



ALLIANCE BANK

# EcoBiz Challenge 4 Applicant Guideline

18<sup>th</sup> October 2021 *Version 2.0*

In collaboration with Malaysian Green Technology and Climate Change Corporation (MGTC), this season's challenge will incorporate MGTC's JaGUH (Jana Graduan Usahawan Hijau) approach.





# ECOBIZ CHALLENGE 4



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# ECOBIZ CHALLENGE 4

## 1.0 GUIDELINE OBJECTIVES

- The objective of this guideline is to assist the applicant in filling up the Submission Form in order to increase the chances of being shortlisted for Round 1.
- Any matters related to Round 2 and Round 3 will not be covered here.
- As the name implies, this document is a guideline that will outline some general tips. Applicant is expected to conduct their own research in order to strengthen their submission quality and team formation.
- Clarity, brevity, and fact-based sentences is strongly encouraged in filling up the various parts of the form. Avoid general statement and opinion.



# ECOBIZ CHALLENGE 4

## 1.0 GUIDELINE OBJECTIVES

The following steps are suggested steps as guidance. You can plan according to what is comfortable for you.

### ☐ STEP 1: Read Competition Documents

- Quick read on the [Terms & Conditions](#) AND this [Applicant Guideline](#).
- Familiarise with the [Submission Form](#). **STRICLY 5 pages/slides only.**

### ☐ STEP 2: Familiarise with DISC Profiles

- Search for available DISC free test and uncover your DISC profile.
- Watch various DISC videos on YouTube to understand better about yourself and various DISC profiles.

### ☐ STEP 3: Digest information and tips in Applicant Guidelines

- Visit and read all the relevant links provided.



# ECOBIZ CHALLENGE 4

## 1.0 GUIDELINE OBJECTIVES

### ❑ STEP 4: Identify Potential Team Members

- Forward competition poster and relevant competition documents to them.
- See their response; this should give some idea of their enthusiasm, opinion, & inner drive.

### ❑ STEP 5: Form Team

- Have discussion with potential team members (still exploration stage).
- Get team members to read the Competition Terms and Conditions. This would allow them to understand better the commitment required should they want to be part of the competition.
- Get agreement and commitment to be in the team.

### ❑ STEP 6: Research

- Based on Applicant Guideline and Submission Form, start doing your research.
- Start drafting and filling up the Submission Form.



# ECOBIZ CHALLENGE 4

## 1.0 GUIDELINE OBJECTIVES

### ❑ STEP 7: Attend Virtual Roadshows

- Attend roadshows to understand better about the competition and what would make a good submission.
- Before attending the roadshow, it is best for team members to read the Terms and Conditions, Applicant Guideline and make an attempt to fill up the Submission Form.
- Link to register for the roadshows: <https://bit.ly/eb4-roadshow>

### ❑ STEP 8: Present Your Draft Submission Document

- Once the draft 5-pages/slides is completed, test the idea with non-participating family members or friends or others who can give good feedback.
- Consider the various feedbacks and improve the form if necessary.
- Be mindful of the ECOBIZ Team Values at this stage.

### ❑ STEP 9: Submit The Finalised Version

- Submit document as per requirement.
- Follow IG (jaguh.mgtc) for tips and updates.
- Be mindful of the various important dates and check your e-mail.



# ECOBIZ CHALLENGE 4

## 2.0 TEAM FORMATION

- The team of 3 or 4 here will be the founders for the Green Social Business to be setup for the competition and continue to operate post-competition.
- Take extra care of the team members selection process.
- What would a good team look like:
  - Passionate or strong commitment to solve environmental issues.
  - Each member have different skill sets that when put together as a team would be useful to deliver results.
  - Want to pursue a Job Creator pathway instead of Job Seeker (i.e. looking for jobs after graduating).
  - Diverse background to increase richness and to have wider perspective within the team.
  - Mixed DISC profiles (*preferably, although not necessary. Depends on each member self-awareness of his/her strength and weakness*).
  - Have worked together before or experienced good team dynamics.
  - Compatibility between members.



# ECOBIZ CHALLENGE 4

## 2.0 TEAM FORMATION

### Key environment-related experience/initiative:

- List down 3 to 5 related experiences of each team member.
- Some examples of environment-related experience can be, but not limited to the following:
  - Participation at public programmes related to environment. State the programme.
  - Participation in any environment-related project. State your role.
  - Initiated any environment-related projects or programmes (*if you are pursuing an environmental-related degree, the projects to be listed here should be those beyond your academic requirement*).
  - Membership/volunteer of any environment-related club/society/NGO.
  - Have a business/social enterprise or started a business before the competition that is related to environment.





# ECOBIZ CHALLENGE 4

## 2.0 TEAM FORMATION

### **Key business/entrepreneurship-related experience/initiative:**

- List any KEY experience of each team member.
- Some examples of business/entrepreneurship-related experience can be:
  - Participation at any business/entrepreneurship related competition.
  - Attended any practical business/entrepreneurship related programmes.
  - Have experience running small business or stalls during festive seasons.
  - Have experience running small business as side income.



# ECOBIZ CHALLENGE 4

## 2.0 TEAM FORMATION

### DISC Profile

- What is DISC (<https://www.discprofile.com/what-is-disc>).
- There are several free DISC websites. The test will give percentages for each D-I-S-C.
- So fill up accordingly, example D (53%), I (27%), S (11%), C (9%).
- Here are some links to understand the various styles. There are other videos you can search too on similar topics.
  - D Style (<https://www.youtube.com/watch?v=ThlkrBe42zs>)
  - I Style (<https://www.youtube.com/watch?v=FAWRUeIDrFg> )
  - S Style (<https://www.youtube.com/watch?v=Qg17KT2gtql> )
  - C Style (<https://www.youtube.com/watch?v=ccBw74BP4oc> )



# ECOBIZ CHALLENGE 4

## 3.0 CHALLENGE THEME

### ECOBIZ 4 Theme

***The Challenge:*** To develop a promising  
Green Social Business with the  
environmental objective of steering  
Malaysians towards a Zero Waste society

*Environmental Objective: Towards Zero Waste*

*Strategy: Focus on Reducing, Reusing or Repairing aspects  
in the Waste Hierarchy OR combination of those aspects  
(excluding Recycling).*

*Mechanism: Green Social Business*



# ECOBIZ CHALLENGE 4

## CHALLENGE THEME

### Why the need to tackle Waste?

In the news...concerns and problems in tackling waste in Malaysia.



2021



2020



2019

The Star

#### Green ways to manage waste

"Out of the huge amount, waste separation and recycle rate is only at 24% while the remaining 76% goes to the landfill," according to Housing ...

9 Sep 2018

2018



# ECOBIZ CHALLENGE 4

## CHALLENGE THEME

### Why the need to tackle Waste?

#### Some statistics...

Our nation generates **38,000 tonnes of wastes** daily.  
Only **24%** is separated and recycled; **76%** goes to the landfill.

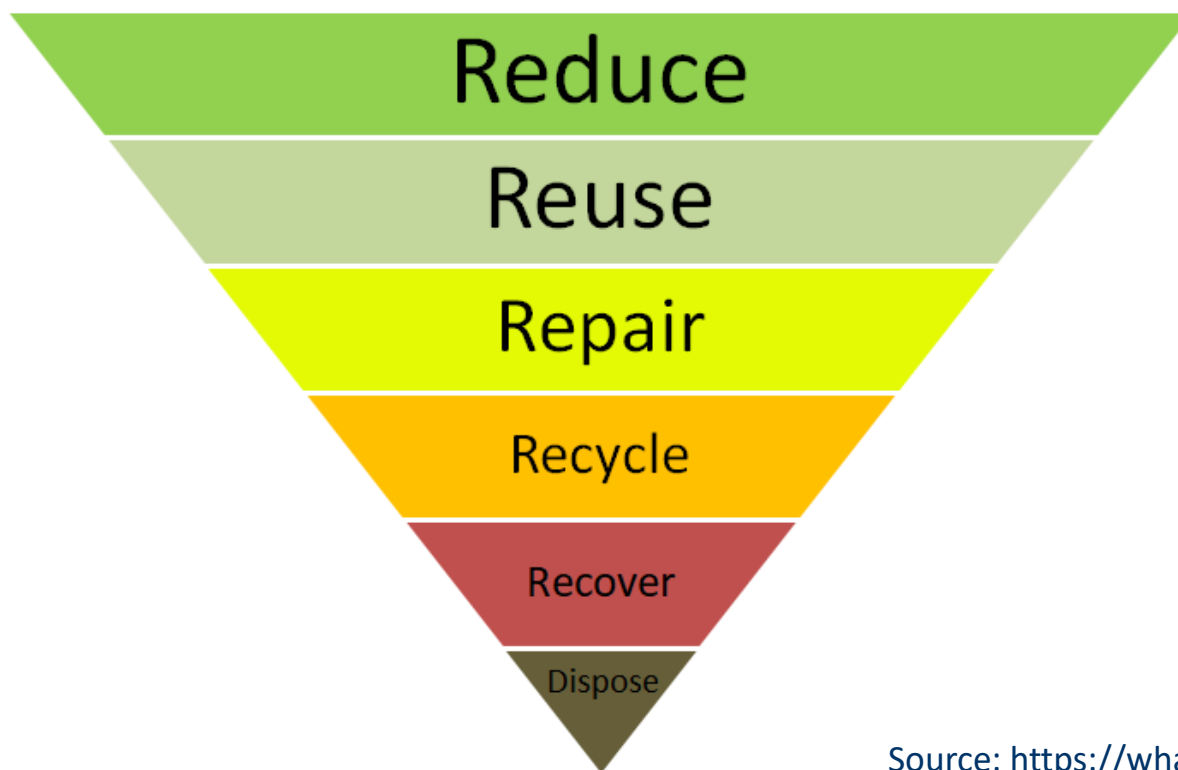
1. Illegal dispose of wastes and non-sustainable management of waste **affects the overall quality of the environment** such as water, land, and air due to toxic substances leaking into rivers, land, and air pollution and subsequently affects the human population.
2. **High cost in disposing waste to landfill**. If cost is lowered, surplus can be channelled to other relevant environmental projects for the community.
3. Poses a **health risk** when waste disposal is poorly managed or not being managed at all.
4. There's a correlation between **high population consumption** and high tonnes of waste generated daily per capita.
5. There's a need to reduce the amount of wastes going into the landfill as food thrown into landfills releases methane, a **toxic greenhouse gas**, as it rots.



# ECOBIZ CHALLENGE 4

## 3.0 CHALLENGE THEME

### Waste Hierarchy

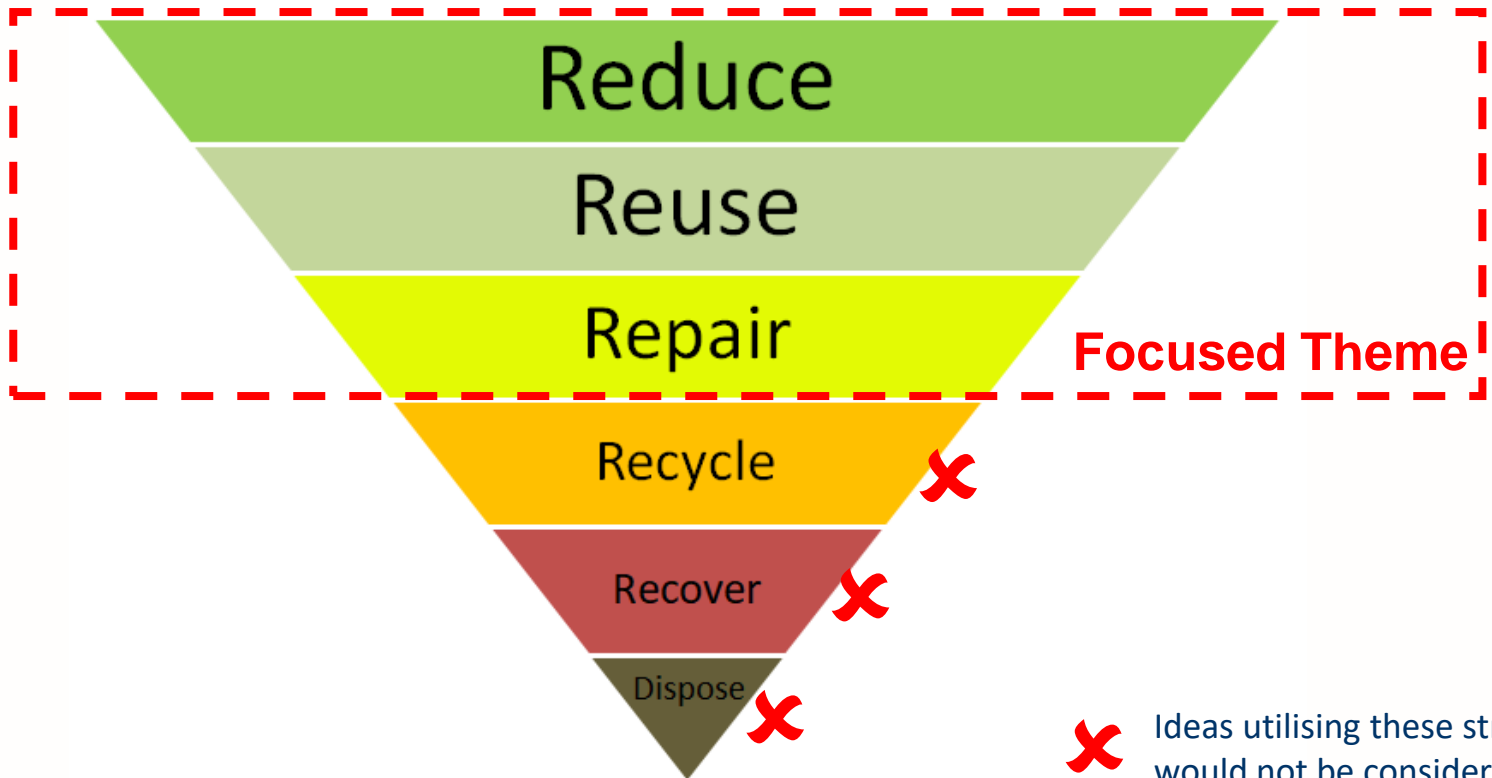


Source: <https://whatplastic.co.uk/>

# ECOBIZ CHALLENGE 4

## 3.0 CHALLENGE THEME

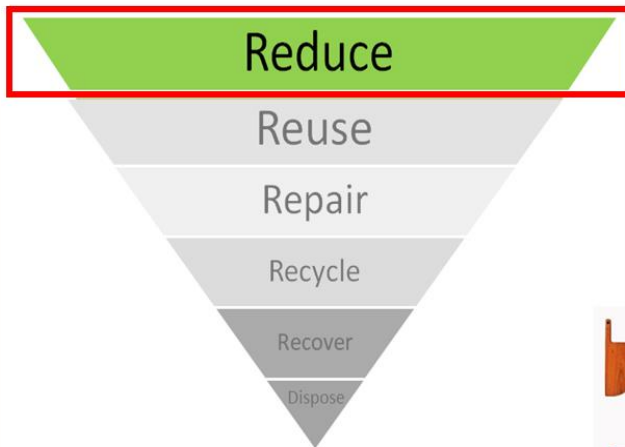
**Towards Zero Waste Society: Any strategies above Recycling.**



# ECOBIZ CHALLENGE 4

## 3.0 CHALLENGE THEME

### Examples of REDUCE strategy



Reducing waste is a Prevention Method.

#### Examples:

- Using less material in design & manufacture.
- Keeping products for longer (re-use).
- Using less hazardous materials.



**Tiffin Carrier**



**Reusable coffee cups**



**Reusable Kitchen Roll**



**Reusable Tote Bag**

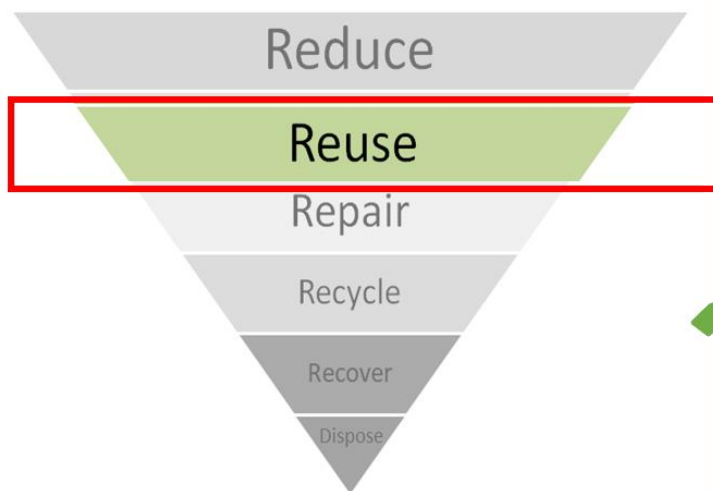




# ECOBIZ CHALLENGE 4

## 3.0 CHALLENGE THEME

### Examples of REUSE strategy



**Prepare for reuse of materials.**

Examples:

- Reusing whole items or spare parts.
- Reusing to prevent it from becoming waste.

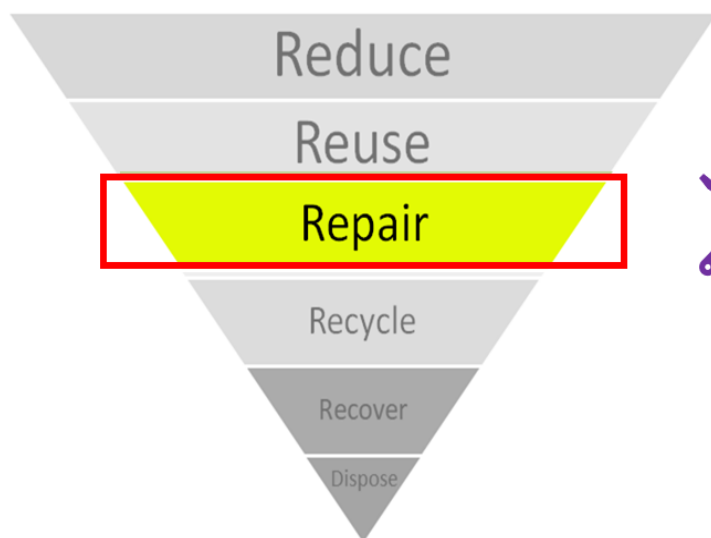


**Dispatch Goods – reusable containers in F&B industry**

# ECOBIZ CHALLENGE 4

## 3.0 CHALLENGE THEME

### Examples of REPAIR strategy



**Repairing existing equipment or items before the 'throwing away culture' sets in.**

Examples:

- Repairing, refurbishing, whole items or spare parts.
- Repair and reuse to prevent it from becoming waste.

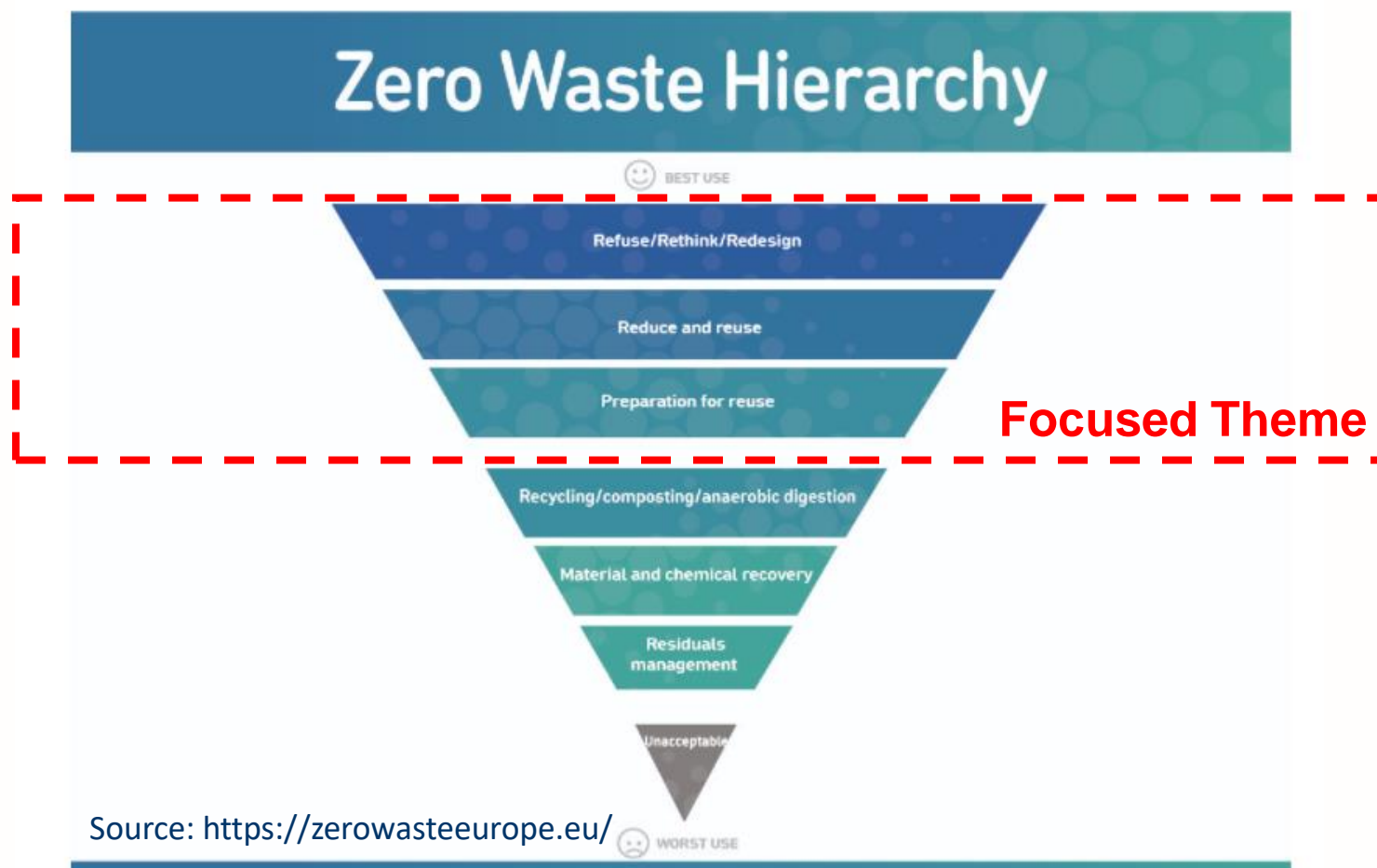




# ECOBIZ CHALLENGE 4

## 3.0 CHALLENGE THEME

### Various Versions Of Waste Hierarchy





# ECOBIZ CHALLENGE 4

## 3.0 CHALLENGE THEME

### Various Version Of Waste Hierarchy



Source: <https://thesustainabilityproject.life/blog/2017/09/08/all-about-the-zero-waste-hierarchy/>



# ECOBIZ CHALLENGE 4

## 4.0 GREEN SOCIAL BUSINESS

- **About Social Business** (<https://www.muhammadyunus.org/post/2113/social-business>)
- **7 Principles of Social Business**  
(<https://www.muhammadyunus.org/post/363/seven-principles-of-social-business>)
- **Examples of Social Business** (<https://myharapan.org/our-success-stories/>)
- **The State of Social Enterprise in Malaysia 2018**  
([https://www.unescap.org/sites/default/files/MSES-2018\\_Final%20%28low-res%29.pdf](https://www.unescap.org/sites/default/files/MSES-2018_Final%20%28low-res%29.pdf))
- **Social Business and Green Startups. The Value of Sustainability.**  
(<https://www.bbs.unibo.eu/social-business-and-green-startups-the-value-of-sustainability/>)



# ECOBIZ CHALLENGE 4

## 4.0 GREEN SOCIAL BUSINESS

### Zero Waste Ideas

Note: The ideas listed below are just examples and some are not within the focused theme of this competition.

- **Zero Waste Malaysia** (<https://zerowastemalaysia.org/>)
- **23 Green Business Ideas for Eco-Minded Entrepreneurs**  
(<https://www.businessnewsdaily.com/5102-green-business-ideas.html>)
- **How To Reduce Waste: 21 ideas for Zero Waste Living**  
(<https://onetreeplanted.org/blogs/stories/how-to-reduce-waste>)
- **100 Tips To Get To Zero** (<https://zerowastehome.com/tips/>)
- **Zero Waste vs Circular Economy** (<https://www.zerowaste.com/blog/zero-waste-vs-circular-economy-a-guide/>)



# ECOBIZ CHALLENGE 4

## 4.0 GREEN SOCIAL BUSINESS

### Waste Related – Government Reference

- Policies and Plans Related to Environment & Climate Change (<https://www.kasa.gov.my/ms/polisi>)
- Electronic Waste (<https://ewaste.doe.gov.my/>)
- Solid Waste Management Policy (<https://www.kpkt.gov.my/index.php/pages/view/32?mid=472>)
- National Solid Waste Department (<https://jpspn.kpkt.gov.my/>)
- Waste Statistics (<https://www.kpkt.gov.my/index.php/pages/view/700?mid=586>)



# ECOBIZ CHALLENGE 4

## 5.0 TEAM SELF ANALYSIS

- The Team Self Analysis part of the Submission Form is intended for the team to reflect how the team profiles and the business ideas/models gels together.
- Does it build upon the team's strength?
- Team's weakness should be acknowledged and shared in a transparent manner so that the selection process can be done in a fair manner. Any weaknesses might or might not influence the selection process depending on the overall assessment of each team.
- A strong team is key to qualify for Round 1 and undertake the journey ahead.
- The ECOBIZ Team Values (next two pages) can be used as reference of what is expected of the team spirit to undergo the EcoBiz Challenge 4 process.





# ECOBIZ CHALLENGE 4

## 5.0 TEAM SELF ANALYSIS

### ECOBIZ Team Values

**Empathic | Consistent | On-The-Ground | Brave | Innovative | Zeal**

**EMPATHIC** Team must have the ability to step into the shoes of the targeted community or society with the intent to understand their feelings and perspectives. This is to serve as input and insight to guide the team's actions.

**CONSISTENT** Team to strive to be consistent in its effort. It is better to go slow and gradually grow over a long period, rather than having a short-lived exponential growth. Be consistent in creating awareness, developing new initiatives, and engage in all levels of society and industry. It is a "marathon", not a "sprint".

**ON-THE-GROUND** There are two meanings here. First, it means the Team is to be street-smart, working out practical solutions which might vary based on location. Learning through experience and interacting with various parties on the ground would provide valuable insight.

Throughout the Team's journey, there will be challenging moments and rewarding moments. This is where the second meaning comes into context where it is important for the team to keep its feet on the ground and stay humble.



# ECOBIZ CHALLENGE 4

## 5.0 TEAM SELF ANALYSIS

### ECOBIZ Team Values

**Empathic | Consistent | On-The-Ground | Brave | Innovative | Zeal**

**BRAVE** Team must be brave to try and go beyond its comfort zone. Knowing is one aspect. Doing is another which takes courage to execute. There are no guarantees to success. Nonetheless, efforts and attempts should be made as failure can be amongst the best of teachers. Seek opportunities, do not wait for it.

**INNOVATIVE** Team must have an innovative mindset, exploring alternative ways that would meet the objective. Iterative learning through well-planned trial and error approach is one way to know whether an idea or solution works or not.

**ZEAL** Team to have great energy or enthusiasm in pursuing the specific environmental objective. There will be challenging situations hence the team must persevere and muster the energy to march on.



## ECOBIZ CHALLENGE 4

### 6.0 CONTACT US FOR MORE INFORMATION

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**EcoBiz Challenge Website:**

<https://www.alliancebank.com.my/ecobiz>



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Thank You.



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