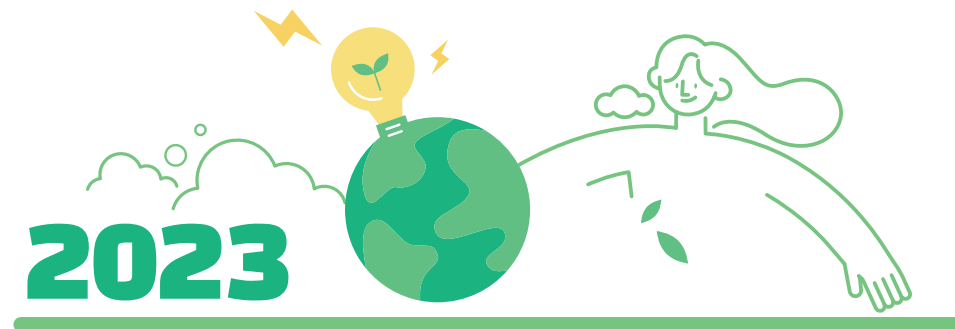


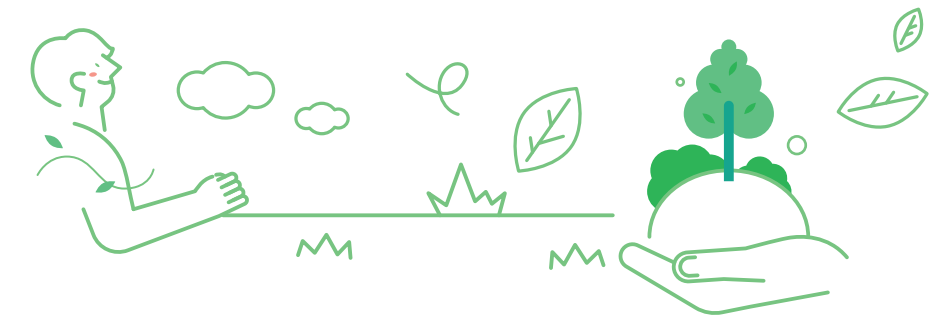


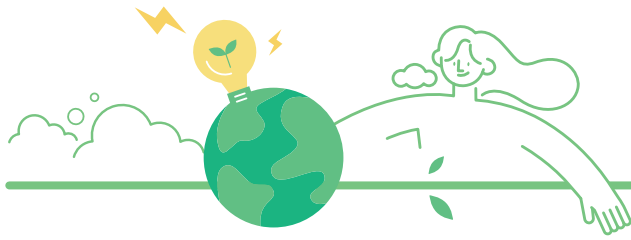
#7F, 210, Gangnam-daero, Seocho-gu, Seoul 06736, Republic of Korea  
[www.aseic.org](http://www.aseic.org) / [ecothon.net](http://ecothon.net)



# ECOTHON

Sustainable Consumption and Production





# Contents

**02** What is SCP

**03** What is ECOTHON

**04** Ecothon History

**05** 2023 Ecothon Achievements

**06** 2023 Ecothon Overview

**19** Winners of 2023 Ecothon





## What is SCP

### ○ SCP, Sustainable Consumption and Production

SCP refers to the use of services and products that minimize 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 (Eco-Entrepreneurs' Marathon)

Ecothon is a sustainable and innovative business model competition that provides a selected group of startups in the ASEAN region with intensive training, mentoring, and coaching programs in making sustainable business strategies and IR pitching.

### ○ Objective

Ecothon seeks to foster an eco-entrepreneurship and contribute to achieving the Sustainable Development Goals (SDGs), focusing on SDG 12-Sustainable Consumption and Production (SCP) by promoting and enabling an innovative and sustainable business model development that minimizes negative environmental impact.

### ○ Target Participants

Startups and qualified business coaches from the ASEAN region committed to advancing sustainable enterprises and business development.

### ○ Target Industry Sectors

Sustainable and innovative business models and ideas in any industry sector contributing to sustainable consumption and production (SCP) including but not limited to the following:

Agriculture, Food & Beverage (recycling, upcycling, waste management), Renewable (Alternative) Energy, Energy Efficiency and Saving Systems, Clean Technology, Biotechnology, Retail Tech, Health/ Life Sciences, Healthcare & Safety, E-Commerce, Transportation/Logistics, Education, IT, Digitalization, Internet of Things (IoTs), Advanced Manufacturing on Robotics, Sustainable Tourism, etc.



# Ecothon History

## ○ Ecothon since 2019

- 2019** - Pilot run as part of the ROK-ASEAN Startup Partnership by the ASEAN Coordinating Committee on Micro/SMEs (ACCMSME)  
- Country(1) : Cambodia

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- 2020** - Adopted as an official project by the ACCMSME  
- Country(3) : Cambodia, Lao PDR, Myanmar

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- 2021** - Initiation of ASEAN Sustainable Business Coach Training (TOT) as part of the ROK-ASEAN Startup Partnership  
- Country(5) : Cambodia, Indonesia, Lao PDR, Myanmar, Philippines

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- 2022** - Country(6) : Cambodia, Indonesia, Lao PDR, Malaysia, Philippines, Vietnam

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- 2023** - Country(4) : Indonesia, Lao PDR, Malaysia, Philippines



7 Countries in ASEAN region have been participated and achieved the following results



77 Certified Coaches



206 Certified Startup Teams

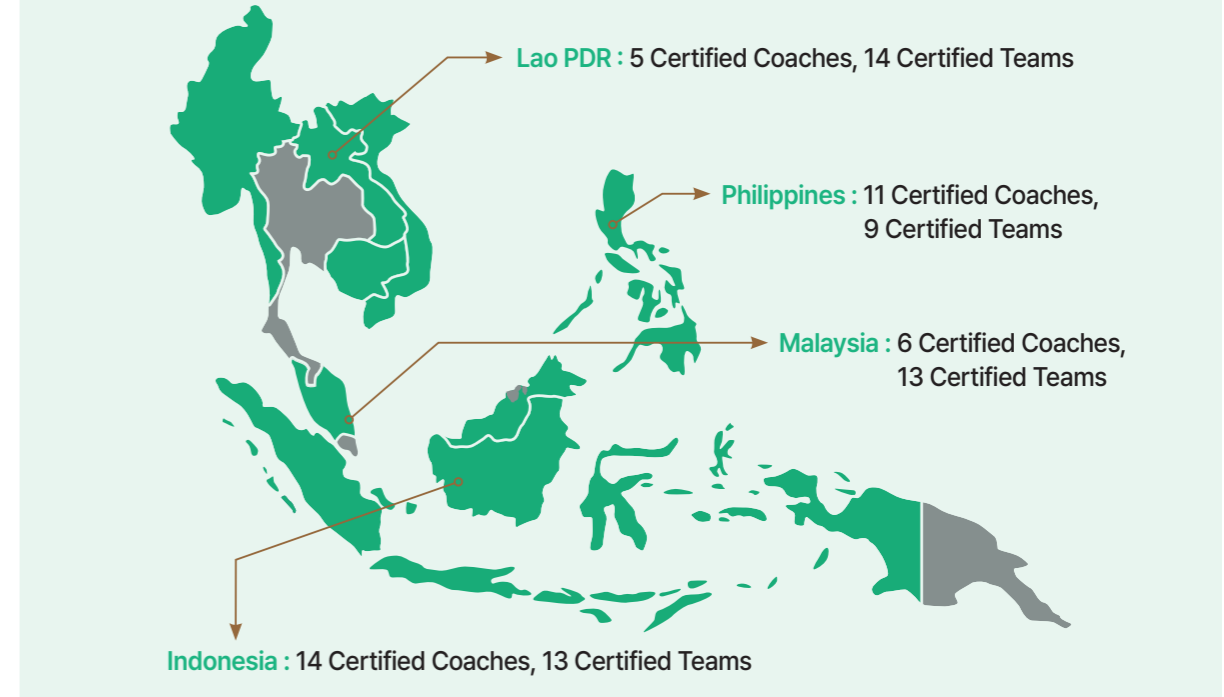


65 Winning Startup Teams

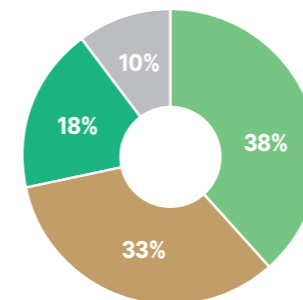


# 2023 Ecothon Achievements

## Participating Countries

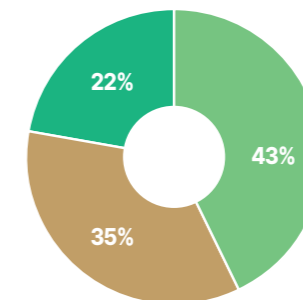


## Types of Business Establishment



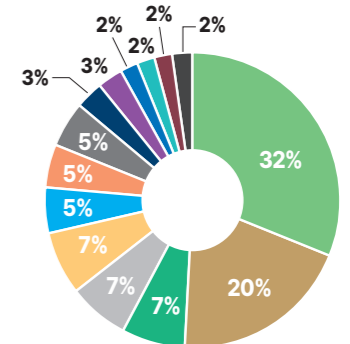
- Project team
- Early-stage Startup(within 3 years of its establishment without legal approval)
- Startup(within 3 years of its establishment with legal approval)
- Enterprise(with more than 3 years of its establishment with legal approval)

## Stages of Business Development



- Concept/Idea-only stage
- Product/service development or prototyping stage
- In-production/service stage

## Business Sectors



- Agriculture, forestry & fishing
- Manufacturing
- Information and communication
- Professional, scientific & technical activities
- Human health and social work activities
- Accommodation and food service activities
- Construction
- Electricity, gas, steam & air conditioning supply
- Education
- Transportation and storage
- Administrative and support service activities
- Water supply
- Wholesale and retail trade
- Real estate activities



# 2023 Ecothon Overview

> **Title I** The 5<sup>th</sup> Ecothon for Sustainable Consumption and Production

> **Date**

- ASEAN Sustainable Business Coach Training
  - (Online training courses) 24 - 25th, July
- Ecothon
  - (Online training courses) 1 - 4th, August
  - (Coaching and mentoring) 3 - 24th, August
  - (Demo day) 25th, August - 4th, September

> **Host**

- (Republic of Korea) Ministry of SMEs and Startups (MSS)
- (Lao PDR) Ministry of Industry and Commerce (MOIC)
- (Indonesia) Ministry of Cooperatives and SMEs (KUKM)
- (Malaysia) Ministry of Entrepreneur and Cooperatives Development (MEDC)
- (Philippines) Department of Trade and Industry (DTI)

> **Partnership**

- (Lao PDR) LAO ICT and Digital Association (LIDA)
- (Indonesia) The Local Enablers (TLE)
- (Malaysia) Centre for Entrepreneur Development and Research (CEDAR)
- (Philippines) Brainsparks Inc.

> **Organizer I** ASEM SMEs Eco-Innovation Center (ASEIC), Hanns Seidel Foundation (HSF)

> **Key Components**



## 1 ASEAN Sustainable Business Coach Training (TOT)

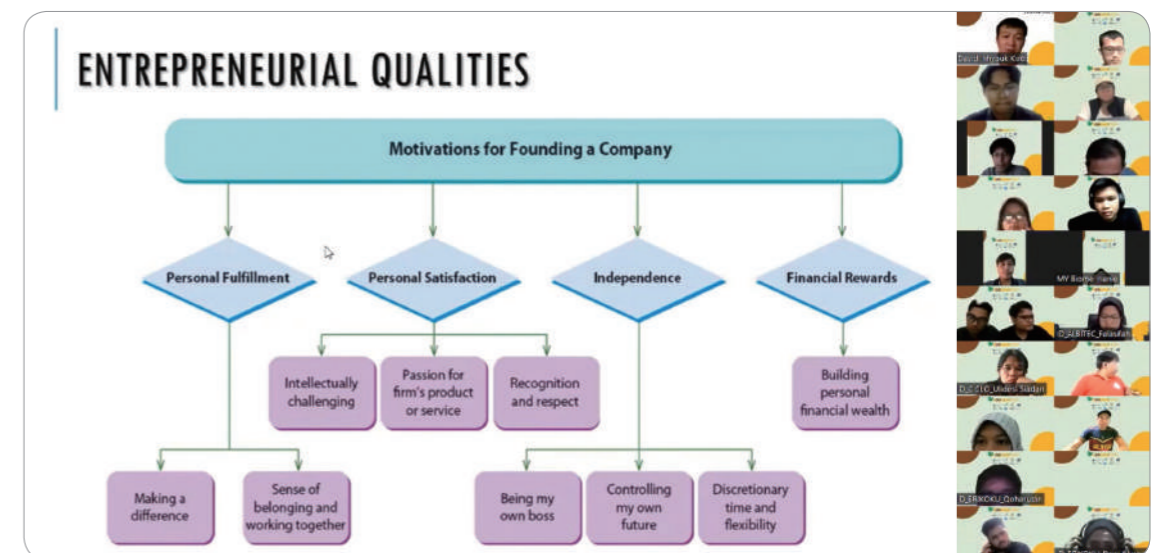
ASEAN Sustainable Business Coach Training (TOT) provided various lectures to enhance coaching capabilities to support local startups. Upon completion of the training, participants received a certificate issued by the host, co-hosts, and organizers, along with the opportunity to act as Ecothon coach.

> **Modules**

Day1 24 <sup>th</sup> July (4 hours)	Day2 25 <sup>th</sup> July (4 hours)
<ul style="list-style-type: none"> <li>- Understanding of TOT, SDGs, SCP, ESG</li> <li>- Building a business model and acquiring verification skills</li> <li>- Global growth strategy of Startup</li> </ul>	<ul style="list-style-type: none"> <li>- Branding strategy</li> <li>- Business strategy &amp; plan</li> <li>- Impact investment</li> <li>- IR and public speaking</li> </ul>

> **Lecturers**

	<b>Byung Ik Jung</b> Professor, Solbridge International School of Business		<b>Inhyouk Koo</b> Professor, Solbridge International School of Business
	<b>Roger Josep Royo Gascon</b> Professor, Solbridge International School of Business		<b>Yong Gu Suh</b> Professor, Sookmyung Women's University



## 2 Ecothon

### 2-1 Training courses

Training courses provided a series of lectures on eco-friendly entrepreneurship and business model development to strengthen the business capacity of participating teams. To enhance the effectiveness of training, the courses were divided into two groups based on the startup ecosystems of the participant countries.

#### > Program by Country Groups





##### Group 1 : Lao PDR

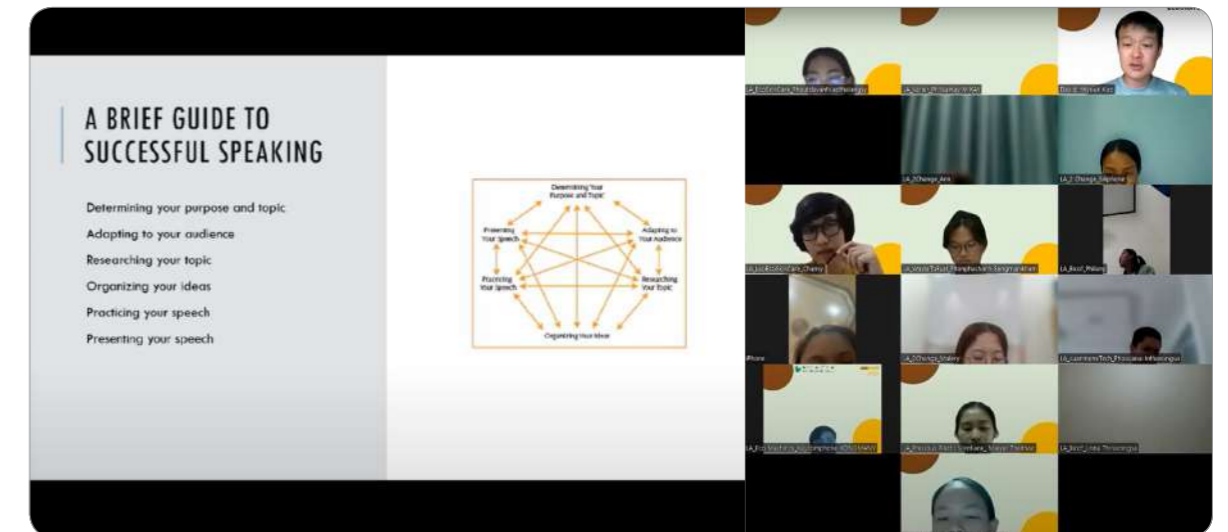
Day1 1 August (4 hours)	Day2 2 August (5 hours)
<ul style="list-style-type: none"> <li>- Understanding of ESG, SDGs, SCP</li> <li>- Impact investment</li> <li>- Development of business model I</li> </ul>	<ul style="list-style-type: none"> <li>- Development of business model II</li> <li>- Business strategy &amp; plan</li> <li>- IR and public speaking</li> </ul>

##### Group 2 : Indonesia, Malaysia, Philippines

Day1 3 August (4 hours)	Day2 4 August (4 hours)
<ul style="list-style-type: none"> <li>- Understanding of ESG, SDGs, SCP</li> <li>- Development of business model I</li> <li>- Business strategy &amp; plan</li> </ul>	<ul style="list-style-type: none"> <li>- Development of business model II</li> <li>- Branding strategy</li> <li>- Impact investment</li> <li>- IR and public speaking</li> </ul>

#### > Lecturers

	<b>Byung Ik Jung</b> Professor, Solbridge International School of Business		<b>Inhyouk Koo</b> Professor, Solbridge International School of Business
	<b>Roger Josep Royo Gascon</b> Professor, Solbridge International School of Business		<b>Yong Gu Suh</b> Professor, Sookmyung Women's University



### 2-2 Coaching and mentoring

This session provided individual coaching and mentoring on business model and strategy consolidation, as well as advice on IR documents for each participating team.




#### > Courses

- Basic Course
  - (Coaching) Guidance on writing a business plan
  - (Mentoring) Feedback on the feasibility of the business plan
- In-depth Course
  - (Coaching) Guidance on writing and composing an IR pitch deck
  - (Mentoring) IR pitching skills training and feedback



## > Coaches and Mentors

### Coaches

<b>Lao PDR</b> 	<b>Manilay Vanphavong</b> Founder, Gai Art Studio	<b>Thavisone Mounlasane</b> Faculty of Engineering, National University of Laos
	<b>Vilaxay Inthaxoum</b> Managing Director, Awesome Media Co.,Ltd.	<b>Ketsada Koulabouth</b> Co-founder, Quasar Light and Sound Company Limited
	<b>Souphanith Vongsengthong</b> Marketing Lead, Foodpanda	
<b>Indonesia</b> 	<b>Tri Rahayu Handayani</b> Founder, Eco house Indonesia	<b>Adinindyah Arya Wisnutama</b> Director, Blessing Basket
	<b>Bagus Panuntun</b> Director, IBISMA Technology	<b>Rois Solihin</b> Business Coach/Mentors, The Local Enablers
	<b>Herdiansyah Gustira Pramudia SuryoNo.</b> CEO, The Local Enablers	
<b>Malaysia</b> 	<b>Mohamad Prasad Hanif</b> Chief Executive Officer, Darul Haq Global Ventures Sdn Bhd	<b>Normen Bin Mukhtar</b> Managing Director/Co-Founder, 8nite
	<b>Zainul Arifin Kamaruddin</b> Executive, CEDAR	<b>Sanimar Bin Zul</b> Associate, Entrepreneur Development & Intervention
	<b>Eng Tat Teoh</b> Business Coach, CEDAR and SME Bank	

<b>Philippines</b> 	<b>Philip Sambu Felipe</b> Country Representative, KIYO Philippines	<b>Mary Rose Ofianga</b> Program Manager, Wadhvani Foundation Entrepreneur
	<b>Felix Concepcion Veroya</b> Founder/CEO, Ask Lex Ph Academy	<b>Paul John Collantes Legaspi</b> Investment Promotions Officer, City Government of Naga
	<b>Rodelle Yap Dacumos</b> President, Dacumos Group,Inc.	

### Mentors

<b>Lao PDR</b> 	 <b>Dalayphone Sayasithsena</b> Co-Founder/CEO, SAYA	 <b>Phonesavanh Vilivong</b> Founder, BeNo.ni Cafe
<b>Indonesia</b> 	 <b>Viringga Prasetyaji Kusuma</b> Founder, AMATI Indonesia	 <b>Ranitra Nurlita</b> Manager, Indonesia Community
<b>Malaysia</b> 	 <b>Mohamad Prasad Hanif</b> Chief Executive Officer, Darul Haq Global Ventures Sdn Bhd	 <b>Normen Bin Mukhtar</b> Managing Director/ Co-Founder, 8nite
<b>Philippines</b> 	 <b>Marrione Pol Camacho</b> Head of Business Development, Embiggen Group	 <b>Carlo Delantar</b> Partner/Head of Circular Economy, Gobi - Core capital

## 2-3 Demo day

Demo days were held in each country to provide participating teams with the opportunity to present their improved business plans through training, coaching, and mentoring in front of judges for fair assessment. Three teams from each country, selected by judges, were awarded prizes.

# Demo day in Lao PDR

Date : 25th August / Venue : Lao Plaza, Vientiane

### Team List

2Change	BICOF	Blockbuster	Burning Star	CEIT IoT ALL
Data Verse	Eco Machine	Greensky	Lao Eco Skin Care	Nikola
Suanmone Tech	Varier	Waste to Fuel	Young Agri Tourism	



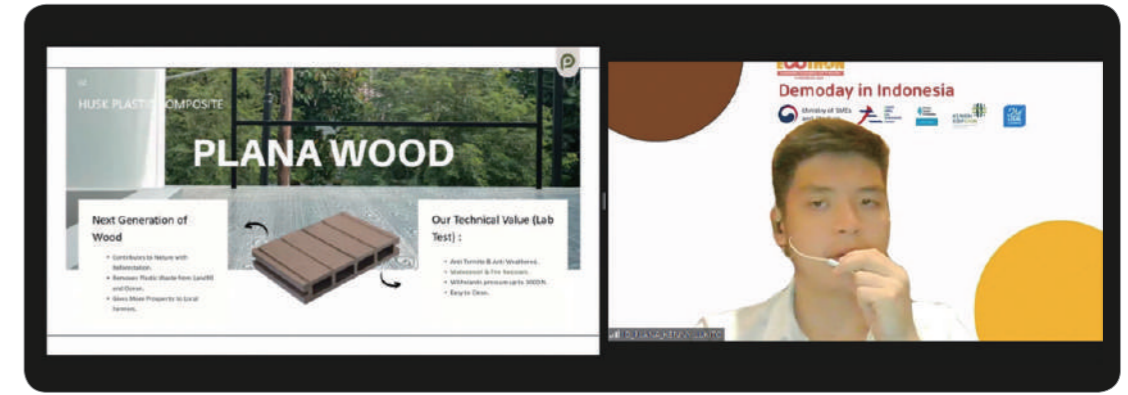
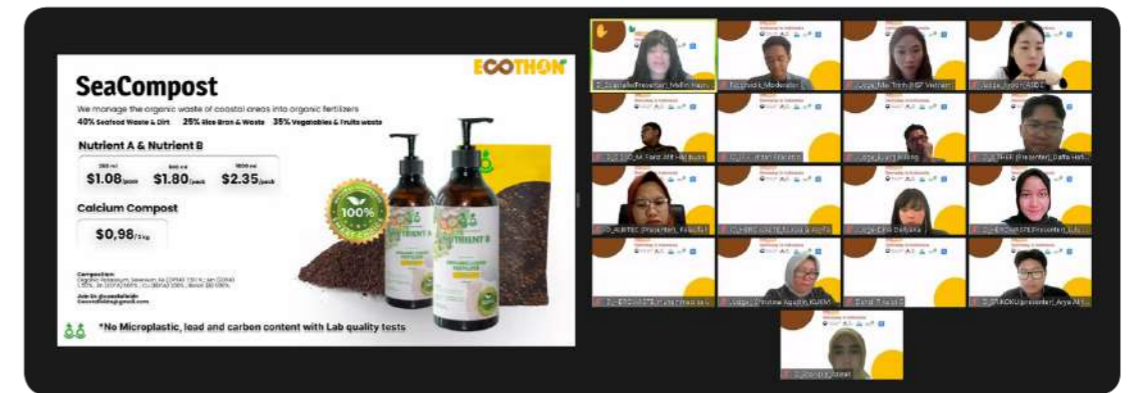
# Demo day in Indonesia

Date : 2nd September / Venue : Online



### Team List

Aither Indonesia	ALBITEC	ANG Green	BRIKOKU	CICLO
coastalle	Econella	El Laucky	Encoteki	Herowaste
JAVANA ROYAL	Kiboy food	Plana		







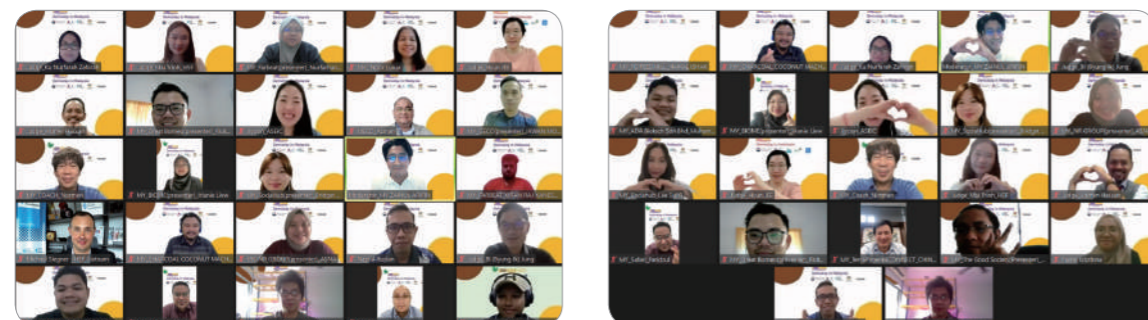
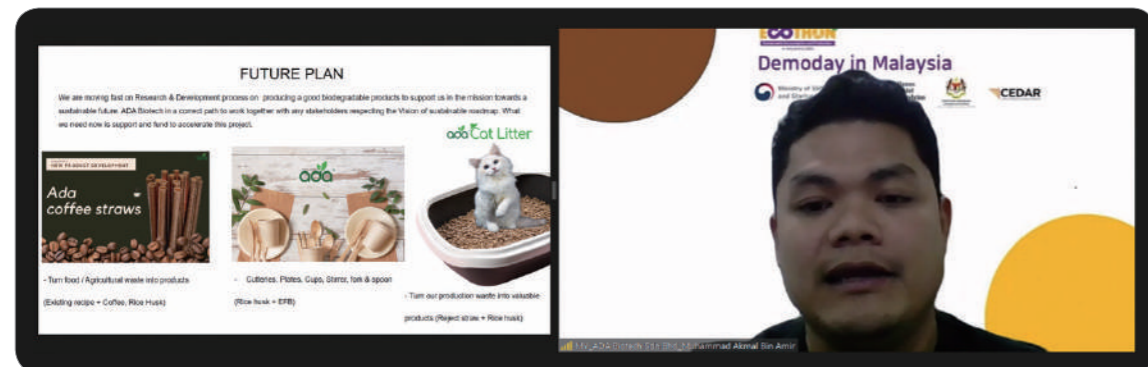
# Demo day in Malaysia

Date : 4th September / Venue : Online



## Team List

ADA Biotech Sdn Bhd	BIOME	Bring Back Control	CHARCOAL COCONUT WASHER MACHINE	Farbeat
FD Feedmill	GECO	Great Borneo	NR Group	Safari Techs Holdings Sdn. Bhd.
SocialHub	Terra Phoenix iCONNECT	The Good Society		



# Demo day in Philippines

Date : 30th August / Venue : Makati Diamond Residences, Manila



## Team List

A Good Turn Daily Co.	Agrabah Ventures	Dali Innovative Solutions Inc.	Hive Energy PH	Insiklo Ph
Nascent-CapaciKit	REVASTAFF	Session Groceries	Sikai Inc	



### 3 Ecothon Follow-Up Events

Ecothon-winning teams were provided with opportunities to present their business model on global stages. The winners were supported in participating in the ROK-ASEAN SDGs Business Model Competition (BMC) and the COMEUP Global Startup Festival.

#### > ROK-ASEAN SDGs Business Model Competition (BMC)

The winners of Ecothon 2023 were given the privilege of participating in the ROK ASEAN SDGs Business Model Competition (BMC), which was held on 31st October 2023, in Indonesia.

ROK-ASEAN SDGs Business Model Competition (BMC) is an annual competition hosted by the Ministry of SMEs and Startups, Republic of Korea (MSS) and the Ministry of Cooperatives and SMEs of The Republic of Indonesia (KUKM) to promote the startup ecosystem in ASEAN countries.

Among the 12 Ecothon-winning teams, 2 teams advanced to the final round and had a chance to pitch their business model, and one of the Ecothon winners "Plana" was successful in winning the final demo day.



#### > Global Startup Festival COMEUP 2023

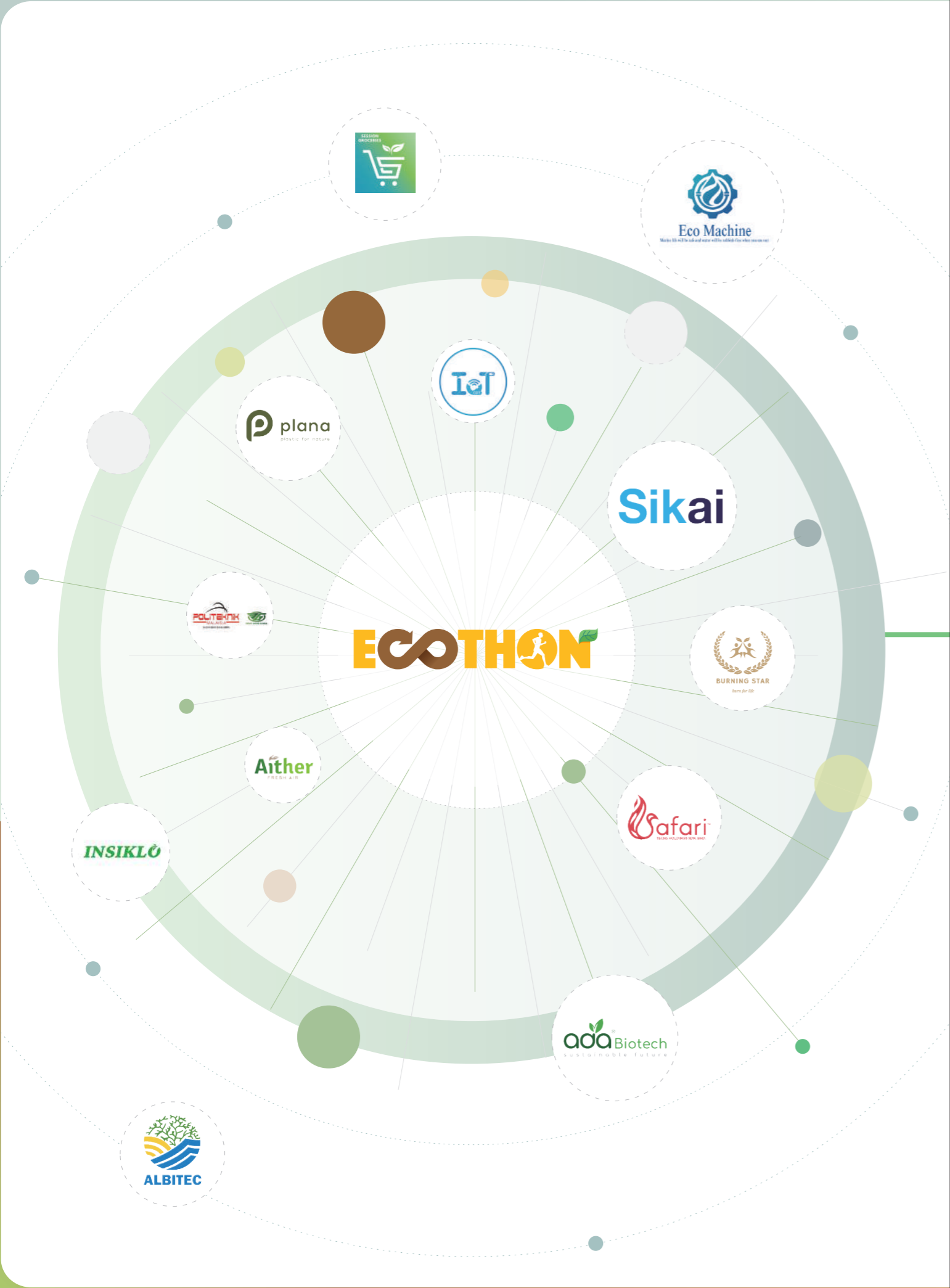
The winners of Ecothon 2023 were given the privilege of attending the Global Startup Festival COMEUP 2023, which was held on 8th - 10th November 2023, at DDP, Seoul.

Global Startup Festival COMEUP 2023 is an annual global flagship startup event sponsored by the Ministry of SMEs and Startups, Republic of Korea (MSS), that helps startups grow by providing various sessions throughout the three days.

During the COMEUP, the winners actively joined the event, by visiting booths of other startups, observing the pitching events, and meeting experts who made advice for the winners' business models. They also could had opportunities to network with other global entrepreneurs and startups.

Especially, the winners operated each country's promotional booths and had the chance to pitch their business model on the global stage where investors and stakeholders from various fields were seated.





# Winners of 2023 Ecothon

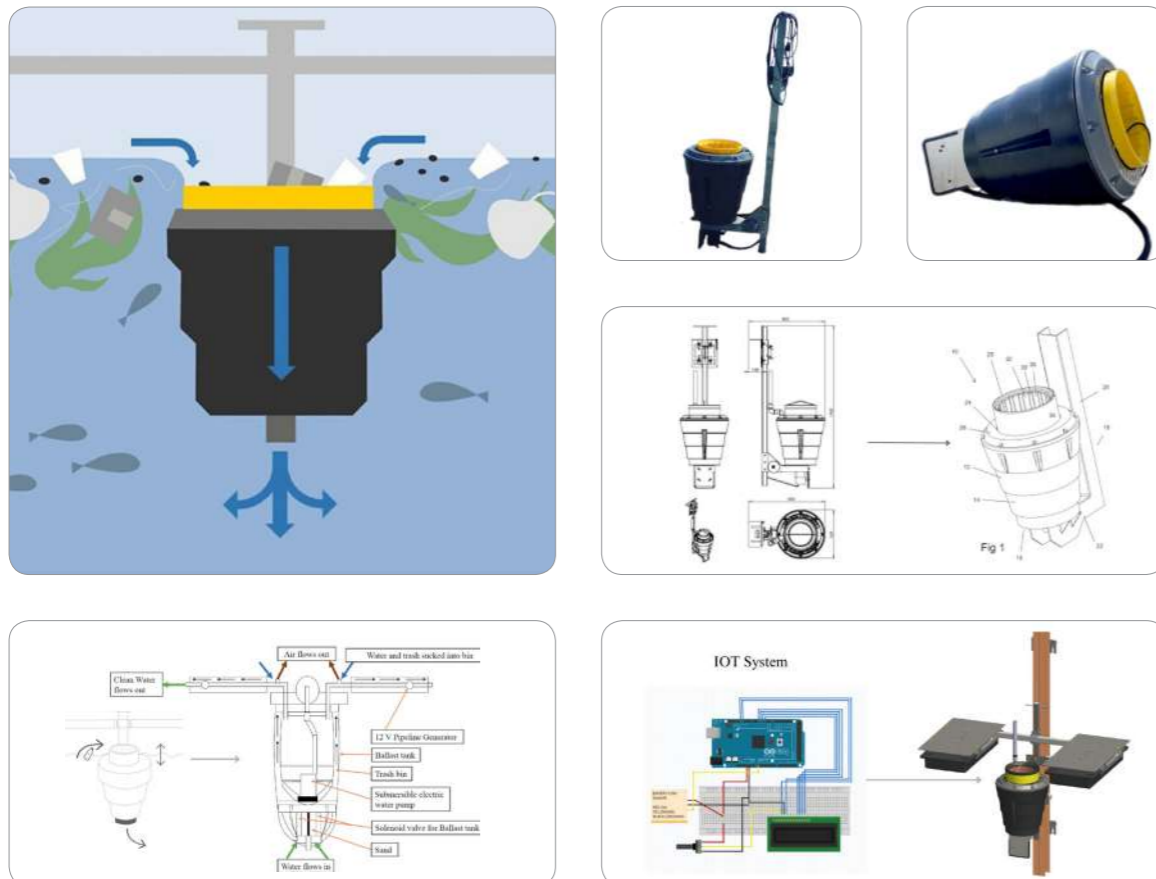
Run Your Idea and Business  
in a More Sustainable Way



## Eco Machine

The Eco Machine is innovative, develops new technologies, and utilizes existing solutions to promote the advancement and capacity of people and the nation. The Eco Machine dares to think, dares to question, dares to create, and dares to develop.

The Eco Machine is a solar-powered machine that collects waste and oil from rivers and canals 24 hours a day within a radius of 20-25 meters. It can hold up to 50 kilograms of waste and has an IoT system that alerts users when the garbage is full. This prevents pollution and the accumulation of waste in any particular area, helping to preserve the aquatic ecosystem.

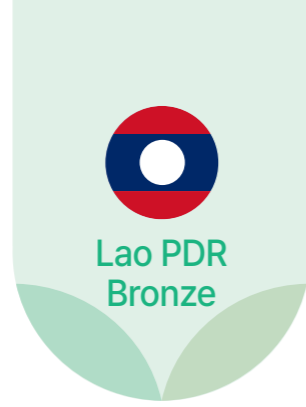


## Burning Star

Burning Star is one of the start-ups in Lao PDR that focuses on innovative solutions to environmental challenges by transforming plastic waste into fuel, through a unique process with efficiency and sustainability.

The product represents a previously useless item that can be transformed into a valuable resource. The main product is diesel fuel made from polypropylene (PP) and high-density polyethylene (HDPE) plastic bags through the Pyrolysis process. Burning Star aims to create alternative ways for the customer. In addition, the product also reduces plastic waste, contributing to a cleaner energy, and sustainable future.



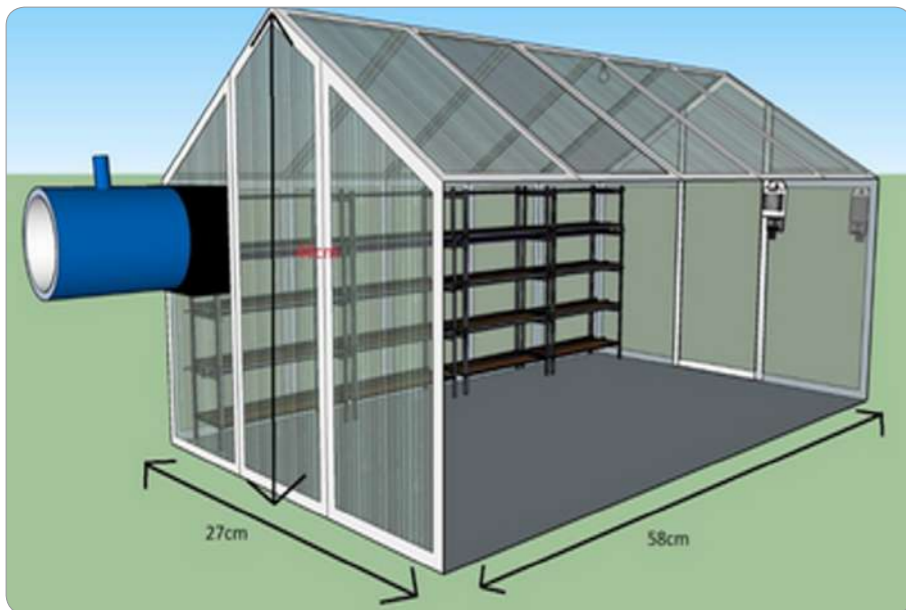


## CEIT IoT All

CEIT IoT ALL (LLC) develops modern agriculture in Lao PDR. CEIT IoT ALL creates innovations for farmers to adopt the agriculture 4.0 model which helps farmers produce quality products, control quantity, and maintain the environment.

CEIT IoT ALL offers IoT devices to enhance agriculture by boosting efficiency, convenience, and saving costs and labor.

Farmers can use the device to track temperature, water crops, check soil and water quality, spot pests, and gather data. It boosts planting efficiency, crop yield and sustainability, and helps meet food demand and lower food insecurity. The device's innovation is a great solution for farmers who want to improve their farming and income.



## Plana

Plana is a social enterprise that revolutionizing plastic recycling. Concern for the damaged earth has motivated Plana to take action by converting plastic waste to become a new building material that can last for decades.

Plana develops solutions for recycling plastic waste to become building and construction materials called PlanaWood. Plana combines all types of plastic waste with rice husks to make it stronger and more durable. PlanaWood is the Next Generation of Wood - using the newest plastic recycling technology that can help save the earth from the harmfulness of plastic waste and deforestation.





## ALBITEC

ALBITEC aims to protect the planet and all inhabitants by developing freshwater spirulina, the safest future resource and source of life. ALBITEC aims to create sustainable cultivation and further develop the production of microalgae to provide various businesses and ultimately advance as the best nutrition for every living thing.

Spirulina Albitec is a premium-grade nutritional derived from the purest strains of Spirulina, a natural blue-green algae known for its exceptional health benefits and also for skincare. Sourced from pristine aquatic environments, Spirulina Albitec is cultivated using sustainable and eco-friendly practices, ensuring the highest quality and purity. ALBITEC uses technology to cultivate freshwater spirulina. The continuous cultivation process enables vast quantities of microalgae to grow.



## Aither Indonesia

Aither stand firm in fighting climate change and reviving the planet by reducing air pollution and increasing air quality for vulnerable people through Microalgae biotechnology.

Aither Purify, an air purifier with a microalgae biotechnology chamber, efficiently absorbs 89% of carbon pollution and boosts the oxygen rate by 17%. Operating on just 25 watts, this compact device covers 12 square meters, serving vulnerable communities. Aither's innovations persist, dedicated to creating a nature-compliant world.





## ADA Biotech Sdn Bhd



ADA Biotech Sdn Bhd specializes in eco-friendly manufacturing, crafting biodegradable drinking straws from agricultural waste, and reducing plastic pollution with biodegradable solutions.

Biodegradable drinking straws are a sustainable alternative to plastic straws. Crafted from agricultural waste, they offer a guilt-free sipping experience. These eco-friendly straws decompose naturally, leaving no environmental footprint, while still providing convenience and functionality.



## Safari Techs Holdings Sdn. Bhd



Safari Techs Holdings specializes in the manufacturing and distribution of advanced composite LPG cylinders, branded as Safari Gas. Safari Techs Holdings prioritizes safety, sustainability, and innovation, aligning with Sustainable Development Goals (SDGs).

Safari Gas, developed with SIRIM technology, leads in safety and sustainability. Lightweight, translucent, and resistant to explosions and corrosion, it provides a secure alternative to metal cylinders. Focusing on environmental responsibility, it results in the production of durable, recyclable, and eco-friendly composite LPG cylinders. Safari Gas sets the standard for a cleaner energy future and promotes a sustainable world.





Malaysia  
Bronze



## CHARCOAL COCONUT WASHER MACHINE

The CHARCOAL COCONUT WASHER MACHINE transforms trash coconut into valuable charcoal coconut.

Shell charcoal is for active carbon use, water filters, deodorizing products, charcoal briquettes, cosmetics, etc. This product currently produces 1 ton/day but demands more than that. By using innovative machinery, this product can produce more than 2 tons/day.

This prevents waste pollution from coconut shells, then able to be converted into valuable products innovative machinery in coconut shell charcoal production processes and infrastructure improvements can align with Goal 9 "Industry, Innovation, and Infrastructure".



Philippines  
Gold



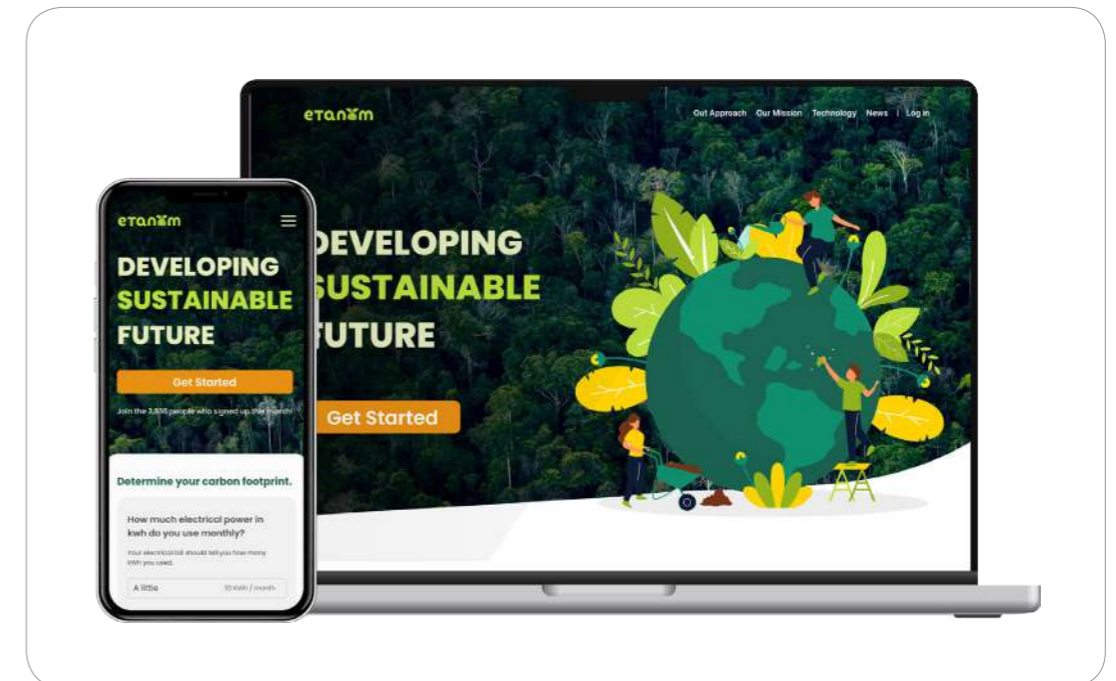
## Sikai Inc

Sikai

Sikai develops software solutions for environmental, social, and economic sustainability.

eTanom is a web platform, which is co-developed by Sikai and another Filipino startup, Galansiyang, that provides easy access to reforestation for climate action in the Philippines. The eTanom users can purchase the reforestation package, and the team will plant, nurture, and monitor trees for the client.

Reforestation with eTanom uses drone technology, seed ball, and earth pill biotechnology. The beneficiaries of eTanom are indigenous tribes around the reforestation sites.







## Session Groceries



Session Groceries connects local farmers via a mobile app, promoting agricultural education via Farmers Academy, and driving innovation in food processing to support sustainable, local agriculture.

Session Groceries, in a dynamic partnership with local farmers, proudly unveils a diverse assortment of 18 groundbreaking processed products. This exquisite selection comprises delectable items such as pickles, jam, pesto, tea, and nutritious dried vegetable snacks. These culinary treasures adhere to the most rigorous food standards, proudly bearing coveted FDA and Halal certifications, guaranteeing both the highest quality and a strong commitment to sustainability. Every bite is an invitation to support local agriculture and embrace high-quality, ethically sourced products.



At the heart of this endeavor is an unwavering dedication to community empowerment. Through comprehensive training and thoughtful evaluation of community needs, Session Groceries forges a path towards a more sustainable, ethical, and delicious future for all.



## Insiklo Ph



Insiklo is an innovative upcycling venture that promotes circular agriculture by converting and transforming biowastes and agri-byproducts back into the food value chain as high-value fertilizers, feeds, and bioplastics.

**BSF frass**, produced through the Black Soldier Fly (BSF) larval digestion process, is a nutrient-rich organic fertilizer and soil conditioner. It's an eco-friendly alternative for both household and commercial agriculture. Its high nutrient content and ability to enhance soil structure make it a valuable choice for plant enthusiasts, farmers, and landscapers seeking sustainable and effective agri-inputs for plant growth and development.



**BSF larvae**, a product of innovative waste treatment solutions, are protein-rich and high-energy feed ingredients. They serve as a local, sustainable, cost-effective alternative for poultry, livestock, and aquaculture. Whether in their processed, popped, or fresh form, these larvae support animal nutrition and contribute to efficient waste management.



**Bioplastic** products derived from BSF represent an eco-friendly innovation. These bioplastics are sustainable alternatives to conventional plastics, created from organic waste. They offer the same functionality as traditional plastics but with a significantly lower environmental footprint. BSF-based bioplastics contribute to reducing plastic pollution, conserving resources, and promoting a more circular economy, aligning with the principles of sustainability and environmental responsibility.

