

API'UP  
L'INNOVATION  
ECORESPONSABLE



# OUR VALUES

## ENVIRONMENT

Service for the collection and recycling of companies' waste

## INNOVATION

Manufacturing of eco-responsible furniture

The logo graphic consists of two overlapping squares. The left square is green and the right square is red. They overlap in the center, creating a dark green circular shape. Below this graphic is the text 'API'UP' in a red, stylized, sans-serif font.

API'UP

## CIRCULAR AND SOLIDARY ECONOMY

Putting people at the heart of an eco-responsible economy



## THE TASK

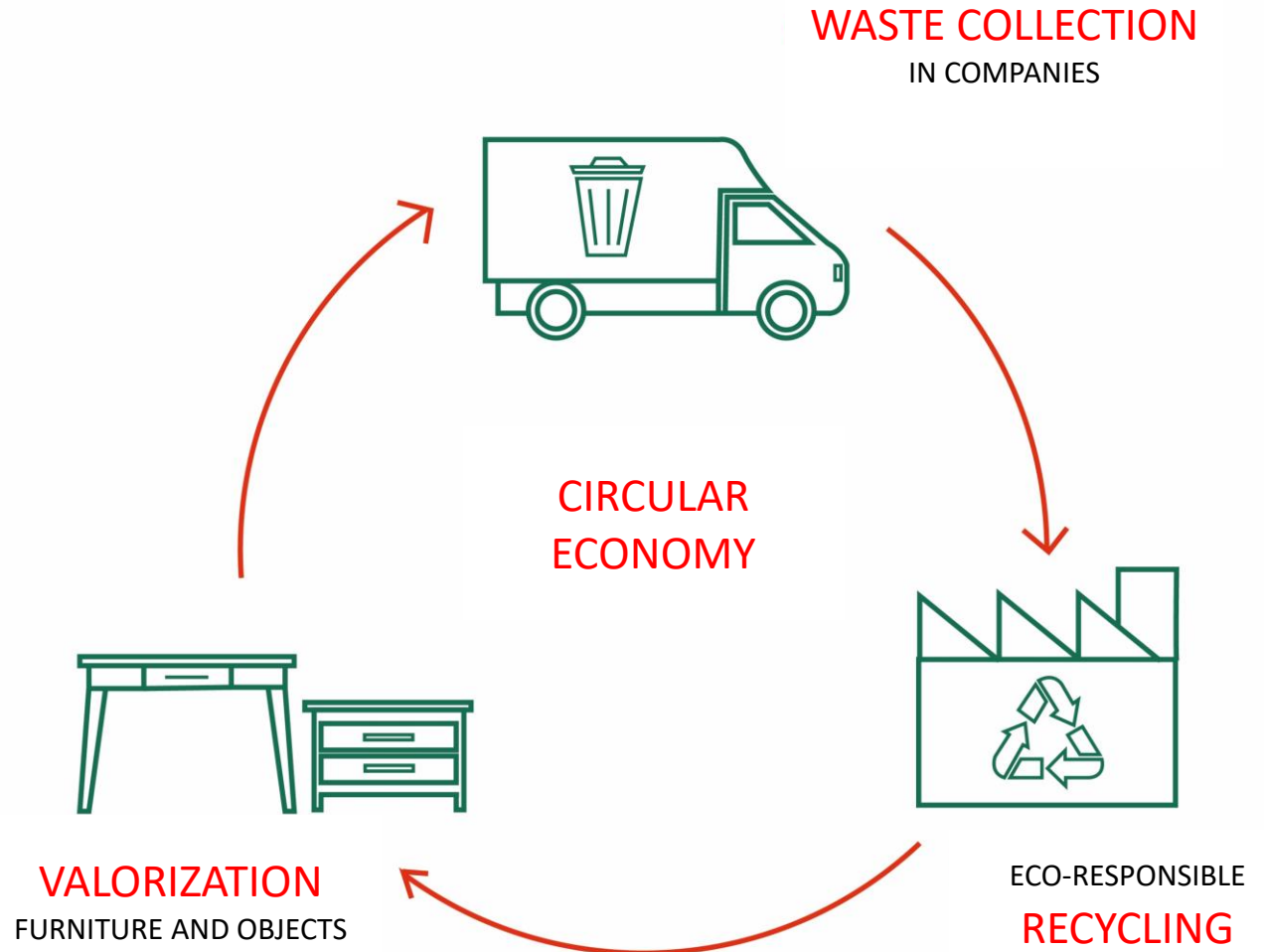
Enhancing the value of materials to enhance the value of people



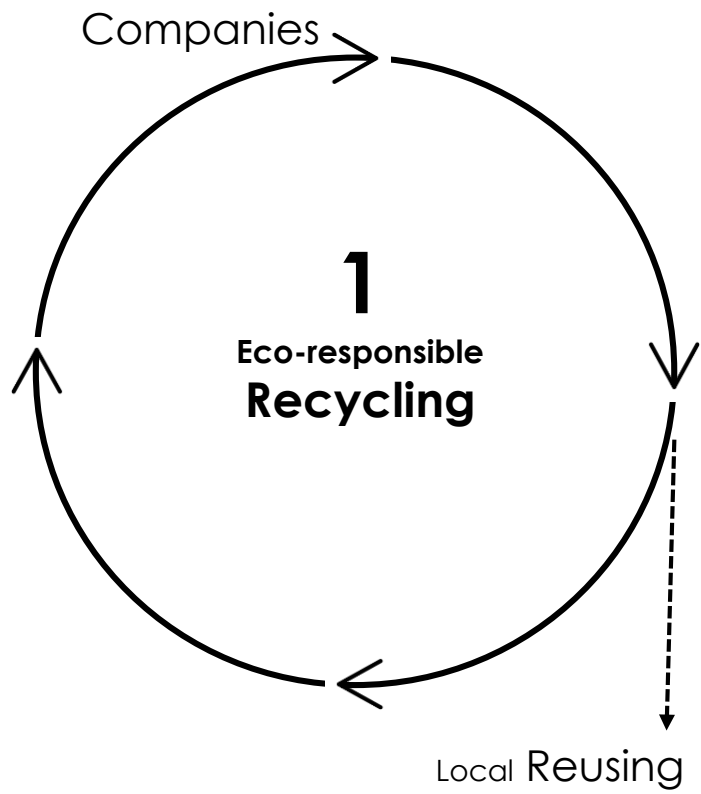


# THE CONCEPT : FROM WASTE TO DESIGN

Overall waste management concept from selective collection in companies to valorization by eco-responsible recycling or the manufacture of furniture and objects by upcycling

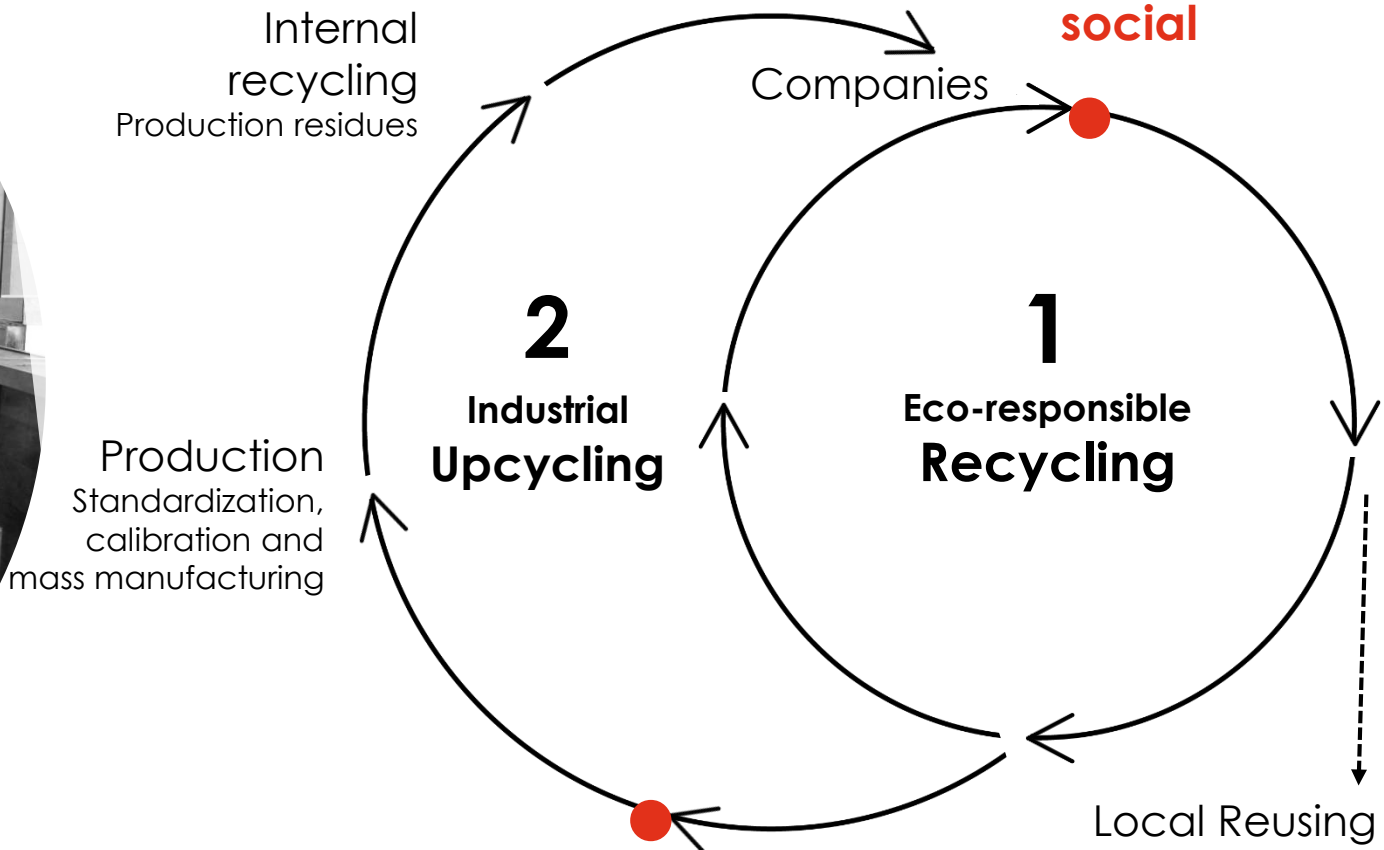


# THE CONCEPT : FROM WASTE TO DESIGN



# THE CONCEPT : FROM WASTE TO DESIGN

**Studies on Waste  
Environmental and  
social**



**Industrial design  
Ecodesign**



## NEWS

### In 2017

23 to 25 employees

Of which 16 reintegrated positions

220 tonnes of waste collected

82 % in eco-responsible recycling

11 % in re-using

7 % in upcycling



900 items of furniture  
produced and sold





## SOME EXAMPLES

Furniture catalogue  
for individuals or professionals







## SOME EXAMPLES

Development of eco-responsible professional premises





## KEY ELEMENTS

To perpetuate the paradigm

### SOCIAL INNOVATION

Meet the social and environmental needs of the area

Know the stakeholders of the area

Relying on a local ecosystem

Institutions, Academics, Consulars, Local Businesses, Associations

### SUSTAINABLE INNOVATION

Responding to the market and its evolution → Marketing

Providing a technical solution → Studies and project engineering

Combining Functionality and Aesthetics → Industrial Design

Providing an eco-responsible offer → Ecodesign

Surprising to be visible → Innovation R&D

Aiming for product quality and quality of life at work → Industrial Performance



108 avenue Jean Lartigau  
40130 CAPBRETON  
Siège : 09 84 13 61 57  
Valérie Fernani : 06 29 65 24 50

[contact@apiup.com](mailto:contact@apiup.com)

[www.dudechetaudesign.com](http://www.dudechetaudesign.com)



**Directcte** NOUVELLE-AQUITAINE

Direction régionale des entreprises de la concurrence,  
de la consommation, du travail et de l'emploi de Nouvelle-Aquitaine



Ce projet est cofinancé par  
le Fonds social européen  
dans le cadre du programme  
opérationnel national « Emploi  
et Inclusion » 2014-2020

