Scaling Global South Climate Solutions | EcoRed - Argentina

EcoRed is a collaborative digital platform that connects people, businesses, cooperatives and organizations to give materials and objects a second life. Through the platform, users can publish and find ecoResources, items or materials that can be reused, recovered, recycled or transformed, helping reduce waste, improve circular flows and create local collaboration opportunities.

Challenge
In Argentina and across Latin America, also the world, many materials and objects that still have useful value are discarded because people and organizations lack simple channels to connect supply with demand. This creates avoidable waste, unnecessary emissions linked to extraction and production, and missed opportunities for local circular economy networks.

Solution
EcoRed enables users to identify, publish and exchange ecoResources through a collaborative platform designed around reuse, recovery, recycling and transformation. The solution makes it easier for individuals, companies, cooperatives and institutions to find new uses for materials, reduce disposal, and build partnerships around circular economy practices.

Impact
EcoRed is currently in an early-stage development and validation phase. Its expected impact is to reduce the amount of reusable or recoverable materials sent to landfill, support more efficient resource use, and strengthen local networks between generators, recoverers and users of materials. As the platform grows, EcoRed will track indicators such as registered users, published ecoResources, successful matches, materials diverted from disposal and estimated emissions avoided.

Partners
Partners include cooperatives, recyclers, companies with reusable materials, municipalities, universities, NGOs and circular economy initiatives.

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