

# YOUTH CLIMATHON

*INNOVATIVE SOLUTIONS FOR THE ACCELERATION OF CLIMATE ACTION  
IN ASIA & THE PACIFIC*

**Green Talent Generation**

The Project **“GREENSTER”**  
Date of Version: 13 Jan 2024

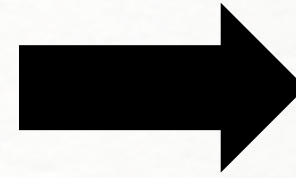


## Problem

**1,000,000**

**WILL LOSE THEIR JOBS**

as the green wave crashed upon  
carbon-heavy industries



**85,000,000**

**WILL LOSE THEIR JOBS  
BY 2025**

FROM WORLD ECONOMIC FORUM (2022)

## PAIN POINTS



THE PAINS EMPHASIZED BY THE CONSULTATION WITH

IMPACT-FOCUSED  
COORDINATOR

CLIMATE ADVOCATE

GENERAL COLLEGE STUDENT

- JOB DISPLACEMENT
- CIVIC BODIES SEEM TO LACK GREEN SKILL KNOWLEDGE

\*Only few groups have delved into green skills and green jobs, so the concerns of inclusivity and public awareness are addressed.

- RE-SKILLING AND UP-SKILLING TRAININGS OF GREEN SKILLS ARE INSUFFICIENT



**JUST TRANSITION**

# Proposed Solution: **GREENSTER**

**FEATURES\***  
 \*PRIMARILY FOR THE PILOTING VERSION

# GREENSTER



## About GREENSTER

Online interactive platform: website with AI Assistant

Equipped the young with GREEN SKILLS for GREEN JOBS

Created more green, meaningful job opportunities equally

- ✓ ACCELERATING THE GROWTH OF THE GREEN LABOUR MARKET
- ✓ INCLUSIVITY (HUMAN RIGHTS) AND JUST TRANSITION
- ✓ SUPPORTING THE GREEN ECONOMY
- ✓ RAISING AWARENESS FOR BEHAVIOURAL CHANGES

8 DECENT WORK AND ECONOMIC GROWTH

9 INDUSTRY, INNOVATION AND INFRASTRUCTURE

10 REDUCED INEQUALITIES

### 1. GREEN SCHOOL

- E-LEARNING PLATFORM

**USER EXPERIENCE**

- THE USER CAN OPT FOR COURSES OR USES OUR AI HELPER TO GENERATE HIS OWN SCHEDULE
- USER SUBSCRIBES TO ENROLL INTO THE COURSE ONCE

**COURSE OFFERED**

- PARTNERS WITH NGOS AND EXPERTS TO DESIGN CURRICULUM
- BUYS TOOLS AND HIRES THE LECTURERS FROM RELEVANT ORGANIZATIONS
- ABOUT GREEN SKILLS AND SPECIALIZED AREAS IN THESE INDUSTRIES:

### 2. GREEN PORTFOLIO

- AUTOMATICALLY THE CREDENTIALS WILL BE GATHERED IN GREEN PORTFOLIO.
- 2 PARTS: COURSE SUCCEEDED AND PERSONAL CV (THE CV CAN BE EDITED)
- MATCHING GREEN JOBS
- SENDING THIS PORTFOLIO TO THE SELECTED BUSINESSES OR NGOS

### 3. GREEN GROUND

- A COMMUNICATION CHANNEL
- KEY OFFER FOR OUR SPONSORS/ STAKEHOLDERS
- THE PLATFORM WILL CUSTOMIZE THE ADVERTISED, ONSITE EVENTS TO USERS

### 4. GREEN MARKET

- FOR THOSE WHO HAVE FINISHED THE COURSES AND WANT TO BE THE GREEN ENTREPRENEURS
- MARKETPLACE TO SHOWCASE THE USER'S START-UPS





# Target Group



**Young Adults (AGE: 22-30)**

## Why this group first?\*

- Test the model and the market effectively as this group (young adults), entering the labour market, tend to have more awareness and interest in this area

### Case 1

**LOSING JOB**

### Case 2

**GREEN WORKERS**

### Case 3

**LOOKING FOR THE JOBS**

With careers upended by the **green shift**, need support. Imagine miners displaced by renewables, or truckers challenged by EVs. Some require a leap into green jobs like solar installation or sustainable farming. These come from fossil fuels, transportation, and heavy manufacturing.

Meanwhile, current green workers need up-skilling for evolving fields like waste management and the circular economy. By understanding these diverse groups, we can tailor support for a smooth transition to a sustainable future.

Lastly, the graduated students may also seek opportunities for green jobs as they are become a great trend.

\*\* The target group will firstly be the young adults, interested in the green job fields with appropriate device, according to three cases, and it will be expanded to the marginalized group for inclusivity in the future plan.



# Environmental Impact

**Reduce the collective carbon footprint of our initial cohort by 2.5% within the first year, growing to 5% within three years. Through certain fundamental courses for green skills, we will track changes in individual consumption habits and energy use through surveys and data analysis of household energy bills. Our partnerships with businesses and NGOs will provide additional data points on sustainable practices adopted by graduates.**

**Increase awareness and engagement in renewable energy within the surrounding community by 5% in two years. We will conduct surveys and monitor public participation in energy workshops and outreach programs, according to Green Ground.**

**Protect 20 acres of natural land by the end of year three through sustainable agriculture and resource management practices implemented by our graduates. According to our curriculum about specialized green jobs, especially **agricultural jobs**, we will partner with local, environmental organizations to track changes in land use and resource management practices adopted in their communities.**

# Social Impact

**Equip 30 young individuals with green job opportunities within the first year, with a target placement rate of 80%. We will track job placements through our platform and conduct follow-up surveys with graduates to confirm employment.**

**Inject \$25,000 into the green economy within the first year through graduate employment and business ventures launched on the Green Market platform. We will track green job salaries, business revenue generated on the Green Market, and investment secured by graduates through surveys and platform data.**

**Build a diverse green talent pipeline by ensuring 20% of our first cohort comes from marginalized communities. We will track the demographics of our trainees and monitor their participation in workshops, job opportunities, and Green Market activities.**



# Cost Considerations

## INITIAL INVESTMENT:

- **Platform Build: \$5,000-\$10,000** (MVP website, AI Assistant)
- **Content Creation: \$1,000-\$5,000** per course (partnerships, lecturers, tools)
- **Marketing & Outreach: \$1,000-\$3,000** (social media, events, partnerships)

## ONGOING COSTS:

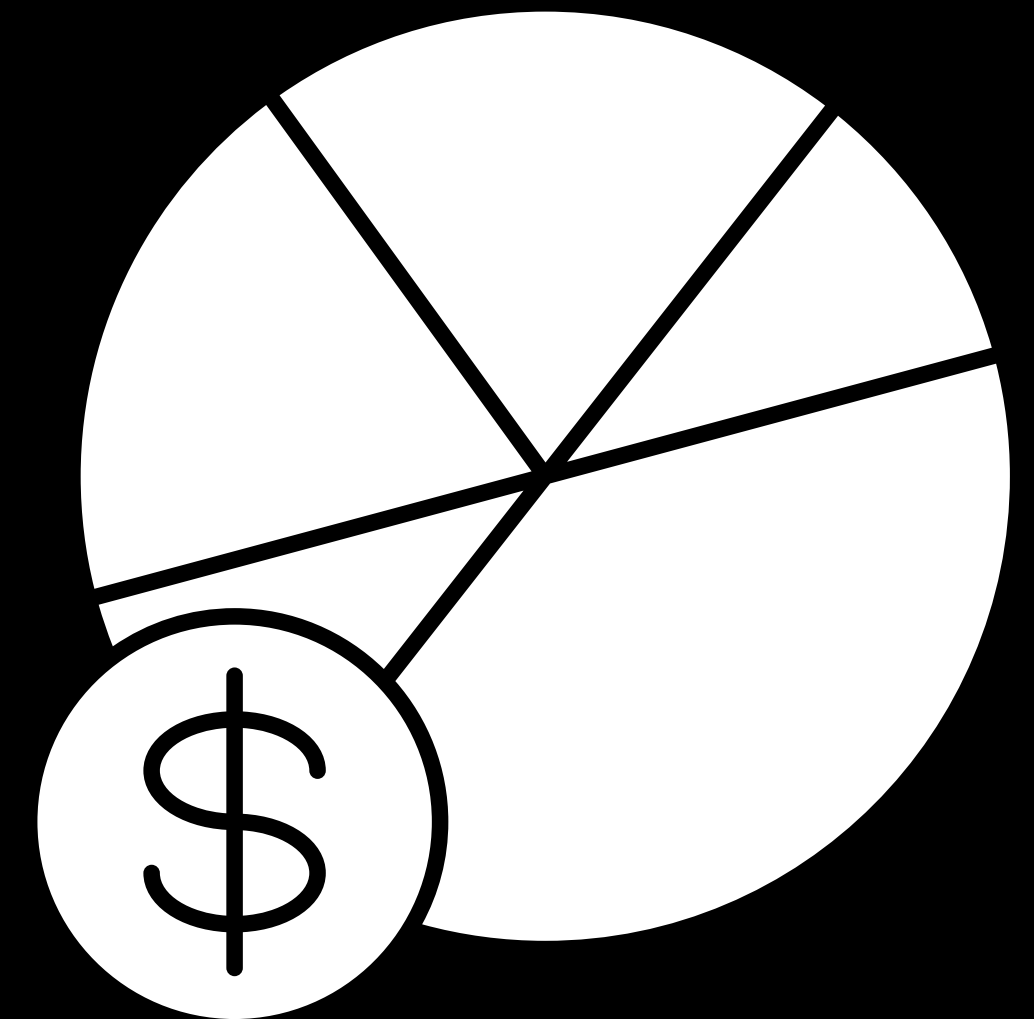
- **Platform Maintenance: \$500-\$1,000** per month (hosting, security, AI)
- **Content Updates: Variable** (partnerships, lecturers, tools)
- **User Acquisition: Set monthly budget** (social media, events, partnerships)
- **Subscription Management: Payment processing, customer support**

## SUSTAINABLE REVENUE:

- **Tiered Subscriptions: Free** (basic), **Premium** (AI, coaching, jobs)
- **Corporate Partnerships: Listing fees, advanced filtering tools**
- **Grants & Funding: Government, development, philanthropy**

## S&E ROI:

- **Green Jobs Created: Track employment after courses**
- **Social Development: Reduce green skill inequality, impact poverty**
- **Environmental Benefits: Measure carbon sequestration through jobs**





# Strategic Partnership

## Educational Institutions



## Government Agencies



## Social Impact Organizations



## Businesses and Corporations



## International organizations





# Implementation Plan

## START IMMEDIATELY

- Contacting partners
- Launching website
- Implementing 4 main features

## MILESTONES ACHIEVEABLE WITHIN A YEAR

- S - More than 10,000 users are enrolling on our platform
- M - Track enrollment numbers
- A - Assessing to have at least 1,000 users enrolling and implementing marketing plan every month
- R - Survey about new, additional courses, Try to have diverse, niche green courses
- T - In the first quarter, there are more than 4000 users registering and/or enrolling

## PROJECT IN THE NEXT 3 YEARS

- Developing another version for **B2G**
- The local administration will subscribe and facilitate channel for the local
- The target will be the local people including the ethnic group and minority
- This version has adapted the key features, like **Green Market**, to help local community to sell their local, green products or showcase their provincial green enterprises.

## PROJECT IN THE NEXT 10 YEARS

- Develop plan for equal gender proposition in green job opportunities and other plan
- consult with the governments
- promote equality for all groups for green skills and green jobs



## ACHIEVE WITHIN 6 MONTHS

- Market test with the piloting model and the target group
- Course improvement
- Contact more partners
- Add more courses

## PROJECT IN THE NEXT 2 YEARS

- Launching the new feature: **Green Court**, where the users can report if he loses his job without amelioration or rightful mechanisms due to the green shift
- Integrating litigation facilitation in order to enhance our website's mission to be a comprehensive solution for green labours
- More accessible and attract more users: Twice of users enrolling

## PROJECT IN THE NEXT 5 YEARS

- The local administration buys and is interested.
- The marginalized can learn and get accessed to green jobs and green skills
- Plan to develop the platforms for the people of disabilities to access
- The platform is growing in other countries in Asia Pacific Region



# Business Model

## B Building Sustainability

- **Subscription fees:** Users subscribe to Green School courses, generating recurring income.
- **Job Placement Fees:** Companies pay a one-time fee for successful placements from Green Portfolio.
- **Green Market Commission:** We take a small commission on transactions in the Green Market.
- **Carbon Credits:** Partner with sustainable businesses to offer users the opportunity to "offset" their carbon footprint by purchasing credits generated by partner projects.
- **Grant funding:** Apply for grants from environmental and social impact organizations.

## T Triple Bottom Line Alignment

### Environmental:

- Green Skills training fosters sustainable practices across industries.
- Carbon Credit initiatives directly reduce emissions.
- Promoting green entrepreneurship encourages eco-friendly solutions.

### Social:

- Affordable, accessible education empowers youth and closes the green skills gap.
- Inclusive platform promotes diversity and human rights in the green economy.
- Just transition principles ensure no one is left behind in the shift towards sustainability.

### Economic:

- Creates new green jobs, boosting the green economy.
- Supports local communities through project collaborations.
- Drives innovation and entrepreneurial spirit.

## C Community Power

### Referral Model:

- We incentivize community members to refer new users through discounts or rewards.

### Membership Program:

- Paid memberships offer premium features like personalized career coaching and early access to Green Market promotions. Revenue supports platform development and scholarships.

**GREENSTER's financial model** is designed to be agile and adapt to market changes. The community plays a crucial role, their engagement driving revenue and amplifying our impact.

By ensuring financial sustainability, we ensure the long-term success of our mission: empowering the young to build a greener future.



# Team Members



## Tumpapon Torsupsin

**Role:** Hustler (Business & Marketing)

**Education:**

- ✿ Bachelor of Business English, BUI
- ✿ Master of IT, KMUTT

**Experiences:**

✿ Marketing leader with 6+ years navigating diverse industries, from technology, property, consulting, FinTech, and entertainment. Committed to social impact through volunteer work in inclusion & diversity, education, and youth development.



## Thanawin Teerasangjun

**Role:** Hacker (Tech & Innovation)

**Education:**

- ✿ BSc. Computer Science, Mahidol U.

**Experiences:**

- ✿ Corporate Innovation at CP Foods (one of the Asia's largest agriculture and food companies)
- ✿ Co-founder of CarbonAct.co (Carbon Emission Management Platform for Enterprises)
- ✿ Co-founder of MUIC Innovation Club at Mahidol University
- ✿ Leo Member of Lions Clubs International



## Worrawantra Nuam-in

**Role:** Hipster (Business law & Youth advocacy)

**Education:**

- ✿ First year, International LL.B. Program in Business Law, Thammasat U.

**Experiences:**

- ✿ SB 58 Bonn's delegate on the badge of UKYCC
- ✿ Youth champion of UNICEF East Asia and Pacific
- ✿ United Nations' Youth Moderator for the launch of General Commission No. 26