





TABLE OF CONTENTS

Preface	2
Key Figures of Ecothon 2021	3
Introduction	5
- What is SCP?	5
- What is Ecothon?	6
Overview of Ecothon 2021	7
- Ecothon Training Course	8
- Training of Trainers	9
- Ecothon 2021 in Cambodia	11
- Ecothon 2021 in Lao PDR	13
- Ecothon 2021 in Indonesia	15
- Ecothon 2021 in Malaysia	17
- Ecothon 2021 in the Philippines	19
Meet Our Experts	21
- Lecturers and Mentors	21
- Judges	23
Follow-up Program for the Winners : COMEUP 2021	25
Business Cases of the ECOTHON 2021 Winners	28
Host & Partners	47



Preface

In September 2015, all 193 member states of the United Nations adopted an ambitious plan for achieving a better future for all, to end extreme poverty, fight inequality and injustice, and protect our planet: the Agenda 2030 for Sustainable Development. It is clear that governments alone cannot achieve this ambitious plan, and a new global partnership bringing together business, civil society, citizens and governments must work together to realize sustainable development for all. The private sector in particular has a central role to play in designing solutions to address global challenges through innovative business models.

To successfully meet the SDGs, the UN recognizes the role of different stakeholders in the process and stresses the critical importance of businesses. In the context of SDG 12, Responsible Consumption and Production, corporations are positioned on two opposite poles. On the one hand, they largely “contribute” to the planet’s degradation, while on the other, they bear the highest potential to advance the goal. The most obvious way to approach this is by shifting to a more sustainable model, which can additionally result in increased efficiency and reduced operating costs.

Ecothon, an eco-entrepreneurs marathon for sustainable development, is a business model competition for promising eco-entrepreneurs who have an innovative business idea related to Sustainable Consumption and Production. Eco-entrepreneurship, a business behavior adopted by people who want to create a “green” business, is a way to contribute to sustainable development while making profits. During the program, participants will meet expert mentors and professional startup coaches to transform (or pivot) their own business model into a sustainable business model. Our program looks forward to contributing to the spread of eco-entrepreneurship and the achievement of UN SDGs.

This report includes a summary of Ecothon 2021 and its results. According to McKinsey, “using and reusing natural capital as efficiently as possible and finding value throughout the life cycles of finished products” is crucial if companies want to increase profits while reducing their dependence on natural resources. We hope this program will be a starting point for us to think about how we can solve the various problems facing the planet in business.

Key Figures of Ecothon 2021



54 % / 46 %

Ratio of Startups / Business Teams

5 countries

No. of Countries

291 teams

No. of Applications

59 teams

No. of Final Entry

25 coaches

No. of Coaches

18 teams

No. of Winners

Areas of Business(%)

22 %

Agriculture

19 %

Manufacture

12 %

Food/Tourism

9 %

Waste Management

8 %

IT/E-Commerce

5 %

Healthcare

25 %

Etc

Introduction

What is SCP?



According to recent reports, the global population is estimated to grow approximately 8.5 million in 2030, and 9.7 million in 2050. Compared to this exponential rate, the resources on our planet are becoming scarcer. Less than 3% of the Earth’s water is drinkable; more than 30% of the foods produced are thrown away every year, which weighs up to 1.3 billion tons. In brief, we would need approximately three planets to sustain the expected population of 2050.

Recognizing this concern, sustainable consumption and production (SCP) was identified as a solution for environmental and development challenges in the 1992 UN Conference on Environment and Development in Rio de Janeiro. Continuing from this recognition, SCP was defined as “The use of services and related products, which respond to basic needs and bring a better quality of life while minimizing the use of natural resources and toxic materials as well as the emissions of waste and pollutants over the life cycle of the service or product so as not to jeopardize the needs of future generations” at the Oslo symposium in 1994.

In short, SCP is about saving energy and resources, making sustainable infrastructure, and developing green and decent jobs for everyone. In order to achieve this goal, SCP carries the following three objectives :

- 1. Decoupling environmental degradation from economic growth**
Increase resource efficiency in production, distribution, and use of products.
“Use less, create more and better!”
- 2. Applying Life Cycle Thinking**
Increase sustainable management of resources by considering all phases of the product’s lifecycle, starting from resource extraction to waste disposal.
- 3. Seizing opportunities for developing countries**
Create new markets, jobs and ultimately eradicate poverty by adopting welfare-generating resource management.

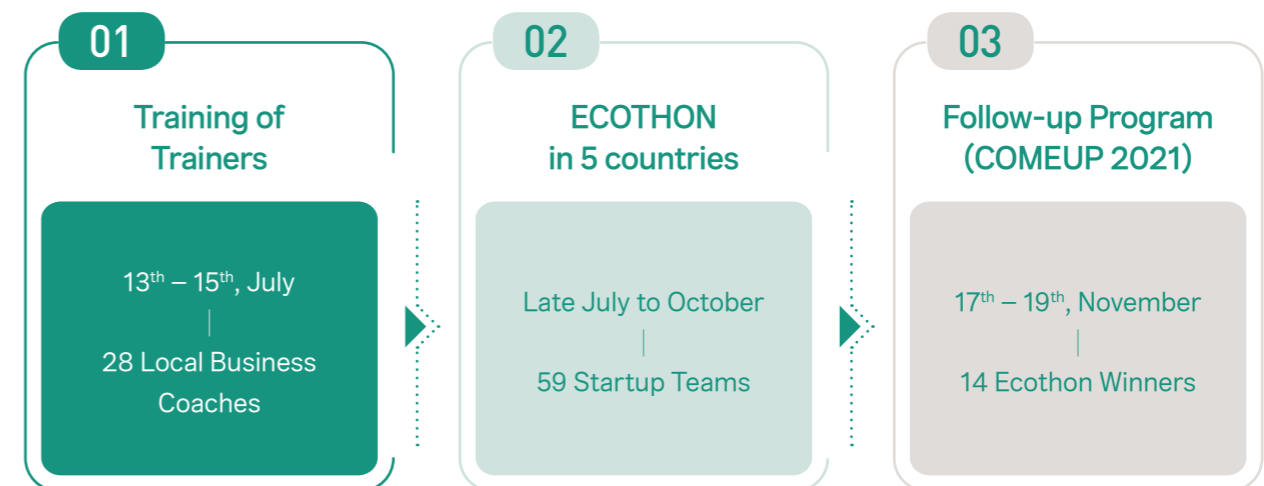
SCP can become a **catalyst for business transformation**, in which new products with lower environmental impacts are created for a bigger profit. The benefit would also go to the consumers, as they can make more sustainable choices with lesser difficulty.

What is Ecothon?

Ecothon, an innovation award for fostering early-stage startups with **SCP (Sustainable Consumption and Production)** solutions, is 36 hours of intensive boot-camp including a business model competition for young eco-entrepreneurs. Among 17 SDGs, Ecothon brings to focus on SDG 12: Responsible Consumption and Production. It seeks to foster an eco-entrepreneurship and to contribute to achieving the SDGs by developing sustainable business models that minimize environmental impact. Piloted as the cooperation project under the **ROK-ASEAN startup partnership**, it has been successfully launched in Cambodia, Lao PDR, and Myanmar last year. This year, the program was virtually held in **Cambodia, Lao PDR, Indonesia, Malaysia, and the Philippines** with 59 startup teams.

Serial Programs of Ecothon

Ecothon Training Course consists of **(1) Training of Trainers, (2) Ecothon national event, and (3) the Follow-up program for the Ecothon Winners**. ASEIC has newly launched the Training of Trainers program (the “ToT”), which is an SCP business expert training course for **local business coaches** and accelerators. A total of 28 local business coaches from five member states successfully completed the online certificate course. During the Ecothon, **59 startup teams** in five countries had developed innovative SCP business solutions with professional local business coaches and expert mentors. The Ecothon winners get opportunities to participate in the **COMEUP 2021**, which will be held from November 17th to November 19th. They will not only network with famous global startups and investors but also take the chance to have IR pitching during the event.



Overview of Ecothon 2021

Title Ecothon 2021 for the Sustainable Consumption and Production

Countries & Date
 Training of Trainers (Coach Training) : July 12th (Mon) - 14th (Wed) & October 9th (Sat), 2021
 Cambodia Ecothon : July 27th (Tues) - 30th (Fri), 2021
 Lao PDR Ecothon : August 10th (Tues) - 13th (Fri), 2021
 Indonesia Ecothon : September 14th (Tues) - 17th (Fri), 2021
 Malaysia Ecothon : October 12th (Tues) - 15th (Fri), 2021
 Philippines Ecothon : October 26th (Tues) - 29th (Fri), 2021

Host
 Ministry of SMEs and Startups, Republic of Korea
 Ministry of Industry, Science, Technology, and Innovation, Cambodia
 Ministry of Industry and Commerce, Lao PDR
 Ministry of Cooperatives and SMEs, Indonesia
 Ministry of Entrepreneur Development and Cooperatives, Malaysia
 Department of Trade and Industry, the Philippines




Sponsorship
 Hanns Seidel Foundation
 United States Agency for International Development, Laos


Target
 A business team or a startup with more than three (3) members which;
 · has an innovative SCP solution
 · wants to develop a feasible SCP strategy for their business model
 · is running a business or wants to run a business in the country in the near future

Participants

Training of Trainers		28 local business coaches
Ecothon	Cambodia	9 startup teams, 5 facilitating coaches
	Lao PDR	9 startup teams, 4 facilitating coaches
	Indonesia	14 startup teams, 5 facilitating coaches
	Malaysia	12 startup teams, 5 facilitating coaches
	Philippines	12 startup teams, 6 facilitating coaches

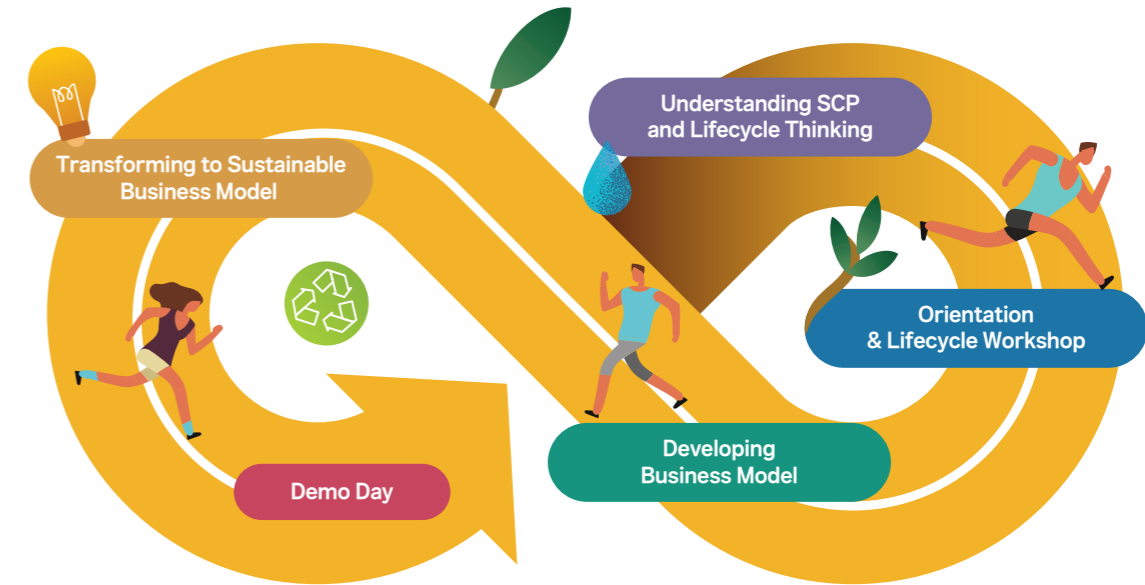
Prize for winners

 1st Prize	 2nd Prize	 3rd Prize
1,500,000 KRW	1,000,000 KRW	500,000 KRW

 **Special Prize**
 * ALL winning teams of each country get the opportunity to join in the follow-up programs

Ecothon Training Course

Modules and Programs



Day	Module	Program
E-learning	Understanding SCP and Lifecycle Thinking	1 Understanding the basic concept of SDGs and SCP
		2 Lifecycle Thinking and MET Matrix
		3 SCP startup Business Cases
		4 Sustainable Lean Business Model Canvas
		5 Writing a 1-page Business Brief
Day 0	Orientation & Lifecycle Workshop	1 Program Introduction and Participation Guide
		2 Lifecycle Workshop - Analysing Environmental Impact
		3 Defining Sustainable Business Mission
Day 1	Developing Business Model	1 Team Idea Presentation
		2 Market and Customer Analysis
		3 Developing Business Solution
Day 2	Transforming to Sustainable Business Model	1 MVP Prototyping Workshop
		2 Building Profit Model
		3 Elevator Pitching
		4 Business Scale-up and Innovation
		5 Measuring Sustainable Business Impact
Day 3	Demo Day	1 Ecothon Demo Day

Training of Trainers

Training of Trainers program is an online certificate course for business coaches and startup accelerators in the ASEAN region. The program aims to strengthen the local business coaches' capabilities and support the local startup ecosystem in ASEAN. The Online Training Course includes

- (1) lectures about analyzing startup development stages, business coaching methods, and developing various business strategies, and a
- (2) real-time workshop to review and network together.

The coaches who had successfully completed the course got the opportunities to participate in the Ecothon national event as local business facilitating coaches.

Overview

Date : July 12th(Mon) - 14th(Wed) & October 9th(Sat), 2021

Venue : Online

Organizers : Ministry of SMEs and Startup of Korea, Ministry of Industry, Science, Technology, and Innovation of Cambodia, Ministry of Industry and Commerce of Lao PDR, Ministry of Cooperatives and SMEs of Indonesia, Ministry of Entrepreneur Development and Cooperatives, Department of Trade and Industry of the Philippines, ASEM SMEs Eco-Innovation Center, and the Hanns Seidel Foundation

Target : The business coaches who are interested in the sustainable business model and meet the ALL qualifications below;

- at least have a Bachelor's degree in business, management, economic, or relevant areas; and
- at least have 5 years of working experience at a startup accelerator, venture capital, business school, SME/business advisor, or relevant fields

Participants : 28 local business coaches

(Cambodia 5, Lao PDR 5, Indonesia 6, Malaysia 6, Philippines 6)

List of Participants



Solida Long, Hangsak Huy, Ouk Keovichear, Heang Hongtry, Em Chanrithykol



Souphaphone Souannavong, Souliyo Vongdala, Thanyalat Chaluensouk, Anita Takounsy, Bounyalith Chanlasenchone



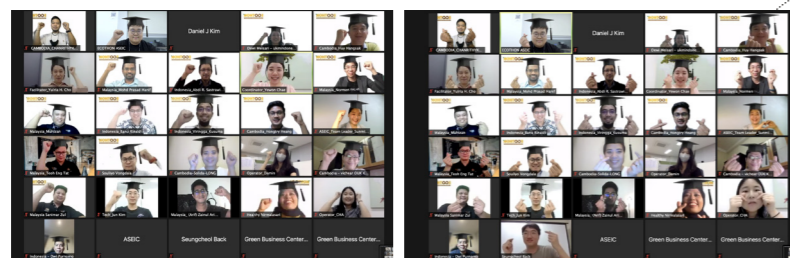
Dwi Purnomo, Healthy Nirmalasari, Abdi Ridhollah Sastrawinata, Dewi Meisari Haryanti, Banu Rinaldi, Viringga Prasetyaji Kusuma



Muhizan Bin Muhaiyuddin, Zainul Arifin bin Kamaruddin, Teoh Eng Tat, Sanimar Bin Zul, Mohd Prasad Bin Hanif, Normen Mukhtar



Carlo Manuel Delantar, Mary Adelyn Gronda Tecson, Jacinto Asuncion Jr., Merioles Karl Vendell, Marrione Pol Bernal Camacho, Patrick Bartolome Dulay



Program Timetable

Coach Training Timetable					
	E-Learning	Day 1 (12th July, MON)	Day 2 (13th July, TUE)	Day 3 (14th July, WED)	
Module	Understanding SDGs & SCP ('200)	Analyzing SCP Business Model & Understanding Lifecycle Assessment ('300)	Sustainable Impact & Business Model ('300)	Wrap-up & Closing ('300)	
Objective	1) To understand the general concept of SDGs/SCP/Lifecycle and the relativeness between the concepts 2) To understand the SCP business cases	1) To understand success factors of SCP startup 2) To analyze the growth strategy of SCP business	1) To understand the concept of lifecycle thinking 2) To apply lifecycle thinking assessment	1) To apply sustainable BM canvas 2) To understand Ecothon coaching & evaluation system 3) To wrap-up and share feedbacks & reflections	
Contents	1 How to use the online platform & risk management methods ('30)	1 Program Introduction (40) - Ecothon&Coach Training - Participant Introduction - Certification Criteria - Operation Team	1 Sustainable Impact & Sustainable Business Mission ('60) - workshop	1 Business Scale-up and Innovation ('60) - workshop	
	Ms. Yulria CHO / Ecothon Operation Team	Ms. Rebecca KOO	Mr. Jeonghyun Kim	Mr. Jeonghyun Kim	
	2 Understanding SDGs & SCP ('30)	2 What is a Lifecycle Thinking? ('30) -Q&A Session	2 Market & Customer Analysis ('60) -workshop	2 Measuring Sustainable Impact ('60) -workshop	
	Kartika ANGGRAENI / Asel DORANOVA	Dr. Joong Woo Ahn	Mr. Jeonghyun Kim	Mr. Jeonghyun Kim	
	3 What is a Lifecycle and Lifecycle Matrix? ('30) w/ homework (MET matrix)	3 Drawing a Conceptual Lifecycle Matrix ('120) -workshop	3 Developing Business Solution ('60) - workshop	3 Understanding Sustainable BM Canvas ('60) - workshop	
	Dr. Joong Woo Ahn	Dr. Joong Woo Ahn	Mr. Jeonghyun Kim	Mr. Jeonghyun Kim	
	4 Understanding a Lifecycle Thinking ('30) w/ homework (Lifecycle Process matrix)	4 SCP Coaching Mindset ('30)	4 MVP Prototyping ('60) - workshop	4 Overview of Ecothon training process & coaching system ('30)	
	Dr. Joong Woo Ahn	Ms. Yulria CHO	Mr. Jeonghyun Kim	Ms. Yewon CHAE	
	5 SCP Business Cases ('30)	5 Diagnosing & Analysing SCP startup ('60) - workshop	5 Building Profit Model ('60) - workshop	5 Wrap-up and Closing Session ('60) - sharing feedbacks & reflections	
	Interviewing with 4 SCP startup CEOs	Mr. Chris Paik (w/ interpreter)	Ms. Yulria CHO	Ms. Rebecca KOO	



Ecothon 2021 in Cambodia

Overview

Date : July 27th(Tues) - 29th(Fri), 2021
Venue : Online
Organizers : Ministry of SMEs and Startup of Korea, Ministry of Industry, Science, Technology, and Innovation of Cambodia, ASEM SMEs Eco-Innovation Center, and the Hanns Seidel Foundation
Local Partner : Royal University of Phnom Penh
Website : www.ecothon.net/kh
Total No. of Applications : 23 Teams (82 applicants)
No. of teams in the final round : 9 Teams (34 participants)

Team List



Sugarpads 🏆 1st Prize
 Production of biodegradable sanitary pads made from agro-waste
 #biodegradable sanitary pad



Eco-Saver
 Production of tableware made of rice-straw
 #plastic waste #rice-straw



Neron Recycle 🏆 2nd Prize
 Production of plastic resin by recycling plastic waste
 #recycling #plastic waste



InsightChop
 Recycling single use chopsticks into valuable products
 #recycling chopstick



Krodas Kjob 🏆 3rd Prize
 Biodegradable package from corn husk paper
 #corn husk waste #sustainable packaging



T.A.T
 An application to buy & sell second hand clothes
 #responsible wearing



3R&H
 Production of eco-chewing paste
 #eco-paste

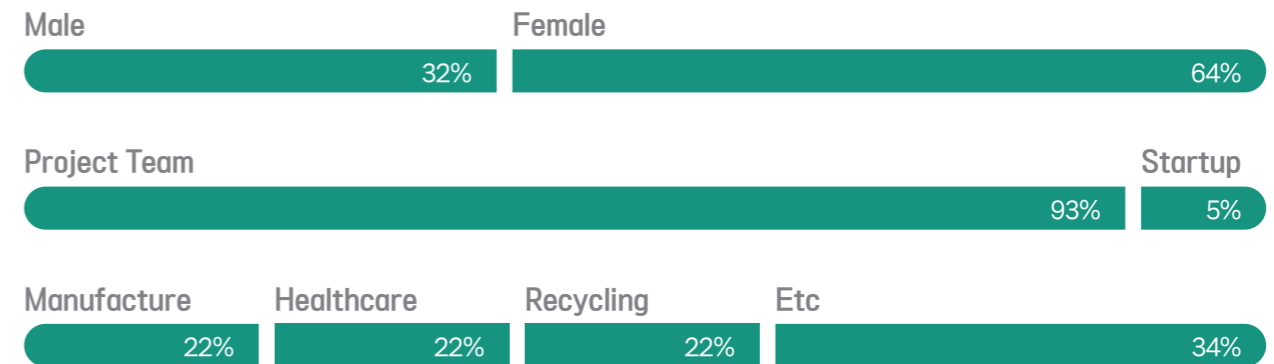


Xpanz
 Upcycling worned clothes into valuable products
 #upcycling #sustainable fashion



EcoEnoki
 Cultivating mushrooms by using agricultural wastes
 #enoki mushroom #sustainable production

Key Figures of Teams



Coaches



Solida Long
 Researcher,
 Royal University of Phnom Penh



Hangsak Huy
 Researcher,
 Royal University of Phnom Penh



Ouk Keovichear
 Lecturer,
 Royal University of Phnom Penh



Heang Hongtry
 Co-founder,
 ER Unity Group



Em Chanrithykol
 Business Manager,
 Escape Phnom Penh





Ecothon 2021 in Lao PDR

Overview

Date : August 10th(Tues) - 13th(Fri), 2021
Venue : Crowne Plaza Vientiane(Online & Offline Hybrid)
Organizers : Ministry of SMEs and Startup of Korea, Ministry of Industry and Commerce of Lao PDR, ASEM SMEs Eco-Innovation Center, and the Hanns Seidel Foundation
Local Partner : Lao ICT Commerce Association
Total No. of Applications : 35 Teams (108 applicants)
No. of teams in the final round : 9 Teams (32 participants)
Website : www.ecothon.net/la

Team List



Back2Nature 1st Prize
 Production of bio-toilet that produce human waste as fertilizer
 #waste to energy #sustainable agriculture



Lao Ecoland
 Online platform to connect local SMEs to customers and suppliers for eco-friendly businesses
 #marketplace



2nd Hand World 2nd Prize
 2nd hand product trading platform for sellers, buyers, and donors
 #2nd Hand #e-commerce



Nat Mor
 Mobile application for providing healthcare service information
 #healthcare



Modway Market 3rd Prize
 Online sales platform for trading organic vegetables and fruits
 #online platform



New Normal
 Turning waste from food and vegetables to organic fertilizer
 #no-chemical product



Circle Life
 Creates bioplastic from waste
 #bioplastic

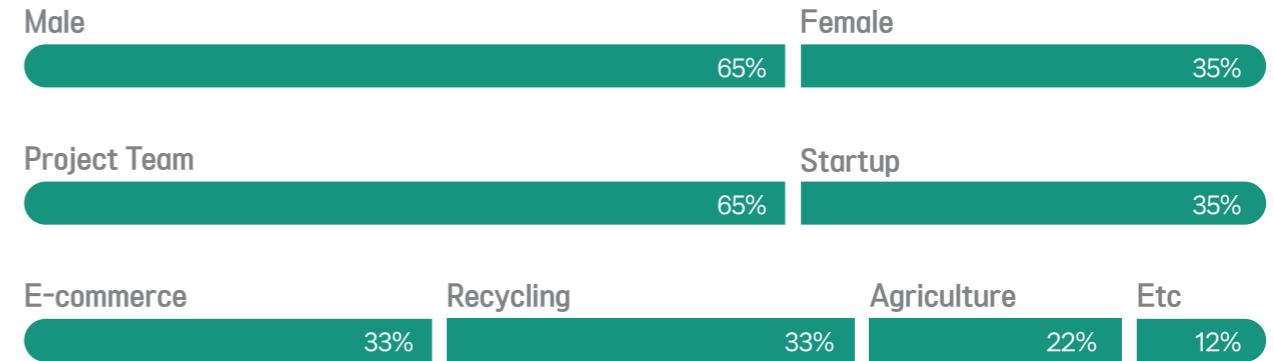


Phorban
 Providing technical support on sustainable farming
 #sustainable agriculture #farm training



Eco-soft Bag
 Reuse fruit protection foam to make the bag soft and anti-shock for electronic tools
 #reuse #re-mood

Key Figures of Teams



Coaches



Souliyo Vongdala
 Chief Executive Officer,
 Loca Company Limited



Souphaphone Souannavong
 Founder,
 TOHLAO group



Anita Takounsy
 SME Competitiveness Specialist,
 USAID LBE



Bounyalith Chanlaseshchone
 Chief Technology Officer,
 IQURI Tech Co., Ltd.


















Ecothon 2021 in Indonesia

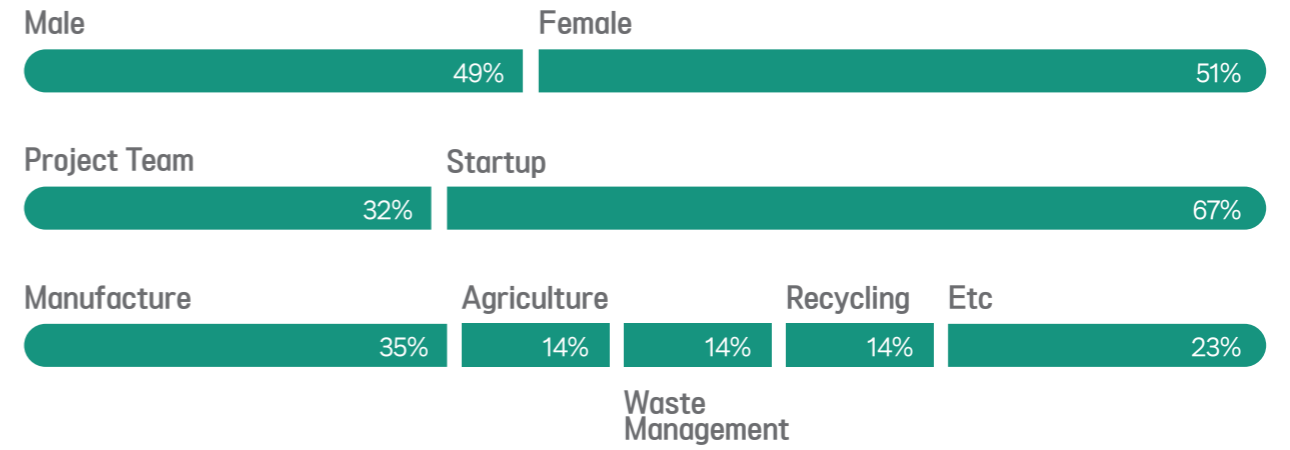
Overview

Date : September 14th(Tues) - 17th(Fri), 2021
Venue : Online
Organizers : Ministry of SMEs and Startup of Korea, Ministry of Cooperatives and SMEs of Indonesia, and the ASEM SMEs Eco-Innovation Center
Local Partner : The Local Enablers
Total No. of Applications : 140 Teams (514 applicants)
No. of teams in the final round : 14 Teams (50 participants)
Website : www.ecothon.net/id






Team List

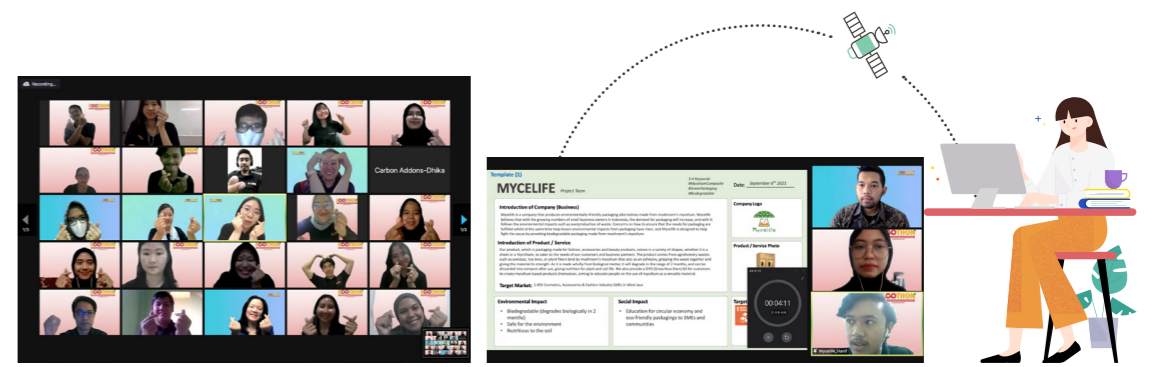
 <p>BIKI 1st Prize Build an edible shield that can be applied to vegetables #sustainable agriculture</p>	 <p>Eco - Solution Eco-Solution Production of biodegradable styrofoam #eco-friendly packaging #zerowaste</p>
 <p>Carbon Addons 2nd Prize Climate plugin software application to neutralize carbon footprint #voluntary carbon offset</p>	 <p>greenie Greenie Production of sustainable furniture from agriculture waste #non-timber</p>
 <p>KAUSA Indonesia 3rd Prize Production of fashion accessories by using recycled materials #sustainable fashion</p>	 <p>Hydroponic Sayur Berkat Production of pesticide free vegetables using hydroponic system #urban farming</p>
 <p>Almagot Indonesia Special Prize Production of a Mago-box for processing household organic waste #black soldier fly #bioconversion</p>	 <p>KANIA Banana flour from non-grade banana raw materials #banana flour #food upcycling</p>
 <p>Mycelife Special Prize Production of biodegradable packaging by utilizing mycelium composites #green packaging</p>	 <p>Pancal Bike Craft Produces balance bike for children using container woods #wooden balance bike</p>
 <p>ARLENNE Arlenne Sustainable Footwear Production of sustainable footwear by using eco-friendly materials #sustainable footwear</p>	 <p>Puspasarira Recycling used glass bottle and plastics into crafts #art and craft #bottle upcycle</p>
 <p>Det-Urgent Production of eco-friendly detergent #circular economy</p>	 <p>Wasto Application for sorting and picking-up wastes #plastic recycling</p>

Key Figures of Teams



Coaches

 <p>Dwi Purnomo Lecturer, Universitas Padjadjaran</p>	 <p>Abdi Ridhollah Sastrawinata Content Manager, Papaya Panenmaya Academy</p>
 <p>Dewi Meisari Haryanti Chief Editor, UKM Indonesia</p>	 <p>Banu Rinaldi Business Advisor, BINUS Business School</p>
 <p>Viringga Prasetyaji Kusuma Founder, AMATI Indonesia</p>	

















Ecothon 2021 in Malaysia

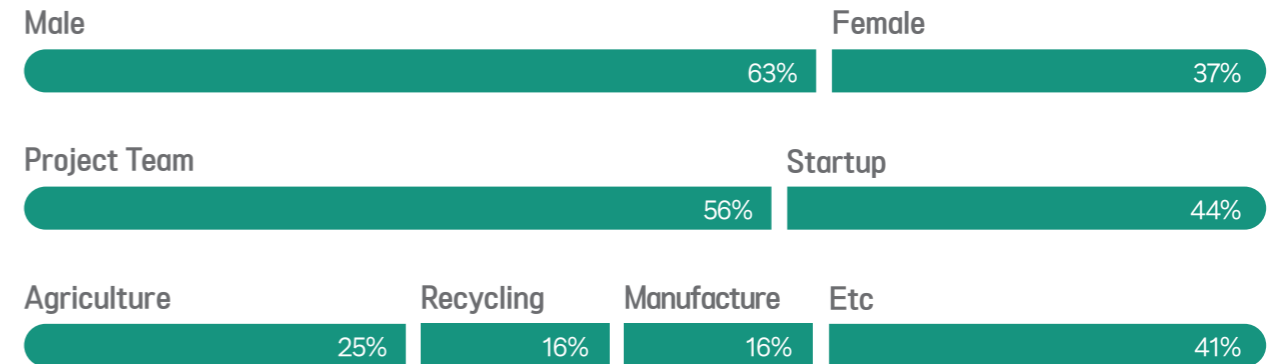
Overview

Date : October 12th(Tues) - 15th(Fri), 2021
Venue : Online
Organizers : Ministry of SMEs and Startup of Korea, Ministry of Entrepreneur Development and Cooperatives of Malaysia, ASEM SMEs Eco-Innovation Center, and the Hanns Seidel Foundation
Local Partner : Centre for Entrepreneur Development and Research Sdn Bhd
Total No. of Applications : 29 Teams (105 applicants)
No. of teams in the final round : 12 Teams (43 participants)
Website : www.ecothon.net/my






Team List

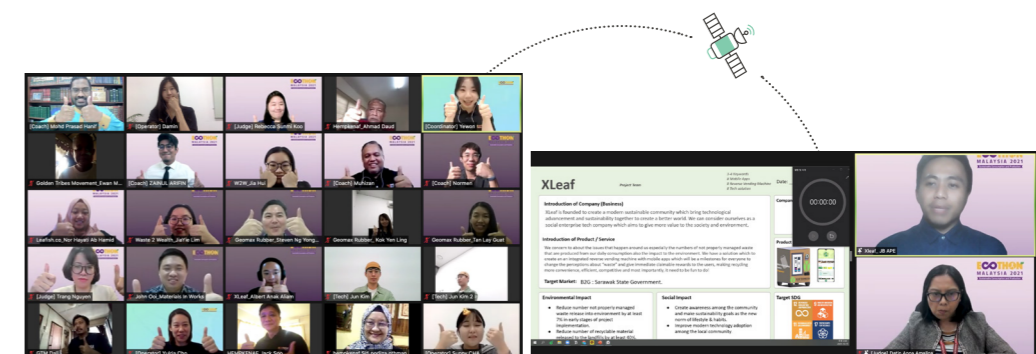
 MIW "Think Circular, Less is More" Materials In Works 🏆 1st Prize Upcycling label packaging wastes into paper #waste management #glassine paper	 Leafish.co Production of aquaponic organic vegetables #food security #sustainable community
 GEOMAX GEOMAX RUBBER INNOVATIVE PRODUCTS SDN BHD Geomax Rubber Innovative Product 🏆 2nd Prize Upcycling used rubber gloves into eco-footwear products #rubber upcycle #eco-footwear	 Nanotedd Green synthesis of curcumin carbon dots for supplements #green technology
 Moopt.com 🏆 3rd Prize A cloud platform to develop supply-chain optimization models #industry 4.0 #supply-chain	 Sandy Ridge Farm Smart organic farms in rural areas #organic farming #social development
 AMNIPONIC Sustainable aquaponic farm by composting food waste #aquaponic #BSFL	 Golden Tribes Movement Sustainable ecotourism in rural areas #ecotourism
 Hempkenaf Production of eco-products by using hempkenaf plant #zero waste #healthy living	 Waste to Wealth Production of organic compost using food wastes #black soldier flies
 KAIRU ARTS Sustainable community marketplace for selling plastic-free products #sustainable lifestyle	 Xleaf Developing reverse vending machine for recycling aluminum #mobile app

Key Figures of Teams



Coaches

	Muhizan Muhayuddin Business Coach, CEDAR SME Bank		Zainul Arifin Kamaruddin Executive of Entrepreneur Development, CEDAR SME Bank
	Sanimar Zul Business Coach, CEDAR SME Bank		Mohamad Prasad Hanif Chief Executive Officer, Darul Haq Global Ventures Sdn Bhd
	Normen Mukhtar CEO, Normlab		





Ecothon 2021 in the Philippines

Overview

Date : October 26th(Tues) - 29th(Fri), 2021
Venue : Online
Organizers : Ministry of SMEs and Startup of Korea, Department of Trade and Industry of the Philippines, ASEM SMEs Eco-Innovation Center, and the Hanns Seidel Foundation
Local Partner : Philippines Development Foundation
Total No. of Applications : 64 Teams (210 applicants)
No. of teams in the final round : 12 Teams (42 participants)
Website : www.ecothon.net/ph

Team List

AniTech **1st Prize**
 Smart gas sensor system to support agribusinesses
 #sustainable food system

IKOTECH
 Production of biodiesel by applying sustainable feedstock and technology
 #biodiesel #green energy

PHINIX
Phinix Storx **2nd Prize**
 Transforming textile wastes into higher-valued products
 #sustainable packaging

Kamipapercompany
 Sustainable paper production by using amorseco grass
 #amorseco grass #alternative paper

kakawani
Kakawani **3rd Prize**
 Upcycling cacao waste for food and beverages
 #upcycling #cacao products

MapaHilaga
 Construction of residential buildings by using a modular architecture
 #design for disassembly

The Good Flies **Special Prize**
 Organic waste management facilities using Black Soldier Flies
 #food waste to feeds

RECOOL Technologies
 Production of solar-powered cooler for fish transportation
 #fish transport #renewable energy

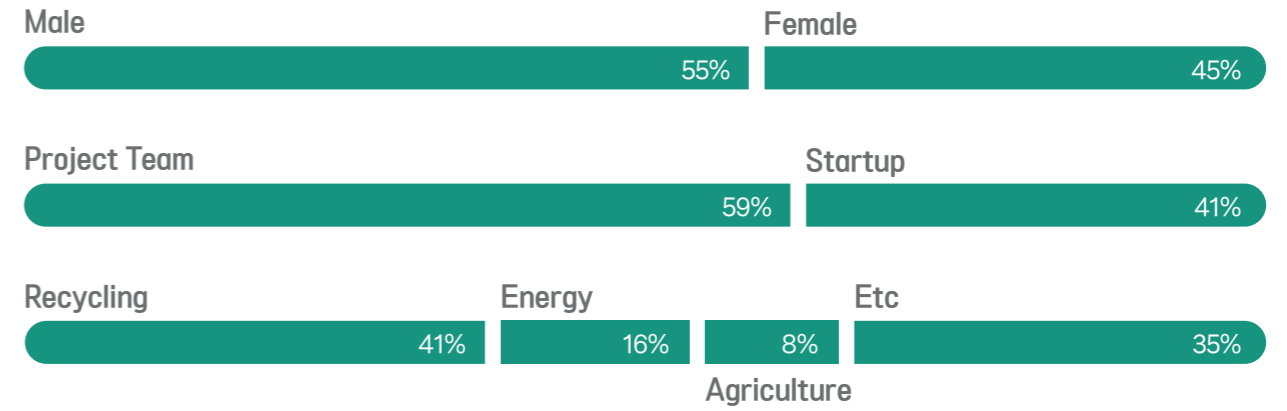
AgSmarter Technologies
AgSmarter
 Automated hydroponic system from plastic bottles
 #plastic to food production

RENEWLOG
Renewlogy
 Alternative packaging materials using agricultural waste
 #mono material #renewable plastic

Bioterra Environment Solutions Technologies Corp.
Green Hope
 Thermal hydrolysis for processing solid waste
 #waste reduction #hydrolysis

Trashure Crafts
 Production of handicrafts by upcycling crushed glass
 #trash to treasure

Key Figures of Teams



Coaches

Carlo Manuel Delantar
 Head of Circular Economy, Gobi Partners

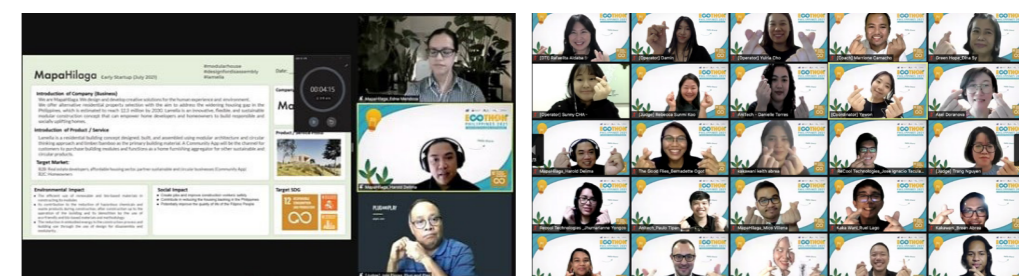
Mary Adelyn Gronda Tecson
 Global Community Development Specialist, Plastic Bank Global

Jacinto Asuncion Jr.
 Country Director, Fincy Philippines

Merioles Karl Vendell
 Managing Director, WeSolve Foundation

Marrione Pol Bernal Camacho
 Founder, Beavrr

Patrick Dulay
 Founder, The Spark Project



Meet Our Experts

Lecturers and Mentors



Artie Lopez
Philippines
Head of Growth, Next Pay



Alex Min
Republic of Korea
Founder & CEO, Re:harvest Co, Ltd.



Junghyun Daniel Kim
Republic of Korea
Chief Strategic Director, Pablo Air



Jung-in Lee
Republic of Korea
Principal Researcher, FACT



Angkeara Bong
Cambodia
Deputy Director General, NISTI



Asel Doranova
Netherlands
Researcher, Tilburg School of Economics and Management of the Netherlands



Kartika Anggraeni
Germany
Int'l SCP Expert



Ke Bunthoeurn
Cambodia
Director of Technology Transfer Department, MISTI



Benjie Sandoval
Philippines
Professor, UP Virata School of Business



Chris Paik
Republic of Korea
CEO, Percent Inc.



Minjae Lee
Republic of Korea
CEO, Cool Bears



Namsu Jung
Republic of Korea
Professor, Kongju National University



Daehyun Kim
Republic of Korea
CSO, Re:harvest Co, Ltd.



Diane Kim
Republic of Korea
Director, Re:harvest Co, Ltd.



Peter Seo
Republic of Korea
CEO, NORY, Inc.



Raymond Min
Republic of Korea
CEO, CID AUTO



Emil R Kaburuan
Indonesia
CEO, PT. Kompis Creative Technology



Jasmine Han
Republic of Korea
CEO, Technori



Sunhee Jung
Republic of Korea
Chief Manager,
Good Neighbors Global Impact Foundation



Youngjae Jo
Republic of Korea
Director, Envelops Co, Ltd.



Jisun Yoon
Republic of Korea
Director, Encompanion



Joongwoo Ahn
Republic of Korea
Chief, Environment Energy Convergence Center



Yulria Cho
Republic of Korea
CEO, Yulria Co, Ltd.

Ecothon
2021
Final Report

Judges



Arif Fajar Utomo

Indonesia
Program Manager, New Energy Nexus



Atika Benedikta

Indonesia
Impact Investment Lead, Angel Investment Network Indonesia



Napoleon K. Juanillo

Philippines
Assistant Secretary, Department of Trade and Industry



Michael Siegner

Germany
Regional Representative, Hanns Seidel Foundation



Brian Kim

Republic of Korea
Director, Kim Venturous



Datin Anna Amalina

Malaysia
Deputy Undersecretary, Ministry of Entrepreneur Development and Cooperatives



Mike Gaertner

Cambodia
Co-Founder, Sabay Cambodia



Rebecca Koo

Republic of Korea
Team Leader, ASEIC



Farrah Azlin Alias

Cambodia
Director of Technology Transfer Department, MISTI



JoJo Flores

Philippines
Co-Founder, Plug n Play



Siti Azizah

Indonesia
Deputy of Entrepreneurship, Ministry of Cooperative and SMEs



Thanousone Phonamath

Lao PDR
President, Lao ICT and Commerce Association



Kangjoo Lee

Republic of Korea
Director, Sparklabs



Litthideth Khamhoung

Lao PDR
Director, Ministry of Industry and Commerce



Trang Nguyen

Vietnam
Project Manager, Hanns Seidel Foundation



Vantheon Keo

Cambodia
Director, Ministry of Environment

Follow-up Program for the Winners : COMEUP 2021

COMEUP 2021, the biggest startup festival in Korea, has been held from November 17th to 19th, 2021. Under the theme of Meet the Future - Transformation, the event was proposed to suggest ways for startups to look at changes in the market environment after COVID-19 and prepare for the upcoming future. It was organized as a hybrid of online and offline sessions to strengthen communication and exchanges between startups, global investors, and global companies. There were various informative thematic sessions, panel discussions, fireside chats, and business networking opportunities for the startups and the global investors.

On Day 2, the four Ecothon winning teams participated in the **'ROK-ASEAN-AFRICA Startup Showcase'**. The winners were given the opportunity to pitch in front of international VCS and received beneficial feedback and comments about their business models. Due to the COVID-19 situation, the event was held virtually.

ROK-ASEAN-AFRICA Startup Showcase Attendees



BIKI / Indonesia



AniTech / Philippines

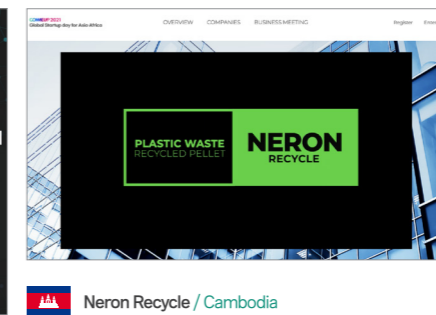
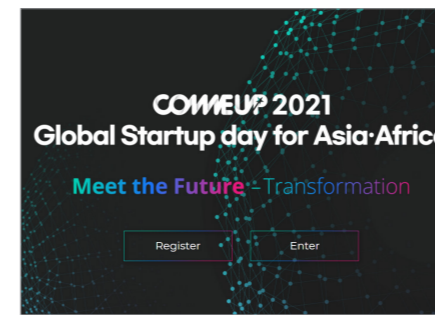


Materials In Works / Malaysia

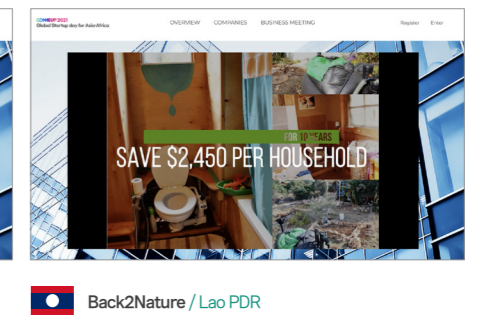


Back2Nature / Lao PDR

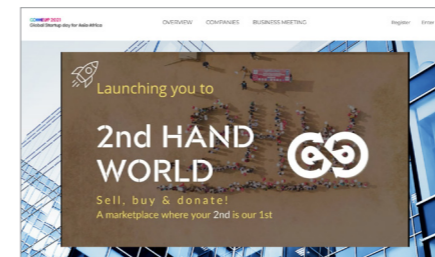
Follow-up Program for the Winners: COMEUP 2021



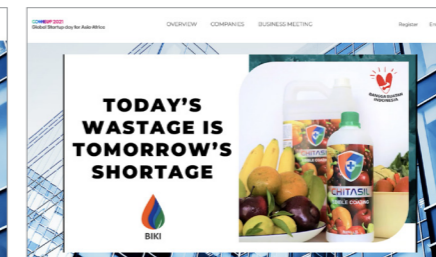
Neron Recycle / Cambodia



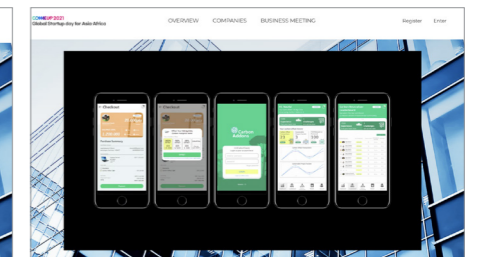
Back2Nature / Lao PDR



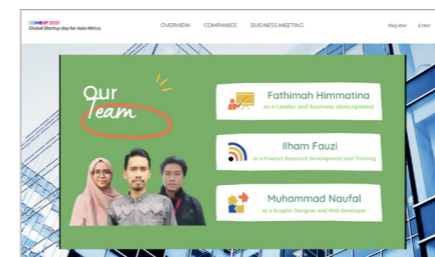
2nd Hand World / Lao PDR



BIKI / Indonesia



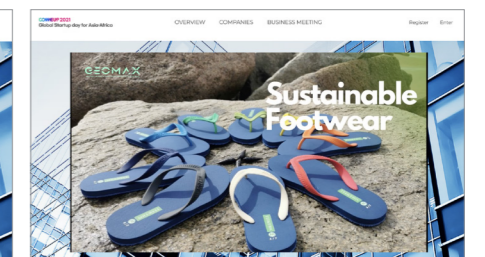
Carbon Addons / Indonesia



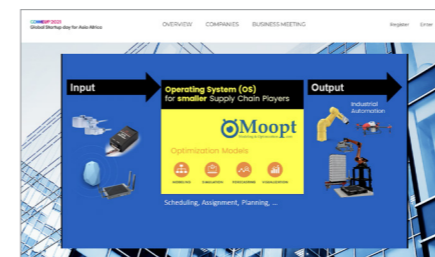
Almagot Indonesia / Indonesia



Materials In Works / Malaysia



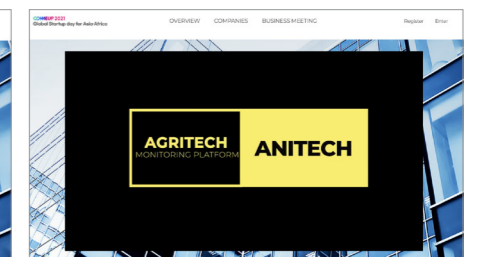
Geomax Rubber Innovative Product / Malaysia



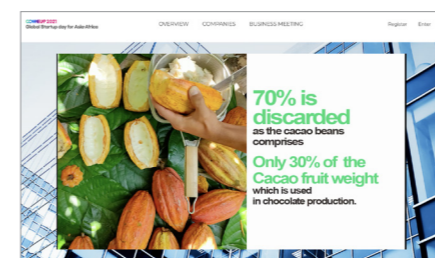
Moopt / Malaysia



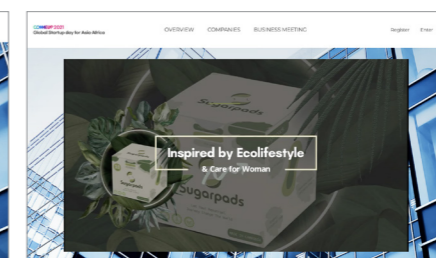
KAUSA Indonesia / Indonesia



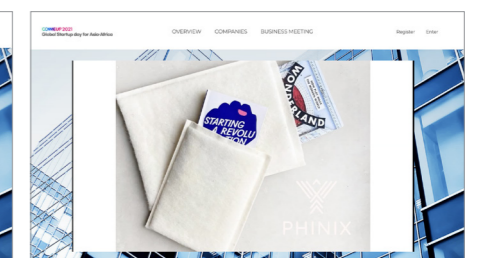
AniTech / Philippines



Kakawani / Philippines



Sugarpads / Cambodia



Phinix Storz / Philippines

ANNEX

Business Cases of the ECOTHON 2021 Winners



Sugarpads

1st Prize

Tep Channeath, Lay CheaVita, Chor Liseany, Vireak Chansocheata



Sugarpads is a biodegradable sanitary pad that focuses on 3 Ps : People, Planet and Profit.

What are some key SCP aspects of your business? Please explain with details relative to what you have taken away from Ecothon.

We achieve the environmentally sound management of chemicals and wastes throughout their life cycle. Accordance with agreed international frameworks, and significantly reduce their release to air, water, and soil in order to minimize their adverse impacts on human health and the environment.

How does your company contribute to sustainability?

Sugarpads is a business that respects the 3P which are focusing on people, the planet, and profit. Our business covers 2 main SDGs : SDG 3 and SDG 12.



We intend to provide job opportunities for women especially widows who are in need of finance to help support their families. We want to reduce gender inequality and empower women through menstruation hygiene management knowledge spreading through social projects as well.



Our production is sustainable since we make use of the agro-waste and turn it into our raw materials and keep the operation clean, safe and sustained. We promote green menstruation for the natural menstrual culture.

How did Ecothon contribute to your business? For instance, were there any positive changes?

Ecothon contributed a lot to us. The 4 days of Ecothon were insightful, it's a marathon that keeps our brain alive. We worked under pressure and had to be productive to manage time wisely. Through the wonderful lessons and advice from the experts, we became more comfortable with SDGs and were able to update our business mindset as well as team skills.

Neron Recycle

2nd Prize

Delly Kong, Chhayroath Be, Soklita Noun, Chakriya Lin



Neron Recycle strives to provide innovative plastic solution from waste recycle.

We convert waste plastic materials 4 tons per day into commercially viable products, utilizing environmentally friendly recycling and manufacturing methods which we intend to make enough profit to generate a significant return for our investors and to finance continued growth and continued development in quality products. We successfully reduced 127,000 Kg of CO2 emission in the first year. It continually expands recycle plants in main cities of Cambodia to contribute waste recycling nationwide reach to 75% of entire plastic waste in next 5 years (2026) and expect to provide 150 jobs directly.

What are some key SCP aspects of your business? Please explain with details relative to what you have taken away from Ecothon.

We aim to make the city cleaner by collecting the waste plastic bag from the environment. From our 4 tons production line, we eliminate 130 tons of CO2 by recycling the plastic waste, which does not require getting the virgin pellet. There are 60 employments creating both direct and indirect jobs. And it reduces the import of both recycled and virgin pellet 1,460 tones.

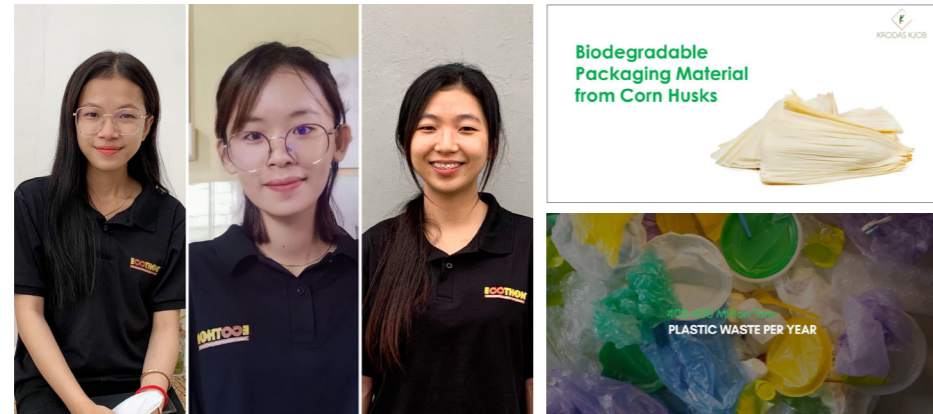
How did Ecothon contribute to your business? For instance, were there any positive changes? Please share your thoughts and feelings :)

Ecothon has contributed to letting us understand how to build our business strategy linked to sustainability, environment, and social impact. Also, it had connected us to other mentors, consultants same as investors to gain more concepts. I really appreciate and am proud to join the Ecothon program.

Krodas Kjob

3rd Prize

Sreyneat Hor, Vuthypor Mot, Ida Sun



Krodas Kjob has a business concept idea to process agricultural waste to paper packagings

Krodas Kjob has a business concept idea to process agricultural waste to paper packagings, through the synthesis of cellulose fiber from corn husks by using eco-friendly chemicals.

What are some key SCP aspects of your business? Please explain with details relative to what you have taken away from Ecothon.

Nowadays, most of the packaging materials are produced from fossil fuels. Materials made from fossil fuels are non-biodegradable, so the widespread use of those plastic bags has caused a big concern to the environment and people living. Besides this problem, the increase in carbon dioxide pollution from the burning of agricultural waste is also included as a big problem to the future of environmental safety as well. Because of these arguments, Krodas Kjob challenges to solve these problems by providing biodegradable packaging material from corn husks to replace the use of plastic bags, reduce agricultural waste, and promote local farmers' income as well.

How did Ecothon contribute to your business?

Before joining Ecothon we only considered helping the environment, but after Ecothon, we have learned more about how to enter our business into the market, find unique values, and turn our business idea into a business that could give a positive impact on the environment and earn profit at the same time.

Back2Nature

1st Prize




Keerati Panyapitisophon, Phoxay Saysamone, Vannasin Phengsy



Back2Nature turns house waste into useful resources by providing a sustainable waste management system

What are some key SCP aspects of your business? Please explain with details relative to what you have taken away from Ecothon.

Our company pulls together innovative technologies. To change the problem so that it may be handled to its full potential. By converting human waste into sustainable energy and biofertilizer, soils that have been harmed by heavy usage can be improved. The end result is that :

-  1. Our customers save money on human waste management and do not release waste into the environment. (SDG6)
-  2. Our customers save money and energy costs. Because it receives biogas from our system. (SDG7)
-  3. We reused something we felt was no longer useful. (SDG12)

How does your company contribute to sustainability?

We create an innovative Biotechnology System integrator that utilizes septic tanks from a toilet to convert human waste into fertilizer and gas while also conserving water because our marine toilet uses water only 1.2 liters/flush whereas the regular one uses 5liter/flush. 76% saved and also no needs to pay a cooking gas (liquefied petroleum gas) since you can generate your own.

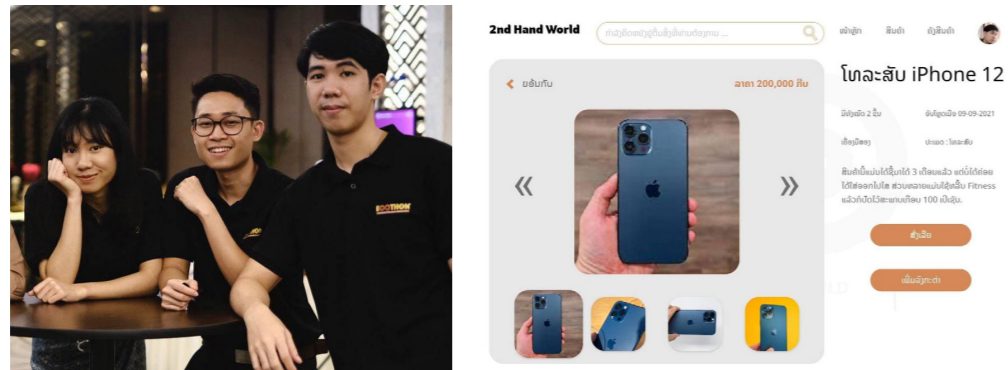
How did Ecothon contribute to your business?

We believe our business strategy is sound before we enter the competition, but after we do, we discover there are many faults in our strategy that we were unaware of. As a result, we can better now that we are aware of our flaws. Apart from that, we think Ecothon is a fantastic event because it is not only about competition and wanting to win, but also about learning from our coach and other team members. Finally, we'd like to point out that, despite the fact that it was a very stressful and intensive event, it was well worth the effort.


2nd Hand World

2nd Prize

Khamphaiboun Intavanh, Alouny Senduangdeth, Prisa Senduangdeth



2nd Hand World provide a web-based C2C&B2C marketplace, where everyone can act as a seller, buyer, or even a donor of second-hand products

 **What are some key SCP aspects of your business?**
Please explain with details relative to what you have taken away from Ecothon.

We give the most convenient experience in exchanging secondhand items by being the mediator to the buyers by verifying the goods to give them confidence in buying secondhand items without worry. We allow users to buy and sell a variety of different items. Customers can choose from over 20 categories.

 **How does your company contribute to sustainability?**

Apart from selling and buying secondhand goods, we have also taken the donors' needs and requirements and found out that many people want to donate their clothes, books, and many other things but don't know where to donate them. In planning a donation trip every 3 months, we are able to accept donations all year and can create plans to collect them while on the way to collect or deliver other products to reduce costs. In addition, we want to help tackle climate change by accepting recycled products as well. We want to help the environment further by limiting our logistics plan to 4 days per week, 2 days for collecting the products and another 2 for delivering them, to reduce carbon emissions.

 **How did Ecothon contribute to your business?**
For instance, were there any positive changes? Please share your thoughts and feelings :)

Fast-forwarding to September due to COVID 19's second wave, we competed in the Ecothon Hackathon. This was the platform that helped us to develop our business model. We are now taking experiences and lessons learned from 2021 into actions and setting our minds and heart to successfully launch our website in the following year. We were also contacted to collaborate in community projects such as fundraising to help hospitals due to COVID, conducting activities for primary students on separating wastes, and more.


Modway Market

3rd Prize

Athip Phaychitht, Chayanit Siritiengchai, Phetmany Xaphukdy



Modway Market is an online retailer that aims to provide premium quality goods to people in Laos

 **What are some key SCP aspects of your business?**
Please explain with details relative to what you have taken away from Ecothon.

Our business focuses on the economic growth of local farmers and encourages good consumption and good production.

Local farmer's side

We help them find the right market for their vegetables' quality standard. These local farmers follow the organic growing standard but have a difficult time reaching the right market because they do not have the resources to obtain the organic certificate. They most likely end up selling their vegetables at the local market at a very cheap price. This cycle can discourage them from growing vegetables in an eco-friendly way. Modway Market is here to act as a standard for them and help to promote their products and sell them at the right price. Consequently, they can leverage their revenues.

Consumer's side

we help consumers to have online access (e-commerce) to high-quality vegetables and goods easily. We offer them local & organic vegetables and deliver them directly to their door.

 **How does your company contribute to sustainability?**

We promote healthy and local consumption to consumers. And we promote the good production, organic standard, of local farmers. Consumers participate in the economic growth of local farmers. We are not only retailers, but we also have a social responsibility toward the community.

 **How did Ecothon contribute to your business?**
For instance, were there any positive changes? Please share your thoughts and feelings :)

It helps us to improve our business plan, gives us resources and confidence to pursue our goals.


 **BIKI**
1st Prize

Muhammad Hafid Rosidin, Mutia Khonza, Kasrizal, Alfian



BIKI produce an edible coating nature based protection for fruits and vegetables

PT. BIKI has a mission to innovate in sustainable agriculture for the realization of food security and community welfare. We have a dream to achieve better quality food products, more sustainable food systems, and more durable production—creating value across the supply chain, and a more abundant future for all of us.

 **What are some key SCP aspects of your business?**
Please explain with details relative to what you have taken away from Ecothon.

Inspired by nature methods of preservation, we made it our mission to build a barrier that could be applied to fruits and vegetables using edible materials that could slow down the rate of spoilage. We produce “Chitasil”, an edible coating “nature (chitosan) based protection” that helps fruits and vegetables last longer and reduce plastic packaging. Its nature-based protection helps fruits and veggies last longer, we’re able to see more food end up on our plates and less end up in landfills. In addition, we have succeeded in helping to improve the welfare of our target market (farmers, distributors, exporters, industry, and retail) by reducing approximately 1.750-ton food loss and waste in 2020.

 **How does your company contribute to sustainability?**

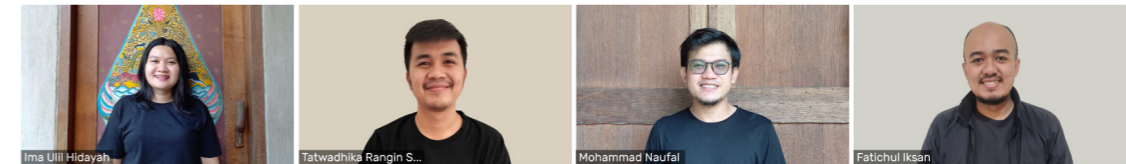
“Chitasil” is made from chitosan biomaterial which is extracted from frozen shrimp. Yes, we used the unused shrimp shell which was processed to be food-grade with no harmful chemicals. We work with partners in the food supply chain. “Chitasil” forms an extra shield to protect produce so less goes to waste. Less waste means saving all the resources such as water, energy, nutrition also land needed to grow, pack, and ship. Chitasil made longer-lasting products and give us more time to enjoy.

 **How did Ecothon contribute to your business?**
For instance, were there any positive changes? Please share your thoughts and feelings :)

For us, Ecothon is a “super complete full” package for startups that are concerned about sustainability. There was a topic about persona. It wasn’t particularly a new topic, but it successfully helped us understand from the customer’s point of view in different ways. That’s very good for our business. We also met other startups and amazing coaches that were very inspiring. Ecothon, more than amazing.

 **Carbon Addons**
2nd Prize

Mohammad Naufal, Ima Ulil Hidayah, Fatichul Iksan, Tatwadhika Rangin Siddhartha








Carbon Addons is a climate-tech startup to provide a one-stop climate solution application

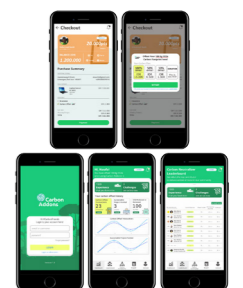
 **How does your company contribute to sustainability?**

Our business model impacts the economic, social, and environmental facets as follows :

  **Social Impact**
our business can increase the welfare of the low-income community surrounding the funded project by obligating a community empowerment value plan as the main requirement for the project funded. For instance: in the Mangrove conservation project, the partner can create low-carbon trips and produce mangrove-based products such as handcraft & mangrove snacks by empowering the local community. Besides, by improving the business value chain, investing in waste management & handling project through our carbon offsetting platform, we also increase people and partners’ understanding and awareness of sustainable consumption and production as well as sustainable logistics. These outcomes and impacts align with SDG 1 and 12.

  **Economic Impact**
Carbon Addons create new green job opportunities not only for the company itself, but also for project partners, and the communities surrounding the project. In addition, Carbon Addons drive the wheels of green investment in accelerating the transition to low-carbon development agenda so that Carbon Addons will be one of the resources to solve the lack of climate project investment. These impacts align with SDG 8 and 13.

   **Environmental Impact**
Carbon Addons contribute to sustainable development by funding projects that reduce carbon emissions and prevent climate change including forest conservation, community-based renewable energy projects, and waste management & handling project. These impacts align with SDG 7, 13, and 15.



 **How did Ecothon contribute to your business?**
For instance, were there any positive changes? Please share your thoughts and feelings :)

Ecothon provides us with wonderful resources in terms of sustainable product & business development, market analysis to business impact measurement. They also provide us with expert mentorship and experienced facilitators that can form and strengthen our SCP values through their hands-on experiences and product life-cycle analysis frameworks given as well as providing us many opportunities even in the post-program. We are very grateful for the opportunity to join this event and cannot wait to collaborate on other projects in the future.

KAUSA Indonesia

3rd Prize

Debrina Emily, Feshia Wijaya, Christopher Sugiya, Janice Abby



KAUSA Indonesia is a modern fashion and lifestyle brand that fuses Indonesian cultural fabric and upcycled plastic waste

What are some key SCP aspects of your business?
Please explain with details relative to what you have taken away from Ecothon.

KAUSA Indonesia strives daily to upcycle plastic waste, prolong the lifetime of secondhand fabric or textile waste, maximize the usage of all materials, embrace our craftsmen and community members like one big family, and produce fashion accessories with high quality as well as durability. With the commitment to never stop improving, we continuously work to lessen the toxic burden humans lay on Earth instead of adding to it, by improving our production process' sustainability and efficiency.



How does your company contribute to sustainability?

Our creations are not only fashionable, but also actively preserve Indonesian cultural heritage, encourage plastic waste upcycling, support local craftsmen, and empower more young people to start living sustainably. KAUSA Indonesia is always driven by our vision to protect Earth, its living things, and its rich diversity.

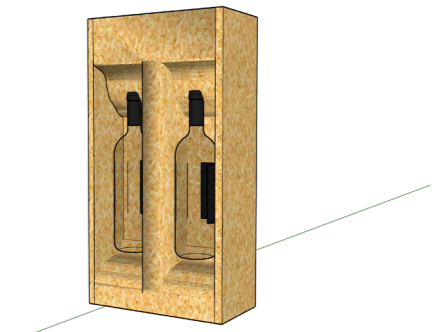
How did Ecothon contribute to your business?

We were very blessed with the opportunity to join Ecothon 2021. Our team received a lot of new insights as well as ideas to improve our business in a much more sustainable way, and we're also grateful for all of our new acquaintances.

Mycelife

Special Prize

Muhammad Hanif Gunawan, Dita Fanny Rahmah, Mochammad Daffa Angkasa, Adela Damika Putri



Mycelife provides businesses with eco-friendly and affordable packaging to help businesses achieve green distribution.

What are some key SCP aspects of your business?
Please explain with details relative to what you have taken away from Ecothon.

Our business involves the valorization of agricultural and forestry waste by fungal mycelium (both abundant in nature) to versatile composite materials that can be shaped in any way possible, from boards to foams. By avoiding the possibility of burning the wastes, we can reduce CO2 emissions significantly. In the end-user phase, since the product is biodegradable and compostable, it can be discarded right into the soil without any worry of dangerous contamination, reducing the cost and effort the waste needs to be handled.

How does your company contribute to sustainability?

Our company's goal is to enable other businesses in achieving green production by providing biodegradable packaging for them, thus collaboration by partnerships is key to our business. By providing other companies a sustainable alternative for their product's packaging, we can help other businesses increase their value proposition as well as achieve sustainability in their process. We also want to provide help to the local farmers' community by creating partnerships to supply us with their unused waste, while also empowering the community by hiring the local workforce and educating them on responsible packaging use and handling.

How did Ecothon contribute to your business?

Since we are still a project team and our knowledge of sustainable business is still at a low level (if that's what we can call it haha), we learned a lot of business technicalities and other things in the way. Our coach (Mr. Dwi) and the lecture material (specifically the UX plot) really taught us how to put ourselves in the product's user shoes, and helps us connect with our future customers. Also, free partnerships! There have been 3 people contacting our business and wanting to build partnerships. Thank you so much for the fun and inspiring event! Thank you to Yewon, Damin, Sunny, and other committees for the effort, it's really a great event! :)

Almagot Indonesia

Special Prize

Fathimah Himmatina, Ilham Fauzi, Muhammad Naufal



Almagot Indonesia is a social enterprise that focuses on making it easier for people to process food waste directly from the source using the Black Soldier Fly bioconversion.

Almagot Indonesia is a social enterprise that focuses on making it easier for people to process food waste directly from the source using the Black Soldier Fly bioconversion. People can get added value from processed food waste, as well as help save the planet. Almagot produces Magobox which has a special design that can support BSF Larvae (Maggot) automatic harvest, produce renewable protein source (maggot as feed) and organic fertilizer with processing the food waste. We also provide training Black Soldier Fly Bioconversion (BSF) method on a home scale. Magobox is portable, can prevent maggots from escaping, and is easy to use.

What are some key SCP aspects of your business?
Please explain with details relative to what you have taken away from Ecothon.

People can more easily process their food waste with the bioconversion method of black soldier flies directly from home, so that they get fertilizer and animal feed from processed waste



How does your company contribute to sustainability?

By processing food waste from home, people can add value to processed waste and reduce waste sent to landfills.



How did Ecothon contribute to your business?
For instance, were there any positive changes? Please share your thoughts and feelings :)

By following the Ecothon agenda, we gained a lot of new knowledge, so that our business can continue to progress to a better future. We hope that the good impact on the environment will be even greater.

Materials In Works

1st Prize

John Ooi, Joel Lau, Asri Anuar



Materials In Works upcycle the waste paper liner for paper product manufacturers

MATERIALS IN WORKS (MIW) company aspired to lead in INDUSTRIAL SYMBIOSIS Program – a collaboration among industry enterprises to upcycle and exchange their by-products in achieving higher resource efficiency, waste minimization and hence reducing negative impact towards the environment.

What are some key SCP aspects of your business?
Please explain with details relative to what you have taken away from Ecothon.

In Southeast Asia, waste paper liner from the label packaging value chain was mostly disposed of by landfill method. There is a rise of needing more landfill sites in the region and pollution problems (such as Leachate & Open Burning) drastically happening in the landfill sites. The waste paper liner was upcycled by MIW company as raw material for paper products manufacturers and to divert the valuable waste from ending up in landfill sites.

How does your company contribute to sustainability?

With 70% of the Beachhead Market - Malaysia, we save 54,600 Trees from cutting down which is equivalent to offsetting 10,920 t of CO2 emissions each year. With MATERIALS IN WORKS (MIW)'s upcycling solution, we can reduce the CO2 emission by 79% in comparison to the conventional landfill disposal method. Overall, we can achieve a cumulative CO2 saving in Beachhead Market - Malaysia within 5 years by 59,778 t of CO2 ≈ of taking 13,000 cars off the road for 1 year.

How did Ecothon contribute to your business?
For instance, were there any positive changes? Please share your thoughts and feelings :)

Our team is so glad to join such a great program. At Ecothon, a few things that excite us more are knowing there are so many young startups joining forces across ASEAN for the betterment of the environment, especially, by knowing the instructors, mentors & coaches are always there to buckle us up to embark on the journey of sustainable futures.

Geomax Rubber Innovative Products



2nd Prize

Steven Ng Yong Beng, Tan Lay Guat, Kok Yen Ling



Geomax Rubber Innovative Products Sdn Bhd produces quality circular economy products from recycled nitrile rubber gloves

What are some key SCP aspects of your business?
Please explain with details relative to what you have taken away from Ecothon.

Circular Economy from Gloves waste to Value-added Eco Footwear.
Geomax Rubber's circular economy promotes sustainability through responsible consumption and production. We aim to reduce the exploitation of new natural resources and reintroduce gloves waste into the economy as a value-added eco footwear. By extracting glove wastes from production streams, we reduce the environmental impact of their processes by reducing the excavation of new natural resources.

Our environmental initiatives include

- Zero Waste to Landfills** The waste generated from the manufacturing of footwear is saved and later reused in production. They are 100% reusable and recyclable
- Pollution Prevention** Our green recycling method does not cause any pollution and does not use any toxic chemicals.
- Innovation** Geomax Rubber's innovative green recycling process accelerates environmental sustainability initiatives in achieving sustainability goals.

How does your company contribute to sustainability?

Geomax Rubber recognizes that these rejected nitrile rubber gloves can be reutilized as a resource to develop eco-compounds, which can then be converted into eco footwear. Previously discarded as waste to landfills or incinerators, these gloves are given a new life at Geomax Rubber.

To date, we had collected approximately 100 tonnes of gloves and reintroduced them into society in the form of value-added eco footwear. Green recycling technological and material innovation has allowed us the opportunity to ensure that our manufacturing processes are designed to prioritize environmental sustainability.

How did Ecothon contribute to your business?
For instance, were there any positive changes? Please share your thoughts and feelings :)

Through Ecothon, Geomax Rubber gains in-depth knowledge and understanding of the core elements of circular economy to incorporate environmental sustainability in all stages of our business model. We discover that businesses can be both economically viable and environmentally aware at the same time.

Moopt



3rd Prize

Kai Feng Chew, Yee Mun Chew, Hui Ling Chew, Kai Liang Chew



Moopt.com is a cloud platform for critical industries to develop & deploy an industrial automation system

What are some key SCP aspects of your business?
Please explain with details relative to what you have taken away from Ecothon.

By automating the key operational decisions, we help the smaller manufacturers to streamline the processes more effectively. For example, with a supply chain network design alone, we're looking at 5-15% transportation cost savings, carbon emission reduction, and service improvement. At the same time, these smaller manufacturers and their staff will be upskilled for the Industrial Revolution 4.0 adoption, hence Malaysia can achieve High Income Nation Status faster. By integrating end-to-end value chain automation, the 5-15% improvement will be extended to sourcing, production, transportation, usage, recycling, and waste management.

How does your company contribute to sustainability?

Our mission is to accelerate Industrial Revolution 4.0 for 1000 small manufacturers within 3 years, by providing them a platform to build a custom industrial automation system 200x faster and 10x cheaper. Industry 4.0 could address many issues concerning manufacturing with regard to i.e. hazardous environments, health and safety of human labour, efficiency in managing supply chains, reduction in wastage, savings in time with efficient management of delivery systems. The potential for growth is simply limitless, but it all boils down to knowledge in application.

How did Ecothon contribute to your business?
For instance, were there any positive changes? Please share your thoughts and feelings :)

Before the Ecothon, we always knew the importance of Sustainable Development Goals, went through some SDG briefing sessions but didn't really deeply incorporate them into our business. Through Ecothon and hands-on activities, we had learned and developed a feasible SCP strategy for our business model, including how to calculate our social and environmental impacts step-by-step. We are so proud that we're now not just building a profitable business but also contributing to the sustainability of the world!


 **AniTech**

1st Prize

Mary Gillian Santos, Daniel Paulo Tipan, Anthony Gerard Santos, Danielle Faith Torres



AniTech is a B2B AgriTech Startup that leverages Deep Technologies to create Supply Chain Solutions that support Agri-value chains

 **What are some key SCP aspects of your business?**
Please explain with details relative to what you have taken away from Ecothon.

SCP startups understand that conventional solutions aren't always efficient and effective. Using them can set up high barriers when it comes to addressing issues in developing regions. AniTech aims to reduce food waste by targeting post-harvest losses in the value chain. Closing the gap between post-harvest losses while addressing the lack of data in this issue may not solve everything, but it's a big step towards. Especially in the Philippines, where transportation and logistics are fragmented, maximizing produce so that it can reach consumers is the best way to go. Apart from the fragmented logistical situation in the Philippines, maintaining them is equally important and expensive. It's one of the biggest hindrances farmers and agribusinesses have. It's also one of the reasons why these establishments have little or no access to the market. Their harvest ends up rotting before it can reach a distributor.

Collaborations and partnerships are also one of the spirits and capabilities of SCP startups. Having different establishments and backgrounds that work towards sustainability can help bring a new perspective that can overcome hurdles.

 **How did Ecothon contribute to your business?**
For instance, were there any positive changes? Please share your thoughts and feelings :)

Ecothon helped us connect to other startups, coaches, mentors, potential partners, and investors. We learned a lot from the mentors, got deeper insights from the worksheets, and they gave us a fresh perspective on sustainability and becoming eco-entrepreneurs.


 **Phinix Storx**

2nd Prize

Pamela Erive Mejia, Caroline Ramirez Nacional, Gabrielle Erive Mejia



Storx (by Phinix) is an alternative bubble wrap packaging made of mixtures of textile waste, paper waste, feather waste, and kapok fibers to reduce plastic waste of online shopping and to transport sensitive goods.

 **What are some key SCP aspects of your business?**
Please explain with details relative to what you have taken away from Ecothon.

The idea of SCP is embedded in the business model of Phinix as our goal is to create better bubble wrap packaging while consuming fewer resources, less energy, and producing less waste. We also aim for a circular economy - we replace the end-of-life cycle and the elimination and reuse of textile, paper waste, and feather waste. With the use of our packaging, we promote a lifestyle that improves the quality of life without compromising the environment. Our goal is to always include SCP principles in every step of our supply chain.



 **How did Ecothon contribute to your business?**
For instance, were there any positive changes? Please share your thoughts and feelings :)

The Ecothon Experience was amazing! We loved that there is finally a program that is about SDG 12 and enterprises that tackles SDG12. The workshops were taught so well, the coaches, and mentors, and worksheets all helped us understand SDG 12 in a deeper sense. Meeting like-minded people gave us more motivation to do our mission. It was an honor to be one of the finalists. Winning Ecothon 2021 is both an honor and motivation to do Phinix Storx.


Kakawani

3rd Prize

Brean Abrea, Ruel Lago, Yayen Keith Abrea



Kakawani aims to upcycle the discarded Cacao wastes to deliver new and unique flavor in the food and beverage market

 **What are some key SCP aspects of your business?**
Please explain with details relative to what you have taken away from Ecothon.

Kakawani is focusing on sustainable production as it aims to upcycle discarded Cacao wastes and turn them into by-products that can be used in food and beverages. From the harvested Cacao we extract the cacao parts that will be discarded in chocolate production, the left beans will be fermented and dried and goes back to the community for chocolate production. This closes the loop in post-harvest production as we bring a sustainable food system to the table.



 **How does your company contribute to sustainability?**

Cocoa is one of the most important agricultural products worldwide. The beans represent only 30% of the cocoa fruit, leaving behind a huge amount of underutilized and often wasted by-products. With this, we can add value to the cacao farming sector that is facing dwindling profit through innovation and tapping this opportunity because this can be used as functional ingredients in food and beverages. Apart from that, this will play a significant role in addressing environmental issues specifically deforestation. By adding value to Cacao, farmers will be encouraged to keep their farmlands as this can leverage their income and eventually boost the supply chain that can positively impact economic growth.

 **How did Ecothon contribute to your business?**
For instance, were there any positive changes? Please share your thoughts and feelings :)

Ecothon has immensely contributed Kakawani because as founders we have learned and acquired a deeper understanding of SDG12 which is the main focus of Ecothon and Kakawani as well. Ecothon provided us with a clear vision and direction. After the Ecothon, it boosts our confidence to continue our journey and has validated the sustainable business that we are on the right track in creating an impact on the people and the planet.


The Good Flies

Special Prize

Bernadette Velasco Ogot, Aaron V. Ogot, Ian Lemuel Caldoza



The Good Flies is a bio waste conversion company that utilizes the natural technology of black soldier flies

 **What are some key SCP aspects of your business?**
Please explain with details relative to what you have taken away from Ecothon.

Bio-waste disposal has been a prevailing problem especially in the Metro where the land resource is limited for traditional composting methods, making landfill disposal their only option.

The Good Flies aims to provide a sustainable waste disposal option to towns, cities, and households by establishing biowaste processing facilities within their areas. With black soldiers flies (BSF) as the main technology, nutrients from these wastes will be salvaged through the BSF's larvae, which will then be processed and marketed as a sustainable source of livestock feeds to local meat producers lessening demands for new resources to produce the common commercial feeds.



 **How does your company contribute to sustainability?**

The Good Flies contributes to sustainability not only by lessening greenhouse gas emissions by lessening food wastes sent to landfills, but we are also improving the health and sanitation of the community. We also contribute to creating social impacts by creating green jobs and offering better livelihood opportunities to garbage dwellers. And through our technology, we decrease demands for common commercial feed components like fishmeal corn and soy pulp that compete with our food production. Most importantly, we are closing the loop between food waste and the food cycle promoting sustainable consumption and production and circular economies in our food value chain.

 **How did Ecothon contribute to your business?**
For instance, were there any positive changes? Please share your thoughts and feelings :)

Ecothon guided us in refining our business model. The lectures are a great help in creating our startup's road map from polishing ideas to becoming profitable and up to know the impacts of our business. It is just what we needed to determine which aspects of our business need to grow and how we will do it. It has also opened opportunities to meet very passionate people who do not only guide you but also step out of their way to help you. Through Ecothon, we felt that we became part of a community that wants to make the world a better place.

Host & Partners



The Ministry of SMEs and Startups of the Republic of Korea (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).



The Department of Trade and Industry of the Philippines (DTI) is the executive department of the Philippine government tasked as the main economic catalyst that enables innovative, competitive, job-generating, inclusive business, and empowers consumers. It acts as a catalyst for intensified private sector activity in order to accelerate and sustain economic growth.



The Ministry of Cooperatives and SMEs of The Republic of Indonesia (KUKM) formulates policies and coordinates policies in the field of cooperatives and small and medium businesses. The Ministry further aims to increase the productivity, competitiveness, and independence of cooperatives SMEs and build a more active business community in Indonesia.



The Ministry of Entrepreneur Development and Cooperatives of Malaysia (MEDAC) is a government agency responsible for coordinating the development of entrepreneurs to create a holistic and conducive entrepreneurial ecosystem to support the country's inclusive, sustainable, and driven by knowledge and innovation entrepreneurship development agenda.



The Ministry of Industry and Commerce of Lao PDR (MoIC) is the government ministry responsible for governing and developing industrial activity and commercial activity in Laos. It is responsible for regulating and promoting manufacturing, trade, import, and export activity, and for representing Laos and Laotian interests in the international business community.



The Ministry of Industry, Science, Technology, and Innovation of Cambodia (MISTI) is a government ministry responsible for Industry, science, technology, innovation, and industry in Cambodia in response to the fourth Industrial Revolution and focus on strengthening the national STI foundation and nurturing an innovation ecosystem that is conducive to sustainable and inclusive development.



ASEIC (ASEM SMEs Eco-Innovation Center (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.



Hanns Seidel Foundation (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.



USAID Laos partners with Laos to advance economic reforms, strengthen the rule of law, and improve health and education outcomes for the people of Laos – all of which help build Laos' self-reliance while elevating its role on the global stage.



Centre for Entrepreneur Development and Research Sdn Bhd (CEDAR) was established to complement the developmental role of SME Bank. CEDAR aspires to be the centre of excellence for entrepreneur development and transformation.



Lao ICT Association (LICA) is an umbrella association that groups IT professionals, IT software and hardware companies as well as ISP and IT related human resource development companies.



Philippines Development Foundation (PhilDev) nonprofit, innovation organization that accelerates science and technology for national development through initiatives, programs and partnerships.



Royal University of Phnom Penh (RUPP) is a national research university of Cambodia. It is the largest university in the country and offers degrees in fields such as sciences, humanities and social sciences, engineering as well as vocational courses.



The Local Enablers (TLE) is a social enterprise-based community, which becomes a forum for seedbed, growth, stabilization, acceleration and sustainable development of technology-based entrepreneurial processes through social innovation.