



Eco-innovation & economic opportunities through waste management

Market player:
REDI Recycling

Duration:
April 2021 - March 2023

Budget:
80,000 CHF

Location:
North Macedonia



RATIONALE

Relevance

What:
relevance & focus

- Rapid population growth and urbanization put pressure on urban services and waste management.
- Efficient waste management enables the protection of human health, reducing environmental pollution, saving of natural resources, and achieving additional economic opportunities.

Symptoms

How:
systems for services, competencies & influencing underperform

- Waste separation is not done at household levels, as central level institutions have not developed a workable model of charging for amounts or types of waste produced and its subsequent recycling.
- Even if waste is somewhat separated, collected, and recycled, most of the waste is not separated nor washed properly, which ends up with possibly contaminated products of questionable quality
- The waste management system is inhabited by the lack of efficient systems in waste collection, transport, and storage with low public awareness and participation and weak legal enforcement and incentives

Root causes

Why:
systems underperform

- Underdeveloped and inadequate waste management service market system for enhancing the economic and environmental value additions of waste management.
- Uncoordinated interventions for public awareness and participation in waste management, leading to weak behavioral changes.
- Weak evidence-informed and private-sector led advocacy to make existing legislation and policy measures provide sufficient legal and economic incentives for waste separation and recycling



BUSINESS MODEL

In 2019, the Roma Entrepreneurship Development Initiative (REDI) started an initiative for advocating the existing problems of informal waste collectors at a higher level by presenting them to the Ministry of Labor and Social Policy, including other stakeholders.

Understanding the complexity of the problem, REDI has developed the Recycling initiative into a social enterprise as a new mechanism for solving long-term problems in the community.

In December 2020, REDI Recycling obtained a license for collecting and transporting non-hazardous waste, issued by the Ministry of Environment and Physical Planning.

REDI Recycling is a start-up social company, with the aim to organize and formalize (employ) Roma informal waste collectors while establishing a system for primary waste separation in apartment buildings and companies.

The business case
Development of waste management service markets stimulating waste become a new source of income



The policy framework
Endorsment and involvement of municipal and government authorities who allocate space for waste management and operate waste transfer stations.

Behavioral change
Engagement of communities and households through sensitization and promotion of green businesses producing goods from recycled domestic waste



PROGRESS



9 employees
(5 collectors, 1 truck driver, 1 supervisor, 1 assistant, 1 manager)

244 buildings served
(429 applied for the REDI Recycling services)



3 warehouses
(1 for plastic, 1 for paper)

