

# CHALLENGES AND NEEDS OF SMALL AND MEDIUM ENTERPRISES OF RECYCLING IN GEORGIA – THE CASE STUDY BASED ON QUADRUPLE HELIX COLLABORATION

*Turkadze Tsitsino<sup>1</sup>*  
*Tskhakaia Ketevan<sup>2,1</sup>*  
*Moseshvili Tamari<sup>2</sup>*  
*Bochoidze Inga<sup>1</sup>*

*<sup>1)</sup> Akaki Tsereteli State University, Georgia*

*<sup>2)</sup> The Imereti Scientists' Union "Spectri"*

## **Abstract**

The presented study describes the challenges that is performed on the basis of the EU-Georgia Association Agreement in the waste management sector of Georgia.

Georgia set ambitious targets for waste recycling. The Vision of the Waste Management in Georgia is: "Georgia to become a preventing and recycling society". It would be necessary to establish waste separation systems in immediate proximity to paper, plastic, glass and metal waste sources. So, the enterprises must be to be able to do more recycling as much as possible. Waste recycling is that sector of business, which must be developed rapidly, in order to cover at least those minimal needs, which the country's waste management sector is being faced today.

The planned measures will result in significant challenges of the country's local authorities, universities, business and the whole society in the near future.

With the aim of supporting and studying the current situation in waste separation and recycling within the framework of the project "Supporting Small and Medium Enterprises", Imereti Scientists Union SPECTRI try to collaborating all stakeholders based on the Quadruple Helix Model.

For identifying the problems and needs of the recycling was performed a survey of business entrepreneurs involved in this field, to study the prospects of development of recycling and demonstrate effective mechanisms for promoting mutual cooperation with governmental and non-governmental sectors.

**Keywords:** waste management, recycling, survey, small and medium enterprises.