

Success stories in ASEAN

Green startups are excellent examples of how green growth can be achieved in various sectors. They illustrate the vast possibilities of green growth in addressing specific environmental challenges such as reducing plastic waste, promoting sustainable business practices, optimizing resource use in agriculture, and empowering organizations to align their impact with the Sustainable Development Goals (SDGs).

But what specific environmental challenges can these business models address?



Renewable Energy

[Xurya](#) is an Indonesian startup that focuses on solar energy. They aim to accelerate the adoption of commercial solar energy in Indonesia. Xurya provides end-to-end solutions for businesses to adopt solar power, from feasibility studies and system design to installation and maintenance.

Agritech

[MimosaTEK](#) is a Vietnamese startup that brings precision agriculture to existing farming practices. They use a cloud-based device with sensors, allowing farmers to monitor crop progress and drought alerts. This helps farmers make data-driven decisions, improving productivity and sustainability.

Circular Economy

[CocoPallet](#) (Philippines) is a startup that creates pallets made entirely out of coconut waste. These pallets are made of 100% percent coconut husks, making them exempt from international regulations that prevent the spread of diseases and insects. This not only reduces waste but also saves hundreds of millions of trees.

Climate-smart Agriculture

[eFishery](#) (Indonesia) is an agritech startup that provides a smart feeding solution for fish and shrimp farming. Their technology enables farmers to schedule feeding times and monitor the consumption of feed, reducing waste and improving efficiency. This contributes to sustainable aquaculture practices, aligning with the principles of climate-smart agriculture.



Green growth business models are innovative strategies that businesses can adopt to address various environmental challenges. These models focus on sustainable practices that not only benefit the business but also have a positive impact on the environment. Here is how these models address some of the major environmental challenges:

Climate Change

Climate change is a critical global issue. Green growth businesses mitigate it by reducing greenhouse gas emissions and championing renewable energy. Transitioning to low-carbon technologies not only curtails their carbon footprint, but also taps into a growing market for eco-friendly products and services.

Pollution

Pollution poses serious threats to the environment and human health. Green growth models contribute to pollution reduction through cleaner production methods and waste reduction strategies. Adopting these models enables businesses to minimize waste generation and emissions, fostering cleaner air, water, and soil, while enhancing their reputation among consumers and investors.

Resource Depletion

Resource depletion, the rapid consumption of natural resources, is a major challenge. Green growth models combat this by promoting efficient resource use and innovative recycling loops. Encouraging businesses to optimize resource use extends the lifespan of valuable resources, leading to both resource conservation and cost savings.

Biodiversity Loss

Biodiversity loss is the result of habitat destruction and pollution. Green growth business models tackle this issue. These models promote sustainable practices, acknowledging biodiversity's role in essential services. Businesses adopting such practices contribute to biodiversity conservation and benefit from crucial ecosystem services.