How to scale upcycling to an industrial scale

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Abstract

For too long, upcycling has been confined to artisanal, small-batch creativity. To truly transform the fashion and corporate textile industry, we must shift the narrative: upcycling is not just a sustainable alternative; it is an industrial-scale necessity. At MOOT, we have challenged the status quo by building Europe's largest upcycling company, moving beyond experiments to verifiable, high-volume production. In this keynote, I will share the blueprint of how we achieved this. By combining our proprietary database with a vast network of European manufacturing partners, we have successfully industrialized the circular economy. Through MOOTstudio, we process up to 20,000 units per month, transforming decommissioned corporate assets into premium upcycling products for market leaders like DHL and Deutsche Bahn. We will explore how data-driven material sourcing and scalable production infrastructures allow us to turn what was once considered "waste" into a valuable asset at every level. Join me to see how we are setting a new standard for circularity.

Keywords: Upcycling, Circular Economy, industrial scale, Production in Europe

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