

Shifting Europe's furniture ecosystem towards circularity.

Circular Revolution through Collaborative LINKs in Furniture Ecosystems





01 — ABOUT

Closing the loop on furniture

CIRCOLINK accelerates the circular transition of Europe's furniture sector, tackling repair and storage costs, low trust in second-hand furniture and limited transparency.

Rather than testing isolated solutions, it links businesses, public authorities, social enterprises, researchers and citizens to co-design new models together.

Over 36 months, 7 real-world pilots – the SHIFTERS – run in 6 countries, testing reuse, refurbishment, circular procurement and digital services.



Accelerate the circular transition of the EU furniture sector through an ecosystem approach.

36

months of work

7

work packages

7

SHIFTER pilots demonstrated in 6 countries

KEY RESULTS

7 SHIFTER pilots · 7 replication roadmaps · AI-based sustainability guidance tool



Seven goals, one ecosystem

1 **Reveal system dynamics**

Map barriers, behaviours and skills gaps across the ecosystem.

2 **Scale circular business models**

Co-design and validate 7 SHIFTERS in different markets.

3 **Engage consumers**

Use behavioural tools to encourage circular furniture use.

4 **Assess sustainability**

Environmental, social and economic assessment with AI guidance.

5 **Build circular skills**

Training, micro-credentials and peer learning for repair and reuse.

6 **Replicate across regions**

Roadmaps, procurement tools and policy dialogue for uptake.

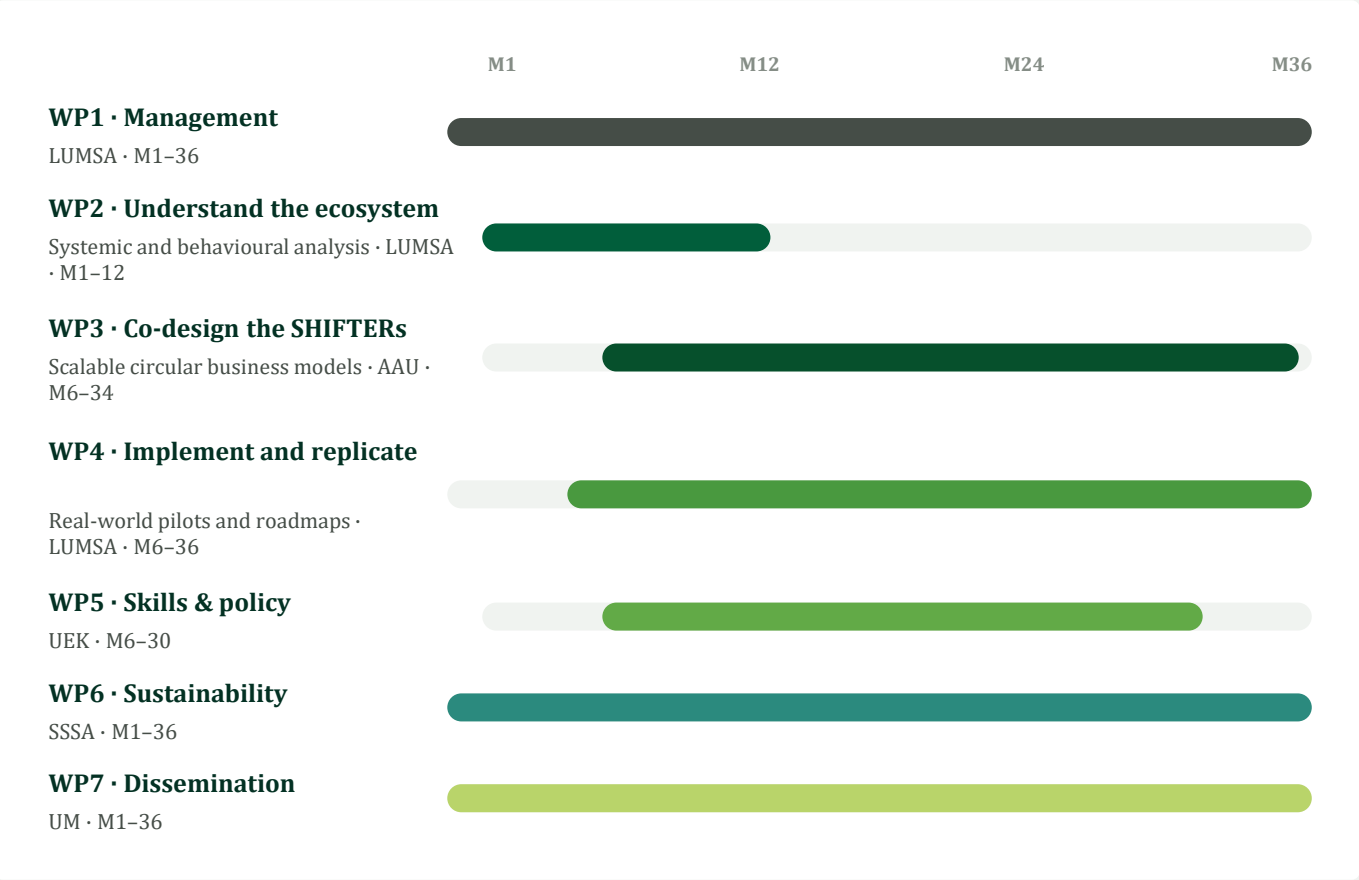
7 **Foster social inclusion**

Involve social enterprises and vulnerable groups throughout.



7 work packages over 36 months

Ecosystem research feeds co-design, then real-world pilots. Skills, policy and sustainability streams grow from the evidence and pilots.





04 — IMPACTS

Project targets and ambitions

7

circular models piloted commercially, with 7 replication roadmaps and 250+ SMEs engaged (2030–32).

≥€3M

revenue and ≥€1.5M savings for municipalities and operators (2030–32).

≥1,500

SMEs adopting circular models and ≥100 municipalities using circular procurement (2032–35).

500+

people trained (≥30% women or underrepresented groups) and 200+ new circular jobs.

100

grassroots initiatives – reuse centres, community labs and repair networks (by 2035).

+40%

market share for circular furniture in pilot and replication regions (by 2035).



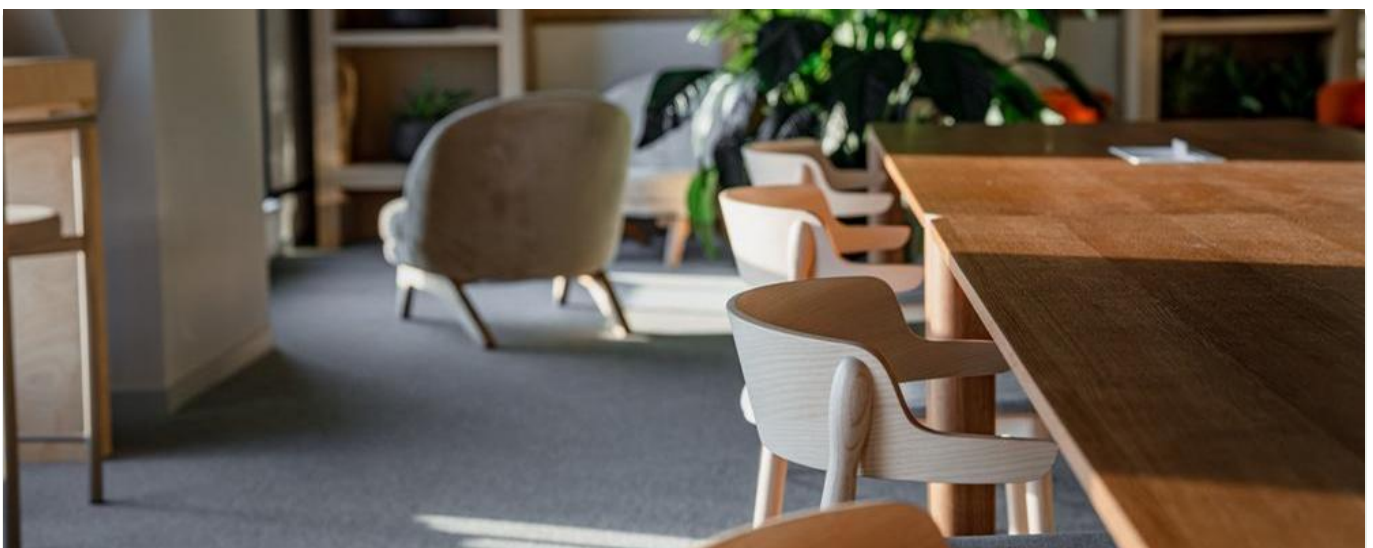
Project partners

COORDINATOR

Libera Università Maria Santissima Assunta • Italy

17 BENEFICIARIES • 8 COUNTRIES

Austria • Belgium • Czechia • Denmark • Ireland • Italy • Netherlands • Poland





Join the loop. Follow CIRCOLINK.

WEBSITE

www.circolink.eu

LINKEDIN

CIRCOLINK



**Funded by
the European Union**

Funded by the European Union under grant agreement N° 101289597. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Research Executive Agency (REA). Neither the European Union nor the granting authority can be held responsible for them.