

GROW GREEN, GROW STRONG



Sustainable entrepreneurship in ASEAN

In the dynamic economies of ASEAN, entrepreneurs, startups, and small businesses are always on the lookout for fresh ways to flourish. Yet, in our modern landscape, achieving success goes beyond mere profitability—it requires a commitment to environmental stewardship. That's where green growth business models step in, providing a win-win strategy that fuels economic growth while also preserving our planet. It's about redefining success to benefit both businesses and the environment.



Understanding Green Growth Business Models

Green growth business models fundamentally aim to generate value—not just for shareholders, but also for the environment and society. ASEAN MSMEs can achieve this by focusing on the following areas:

- 1. Renewable Energy:** Southeast Asia is rich in renewable energy resources. The region has the potential to harness these resources to meet its energy needs while reducing greenhouse gas emissions. ASEAN countries are increasingly turning to renewable energy sources, such as solar, wind, and hydropower, to meet their energy demands and lessen their dependence on fossil fuels.



2. **Circular Economy:** The circular economy model strives to minimize waste and maximize resource efficiency by reusing, repairing, and recycling materials and products. In ASEAN, various sectors, such as manufacturing, construction, and waste management, can implement the circular economy to reduce waste and enhance resource efficiency.



3. **AgriTech:** AgriTech, or agricultural technology, involves the use of innovative technologies and practices to improve sustainable agriculture and tackle environmental challenges in the sector. In ASEAN, agriTech can assist farmers in adopting sustainable practices, such as precision agriculture, soil conservation, and waste management, to lessen their environmental impact while boosting productivity and profitability.



4. **Climate-Smart Agriculture:** Climate-smart agriculture comprises a set of practices and technologies that aid farmers in adapting to climate change and reducing their greenhouse gas emissions. In ASEAN, climate-smart agriculture can be implemented through initiatives such as drought-tolerant crops, soil carbon sequestration, and efficient irrigation systems to help farmers cope with the impacts of climate change and ensure food security.

The significance of green growth models

Embrace Green Growth Models: the key to tapping into emerging markets, building resilience, and unlocking financial opportunities. It's not just a strategy, it's the future of ASEAN's emerging businesses.



Harith
Ridzuan
CEO and Founder of The Green Factory

“Sustainability is a mindset, a long-term commitment, not just a financial burden. It's about finding ways to make a company more sustainable, aligned with its values.”

Why are these models crucial for ASEAN's emerging businesses? First, they tap into a growing market. Consumers, particularly younger generations, are increasingly seeking eco-friendly alternatives. Catering to this demand allows businesses to gain a competitive edge and reach new customer segments.

Second, green growth models contribute to long-term resilience. By reducing dependence on finite resources and mitigating environmental risks, businesses become more adaptable to future challenges like climate change.

Last, these models often unlock exciting financial opportunities. Resource efficiency can lead to cost savings, while environmental innovation can attract new investors and grant access to green financing schemes.