

ABSTRACT

This research aims to investigate the social, economic, and environmental impacts of adopting ecopreneurship and upcycling in achieving SDG 8.3. Additionally, the study seeks to understand how collaboration among the government, private sector, and community organizations can promote ecopreneurship and upcycling towards SDG 8.3. The research also examines the upcycled products produced by ecopreneurs and their contribution to achieving SDG 8.3. The study is conducted qualitatively to identify factors shaping individuals into ecological entrepreneurs, understand perspectives on conducting business considering environmental impact (Ecopreneurship), and explore additional insights that these Ecopreneurship practitioners can offer for the growth of SMEs in the same field. Motivation for initiating ecopreneurship and upcycling activities in all cases stems from environmental and socio-economic concerns, utilizing discarded items to upcycle and increase their value. Specifically, Chilaz Craft operates independently without collaboration with the government and the private sector. In conclusion, the implementation of "Ecopreneurship and Upcycling" concepts by these entities revolves around social, environmental, economic, sustainability, environmental friendliness, and creative approaches. The most dominant values among ecopreneurs are environmental and economic, emphasizing the shared goal of creating a better environment and shaping community attitudes to preserve it.

Keywords : Ecopreneurship, Upcycle, and SDG 8.3