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**The real alternative:  
Upcycling**

**27.9.2013 Taru Aalto**



# What is Upcycling?

**Upcycling** is the process of converting waste materials or useless products into new materials or products of better quality or for better environmental value.

*Source: Wikipedia*

Creating more value

Thinking differently, giving a new purpose

Turning old and useless into new and desirable



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## Video "fabric redefined"

- <http://vimeo.com/71489930>



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[www.globehope.com](http://www.globehope.com)



[www.globehope.com](http://www.globehope.com)



<http://www.oldgoldberlin.de/>



<http://www.designrulz.com/product-design/2012/08/20-ideas-of-recycle-wine-bottles/>



<http://www.made.com/legion-pallet-table-natural>

# Why upcycling: less water, energy & pollution

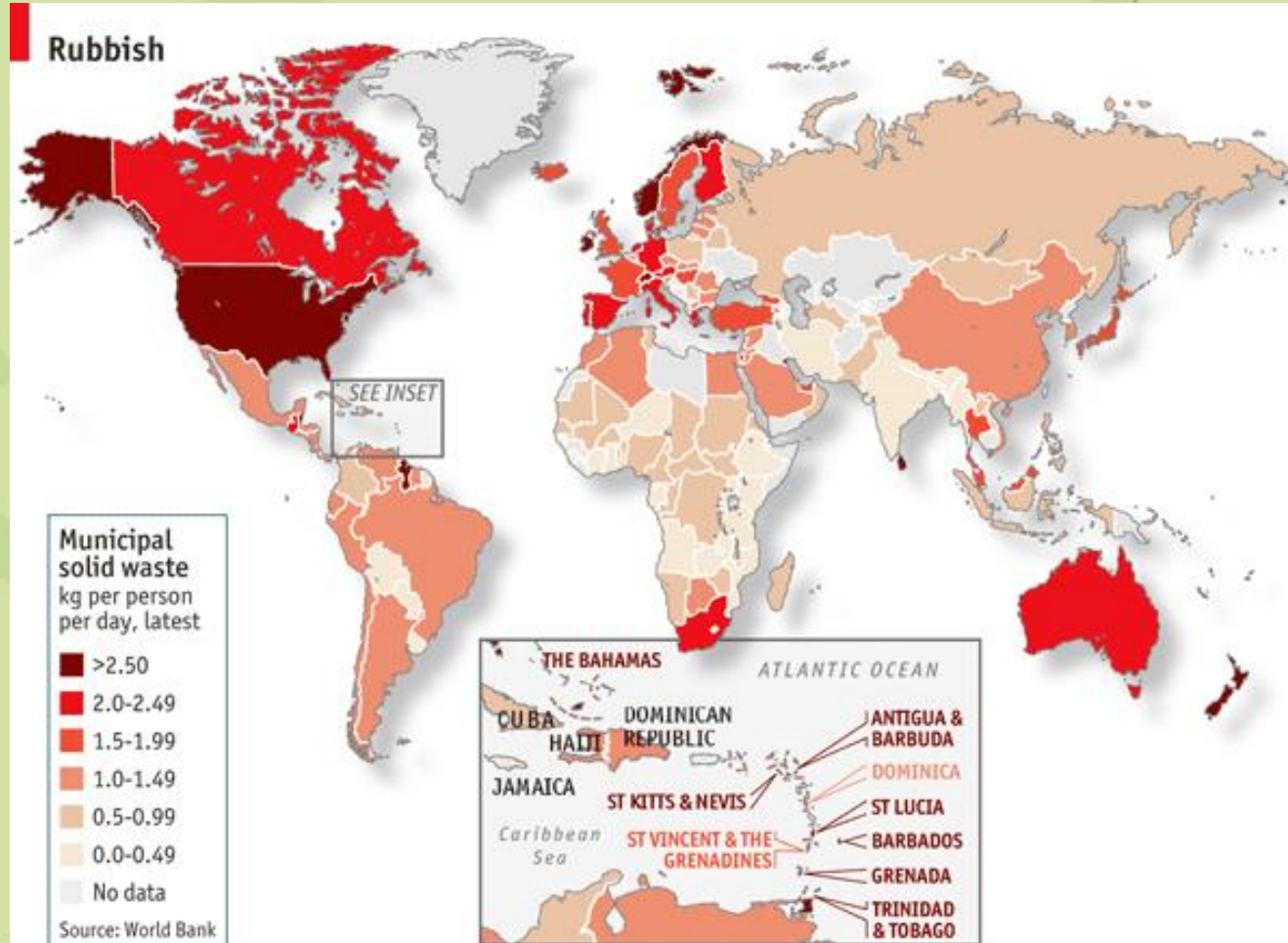
- On 20th of August, we had used all resources that we had for 2013 (WWF)
  - Since 2001, on average 3 days earlier every year
- **Pair of Jeans** takes around 6,800 liters of water to grow enough cotton to produce just one pair of regular blue jeans.
  - t-shirt: 1600 ltr
  - Growing cotton represents 2,6% of water usage in the world
- Textile industry used in 2008 1,074 TWh of electricity
  - E.g. lighting the entire US for entire year was only 800TWh



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# Why upcycling: reducing waste

- The world's cities generate 1.3 billion tonnes of consumer waste a year, or 1.2kg per city-dweller per day
- Out of this 5.2 % is textile waste



# Challenges & Opportunities in Upcycling Fashion

## CHALLENGES

- Consumer perception
- Beign able to produce large quantities & all sizes
- Cost of production when a lot of handwork
- Pre-orderability as need to know fabric in advance - cannot just order more

## OPPORTUNITIES

- Truly making a difference
- Unique products with a story
- New roles and tasks in textile industry, employing people



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# EU Climate Action: World You Like

- <http://world-you-like.europa.eu/de/success-stories/globe-hope/>



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THE WORLD DOESN'T SUFFER FROM THE LACK OF MATERIAL BUT FROM THE LACK OF IMAGINATION. GLOBE HOPE BECAME FED UP WITH MATERIAL WASTE AND WANTED TO DO SOMETHING ABOUT IT. BEING INSPIRED AND FILLED WITH FRESH IDEAS, GLOBE HOPE CAME UP WITH THE CONCEPT OF FABRIC REDEFINED. CREATIVE REFINEMENT OF VARIOUS FOUND MATERIALS ENABLES GLOBE HOPE TO DESIGN UNIQUE FASHION PIECES THAT FULFIL OUR LONGING FOR INDIVIDUALITY AND THAT HELPS OUR ENVIRONMENT TOO.

For more information:  
[www.globehope.com](http://www.globehope.com)

WELCOME TO THE  
RECYCLANDIA  
OF GLOBE HOPE.