

UPCYCLING FOR SUSTAINABILITY- LINKING UPCYCLED PRODUCTS TO MARKETS



CURRENT MODEL

LINEAR ECONOMY

From A Linear Economy



SUSTAINABLE MODEL

- CIRCULAR ECONOMY



UPCYCLING

- IDENTIFYING & COLLECTING MATERIALS IN TRANSITION



PRODUCTION

- PURCHASING



CLEANING



DESIGN & MANUFACTURING



DESIGN & MANUFACTURING



FINISHED PRODUCTS

- FASHION ACCESSORIES



- **FASHION ACCESSORIES**



FASHION ACCESSORIES



FASHION ACCESSORIES



HOME ACCESSORIES

- FURNITURE



HOME ACCESSORIES

- FURNITURE

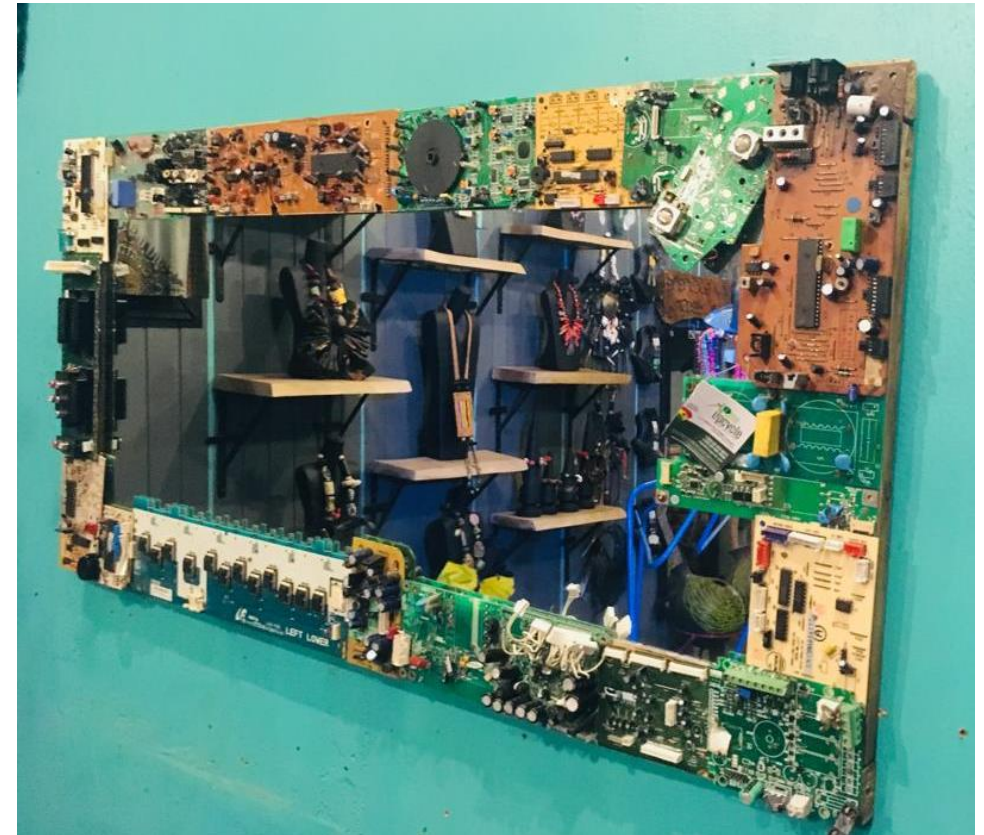
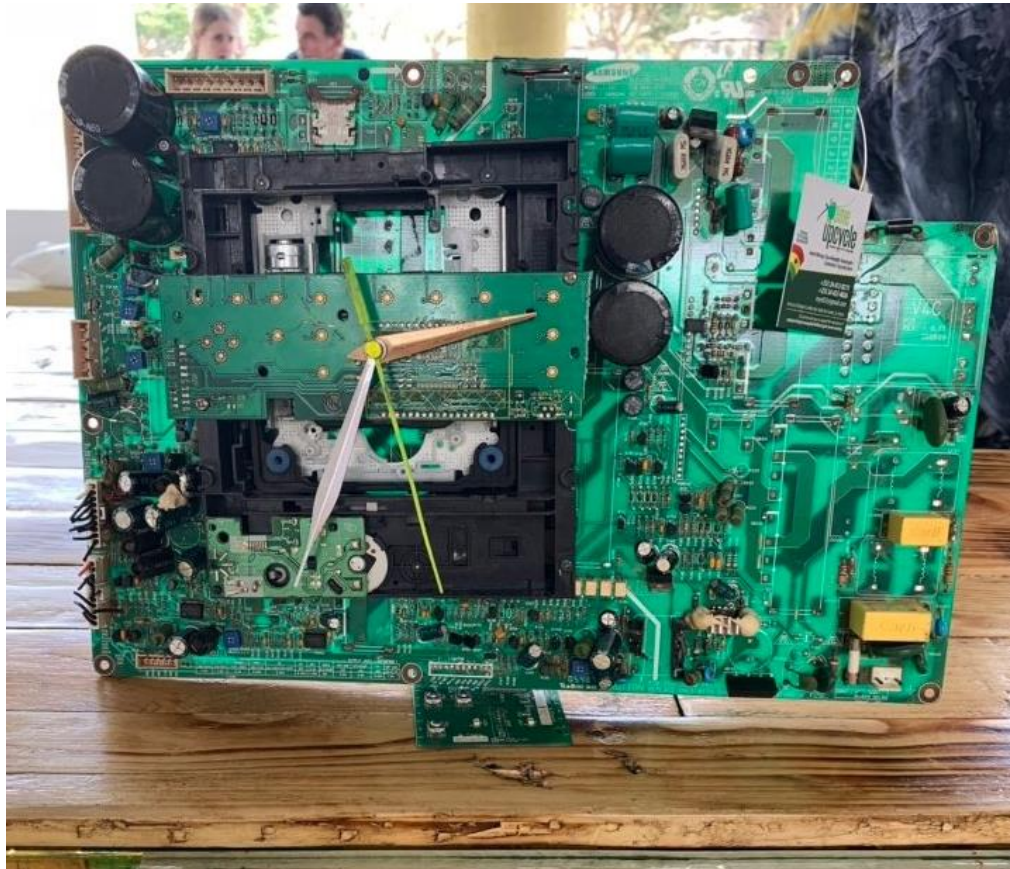


HOME ACCESSORIES

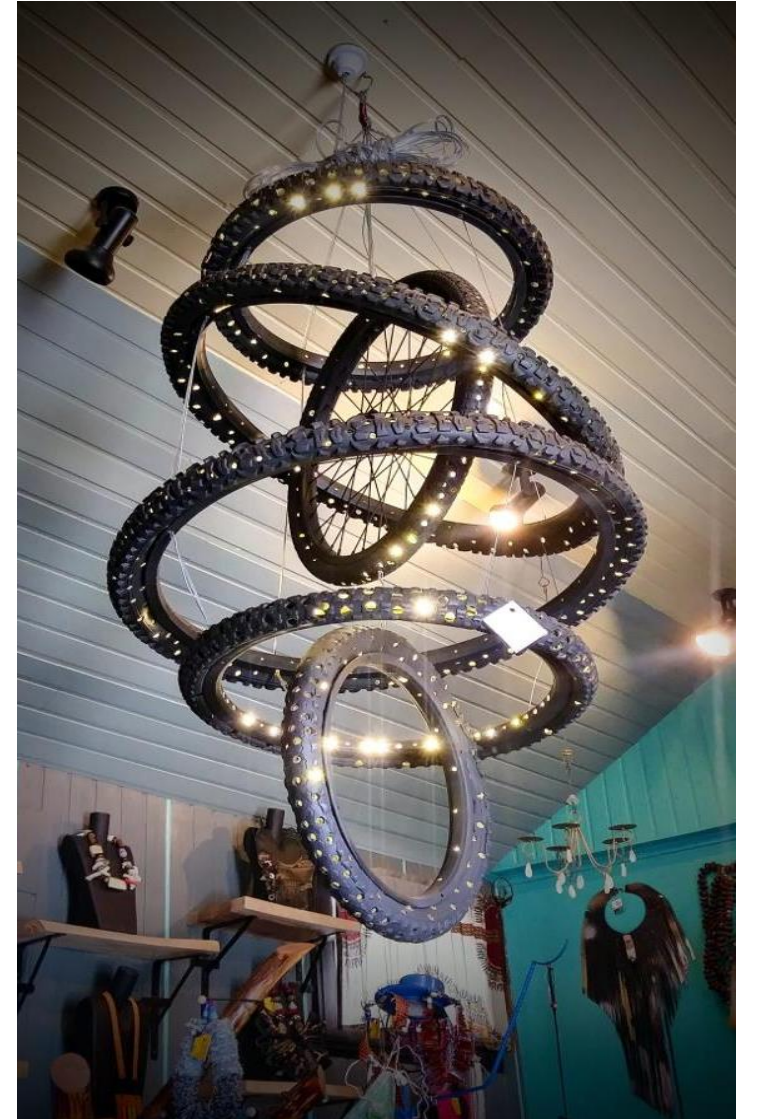
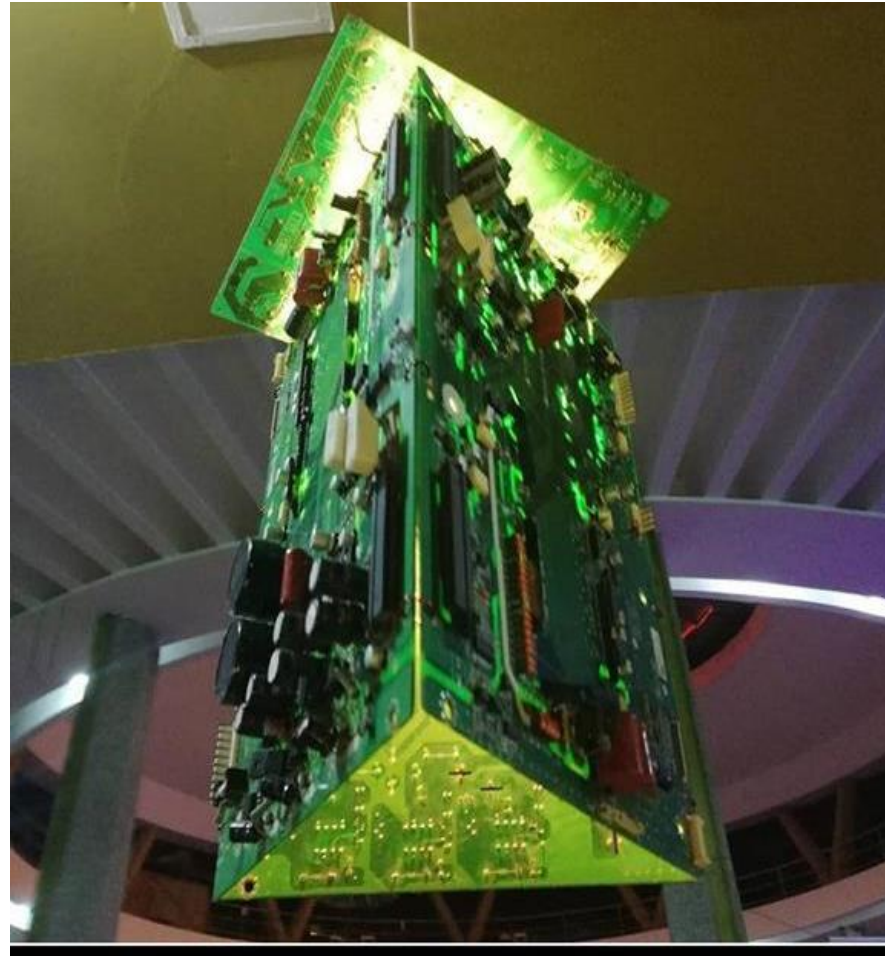
- FURNITURE



HOME ACCESSORIES



HOME ACCESSORIES



UPCYCLING MARKETING

- RESEARCH
- Creations must be functional/useful/Unique
- Trends
- Fashion, furniture, and Arts dominate the upcycling demand
- More electrical equipment makers joining
- Starbucks, Nike, P&G, Adidas more brands getting in on the trend
- Collaborations with big brands to garner attention and growth
- Fairs, exhibitions, Trade shows, Online marketplaces, Social media



UPCYCLING CHALLENGES

- Not mainstream(acceptance)
- Access to capital
- Funding for travel exhibitions
- Exporting issues
- Certifications
- Patents Intellectual property Issues
- Capital expenditure



UPCYCLING & INTELLECTUAL PROPERTY

- Creativity not about coming up with unseen products
- Creativity about transforming, combining what is already there
- Copyright and patent law often runs fowls of these critical concepts of building on the works of others
- Current patents systems made of outdated ideas
- Innovations are cumulative
- Trademarking is virtually the only type of IP in the fashion industry
- Upcycling often in legal limbo in relation to Intellectual property
- Often need for Intellectual Property rights lawyers

BENEFITS OF UPCYCLING

- Respects the environment(GREEN)
- Waste management
- Lower production costs
- Localized
- Artisanal & Craftsmanship
- Employment
- Adds value, Cleaner , healthier
- Premium products
- Innovation

PURPOSE DRIVEN COMPANIES

(SUSTAINABILITY)

- Contributing towards the SDG Goals # 4, 5,6 ,8, 9,13
- Women Empowerment
- Tree planting at schools
- Beach cleanups
- Donations to support the education underprivileged girls education
- Library donations
- Environmental education
- Training/mentoring
- Environmental activists

ACHIEVEMENTS

- Ambiente Frankfurt
- Re:publica Accra
- stakeholders & jury UNDP waste recovery initiative: National competition (open for applications) Accra
- waste management consultant for GIZ (alternative uses for waste: Agbogbloshie) Accra
- IVLP (International visitor leadership program) Women in entrepreneurship II, USA

AWARDS

- Plaque of merit at 1ST Green Awards Accra
- UNDP Prize for environmental protection Ouagadougou 2016
- Most Creative Award (out of 2000 artisans) Ouagadougou 2016

