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
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FASHION ACCESSORIES
FASHION ACCESSORIES
HOME ACCESSORIES

• FURNITURE

[Images of furniture made from tires with different colors and designs]
HOME ACCESSORIES

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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 fouls 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• Current patents systems made of outdated ideas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