Upcycling
ˈəpˌsīkəl

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) : upcyled furniture
ˈæpˌsɪkəl

noun

a cyclic and harmonious flow of energy through materials and the ecosystems around them
An approach to Upcycling
MOTIVATIONS

MORAL

PHILOSOPHICAL

RESOURCES MGMT

FINANCIAL

COMMON SENSE
MOTIVATIONS

- MORAL
- PHILOSOPHICAL
- RESOURCE MGMT
- FINANCIAL
- COMMON SENSE
MOTIVATIONS

MORAL

PHILOSOPHICAL

RESOURCE MGMT

FINANCIAL

COMMON SENSE
VEHICLES

BUSINESS

DESIGN

ECOLOGY AND/OR SYSTEMS THINKING
VEHICLES

BUSINESS

DESIGN

ECOLOGY AND/OR SYSTEMS THINKING
Challenges & Opportunities
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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