

# Nest Upcycled Product Revitalization

## ABOUT NEST

Founded in 2006, Nest is building a new handworker economy to improve global workforce inclusivity by connecting handworkers, brands, and consumers through a circular, human-centric value chain. Nest Sourcing is a radically transparent program committed to sustainability and elevated craftsmanship. Nest's curated Sourcing program is designed to connect our network of 1000+ global artisan partners spanning 110+ countries to exciting market access opportunities across the retail landscape.

## PARTNERSHIP

Together with Nest, your brand can creatively find new life for deadstock materials and finished products accumulating in warehouses. The partnership aims to ensure the brand's quality products are sustainably upcycled and are given new purpose by leveraging the craftsmanship skills of artisans in Nest's Artisan Guild Network.

## PILOT & PROPOSED IMPLEMENTATION

Partnership with Nest could include a pilot focused on repurposing the brand's selected deadstock or end of life products with our artisan partners.

Nest would work to identify the ideal artisan partners, coordinate product shipping and logistics, and facilitate collaboration between the brand's design team and artisan producers to create a compelling and unique circular product offering. These products can then be sold as an exclusive and limited collection on the brand's site or can be leveraged by the artisan businesses for its direct to consumer channels as a way of providing a new product offering to support increased income opportunities for its artisan workers.

Given the unique nature of developed collections, pieces can also be auctioned off with funds raised to benefit the partner artisan community, or more broadly support Nest's efforts in elevating and promoting the artisan craft sector and the millions of women and families that rely on it as a means of sustainable income.

Steps would include:

- **Artisan Identification & Coordination:** Nest will vet the Artisan Guild network to identify businesses based in the brand's targeted regions\* and confirm that the partners are able to receive product and material donations. Any additional information on the location of the warehouses and storage facilities will best direct Nest's coordination of logistics for distribution. Nest will also work with the suggested partners to identify deconstruction and construction capacities.
- **Upcycled Product Creation:** Once the products have been received and broken down into panel pieces (if needed), Nest will facilitate collaboration between the brand's design team and the artisan partners. The makers will develop product samples based on the brand's directive and send samples for approval prior to moving forward with product creation.
- **Sales Platform & Scaling Strategy:** Once the collection of revitalized goods has been completed, Nest will facilitate, in partnership with the brand, the appropriate sales channel. Beyond direct sales on the brand or artisan business or Nest platform, partners can consider an auction model to raise critical funds for the artisan sector.

