

**PROJECT:**

Asia-Pacific low-carbon lifestyle challenge (2nd edition)

**Implementing entity:**

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

**Project partners:**

Institute for Global Environmental Studies; Asia Pacific Roundtable on SCP; Massive Earth; Mitsui Chemicals International, GCL Power, and Nissan

**Amount:**

USD400,000

**Duration:**

16 months

**Project objective:**

The project aims to support the mainstreaming of sustainable, low carbon lifestyles in Asia. To reach the objective the project will support start-ups in Asia and the Pacific by providing seed funding for young entrepreneurs to implement innovative, scalable, measurable low-carbon sustainable lifestyles projects. The project will as well engage in awareness raising and capacity building activities to promote low carbon lifestyles.

Project status: On-going

01

Call for applications for start-ups that produce low carbon products and services was launched and resulted in 289 submissions.

02

Majority of submissions relate to plastic waste prevention, while the rest are split between energy and mobility.

03

44% of the projects submitted were led by women.

04

A group of experts is in charge of identifying the final selection of entrepreneurs that will receive the funding.

05

Calculations of the reduction of CO2 emissions resulting from project activities will be undertaken by Thai LCA lab under the guidance of Asia-Pacific Roundtable on SCP.

06

The project has developed strong engagement with the private sector. Mitsui Chemicals Inc will provide technical and financial support to plastic waste prevention start-ups, Nissan for those related to mobility, GCL Power for Energy, and Global Urban Village will support those related energy.