

## **ABSTRACT**

*The problem of garbage heap in the city of Bandung is still not resolved properly. From 1568 tons of waste per day, only 1200 tons can be transported to Final Disposal (TPA). The rest, as many as 150-250 tons processed by residents, 150-250 tons of other waste is not transported and disposed to an illegal garbage disposal. Various efforts from the government have been done to overcome the pile of waste that is not transported, one of them with Reduce, Reuse, Recycle program (3R) from PD Kebersihan Kota Bandung. However, the reduction target of waste dump is not only the responsibility of the government, but also the responsibility of other parties including elements of society. Ecopreneur as one element of society also has a very good role in waste management which will help the city of Bandung in settling the waste pile. The existence of recycling business conducted by ecopreneur can be one alternative solution to achieve the target of Perusahaan Daerah Kebersihan Kota Bandung in RPJP year 2005-2025, where waste management with Reduce, Reuse, Recycle program (3R) must reach 40%. However, ecopreneur does not have a roadmap as a guide to develop its recycling business.*

*The purpose of this study was to identify the dimensions of green entrepreneurship ecosystem consisting of Markets, Infrastructure, Innovation, Governance-Regulations, Geographic Location, Visibility, Networks and Financing aspects of ecopreneur CRNC (Chilaz Recycle Newspaper Craft) to create ecopreneur roadmap in developing recycling business.*

*This research is a qualitative research where data obtained from interviews conducted to four respondents related to entrepreneur and ecopreneur activities. Respondents were selected through convenience sampling technique. The recording of the interview is then copied in the form of verbatim transcript. After performing reduction data from verbatim transcript, the answers were divided into group. The documentation data were interpreted and summarized into conclusion of this study.*

*Based on data processing obtained from the interviews, it was found that the dimensions of green entrepreneurship ecosystem consisting of Markets, Infrastructure, Innovation, Governance-Regulations, Geographic Location, Visibility, Networks and Financing are identified within the ecopreneur CRNC. In making the ecopreneur roadmap using the five stages of growth in small business (Churchill and Lewis, 1983), the first phase of ecopreneur can focus on the financing and markets aspects, the second phase focuses on the aspects of visibility and networks, the third stage focuses on aspects of infrastructure and innovation, focus on the aspects of governance regulation and Geographic Location, the fifth stage of focus back to aspects of financing and networks.*

*Ultimately, this study is expected to provide direction or roadmap for ecopreneurs who want to develop the business of recycled products. Researchers recommend to conduct further research for example by conducting comparative research to ecopreneur outside Bandung whose business is already large scale in hopes to get a broader picture in making ecopreneur roadmap to expand its business.*

**Keywords: Ecopreneur, recycle, roadmap, recycling business**