

## **ABSTRACT**

*The purpose of this study is to investigate the applicability of the concept of industrial symbiosis as a means of promoting environmentally conscious entrepreneurship among micro and small enterprises (MSEs) in the food industry in Bandung. The method used was a qualitative approach, and data collection techniques involving interviews with MSEs and related stakeholders were adopted. The results from the field revealed that although the term “industrial symbiosis” is not yet widely known among small business owners, practices that conform to this concept are emerging. Examples include initiatives to utilize manufacturing waste in the production of useful products and active participation in sustainable waste management through involvement in local communities and waste banks. The applicability of industrial symbiosis can be examined from three main perspectives: environmental, social, and economic. From an environmental perspective, this approach has the potential to reduce waste generation and promote sustainability-focused waste management. From a social perspective, entrepreneurs deepening their engagement with local communities and households has a positive impact not only on expanding cooperative networks but also on empowering local residents. Economically, SMEs have demonstrated the ability to create added value by processing manufacturing waste into new products with sales value, which ultimately contributes to increased revenue and business stability in competitive markets. However, there are still several challenges to implementation, including a shortage of skilled labor, concerns about brand abuse, and low public awareness of the importance of recycled products.*

*Keywords: Industrial Symbiosis, Micro and Small Enterprise,, Entrepreneurship, Waste Management*