



Capacity Capture: the next big idea in sustainability.

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Published on February 27, 2017



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Capacity capture is a new take on sustainability. But if you're mind went straight to tree-hugging - give me a chance - this blog is not about that (entirely).

If you are unaware of the term capacity capture in the context of business, the soothsayers

of all things trend at Trendswatching.com do an articulate job of describing the concept, and laying out examples of some exceptionally smart brands already thinking along these lines today:

Nissan partnered with Power company Enel to giving Nissan electric vehicle owners the ability to plug their vehicles into Enel's V2G system, and sell the stored energy from their vehicle battery back to the National Grid.

In another example - Sao Paulo based food bank Banco de Alimentos launched reverse food delivery recapturing the empty trips restaurant food delivery drivers make back to



donations they could make to the food bank.

Trendswatching's official definition of Capacity Capture is:

“Finding and unlocking exciting new sources of value, or finding creative new ways to eliminate any wasted resource.”

Obviously, I am attracted to this concept. I do this for a living.

[Urban Mining](#) is a poster brand for this kind of thinking. Our entire business is predicated on the value we capture from end of use electronics that might otherwise head for a landfill. Whether we recycle them to recapture precious resources and replenish the manufacturing supply chain or refurbish them to improve access to technology in underserved markets, our processes are built around unlocking sources of value.

We employ the concept of capacity capture everyday as we collaborate on innovations that help our customers make a dent in the world's fastest growing waste stream. Here are two of the ideas we're executing on right now:

Reinventing 'tech trash' as training budget:

With CIOs and CTOs we are turning their need to refresh technology assets into new revenue streams they can actually use, one example is the ability to reinvest rebates from resold IT assets into staff training. When their team is ready for new equipment, we take their old IT assets and either recycle or refurbish them.

When assets are refurbished, the CIO or CTO can apply the value of the resold assets against recycling fees, receive a rebate check or use the rebate credits to purchase training hours with our national technology training partner.

In traditional refurbishing agreements, money goes back to a general fund within the organization. In this model, IT directly benefits from the resale; reinvesting the dollars straight back into the department.

For most CIOs and CTOs I talk with, skills development is very real challenge, so this model meets a critical need. I love this line of thinking and it's a great example of capacity capture: reinventing tech trash into training for their IT teams.

Finding purpose in repurposing.



reurbished tech assets, reused shipping containers and solar panels into learning labs with the sole purpose of creating access for underprivileged kids.

This CSR program aligns with values set forth by our founder Juan Carlos Villatoro who started Urban Mining with the mission to continually minimize the impact of human progress on the earth's natural resources.

Capacity capture in business is a concept that demands the very skill sets we must consider vital in leadership today: creativity, empathy and awareness of our own impact.

At [Urban Mining](#) we strive to think along these lines daily. In fact, we have just completed the testing phase of a program we are now rolling out which centers on capacity capture, and allows us to use existing trucking routes to gather electronic feedstock from businesses nationwide, significantly reducing logistics costs.

I hope to see more of this kind of thinking spread into industries that don't consider themselves in a position to capture capacity to create value. I'm curious how you would/could you apply this thinking in your own business/professional life?



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... 4mo

Obviously a good concept but I frankly dont understand the difference between capacity capture and the concept of circular economy

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