

ABSTRACT

Waste management remains a critical challenge in environmental development amid the increasing volume of waste and the limited capacity of landfills in Indonesia. Poor waste management practices have led to various negative impacts, including environmental pollution, disaster risks, rising greenhouse gas emissions, and threats to public health. In this context, ecopreneurship-based startups offer innovative solutions by integrating entrepreneurial orientation with environmental sustainability values. These initiatives have the potential to enhance the effectiveness of waste management and support the achievement of the Sustainable Development Goals (SDGs).

This study aims to examine how sustainable business models are implemented by startups engaged in the waste management sector, as well as the types of innovations they develop. The focus is directed at their contribution in promoting a transition toward a more circular and value-added waste management system, while ensuring long-term business sustainability.

This research adopts a qualitative method using a multiple case study approach of two startups—Robries and Sampangan—which represent different approaches in transforming waste into economically valuable products. The data sources consist of primary data collected through interviews and observations, and secondary data obtained from official documents, media publications, and publicly accessible digital sources.

Keywords: *Ecopreneurship, sustainable business model, innovation, startup, waste management.*