

UPCYCLING ACROSS THE WORLD



**STORIES AND BUSINESS MODELS TO
PROMOTE CREATIVE SOCIAL ENTERPRISES**

TABLE OF CONTENTS

INTRODUCTION 1

ABOUT
UPCYCLART 2

PROJECT
PARTNERS 3

RESEARCH
METHODS 4

NATIONAL
INFOSHEETS 5

EUROPEAN
INFOSHEETS 21

INTERNATIONAL
INFOSHEETS 35

CONCLUSION 46

INTRODUCTION



WHAT IS UPCYCLING?

Upcycling, also known as creative reuse, is the process of transforming by-products, waste materials, useless, or unwanted products into new materials or products perceived to be of greater quality, such as artistic value or environmental value. Upcycling reduces waste by repurposing materials that might otherwise end up in landfills, thus conserving natural resources and reducing the environmental impact. It also encourages creativity and innovation, allowing individuals and businesses to create unique, value-added products from discarded items. Upcycling can also save money and reduce the need for new raw materials, promoting a more sustainable and circular economy.

Managing waste in an environmentally sound manner and making use of the secondary materials they contain are key elements of the EU's environmental policy. We all have a role in ensuring proper waste management is carried out within our homes and in our community. Youth work plays a central role in educating young people regarding these challenges and can contribute to the development of innovative solutions and responsible business practices. This research has been funded through the Erasmus+ Programme, as part of the “*UpcyclArt: A Bottom-Up Approach to Youth Entrepreneurship for Circular Economy*” project. The goal of this research is to identify innovative upcycling practices and the business models behind them, to develop training and inspiring tools for youth workers and young people.

5 tonnes of waste

is produced in Europe every year

Only 38%

of waste in the EU is recycled

Over 60%

of household waste still goes to landfill in some EU countries



ABOUT UPCYCLART

GOAL

Upcyclart's main goal is to empower young Europeans with fewer opportunities to start their own upcycling business and become agents of change in their communities.

ACTIVITIES

Through this Erasmus+ funded initiative we will develop a MOOC to build the capacity of EU youth workers to enable the creation of youth-led upcycling business. We will also engage with 20 young people from poorer socioeconomic areas will take part in design thinking camps and develop their own creative upcycling business ideas, testing it out and learning about environmental impact and good practices worldwide. Finally, in 2025 we will organise the first ever European Young Upcyclers Awards, an international mobility in Estonia that will award the best business ideas and provide business support to the participants.

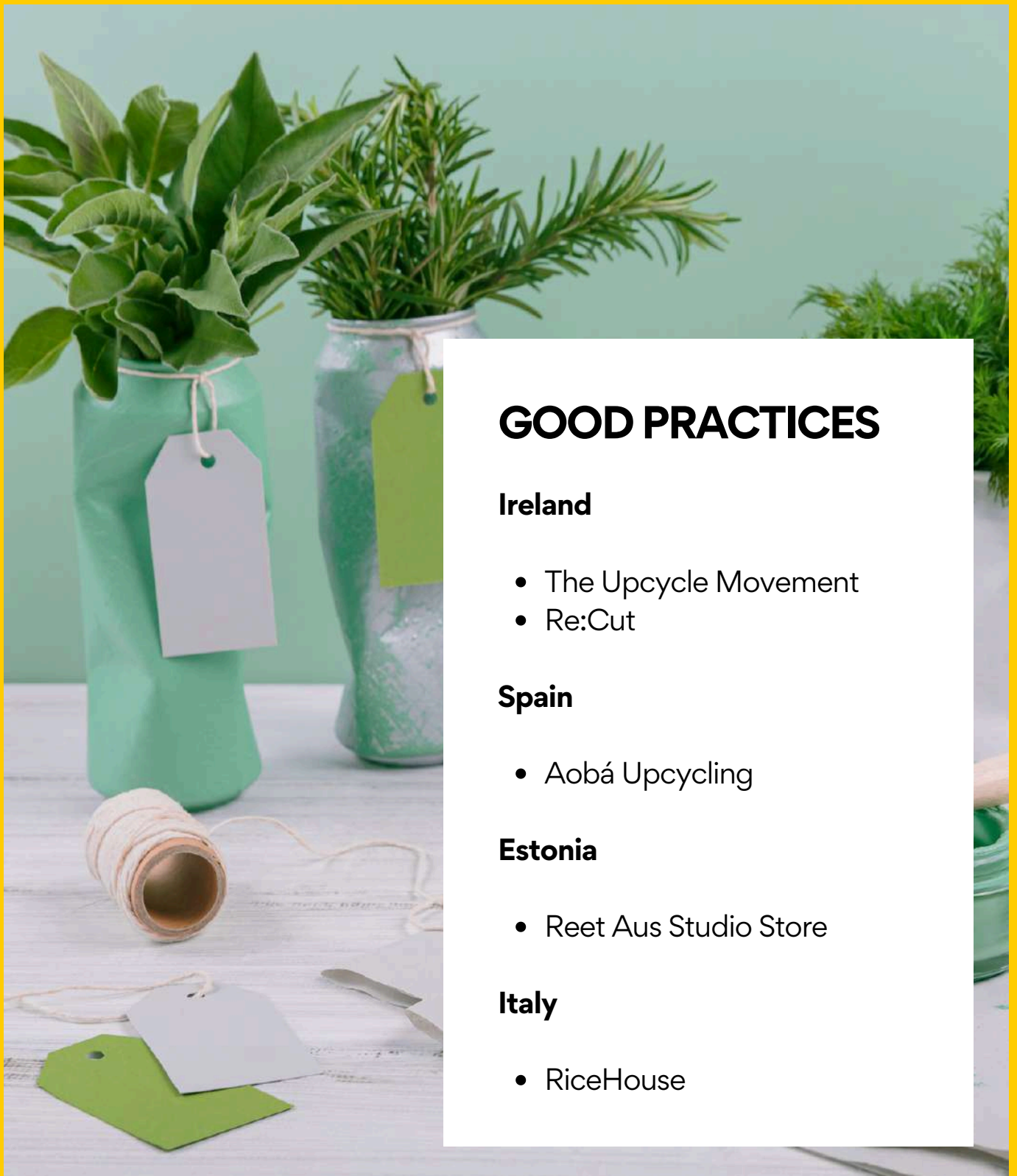
OUR CO-FUNDER

This project is co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Education and Culture Executive Agency (EACEA). Neither the European Union nor EACEA can be held responsible for them.

PARTNERS



NATIONAL INFOSHEETS



GOOD PRACTICES

Ireland

- The Upcycle Movement
- Re:Cut

Spain

- Aobá Upcycling

Estonia

- Reet Aus Studio Store

Italy

- RiceHouse

THE UPCYCLE MOVEMENT

WEXFORD, IRELAND

The Upcycle Movement is an Irish based design studio, an online platform and community organisation which focuses on transforming waste into worth. Founded in 2012 by designer and social entrepreneur Lynn Haughton with a passion to reduce waste and shift the mindset from waste - to valuable resource. The innovative creative work of The Upcycle Movement includes product design collections made from locally sourced redundant materials, as well as the creation of impactful waste art installations and sculptures which highlight the magnitude of waste and climate issues. Online, www.theupcyclemovement.com offers a community platform for other upcycle designers to showcase and sell their products as well as Re Source - a platform for sourcing waste streams (resources) and connecting these with designers who can repurpose them. The Upcycle Movement also facilitates community events, workshops, talks and creative classes which are based around upcycling and circular economy.

VALUE PROPOSITION

The Upcycle Movement offers strong value propositions at many stages of the circular business model. These include:

- Environmental: Reducing waste and the impact of pollution. Offering waste solutions to industry/businesses and households with waste streams.



WEBSITE
theupcyclemovement.com

EMAIL
lynn@theupcyclemovement.com

Social Media
Instagram: [the upcycle movement](https://www.instagram.com/theupcyclemovement)
Facebook: [The Upcycle Movement](https://www.facebook.com/TheUpcycleMovement)
Twitter: [upcycle ireland](https://twitter.com/upcycle_ireland)



- Social Impact: Community engagement and awareness through projects, art and workshops. Donation of each sale of Neo Collection goes to the charity Seal Rescue Ireland.
- Economy: Saving cost of waste disposal. Transforming waste into worth and sale of products online and in retail nationwide.
- Customer/User: Providing quality products and offering environmental option of products and commissioned, sentimental items. Online platform and community for makers to sell and showcase.

THE UPCYCLE MOVEMENT

WEXFORD, IRELAND



KEY ACTIVITIES

The Key Activities of The Upcycle Movement include:

- Online: Re Source - a platform to rescue waste and offer the material to designers for repurposing Online Shop - a space for upcyclers to sell their designs and for customers to shop local and upcycled options
- Studio: Product innovation and design as well as creation of waste art installations and sculptures
- Community: Community engagement, awareness and skill sharing through workshops, talks, and projects

KEY PARTNERS

The Upcycle Movement collaborates with a network of key partners. These include sports and water activity centres, businesses and industries nationwide as well as charity shops and individuals who supply materials for upcycling. Community groups and schools. The community of online sellers on the shop platform. Other partners include Seal Rescue Ireland, a small network of carefully selected retailers with aligning values and the customer base which has been built up through brand reputation and activities as well as and social media followers.

CHANNELS

The Upcycle Movement reaches its customers through various social media platforms, retail displays and in person events. The website and social media platforms such as Facebook and Instagram are the main selling platforms and reach a wide audience. A small, selected network of retail partners are also an important channel and point of brand visibility. A sponsored kennel in Seal Rescue Ireland offers great brand visibility and ethical, value alignment. The Upcycle Movement also hosts and participates in sustainability related events to connect with community and peers in the field. Another important channel to reach customers has been a strong media presence, both local and international across newspapers, TV, magazines and online articles or podcasts.

COSTUMER SEGMENT

The Upcycle Movement product collection customers are environmentally conscious and typically outdoorsy. Other customers include the brands and businesses with whom The Upcycle Movement collaborates and redesigns their waste material. And those who commission art installations and workshops.



“IT’S ONLY WASTE IF WE WASTE ITS POTENTIAL”

-LYNN HAUGHTON, FOUNDER/DESIGNER

UPCYCLING VALUE

THE UPCYCLE MOVEMENT

ENVIRONMENTAL VALUE

- * The Upcycle Movement mission is to create a positive environmental impact by reducing the physical waste pile through education and awareness of environmental issues as well as repurposing these materials and giving them new use. The Upcycle Movement offers huge environmental value throughout its many practices as it not only gives these awkward materials new life to continue their lifespan and avoid them harming the planet but also has a very strong educational and supportive community elements to the business which brings others along too as a collective and movement for greater good. It also offers the sharing platforms which aims to grow and identify waste streams and save more and more materials from unnecessarily becoming waste but instead used as a resource.

The Upcycle Movement also gives a monetary donation in support of Seal Rescue Ireland who do incredible work for marine life and the environment.

SOCIAL VALUE

- * A community space online and offline to support upcycling business practices, learning and skill sharing as well as a place for customers to shop upcycled. A sense of community and togetherness tackling climate change. The knock on impact of spreading and inspiring resourceful / environmental behaviour through extensive facilitation of workshops, skill sharing, brand story, mission and environmental awareness. The Upcycle Movement also brings ongoing support to charity Seal Rescue Ireland. Facilitating inclusive and therapeutic creative upcycling workshops with marginalised groups and people with physical or intellectual disabilities.

ARTISTIC VALUE

- * The creative vision to see the beauty, value and function in materials that others overlook is evident in the work of The Upcycle Movement. And the artistic ability to inspire the imagination in others and tell a powerful story through designs with this waste. This is done through the creation of thought provoking art and sculptures made from waste. Also through the redesign and innovative use of waste materials in practical product collections which demonstrate the material qualities and a new life for otherwise wasted materials. The designer is 'material led' Meaning that they are inspired by the properties of the waste material itself. In the Neo Collection for example, the neoprene wetsuits offer properties such as protective, thermal, strong and comfortable - making it ideal for such items as the standing mat and laptop protective sleeve. Even the smallest pieces are used such as for labels, artworks and finer details.

RE.CUT

WEST CORK, IRELAND

RE.CUT is a small sustainable slow fashion brand based in West Cork, Ireland. Set up by Abalonia Koomans O'Reilly out of a desire to reduce the impact clothing has on the environment and to keep fabric waste and second hand clothing from being dumped in landfills and on the doorsteps of countries in the Global South.

RE.CUT designs and makes colourful clothing and accessories out of offcut and upcycled fabric - creating something new while using up waste, instead of producing more. Old clothing and fabric offcuts are made into unique, new, fresh pieces with love and care and all are made by hand. With attention to detail and to the mission of reusing material, even offcuts, threads and scraps are innovatively used to make smaller items such as jewellery.

RE.CUT partners with charity shops to source unwanted materials. The designs are bold and colourful, focusing on geometric shapes and playful patterns.



WEBSITE

Theupcyclemovement.com/collections/re-cut

EMAIL

abaloniabluedesign@gmail.com

SOCIAL MEDIA

Instagram: [re.cut](https://www.instagram.com/re.cut)

Facebook: [re.cutabaloniablue](https://www.facebook.com/re.cutabaloniablue)

VALUE PROPOSITION

RE.CUT is committed to supporting the slow, circular fashion movement and offers conscious customers a sustainable and unique fashion product which has been created with attention to detail - not just in the design, but also in the design processes used and the environmental impact of each garment. RE.CUT also offers a valuable solution to partnering charity shops as a way to repurpose and save items that otherwise cannot be sold in their shops and would be destined for landfill.

COSTUMER SEGMENT

RE.CUT customers are both environmentally and fashion conscious consumers who like to stand out and care about reducing textile waste. RE.CUT creates pieces for all genders and ages.

CHANNELS

- Etsy
- Physical sales channels: local and national markets and events
- Media: media articles both online, TV and print

RE.CUT

WEST CORK, IRELAND



KEY RESOURCES

RE.CUT key resources include:

Salvaged fast fashion items, sourced from partnering charity shops. These would otherwise end up in landfill or incinerated.

Fashion design skills and training in costume and fashion styling are a valuable resource which can be seen in the quality and attention to detail of the pieces.

Equipment such as sewing machines and quaint studio space in the rural setting of West Cork add to the brand charm.

KEY ACTIVITIES

RE.CUT key activities include:

Sourcing fast fashion waste clothing to repurpose into new items. Deconstructing and redesigning the materials sourced. Creating and selling quality products made from rescued materials - even including stray threads and scraps. Packaging is also handmade and repurposed. Creating brand awareness and sharing environmental benefits of supporting local, slow fashion brands

KEY PARTNERS

Key partners include material donators such as local charity shops and upholstery shops who donate/sell materials for upcycling.

Selling platforms including: RE.CUT sells their items through Etsy and The Upcycle Movement online community platform - www.theupcyclemovement.com The Upcycle Movement promotes upcycled fashion and circular economy practices, which supports and enables RE.CUT to showcase and sell their products to a wider audience.

A growing and loyal customer base.



“EVERY PIECE OF FABRIC IS PRECIOUS AND HAS POTENTIAL. I BELIEVE THAT EVEN THE SMALLEST SCRAP CAN BE USED UP TO MAKE SOMETHING GREAT”

- ABALONIA KOOMANS O'REILLY

UPCYCLING VALUE

RE.CUT

ENVIRONMENTAL VALUE

- * RE.CUT environmental value and dedication to sustainable, small scale and slow fashion is demonstrated throughout each stage of the process. From material sourcing, to design, making process and even to packaging. In Ireland, only approximately 10% of items donated to a charity shop are sold. The remaining 90% are sent to landfill or incinerated. It is from this 90% that RE.CUT sources and saves the materials from this unnecessary fate. Therefore providing invaluable environmental impact.

SOCIAL VALUE

* ////

ARTISTIC VALUE

- * Attention to design detail and colour - RE.CUT designs are bold and colourful, focusing on geometric shapes and playful patterns. The bright and creative use of materials captures the fun and vibrant magic of upcycling and offers a statement piece that also tells the story and importance of slow fashion. The designer uses a mix of techniques such as patchwork design but with a modern twist to create truly unique pieces. Coupled with the creative way threads and tiny scraps are even upcycled into new items - there is a beautiful, artistic flare throughout even the smallest detail.

AOBÁ UPCYCLING

LUGO, SPAIN

AOBÁ, a sustainable fashion boutique founded by Karol Farias, is a beacon of innovative fashion rooted in environmental consciousness. Situated in a bustling storefront, AOBÁ redefines fashion through upcycling, transforming discarded materials into stylish and eco-friendly garments. Their commitment to sustainability extends beyond design; AOBÁ prioritizes transparency by providing detailed environmental impact information for each product, empowering customers to make informed choices. By utilizing post-consumer garments and unsold stock as primary materials, AOBÁ significantly reduces resource consumption and promotes a circular fashion economy. Their eco-design principles ensure that collections strive for near-zero waste without compromising on quality or aesthetics. AOBÁ's distinctive seed paper tags encapsulate their ethos, symbolizing growth and sustainability. Through AOBÁ, customers not only embrace sustainable fashion but also contribute to a brighter, greener future in the fashion industry.



WEBSITE
aobaupcycling.com

EMAIL
aobaupcycling@gmail.com

SOCIAL MEDIA
Instagram: [aobaupcycling](https://www.instagram.com/aobaupcycling)
Facebook: [aobaupcycling](https://www.facebook.com/aobaupcycling)
LinkedIn: [aobaupcycling](https://www.linkedin.com/company/aobaupcycling)

CHANNELS

They use both online and physical platforms. They make special use of their website and social networks (paying special attention to Instagram). They also have a strong presence in the media (press and television) where they put special focus on the environmental and social values of the shop. For the sale of their products, they have a physical shop in Lugo, and also in the shop of "The circular project" in Madrid.

COSTUMER SEGMENT

AOBÁ's customer segment comprises environmentally conscious female consumers seeking transparently eco-friendly products, who are interested in reducing textile waste, support gender equality, and appreciate high-quality, ethically produced garments tailored for women.

VALUE PROPOSITION

AOBÁ is firmly committed to minimizing the use of non-renewable resources, opting for eco-friendly materials whenever possible. They also prioritize transparency and provide detailed information about the environmental impact of their garments through their Transparent Label. All their garments come with tags detailing water savings and avoided CO2 emissions.

AOBÁ UPCYCLING

LUGO, SPAIN

KEY ACTIVITIES

They specialize in upcycling and eco-design, transforming discarded materials into stylish, eco-conscious garments. AOBÁ prioritizes transparency by providing detailed environmental impact information for each product, educating customers about their purchasing choices. They emphasize the use of sustainable raw materials, such as post-consumer garments and unsold stock, reducing resource consumption and promoting a circular fashion model. AOBÁ's commitment extends to product development, ensuring high-quality standards through rigorous sorting and washing processes. Through transparent labeling and seed paper tags, AOBÁ communicates its environmental values, fostering sustainability awareness among customers and driving positive change in the fashion industry.

KEY RESOURCES

The main source of raw materials comes from the purchase of high quality second-hand garments and stock products not sold by the textile industry. They prioritise proximity options to reduce the impact of emissions generated by transport. Many of their garments are also sourced through donations, from customers and people close to them.



KEY PARTNERS

AOBÁ has strategic partnerships with "The Circular Project," which promotes sustainable fashion and circular economy practices, allowing AOBÁ to showcase their eco-conscious products to a wider audience. They also collaborate with the "Asociación española para la sostenibilidad, la innovación y la circularidad en la moda," emphasizing their commitment to environmental sustainability and innovation in fashion. Additionally, their partnership with the "Asociación de Mujeres Empresarias de Lugo" highlights their support for gender equality and women empowerment in business.

"I WANT TO BE PART OF THE CHANGE I WANT TO SEE ON THE PLANET!"

UPCYCLING VALUE

AOBÁ UPCYCLING

ENVIRONMENTAL VALUE

- * AOBÁ's environmental value is demonstrated through its commitment to zero waste and material reutilization. Guided by ecodesign principles, collections are conceived to achieve near-zero waste, with a focus on using post-consumer garments and unsold stock as primary raw materials. While a small amount of virgin material may be necessary at times, efforts are made to minimize its usage. This approach helps reduce textile waste and associated emissions, promoting a more sustainable and environmentally responsible model.
- They also provide workshops to raise awareness and sensitise people to the fact that this change is necessary and that there are creative alternatives in designer fashion that are not fast fashion.

SOCIAL VALUE

- * AOBÁ's social value is evident in its focus on gender equality by prioritizing female employees and supporting women's cooperatives. By providing fair working conditions and economic opportunities, they contribute to women's empowerment and community cohesion. This commitment not only ensures high-quality products but also promotes inclusivity and equity in the fashion industry. Through workshops and awareness initiatives, AOBÁ engages with communities, encouraging conscious consumption and fostering environmentally and socially responsible choices

ARTISTIC VALUE

- * AOBÁ's creative essence lies in its fusion of sustainability and artistic expression. Led by Karol Farias, the brand transforms discarded materials into fashion statements that blend environmental consciousness with innovative design. Each garment reflects a meticulous creative process, showcasing unique details and thoughtful aesthetics. By repurposing materials creatively, AOBÁ not only reduces waste but also elevates the narrative of sustainable fashion. Farias's visionary leadership infuses the brand with a distinctive artistic style, captivating environmentally conscious consumers who appreciate both the beauty and eco-friendly ethos of upcycled fashion.

REET AUS STUUDIOPOOD

TALLINN, ESTONIA

Reet Aus is a sustainable fashion designer and ardent visionary who devised industrial upcycling principles that reduce the fashion industry's impact on environment by circulating fabrics leftover from mass production back into production using the design. Reet Aus garments are UPMADÉ® certified and tell the story about:

- quality and sustainability - the garments are built to last both physically and style-wise;
- clean environment - each garment saves on average 75% water, 88% energy and emits 80% less CO₂;
- transparency in production - the production facilities meet safety and fair pay standards.

CHANNELS

They use their home page/ online store and also social media platforms such as Instagram and Facebook. There is also a documentary called "Out of Fashion", which is accessible to all on Youtube. They also use custom branding in which the aim is to create a consistent and recognizable brand image across all videos, enhancing the professional appearance and credibility of the content.

WEBSITE
reetaus.com

EMAIL
shop@reetaus.com

SOCIAL MEDIA
Instagram: [reetaus](#)
Facebook: [reetaus](#)



COSTUMER SEGMENT

large scale manufacturers, design brands and customers of UPMADÉ® certified design garments. They also produce ethical and sustainable corporate shirts, uniforms and accessories. Reet Aus brand is worn by over 200 organisations.

VALUE PROPOSITION

UPMADÉ® certified design garments.



REET AUS STUUDIOPOOD

TALLINN, ESTONIA

KEY ACTIVITIES

By using the principles of recycling, the company reduces the impact of the fashion industry on the environment as recycled fabrics left over from mass production will be back into production by using design. The company is working with big factories, and helping them to organise the waste and help them to reduce their own leftovers. They are mostly working with industrial upcycling. To take upcycling into the industrial level, they have developed the UPMADÉ® business model. This model brings brands and production manufactures together. They have been implementing this quite successfully in Asia and in Europe. Reet Aus has her own fashion design brand and store as well. Currently, clothes bearing the Reet Aus brand are produced in Poland, Turkey and Bangladesh.



KEY RESOURCES

Fabrics left over from mass production

KEY PARTNERS

Brands and big production manufacturies.



“I PROMISE THAT FROM THE MOMENT THE FABRIC SCRAPS ARE NO LONGER PRODUCED, I WILL STOP WORKING AS A DESIGNER!”

-REET AUS

UPCYCLING VALUE

REET AUS
STUUDIOPOOD

ENVIRONMENTAL VALUE

- * clean environment - each garment saves on average 75% water, 88% energy and emits 80% less CO2. The garments are built to last both physically and style-wise.

SOCIAL VALUE

- * Transparency in production - the production facilities meet safety and fair pay standards.

ARTISTIC VALUE

- * Reet Aus is an Estonian fashion designer, whose work combines innovation, style and environmental friendliness in a unique way. A wide range of styles can be seen in her collections, where traditional craft techniques merge with modern fashion. As so, they are positioning themselves as they offer companies the possibility of customised business gifts. For example, Estonian athletes wear her designs. Her brand T-shirts are also official uniforms for the organisers of the National Song Dance Party or the Opinion festival. She is also a spokesperson for the sustainable fashion industry in Estonia, often speaking in the media and is considered an opinion leader in this field.

RICEHOUSE

BIELLA, ITALY

RiceHouse is an innovative Italian company that specialises in creating sustainable building materials and products using rice husks, a byproduct of rice production. Founded in 2016, RiceHouse has pioneered the use of rice husks as a raw material for eco-friendly construction solutions, effectively upcycling this agricultural waste into high-quality, sustainable products.



VALUE PROPOSITION

RiceHouse offers a unique value proposition by providing sustainable, eco-friendly, and high-performance building materials and products made from rice husks. Their products, such as thermal insulation panels, acoustic panels, and decorative elements, offer excellent thermal and acoustic insulation properties while being 100% natural, recyclable, and biodegradable. By upcycling rice husks, RiceHouse contributes to reducing environmental pollution and promoting a circular economy in the construction industry.

WEBSITE
ricehouse.it

EMAIL
info@ricehouse.eu

SOCIAL MEDIA
Instagram: [ricehouse.it](https://www.instagram.com/ricehouse.it)
Facebook: [ricehouse.it](https://www.facebook.com/ricehouse.it)
Youtube: [Ricehouse - Riso per l'Architettura](https://www.youtube.com/Ricehouse-Riso-per-l-Architettura)

CHANNELS

RiceHouse reaches its customers through various channels, including its website, social media platforms (Instagram, Facebook, and YouTube), and a network of distributors. The company also participates in trade fairs and conferences to showcase its products and connect with potential customers in the construction industry.

COSTUMER SEGMENT

RiceHouse targets customers in the construction industry who are looking for sustainable, high-performance building materials. This includes architects, designers, builders, and end-users who prioritise eco-friendliness and energy efficiency in their projects. The company also caters to customers who value the aesthetic appeal of natural materials and seek unique, decorative elements for their spaces.



RICEHOUSE

BIELLA, ITALY



KEY ACTIVITIES

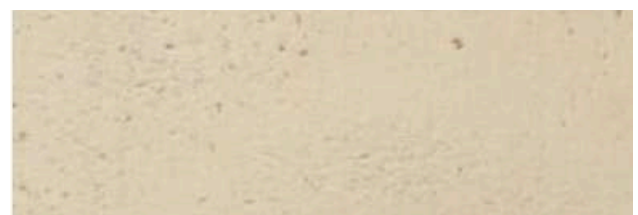
RiceHouse's key activities include the research and development of innovative products using rice husks, the manufacturing of these products, and their distribution to customers. The company also focuses on raising awareness about sustainable construction practices and the benefits of using eco-friendly materials through educational initiatives and collaborations with universities and research institutions.

KEY PARTNERS

RiceHouse collaborates with a network of key partners, including rice producers, research institutions, universities, and distributors. These partnerships allow the company to secure a stable supply of raw materials, a

KEY RESOURCES

RiceHouse's key resources include their patented technology for processing rice husks, their skilled workforce with expertise in sustainable construction materials, and their network of rice producers who supply the raw materials. The company also relies on its research and development capabilities to continuously improve its products and develop new applications for rice husk-based materials.



“SOLO CAMBIANDO IL MODO DI GUARDARE IL MONDO, AVREMO L’OPPORTUNITÀ DI CAMBIARLO VERAMENTE”

WHO SAID IT?

UPCYCLING VALUE

RICEHOUSE

ENVIRONMENTAL VALUE

- * RiceHouse's upcycling practice significantly contributes to environmental sustainability by reducing waste and pollution. By transforming rice husks, an agricultural byproduct that is often burned or discarded, into valuable building materials, the company prevents the release of harmful emissions and reduces the environmental impact of rice production. Moreover, RiceHouse's products are 100% natural, recyclable, and biodegradable, promoting a circular economy and minimising the carbon footprint of construction projects.

SOCIAL VALUE

- * RiceHouse creates social value by supporting local rice producers and communities. By sourcing rice husks directly from farmers, the company provides an additional income stream and value to their agricultural waste. This collaboration fosters a sense of partnership and empowerment among rice producers. Additionally, RiceHouse's commitment to sustainable construction practices raises awareness about the importance of eco-friendly materials and encourages a shift towards more responsible and socially conscious building practices in the industry.

ARTISTIC VALUE

- * RiceHouse's products offer a distinct artistic value by showcasing the natural beauty of rice husks. The company's decorative panels and elements feature unique textures and patterns created by the rice husks, adding a rustic and organic charm to interior spaces. These products allow architects and designers to incorporate sustainable materials while creating visually appealing and one-of-a-kind designs.

EUROPEAN INFOSHEETS



GOOD PRACTICES

Austria

- Gabarage

The Netherlands

- Kings of Indigo

Italy

- Rifò

United Kingdom

- Gomi

GABARAGE

VIENNA, AUSTRIA

Gabarage is an iconic store renowned for its innovative approach to recycling design and circular economy. Founded by DSA Gabriele Gottwald-Nathaniel, MAS, and led by Stephan Shimanová, the store has become a benchmark in transforming unconventional materials into stylish and functional pieces. From swings made from chair backs to jewelry created from recycled materials, Gabarage blends creativity with sustainability. In addition to its award-winning product line, the store distinguishes itself by providing employment, training, and opportunities to individuals facing various work challenges, promoting inclusion and community development. With a focus on local artisanal production and a commitment to the environment, Gabarage stands as an inspiring example of how innovation can positively transform the design and fashion industry.

VALUE PROPOSITION

Gabarage's value proposition lies in its innovative approach to upcycling design combined with a strong social mission. The company's motto, "Everyone deserves a second chance," reflects its commitment to social integration and sustainable design practices. By transforming seemingly useless materials into stylish and functional products, Gabarage extends the lifecycle of raw materials and old products sustainably. The company not only produces award-winning design pieces but also provides employment and training opportunities for individuals facing challenges in the job market. Gabarage's offerings are 100% handmade, local, and regional, ensuring high-quality, socially inclusive, and environmentally conscious products and practices.

WEBSITE
gabarage.at

EMAIL
gabarage@gabarage.at

SOCIAL MEDIA
Instagram: [gabarage_upcycling_design](https://www.instagram.com/gabarage_upcycling_design)
Facebook: [gabarage_upcycling_design](https://www.facebook.com/gabarage_upcycling_design)

CHANNELS

Gabarage delivers its value proposition to customers primarily through its website, offering detailed insights into its numerous initiatives. Additionally, it leverages social media platforms such as Instagram and Facebook to showcase its upcycled products, social impact projects, and collaborations with artists and organizations. The physical stores in Vienna, St. Pölten, and Neusiedl am See provide direct access to its upcycled designs, fostering engagement with local communities. Collaborations with partner organizations like Volkshilfe and Austrian Cancer Aid extend its reach and impact, tapping into their networks to promote awareness and sales of collaborative products. Participation in events, exhibitions, and awards also serves as channels to reach diverse audiences and highlight Gabarage's mission.

COSTUMER SEGMENT

Gabarage targets a diverse range of audiences, including businesses seeking eco-friendly solutions for their interiors, hotels interested in sustainable decor, organizations supporting social and environmental causes, and individual consumers looking for unique and socially responsible products. These customer segments highlight Gabarage's appeal across various industries and its ability to address the different needs, from commercial spaces to personal preferences for ethical shopping.

GABARAGE

VIENNA, AUSTRIA

KEY ACTIVITIES

They specialize in upcycling discarded materials into innovative products like bags, furniture pieces, and exhibits such as the elephant display for the Vienna Technical Museum during Covid-19. The company also conducts training programs like BeBIQ 3.0 for individuals with addiction issues, funded through partnerships with SDW Vienna and AMS agencies across regions like NÖ, Burgenland, and Vienna. Socially, Gabarage engages in campaigns such as supporting Ukraine Aid by Volkshilfe, showcasing solidarity. Collaborations with artists like Martin Luisi and organizations like Aldea Infantil SOS demonstrate their commitment to unique designs and social causes. Their participation in exhibitions like "Arte de Residuos" and features in museums underline their artistic and sustainable contributions, creating awareness and impact through creativity and social responsibility.



KEY RESOURCES

The store benefits from a diverse team of designers skilled in multiple disciplines. This broad range of creative talents constitutes the essential assets needed to create and deliver distinctive upcycled products and sustainable fashion.

The technological infrastructure used improves operations and customer experiences. The sustainable practices and partnerships secure eco-friendly materials and ethical manufacturing.

KEY PARTNERS

Gabarage collaborates with Arte ONBag for unique laptop bags, Ayuda austriaca contra el cáncer for cancer aid products like masks, Ayuntamiento de Viena for transforming discarded uniforms into modern bags, Hotel Boutique Stadthalle for sustainable room designs promoting UN Sustainable Development Goals, Carpeta de hoteles for movie-themed rooms using recycled materials, and Premio Trigos for custom trophies representing each winner uniquely.

Gabarage also collaborates with SDW (Vienna Non-Profit Coordination for Addiction and Drug Services) for the BeBIQ 3.0 qualification program and with various agencies like AMS NÖ, AMS Burgenland, and the Ministry of Labor and Economic Affairs for ChanceZUKUNFT projects in different regions.



"WE USE PRODUCTS THAT WOULD OTHERWISE BE DISCARDED AND REDESIGN THEM; THE MATERIAL DETERMINES THE PRODUCT. IT'S A REVERSE DESIGN PROCESS"

WHO SAID IT?

UPCYCLING VALUE

GABARAGE

ENVIRONMENTAL VALUE

- * Gabarage - Upcycling Design creatively repurposes various discarded materials like old bicycle parts, scrap metal, textiles, and electronic waste into functional products, reducing landfill waste and environmental impact. By upcycling diverse materials, they address specific environmental challenges such as metal mining and electronic waste disposal. Gabarage's green practices include using eco-friendly finishes, optimizing material usage, employing energy-efficient manufacturing, and promoting local sourcing to minimize carbon footprint. Winning awards for eco-friendly designs, such as the "MAK Design Shop Award" in 2012, further highlights their environmental impact.

SOCIAL VALUE

- * Generates significant social value by providing employment opportunities and vocational training to marginalized groups, particularly individuals recovering from addiction and facing social challenges. Through structured qualification programs and personalized support, Gabarage empowers its employees with essential skills for reintegration into the workforce. The company's emphasis on social inclusion and skill development not only enhances individuals' economic independence but also fosters a sense of dignity and purpose. Collaborations with social initiatives like the Vienna Coordination Center for Addiction and Drugs and various regional funding agencies demonstrate Gabarage's commitment to social impact.

ARTISTIC VALUE

- * Collaborations with artists like Martin Luisi and Cleo Ruisz bring original artwork into their designs, infusing creativity and artistic flair into every piece. Winning awards such as the Enjoy Award in 2014 and Redesign+ Award in 2010 underscores their innovative approach to merging art and sustainability. By showcasing these creations in museums and exhibitions, Gabarage elevates the perception of upcycled art, emphasizing its beauty, functionality, and environmental consciousness.

KINGS OF INDIGO

AMSTERDAM, NETHERLANDS

Kings of Indigo (K.O.I.) is a Dutch denim brand based in Amsterdam that focuses on producing sustainable and ethical jeans and clothing. Founded in 2011, K.O.I. has been at the forefront of the sustainable fashion movement, using innovative techniques and eco-friendly materials to create high-quality, stylish denim products while minimising their environmental impact.



COSTUMER SEGMENT

Kings of Indigo targets conscious consumers who value style, sustainability, and ethical production in their clothing choices. The company's customer base includes men and women who are willing to invest in high-quality, durable, and eco-friendly denim products. K.O.I.'s customers are typically well-informed about the environmental and social impact of their purchases and actively seek out brands that align with their values.

WEBSITE

kingsofindigo.com/en-eu

EMAIL

info@kingsofindigo.com

SOCIAL MEDIA

Facebook: [KingsOfIndigo](https://www.facebook.com/KingsOfIndigo)

CHANNELS

Kings of Indigo reaches its customers through various channels, including its website, social media platforms (Facebook), and a network of retail partners. The company's website serves as the main platform for showcasing its products, sharing its sustainability story, and engaging with customers. K.O.I. also participates in trade fairs and events to connect with industry professionals and expand its brand presence.

VALUE PROPOSITION

Kings of Indigo offers a strong value proposition by combining style, sustainability, and transparency in their denim products. The company uses a mix of organic, recycled, and innovative materials to create jeans and clothing that are not only fashionable but also environmentally friendly. K.O.I.'s commitment to sustainability extends throughout their supply chain, ensuring fair working conditions and wages for their workers. By offering customers high-quality, ethical, and sustainable denim products, K.O.I. differentiates itself in the competitive fashion industry.

KINGS OF INDIGO

AMSTERDAM, NETHERLANDS



KEY ACTIVITIES

Kings of Indigo's key activities include the design, development, and production of sustainable denim products. The company works closely with its suppliers and partners to source eco-friendly materials, such as organic cotton, recycled polyester, and Tencel™, and to implement sustainable production processes. K.O.I. also focuses on educating consumers about sustainable fashion and promoting responsible consumption through its various marketing and communication channels.

KEY RESOURCES

Kings of Indigo's key resources include its skilled design team, which creates stylish and sustainable denim products, and its network of suppliers and partners who share the company's commitment to sustainability and ethical production. The company also relies on its brand reputation and customer loyalty, which it has built through its consistent delivery of high-quality, sustainable products and transparent communication.

KEY PARTNERS

Kings of Indigo collaborates with a network of key partners, including organic cotton farmers, sustainable fabric suppliers, and ethical manufacturing facilities. These partnerships allow the company to source the best eco-friendly materials and ensure that its products are made in fair and safe working conditions. K.O.I. also partners with organisations and initiatives that promote sustainability in the fashion industry, such as Fair Wear Foundation.



WE ARE KINGS OF INDIGO.

DENIM BY HEART, FOREVER PIONEERS. WE'RE NOT JUST CREATING JEANS, WE ARE CRAFTING A LEGACY. A LEGACY OF SUSTAINABILITY, TRANSPARENCY, AND PERSEVERANCE. JOIN US AS WE CONTINUE TO RAISE THE BAR, ONE DENIM AT A TIME.

UPCYCLING VALUE

KINGS OF INDIGO

ENVIRONMENTAL VALUE

- * Kings of Indigo's commitment to sustainability significantly contributes to its environmental value. By using organic, recycled, and innovative materials, such as organic cotton, recycled polyester, and Tencel™, the company reduces its environmental footprint and supports more sustainable agricultural and production practices. K.O.I. also implements water-saving techniques in its denim production, such as ozone washing and laser finishing, further reducing its environmental impact.

SOCIAL VALUE

- * Kings of Indigo creates social value by prioritizing ethical production and fair working conditions throughout its supply chain. The company partners with suppliers and manufacturers who share its commitment to social responsibility, ensuring that workers are treated fairly, paid living wages, and work in safe environments. By supporting ethical production practices, K.O.I. contributes to the well-being of communities involved in its supply chain. Additionally, the company's transparency and communication about its sustainability efforts help raise awareness among consumers about the importance of responsible fashion choices.

ARTISTIC VALUE

- * Kings of Indigo's products offer a unique artistic value by combining traditional denim craftsmanship with modern, sustainable design. The company's jeans and clothing feature distinct washes, finishes, and details that showcase the natural character of the eco-friendly materials used. K.O.I.'s design team draws inspiration from vintage denim styles while incorporating innovative

RIFÒ

PRATO, ITALY

Rifò is a Tuscan inflection of the verb 'rifare', meaning 'to remake', or 'to redo'. We chose this dialectal name because it represents the way of speaking of the locals and the so-called Cenciaioli. They are the artisans who, more than a hundred years ago, invented the recycling method of old clothes we adopted. That's the reason behind our name, which discloses a traditional craft we are 're-doing' and strongly committed to passing on. The idea for the creation of the company came from a trip to Vietnam done by its founder, Niccolò. There he got the idea to create a sustainable fashion brand after realizing the issues of overproduction and overconsumption in the fashion industry. He then returned from Vietnam and assessed the project's feasibility in Prato, visiting the "cenciaioli" (traditional textile regenerators) and preparing a crowdfunding campaign with three colleagues. In less than 30 days, approximately 11,500 euros are raised, thanks to the support of the Rifò community. After a couple of months, Rifò joins the "Hubble" acceleration program at the Nana Bianca accelerator in Florence, with the support of Research and Development Foundation and Fondazione Cassa di Risparmio di Firenze. Two months later, Rifo S.r.l. is founded, turning an idea into a socially-driven enterprise.

VALUE PROPOSITION

Our mission is simple: Rifò wants to create quality garments and accessories produced entirely in Prato and its surroundings with recycled and recyclable fibers.

Pillars are:

1. Sustainability: Our planet is no longer capable of sustaining the rhythms of Fast Fashion: it is necessary to create sustainable alternatives for a better future.
2. Responsibility: We spread awareness on the huge impact that our daily actions have on the environment and society.
3. Quality: Each of our garments is made from a tradition of Made in Italy craftsmanship, which has always been synonymous with high quality.

WEBSITE
RIFO-LAB.COM

EMAIL
DUHALLOW@IRDDUHALLOW.COM

We believe in turning diversity into a chance to breathe new life to something that is considered waste.

We are proud of the legacy of our region, which has passed down an immense textile tradition for generations.

We are convinced that it is still possible to produce artisanal Made in Italy garments, crafted in the traditional manner.

We have faith in the magic of emotions and in the concept that a garment can last a lifetime when truly cherished.

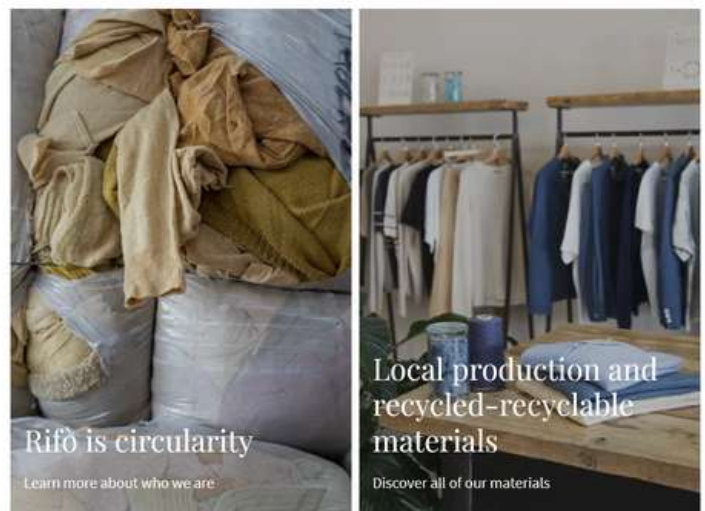
We reject sales, manufactured needs, and exaggerated discounts. Our products must genuinely fulfil real needs. We value people, not just as consumers.

We have confidence in both the community and the individual who, in their own small way, have the power to change things.

We are committed to being honest and transparent, even when that means admitting our limitations.

We consistently challenge ourselves, aiming to learn from our mistakes and get down to work.

Lastly, we hold the strong conviction that having the chance to pursue what we love with passion and a smile on our face is the most beautiful gift possible.



RIFÒ

PRATO, ITALY



KEY ACTIVITIES

The collect second hand wool, cashmere and denim clothes and transform them into new clothes by breaking down the fabric.

KEY RESOURCES

- Community funding and support.
- Community-based model of second-hand clothes collection - they have multiple pick-up locations across Italy but people can also send their clothes.
- Local warehouse for storage and conversion of clothes.
- An e-shop connected to their website

COSTUMER SEGMENT

Rifo's customers are both environmentally and fashion conscious consumers who like to stand out and care about reducing textile waste. Although there are pieces for every age, the medium to high price point makes it more accessible for an older clientele with more budget available.

CHANNELS

Linkedin

E-commerce connected to the website

KEY PARTNERS

Key partners include material donators such as:

- Local yarn producers - Prato is historically famous for its yarns.
- local people donating clothes.
- Local and international stakeholders - e.g. Intesa San Paolo, Coop, Estra sponsoring their work.



“EVERY PIECE OF FABRIC IS PRECIOUS AND HAS POTENTIAL. I BELIEVE THAT EVEN THE SMALLEST SCRAP CAN BE USED UP TO MAKE SOMETHING GREAT”

- ABALONIA KOOMANS O'REILLY

UPCYCLING VALUE

RIFÒ

ENVIRONMENTAL VALUE

- * Rifò Lab's approach to environmental protection is central to their brand, focusing on sustainability through the use of recycled materials like regenerated cashmere, denim, and cotton. By repurposing discarded garments and textile waste, they reduce the need for new raw materials and keep waste out of landfills. Their commitment to local production in Italy further minimizes their carbon footprint and supports local artisans. Transparency in their production processes allows consumers to make eco-conscious choices. Rifò Lab also champions slow fashion by creating high-quality, durable garments designed to last, encouraging a shift away from the disposable culture of fast fashion and promoting a more sustainable approach to clothing.

SOCIAL VALUE

- * Rifò Lab's social value is rooted in their commitment to ethical practices and community engagement. By prioritizing local production in Italy, the brand supports skilled artisans and helps sustain traditional craftsmanship, ensuring fair wages and safe working conditions. They foster a transparent relationship with their consumers, offering insight into their supply chain and production methods, which builds trust and promotes informed, responsible consumption. Additionally, Rifò Lab actively engages in social initiatives, such as collaborations with local organizations to promote recycling and sustainability education. Their dedication to creating durable, timeless garments not only challenges the fast fashion industry but also encourages consumers to embrace a more thoughtful and conscious approach to fashion, ultimately contributing to a more socially responsible and equitable industry.

RIFÒ

ARTISTIC VALUE

- * Clean lines and pastel colours - Rifo's design masterfully blends traditional Italian craftsmanship with modern, minimalist design. Their aesthetic is characterized by clean, simple lines and a focus on essential, timeless pieces, reflecting their commitment to sustainability. The brand predominantly uses earthy tones, soft pastels, and subdued hues, which evoke a connection to nature and create a calm, serene vibe. Drawing inspiration from the circular economy, Rifò Lab transforms recycled materials like cashmere and denim into new garments, emphasizing renewal and environmental harmony. Their designs, rooted in the elegance of Italian fashion, prioritize quality and durability, offering a timeless, stylish appeal that transcends fleeting trends.



“It is precisely in this textile district, an excellence of Italian craftsmanship, that we have chosen to carefully produce our garments, limiting our environmental impact.”

GOMI

BRIGHTON, UNITED KINGDOM

gomi - portable speakers from non-recyclable trash. British sustainable design studio gomi uses only raw materials from waste streams that would otherwise be landfilled or incinerated, especially plastics and reclaimed battery cells, in order to create upcycled products.

Their flagship product is a fully functional portable speaker made from discarded components and second-hand battery cells from Lime's e-bikes. The company also created other zero-waste products, such as portable or wireless chargers.

CHANNELS

They use their home page/ online store and also social media platforms such as Instagram and Facebook. They also have their own Youtube channel. They also use custom branding in which the aim is to create a consistent and recognizable brand image across all videos, enhancing the professional appearance and credibility of the content. As so, they are positioning themselves as they offer companies the possibility of customised business gifts. They are also in the picture through various cultural events and phenomena such as BIFA (The British Independent Film Awards) where gomi made the trophies and also through collaboration with music streaming platform Spotify.

WEBSITE
gomi.design

EMAIL
support@gomi.design

SOCIAL MEDIA
Instagram: [gomidesign](https://www.instagram.com/gomidesign)
LinkedIn: [gomi-design](https://www.linkedin.com/company/gomi-design)
Youtube: [gomidesign](https://www.youtube.com/gomidesign)

VALUE PROPOSITION

Handcrafted and upcycled Bluespeakers, power banks and wireless chargers.

COSTUMER SEGMENT

Environmentally and sustainably conscious customer, who also appreciates the design and originality of the products.



GOMI

**BRIGHTON,
UNITED KINGDOM**

KEY ACTIVITIES

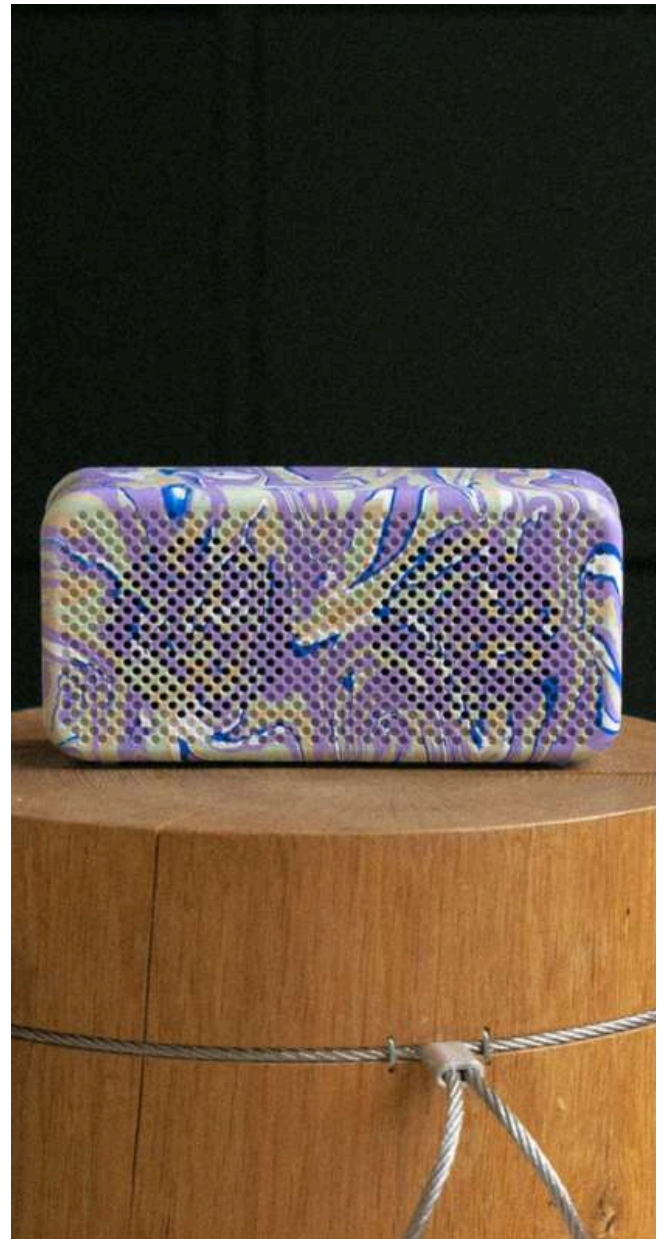
Making upcycled handcrafted designer bluspeakers, power banks and wireless chargers from raw materials from waste streams such as plastic, batteries, aluminium etc

KEY PARTNERS

gomi have collaborated with designers, engineers and thought-provoking brands such as BIFA (The British Independent Film Awards) where gomi made their trophies. With Lime, which is the world's largest provider of shared electric vehicles, provides gomi with the batteries from their retired e-bikes. But also with Spotify, designer Paul Smith etc.

KEY RESOURCES

Plastic, aluminium and battery waste.



“SOUND NEVER LOOKED SO GOOD”

WHO SAID IT?

UPCYCLING VALUE

GOMI

ENVIRONMENTAL VALUE

- * Every year the UK alone throws away 300 million kilograms of flexible plastics. This includes shopping bags, bubble-wrap, and industrial packaging; all of which have been deemed 'non-recyclable' by UK councils. At gomi, they've come up with a way of recycling these flexible plastics, turning them into a raw material which is aesthetically unique. Speakers are made from plastics and batteries which would otherwise be destined for the landfill. For example, the equivalent of 44 plastic bags go into making each one of these speakers. Metal parts made from recycled aluminium from cans, cars and window frames. Gomi uses discarded components and second-hand battery cells from Lime's e-bikes. Batteries are difficult to recycle, meaning that the vast majority of them end up in landfill, so gomi helps to prevent it. They also guarantee 2 year warranty and repairs for life, so these products are meant to last for life.

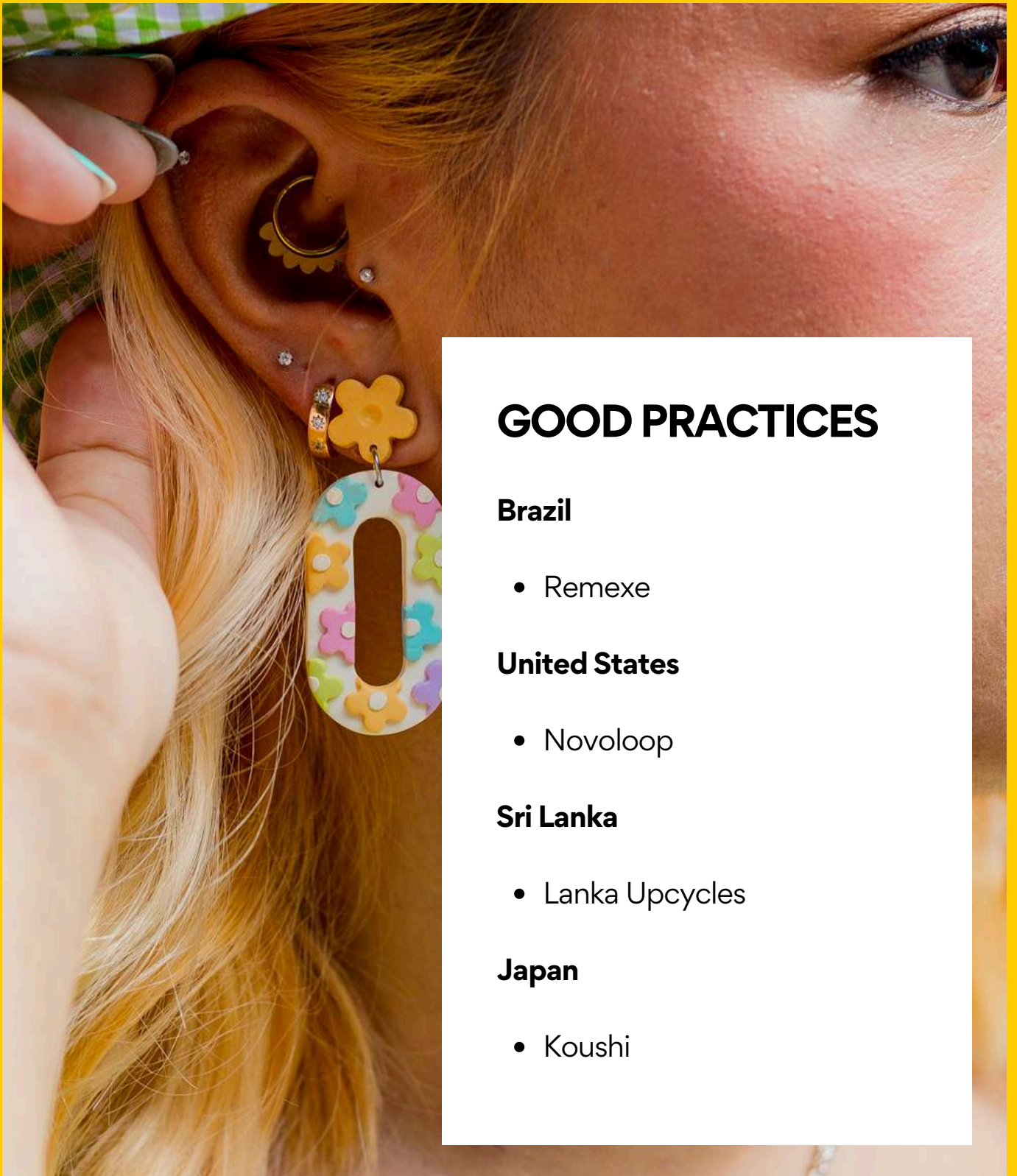
SOCIAL VALUE

- * Mining for new lithium often takes place under poor conditions for workers, presenting serious humanitarian issues. That's why they've chosen to do things differently. They take perfectly healthy lithium batteries from damaged e-bikes and give them a fresh start. By doing this, they prevent the need for creating new ones in the process.

ARTISTIC VALUE

- * Team of designers and sound technicians work side-by-side to create designer speakers by hand.

INTERNATIONAL INFOSHEETS



GOOD PRACTICES

Brazil

- Remexe

United States

- Novoloop

Sri Lanka

- Lanka Upcycles

Japan

- Koushi

REMEXE

BELO HORIZONTE, BRAZIL

The Lá da Favelinha Cultural Center is an independent, non-profit initiative that emerged in 2015 in Aglomerado da Serra. Founded and coordinated by the artist Kdu dos Anjos, it is an artistic-cultural organisation that seeks to promote social entrepreneurship and human development through art. Lá da Favelinha works on a wide range of projects, empowering residents to express themselves creatively and generate revenue from their pursuits. An exemplar of this process is Remexe, a non-binary clothing line made wholly from upcycled materials.



VALUE PROPOSITION

Remexe challenges fashion's gender concepts, promotes sustainability and cultural diversity and provokes reflection on consumption habits and the impacts of the fashion industry.

COSTUMER SEGMENT

LGBT+ people, non-binary people, anyone interested in sustainability and fashion.

WEBSITE
ladafavelinha.com.br

EMAIL
contato@ladafavelinha.com.br

SOCIAL MEDIA
Instagram: [remexefavelinha](https://www.instagram.com/remexefavelinha)
Facebook: [Lá da Favelinha](https://www.facebook.com/La-da-Favelinha)

KEY ACTIVITIES

Remexe has a business model which sews together the ideals of sustainability, women's and LGBTQ+ rights, and economic empowerment, seeking to put them squarely into practice. Its designers, predominantly local residents who identify as non-white women, make proud, expressive designs from used or discarded clothing. Inspired by the diverse artistic-cultural manifestations of the community and the dynamic routine of the favela, the brand uses the upcycling methodology, through which designers and seamstresses, all residents of the community, produce new clothes from the reuse and reframing of used pieces and waste textiles.

The Remexe collections culminate in Favelinha Fashion Week, where the designers themselves model their work in interactive catwalk showcases, encouraging them to express themselves by celebrating identities which transcend Brazilian cultural norms.

KEY RESOURCES

- Waste textiles

KEY PARTNERS

- UK company in immersive performance and participatory theatre, working in partnership with the University of Greenwich.
- Lá da Favelinha Cultural Centre

“REMEXE SHOWS THAT WE CAN RE-USE WHAT WE’VE GOT TO TRANSFORM PEOPLE’S LIVES”

WHO SAID IT?

UPCYCLING VALUE

REMEXE

ENVIRONMENTAL VALUE

- * Remexe's use of upcycled materials demonstrates its commitment to sustainability in the fashion industry. By repurposing discarded clothing, the project reduces waste and reduces the environmental footprint associated with garment production. This approach directly addresses the significant environmental issues tied to the fashion industry, which is responsible for a substantial portion of GHG emissions. Remexe's sustainable practices not only provide a model for environmentally conscious fashion but also encourage consumers to rethink their consumption habits. The project's success and expansion, including the creation of the sister company "Re" in Bristol, demonstrate the scalability and impact of upcycling in reducing fashion's ecological impact.

SOCIAL VALUE

- * Remexe contributes to social empowerment of non-white women and LGBTQ+ individuals within the favela. Moreover, Remexe's public celebrations of LGBTQ+ culture serve as acts of resistance and pride in a country like Brazil where homophobia and transphobia are prevalent, offering a powerful message of resilience and hope. The initiative has also expanded its social impact through workshops and international showcases, promoting cross-cultural learning and solidarity.

ARTISTIC VALUE

- * Remexe's upcycled designs embody the vibrant creativity and resilience of the Agglomerado Da Serra community. The project channels the diverse artistic expressions of the favela into bold, non-binary fashion that challenges traditional gender norms. By transforming discarded garments into unique pieces, Remexe showcases the ingenuity and vision of local designers, elevating recycled materials into high fashion. The initiative also integrates interactive catwalk showcases, notably during Favelinha Fashion Week, where designers model their creations, further blending performance art with fashion. This approach not only highlights the designers' artistic talents but also redefines the aesthetic and cultural narratives within the fashion industry.

NOVOLOOP

MENLO PARK, UNITED STATES

Novoloop is an innovative sustainable materials company based in Menlo Park, California. Founded in 2015, Novoloop has developed a proprietary chemical process to upcycle post-consumer plastic waste into high-performance chemicals and materials. The company's mission is to create a circular economy for plastics, reducing environmental pollution and greenhouse gas emissions associated with plastic production and disposal.



VALUE PROPOSITION

Novoloop offers a compelling value proposition by transforming post-consumer plastic waste into valuable, sustainable materials. The company's patented ATOD™ (Accelerated Thermal Oxidative Decomposition) technology breaks down polyethylene (PE) waste into chemical building blocks, which can then be used to create high-performance polymers, chemicals, and materials. By upcycling plastic waste, Novoloop provides a sustainable alternative to virgin petrochemicals and helps to reduce plastic pollution.

WEBSITE
novoloop.com

CHANNELS

As a B2B company, Novoloop reaches its customers primarily through direct sales and partnerships. The company's website serves as a platform for showcasing its technology, products, and sustainability mission, while also providing contact information for potential partners and customers.

COSTUMER SEGMENT

Novoloop's target customers are companies in various industries that are seeking sustainable alternatives to virgin petrochemicals and materials. This includes plastic converters, manufacturers of consumer goods, packaging companies, and brand owners who are committed to reducing their environmental impact and meeting the growing demand for sustainable products.



NOVOLOOP

MENLO PARK, UNITED STATES



KEY RESOURCES

Novoloop's key resources include its patented ATOD™ technology, its skilled team of scientists and engineers, and its strategic partnerships. The company's intellectual property and technical expertise enable it to efficiently upcycle plastic waste into high-quality, sustainable materials. Novoloop's partnerships with waste management companies and plastic converters ensure a steady supply of feedstock and market access for its products.

KEY ACTIVITIES

Novoloop's key activities include the development and scaling of its ATOD™ technology, the processing of post-consumer plastic waste, and the production of sustainable chemicals and materials. The company also focuses on establishing partnerships with waste management companies, plastic converters, and brand owners to create a robust supply chain for its upcycled products.

KEY PARTNERS

Novoloop collaborates with a network of key partners, including waste management companies, plastic converters, brand owners, and research institutions. These partnerships are essential for securing a reliable supply of post-consumer plastic waste, developing new applications for Novoloop's upcycled materials, and bringing these sustainable products to market.



**CIRCULAR MATERIALS FOR A WASTE-FREE
WORLD**

UPCYCLING VALUE

NOVOLOOP

ENVIRONMENTAL VALUE

- * Novoloop's upcycling technology significantly contributes to environmental sustainability by addressing the global challenge of plastic waste. By diverting post-consumer plastic waste from landfills and oceans and transforming it into valuable materials, Novoloop reduces plastic pollution and the greenhouse gas emissions associated with virgin plastic production. The company's circular approach to plastics helps to conserve natural resources and supports the transition to a more sustainable economy.

SOCIAL VALUE

- * Novoloop creates social value by raising awareness about the importance of circular economy principles and the potential for innovative solutions to tackle plastic waste. The company's success in upcycling plastic waste demonstrates the feasibility and benefits of a circular approach to materials, inspiring other businesses and consumers to adopt more sustainable practices. By creating demand for post-consumer plastic waste, Novoloop also supports the livelihoods of waste pickers and informal recycling communities, contributing to social inclusion and economic development.

ARTISTIC VALUE

- * While Novoloop's primary focus is on the functional and environmental value of its upcycled materials, the company's technology enables the creation of sustainable products with unique properties and aesthetics. As more brands adopt Novoloop's materials, there is potential for designers and product developers to leverage these sustainable building blocks to create innovative and visually appealing products.

LANKA UPCYCLES

AMPARA DISTRICT, SRI LANKA

Lanka Upcycles is a company that started in 2012, when the first Rice&Carry bag was manufactured to address two problems in Sri Lanka:

- 1) the increasing amount of plastic waste.
- 2) the lack of job opportunities for women.

The company aims to improve the livelihoods of communities on the east coast of Sri Lanka and provide local solutions to the global waste crisis; create stable jobs for rural women; and promote the principles of fair trade locally and globally.



VALUE PROPOSITION

Lanka Upcycles takes innovative approaches to sustainability and community support. It runs a total of 3 projects where it implements fair trade practices by reusing discarded materials, providing employment for women while addressing plastic waste, championing Sri Lanka's textile heritage and supporting local artisans; and tackling plastic pollution through recycling, waste reduction and green alternatives, working with organisations to achieve cleaner beaches.

WEBSITE
lankaupcycles.com

EMAIL
info@lankaupcycles.com

SOCIAL MEDIA
Instagram: [riceandcarry](#)
Instagram: [wastelessabay](#)
Instagram: [click_clack_sri_lanka](#)
LinkedIn: [lanka-upcycles](#)
Youtube: [riceandcarrysrilanka](#)

CHANNELS

For the sale of products, they make special use of digital platforms, paying special attention to the website and Instagram accounts of the different projects they carry out. In order to share the essence and values of the company, they make greater use of the Youtube account.

COSTUMER SEGMENT

The customer segment for Lanka Upcycles comprises environmentally conscious consumers, craft enthusiasts appreciative of artisanal quality, fair trade advocates supporting community empowerment, responsible travelers seeking eco-friendly options, and ethical businesses promoting sustainable practices.



LANKA UPCYCLES

**MAIN STREET, 32418 KOMARI, AMPARA DISTRICT
(SRI LANKA)**

KEY ACTIVITIES

Rice and Carry

They create fair trade products using discarded materials, starting with repurposing old rice bags in 2012. This initiative addresses plastic waste concerns while providing employment opportunities for women. The diverse range of bags and accessories are crafted from upcycled materials such as rice bags and spice sacks, each item carrying its own unique story.

Click Clack

Celebrates Sri Lanka's handloom heritage and supports small family businesses and female weavers from rural areas.

Waste Less Arugam Bay

WLAB, based in Arugam Bay, promotes recycling and environmental awareness due to increased plastic waste from tourism. While acknowledging plastic's usefulness, we urge reducing single-use plastics and rethinking consumption patterns. Our efforts focus on waste collection and advocating for refill options to reduce plastic bottle usage. We collaborate with organizations like Empower for beach cleanups. Visitors can help by choosing sustainable options and supporting initiatives for a cleaner Arugam Bay.

KEY RESOURCES

Upcycles utilizes discarded materials such as old rice bags, spice sacks, and recycled plastic bottles for its various projects. The company relies on a skilled workforce of local artisans, especially women trained in rural villages, to handcraft products using traditional techniques and sustainable practices.

Relying on digital platforms like their website, Instagram, and YouTube, Lanka Upcycles markets and sells its products globally. They have also carried out recycling through high-tech Eco Spindles.

.Also, key partnerships with distributors like Fair Squared in Europe and Amber in the United States facilitate wider market reach and sales channels.

KEY PARTNERS

Lanka Upcycles is a private sector business. Their project, WLAB, was cofounded with USAID but since 2020 they don't receive any more funding from USAID.

In 2024 they started a collaboration for dog products with Goopsi in Germany.

They use a distributor in Europe, especially in Germany, (Fair Squared), where they can sell their products from the Rice and Carry project to shops.

In Switzerland, for online orders they use FAIR FOOT.

In 2024, they have started to operate in the United States with the distributor Amber to sell their products.

Throughout Sri Lanka, they sell their products at different points, both online and in physical shops:

- COLOMBO

Barefoot - Colombo

PR concept store - Colombo

- SOUTH & WEST COAST

Forcus Shop - Hikkaduwa

Kat's Coffee - Talpe

Jetwing Saman Villas - Bentota

Rice & Carry Shop @ Jetwing Beach - Negombo

Rice & Carry shop @ Jetwing Lighthouse - Galle

Barefoot - Galle

PR Concept Store - Galle

PR Light Store - Weligama

Cape Weligama - Weligama

Island Luxe - Hiriketiya

- CENTRAL

Forcus Shop - Ella

Jetwing Vil Uyana - Sigiriya

Jetwing Kaduruketha - Wellawaya

“SOLO CAMBIANDO IL MODO DI GUARDARE IL MONDO, AVREMO L'OPPORTUNITÀ DI CAMBIARLO VERAMENTE”

UPCYCLING VALUE

LANA UPCYCLES

ENVIRONMENTAL VALUE

- * In Lanka Upcycles, materials are ingeniously repurposed with a strong environmental focus. Rice sacks, crafted from durable polypropylene, gain new utility after their rice-holding lifespan ends. Local artisans, predominantly women, weave eco-friendly cotton fabrics and pioneer handwoven textiles from recycled plastic bottles, emphasizing sustainability through the WLAB initiative. This blend of traditional craftsmanship and modern recycling techniques not only creates practical items but also fosters eco-conscious practices, utilizing natural resources like coconut, luffa fiber, and palmyrah leaves to promote a greener lifestyle and preserve Sri Lanka's rich artisanal heritage.

SOCIAL VALUE

- * Lanka Upcycles provides opportunities for disadvantaged producers by working with small family businesses, women's associations, and employing craftswomen in Sri Lanka's Eastern Province. They uphold transparency, fair trading practices, and fair payment, ensuring no child or forced labor in their supply chain, promoting gender equity, and offering good working conditions. The company also focuses on capacity building for women, promotes fair trade principles, and emphasizes environmental protection through recycling, waste reduction, and environmental education.

ARTISTIC VALUE

- * Lanka Upcycles' artistic value lies in its transformation of discarded materials into aesthetically pleasing and environmentally conscious products. By repurposing discarded materials like old rice bags and spice sacks, the company transforms these items into unique, visually captivating pieces. Skilled artisans, particularly women from rural areas, employ intricate weaving and crafting techniques, merging eco-friendly materials such as recycled plastic bottles with traditional fabrics. This creative process not only showcases Sri Lanka's rich textile heritage but also adds a distinct artistic flair to each product.

KOUSHI

HAKUHODO/OSAKA, JAPAN

Business introduction: Koushi has developed a solution to upcycle scallop shells that would have otherwise been discarded as waste. The shells are finely crushed and sterilized before being transformed into protective helmets called Shellmets, stronger than standard plastic helmets and available in 5 colors.

VALUE PROPOSITION

Protective helmets from scallops shells.

CHANNELS

They have their own online store. In Sarufutsu Village, approximately 270 fishermen wear plastic helmets on a daily basis. They are promoting the use of eco-plastic by using helmets made of shell-derived eco-plastic as a trial starting in the spring of 2023. In addition, they are planning to gradually develop "SHELLMET" by stockpiling it as a disaster prevention product, selling it to the general public, and introducing it as a tax return gift for hometowns (Furusato Nozei: Japan's tax reduction system for the taxpayers who donate to local municipalities). Through this initiative, they will promote the active use of reusable materials and raise awareness of disaster prevention among village residents.

COSTUMER SEGMENT

As well as hoping to entice the village's 250 or so fishermen to swap their regular plastic helmets for the Shellmet, the producers plan to promote the Shellmet for use in emergencies such as earthquakes and abnormal weather, and will seek certification for the design as safety equipment.

KEY RESOURCES

Scallops from the seafood industry and recycled plastic.

WEBSITE
koushi-chem-store.myshopify.com



KEY ACTIVITIES

The company cleans and pulverizes the scallops and mixes it with recycled plastics. As a result, Shellstic is transformed into an environmentally friendly material that can be molded and used in the same way as conventional plastics.

KEY PARTNERS

Sarufutsu Village, which is one of the leading producing areas of scallops in Japan.

“PROTECTS HEADS, AND THE EARTH”

WHO SAID IT?

UPCYCLING VALUE

KOUSHI

ENVIRONMENTAL VALUE

- * Scallops are the shellfish that Japanese people eat the most. It was also the shellfish whose shells were discarded the most. A yearly pile of 40,000 tons of discarded scallop shells from the area's seafood industry. Left on the ground, the shells are feared to cause soil contamination and are a big concern for the locals. Koshi Chemical are breathing new life into discarded scallop shells. A completely new helmet, strong and gentle, is born. Characteristics of "Shellstic":
 - Contributes to a maximum 36% reduction in CO2 emissions compared to the use of 100% new plastic
 - Contributes to a 20% reduction in CO2 emissions compared to limestone-derived eco-plastics.
 - By mixing scallop shells into the plastic, strength (bending modulus) is improved by about 33%.

Furthermore, because it is an upcycled material that utilizes waste, it is expected to reduce the amount of waste in the world and help solve the waste problem in the region.

SOCIAL VALUE

- * Develops the local economy. The project team started to develop the scallop shells as an important resource to support the village and began efforts to recycle the material. They also raise awareness of disaster prevention among village residents.

ARTISTIC VALUE

- * Koshi helmet is strong and gentle and also beautiful in design.

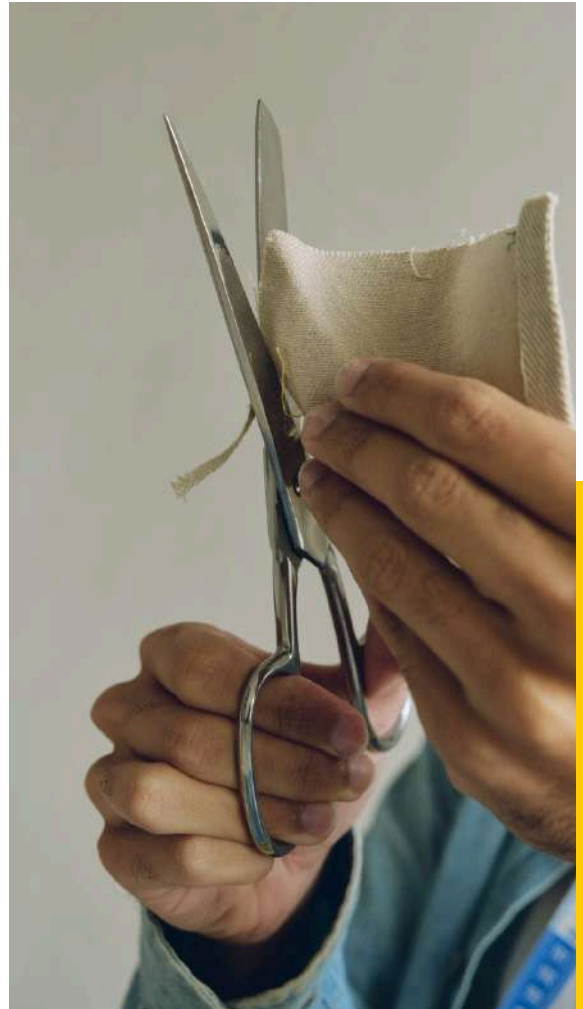
CONCLUSION

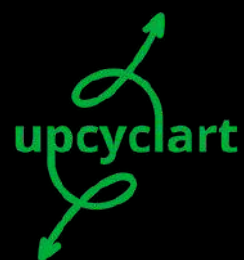
RESULTS

In conclusion, we are inspired by the remarkable businesses and initiatives showcased in the "Upcyclart: Upcycling across the world" handbook. These enterprises demonstrate not only the immense creativity and resourcefulness inherent in upcycling but also the profound social and environmental impact that can be achieved through such practices. By turning waste into valuable products, these businesses are leading the charge towards a more sustainable future, proving that innovative solutions can arise from even the most unlikely materials.

As we reflect on the diverse examples presented, it is clear that upcycling is more than just a trend—it is a powerful movement that has the potential to reshape our approach to both consumption and production. The entrepreneurs and organisations featured in this handbook are true pioneers, showing us that with vision and determination, we can make a significant difference in our communities and beyond.

We are reminded that the journey towards a circular economy is one that requires collective effort and continued support for these inspiring ventures. By embracing the lessons and models shared here, we can all contribute to a more sustainable and equitable world, where creativity and responsibility go hand in hand.





**Co-funded by
the European Union**