

## Benefits

### 1. Free programme

Upcycle Your Waste is funded by the European Union. We don't expect any fee from your SME.

### 2. Reducing costs

Research shows better waste management reduces costs directly and indirectly.

### 3. Demand driven

The project was launched from a demand by SMEs. Representatives of local SMEs are part of the project.

### 4. No standard sectoral approach

We take all waste streams inside a business area into account. We don't focus for example on merely plastic or paper.

### 5. Boost your business

Reduced CO<sub>2</sub> emissions support your CSR activities, helping you to obtain permits and widening your tender possibilities.

### 6. Save the environment

Turning your waste and unwanted by-products into new products minimises pollution into the environment.

### 7. Support local development

The programme supports local partnerships, stimulates development and aims to create a more engaged and co-operative business community.

## Partner

### The Norwich Business Improvement District

The Norwich Business Improvement District (BID) is a not-for-profit organisation, run for local businesses by local businesses. Our mission is to make a clear, positive impact on the vitality of our city centre, and the success of the businesses within it. We are continually looking to develop new and inspiring ventures which positions Norwich as one of Britain's leading cities.

With the 'Upcycle Your Waste' project, our aim is to establish a circular economy for Norwich. We want to look at how waste from our SME's can be upcycled and put to good use elsewhere in the community.



## Join us now!

Interested in being a part of Upcycle Your Waste? That's great! Together we strive for a sustainable planet, boost your business and reduce your waste costs.

Please contact us to be part of Upcycle Your Waste.



Unit 4.3, Floor 4, Kiln House,  
Pottergate, Norwich, NR2 1DX  
01603 559570 - [projects@norwichbid.co.uk](mailto:projects@norwichbid.co.uk)

# Upcycle your waste

Free programme for SMEs

Tailored to local SME needs

Support the green economy



## International Project Partners



[upcycleyourwaste.com](http://upcycleyourwaste.com)

Interreg  
2 Seas Mers Zeeën

Upcycle  
your waste



Upcycle your waste

**Minimise  
your waste.**  
**Maximise  
your business.**

### Free programme

Upcycle Your Waste is a free programme to support SMEs in the handling of waste streams and unwanted by-products. The goal is to convert this waste into new resources, supporting the circular economy and contributing to a more sustainable planet. At the same time Upcycle Your Waste allows SMEs to cut waste related costs and boost your business.

### Step by step guidance

Our mission is to actively guide your SME step by step. We'll help you to break down the organisational, technical, financial, knowledge or other barriers you currently may encounter. That's why Upcycle Your Waste acts on a local level, closely working together with your company, other local firms, researchers and local authorities.

### Pilots inside local business areas

To achieve this, the programme will deliver tailored knowledge, demonstrate practical circular solutions, set up more efficient waste processes and facilitate cooperation between SMEs and their relevant stakeholders. It will therefore launch a range of pilots focussing on the combined waste streams inside the business area or city your SME is located.



## Break down barriers and stimulate cooperation

Research indicates SMEs are confronted with lots of barriers preventing them from tackling their waste streams and make the transition to a more circular economy. These barriers include routine, lack of knowledge, time, avoiding risks, and fear of higher costs. Upcycle Your Waste focusses on your specific barriers and helps you to break them down.

We research your current waste streams and demonstrate solutions and tools to improve efficiency. Cooperation between SMEs inside the selected business area is key to organise sufficient scale and develop processes.

Our final aim is to bundle the waste streams inside your business area and get them upcycled through an external waste contractor. This results in a reduction of your waste costs and a more sustainable planet.

## International partnership tailored to your needs

SME business institutions, researchers and governments from the UK, France, The Netherlands and Belgium have teamed up in a unique international partnership. Over the next two years they will help SMEs in six selected business areas to upcycle their waste. SMEs receive active support in this transition by local team members. Furthermore SMEs will get insights in international knowledge built during the project.

Upcycle Your Waste is funded by the Interreg 2 Seas Program and co-funded by the European Regional Development Fund.



1

Introduction of programme by local partner

2

Survey on SME barriers and drivers

3

Audit on SME waste and waste streams

4

Presenting outcome of audit

5

Launch of tender