

Upcycling



['əp,sɪkəl]

verb [with obj.]

reuse (discarded objects or material) in such a way as to create a product of a higher quality or value than the original: *the opportunity to upcycle trash, or turn it into new products, was vast. (as adj.upcycled) : upcycled furniture*

|'əp,sɪkəl|

noun

a cyclic and harmonious flow of energy through materials and the ecosystems around them

An approach to Upcycling

VEHICLES

BUSINESS

DESIGN

ECOLOGY AND/OR SYSTEMS THINKING

MOTIVATIONS

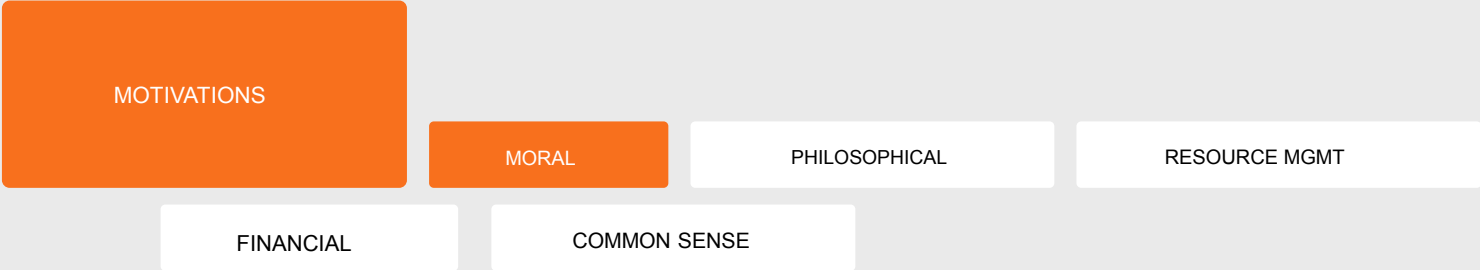
MORAL

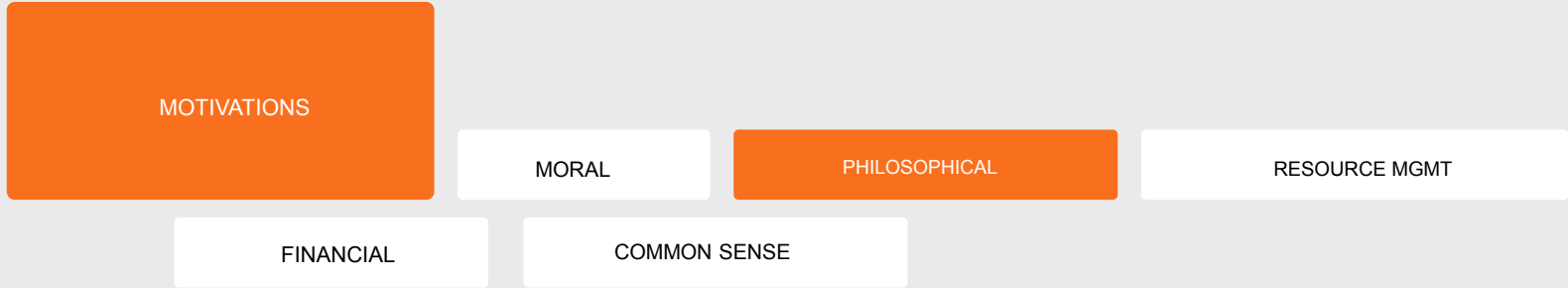
PHILOSOPHICAL

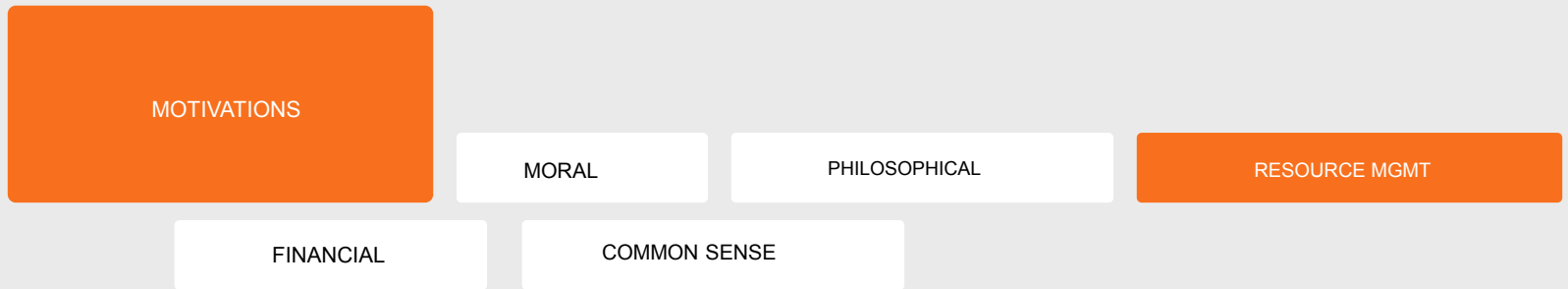
RESOURCE MANAGEMENT

FINANCIAL

COMMON SENSE







MOTIVATIONS

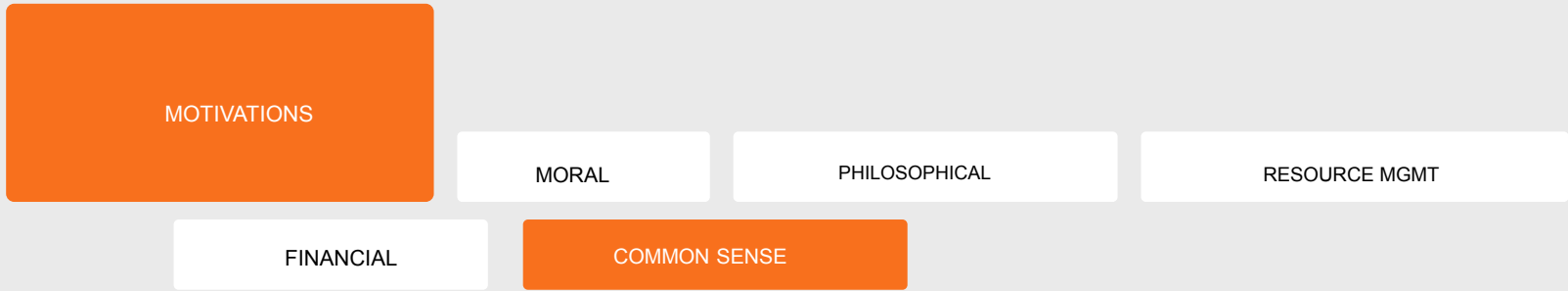
FINANCIAL

MORAL

COMMON SENSE

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RESOURCE MGMT





VEHICLES

BUSINESS

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Challenges & Opportunities





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Marcel Duchamp

LandfillHarmonic. “[Landfill Harmonic Trailer.](#)”
26 March 2015. Youtube.

South China Morning Post. “[Upcycling: How Hong Kong’s trash can be turned into musical instruments.](#)” Originally aired 30 June 2015.
SCMP.tv.

McDonough & Braungart's words of wisdom

1. We don't have an energy problem, we have a materials-in-the-wrong-place problem
2. Get "Out of sight" Out of mind
3. Always be asking what's next
4. You're alive, your toaster is not
5. Optimize, optimize, optimize
6. You can and you will
7. Add good on top of subtracting bad
8. Gaze at the world right around you...then begin
9. The time is now
10. Go forward beneficially

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