



AUB IS SELECTING AND WORKING WITH INCUBATORS TO INVOLVE THE PRIVATE SECTOR IN ZERO WASTE EFFORTS



To complement the Zero Waste work done by local public policymakers and civil society, involving the private sector and its innovation potential is crucial. In fact, the MED-InA project also aims to stimulate the growth of circular economy, build cross-border relations through start-up exchange and tap on local innovation in the pilot areas through outreach, practical awareness activities, start-up co-creation along with financial, incubation and deployment support to start-ups creating economic value from waste.

EXPECTED OUTCOMES:

- Increase awareness on the value of circular economy among public authorities, SMEs, civil society, entrepreneurs, and community members.
- Promote circular economy through financial and expert support.

Three incubators will be selected in Jordan, Spain and Tunisia, the three pilot countries, to receive a MED-InA sub-grant. Municipalities of all 3 target areas will support in the selection, meetings with AUB team during visits to territories, exchanges with the incubator, participation in ideation and judging at a pitching event. Start-up circular economy services and products that have the potential to scale horizontally and engage a great number of community members will be favoured.

Expanding citizen involvement in circular economy, start-ups will support the coaching actions of GD6D (see previous section) in an effort to create economic incentives to adopt more positive waste management practices.