



Track 3D: INNOVATION AND GREEN BUSINESS

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Green Business Forum for Asia and the Pacific

Investing in a Sustainable Future

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Introduction to SGFE

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- **SGFE** (Sustainable Green Fuel Enterprise) was created in 2008
- SGFE produces char-briquettes from recycled biomass waste, representing an alternative to traditional charcoal, thus reducing deforestation in Cambodia
- SGFE's char-briquettes make no smoke, resulting in a healthier product.

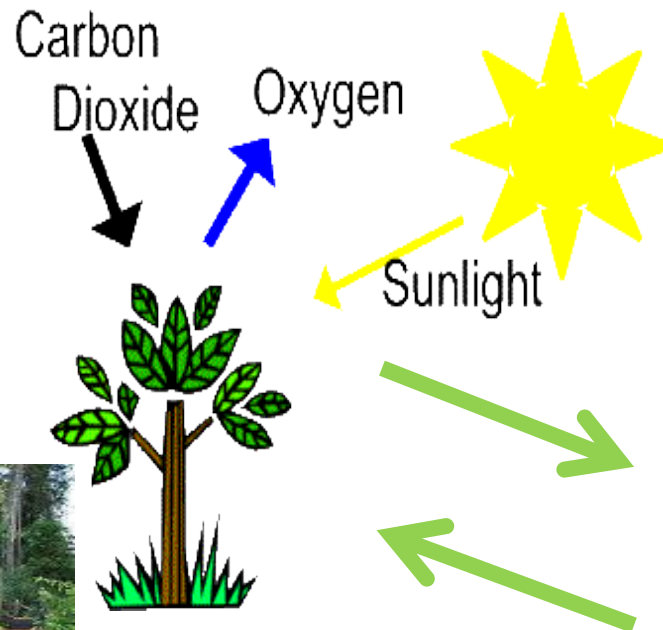


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OUR ENVIRONMENTAL IMPACT



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A new way of doing business

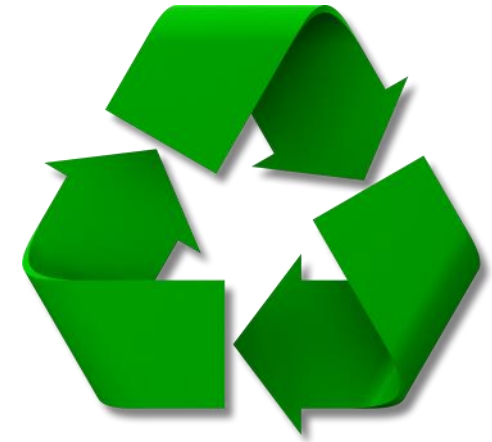
- Business as usual



INNOVATION



- New way of doing business



- Costs
- Markets
- Competition
- etc.





To overcome (and win) the competition with traditional charcoal, at SGFE we have embedded innovation in:

- Product
- Process
- Marketing
- Policy (fiscal policies)

**DISRUPTIVE INNOVATION WITHIN
THE CHARCOAL BUSINESS/SECTOR**



PRODUCT INNOVATION



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PRODUCT INNOVATION



SGFE's char-briquettes are not just an alternative to traditional charcoal... they are **a BETTER quality, price competitive alternative** to traditional charcoal



PROCESS INNOVATION

SGFE's clean kilns and energy efficient dryers

Winner of the International Ashden Award 2014



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PROCESS INNOVATION



sustainable green fuel enterprise

Accurate production planning, management and monitoring



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MARKETING INNOVATION



**Our sales pitch focuses
primarily on the quality and not
on the environment!**



SGFE's delivery tuk tuks

*(AKA the tuk tuks on fire or
ghost rider tuk tuks)*



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MARKETING INNOVATION

New distribution and communication channels



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POLICY INNOVATION



FISCAL INCENTIVES: SGFE has obtained VAT exemption!

Successful public-private collaboration

Proposal developed by SGFE and discussed with the Royal Government of Cambodia, in the framework of a broader policy to support the sustainable biomass sector in Cambodia

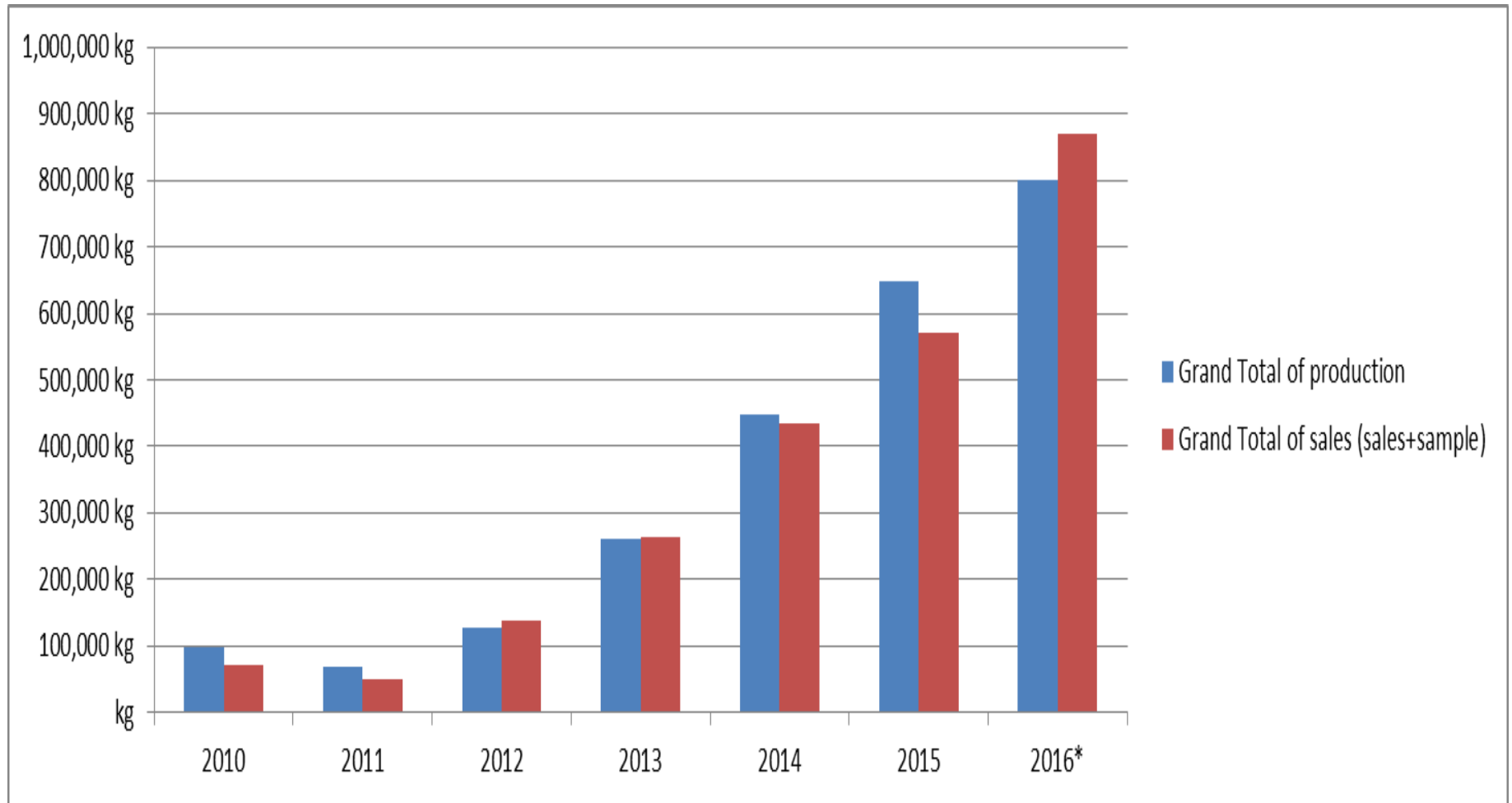


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SGFE'S RESULTS SO FAR



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SGFE'S RESULTS SO FAR



DATA June 2016

2 million kg of char-briquettes sold (2,000 tons)

~ 175,000 trees saved, equal to a forest area of ~ 193 football fields

over 32,000 tons of CO2 emission reduced



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Thank you for your attention!



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