



Orange ASEAN Factory

Summary slides of first edition

Bangkok, January 2016

What is Orange ASEAN Factory?

Orange ASEAN Factory is a three week pop-up company made of talented students and young professionals from the Netherlands and Southeast Asia. Together they design innovative solutions for sustainability challenges in the region. Supported by academics and experts, and intensively coached by two sustainability professionals, 20-30 participants work together in dedicated teams developing business cases for real-life issues.

Yearly, three Orange Factories are organised at different locations in the region. The first edition was held in Bangkok, January 2016.

For more information visit us on [our website](#).

Edition 1: the outreach

3 weeks fulltime
26 participants from 6 countries
7 clients, Thai and Dutch SMEs
8 guest lecturers



>20 visiting organizations
300 contacts approached
>1500 unique website visitors
>200 Facebook followers

What did previous partners say?

Natural Plastics:

"The research has been done well and the results are great."



Dutch embassy in Malaysia:

"The end-result was so much more. It has saved us at least a few months of full-time labor."



Upcycling Carbon Footprint Label:

".. it is useful and fun. We are hoping for a sustainable collaboration in terms of education & business development."

What did previous participants say?

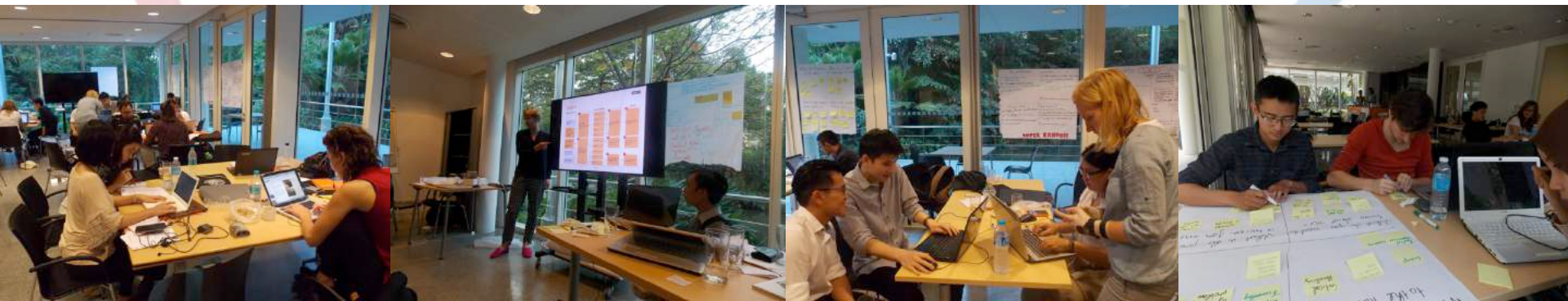
“I learned more on how to approach different people and how to ask the right questions to solve problems.”

“...I'm sure that we delivered high quality output and still put a high effort in doing research, as well as rethink and resolve their final business strategy.”

“I'd love to be a participant one more time even though I know I have to share this chance to others too. But if anything that I could help, please contact me.”

What were the first projects?

- [Goodhout \(NL\)](#)
- [Upcycle Carbon Footprint Label \(TH\)](#)
- [Natural Plastics \(NL\)](#)
- [Superuse Studios \(NL\)](#)
- [Deesawat \(TH\)](#)
- [Embassy of the Kingdom of the Netherlands in Kuala Lumpur Malaysia \(NL\)](#)
- [Metroply \(TH\)](#)



GoodHout (1)

GoodHout:

Sustainably-sourced, newly engineered 'wood' made from coconut waste, supplying the global market with a formaldehyde-free, bio-based wood alternative.



Assignment:

Who are the best parties for executing the final sample and setting up the supply chain in Thailand?

GoodHout (2)

Deliverables:

- Strategically prioritized and contacted sample press database with contacts
- Strategically prioritized and contacted raw materials and manufacturing database with contacts
- 7 arranged meetings with client and prioritized potential partners

Outcome:

Analysis of the Thai coconut supply chain. More than 75 companies contacted for either coconut husk supply, sample press availability or manufacturing interest. Set up meetings for client and went with her to these meetings to further establish possible partnerships. Advice on next steps





Upcycle Carbon Footprint Label (1)

Upcycle Carbon Footprint Label (UCFL):

UCFL certifies upcycled products that are produced from waste in order to ensure the quality and prevent greenwashing of products to consumers.



Assignment:

How can UCFL enter the EU/Dutch market to promote the label worldwide?

Upcycle Carbon Footprint Label (2)

Deliverables:

- Research on the EU market & regulations
- Analysis of competitors / partners
- List of contacted potential partners, clients and networks
- Provided two alternative strategies to promote the UCF label worldwide



Outcome:

An in-depth report with a business model and list of recommendations, list with contacts, SWOT analyses, research outcomes and a roadmap. Also provided a first step towards cooperation with several parties and events.

Natural Plastics (1)

Natural Plastics:

Natural Plastics has designed a patented system for tree planting: the Keeper® system. It superior tree growth compared to tree stakes (+30%), easy installation, limited aftercare, storm proof and 100% biologically degradable with our special granulate.



Assignment:

How can Natural Plastics enter the ASEAN markets with biodegradable plastics from biological waste?

Natural Plastics (2)

Deliverables:

- ASEAN market analysis for supply and demand potential.
- Business model development
- Complete supply chain analyzed and potential partners contacted
- Pilot project catalyzed together with the Thai sugarcane board.
- Roadmap with next steps for Natural Plastics



Outcome:

Natural plastics is advised to work with a licensing partner and a sales agent (through royalties) in Thailand to set up a new demand and supply chain for the CaneKeeper a new product for better growth of sugarcane plants.

Superuse Studios (1)

Superuse:

Sustainable design company aiming to make effective use of frequently wasted resources and energy. The firm takes an innovative design approach and provides 'open source' methods and tools to the design community.



Assignment:

How can Harvest Map (their online platform to connect buyers and sellers of left-over inventory) enter the Thai market?

Superuse Studios (2)

Deliverables:

- Analysis of competitors
- Mapping of barriers, do's and don'ts
- New business proposition including first financial analysis



Outcome:

OA Factory recommends to enter Thailand in the niche market of university design students. Through the combination of their two existing platforms Superuse.org and Harvest Map added with expert services, Superuse studios will be able to expand their network, educate the young design minds of Thailand and earn a sustainable profit.

Deesawat (1)

Deesawat:

Deesawat is one of the leaders of the thriving wood industry in Thailand. They import leftover wood parts from the United States and produce high-end outdoor furniture out of it.



Assignment:

Which techniques can be used to improve the profitability of sawdust in a sustainable way?

Deesawat (2)

Deliverables:

- Analysis of the possibilities of converting sawdust into energy. Focus on three energy options: wood pellets, wood briquettes, and levulinic acid.
- Exploration on non-energy valorization of sawdust. Focus on product design from sawdust concrete and sawdust bio-plastics as it aligns with the core competency of Deesawat.



Outcome:

Analysis shows that wood pellets and briquets are non-profitable, levulinic acid needs a lot of research and investments. Therefore, a simple option would be the incorporation of sawdust into the designs. Sawdust concrete would be the easiest, however, bioplastic would be more sustainable.

Dutch Embassy in Malaysia (1)

Embassy of the Kingdom of the Netherlands in Kuala Lumpur Malaysia:

The Embassy represents the Dutch government in Malaysia and is aiming to facilitate sustainable trade between the Netherlands and Malaysia.



Assignment:

Is there potential for Dutch companies to provide sustainable solutions for waste issues at oil palm companies in Malaysia and Indonesia?

Dutch Embassy in Malaysia (2)

Deliverables:

- Mapping of the overlap between ASEAN demands and Dutch supply
- Longlist of 33 Dutch companies
- Shortlist of 17 companies eager to join a ASEAN Partners for International Business (PIB)
- Full report identifying key recommendations for a successful PIB strategy for palm oil waste.

Outcome:

Provided a clear understanding of

- 1) Dutch companies active in sustainable waste management
- 2) Improving economic and ecological efficiency on-site waste management of Palm oil companies



Metro-Ply (1)

Metro-Ply:

This company is one of the largest wood-based panel manufacturers in Thailand. They have been in the wood business for more than 6 decades. Metro-Ply is the first MDF manufacturer in Thailand who received the ISO 9002 certification.



Assignment:

How can Metro-ply utilize waste to develop and nurture the *future* of their company?

Metro-Ply (2)

Deliverables:

- A 8-step process that can be used as a tool to help Metro-Ply in their future potential waste streams and to train their junior employees
- A wood veneer waste case study to illustrate how the tool is used



Outcome:

Analysis of their metabolism and advice how to create value from waste added with a training and analysis tool for talent development program; enables them to train their junior employees while letting them identify.

Why did companies join?

Orange ASEAN factory offers:

- Creating commercially interesting sustainable business improvements for your company with low cost, low risk and large potential.
- Tapping into a vast network of high potentials, businesses, knowledge institutes and organisations from Southeast Asia and the Netherlands.
- Boosting a company's staff with new ideas and expertise by joining the Orange Factories.
- Promoting a company's commitment to sustainable business and creating societal value.



Interested in working together?

[Contact us!](#)



Join us for the next edition!

For more information visit [our website](#).