routine which works towards an eco-friendly lifestyle. The mobile application, EcoBuddy, will act as an agent to increase awareness and comprehension of various eco-friendly challenges, including living with Zero-Waste and Zero-Plastic.

It also encourages people to join in with activities by providing three functions: connecting them to local shops with the suitable tools needed for the challenge, a self-customized e-bot buddy for regular record-keeping and reminders, and a discussion feed to communicate with fellow participants. On the service side, we offer numerous services, including environmental consultancy, implementing eco-based themes for parties and catering services, organizing workshops for schools and companies' environmental projects, and bulk-selling products for eco-friendly hotels/companies.

As we observe the life of people in this digitized 21st century, we have gained extensive insights which make us believe there are countless environmentalists out there, who hope to live in a cleaner city with a more sustainable lifestyle. However, the problem these individuals face is a lack of time to research how to implement their ideas and aims, or they face difficulties in getting access to all the eco-friendly products they need in one place and at a suitable price.

In response to these issues, the EcoBuddy mobile application consists of three main features, all of which are designed to guide and encourage users to live an eco-friendly life whilst contributing to the sustainability of our community and environment.



Criche



Alessio Mizzoni | Sin Sily | Indranil Roy

Problem

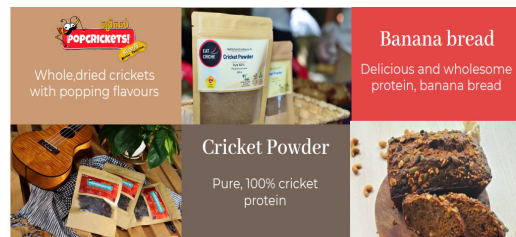
We are running out of land, water and time to grow our food.



1. **10 Billion** people to feed by 2050
2. **70% increase** in food production needed to feed global population
3. **1 in 3 people** in Cambodia are malnourished



Our products





Criche sources crickets from local farmers and processes them to make delicious, healthy, and sustainable food, from Cambodia to the world.



Criche conceives and produces healthy and sustainable food and food supplements from crickets. Insects are the food of the future, and we make it tasty and appealing for everyone, creating jobs and wealth locally, from Cambodia to the world.

Livestock farming is a major contributor to climate change due to land use, the water needed to feed cattle, and the CO₂ emissions from the animals. In particular, Greenhouse gas emissions associated with livestock supply chains add up to 14.5% of anthropogenic CO₂ emissions. Emissions are caused by the production of feed, enteric fermentation, animal waste, and land-use changes. Cattle (beef, milk) are responsible for about two-thirds of that total, largely due to methane emissions.

Insects are different. They use only a fraction of the space and water to be grown and fed, are 80% edible (Cows are around 40%) and they contain even more protein than beef, pork or chicken. Moreover, they, crickets in this case, provide more iron than you can find in spinach and more calcium than in milk. We believe that this can be a winning market for Cambodia, since many other developed countries are already producing insect-based products and the market is growing exponentially.

Our model starts with our local suppliers of crickets, and the crickets are then processed, dried or turned into a fine pure powder. Many different product lines are possible, and we are already testing and experimenting and getting to know our target market. The possibilities include snacks, food supplements, energy bars, and even ingredients to make revolutionary food dense in protein and nutrients in a sustainable way. We then sell both B2B and B2C through different channels. Last but not least, we will hire people with disabilities to work in the easiest steps of the production chain.



JUNLEN



Sok sothearath | Ying Sreyrov | Buntong Vong

Value

- Soil enrichment**
- Organic**
40% increase yield production
- Community empowerment**
Training & Follow up
- Sustainable use of resources**
- Affordable**

- Average 250\$/month of farmer's income**
- 50% of revenue goes to smallholder farmers**



JUNLEN provides an organic waste recycling solution by raising earthworms to increase the incomes of smallholder farmers.



JUNLEN's organic waste recycling management starts by raising earthworms. This innovative eco-friendly solution works with smallholder farmers, helping them to enhance their sustainable agriculture farming technology for a higher performance level.

Smallholder farmers are having a hard time sustaining their daily lives just depending on farming since they have to keep investing money on their agriculture machinery & old fashioned equipment. Unfortunately, their income remains low. It is not easy for them to adapt to new agricultural technologies because there is no proper channel to acquire appropriate information and knowledge about these technologies. Even when they decide to invest in technologies for better working conditions, the cost is far too high for smallholder farmers.

The solution that team JUNLEN proposes is recycling organic waste to create 100% natural & rich nutrient vermicompost through raising earthworms. JUNLEN provides smallholder farmers not only the product, but also a training program for them to be leaders within vermiculture & technology in their area. Starting by collecting organic waste from farmers, JUNLEN raises earthworms with their resources, collects Vermicompost, and packs them up and sends them back to farmers so they can use the product.

JUNLEN's goal is to help smallholder farmers to use their available & natural resources in a more efficient way to create a better performance level for their agricultural work. It also brings about a better income and quality of life for them. JUNLEN's fertilizer product, Vermicompost, was named as such for two reasons. The first is that it contains rich micro-organisms with recyclable organic wastes. The second is that it is a lifesaving solution for smallholder farmers working hard and in difficult conditions.



Norms



Phatsalin Phommavong | Manila Phommavong | Chanthima Anousone

Problems
#ecotolebag #environment

- Not waterproof
- Hard to clean
- Change in color and shapes when washed

Raw Material Extraction is Harmful to the earth!

Cotton crop irrigation and industrial process uses 69 billion cubic metres of water/year.

Products

#Fused Plastic materials

#Bill board sheets Plastics



Norms produces sustainable, functional, and design-driven fashionable items.



Norms is a brand on a mission to normalize recycling and upcycling and introduce eco-fashionable and sustainable items into people's lives. All the materials that Norms are using in production are used resources such as plastic bags, banners, and posters that are headed to the landfill. The prototype is made by infusing many layers of plastic bags together and turning them into a type of fabric that can be sewn by a sewing machine into bags and other types of carriers. Because of plastic's properties, Norms' goods are waterproof, easy to clean, and long-lasting. By upcycling these new alternative raw materials, we are minimizing the volume of plastic waste going into landfills and infiltrating our natural landscape.

Potential customers for Norms are individuals who are looking for a solid, trendy, and one-of-a-kind item to carry or transport their belongings safely, which is also weatherproof and comfortable. Norms is targeting an urban market with customers aged between 19-35 years, who are interested in trying to have a positive impact on the environment through their everyday actions.

Unlike existing eco-friendly bags in Lao PDR's market, Norms' brand products are unique. They offer a customizable experience to their customers. Because each piece of plastic has a different shape and color, the final product is a unique item. Most importantly, our products are environmentally friendly and recycled, as our materials are all used resources.

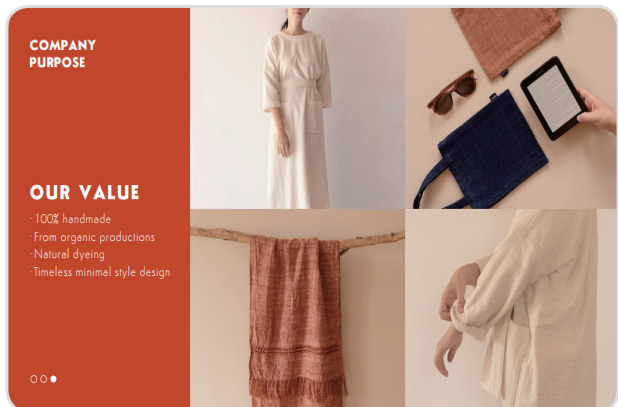
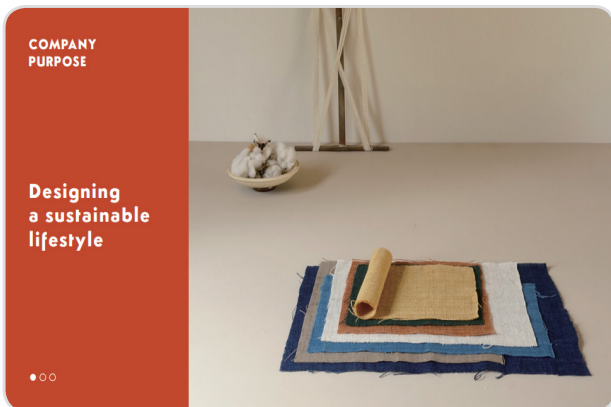
Norms' products are simple, but we believe that our simple idea can help empower and educate those around us to work for a better tomorrow.



GAEBI



Mihwa Nam | Yoonsun Shin | Maisengphone





GAEBI

GAEBI produces 100% handmade Laotian handicrafts using organic production methods.



Gaebi studio is a Korean & Lao design and tailor group based in Luang Prabang, Laos. Our core business is the production of Laotian handicrafts, which are 100% handmade using organic production methods. We are selling products in various local flea and artisanal markets and e-commerce platforms that reach South Korea.

Polyester, nylon, acrylic, and other synthetic fibers - all of which are forms of plastic - now make up about 60 percent of the material for our clothes worldwide. Microplastic pollution caused by the washing processes of synthetic textiles was discovered to be one of the main sources of primary microplastics. Our goal is to provide our customers with products of higher quality, which are 100% handmade and are produced using organic production methods, with hand-woven organic cotton and natural dyes.

GAEBI's products come in seven colors. Their high quality is thanks to the great attention we give to every single step of the process, from farming to weaving. GAEBI works with masters who are proud to use traditional techniques and natural ingredients. For all of these reasons, all of our products come in limited quantities. Two designers from Korea created minimalist design products. Based on their experience working in the fashion & interior industries in Seoul for 5 years to 10 years each, we have a good understanding of local artisan's skills together with the designs used by our modern society. So, we created a sustainable lifestyle solution for urban people using 100% organic handmade processes.

Also, we wanted to concretely help remote villages to find other economic opportunities for their lives. With 'GAEBI' we have been able to provide jobs and to sustain local productions of organic cotton, bamboo crafts and the natural dyeing of fabric. We believe that this is the way to provide sustainable development.



XonPhao



PhouthAlee Vongsamai | Phoutsady Laoly | Porly Pialy

Recycled Jewelry made from Plastic Waste

“Sustainable business model”

: Making accessories from recycled plastic products including plastic bags, soda bottles and straws.

Our Solution

 New design	 Using natural material with quality	 Payment function (QR code, e-money)	 Delivery with application app
 Promotion for customer	 Online sale (website, SNS)	 Various choice for customers	 Support capacity building for the disabled team



XonPhao produces environmentally friendly fashion jewelry products using recycled plastic waste.



XonPhao aims to develop an existing business, which involves designing, manufacturing, and marketing beautiful handmade jewelry. XonPhao's jewelry is made from plastic waste such as recycled plastic bags, soda bottles, and straws. Through XonPhao's production process, plastic waste is changed into beautiful jewelry pieces such as earrings, bracelets, and necklaces, which are covered in locally spun silk. XonPhao is focusing on reducing the plastic waste problem in Laos.

XonPhao's unique jewelry products are designed and developed by the team. Their special design is eye-catching, beautiful, and appealing to those conscious of the need to recycle and reduce plastic waste. The products have a built-in positive environmental impact through the collection and productive use of plastic waste, including plastic bags, soda bottles, and straws. The sustainability of this product is only dependent on the ongoing use of plastic in Laos, and this looks to continue indefinitely. The products are all handmade to the highest standards with care and attention to detail.

The target market is Lao PDR's domestic market and potentially international markets containing customers who value the principles of recycling, plastic waste reduction, and environmentally friendly practices. Team XonPhao has experience in making products for a number of years and are looking for ways to improve the efficiency and marketability of their product in addition to continuing to reduce their carbon footprint.



Recycle Art



Malavong Maniseng | Sadavong Maniseng | Kiho Han | Youa Lee

New Way of Giving, Better Choice for the Sustainable Society

We aim to inspire the community with attractive lao culture.

CONTACT US
 Nongduang Nuea Village
 Sikhottabong District,
 Vientiane Capital, Lao PDR
 (+856) 207 822 9225
 malavong_ltm@gmail.com

RECYCLE ART
 3D RECYCLE ART PRODUCT

About Us

We create art products from recycled office papers with secret technical tips and mold them into 3D shapes with optimized quality. We recycle 4 tons of papers per month and our handicrafts have unique country styles.

HOW TO MAKE?
 We prepare the waste paper and squeeze them into the 3D printing mold. To harden the product, we use the secret technical methods make additional layer on the surface of the product by using special coating material.

OUR UNIQUENESS
 We provide products which are eco-friendly produced in alternative price. By reusing the waste paper, our business have contributed to solve the waste problem by reducing the volume of waste.

WHAT WE CARE
 We aim to build a sustainable business that not only cares about profit but also the environment. To achieve this goal, we never stop developing new techniques and innovations to add value to our products by experimenting with new techniques.

OUR TEAM
 We collaborate with 10 skilled local handicraftsmen. They produce 10-30 pieces per day per 1 person by hand. We spent 4 weeks experimenting and proving that our production is well done.

THE BEST RECYCLED PAPER ARTWORK IN LAOS



Recycle Art produces 3D art crafts using used office papers.



Recycle Art creates art products from recycled office papers with secret technical tips and mold them into 3D shapes with optimized quality. They recycle 4 tons of papers per month and their sophisticated handicrafts have unique country styles. To harden the product, they use the secret technical methods make additional layer on the surface of the product by using special coating material.

Recycle Art aims to build a 'sustainable business' that not only cares about a profit but also an environment. To achieve this goal, they never stop developing new techniques and innovations to add value to their products by experimenting with new technologies.

Recycle Art provides products which are eco-friendly produced in affordable price. By reusing the waste paper, their business have contributed to solve the waste problem by reducing the volume of waste.

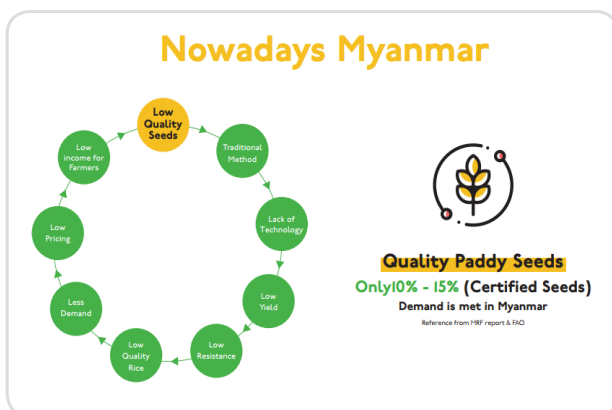
Recycle Art collaborates with 10 skilled local craftsmen. They produce 15-30 pieces per day per 1 person by hand. They spent 4 years experimenting and proving that their production is well-done.



Shwe Mann



Lwin Phyo Kyaw | Nyein Nyein Soe San | Aung Aung Thet





Shwe Mann produces quality seeds with farmers with responsible models and sells the Certified Quality Seeds to end users and farmers across different regions.



Currently Myanmar has many needs and challenges in the agricultural sector. Especially with the issue of acquiring quality seeds, with only 10-15% of the whole of Myanmar having access to Quality Rice Seeds. Thus, Shwe Mann produces quality seeds in collaboration with contract farmers in a co-beneficial model – providing training and support for agri-tech and advance-cash & inputs for C.F, providing benefits to collaborators like extra income and Agri tech/knowledge gain. Shwe Mann seeds' end users' issues, and farmers can have quality seed benefits such as high yield, better resistance, and better rice quality. They are thus having a positive impact on food security and an increase in income.

Shwe Mann is producing the main variety of Maw Bi-3 higher grade seed source, and competitors cannot easily access this technology. Other than that, we provide quality seeds with good quality control, and clear C.F farmers beneficial models have made us stand out from other competitors. Also, seed producers have their own early-majority control areas, and we have dominance with farmers in our own market regions. Also, the fact that we have good relationships and networks with agricultural input dealers and our past experiences in the agri-sector give us good potential for future market penetrations and customer acquisition in other markets.

Shwe Mann's current target market are rice farmers who require quality seeds. In the future, we will expand with more varieties and seeds for the agriculture sector, and finally, the rice sector for local and export trades.

Through Shwe Mann's innovative solution, food security, agri-tech, and knowledge of quality seeds to farmers, it helps increase income for farmers who are usually in low-income groups and provides value chain benefits in the agricultural sector of Myanmar.



PROcycle



Tun Aung Kyaw | Than Su Su Htay | Khin Than Su

Problem Statement

“There is a need to change a **consumer behavior to transform value of linen waste** by doing **Re and Up-cycling** in hospitality sector in Myanmar that require fully responsiveness and save cost in their operation, and to be more circular economy in the guidance of the **SDGs Goal 12: Sustainable Consumption and Production among their Business.**”

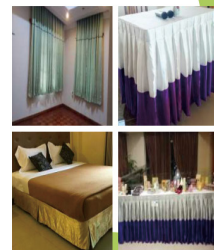


Re & Up Cycling Activities

Before Recycled



After Recycled



Without purchase any linen waste from hotel, only provide Re & Up cycle Services



PROcycle upcycles linen waste into hospitality sector products.



PROcycle's target market are the hotels in Myanmar. Especially, local hotels with 3 stars or below as the primary target market. Most hotels in Myanmar are owned by local residents, and they want to save on the costs of their daily operation, especially for consumable items such as amenities and linen, so PROcycle focuses on linen products used in hotel rooms. Some hotels fix and reuse their linen products, but the result is not always satisfying. There are 1,700 hotels in Myanmar, and 10% of them are in the primary target market for PROcycle to sell their upcycled products, and the upcycled volumes will be half a million kyats, which is a huge amount. Next year, another 5% of local hotels in Myanmar will be added to the target.

Local linen companies are interested in selling only new items, so PROcycle's upcycling process for damaged products is innovative. Competitors in the market are local tailor shops producing only new items for local hotels, but PROcycle's upcycled linen products from damaged linen waste can have a powerful brand story when compared against new products. Also, PROcycle's production process is client-centered, so the final upcycled product can have various designs depending on each client's needs.

PROcycle's service of upcycling helps customers purchase and use linen products in a more eco-friendly way than before. Our process results in fewer smoke emissions and less materials being used during the production of textiles. It indirectly helps customers to take part in more responsible consumption. Also, during the sales process, PROcycle changes consumers' behavior from the waste textiles to create linen products, which helps reduce the consumption of new materials and helps customers understand the value of upcycling instead of using improper ways to store products.

During this whole process, PROcycle cares about environmental issues such as global warming from smoke, reducing landfill amounts and increasing the production of good items. They aim to create a sharing culture within society and encourage sustainable consumption to save the economy for ourselves and our clients too.



TeaStory



Shwe Yee Waing | Amy Aung | Theingi Soe

Our Business

Tea Story is an organic & unique tea farm that offers camping farm stay located at 'Pyin Oo Lwin'

* Pyin Oo Lwin: A popular hill town for cool weather, coffee, and local cafe

Background

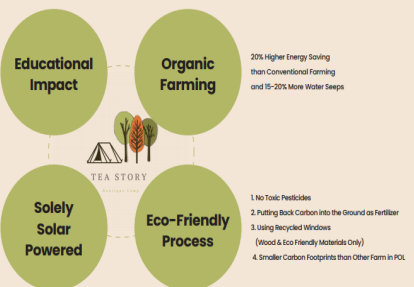
Tea is consumed by over 80% in Myanmar. (High demand)
 BUT, there is a lack of tea plantation, tea production and tea houses.
 Also, despite Pyin Oo Lwin is a vacation town, there is a lack of eco-tourism system.

Vision

1. Launching a high-quality tea house with tea specialty dishes.
2. Being a pioneer in catering that field offering experience of farm stay.
3. Promoting a camping program to let people practice a good habit in their daily life (Living sustainably)

Our Impact

50% Occupancy of Maximum Capacity 25 per
 X Approximately 127 Public Holidays per year
 - Educated 1587.5 per per Annum about Sustainable Living





TeaStory is a boutique tea farm providing a camping farm stay with an eco-friendly culture.



Tea Story is a boutique tea farm, which is located in Pyin Oo Lwin and aims to follow three business strategies. First, we offer a comfortable camping farm stay, which has followed reusing, reducing, and recycling practices from its inception to its operation. Visitors come to relax and unwind their weary selves and to be in touch with Mother Nature. Hence, they are familiar with a sustainable lifestyle, which they hope to continue practicing in their daily life. Later, to diversify into food products and services, we have a farm tea house offering the chance to enjoy traditional Burmese tea culture and specialty tea cuisines and products. They use clean and green energy to minimize carbon emissions and to achieve zero waste for our products by being able to recycle our products. Lastly, we provide farm activities which educate people about tea harvesting and making dried tea leaves, and thereby, are able to provide more job opportunities for locals and farmers all year round.

Our farm is located in Pyin Oo Lwin, a vacation town for people from across Myanmar. As it's quite easy to visit with a few hours' drive, there are visitors all year round including both locals and tourists. Visitors choose us as we offer a service that is different from staying at hotels and resorts thanks to the freedom, campfire, activities, and nature. Being a tea farm itself is unique and sets us apart from most of the farms in Pyin Oo Lwin. Another attraction is that our farm practices sustainable farming and farm-stay operations by solely relying on solar energy. We proudly use local produce and recycle materials for our day-to-day operation, and visitors can consume organic food produce on the farm. Having locals in our team also puts us at an advantage in managing human resources. Having a tea farm waiting outside, we have a lot of competitive advantages in developing traditional fusion specialty tea cuisine, as well as innovative farm products, and thus we believe that we can be a unique place with opportunities for future expansion.

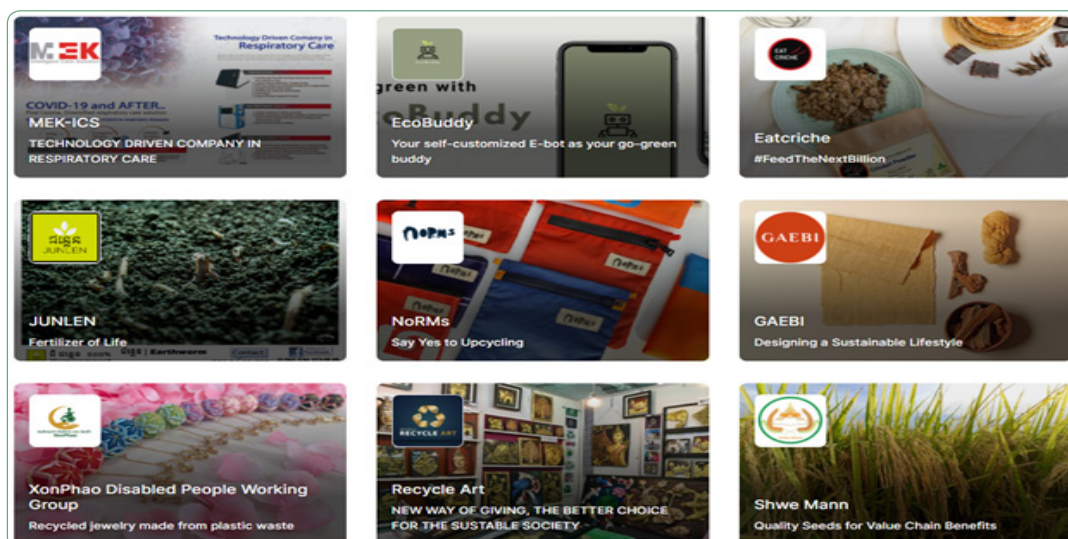
Follow-up Program for the Winners

-Global Startup Festival ComeUp 2020

The winners of Ecothon 2020 were given the privilege of attending the Global Startup Festival ComeUp 2020, which had virtually held on November 19th ~ 21st, 2020. Global Startup Festival ComeUp 2020, a global flagship startup event sponsored by the ministry of SMEs and startups, had various sessions and programs throughout the three-day schedule, with its slogan, “Meet the Future Post-Pandemic”. This year’s main agendas were social system, work, and life.

During the ComeUp, the winners actively joined the event, by participating online virtual booths, observing the pitching events, and meeting experts who made advice for the winners’ business models. They also could have opportunities to network with other global entrepreneurs and startups.

Although they could not visit Korea because of the pandemic, the winners enjoyed various insightful events online, and this experience was a great motivation for all participants.



Reflections from Participants

“Three words to describe our impression of being a participant of Ecothon 2020 are insightful, engaging, and innovative. It was insightful because we were able to learn new things both in the context of the environment and entrepreneurship. It was an opportunity for us to get out of our comfort zone and work in a team to complete various tasks under pressure. It was engaging because the event connected us to other participants who initiated a variety of business ideas to tackle environmental issues, including responsible consumption and production. Also, we got the opportunity to meet and exchange ideas with mentors and coaches from different backgrounds to receive their feedback on our project. It was innovative because Ecothon provides a platform for youth like us to challenge ourselves by creating solutions to solve environmental problems in our society while integrating business aspects in order for us to understand how to sustain ourselves as well as generate revenue.

Therefore, we would like to express our sincere gratitude towards the organizers, mentors, coaches, participants, and everyone involved in Ecothon 2020, for making this well-organized and fruitful event happen. We would definitely encourage other people to participate in the next Ecothon and to become the next Eco-innovator.”

(Sok Sonita / EcoBuddy)

“Ecothon has been a short but intense journey. As a startup, we found it really exciting and, more importantly, useful to meet entrepreneurs that have actually succeeded in what they were trying to do, and that gives us additional motivation on our path. We met incredible mentors, organizers, and coaches that gave us great tips and insights, not to mention the other teams who made us feel like we are not alone and that there is so much potential and many ideas in the world. Thank you for everything, and we hope we will collaborate in the near future.”

(Alessio Mizzoni / Criche)

“Ecothon 2020 is a very intense virtual program, similar to a face-to-face event. The organizers are a very encouraging team who support the participants and assist with materials and updated information. I deeply understand the business's training materials, which will improve my business skills. Moreover, I have learned about technology from Korean companies. I am so grateful and so happy to have joined Ecothon 2020, focusing on SDG 12's 'responsible consumption and production'. I had an opportunity to introduce my team and product to other participants as well as get to know other young entrepreneurs in Cambodia. Also, I received resourceful information and tools to improve the products and services in order to make them healthy and sustainable.”

(Sok Sothearath / JUNLEN)

“For Norms, we were so grateful and honored to be selected to join Ecothon in Laos. The program gave us a huge opportunity to boost our confidence, enhance our knowledge, and it exposed us to a glimpse of the industry in a short period of time. Our team was hesitant to join at first since our plan was just in its conception stage, but upon meeting with coaches and mentors, we were encouraged to pursue our idea even further. We were so inspired by the stories of our mentors’ success and so honored to have a one on one session with them. Everyone on Ecothon has been so helpful, patiently guiding us along the way, which helped us get through every session smoothly. Four days of training seemed like a rollercoaster ride to us, and it was exciting, intense, and emotional. We cannot express enough how grateful and appreciative we are to have been selected as one of the winning teams. We promise to use what we have gained from the program to kickstart and implement our idea while inspiring others to pursue their dreams as well. We look forward to Ecothon programs in other countries and hopefully can meet the operations team and all the other participating teams one day. Thank you Ecothon.”

(Phatsalin Fon / Norms)

“The world is having a hard time with the Covid-19 pandemic in 2020. The Laotian government closed its borders and the tourism industry, which is its main industry, and it has hit everyone hard, making it difficult for many people to make a living. Our brand, which was developing sustainable tourism products, has also been through a difficult time as the number of tourists has declined. Running a business on the subject of 'sustainability' is not an easy task, but it was even more depressed due to the domestic lock-down and because shipping wasn't available. In the meantime, as we participated in Ecothon, we were able to communicate with other participants who have similar concerns, and it was a meaningful experience to be able to talk with mentors from abroad. It was a short schedule, but our team thought deeply about our business plan and social impact more than ever and did our best to complete our task. Once again, we have learned a lot about ourselves because we can go back to the beginning and remember our motivation, set up a business plan, and share it with others. It was a great honor to receive the 2nd prize so that we can continue to work with our team members after all we have endured together without giving up during these difficult times. Now we have more motivation and confidence, and we are going to keep our social responsibility. I hope that it will become a society where all the teams of other participants can grow and co-exist, not compete against each other. Thank you.”

(Mihwa Nam / GAEBI)

“We would like to say thank you to the organizers of Ecothon in Laos again. Thank you for providing a good opportunity for our team to join the program. It is a very nice project, and we got to have many experiences that we never had before. Before participating in the Ecothon, we never knew how to pitch our brand’s business using high tech platforms. We were very happy to meet many new people and get great training from professional coaches from Korea. The Ecothon team helped and supported us with how to present our business in front of all the participants. We are so excited to see our brand grow from the experience and training received during Ecothon in Laos, and we will use it to develop and improve our skills for business for the environment. The Ecothon in Laos increased our knowledge, and now we know how to do presentations for our business in the future. We hope that the organizer team, mentors, and coaches stay safe, and we hope to meet them face to face in the future.”

(Phouthalee Vongsamai / XonPhao)

“Well planned and important sessions were provided during the event, and we learned a lot about SCP. The mentors were skilled and patient with the participants and were all related to SCP, giving us all a lot of new ideas and feedback. We have also met networks of enthusiastic people, and we hope to have the chance to collaborate with them in the future. We got the chance to connect with global experts in SCP and business sectors too. I am very proud and happy to represent Myanmar at the global startup festival in Korea. Even during and after the festival, we are excited to learn new things and will look for chances to contribute the knowledge gained back to our local community. Also, thanks to all the organizers, mentors, coaches, and operators for working hard during this online event, even though the time difference would cause challenges for the management team.”

(Lwin Phyo Kyaw / Shwe Mann)

“Firstly, I want to thank you so much for giving us a chance to participate in the 2020 Ecothon in Myanmar. It is hard to believe that we met so many wonderful mentors and coaches. Mentors shared their experience and encouraged us to keep up with our business. The program’s contents were very effective for real life and to prepare for our business’s future plans. During the Ecothon, coaches provided us with a lot of assignments to work on after the lectures, and all of them had to be done within a short time. Also, we had to stay awake even during the late night to prepare our PowerPoint presentation. It was tough but more meaningful than any other program we have joined before. We won't forget those days. It was also filled with a lot of fun when meeting with different teams who shared different ideas. Thanks to Ecothon, we can focus on our business even more than before joining the event.”

(Than Su Su Htay / PROcycle)

“It was a positive experience. We learned a lot of new updated information and ideas. We gained new knowledge about certain business aspects. After joining the program, we have a clearer and better perspective on our business. Unfortunately, we were not able to experience hands-on learning like in the previous years. We were not able to visit Korea to explore and mingle at the k-start up festival.”

(Shwe Yee Waing / TeaStory)



Partners & Sponsors



Ministry of SMEs and Startups

MSS

The Ministry of SMEs and Startups of the Republic of Korea (the 'MSS') is a government organization whose objective is to strengthen competitiveness and support innovation of Small and Medium-sized Enterprises (SMEs) and Micro Enterprises (MEs).



MISTI

The Ministry of Industry, Science, Technology, and Innovation (the 'MISTI') is a government ministry responsible for Industry, Science, Technology, Innovation, and Industry in Cambodia.



MoIC

The Ministry of Industry and Commerce of Lao PDR (the 'MoIC') is the government ministry responsible for governing and developing industrial activity and commercial activity in Lao PDR.



MoPFI

The Ministry of Planning, Finance, and Industry of Myanmar (the 'MoPFI') is a government organization who administers Myanmar's monetary, fiscal policies and national planning.



ASEIC

ASEM SMEs Eco-Innovation Center (the 'ASEIC') was officially endorsed at the 8th ASEM summit. ASEIC aims to play the role of a bridge between Asia and Europe through actively facilitating programs for the green competitiveness of SMEs in ASEM member countries. ASEIC is supported by the Korean Government and the head office of ASEIC is located in Korea.



HSF

Since its founding on 11 April 1967, the Hanns Seidel Foundation (the 'HSF') has been engaged in political education to promote the 'democratic and civic education of the German people on a Christian basis', to quote its statutes. Hanns Seidel Vietnam, which is one of the regional offices of HSF, has been supporting programs aiming at environmental protection as well as sustainable economic and social development.



MaGIC

MaGIC discovers and empowers technology startups and social innovators through creativity, innovation and technology adoption, and develops a vibrant and sustainable entrepreneurship ecosystem in Malaysia.



YEAC

The Young Entrepreneurs Association of Cambodia (YEAC) was Launched in September 2009 by a team of passionate Cambodian young entrepreneurs from various sectors of businesses in Cambodia.



GEN Cambodia

The Global Entrepreneurship Network operates a platform of projects and programs in 170 countries aimed at making it easier for anyone, anywhere to start and scale a business. GEN works to fuel healthier start and scale ecosystems that create more jobs, educate individuals, accelerate innovation and strengthen economic growth



CONTEC

Established in January of 2015, CONTEC is a spin-off company from KARI (Korea Aerospace Research Institute) and is offering Space Ground Station Services and Satellite Image Processing & Application Services as well as a whole ground integration solution.



A series of 18 horizontal wavy lines, resembling a dashed line, spaced evenly down the page, serving as a guide for handwriting practice.



#7F, 210, Gangnam-daero, Seocho-gu, Seoul 06736, Republic of Korea
www.ecothon2020.com / aseic.ecothon@gmail.com