

Upcycling: How Can the New Trend Be Used in Sustainability Comms?

Media Analysis Summary



Fashion and food most upcyclable

Sectors in the upcycling debate by share of voice

The fashion industry has been perceived as more self-conscious than others about its dire eco-credentials, with concerns over its unsustainable price tag growing. Many fashion brands started introducing upcycling to fix their reputation as polluters.



Fashion
46%



Food
25%



Electronics
19%



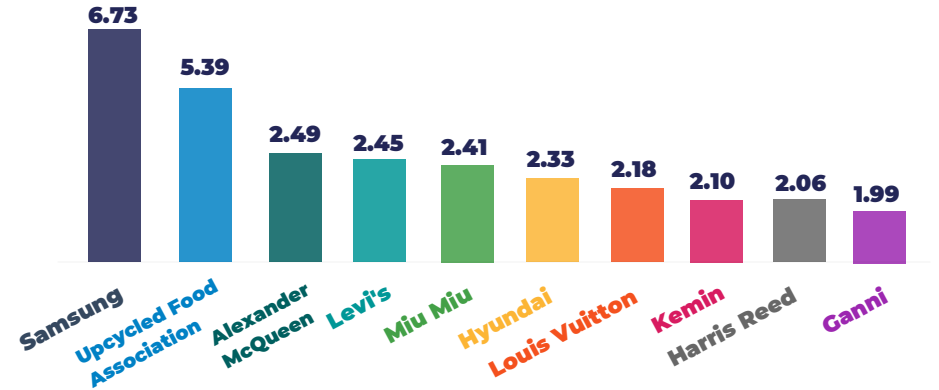
Plastic packaging
7%



Furniture
3%

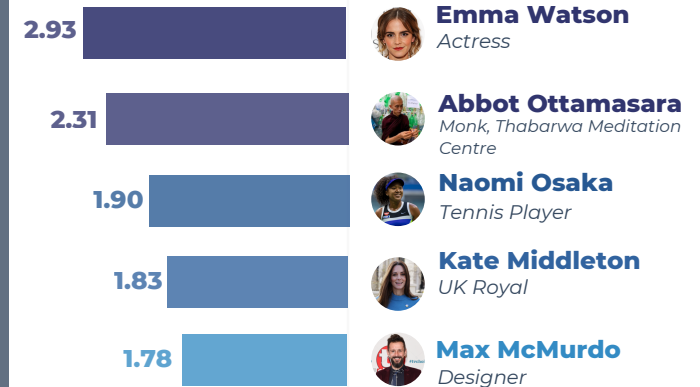
Top 10 organisations in the upcycling debate by media impact score

Samsung was the most influential organisation as it outlined its new Galaxy Upcycling at Home program, which offers consumers options to repurpose their old devices to create IoT tools.



Top 5 spokespeople in the upcycling debate by influence score

Emma Watson wore an upcycled wedding gown made from 10 dresses from Oxfam at The Earthshot Prize's ceremony, saying that we must do everything to fight climate change.



4 tips on how brands can use upcycling in their sustainability campaigns

- Use upcycling as an ESG differentiation strategy
- Focus on a "climate plus" model
- Use upcycling to go beyond compliance and lead the way
- Upcycle across industries

Read the whole analysis here:

<https://commetric.com/2022/03/17/upcycling-how-can-the-new-trend-be-used-in-sustainability-comms/>

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