


In 2002 the **Emerald Ash Borer** found its way to the United States and has since been killing Ash trees in Ohio, Maryland, Indiana, and Michigan.

**Illinois** realized the threat and took preemptive action, but the pest found its way to the suburbs and then into the Chicago.

life size borer 

lines of infested area

Our project started over the summer semester with a thought for a

**solution** to the problem of and excess of trees infested with the Emerald ash borer. This was to create a **business** that used the wood for products. Our goals and **ideas** have grown and changed since then into a business that deals with a much **wider range** of problems surrounding **urban wood**.

Urban Wood is all wood found within the **city**. It includes all trees as well as discarded wood not directly from a living tree. Most of this wood, after the tree dies, is **discarded** in to a landfill or chopped into mulch. This is a local issue, and demands a **local** solution.

Our **plan** is not to create a business that relies on wholesales or manufacturers of urban wood, hundreds of small **privately owned** companies have already implemented such businesses into local markets. Our goals are to create a **network** to unite these companies, their associates, and customers. We do not see potential competitors, but possible opportunities for **partnerships**.

**IIT - Fall 08**

**Growing** urban population worldwide will inevitably create a rise in the demand of the age old **resource** of wood.

How much wood can come from the urban environment?

City of Chicago survey says

**Trees in Chicago**

**530,000** parkway trees

**250,000** trees in parks

**2,000,000** trees on private property

**Trees are essential to the urban environment:**

removing Co2, providing shade, absorbing water, reducing wind speed, moderating climate, improving air quality, and harboring wildlife.

Urban trees have shorter life **cycle** that rural tree, which creates a

continuous cycle of planting and removal of trees. Most trees are mulched, breaking the tree down into an almost zero dollar **product**. If handled in the

proper way by sawyers and craftsmen, a large **value** products can emerge

from the urban trees. This is where Urban Wood Exchange **knows** a business

**opportunity** lies, which makes money in a naturally sustainable process.



**EnPro - 350**

# Creating Awareness...

In order to raise awareness about our project, as well as urban wood in general, we have developed a marketing **strategy** aimed at reaching a specific target audience, including but not limited to **green-conscious** consumers, industry professionals, and green-minded corporations. Ways in which we have approached **publicizing** include:

## Magazines

Architectural Record  
Interior Design  
Domus  
Architect  
Abitare  
GA  
AU  
GreenSource  
etc.



## Blogs

Treehugger  
EcoGeek  
Environmentla Law Prof Blog  
New Scientist Environment Blog  
AutoblogGreen  
Eco-worrier  
Grist Mill  
Inhabitat  
Ecomoto  
Alternative consumer ...etc.

# Marketing Opportunities...

## designing products

-napkin holders from reclaimed wood to put in local potbelly's

urban wood coasters in **starbucks**

Industry events-

**speaking** to industry **professionals** about

the **benefits** of urban wood, handing out brochures

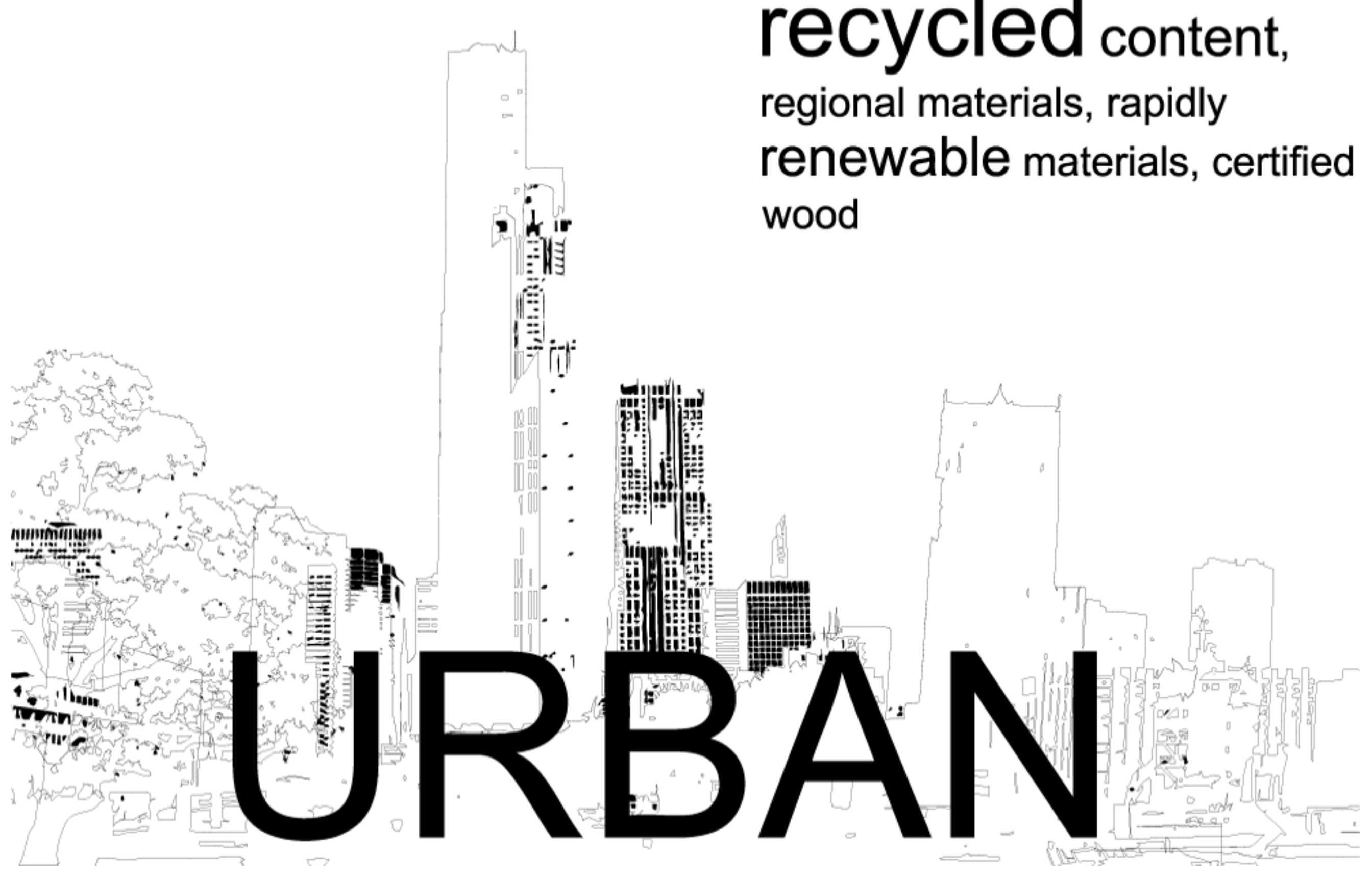
writing Article about **LEED...**



By using or re-using Urban Wood, design professionals can receive up to 10 LEED credits for construction waste management, materials reuse,

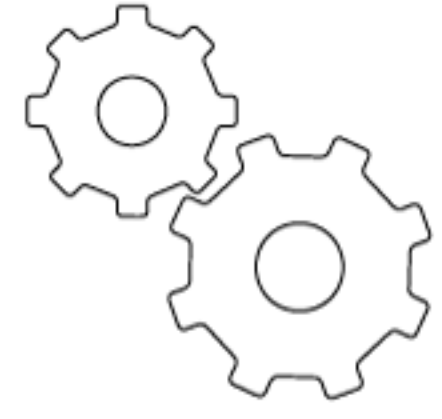
**recycled** content, regional materials, rapidly **renewable** materials, certified wood

# URBAN



# Results...

\* all **individuals** involved in the process of making good use of urban wood **connected** to each other



\* raising **awareness** about Urban Wood through articles, blogs, and products

\* continually **educating** the public about the

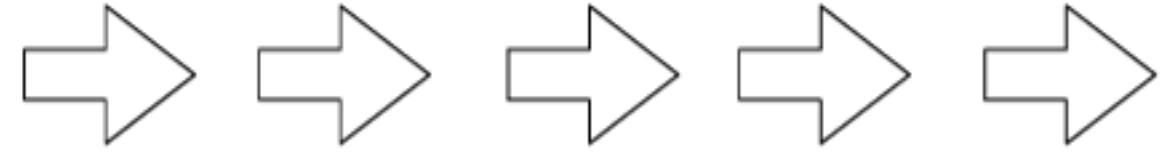
\* benefits of **reclaiming** materials: new processes, opportunities etc..

\* expanding **network** of participants in the process and creating worldwide business

# Conclusions...

if products look good the **public** will become more and more interested in the subject or project. The interest generated makes the **website** possible, making the project worth pursuing.

# Further Recommendations...



development of **website**

- setup unit of **measurement** of product
- create efficient software to administrate listings
- add **custom** made special features
- update with news on the field

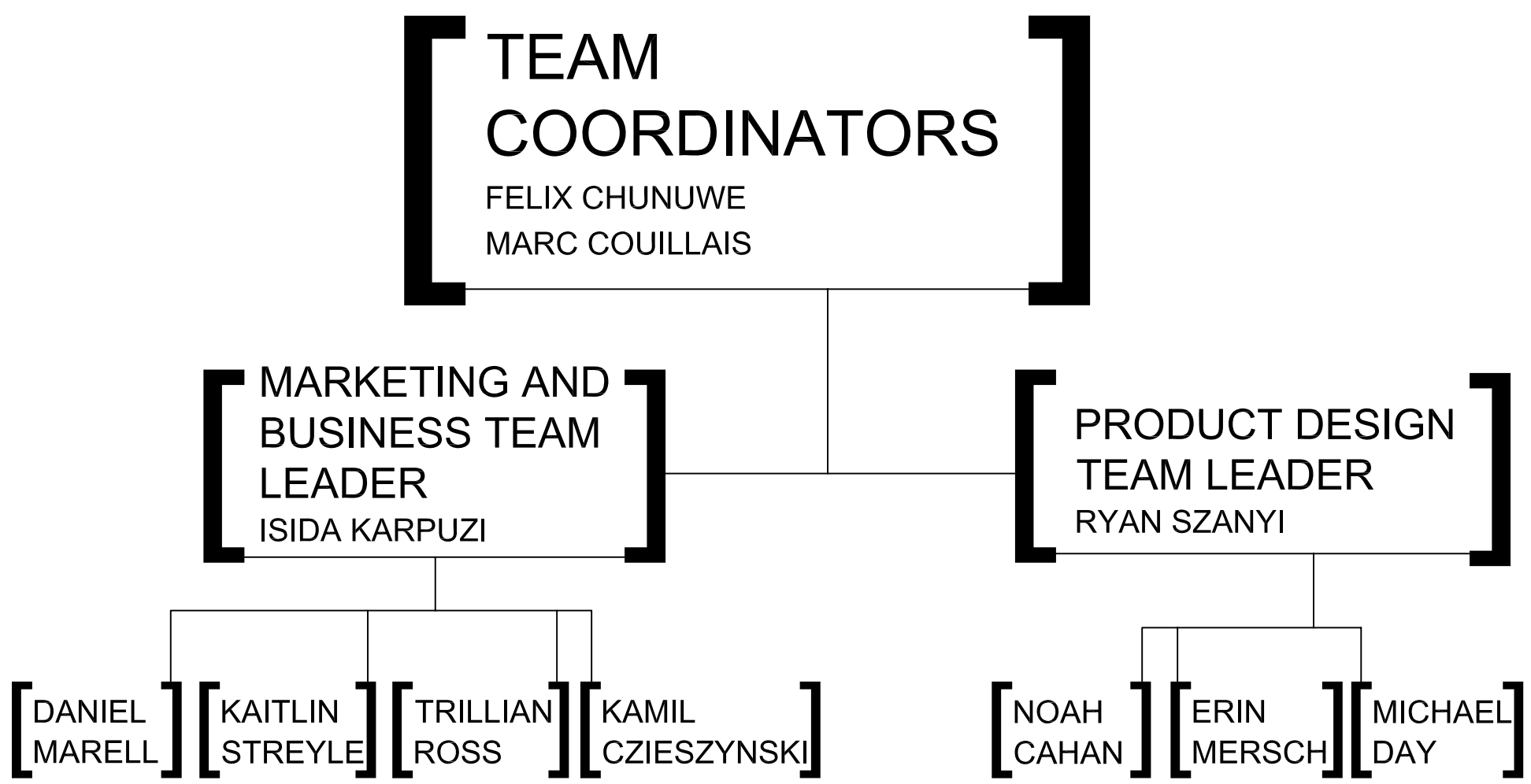
**collaborate** with schools, organizations, and other institutions that have any interest in what we do, like building, **construction**, art, environment related fields.



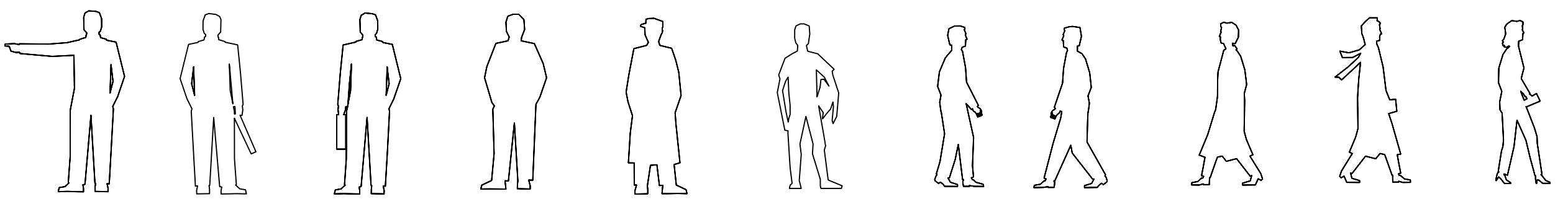
# WOOD

# TEAM ORGANIZATION

BEFORE GRANT APPLICATION



AFTER GRANT APPLICATION

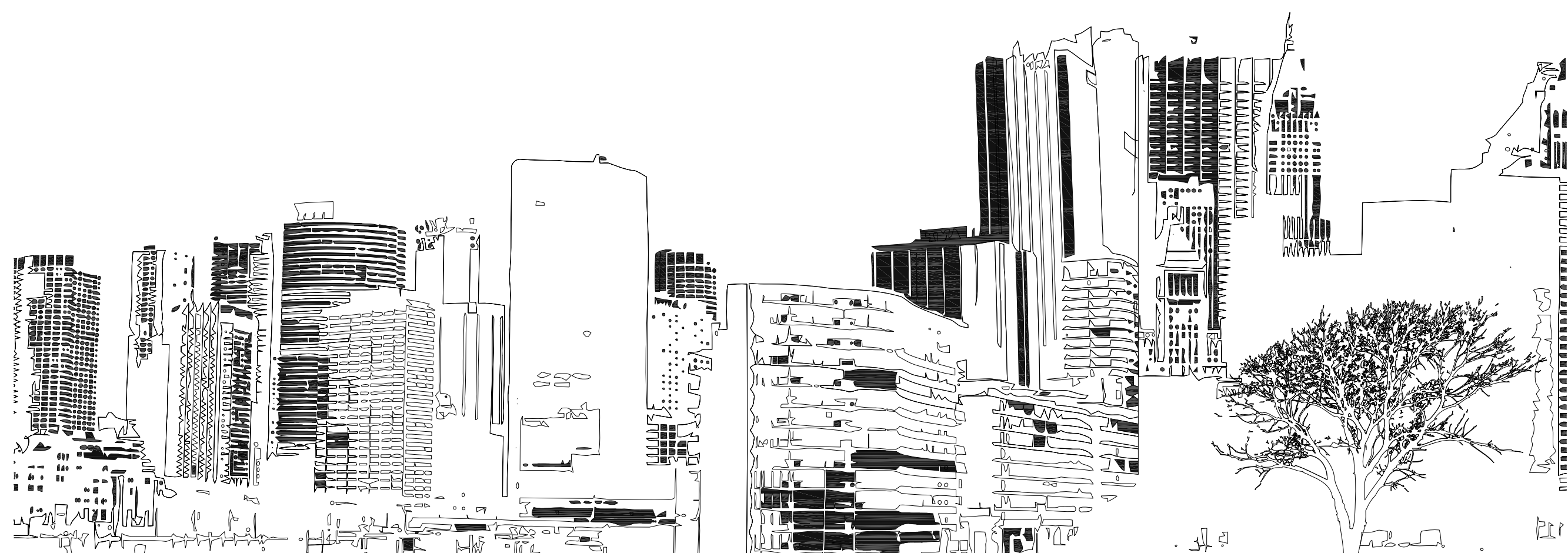


ADVISORS

NIK ROKOP  
JOHN STONER

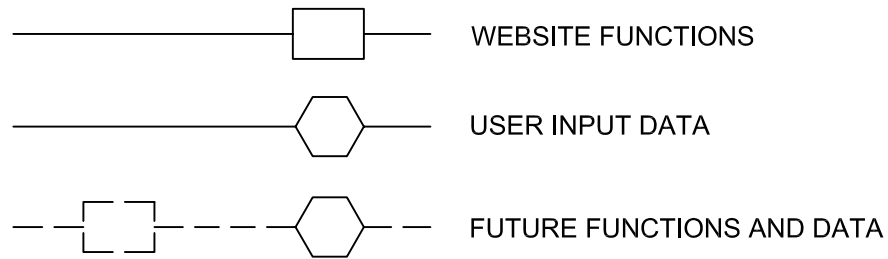
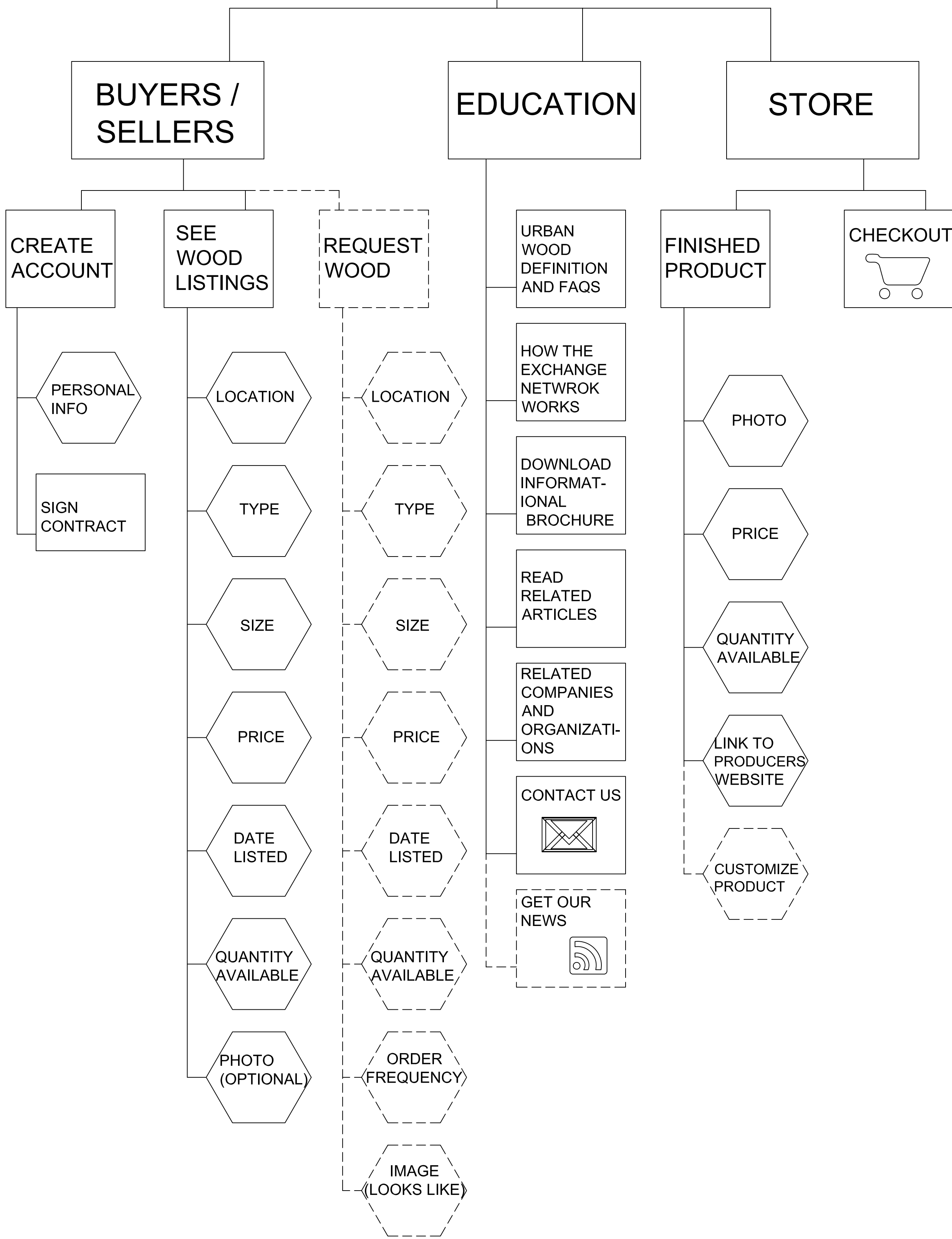
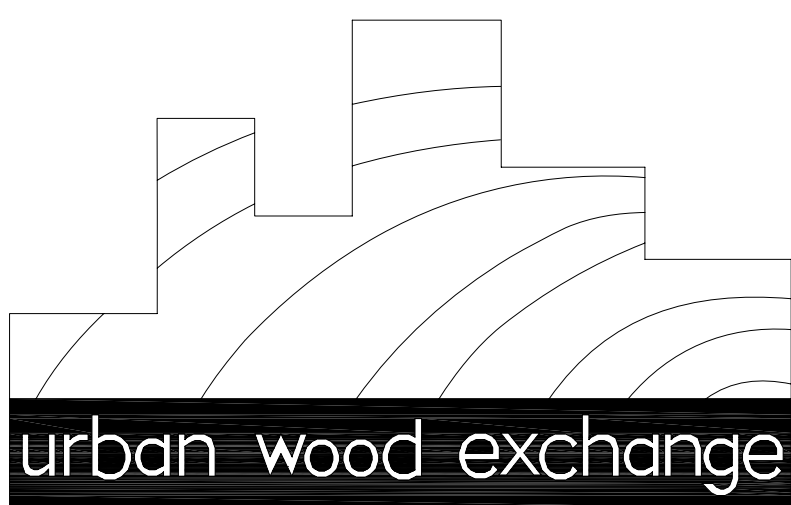
MICHELE BEAULIEUX  
BRUCE HORIGAN  
EDITH MAKRA

CONTRIBUTORS



# WEBSITE

HOW IT ALL WORKS...



# EXCHANGE