

URBAN WOOD EXCHANGE PARTICIPANTS

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Contributors

URBAN WOOD EXCHANGE

Why use it?

Urban Wood is an untapped, sustainable resource that has many ecological and economic benefits.

Why use Urban Wood?

- Can potentially receive up to 10 LEED points
- Use of local material
- Benefit local businesses
- Because the wood has a story behind it, consumers feel more emotionally connected to it
- Every tree that is utilized from the city saves one from being cut down in forests
- Utilizing this wood cuts down on the amount of waste being taken to landfills.
- Expand range of material available for consumer.
- Businesses profit from a sustainable process.



Urban Wood Exchange will take advantage of the vast amount of wood in urban areas that so often becomes waste. We will create an intensive online network to allow open communication between all parties involved in the production of urban wood, from the wood suppliers, to the saw mills, to the product manufactures, to the everyday consumer.

By educating consumers of the benefits of urban wood and giving them an outlet to buy and sell this material, we can help to overcome the current cultural tendency in which second-hand products are viewed as inferior and of lower quality to new materials.

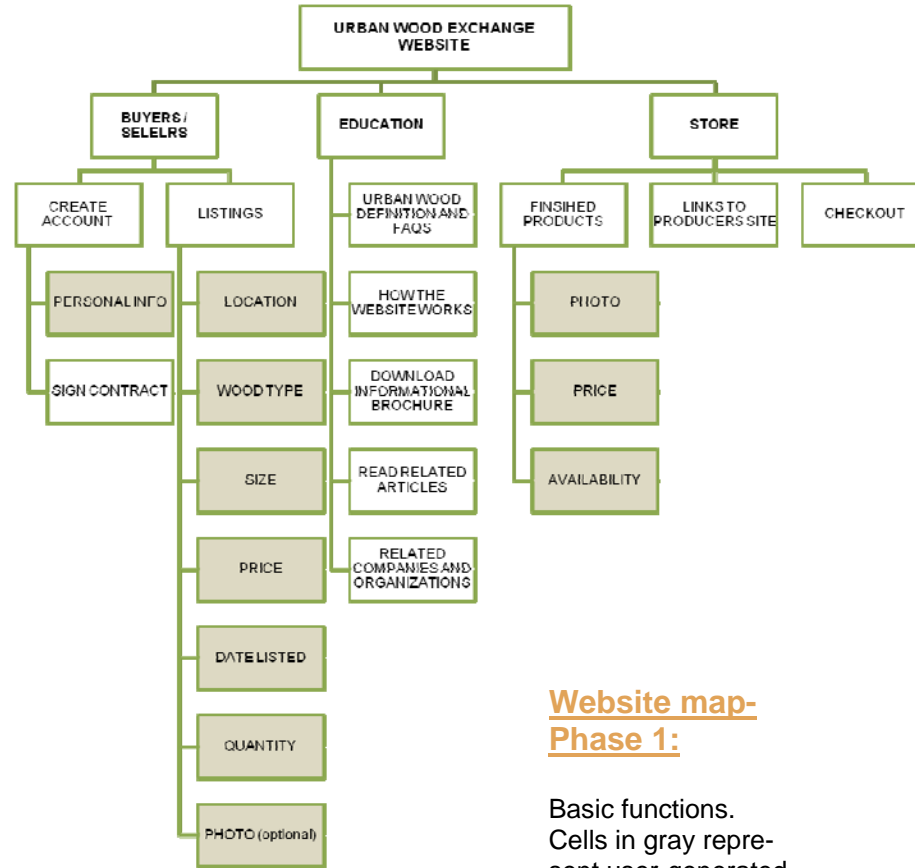
The *Urban Wood Exchange* will bring reclaimed wood to the forefront of the commercial demand through marketing as well as the utilization of new technologies. This will be done through the creation of an online network that will connect individuals with usable wood to those who manufacture goods.



HOW IT ALL WORKS

Parallel efforts to generate demand for urban wood:

- Participate at events in industries involving the use of urban wood and inform of the benefits of using urban wood
- Write articles on the benefits of urban wood and publish them in related magazines, online blogs, etc.
- Design products that will get public attention and make partnerships to display these products (e.g. interest from "Potbelly's" sandwich chain in the use of urban wood napkin holders.)
- Use of reclaimed wood from 29th and State to create products to give to supporters of the project.



Website map-Phase 1:

Basic functions.
Cells in gray represent user-generated content.

Website development-Phase 2:

In this phase, previously established systems are further developed and expanded. Upgrades will include UI (User Interface) improvements as well as functional improvements.

Buyers receive a functionality upgrade in the form of wood requests. Users may submit a request for lumber through a system that will be viewable by sellers. Buyers will be required to provide information for their request including: quantity desired (in board feet), type of wood, dimensions, location, and whether the order is a one-time request, or a request for repeated orders on a schedule. Optionally, buyers may provide an expected price they wish to pay.

URBAN

WOOD

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