

Session III: SDGs 13 & 17 Climate Finance, GHG Emission Reduction, and Inclusive Growth
**Programme for ‘Eco-Entrepreneurship & Sustainable Business’
via Partnerships for Climate Action & Inclusive Growth**

2023 UNOSD-SDTF in Incheon, Republic of Korea

*Presented by Hyun JEE, International Cooperation Team Leader,
ASEM SMEs Eco-Innovation Center (ASEIC)*



Asia-Europe Meeting (ASEM)

● **Asia group (21 countries + ASEAN Secretariat)**

1 New Zealand, 2 Korea, 3 Lao PDR, 4 Russia, 5 Malaysia, 6 Mongolia, 7 Myanmar, 8 Bangladesh, 9 Brunei Darussalam, 10 Vietnam, 11 Singapore, 12 India, 13 Indonesia, 14 Japan, 15 China, 16 Kazakhstan, 17 Cambodia, 18 Thailand, 19 Pakistan, 20 The Philippines, 21 Australia

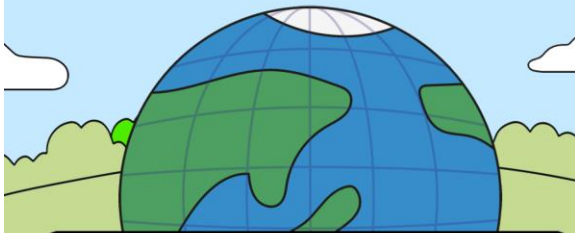
● **Europe group (30 countries + European Commission)**

1 Greece, 2 Norway, 3 Netherlands, 4 Germany, 5 Denmark, 6 Latvia, 7 Rumania, 8 Luxembourg, 9 Lithuania, 10 Malta, 11 Bulgaria, 12 Belgium, 13 Cyprus, 14 Switzerland, 15 Sweden, 16 Slovakia, 17 Slovenia, 18 Spain, 19 Ireland, 20 United Kingdom, 21 Austria, 22 Italy, 23 Estonia, 24 Czech Republic, 25 Croatia, 26 Portugal, 27 Poland, 28 France, 29 Finland, 30 Hungary

ECOTHON

Sustainable Consumption and Production

ECOTHON



· 2023 ·

Ecothon

in ASEAN



ECOTHON



Save the Earth!

· ASEAN ·

Sustainable Business Coach Training 2023

for Ecothon

Outline

- ASEIC as the Lead-Organizer
- Ecothon Programme
 - Eco-Entrepreneurship & Sustainable Business
 - Partnerships for Climate Action
 - Climate Finance for Inclusive Growth
- Key Results & Ways Forward

ASEIC as an international cooperation platform for eco-innovation of SMEs in ASEM countries



2008

7th ASEM Summit
(Beijing, China)

2010

ASEM Forum on Green Growth and SMEs
(Seoul, Korea)

8th ASEM Summit (Brussel, Belgium)
Endorsement of ASEIC establishment in Korea

2011

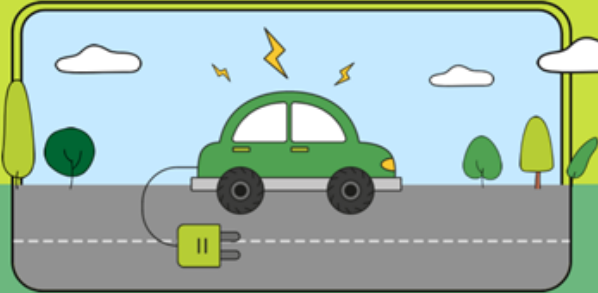
Consignment Operation of
ASEIC
(by the predecessor of MSS)

2014

Formal
Establishment
(as a foundation)

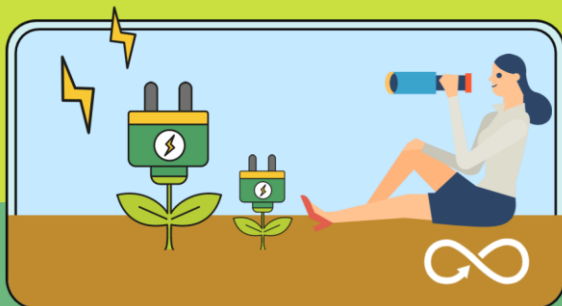
Ecothon Programme: Eco-Entrepreneurship & Sustainable Business

What is Ecothon?



Ecothon (Eco-entrepreneurs' Marathon) is a competition that promotes sustainable business models. It offers comprehensive training, mentoring, and coaching on developing SCP business strategies and IR pitching.

Why focus on SCP?



Ecothon focuses on SDG 12:
Sustainable Consumption and Production

- ⊕ # Improve resource efficiency
- ⊖ # Reduce waste and pollution
- ♻️ # Shape a new circular economy



Promoting Eco-Entrepreneurship in ASEAN

- **Ecothon (Eco-entrepreneurs' Marathon)** is a **sustainable and innovative business model competition**, that provides selected business teams in the ASEAN region with intensive training, coaching, and mentoring programmes in developing **sustainable business strategies** and **IR pitching**, by adopting a 'hackathon' method. * Source: <http://ecothon.net/>

Partnerships for Climate Action

- **ROK-ASEAN Startup Partnership** since 2019
- **Co-hosting & Co-organizing: Partnerships between** governments, foundations (ASEIC & HSF), businesses (SMEs), startup-supporting organizations, academic institutes, experts and investor community
- **Alumni network**

Enabling Sustainable Business Development

- Ecothon seeks to **enable innovative business model* development for SDG 12. Sustainable Consumption and Production (SCP)**, which contributes to **SDG 13. Climate Action** (climate mitigation & adaptation) in various sectors
** Sustainability, Marketability, Feasibility, Innovation, and Competitiveness*
- Ecothon organizes **ASEAN Sustainable Business Coach Training (TOT)**

Climate Finance for Inclusive Growth

- **Public money for innovative business training**
- Helping to **access startup funding for early-stage business project teams** and **Micro, small, and medium-sized enterprises (MSMEs)**
- Demo day & **Investor Relations (IR)** pitching with prize money
- Linking with **global startup festivals** and **investor community**

Ecothon Programme: Key Results & Ways Forward

Key Results (since 2019)

- A total of **7 ASEAN member states** participated in Ecothon, including Cambodia, Indonesia, Lao PDR, Malaysia, Myanmar, the Philippines, and Viet Nam
- A total of **211 project and startup teams** and **96 sustainable business coaches certified** (of which **62 coaches** participated in Ecothon)
- **4 countries in 2023: 49 teams certified** (60 participants from 215 applicants) and **36 coaches certified** (42 participants from 166 applicants)
 - **Types of business establishments:** Startups (37%), Project teams (33%), Early-stage startups (20%), and Enterprises (10%)
 - **Stages of business development:** Product/service development or prototyping stage (43%), In-production/service stage (37%), and Concept/ideal-only stage (20%)
 - **Diverse business sectors:** **Agriculture, forestry, and fisheries (37%), Manufacturing (16%),** and other sectors such as Health and social work, ICT, Transportation and storage, Energy supply, Water supply, Construction, Wholesale and retail trade, Education, Science and Technology, Accommodation and food services, Real estate, and Administrative and support services
- **3 winning teams per country** supported participating in the **global startup festivals**
 - *ROK-ASEAN SDGs Business Model Competition (BMC) in Jakarta*
 - *COMEUP Global Startup Festival in Seoul* <https://www.comeup.org/>

Lessons Learned

- **Close collaboration between ministries in countries** (e.g. ACCMSME focal ministries and others)
- Importance of **implementing partners in countries**
- More exposure to **business case studies**
- **Better link with business and investor community**
- **Better offline** than online



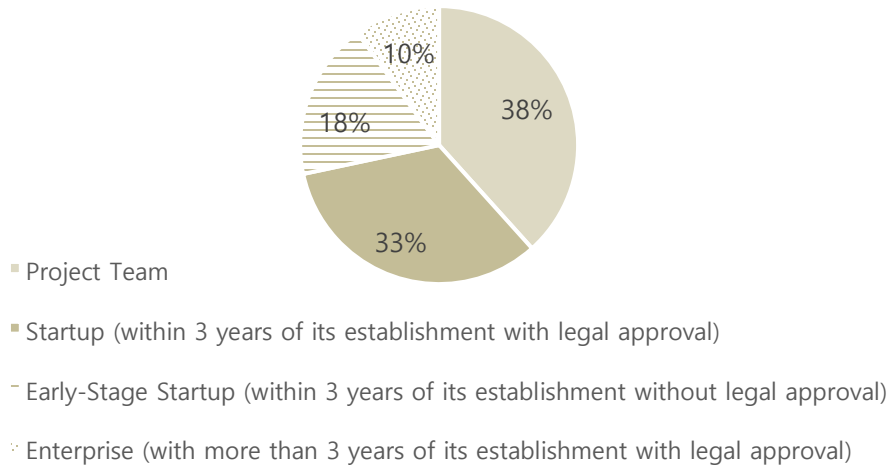
Ways Forward

- Diversified and more **partnerships for quality training, case studies, and financing** (e.g. medium-large corporations as sponsors and knowledge-sharing partners)
- **Built on, and link with, the existing country programmes**
- **Broaden networking with incubators, accelerators, investor community, and international organizations**

2023 Ecothon Results: Five Selection Criteria

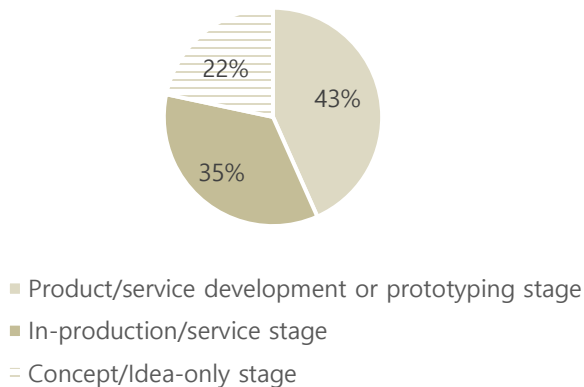
Sustainability, Marketability, Feasibility, Innovation, and Competitiveness

Types of Business Establishment

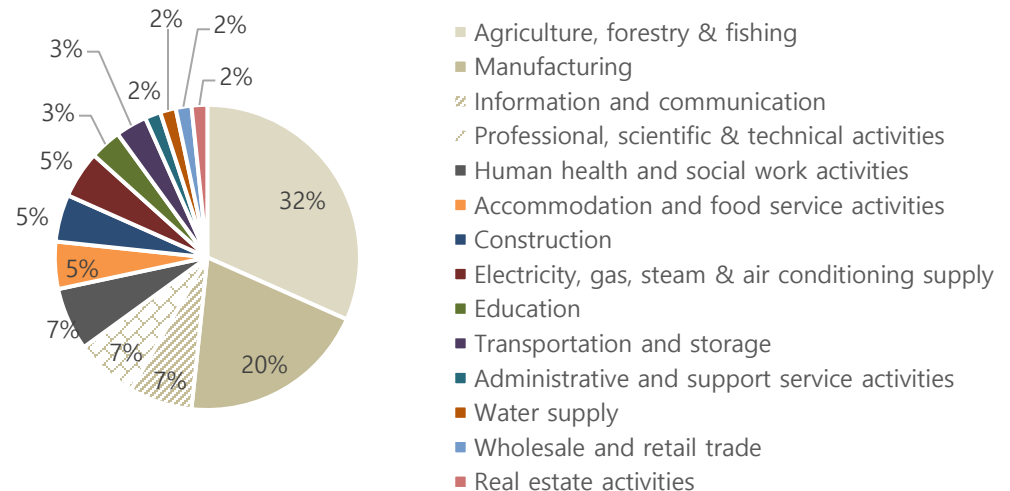


- ◆ Ecothon Programme produced a total of **49 teams** who received the certificates of completion out of 60 participating teams selected from **215 applicants from 4 countries**
- ◆ TOT produced a total of **36 certified coaches** out of 42 participants selected from **166 applicants from 4 countries** and 20 certified coaches acted as Ecothon coaches





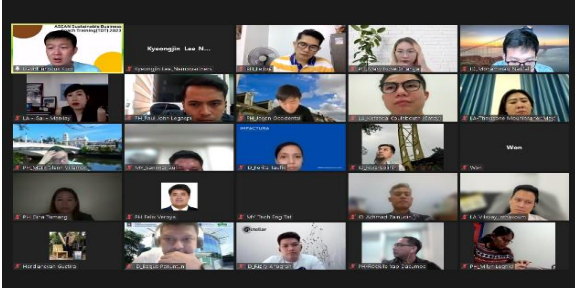
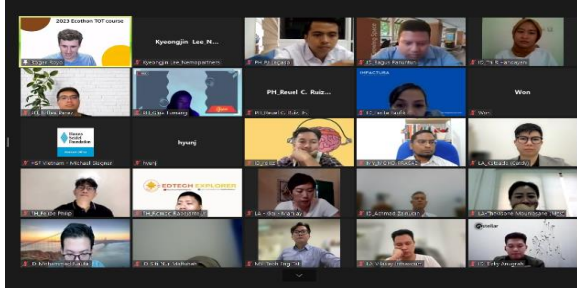








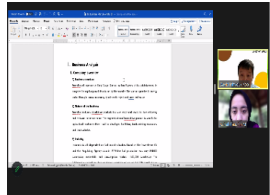

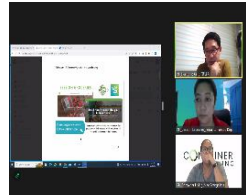

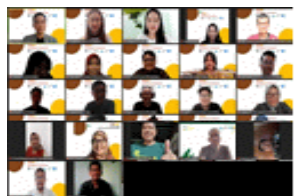


Stages of Business Development



Business Sectors



2023 Ecothon

Country	Laos	Indonesia	Malaysia	Philippines
Logo				
TOT				
Ecothon Online course				
Coaching				
Mentoring				
Demoday				



ASEIC

ASEM SMEs Eco-Innovation Center

THANK YOU

