Name of the Good Practice (give a title of 5 to 6 words max): **UPCYCLING**	**Contact:** **Name: INIZIATIVA** **Address: Chemin de Ranucchieto 20 167 AJACCIO** **Tel:** 04 20 03 73 84 **Mail: iniziativa@orange.fr**

Domain concerned:

☐ **Good Practice - General**   ☒ **Good Practice - Sale**
☐ **Good Practice - Collection**   ☐ **Good Practice - Sensitization**
☒ **Good Practice - Valorization**

Implementation context (territory, starting point, ...)

Ajaccio : Chantiers Recycl'Eco et Fil & Fer Ajaccio

Valorization of recovered materials (DEEE, fabrics, furniture, etc.) on the collection of building sites.

For example: transformation of computer cables into jewelery, keyboards in pencil pots ....

Practice, method of intervention and objectives of the approach

Upcycling is the action of recovering materials or products that are no longer used in order to transform them into materials or products of higher quality or utility. We recycle therefore "from the top".

In addition to the ecological benefits of reuse, Upcycling provides the opportunity to create and recreate unique objects.

Use of materials collected as a support for creativity. Employees are grouped into creative workshops to propose and implement unique works.

Pencil pot

Cable rings

Results (impacts on the public, the territory, ...)	**Target audience:**
Minimizing the environmental impact of our waste Sale of unique products Valuation of the creative side of employees Team cohesion	Employees Customers

Perspective of use and dissemination:

Development of this activity within the future ressourcerie

Development and diversification of the activity