



Smiling Gecko CSR Initiative

2024



Purpose and Vision



Enhancing the quality of life and livelihoods in rural Cambodia by developing sustainable social enterprises, delivering education and vocational training, and nurturing food security through a holistic approach that fosters resilience and drives lasting nationwide impact.



Driving change together

Smiling Gecko invites companies in the UK to collaborate and enhance their CSR initiatives by addressing critical challenges in rural Cambodia, such as lack of education, employment, and basic infrastructure; poverty-driven food insecurity; and insufficient access to health care.

This partnership offers businesses an opportunity to create a meaningful, sustainable impact while strengthening their CSR campaigns.



Target Audience



Economic

High poverty rates, with over one-third of Cambodians living on less than \$2/day

Social

29% of 15-24 year olds have not completed primary education in Cambodia

Half a million children in Cambodia grow up without their parents

Environmental

Unsustainable agricultural practices and biodiversity loss



The Problem



The Solution in Cambodia



Sustainable Fish Farming

Establishes local fish hatcheries and grow-out ponds to produce high-quality tilapia.

Provides vocational training in modern, sustainable aquaculture techniques.

Creates a circular economy by integrating organic farming and fish production, improving both food security and farmer incomes.



Unique Advantage A Service for your Company



If you want to help us, we will help you:

- Professional Video Material
- Live Speaker Events at the company
- Cooking Workshop with people from Cambodia
- Regular Reporting (KPI's and Updates)
- Campus Visits
- Self-Promotion



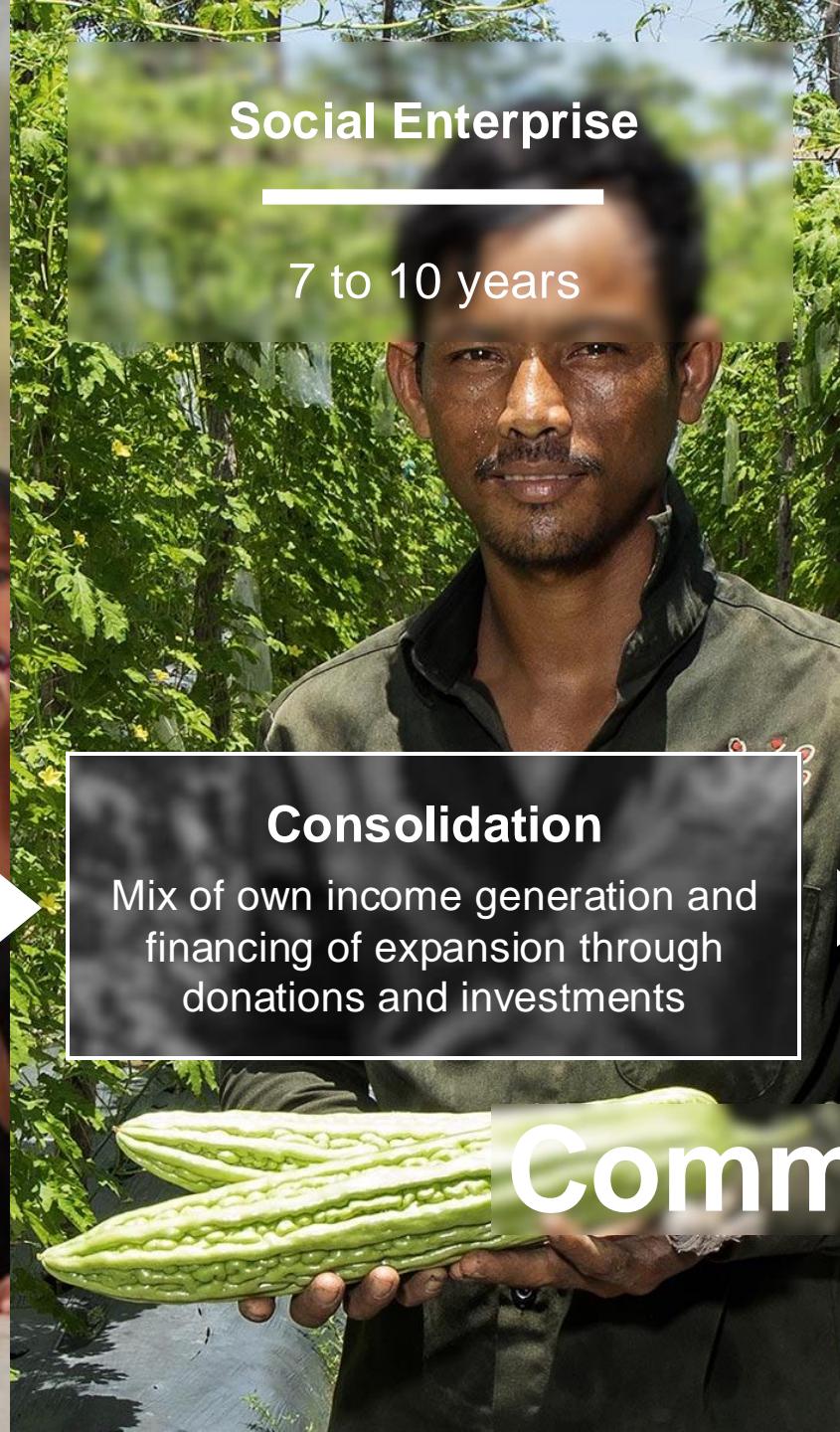
\$

NGO

7 to 10 years

Start-up

Financing of the start-up and development capital in the form of donations



Social Enterprise

7 to 10 years

Consolidation

Mix of own income generation and financing of expansion through donations and investments



Company

Going concern

Financial independence and multiplication

Revenue generation of the overall enterprise and external investments for multiplication

Commercial Model



Market Analysis

TAM

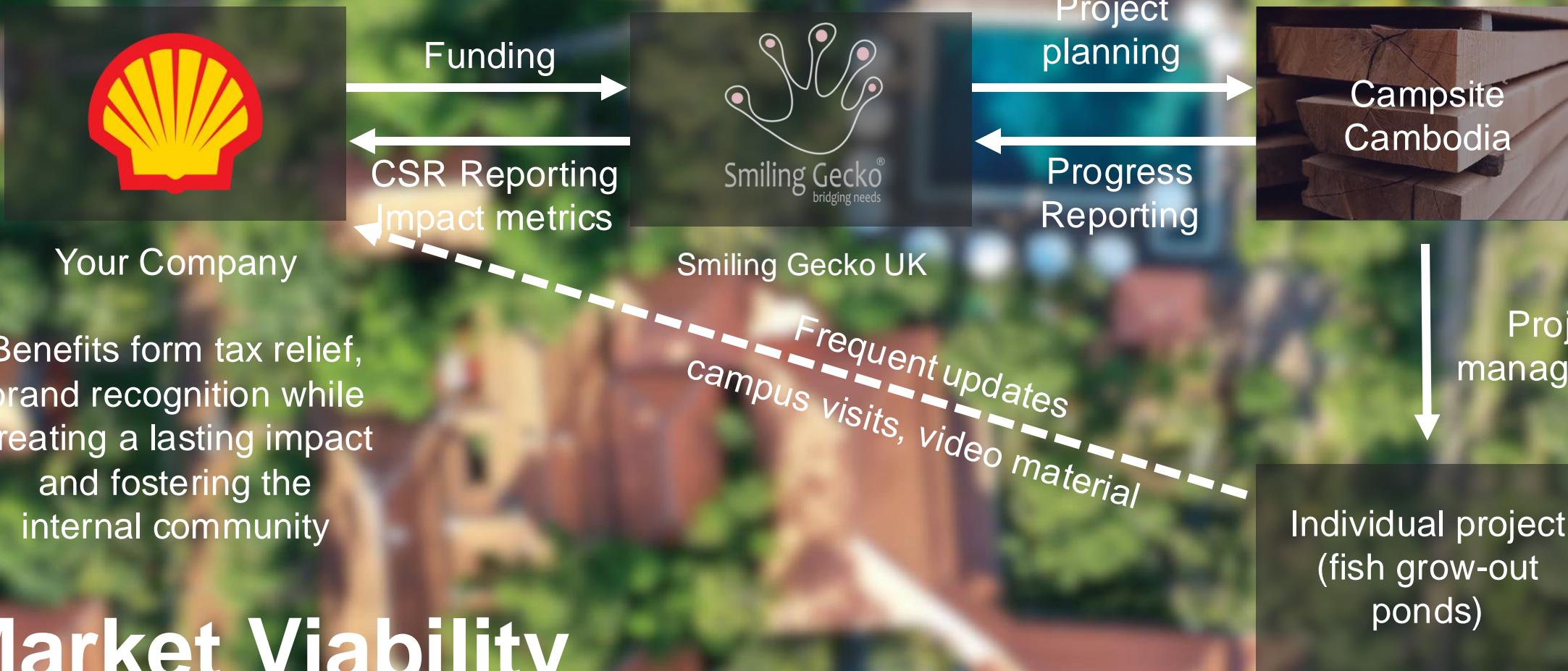
Cambodia's \$47 billion GDP with a growth of 5.5% highlights potential growth in agriculture, tourism and skilled workforce development

SAM

Cambodian rural communities in provinces with over 10'000 indirect beneficiaries

SOM

Currently 3'000 people benefit directly from the project



Market Viability



Building a future for Cambodia

Currently, 470 children are going to school at the Smiling Gecko campus, with plans to welcome 50 more students every year, ensuring continuous growth and opportunities.

Innovative initiatives like the Farmhouse have already achieved self-sufficiency, paving the way for sustainable progress and empowerment.



Evidence of Success

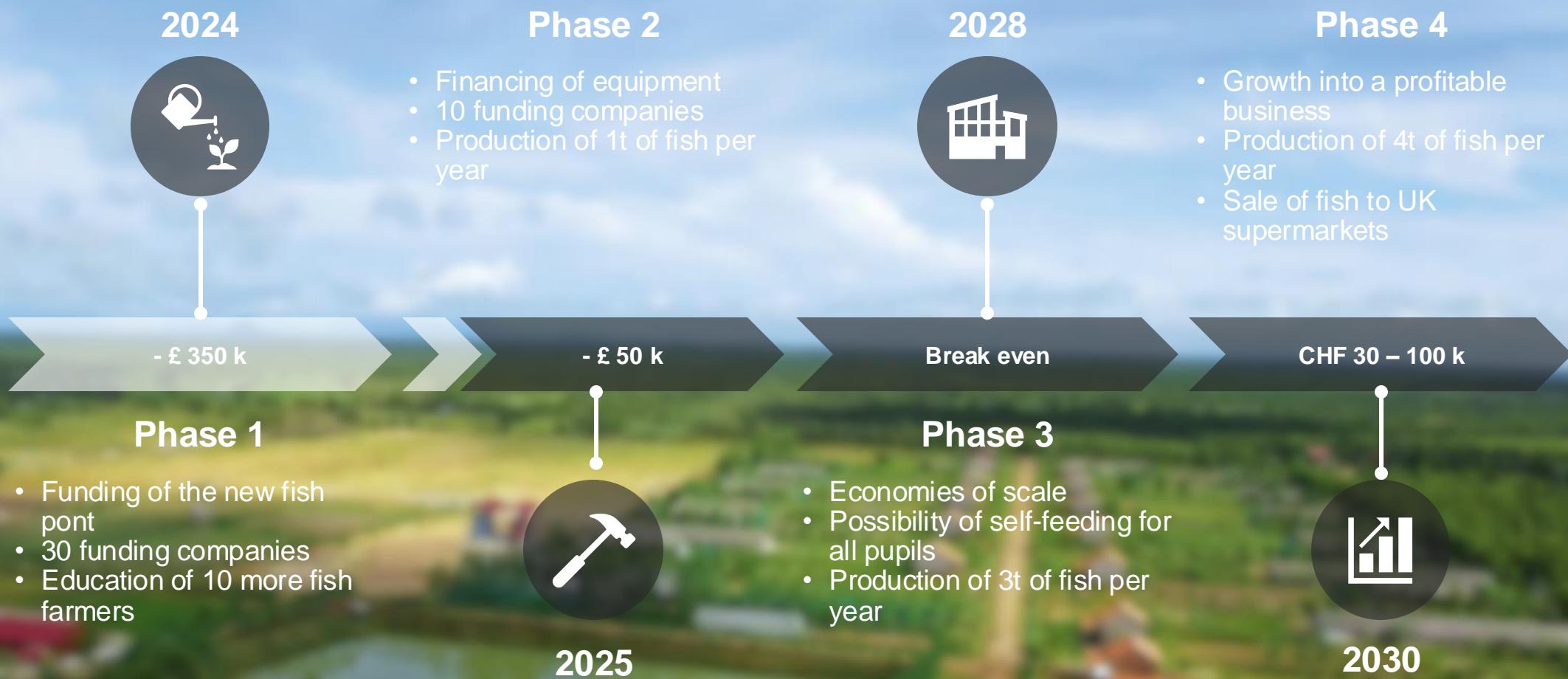


Financials

Education with university

Fish pond





Horizon Mapping



Dr. h.c. Hannes Schmid
Founder

Amanda Kayne, EMBA
Country Manager UK

Alain Biner
CEO

The Team

