



PRESENTS  
**THE SUP CHALLENGE**

# **THE SUP CHALLENGE**

/ Cohort Booklet **2022** /

UNDERSTANDING

# THE PROBLEM

01

## Single-Use Plastics' Demand

In South and Southeast Asia, there is an increasing demand for packaging, particularly single-use plastics (SUPs), dominated by polystyrene and other types of hard-to-recycle plastics including flexibles (films, sachets, and more). By 2025, these are projected to make up more than 70% of the market for food packaging in the region.

02

## Industry's Reliance on SUPs

The food service industry heavily utilizes single-use packaging, from the purchase of food supplies to preparation. This is especially so for off-premise food services such as deliveries, drive-throughs, and takeaways, which have increased dramatically in light of COVID-19, becoming a lifeline for some operators. Being entirely reliant on their supply chains, the sector is unaccustomed to working with alternative solutions by early-stage companies.

03

## Challenges of the Alternatives

Alternative solutions are mostly driven by early-stage companies that struggle to overcome various challenges, including a lack of capital, collaborative industry partners, managerial experience, underdeveloped value chains, and complex policy and regulatory frameworks.



## INTRODUCING

# THE PROGRAM

The SUP Challenge will see eight Entrepreneur Support Organizations (ESOs) accelerate startups in South and Southeast Asia to pilot their solutions with the F&B industry to reduce single-use plastic waste. Following a kickoff session, each ESO will receive a funding amount of at least US\$50,000 and technical assistance to support their projects taking place from April until September 2022. Over a period of six months, each ESO will go through cohort-based programming, mentoring sessions, and 1-on-1 support to enhance their project delivery. The cohort will also contribute their experience and best practices towards a Technical Assistance Playbook for ESOs developed by The Incubation Network.

The insights derived from their pilots will contribute to a study around understanding the environmental impacts of alternatives to single-use plastic packaging. The results will be outlining the environmental considerations associated with single-use replacement business models and the opportunities to reduce negative impacts or recognize carbon savings, relative to virgin plastic production.

## PROGRAM BENEFITS

Project and startup funding from a pool of **\$500,000 (US)**



Cohort **Learning & network building** with other ESOs

Dedicated **Mentorship & Technical Assistance** for the project

**Securing partnerships** with F&B partners to pilot solutions

## MEET THE COHORT



### 5 Countries

India, Indonesia, Vietnam,  
Philippines, Thailand

### 8 Entrepreneur Support Organizations (ESOs)



**PREVENT**  
Waste Alliance

**ECCA FAMILY FOUNDATION**

This challenge is implemented by **The Incubation Network** and funded by the **PREVENT Waste Alliance**, an initiative of the German Federal Ministry for Economic Cooperation and Development (BMZ), and ECCA Family Foundation. The SUP Challenge is part of **PREVENT's Innovate & PREVENT** programme.

## Climate Collective Foundation



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India [Visit website >](#)

### About

Climate Collective Foundation is a Section 8 non-profit based in India focused on empowering entrepreneurs throughout the Global South by building, or strengthening, local climate startup ecosystems. They manage a community of 6000+ climate tech startups and aspiring climate tech entrepreneurs and focus their work in India, Sri Lanka, Maldives, Nepal, Bangladesh, Pakistan, and Bhutan.

### Project Name The SUP Challenge - Goa

#### Project Summary

- Climate Collective Foundation's pilots will take place in Goa, a world-famous tourist destination that ranks top in India's per capita plastic waste generation
- Their F&B partners are in the hospitality sector
- Climate Collective is co-running their project with AIC-Goa Institute of Management, an incubator of a leading business school in Goa and India

## Gomassive Incubators Pvt Ltd



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### About

Gomassive Incubators Pvt Ltd is an India-based incubator, headquartered in the Delhi NCR region, that is working in the area of climate change and sustainability through various initiatives. Gomassive is also a sponsor of the Climate Angles Fund (SEBI registered) and is investing in startups solving for plastic waste / circular economy among other startups working in the area of Climate Change.

### Project Name ZESUP (Zero Single-Use Plastic)

#### Project Summary

- Gomassive's pilots will take place in Delhi and Agra
- Their F&B partners operate cloud kitchens and food delivery services
- Gomassive will provide fundraising opportunities for the startups supported, including a pitch event, and will also facilitate any grants of orders or purchase orders for the startups that had conducted successful pilots

## Instellar



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[Indonesia](#)   [Visit website >](#)

### About

Instellar is an Indonesian-based, purpose-driven company that helps businesses be more impactful, sustainable, and scalable. They have been working on various distinguished projects and programs since 2014, playing the role of a catalyst, a connector, and a community platform, to develop an ecosystem for mission-driven businesses and social enterprises in Indonesia.

### Project Name HACK-SUP Innovation Lab

#### Project Summary

- Instellar will be supporting a larger cohort in Indonesia
- Their pilots will take place across the country, mostly in Jakarta, Bandung, Bali, Yogyakarta, and Surabaya
- Their F&B partners are food delivery services and restaurants

## Villgro Philippines



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### About

Villgro Philippines is an early-stage impact incubator and investor headquartered in Manila. We are supporting innovators who are addressing the most urgent social and environmental issues through innovative market-based models. Villgro Philippines has a direct portfolio of 39 enterprises across health, education, agriculture, affordable housing, and women and girls in Southeast Asia.

### Project Name Plastic-Free Future Philippines

#### Project Summary

- Villgro Philippines will provide pilots with F&B partners in the fast food and restaurant chains across the Philippines
- Their project will include an investor track in partnership with Spring, providing a series of workshops on impact investing in climate solutions to investors, where investors will get to engage, assess, and mentor the startups
- Villgro Philippines will also organize a Demo Day where startups get to pitch to potential investors for active investment

## Seedstars



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Philippines, Thailand [Visit website >](#)

### About

Seedstars was founded in 2013 in Geneva, Switzerland, and has a network of thousands of entrepreneurs, investors, incubators, corporations, and government organizations from 90+ countries. In Asia, Seedstars has a presence all over the continent with a new hub in Hanoi coming soon. As an impact-driven company, Seedstars does a lot of sector-specific work in support of the UN Sustainable Development Goals.

### Project Name The Single-Use Plastic (SUP) Asian Accelerator 2022

#### Project Summary

- Seedstars will implement projects in Thailand and the Philippines and provide cross-country exchanges for startups in their cohorts
- Pilots in the Philippines will take place in Manila, and pilots in Thailand will take place in Bangkok with F&B businesses in the restaurant and food delivery services
- Seedstars will also provide Demo Day for the startups to pitch

## Rise Impact



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Thailand Visit website >

### About

RISE IMPACT is passionate about social innovation and entrepreneurship that catalyzes systemic change in Thailand. They specialize in delivering social enterprise consultation as well as impact venture incubation/acceleration programs. Their impact incubation program, Snowball, mainly focuses on early-stage impact ventures doing pilot tests and exploring potential early adopters. From 2019, they worked with 13 impact ventures in various sectors such as education, environment, health, etc.

### Project Name Snowball x SUP Challenge

#### Project Summary

- RISE IMPACT's pilots will take place across Thailand, mostly in Bangkok
- Their F&B partners are small eateries and restaurant businesses, as well as food delivery services
- They also plan to connect startups to investors at their closing event that can support the continuity of solutions

## Schoolab



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Vietnam

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### About

Schoolab is a global innovation studio based in Paris, San Francisco, and Ho Chi Minh City that trains, advises, and accompanies its clients and partners towards responsible innovation by activating the entrepreneurial and collaborative qualities of people. Schoolab has focused its impact-driven mission to support its partners around Circular Economy, Diversity, Equity, Inclusion, and Sustainable Cities and Communities.

### Project Name Circular F&B Accelerator VN

#### Project Summary

- Schoolab will implement a joint project with CL2B with a scientific approach and framework towards pilot preparation and execution
- The pilots will take place in Ho Chi Minh, and their F&B partners are restaurant groups and chains

## Evergreen Labs



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Vietnam

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### About

Evergreen Labs (EGL), headquartered in Danang, Vietnam since 2016, is an innovative venture studio focused on building back a better future with an aim to solve pressing environmental and social challenges through circular, transformative solutions in emerging Asia. EGL's work and solutions have been scaled or implemented in Vietnam, Laos, Thailand, Myanmar, Philippines, Bangladesh, Indonesia, Singapore, and new partnerships for 2022 in Africa.

### Project Name Evergreen Venture Lab

#### Project Summary

- Their pilots will take place across Vietnam with a focus on Da Nang and Hoi An where community inclusion can readily occur
- Their F&B partners will include local restaurant chains and the hospitality sector
- Evergreen Labs will launch their Venture Lab program for this project, where they will support solutions to grow their environmental and social impact via three sources - existing startups in Vietnam (local); startups outside Vietnam looking to expand into Vietnam (market entry); solutions by intrapreneurs within Evergreen Labs (internal)
- Successful pilots will lead to potential follow-on funding opportunities from the ICM Falk Foundation for future growth and scaling

INTRODUCING

# THE STARTUPS



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**AlterPacks** makes compostable and biodegradable food containers from by-products of food processing and agri-waste. The solution to replace single-use plastic food containers is truly circular.



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**AYA Reusable Cups** are made of cassava starch that is ethically sourced in the highlands of Vietnam, with the main production in the suburbs of Ho Chi Minh city.

## Cocoshell

**Cocoshell** uses coconut shell to make cutlery, bowls, plates, and cups.



[Visit website >](#)

**EQUO** products are designed by harnessing the raw power of mother nature to replace single-use plastics. They use natural ingredients such as coffee, coconut, grass, rice, sugarcane waste, and more.



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**Green Joy** produces biodegradable straws and utensils made from natural grass, Lepironia. Their grass straws (agricultural waste) are an alternative to plastic straws.



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**HRK Group** is an eco-friendly packaging specialist and one-stop solution. Their products vary with convenient characteristics, such as 100% home compostable, transparent and unbreakable.



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**Manast Company** produces reed straws from agricultural waste. Their solution is low-cost, and adds value in three-fold: circular economy, biodiversity, and creating job opportunities for former drug offenders.



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**TeoStraw** produces eagle grass and reed straws with households in rural areas that have the raw materials. Upon product collection, TeoStraw manages industrial drying, quality control, and product distribution.



Werner & Mertz  
Professional

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Established in 1971, **Tana-Chemie GmbH (Werner & Mertz Professional)** is a pioneer in sustainable high-performing sanitation products for professional sectors: Facility care, foodservice, healthcare, and more.



[Visit website >](#)

**HopeBox** is a business that creates jobs for female domestic violence survivors. They produce food wrapping cloth with beeswax to replace plastic food wraps.



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**Tien Duc** wooden straws are created after two years of R&D. The product was tested with many types of wood to have the best function strand.



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**iBAG** is a supplier, distributor, and manufacturer of environmentally-friendly packaging solutions. Their goal is to replace single-use plastic with biodegradable products.



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**Mo Cau Xu Tien** is a brand of Quang Nam Agricultural and Technology Cooperative, where they make products such as bowls, plates, spoons, boxes, and trays out of areca leaves locally in Quang Nam.



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**Galaxy Biotech** creates bioplastics with tapioca starch that is native to Vietnam to produce breathable bags that can preserve food and biodegrade in bacteria-rich environments like landfills or composting sites.



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**NU** has developed and produced plastic-free products for the F&B sector. They offer drinking straws and cutlery. Their products are made from toxin-free plant enzyme and marine organic calcium which naturally biodegrade within two years.



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**Delifill** offers a subscription and centralized store for container-free personal care and home care products targeted at environmentally-conscious communities and individuals who seek a convenient lifestyle.

## DropRefill

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**DropRefill** provides multi-purpose cleaner tablets to reduce the usage of single-use plastic cleaning containers by allowing spray bottles to be reusable and refillable.



**FangThai** is a rice paper mills supplier and molding-packaging company that offers plastic-alternative containers made with rice straw paper, a by-product of rice production.



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**GoodFoodLoop** enables a zero-waste packaging takeout service for restaurants through a full-cycle service; to collect, clean, and deliver reusable containers.



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**KIDKID** aims to reduce single-use plastic through the usage of reusable containers with loyalty systems offering discounts and point collections with redeemable rewards.



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With locally produced mineral water in reusable glass bottles, **Glassic** eliminates the need to consume plastic bottled water and drastically reduce the environmental impact of single-use plastic..

## Micro Vending Tech

**Micro Vending Tech** is creating a Village Waste Platform with reverse vending machines and micro-vending technology for consumer products such as dish detergent and soap.

## Nano Onions

**Nano Onions** is creating home-compostable straws with low-grade cassava starch.



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**BAMBUHAY** relies on bamboo and technology to create circular solutions with the indigenous population through environmental restoration and protection against poverty, plastic pollution, deforestation, and climate change.



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**Cloudwash** is a food delivery app that offers a reusable packaging system that answers the problem of single-use takeaway containers, while working with and for their community network.



**EveGrocer** is an online grocery store with zero waste. They utilize reusable bags/ containers for their grocery deliveries, and containers are picked up during the next deliveries.

## Unpack



**Unpack** is a circular logistics system that enables and accelerates the shift to returnable packaging, starting with food takeouts.

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**MOSS'** packaging is made of rapidly regenerating, naturally occurring materials. Their first line of bagasse spill-proof packaging items carry certifications that are globally recognized and certified home compostable in 180 days.



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**Sustainable and Compostable Horizon Industries Group Inc. (SACHI Group Inc.)** produces plant-based cassava bio-bags that are home compostable or water-soluble to contribute towards a circular economy.



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**Salin PH** aims to bring the first reusable service to the Philippines by providing end-to-end refilling solutions for business partners and consumers.

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**Albitec** is an Indonesian company that innovates and develops biotechnology microalgae for a sustainable future. It provides a variety of products derived from spirulina.



# allas



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**Allas** is the first returnable packaging service in Indonesia that aims to create a circular F&B ecosystem. They're shifting from the 'make-use-dispose' model to 'return-reuse' model.

[Visit website >](#)

**Avani** provides a full range of sustainable packaging and hospitality products made from renewable and natural ingredients that are fully compostable.

# BANEU



**Baneu** is a manufacturing company, that produces compostable products from raw materials like rice paddy straw, sugarcane waste (bagasse), and cassava waste.

[Visit website >](#)

**Biopac** is a women-led social enterprise with the vision to solve global plastic waste pollution by manufacturing seaweed-based bio packaging that is fully sustainable, biodegradable, and compostable.



**DAUN UANG**



**Daun Uang** provides a range of solutions for businesses and the public to easily get banana leaves that can be ordered in custom shapes and labels at affordable prices.

[Visit website >](#)

**Kiwari Bamboe** was born out of a love for bamboo and a desire to preserve the ancestral culture of using bamboo. They process bamboo into modern and stylish products and benefit the wider community.

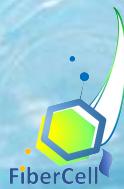
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**Econesia** is the first full-service drinking water solution in Indonesia for hotels, schools, businesses and homes with a 4-way filtration system that retains essential minerals and removes viruses and bacteria.

# econesia®



**EcoplastID** produces food containers made of rice straw and straws of purun grass.



## Greenwaste Papua

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**Evoware** is a sustainable packaging company creating a world without plastic pollution by scaling circular solutions, and igniting collaborative movements to rethink and replace single-use plastic.

[Visit website >](#)

**Fibercell** is a company that produces biodegradable and sustainable products made from environmentally friendly Pineapple Leaf Fiber (PLF).

**Go Purun** is a company that provides straw from purun grass.



## Kau Bali

[Visit website >](#)

**IZIFILL** provides an internet of things (IoT) based water station for the emerging tumbler user who wants to get their tumbler refilled.

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**Kau Bali** is a company that utilizes coconut waste from the shells and stems to create coconut bowls and salad bowls, that has their own selling points and is beneficial for the farming community.

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**Koinpack** is Indonesia's first reusable packaging system based on a deposit and reward model that delivers daily needs such as soap, detergent, shampoo, and food in returnable packaging.

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**Nazava** water filters provides affordable and safe household water filters in Indonesia under the brand name Nazava® Water Filters.





[Visit website >](#)

**Plepah** connects design, technology, society, and the environment into community-based innovation for sustainable business models. They use Areca Leaf for creating plates and food containers.



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**PlusTreat** focuses on minimizing the number of plastics in marine debris and addressing plastic waste, especially PET and PP from bottled water and beverage cups.



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**Rumah Jambe-e** is a producer that provides a variety of disposable plate products made from the sheath of the areca leaf (betel nut).



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**Biogreen Biotech** is a wholesaler and supplier of 100% compostable substitutes to plastic grocery, bags, and everyday single-use products. Their products are also non-toxic to the environment, animals, and plants.



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**Beco**'s product portfolio comprises of household items made of bamboo and cornstarch without plastic components. From reusable kitchen towels, bamboo toothbrushes to travel kits, all products are chemical-free and non-GMO verified.



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**Cupable** manufactures reusable packaging made from crop waste that is 100% reusable, refillable, and recyclable, with unique identification numbers that help them track and implement circular systems.



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**Embuer Health** creates affordable biodegradable products catering to industries like FMCG, F&B, and Beauty/Spa. Their products include kitchen wipes, food wraps, food service disposables and more.



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**Imaga**'s product line has already enabled over 500 businesses across India to shift away from plastic packaging to use bamboo, sugarcane fiber, and more sustainable materials to combat the single-use plastic issue that they struggle with.



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**InfinityBox** provides packaging for the F&B industry. They replace single-use packaging with reusable packaging and work with India's largest B2B and B2C food aggregators.



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**Quadrat** provides substitutes for single-use plastic and paper disposable tableware like plates, cups, trays, and containers. Their products are designed to have a low-carbon footprint and are made in a zero-waste facility.



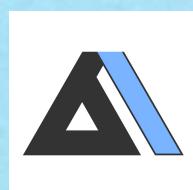
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**Refillable** is a zero-waste refill service that helps brands adapt to reusable and refillable packaging in their existing supply chain. Their aim is to make refills accessible, affordable, and convenient for consumers.



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**Sunbird Straws** makes drinking straws from coconut leaves and are developed in-house, employing several women from rural villages.



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**Abscon** seeks out the finest natural, sustainable form of agriculture. Their products are made up of paper composites consisting of bagasse and hay mixture mixed with recycled paper.



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**AmplePac** is a sustainable packaging and packaging lifecycle management company, innovating to find solutions for plastics in FMCG packaging.



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**Astu Eco** presents a range of eco-friendly everyday products that are an alternative to disposable plastic. The products are made out of areca sheath or bagasse.



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**BANC** is a compostable plastic granules manufacturing company that produces compostable products from raw materials like rice paddy straw, bagasse, and cassava waste.



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**Bare Necessities** produce zero waste personal care, home care and are a hub for awareness of waste-free living. Their zero waste products are made of discarded coconut shells and bagasse.



[Visit website >](#)

**Bio Craft Innovation/Ibanss** makes bamboo-based granules from cellulose-rich agriculture waste like rice straw, bagasse, banana peel, and bamboo, serving as an alternative to plastic.



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**Bioreform** manufactures 100% eco-friendly, biodegradable and compostable bags from corn waste, potato, cassava, or any cellulose-rich fruit and vegetable extracts.



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**Ecomap** maps plastics and packaging across the supply chain to business and consumers. This is to hold end users responsible for the disposal - recycling or composting.



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**Ecopak** is a registered manufacturer of certified compostable products. Ecopak specializes in extrusion and thermoforming-based processing of certified compostable raw materials.



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**iRefill** is providing an alternative way to sell and buy products without packaging. They have developed a smart refilling technology for refilling liquid and semi-liquid products in existing or sustainable packaging.



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**KAGZI** is a product of Kagzi Bottles Private Limited, a packaging solutions company that designs paper bottles that are made of waste paper pulp and is 100% compostable.



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**Kasoi India** markets and sells alternatives to everyday single-use plastics, with a focus on ocean-friendly living. They also train hotels, restaurants, small businesses, and institutions to reduce their reliance on SUPs.



[Visit website >](#)

**SPROUT GROUP** developed a biodegradable alternative to the SUP coating. Their coating solution is made of agricultural waste, including cellulose-rich fruit and vegetable waste, and cornstarch.



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**Srishti Lifescience**'s mission is to create a circular ecosystem of clean, enhanced, and sustainable bottled water and empower consumers to shift towards zero-waste packaging.



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**Terra Bioware**'s innovation is an optimized biomanufacturing platform to produce microbial bioplastics called Polyhydroxyalkanoates (PHA) from methane emissions, a known greenhouse gas.



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**Zerocircle** makes ocean-safe materials from locally cultivated seaweed into products that are used in daily lives and enables organizations to use solutions that are circular and leave nothing behind.



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**ZeroPlast** has developed a 100% home or soil compostable material to replace SUPs. They use cellulose to create three major products: Coatings, films, and composites.

## REQUEST AN INTRODUCTION

Email [hello@incubationnetwork.com](mailto:hello@incubationnetwork.com) to connect with any of our cohort participants.

### POWERED BY

SECOND  
MUSE



### SUPPORTED BY

Canada

Program undertaken with financial support of the Government of Canada provided through Global Affairs Canada

ALLIANCE  
TO END  
PLASTIC  
WASTE



PREVENT  
Waste Alliance

ECCA FAMILY  
FOUNDATION

