

## Eco-innovation & economic opportunities through waste management

RECONOMY is a regional inclusive and green economic development program of the Swedish International Development Cooperation Agency (Sida), implemented by HELVETAS Swiss Intercooperation in the Eastern Partnership and the Western Balkan countries.



**Sector:**  
Waste management system



**Target group**  
Women,  
young people,  
in particular disadvantaged  
and excluded groups



**Location:**  
North Macedonia



**Start:**  
February 2021

### FOCUS

The pilot intervention promotes formal waste collection by facilitating groups of informal marginalized collectors to get licenses and become part of the REDI waste collection company – REDI Recycling. It then uses the data collected and lessons learned to scale up the initiative and showcase the model to other public and private sector actors for improved behavioral changes (economic and environmental).



### VISION

An improved waste management system creates better economic opportunities through solid waste collection and recycling. This reduces environmental degradation and health risks due to efficient and sustainable solid waste management systems. The pilot intervention promotes formal waste collection by facilitating groups of informal marginalized collectors to get licenses and become part of the REDI waste collection company, REDI Recycling, a registered enterprise established by the Roma Entrepreneurship Development Initiative (REDI), with a business model of social enterprise in North Macedonia. It then uses the data collected and lessons learned to scale up the initiative and showcase the model to other public and private sector actors for improved behavioral changes (economic and environmental).



### PROBLEM

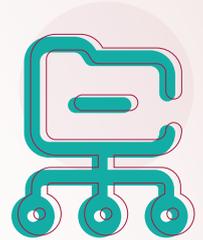
Underlying system constraints include underdeveloped and inadequate waste management service market system (technical and management capabilities) for enhancing the economic and environmental value additions of waste management; uncoordinated interventions for public awareness and participation in waste management, leading to weak behavioral changes; and 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

The pilot intervention supports the REDI waste collection company, REDI Recycling, empowering marginalized groups. By supporting the waste collection initiatives, the pilot intervention gathers data for advocacy and scaling up initiatives.

Simultaneously, RECONOMY is exploring links between the waste collectors and hubs from the pilot intervention for supporting freelancing to collaborate on startup ideas and innovation using recycling materials. RECONOMY is also exploring the best practices in awareness raising and successful social entrepreneurship models in waste management in other countries where the program is active.



### EXPECTED RESULTS

**20 people** of people with additional income and decent job opportunities



**30%** of people with additional income and decent job opportunities who express satisfaction with their situation



**20** people improve their skills and knowledge, and increase their employability as well as start their own economic/income-generating initiatives



**40%** of people express satisfaction with the relevance of skills, knowledge, and information services