

VANCOUVER
UPCYCLE
DESIGN
PROJECT



BUILD DEMAND
FOR RECOVERED
MATERIALS

BACKGROUND

Each year, a total of 1,825,000 tonnes of construction and demolition waste are disposed in Metro Vancouver. Of this, 1,217,000 tonnes are recycled; the remainder goes to landfill.

For years, Metro Vancouver and the City of Vancouver have been delving into this topic—developing policy to promote deconstruction over demolition; researching the feasibility of a 'deconstruction hub' in which materials could be sorted, cleaned up, and resold; and engaging with business owners to identify the challenges associated with deconstruction and reuse.

Through this work, there have been several key findings. The first is that although a central piece of infrastructure for deconstructing, storing and reselling materials could aid the development of a stronger circular economy in Vancouver, the industry needs to show proven demand for such a piece of infrastructure in order to catalyze its development.

The second key finding is that building consumer demand for recovered materials will be integral to galvanizing the construction industry to move from demolition to deconstruction: Increasing demand for recovered materials will not only raise their value on the market, it will also result in an increased number of channels through which they can be sold.

PURPOSE

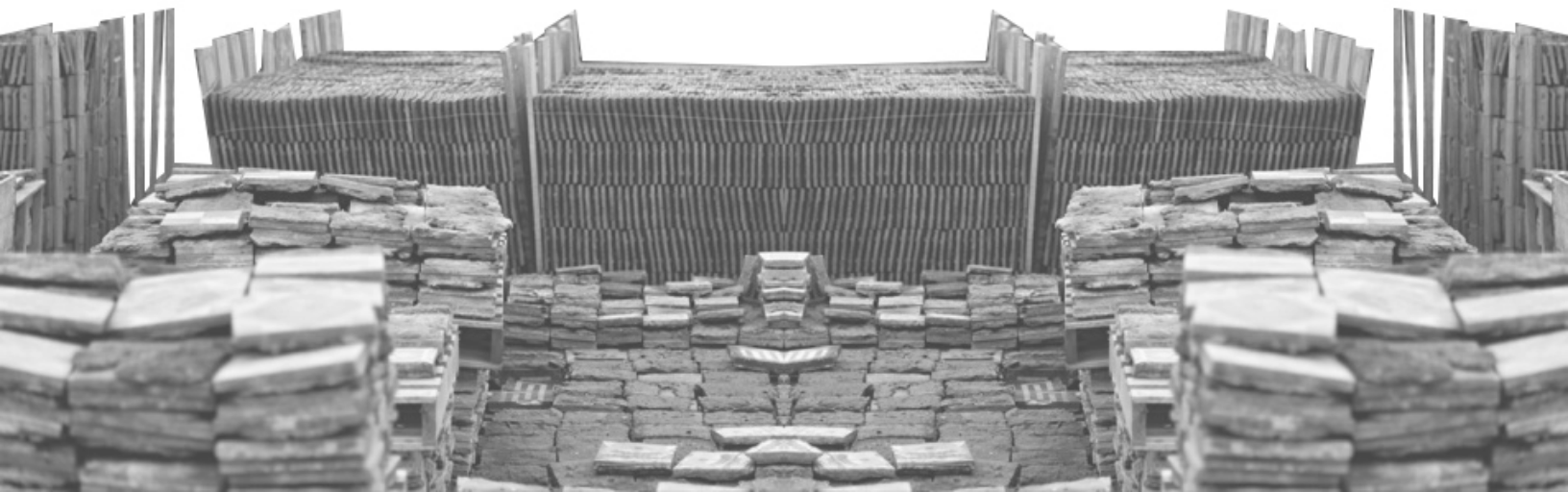
The purpose of the Vancouver Upcycle Design project is to build demand for recovered materials in order to catalyze the shift to a more circular economy in Vancouver's design, production, construction, and demolition sectors.

OBJECTIVES

Promote businesses that have integrated material recovery and reuse into their business models.

Develop the knowledge base needed to make it easier for other businesses to incorporate material recovery and reuse into their business models and construction projects.

Create an enabling environment for growing green jobs that are inclusive and accessible.





EXPECTED OUTCOMES

Short-Term (Year 1): Business Development

- New contracts for upcyclers
- Better understanding and awareness of green design(ers) in vancouver

Mid-Term (Year 2): Culture Shift

- Change of perception about the variety of aesthetics, products, and structures that can be made from recovered materials
- Increased awareness of construction waste issues and designing for reuse
- New stories about 'what is vancouver design?', including green design
- Increased knowledge of where to look when wanting to contract a green designer
- More conscientious decision-making by consumers that takes into account material circularity when choosing a product or service provider

Long-term (3-5 years): Industry Shift

- Increased demand for products and services by upcycling-based designers
- Increased demand for recovered materials
- Greater number of channels for collecting and (re)distributing recovered materials
- Increased number of design-based projects using recovered materials as primary input
- Widespread awareness of Vancouver design and Vancouver designers
- Reduced waste going to landfill

CONNECT:

Connect businesses that are already engaged in upcycling with upcoming public facing projects and the broader community to promote their services and increase awareness for their business

MATCHMAKING: In-Person + Online

MATERIAL MEET-UPS

Host a series of "Material Meet-Ups" in the False Creek Flats where re-use stores, deconstruction contractors, and individuals can bring useful materials that need a home to a central location whereby artists, artisans, designers, and production businesses can bid on materials, propose new projects, and collaborate on upcycle design projects.

DESIGN CONTESTS + CALLS FOR EXPRESSION OF INTEREST

Reach out to property developers, business owners, and public institutions to identify upcoming public-facing project opportunities, such as public spaces, building entries, and shop interiors. Work with them to develop a design contest or calls for expression of interest to engage design-build firms that are committed to using recovered materials in their projects.

ONLINE WISHLISTS + INVENTORIES

PHASE 1: Develop an online forum that can pull from multiple supplier websites, Craigslist, Kijiji, and other online selling forums to simplify used building materials supply searches, as well as house online material wishlists that are easily uploaded by artisans, designers, furniture makers, etc.

PHASE 2: Activate this running "needs" and "haves" inventory by making it highly visual, including "alert" options, and optimizing it for mobile use. Include not only material "haves" and "needs" but also include sections for highlighting skill-sharing opportunities, tool-sharing opportunities, partnership opportunities, space-sharing opportunities, etc.



DATABASE DEVELOPMENT

Build a database of designers, materials, and upcycle design projects / installations for match-making people with projects, workshops, school programs, and materials.

DESIGNER DATABASE

to be used for matching designers with upcoming workshops, educational programs, and projects.

MATERIALS DATABASE

to help upcycle designers find the materials they need to complete a project.

PROJECT DATABASE

to give upcycle designers a chance to bid on a series of public-facing projects that they might not otherwise know about or have access to.

PROJECT SPONSORSHIP MODELS

Develop a series of sponsorship packages that allow people to support the VUD project in a variety of ways, including:

Sponsor with Space

Installation space, workshop space, etc.

Sponsor with Money

Pay for an installation, workshop, school program, etc.

Sponsor with Materials

For an installation, workshop, school program, etc.

Host an Event

Sponsorship through active participation in the project: hosting a class, workshop, meet-up, etc.

PIGGYBACKING ON EXISTING INITIATIVES



VIVA VANCOUVER

Develop VUD criteria that can be applied to existing Viva Vancouver program such as the Robson Redux program or the Parklet program. Incent parklet applicants to consider upcycle design through offering to include them in the city-wide VUD exhibit and supporting them through the permit-design-build process.



GAME OF HOMES

Reach out to Vancouver-based renovation show such as Game of Homes to invite them to participate in the VUD project through highlighting upcycle design processes throughout their show. Attempt to include additional local designers in this process through design contests and new partnership agreements.



UPCYCLE OPEN-HOUSE

Link additional upcycle designers to Naturally Crafted's upcoming open house featuring an upcycled interior and complete renovation. Invite upcycle furniture makers, light fixture designers, etc. to showcase alongside Naturally Crafted. Capture this activity through social media.



EASTSIDE CULTURE CRAWL

Commission upcycle installations throughout the Eastside Culture Crawl traffic areas and brand with VUD Approved signature to help build awareness for the project among artists, artisans, and the public. Include VUD project materials / signage / info where appropriate with upcycle artisans that are part of the crawl.

ENGAGE:

Engage designers, educators, makers, and builders around the topics of reuse, upcycling, and smart design; Explore ways in which salvaged materials can be more widely integrated into the design process.

UPCYCLE DESIGN IN EDUCATION

ELEMENTARY SCHOOL

Explore opportunities to involve elementary school students in the concepts of reuse and upcycling. Ideas include starting a “materials scouts” program, integrating reuse into school arts projects, and instigating peer-learning initiatives in which students are challenged to teach their peers a craft made from salvaged materials.

HIGHSCHOOL

Explore opportunities for integrating reuse and upcycling into highschool programs, such as woodworking classes, home economics classes, and arts programs. Work with highschool theatre departments to ensure theatre sets are designed and developed using salvaged or recovered materials.

COLLEGE / UNIVERSITY

Find faculty champions for material recovery, reuse, and upcycling across disciplines throughout the local universities and colleges. Work with them to capture the various angles that are being explored with respect to design and material innovation.

Host a public event at the end of each school year to highlight the efforts of all students, faculty, and partners involved in upcycle design education.

Example Partner Programs include:

- UBC FORESTRY + WOOD SCIENCE (working with the Great Northern Way Scene Shop + Arts Factory on sustainable production research)
- SFU's PRODUCT DESIGN PROGRAM (Already a partner through CityStudio)
- KPU's INTERIOR DESIGN + FASHION DESIGN PROGRAMS
- EMILY CARR'S INDUSTRIAL DESIGN program + Designers with Intent Group
- UBC's ARCHITECTURE, LANDSCAPE ARCHITECTURE, + ENVIRONMENTAL DESIGN programs



DO-IT-YOURSELF WORKSHOPS

Building On Existing Programs

Leverage the existing community programs dedicated to teaching people DIY skills to promote skill development around recovering, refurbishing, repairing, and reusing materials.

Upcycling for a Cause

Partner with local charities and non-profit organizations on upcycle projects that either directly benefit the organization or whose proceeds can be used to fund new projects.

On-site: Audience-first Approach

Host workshops on-site where there is an active audience for upcycling projects.

Potential Partners

Habitat for Humanity; Roundhouse Community Centre Woodworking Classes; HomeSteaders Emporium; Jack's New & Used

Evergreen; Canopy; Habitat for Humanity; The Purple Thistle; eatART; Greater Vancouver Food Bank; Arts Factory; Dress for Success

Science World; street festivals or car-free days; Museum of Vancouver; music festivals

DESIGN COMMUNITY

REUSE DEPOT TOURS

Take groups of designers on tours of material recovery and resale facilities such as Jack's New and Used or Habitat for Humanity ReStores so they can gain a better understanding of materials available and options for requesting materials.

DESIGNERS-IN-RESIDENCE

Invite young designers to set up within material recovery and resale facilities to test new design ideas and showcase upcycle design possibilities. Explore scholarship and sponsorship options for paying designers-in-residence for short-term stints in-house.

DESIGN CONTESTS

Work with design schools such as UBC's School of Architecture and Landscape Architecture or KPU's interior design program to run student design contests where winning upcycle designs are chosen to be built in a public venue.

MUSEUM OF VANCOUVER TOURS, EXHIBITS, + EVENTS

Capitalize on the Museum of Vancouver's existing programming with the design community to highlight the opportunities associated with upcycling. Once there is a critical mass of VUD installations throughout the city, explore opportunities for running design tours through the Museum of Vancouver.



SHOWCASE:

Showcase the circular economy, the importance of reuse and upcycling, and the versatility and breadth of what can be done with recovered materials in order to break down misconceptions and raise awareness.

PUBLIC INSTALLATIONS

VIVA VANCOUVER INSTALLATIONS

Work with Viva Vancouver to not only ensure new installations through the VIVA programs are made from recovered materials, but also to find new sites for upcycle design installations—streetscapes in need of places to sit and bike racks; street festivals in need of stage infrastructure and street-vending infrastructure; orphan spaces that neighbourhoods are looking to activate.

PUBLIC REALM INSTALLATIONS

Identify high-traffic areas in the public realm to build upcycled installations that promote social inclusion, garner attention, and are easily identified with the #UpcycleVancouver brand. Use these installations to tell the story of the shift we are seeing from a linear to a circular economy.

FLATS-SPECIFIC INSTALLATIONS

Identify spaces and project in the False Creek Flats that can capitalize on the upcycle movement and work with local businesses, entrepreneurs, and students to weave upcycle demonstrations into these green enterprise opportunities. For instance, if street furniture or mobile amenities are being developed for the Flats, ensure they fit within the established VUD project criteria.

AFFILIATE VUD PROJECT INSTALLATIONS

There are a number of opportunities for establishing partnerships with outside organizations for the purpose of showcasing Upcycle Design. Ideas include partnering with pop-up shops, hawkers markets, exhibition spaces, as well as the Other Sites for the Arts initiative. A mini house installation has also been proposed to showcase the structural capabilities of recovered materials.



BRANDING STRATEGY

Branding Design

Host a local or online design competition to generate logo + web design ideas. Partners to vote online.

Certification + Membership



Develop criteria for becoming a #VUDapproved partner, installation, program, project, or product.

Develop a means of peer-review for major projects to ensure they are #VUDapproved.

Share #VUDapproved certification criteria with others alongside a value-proposition associated with incorporating upcycle design criteria into their individual programs or projects.

HASHTAGS

#UpcycleVancouver

Used to talk generally about upcycling activities, resources, and events across the city.

#VUDapproved

Used to stamp, seal, or certify goods, organizations, businesses, installations, or projects as being leaders in smart design and material circularity.

SOCIAL MEDIA CAMPAIGNS



Transformation Series: Design-of-the-Day

Instagram contest whereby photos are submitted using the hashtags #UpcycleVancouver #TransformationSeries then voted on through 'likes' with winners shared on additional social media channels.

Monthly Material Contest

Each month, post a material from one of the reuse or recycling depots that is a 'problem material'—a material in excess supply with too few channels for resale. Host an online ideas competition to find design solutions that build a market for the 'problem material'. Work with the material provider to determine pricing.

EVENTS + EXHIBITIONS

A number of opportunities to showcase upcycle design were identified:

DISRUPTIVE INNOVATION FESTIVAL

November 2-20, 2015; curated by Ellen MacArthur Foundation; Host a Vancouver "big tent" to showcase Vancouver's circular economy movement

WALKING / BIKING TOURS OF UPCYCLE INSTALLATIONS

Likely not until spring of 2016

HAWKERS MARKETS

YOUNG PLACEMAKERS BBQ

Hosted by DUDOC; date tbd



PARTNERS IN DEVELOPING THIS PLAN

This action plan was developed in partnership with representatives from a number of Vancouver businesses, institutions, community groups, city staff, and students. We look forward to continuing to build further project partnerships as the Vancouver Upcycle Design project progresses. In the meantime, we would like to thank our contributors to date:

Museum of Vancouver
Naturally Crafted
Basic Design
Projects in Place Society
Habitat for Humanity ReStores
Jack's New & Used
Bing Thom Architects
UBC SALA
Vancouver Foundation
Partners for Places Foundation
Viva Vancouver
City of Vancouver
Maker Labs
Bing Thom Architects
Strathcona BIA
Homesteader's Emporium
Framework
SFU Beedie School of Business
KPU Wilson School of Design



VANCOUVER
ECONOMIC COMMISSION