





What is LOWaste for Action?

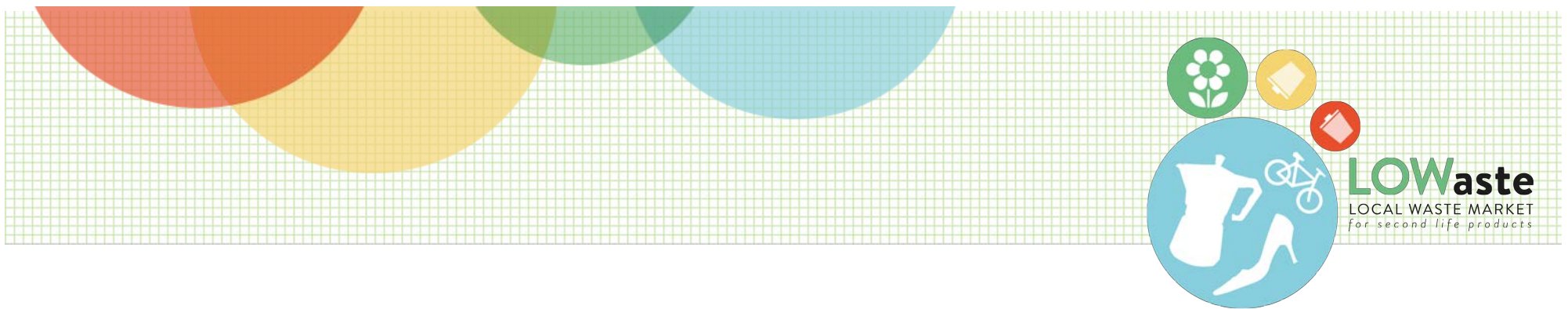
It is a community engagement project aiming at creating a **proactive community** of people who can be involved in up-cycling streams:

this is the main condition in order to organize and develop a “green market” around waste products in the city of Ferrara



Objectives of LOWaste for Action

- To connect designers, SME manufacturers, artisans and producers with the existing local network in the supply chain of materials, logistic and production;
- To establish a community of actors responsible for setting up the circular economy district of Ferrara
- To build and test the partnership between the various actors through the realization of prototypes
- To create viable operational chains which will be keep on functioning after the end of the project
- To activate a local “green” market.



and...

...to build a “relational heritage”:

- partnership
- feasibility

- collective intelligence: “shared or group intelligence that emerges from the collaboration, collective efforts, and competition of many individuals”



Three promising waste streams were chosen:

- Textile from hospitals
- Aggregates from demolition: Waste material from construction related activities
- Furniture and playground equipment: urban furnitures leisure infrastructures and playgrounds



STEPS:

1- open call

2- community building and co-design up-cycling projects

- fine-tuning of the projects, evaluation of the process and press publication



OUTPUTS from FIRST STEP: open call

59 application to the open call (designers, makers, experts)

+ 3 national network: (es. slowd, open network linking designers and companies)

+ our national network: the FB community!

(with 100 members in the first step)



What we did NOT

we did NOT asked for proposals from applicants

> “just” a motivational letter

> we were looking for self-awareness about applicants’ own role in the process

we did NOT an “exclusion” tender > but an “inclusive open call”

> NO WINNERS (or, better, WIN WIN approach)



OUTCOMES from FIRST STEP: open call

a community!

+ dissemination

+ benchmarking > best practises all over the world with these 3 materials



SECOND STEP: co-design up-cycling projects

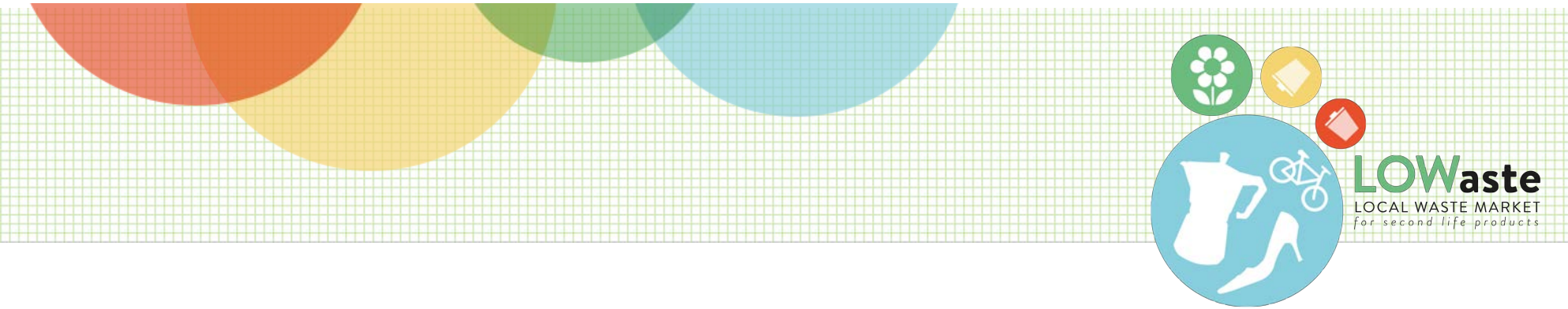
2 workshops in Ferrara, with 50 participants

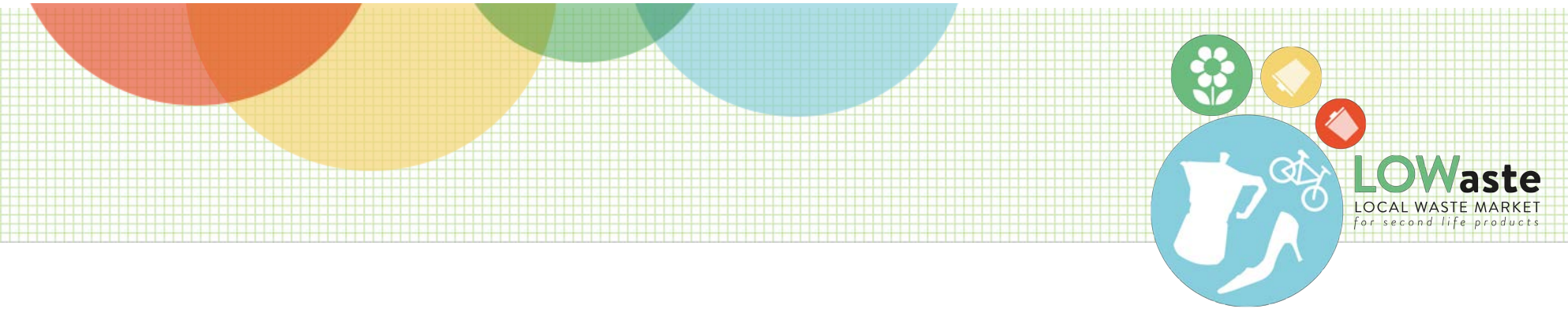


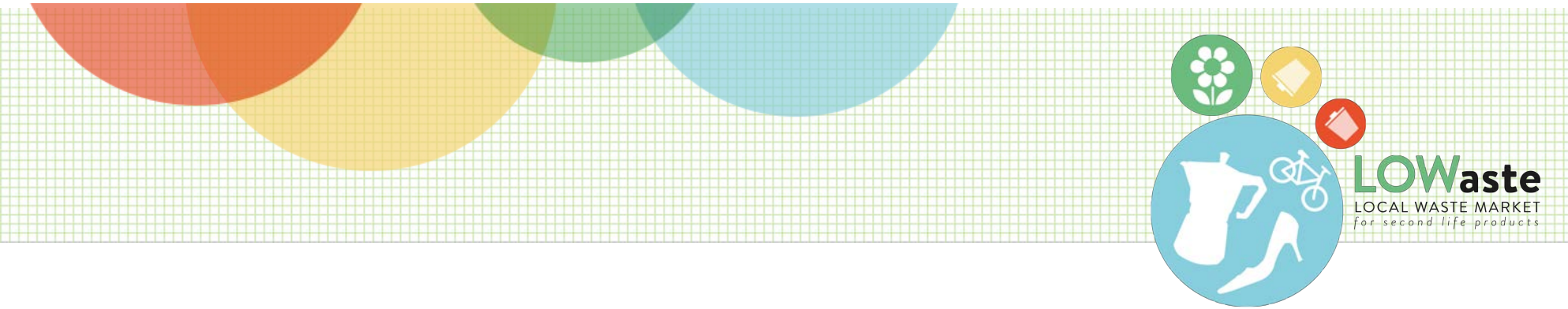
SECOND STEP: co-design up-cycling projects

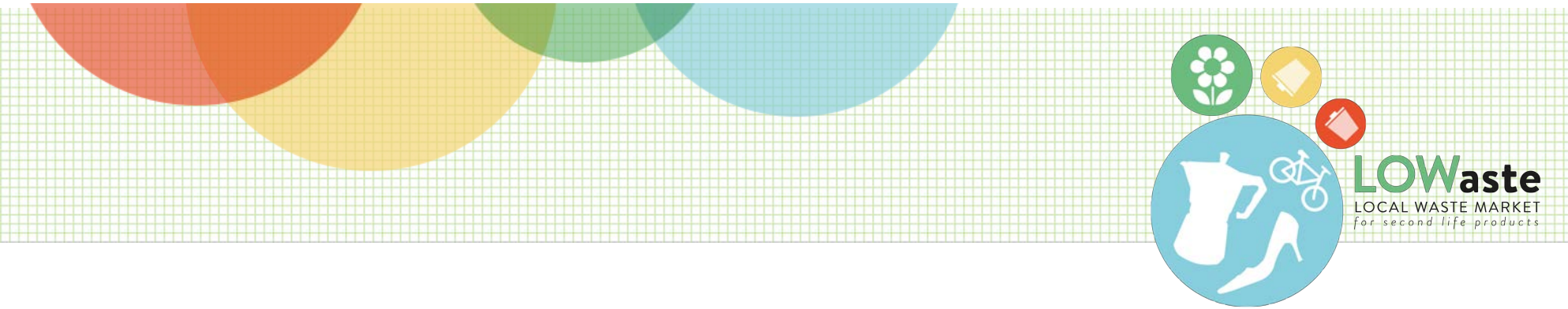
1st workshop: 4 tables for 3 waste streams:

- aggregates from demolition
- product design 1
- product design 2
- market







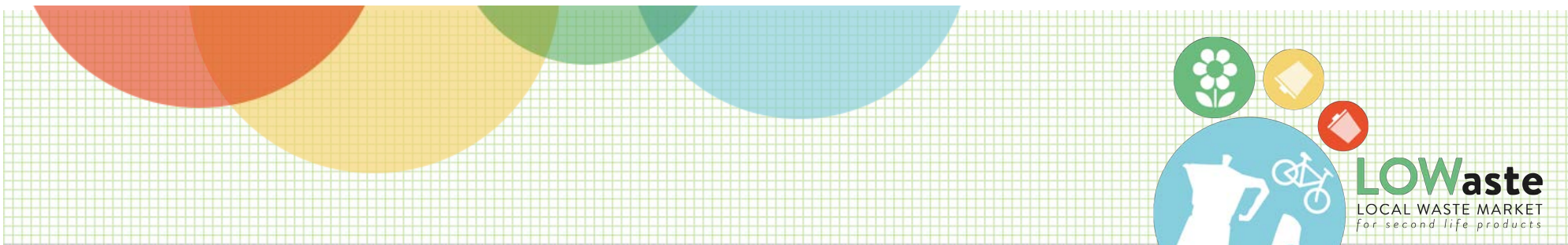




SECOND STEP: co-design up-cycling projects

2nd workshop: 5 thematic tables:

- business model canvas
- chains overviews
- fine tuning of the projects
- communication plan for aggregates
- photo set





OUTPUTS from CO-DESIGN WORKSHOPS

PRODUCTS:

- shoppers
- chairs with textile covers
- pillows with textiles
- waterproof poncho
- benches with wood
- sportswear
- swimming accessories
- shoes



“SEMI-FINISHED” PRODUCTS:

- waste aggregates panel > for buildings
- textile > semi-finished textiles with many dimensions

WIDER or MANAGEMENT and TIME-TO-MARKET PROJECTS:

- online platform for recycled aggregates
- Re-lab: a low-tech Fab-lab low-tech
- communication plan for recycled aggregates

+ exhibition project (for the marketplace) with upcycled wood

+ 10 proven partnerships between participants!

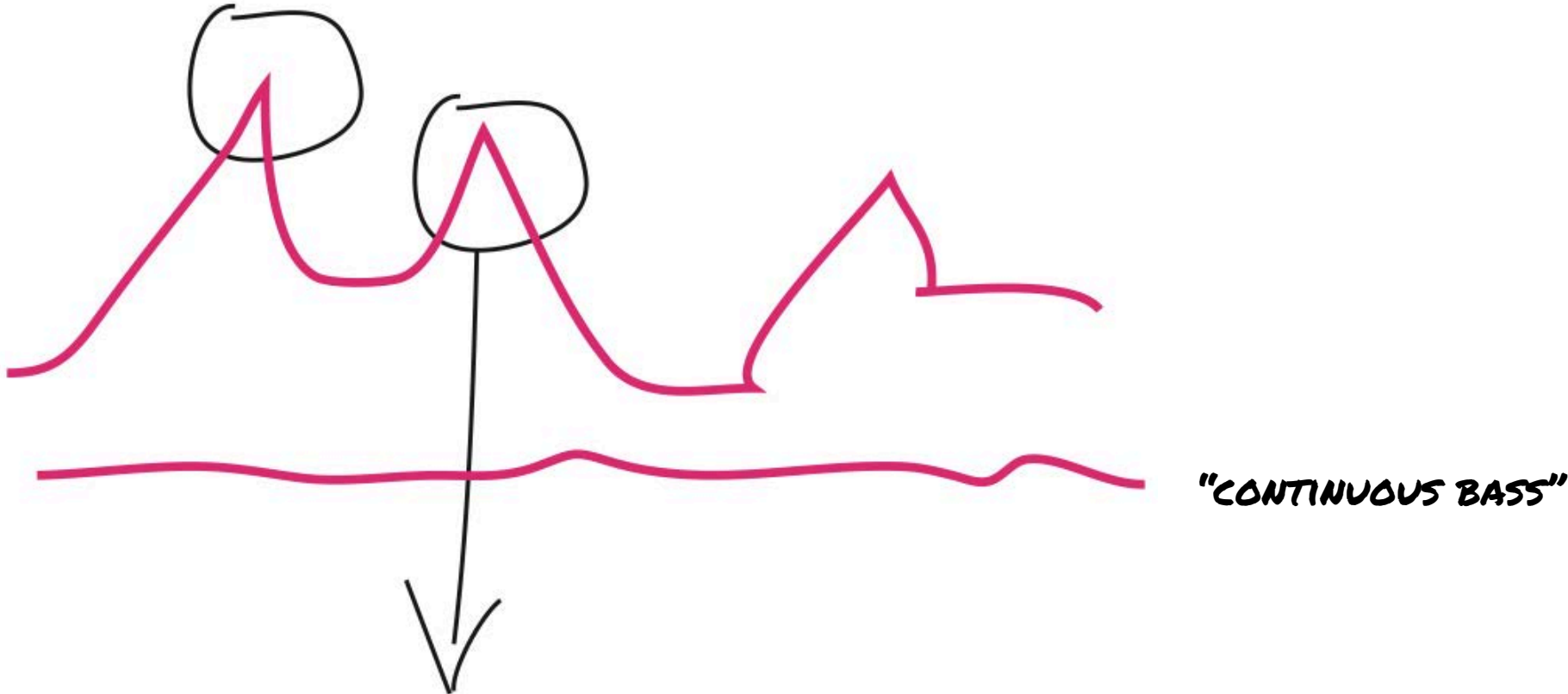
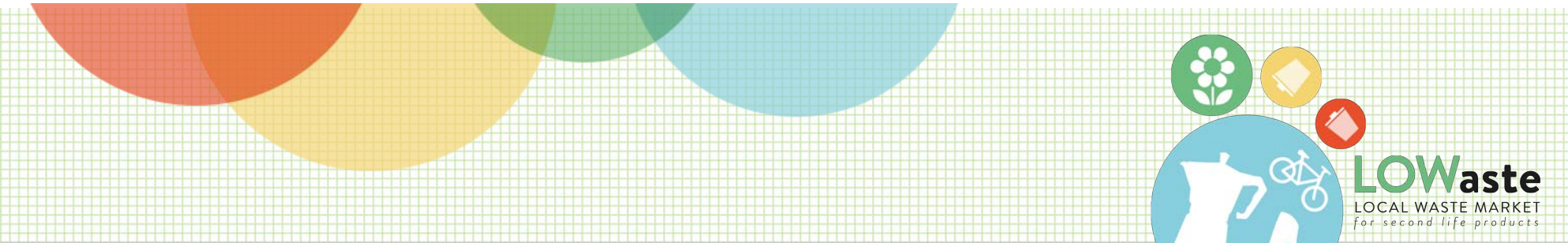


what we LEARNED from LOWaste for action

- > a moment not-for-competition**
- > a space and time where you can experiment**
- > from collective intelligence you can have a problem solving community!**

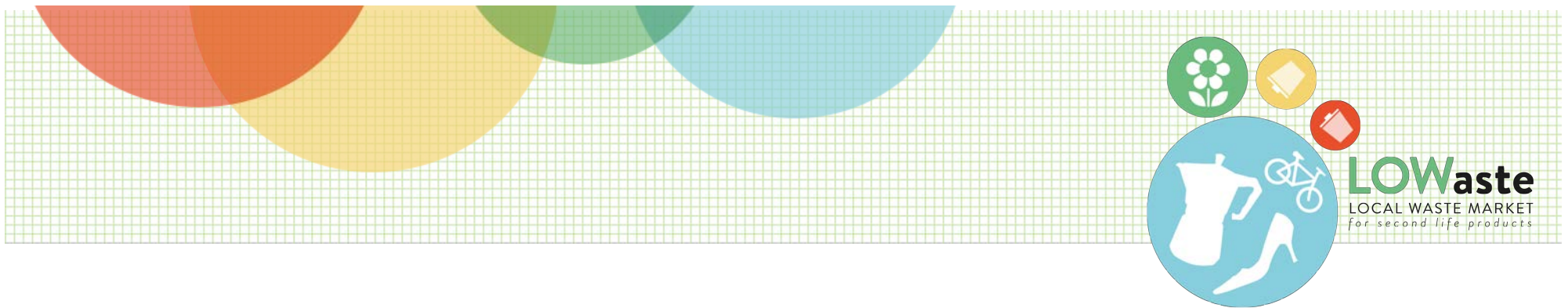
- > for designers: awareness of the whole chain**

- > community is a driver for dissemination and scalability**



"CONTINUOUS BASS"

**CO-DESIGN AND COLLECTIVE
PROBLEM SOLVING MOMENTS**



> thanks! enjoy the video!

> and see you at the LOWaste expo! @ Ferrara, 4th + 5th April '14

:)

> www.lowaste.it/lowaste-for-action