

Model Raising Awareness on the Circular Auction Loop

Business: Lay's Auctioneers

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Course: Sustainable Development MSc

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Lay's Auctioneers is an auction house founded in 1978 and based in Penzance, Cornwall. Their aim is to increase the 'auction loop' of high value goods, such as antiques, fine art, furniture and collectables. They believe that auction houses are one of the biggest drivers of the circular economy, through the sales of re-used or upcycled products.

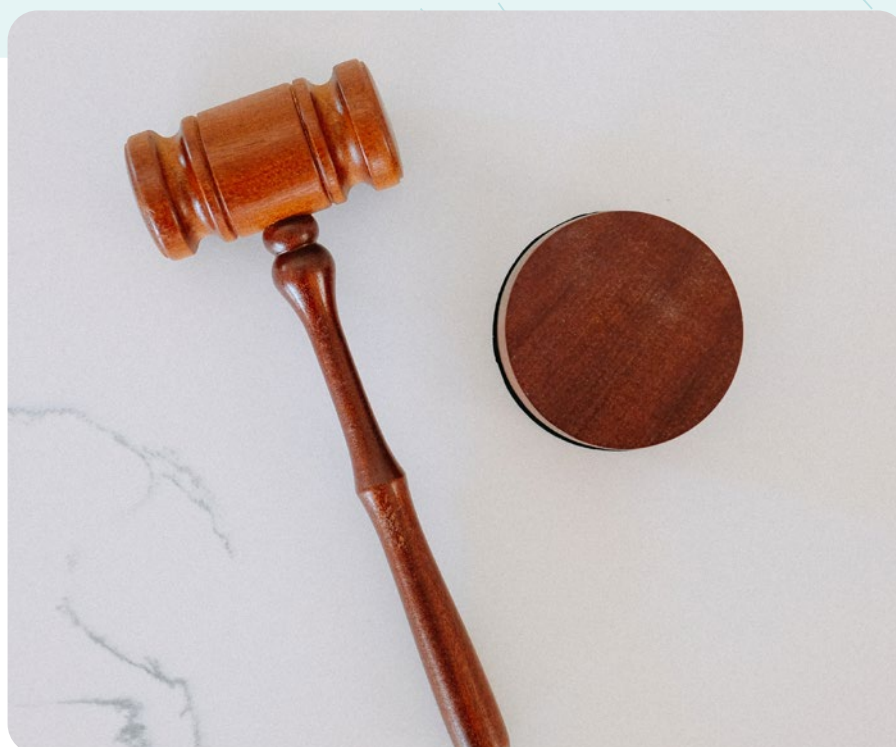


Photo by Tingey Injury Law Firm on Unsplash

Project



- The Arca Internship project was co-designed to develop the business' ability to compare the carbon footprint and lifespan of new overproduced goods with those the auction house sells and to communicate the positive environmental impact that auctions have.
- During the internship, Katiene produced a report about the incorporation of the principles of the circular economy within

the auction industry and created related infographics to be used by the Lay's Auctioneers in their marketing.

The Impact



This work has the potential to raise awareness about the positive environmental impact of auctions, which may increase the 'auction loop' of quality made and high value products and, therefore, minimize waste and reduce the carbon footprint of consumed goods.

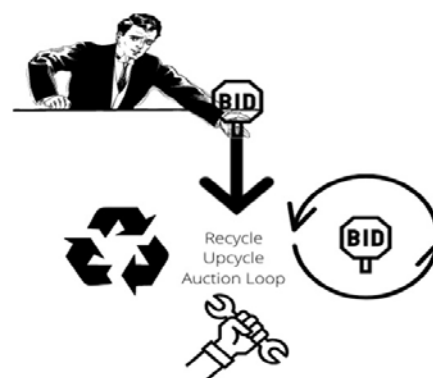


Diagram by Katiene Miranda