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.

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.

**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.