

1. Regional center for recycling the construction waste

Team :

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2. The solution to the problem is to transform the waste into recycled aggregate that will be used as a subbase material for other construction materials, like concrete. The idea of our project is to recycle the waste resulted from the construction process and produce semi-products used in infrastructure.

Motto: *One man's trash is another man's treasure.*

The business model is based on the idea that we reuse “one man’s trash” and transform it into “another man’s treasure”, which are semi-products that we produce and sell using the waste from construction process.

We use a differentiation marketing strategy. Buying from us, our customers contribute to achieving the sustainability objectives assumed by Romania until 2030.

Through the specifics of the company, several SDC Sustainability objectives are achieved:

Employees are part of the vulnerable population of NEEET or unemployed communities, people with a low level of education (SDG 8), Sustainable cities and communities (SGD 11), Industry, innovation and infrastructure (SDG 9).