



GREEN BUSINESS INCUBATOR AND CIRCULAR ECONOMY

STRATEGIES

Sustainability

CHALLENGE

Regreening Cartagena

DESCRIPTION

For the last 2 years, Cartagena has been shifting its poverty alleviation efforts towards sustainability. For many years, resources allocated to help internally displaced people, vulnerable communities and migrants went to the development of small-scale businesses that ultimately led to increase the number of street vendors and the size of the informal economy.

Since 2020, Green Businesses have become a priority given that they bring innovation, revenue, scalability, and sustainability. International non-profit organizations such as Mercy-corps, Opportunity International and the Hilton Foundation have been making efforts on this matter, one of them by financing a pilot program for a Green Business Campus in Cartagena.

Investors of all sizes are needed to guide and promote associative businesses around blue carbon, decarbonization, reforestation, recycling, plastic pollution reduction, ecotourism, and the implementation of nature-based solutions.

KEY PERFORMANCE INDICATORS

- ▶ Number of people trained in circular economy and green businesses
- ▶ Number of incubated green businesses
- ▶ Number of green businesses paying fee to incubate new ventures





PROJECT LEADER

Environmental Public Institution

CLIMATE EMERGENCY



IMPACTS EXTREME POVERTY



CAN INCLUDE A POWERFUL GENDER PERSPECTIVE



BENCHMARK PROJECT (FOR REFERENCE)

Bethesda Green is an innovation lab that includes a suite of entrepreneurial programs to support green startups with social impact

<https://bethesdagreen.org/be-green-business/>



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SUSTAINABLE DEVELOPMENT GOAL IMPACTED

8 DECENT WORK AND ECONOMIC GROWTH



Promote sustained, inclusive, and sustainable economic growth, full and productive employment, and decent work for all

12 RESPONSIBLE CONSUMPTION AND PRODUCTION



Ensure sustainable consumption and production patterns

NUMBER OF SDG INDICATORS IMPACTED



Alcaldía Distrital de
Cartagena de Indias



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