

**PROJECT:**

Asia-Pacific low-carbon lifestyle challenge (1st edition)



Implementing entity:
United Nations Environment
Programme (Regional Office
for Asia and the Pacific)



Project partners:
Institute for Global
Environmental Studies



Amount:
Budgeted: USD300,000
Spent: USD298,251.63



Duration:
16.06.2017 – 31.01.2019

**Project objective:**

The project aimed to mobilize and support young people with business ideas on how to foster energy-efficient, low-waste and low-carbon lifestyles. It did so through: 1. Demonstration of the business case for sustainable lifestyles by supporting start-ups to provide sustainable goods and services. 2. Establishment of a methodology and tool for calculating the carbon footprint of sustainable lifestyles efforts 3. Raising awareness about the need for, and ways to shift towards sustainable lifestyles.

Project status: Completed

01

Following a call for applications to participate in the Asia-Pacific Low Carbon Lifestyles Challenge, 11 entrepreneurs were selected to participate in the project.

02

The winners participated in the training clinic that focused on four streams: sustainability, business skills, communication and carbon footprinting. They also benefitted from individual mentoring on their business strategy, low-carbon lifestyles, gender mainstreaming, inclusive business, entrepreneurship, idea and opportunity recognition, the design thinking approach, business modelling, etc.

03

The 11 entrepreneurs received grants from the project to implement their innovative ideas. The projects were used for awareness raising campaign with **videos** developed to communicate their success to the global audience.

04

The methodology based on life-cycle assessment was selected for the GHG measurement and monitoring of the project.

	Project	CO2 emission reduction estimated
1	Sustainable cooling system using earth and water and no refrigerants	8343 kgCO2eq
2	Conversion of Two-Stroke Tuk Tuks to electric drive	11,219.7 kgCO2eq
3	Phinix Textile Recycling	7980 kgCO2eq
4	Powering electric vehicles with solar power using blockchain technology	47,020.5 kgCO2eq
5	Smart energy meters	22,2000 kgCO2eq (when 100 buildings install the smart meter)
6	Dynamic Route Optimization for enabling crowd sourced Transit/Freight Lines	157,390.6 kgCO2eq
7	BIOTIC - BioNano Plastic to produce helmets	5,600 kgCO2eq
8	Opt out of plastic cutlery - Foodpanda	252 kgCO2eq
9	Turning waste into sustainable fuel	5,800 kgCO2eq
10	CoolAnt - Beehive inspired eco-friendly cooling solution	8.5 kgCO2eq
11	ModulusTech: Affordable, Multipurpose, Sustainable housing solutions	127,1675kgCO2eq