

Asia Pacific Low Carbon Lifestyles Clinic

The Asia-Pacific Low-Carbon Lifestyles Challenge aims to mobilize and support young people with business ideas on how to foster energy-efficient, low-waste and low-carbon lifestyles. The 12 winning startups of the Asia-Pacific Low-Carbon Lifestyles Challenge will participate in a clinic covering sustainable entrepreneurship, low carbon lifestyles and communication skills.

This is an initiative funded by the [Ministry of Environment Japan](#), as part of [SWITCH-Asia's Regional Sustainable Consumption and Production Policy Advocacy Component](#), the [Asia-Pacific Regional Roadmap on Sustainable Consumption and Production](#) and the [10-Year Framework of Programmes on Sustainable Consumption and Production](#). This initiative is carried out together with the [Institute for Global Environmental Strategies](#), The Thai [National Science and Technology Development Agency](#) and [Sasin Entrepreneurship Center](#).



19 February to 18 March 2018 - ONLINE

	Preparation	Outputs
Online	Pre-Clinic Readings on Low Carbon Lifestyles (UN Environment, Institute for Global Environmental Strategies)	Draft Lean Canvas
See Annex for details	Pre-Clinic Assignments on Lean Canvas, Pitch Deck and Stakeholder Interviews (Sasin Sustainability and Entrepreneurship Center)	Draft Pitch Deck
	Pre-Clinic online one to one mentoring (Sasin Sustainability and Entrepreneurship Center)	Summary of 10 Stakeholder Interviews
	Draft work plan development (UN Environment)	Draft work plans (IGES)
	Draft Gender Analysis (UN Environment)	Draft monitoring plan (NSTDA)
	Draft monitoring plan (National Science and Technology Development Agency)	Draft comms content (UN Environment)

Monday 19 March 2018 – Meeting room G

Time	Agenda	Outputs
8:00am - 8:30am	Registration at UNCC and convene at Meeting Room G, UNCC	
9:00am – 9:45am	9:00: Introduction to the Clinic and icebreaker by Janet Salem, UN Environment Asia and the Pacific Office 9:25: Opening and Keynote address by Isabelle Louis, Deputy Regional Director, UN Environment Asia and the Pacific Office	
9:45am – 10:30am	Group photo and coffee/tea break	
10.30am – 12.30pm	<p>Sustainability Stream: This stream will strengthen the sustainability dimensions of each venture, and articulate statements and storylines that can be used in the business, carbon footprint monitoring and communications streams.</p> <p>12 products and services for low carbon lifestyles (1/2) (Lewis Akenji, Institute for Global Environmental Strategies and Janet Salem, UN Environment Asia and the Pacific Office)</p> <ul style="list-style-type: none"> - “What’s your story?” rapid round: Each participant presents their venture pitch in 3 minutes, including the statement from the perspective of their customers “My lifestyle is more low-carbon thanks to [venture name] because...” - Reflections in the group. - Presentation on low carbon lifestyles – what are they, what are they not, and how do the projects fit in this framework. - Group work in three groups: refining each venture’s low carbon storyline. 	<p>Articulation of how each project contributes to</p> <ul style="list-style-type: none"> - low carbon lifestyles - gender mainstreaming - inclusive business models.
12:30pm - 1:30pm	Lunch	
1:30pm – 3:00pm	<ul style="list-style-type: none"> - Presentation on gender mainstreaming – what is it, and findings from the pre-clinic assessment (Annette Wallgren, UN Environment) - Presentation on inclusive business (Juliet Ler, Inclusive Business ASEAN, Covestro) - Group work in three groups: refining each venture’s gender and inclusive business aspects. 	
3:00pm - 3:30pm	Break	
3:30pm - 5:00pm	<ul style="list-style-type: none"> - “What’s your story 2.0?” rapid round: Each participant presents their updated venture pitch with the sustainability storylines on low carbon lifestyles, gender and inclusive business. 	
5:00pm - 5:30pm	Participants reflect on their ventures and highlight any changes. UN Environment Asia and the Pacific Office	
5:30pm	Networking reception with Clean Air Week and the UN ESCAP Regional workshop on Enhancing Urban Resource Efficiency and Circular Economy in Asia and the Pacific in UNCC Ground Floor Foyer	

Tuesday 20 March 2018 – Meeting room G

Time	Agenda	Outputs
9:00am - 9:15am	Reflections on Day 1, outlook to Day 2!	
9:30am - 12:30pm	<p>Business Stream: This stream will strengthen the business and entrepreneurship skills of participants.</p> <p>12 successful entrepreneurs (Part 1/2) <i>(Nick Pisalyaput, Champ Vongsurbchart, Sasin Sustainability Entrepreneurship Center)</i></p> <ul style="list-style-type: none"> - Introduction to Entrepreneurship – Startup Process - Idea and Opportunity Recognition + The Design Thinking Approach - Introduction to Business Modeling: Lean Canvas - Interactive exercises to refine elements of lean canvas 	Inputs to Lean Canvas (Business Strategy overview)
12:30pm - 1:30pm	Lunch	
1:30pm - 2:30pm	<ul style="list-style-type: none"> - Defining Problem, Target Customers, Value Proposition and Solution - Interactive exercises to refine elements of lean canvas 	Inputs to Lean Canvas (Business Strategy overview)
2:30pm - 3:00pm	Break	
3:00pm - 4:00pm	<p>Communications Stream</p> <p>12 stories we want to hear about (Part 1/2) <i>(Nick Pisalyaput, Champ Vongsurbchart, Sasin Sustainability Entrepreneurship Center)</i></p> <p>This stream will strengthen the communications assets and strategy of the ventures.</p> <ul style="list-style-type: none"> - Communicating your Startup Ideas: Pitch Deck and Business Plan - Interactive exercises to refine pitch deck 	Pitch Deck
4:00pm - 5:00pm	<i>Group work: Refining your and your peer's lean canvas and pitch decks</i>	
5:00pm - 5:30pm	Reflection of your own products and services (<i>UN Environment</i>)	

Wednesday 21 March 2018– Meeting room G

Time	Agenda	Outputs
9:00am – 9:15am	Reflections on Day 2, outlook to Day 3!	
9:15am - 12:00pm	<p><u>Communications Stream</u></p> <p>12 stories we want to hear about (Part 2/2) (Jamie Brennan, Senior Regional Performance Manager Affiliate, Lazada)</p> <ul style="list-style-type: none"> - What is marketing and communication - Split of marketing and communication - Getting started <ul style="list-style-type: none"> o Defining your brand o Defining your audience (Exercise) o Defining your products - Communication planning (Exercise) - Asset Management - Types of marketing and campaigns (Exercise) - Leave behind Items <ul style="list-style-type: none"> o Channel best practices 	Digital media plans
12:00 – 12:30pm	Brief lunch	
12:30pm - 1:30pm	Participation in the Low carbon mobility lunch event at Clean Air week	TBC by Kaye
1:30pm - 2:00pm	Keynote presentation: Cup Club CEO Safia Qureshi	
2:00pm - 5:00pm	<p><u>Business Stream</u></p> <p>12 successful entrepreneurs (Part 2/2) (Nick Pisalyaput, Champ Vongsurbchart, Sasin Sustainability Entrepreneurship Center)</p> <ul style="list-style-type: none"> - Channel and Go-to-Market Strategy - Startup Finance: Revenue Stream and Cost Structure - Business Model / Pricing Framework - Interactive exercises to refine pitch deck 	Inputs to Lean Canvas (Business Strategy overview)
5:00pm - 5:30pm	<p>Participants reflect on their ventures and highlight any changes.</p> <p><i>UN Environment Asia and the Pacific Office</i></p>	

8:45am – 10:45am	<p><u>Carbon Footprint Monitoring Stream:</u> This stream will help all entrepreneurs be able to measure and report their life cycle inventories for carbon footprinting.</p> <p>12 carbon footprint calculations (1/1) (Nongnuch, Jitti, National Science and Technology Development Agency)</p> <ul style="list-style-type: none"> - Introduction to Carbon Footprints - Monitoring plan development - Measuring your carbon footprints through life cycle inventories - Group work in three groups: Refine your life cycle inventories and revising your monitoring plan 	Revised project carbon footprint monitoring plans
10:45am - 12:30pm	Clean Air Week session - Mobilising Citizen Action	
12:30pm - 1:30pm	Lunch	
1:30pm - 3:00pm	<p><u>Sustainability Stream:</u></p> <p>12 products and services for low carbon lifestyles (2/2) (IGES, UN Environment)</p> <ul style="list-style-type: none"> - Work Plan Development: Split into three groups for work plan development with guidance from IGES, UN Environment - “What’s your story 3.0?”: Group discussion: how have your 12 products and services changed during the week? 	Draft webpages and video footage
3:00pm - 3:30pm	Break	
3:30pm - 4:15pm	<p><u>The End... of the Beginning:</u> This closing session outlines the journey ahead, the resources available to participants to support their ventures, and the milestones we will meet collectively and individually. Discussion points:</p> <ul style="list-style-type: none"> - Monitoring and progress report timelines - Communications opportunities – events, online media channels - Measuring success - Reflections from participants - Word of thanks from UN Environment 	

Annex 1. Pre-Clinic Preparations



Low Carbon Lifestyles

Low carbon lifestyles are the ultimate goal of this challenge. These readings will empower you to be an overall spokesperson for low carbon lifestyles, and be able to articulate how your business enables consumers to lead more low-carbon lifestyles.

- Background reading:
 - [Sustainable Consumption Guide for Policymakers: Debunking Myths and Outlining Solutions](#): A 2015 guide demystifying sustainable lifestyles and solutions with an Asia specific perspective.
 - [Project Drawdown](#): with a list of practical technology based solutions for CO2 reduction.
 - Worldwatch Institute 2010 [State of the World](#). Particularly [From Selling Soap to Selling Sustainability: Social Marketing](#): story telling on sustainable lifestyles through social marketing.
 - [A Framework for Shaping Sustainable Lifestyles - Determinants and Strategies](#): holistic approach how attitude, facilitators and infrastructure shape our lifestyles
 - GLAMURS 2017. [Lessons Learned from the Case Studies](#) and/or [Exploring Lifestyles and Transformations Towards a Green Economy](#): from community perspective.
- Pre-Clinic assignment: put yourself in the shoes of your customers and complete this sentence: “Thanks to [your business name], I am more able to lead a low carbon lifestyle because....”

Gender considerations

All projects under the UN system should be aware of how they affect men, women, boys and girls differently, and identify strategies and opportunities to mainstream gender considerations into planning.

- Background reading: Please read the brief on “Low Carbon Lifestyles and gender considerations”.
- Preparation: Please complete the assignment included which will be a streamlined gender analysis.

Work Plans

The \$10,000 grants will be issued by our partners, the Institute for Global Environmental Strategies, on receipt of your work plans.

- Assignment: Please fill out the template provided.



Business preparations

There will be three elements to your business planning:

- **Stakeholder Interviews.** These are conversations you conduct with your key stakeholders, such as potential customers, partners, suppliers, distributors, regulators, and experts. The interviews will allow you to gain insights and see your business from the perspectives of your stakeholders.
 - Background reading:
 - Interview Best Practices Tear-Away (Infobrief provided)
 - “Five Questions to Identify Key Stakeholders”:
<https://hbr.org/2014/03/five-questions-to-identify-key-stakeholders>
 - “How to Interview your Customers”
<http://customerdevlabs.com/2013/11/05/how-i-interview-customers/>
 - Preparation: Please interview and summarise 10 stakeholders using the provided template.
- **Lean Canvas.** Lean Canvas is a 1-page business plan template created by Ash Maurya that helps you deconstruct your venture into its key elements. It is adapted from Alex Osterwalder's Business Model Canvas and replaces elaborate business plans with a single page business model.
 - Background reading/watching:
 - Read the attached social lean canvas
 - A short video of Ash Maurya explaining the Lean Canvas and filling out an example at the following link:
<https://www.youtube.com/watch?v=7o8uYdUaFR4>
 - Go to following link (<https://socialleancanvas.com/>), click "Open Canvas", and click on each box to find explanations on how to fill in each box.
 - Preparation: draft your lean canvas



Footprint Monitoring

All projects will need to quantify their carbon footprints using life cycle assessment methodology. This means that within your project, you will need to identify what you can count in one of the following areas: kg plastic avoided, kWh electricity saved, passenger-km saved or shifted to low carbon mobility.

- Background reading: [Global Guidance Principles for Life Cycle Assessment](#): UNEP, 2011.
- Assignment: Develop your draft life cycle inventory using the template provided.



Communications

- **Pitch Deck.** A pitch deck is a brief presentation, often created using PowerPoint, Keynote or Prezi, used to provide your audience with a quick overview of your business plan. You will usually use your pitch deck during face-to-face or online meetings with potential investors, customers, partners, and co-founders.
 - Background reading: [What is a Pitch Deck?](#)
 - Assignment: You guessed it! Develop your own draft pitch deck.