

# Sustainability for Business Forum 2024

## Inspirational Session

 Tuesday, 14 May 2024

 Mövenpick BDMS Wellness Resort Bangkok

Moderator



**Suthasiny Sudprasert**  
Happy Ground



**Peter Jacops**  
WAWA Creations



**Boonchai Sukturiyayothin**  
Goodwill Compounding



**Lars Svensson**  
Sasin Sustainability & Entrepreneurship Center

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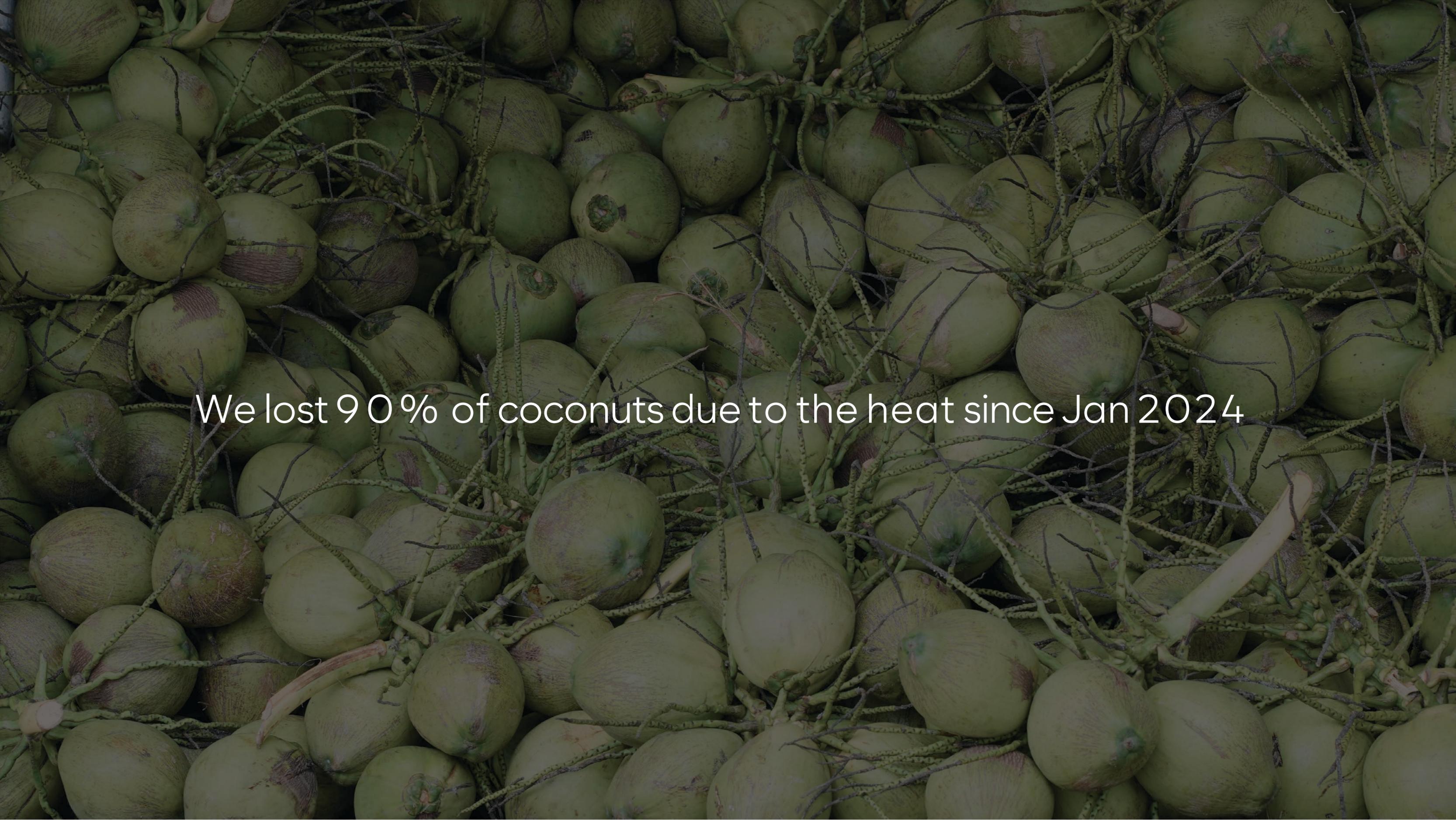


# Happy Ground

Ensure Food Security for the Next Generation  
with Regenerative Agriculture and Biochar





A large pile of green coconuts with husks and stems, filling the entire frame. The coconuts are densely packed, and the husks are a mix of green and brown. The stems are thin and brown, creating a complex network of lines across the image.

We lost 90% of coconuts due to the heat since Jan 2024

**26%** of global carbon emission comes from agriculture



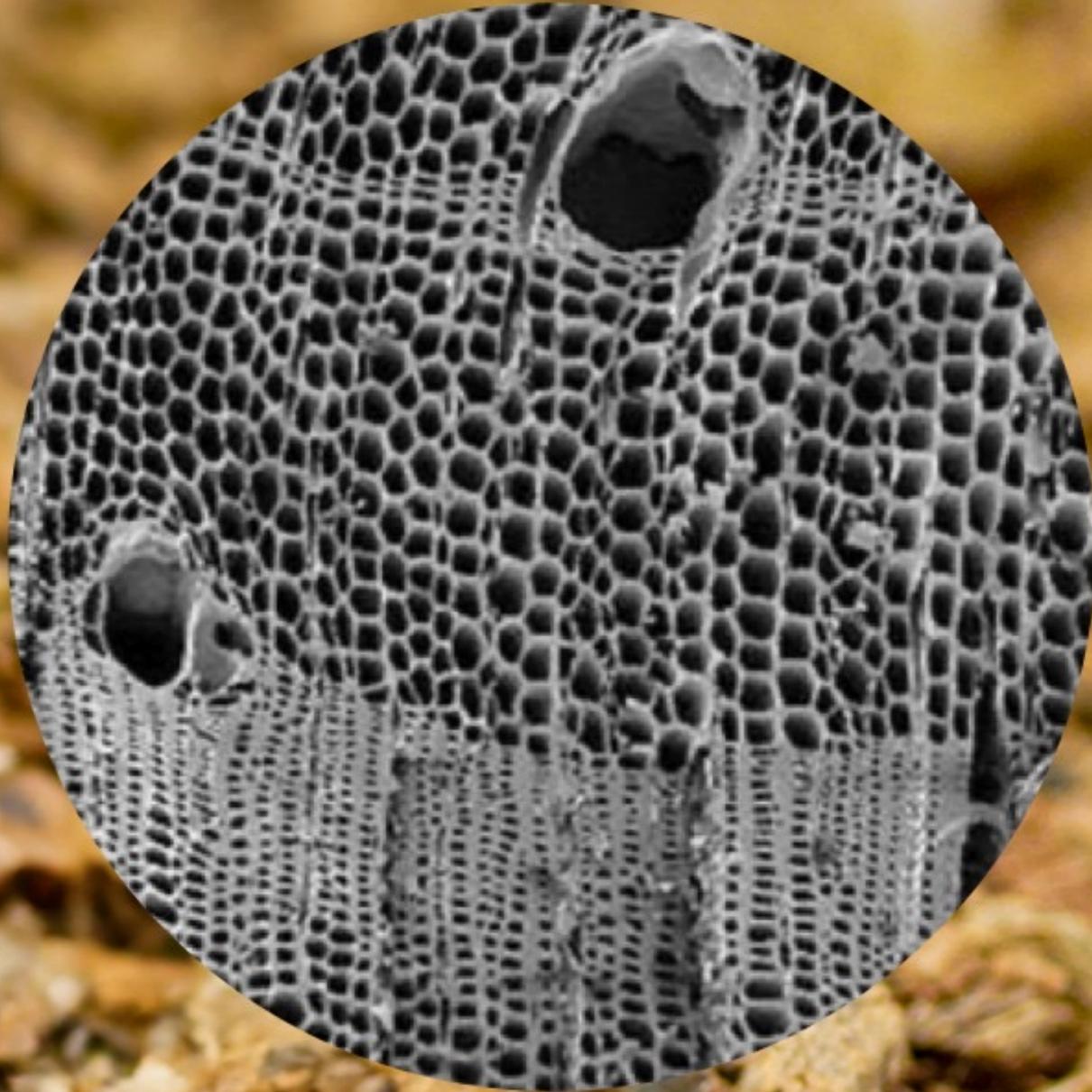
How might we enable farmers  
**transition to regenerative agriculture**  
at **less than the cost of conventional**  
agriculture and as **convenient** as using  
**synthetic chemical fertilizer?**



# Circularity



# Biochar



Hold Nutrients

Hold Water

Balance pH



# Proprietary ready-to-use biochar fertilizer products

Support transition to reduce synthetic chemical use



Biochar Fertilizer

90%

Reduction of Synthetic Chemical Fertilizer Use

33%

Yield Increase

35%

Water holding Capacity Increase

Test Item	Result	Unit	LOD	Reference Method
Electrical Conductivity	17	dS/m		
Organic Matter	35.4	%		
pH	8.1			
Total Nitrogen (Total N)	12	%		
Total Phosphorus (as P <sub>2</sub> O <sub>5</sub> )	0.8	%		
Potassium (Total K <sub>2</sub> O)	15	%		

Test Item	Result	Unit	LOD	Reference Method
Moisture (Time of analysis)	16.6	% wet wt.		ASTM D1762-84 (105C)
Bulk Density	85.9	% of total dry mass		Dry Combustion/ASTM D 4372
Organic Carbon	0.34	0.17 Max		Molar Ratio
Hydrogen/Carbon (H/C)	9.8	% of total dry mass		H dry combustion/C above
Total Ash	0.78	% of total dry mass		ASTM D-1762-84
Total Nitrogen	10.08	units		ASTM D-1762-84
pH value	1.12	dS/m		4.11USCC-01, Rajkovich
Electrical Conductivity (EC20 w/m)	4.3	%CaCO <sub>3</sub>		ADAC 955.01
Limy (heat. Value as CaCO <sub>3</sub> )	2.0	%CaCO <sub>3</sub>		ASTM D 4372
Carbonates (as CaCO <sub>3</sub> )	1.3	g/100g dry		ASTM D 2742-05
Bulking Aid	173	m <sup>2</sup> /g dry		

Element	Result	Unit	Method
Arsenic (As)	0.43	J	1+3.0mm
Cadmium (Cd)	0.17	J	0.5-1mm
Chromium (Cr)	0.43	J	1-2mm
Cobalt (Co)	0.43	J	2-4mm
Copper (Cu)	0.43	J	4-8mm
Lead (Pb)	0.43	J	8-16mm
Manganese (Mn)	0.43	J	16-20mm
Mercury (Hg)	0.43	J	25-50mm
Nickel (Ni)	0.43	J	50-100mm
Selenium (Se)	0.43	J	100-200mm
Zinc (Zn)	0.43	J	Total (T)



Warapol Kasemsan, Ph.D.  
Agronomist & Environmental Scientist

# Accessibility is key

## Industrial Bio-waste

Over **5 million tons** per annum

Coconut



Bamboo



Cassava



Bagasse



## Carbon Credits

**2,500 tons** of biochar per annum



## Ready-to-Use

**2,400 tons** per annum



Generate **7,500 CDR** Credits from the production process per annum

**puro·earth**



# SCIENCE BASED TARGETS

DRIVING AMBITIOUS CORPORATE CLIMATE ACTION



100K  
Grocery Boxes  
Delivered

20  
Communities

300+  
Farmers &  
Producers

We are loved by conscious consumers all over Thailand



Digital Platform



Grocery Truck

## Happy Ground Team



**Moh Suthasiny Sudprasert**  
**Co-CEO & Co-founder**

Over 7 years of experience in  
Business Development, Fundraising,  
Sustainable Development, and Marketing.



**Pearl Pattamaphon Dumnuai**  
**Co-CEO & Co-founder**

Over 7 years of experience in  
Business Development, Supply Chain,  
and Logistics Management.



**Warapol Kasemsan, Ph.D.**  
**Agronomist & Environmental Scientist**

Over a decade of experience in  
Soil Science, Environmental Science  
and Sustainable Development.

**Agriculture and Environmental Innovation**  
**Ph.D. Professor at a Renowned Technology**  
**Institute in Bangkok, Thailand**

# Happy Ground

Scaling Regenerative Agriculture  
with Biochar

Biochar



Happy Grocers



[moh@happygrocers.co](mailto:moh@happygrocers.co)



# Green Washing and Cradle to Cradle The HDPE Solution

**Peter Jacops**  
**WAWA Creations**





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# HDPE a solution?



# Easily Recyclable



# No plug - No mould



# Low Carbon Footprint



# Maintenance free



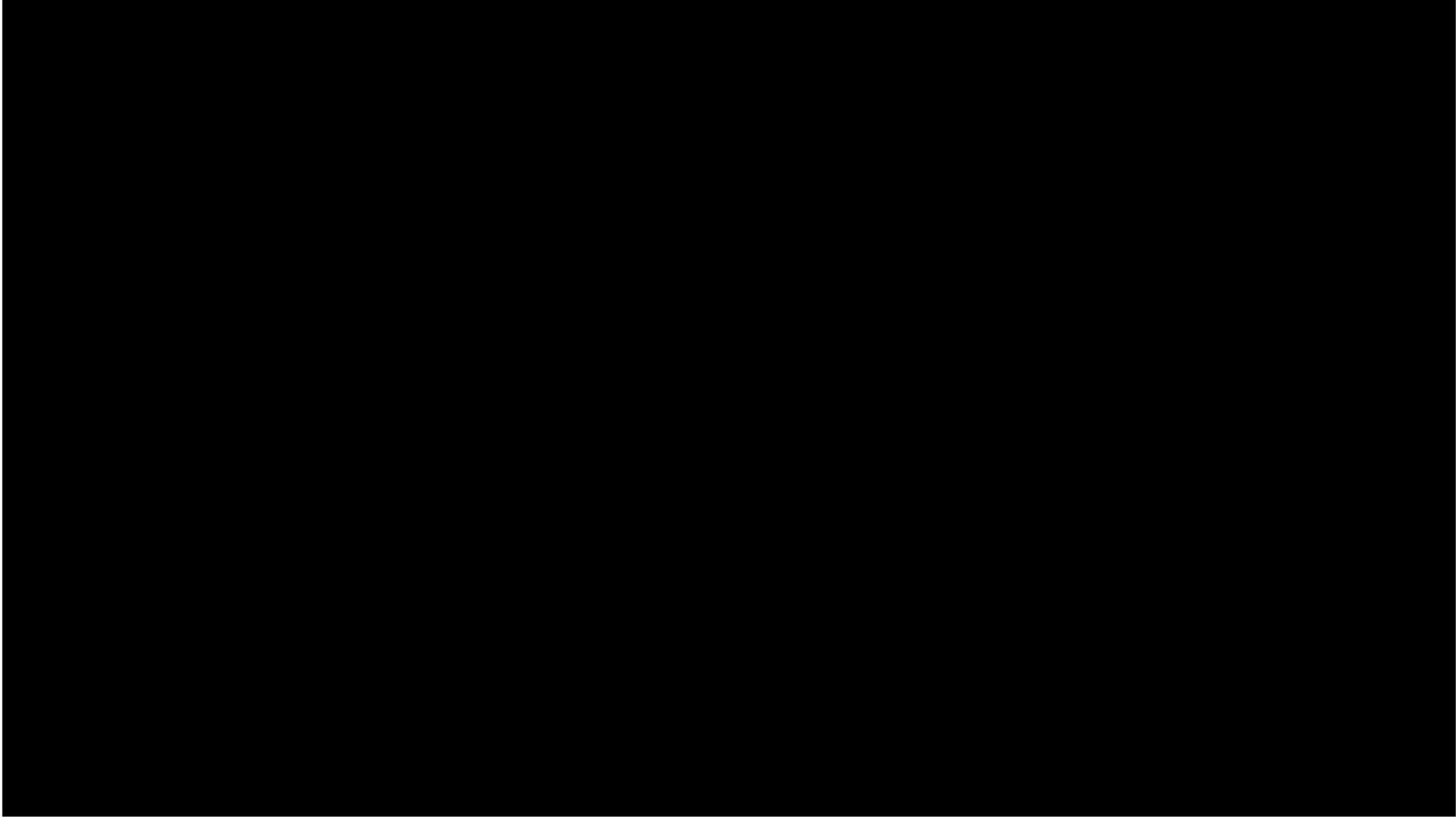
# Indestructible



# Buoyant Material



# Some applications



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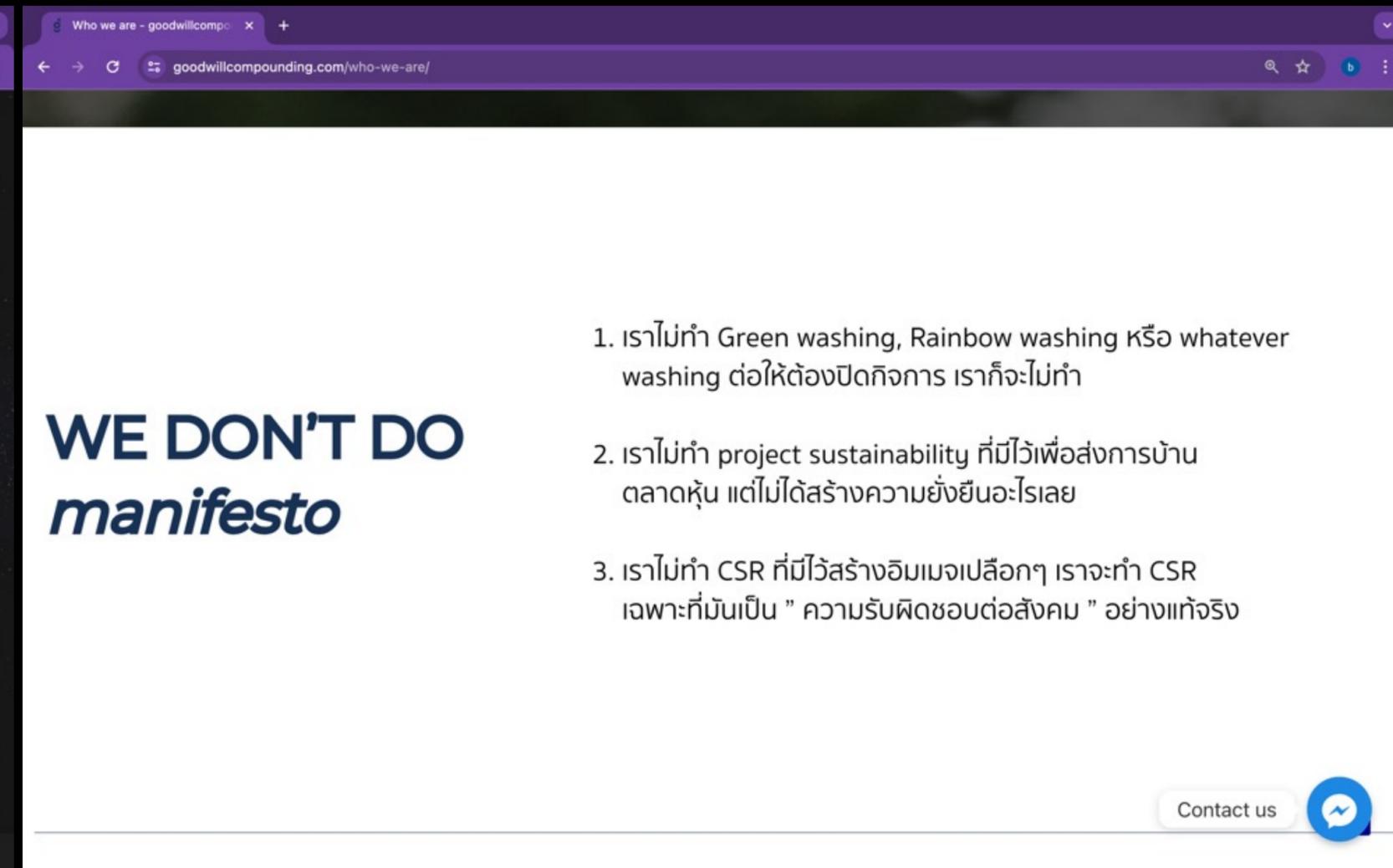
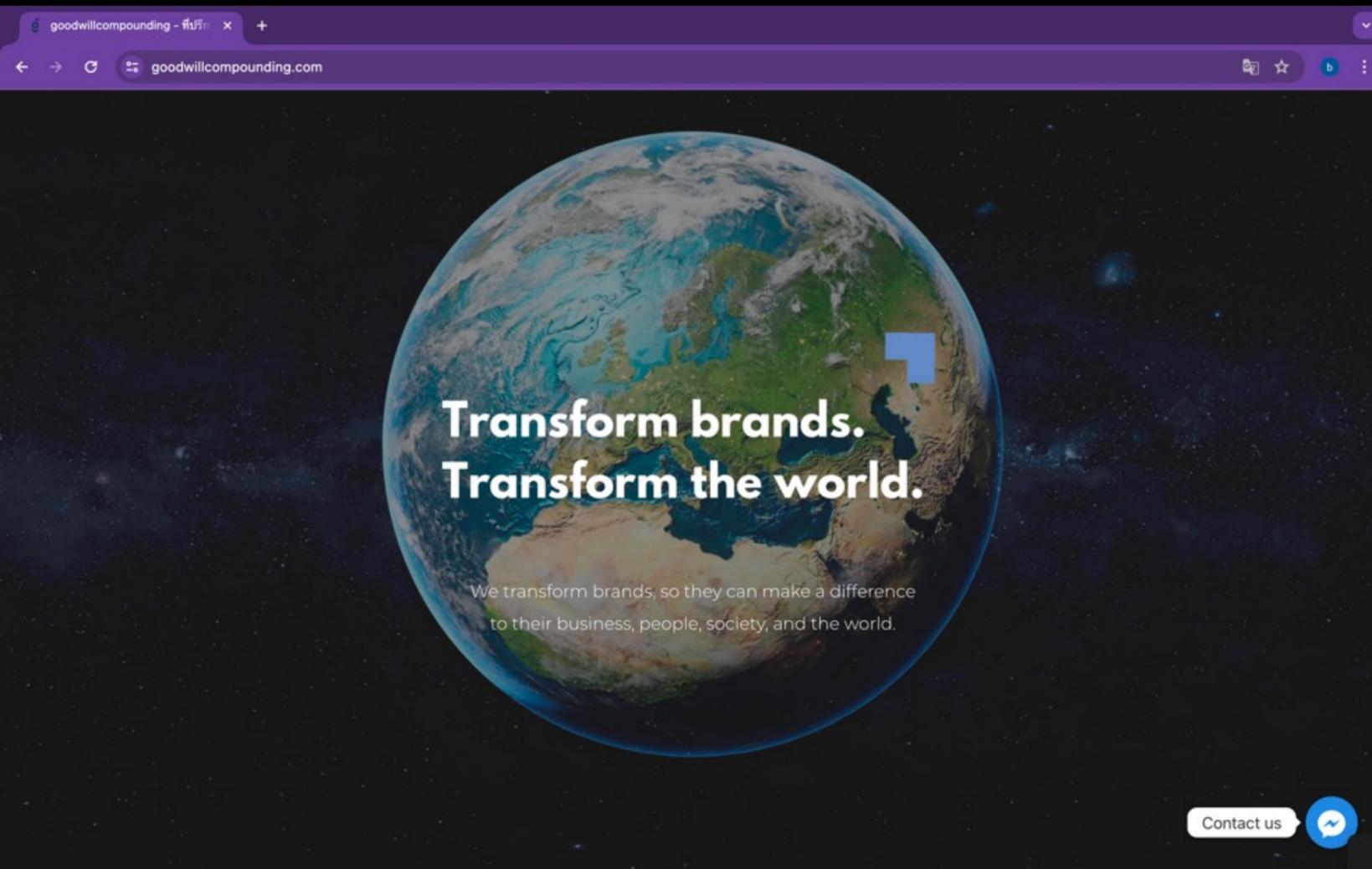
# THANK YOU



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Are you Missionaries or Mercenaries?



Turn away more clients than accept - focusing all resources on clients who are genuinely committed to sustainability

Provide consulting to small sustainable organizations for free

Founders have no salary for the first year

Take considerable time, energy to find the staffs

Lost over half of expected revenue

Exposed to business risk

Leave ourselves in doubt

Is it worth sacrificing for purpose ?



คอร์สเรียนรู้ Zero Waste กับระดับ Top ของโลก by



# Kamikatsu Zero Waste

Immersive Program

เรียนรู้ zero waste แบบ immersive  
 จนมันเข้าไปในตัวคุณ ทั้งความรู้ จิตวิญญาณ  
 Purpose ของ Kamikatsu ที่ recycle  
 ได้ถึง 80% เป็นอันดับหนึ่งของโลก ในขณะที่  
 ค่าเฉลี่ยของการรีไซเคิลทั่วโลกอยู่ที่ 19%  
 และศึกษารุทกิจที่ยั่งยืนอีกมากมาย



89,000 บาท ต่อท่าน  
 \*Excl. VAT 7%



คามิกัตสึ จ.โทคุชิมะ  
 ประเทศญี่ปุ่น



4 - 8 มีนาคม 2567

(Orientation และสอนหลักสูตร Zero Waste  
 Strategy for Business วันที่ 1 มีนาคม ที่กรุงเทพฯ)



คุณ Monona Otsuka  
 Chief Environmental Officer,  
 WHY Zero Waste Center และ  
 Hotel Why โรงแรมไร้ขยะแห่งเดียวในญี่ปุ่น



คุณ Kana Watando  
 & Sil Van de Velde  
 Co-founder of INOW



คุณ Tomoji Yokoishi  
 ผู้ก่อตั้ง Irodori Leaf  
 Business



คุณ Terumi Azuma  
 ผู้พัฒนา Zero Waste Plan  
 ของ Kamikatsu และผู้บริหาร  
 Zero Waste Academy



คุณ Aki Tsuruda  
 ผู้จัดการบริษัทคราฟต์เบียร์ไรซ์-  
 WIN Brewery



คุณ Kumi Sugiyama  
 ผู้ก่อตั้งบริษัท KINOF



เชฟ Miica Fran  
 Zero Waste Chef



คุณ Mariko-san  
 หนึ่งในผู้ก่อตั้ง  
 Kayabuki School



คุณบุญชัย สุขสุริยะโยธิน  
 Co-founder of  
 Goodwill Compounding



คุณสายธาร ชัยพรแก้ว  
 Co-founder of  
 Goodwill Compounding



20:57

สำเร็จ 😭



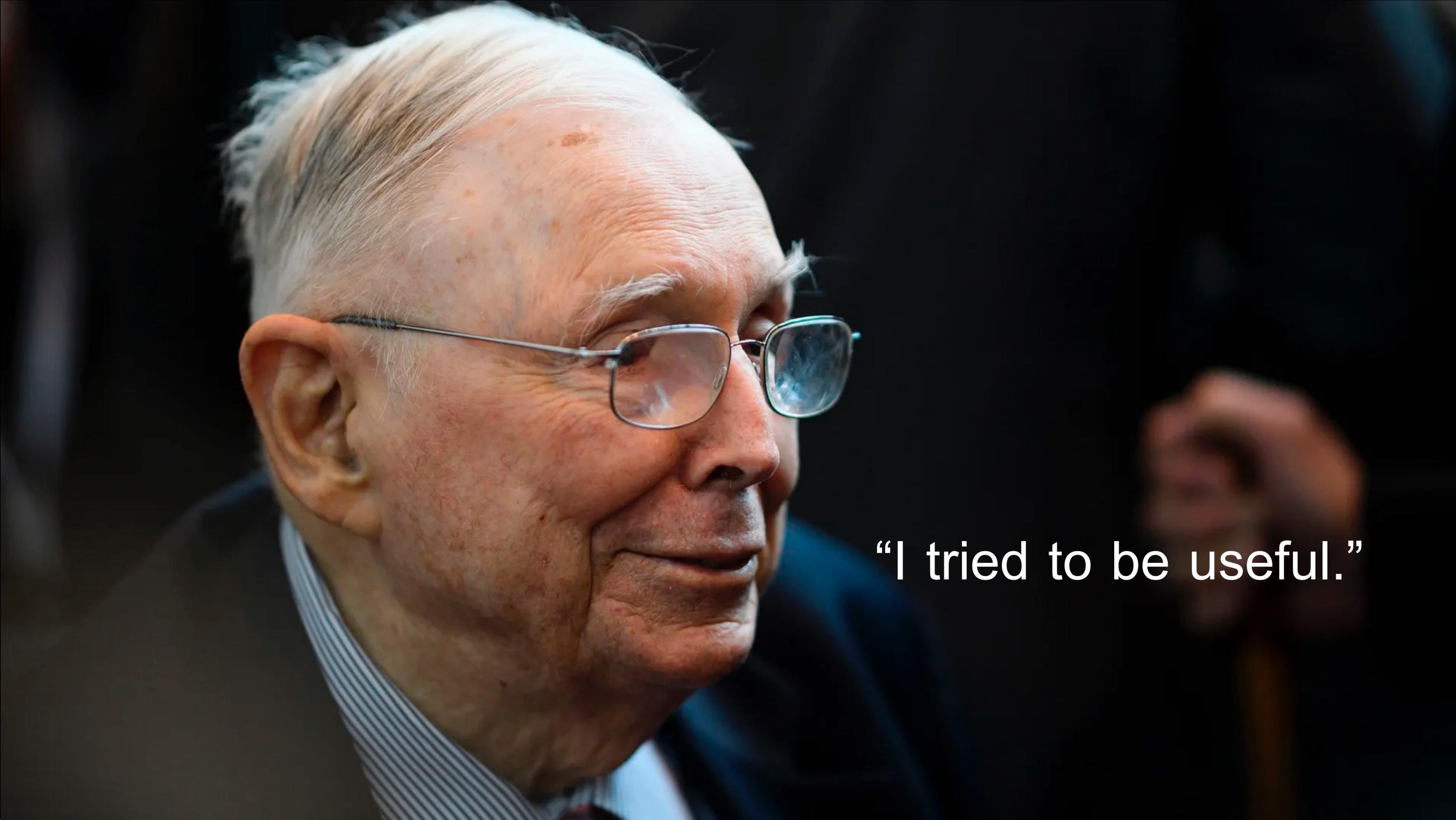
มาขนาดนี้แล้ว  
สู้ดีสู้ 😭





More than Clients but friends with purpose

We want to wake up to work everyday



“I tried to be useful.”

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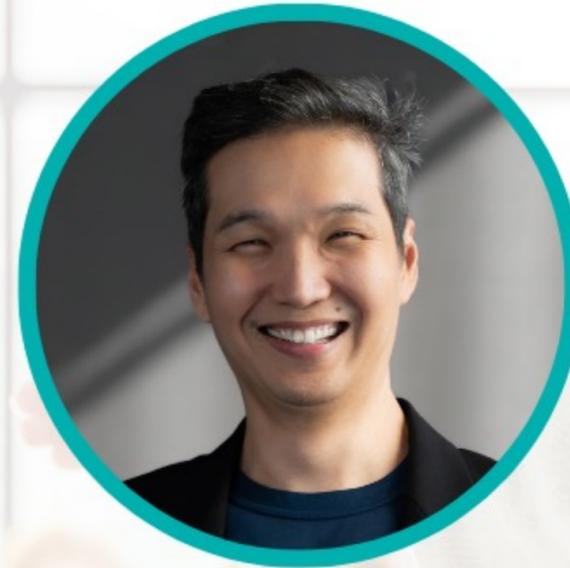
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