SocialEQ is specialized in upcycling consulting. We are a certified social enterprise by the Korean Ministry of Environment.

We work in areas of training programs to start upcycling business, consulting services to upcycling businesses, marketing programs, providing contents.
Our Mission
Promote upcycling culture and industry

WHY
Needs

Bridge
Share upcycling contents and value

Helper
Enhance competitiveness of upcycling companies

HOW
Solution

On/offline upcycling contents

Upcycling training programs

Partnerships to vitalize the market

Upcycling exhibition/events
Upcycling Bridge

SocialEQ

- Lack of public concern
- Deliver pleasure and value of upcycling

Share upcycling contents and value
- Makers struggle with problems such as product quality, marketing.
- Makers could develop through Helper service

Upcycling Helper
SocialEQ

Share upcycling contents and value
On/offline upcycling contents

- Training program reviews
- Upcycling maker interviews
- Curation of fabulous upcycling brands, materials, products
3 prototypes of upcycling education kit

- Paperbag wallets with manual
- Pizzabox light
- Courier box photoframe
3 upcycling education textbooks

Textbooks of:
- Creativity education instructor training program
- Children creativity program
On/offline upcycling

Contents

Translate and publish an upcycling book

- Original book: “Playing with books”
- Published Aug. 2016
Upcycling training Program

Creativity education instructor training program “UpSchool”

- 30 trainees, consigned project from Seoul Business Agency
Upcycling training Program

Upcycling professionals training program “Professional Upcycler”

- 60 trainees, consigned project from Seoul Business Agency
  Sep. 2015 - June 2016
Upcycling training Program

Children upcycling education

- (Job experience) upcycling education programs in primary/middle school
Partnerships to vitalize the market

Marketing collaboration: Crowdfunding with Ecoinblank

- Raised KRW 9,528,000 (192% of the pledged goal)
- Plan to launch a campaign on a global platform
Partnerships to vitalize the market

Online curated shopping site

- Online shopping site introducing selected upcycling brands and products from over the globe
Offline exhibition introducing selected charming upcycling brands and products from over the globe.
On-campus promotions

- Upcycling promotions and surveys in 3 top universities
THANK YOU!