

# Growing the Future: Innovations in Urban and Controlled Environment Agriculture



**14 April 2025**

**2:00 p.m. – 3:00 p.m., Manila time (GMT+8) | Virtual**

**Register via [Zoom](#)**

**(Meeting ID: Meeting ID: 951 7526 3980 | Passcode: Agri2025)**

## Rationale

As part of ADB's \$14 Billion commitment to regional food supply security, the Agriculture Food Nature and Rural Development (AFNR) sector office is working to raise awareness and catalyze networking of key agricultural sectors. As part of this commitment, selected businesses are invited to present their business model, activities, key innovations, and opportunities for future development in an online webinar session.

## Objectives

At the end of this webinar, participants should be able to:

- Identify innovative technologies and business models in urban and controlled environment agriculture that address food security challenges;
- Recognize opportunities for replicating and scaling urban agriculture solutions across different regions and contexts; and
- Engage with key insights and practical examples from industry practitioners to inform future project design or policy initiatives.

## Speakers

**Eric Sturman, Head of Sales, WaterUps**

Eric studied Horticulture at UWS and Landscape Architecture at UNSW. For nearly twenty years he owned and operated a landscape design and construct business in the Sydney region. After a short four-and-a-half-year stint working for North Sydney Council as their gardening volunteer Coordinator he then joined the team at WaterUps in 2020.



Now at WaterUps, Eric brings knowledge and enthusiasm to the company, working mostly with designers and contractors helping them get the best out of the WaterUps range of wicking products. He is a regular contributor on the WaterUps website and socials where he shares a lifetime of gardening experience in a light and amusing way.

Eric is passionate about urban water cycles and biophilic design dedicating his life and backyard to a sustainable existence where he grows an abundance of fruit and vegetables, while processing all green waste and harvesting rainwater to improve his urban block.

### Lyndal Hugo, Co-founder, Orlar



Lyndal Hugo is a co-founder of Orlar, an Australian company based in Australia and Vietnam. Dr. Hugo has a degree in Agricultural Science, PhD and completed a post-doctoral appointment in agricultural and environmental science from the University of Sydney. The focus of her post-graduate work was pesticide residues in the environment and food chains, a particular issue in fast growing, tropical, emerging economies and one Orlar was formed to address. The production of highest quality temperate vegetables locally can be difficult due to the small temperate regions where land access and scaling is an almost insurmountable hurdle, and with suitable climates only at great distance from markets.

Whilst developing production technology that has now been independently validated as world class in an emerging economy has been a perilous journey in itself, the most death-defying adventures have occurred navigating the financial system. Developing several iterations of the technology in an emerging economy with the largest potential market size, highest need, highest impact and yet concurrently the highest perceived risk mean we have ridden the see-saw of debt, equity and cashflow on a roller-coaster.

## Program

Moderator: James Baker, Senior Natural Resources and Agriculture Specialist, SG-AFNR, ADB	
2:00 p.m. – 2:05 p.m.	<b>Welcome Remarks</b> James Baker, Senior Natural Resources and Agriculture Specialist, SG-AFNR, ADB
2:05 p.m. – 2:35 p.m.	<b>Innovative Solution Presentation</b> <ul style="list-style-type: none"> <li>Eric Sturman, Head of Sales, WaterUps</li> <li>Lyndal Hugo, Co-founder, Orlar</li> </ul>
2:35 p.m. – 3:00 p.m.	<b>Moderated Discussion and Q&amp;A</b>  <b>Discussant:</b> Hans Woldring, Senior Evaluation Specialist, Independent Evaluation Department, ADB