

CIRCOLINK

Circular Revolution through Collaborative LINKs in Furniture Ecosystems

Horizon Europe · Grant Agreement No 101289597



AMBITION

Repair and storage costs, low trust in second-hand furniture and limited transparency keep Europe's furniture sector on a linear path.

Circular pilots are usually tested in isolation, so promising models rarely scale beyond a single market.

CIRCOLINK links businesses, public authorities, social enterprises, researchers and citizens to co-design circular models together and test them in real markets.



OBJECTIVE

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

Understand

Map barriers, behaviours and skills gaps.

Co-design

Build scalable circular business models.

Implement

Pilot, replicate and roll out roadmaps.

- **Demonstration:** 7 SHIFTER pilots across 6 countries

METHODOLOGY

36 months

Develop · M1-34

Systemic and behavioural analysis of the ecosystem. Co-design of scalable circular business models.

Demonstrate · M6-36

Real-world SHIFTER pilots and replication roadmaps. Skills, policy and sustainability assessment.

Cross-cutting: project management and dissemination run throughout M1-36.

IMPACT

- 7 circular models piloted commercially, with 7 replication roadmaps.
- ≥€3M revenue and ≥€1.5M savings for municipalities and operators.
- ≥1,500 SMEs adopting circular models; ≥100 municipalities using circular procurement.
- 500+ people trained, at least 30% women or underrepresented groups.
- 100 grassroots initiatives: reuse centres, community labs and repair networks.

250+

SMEs engaged

200+

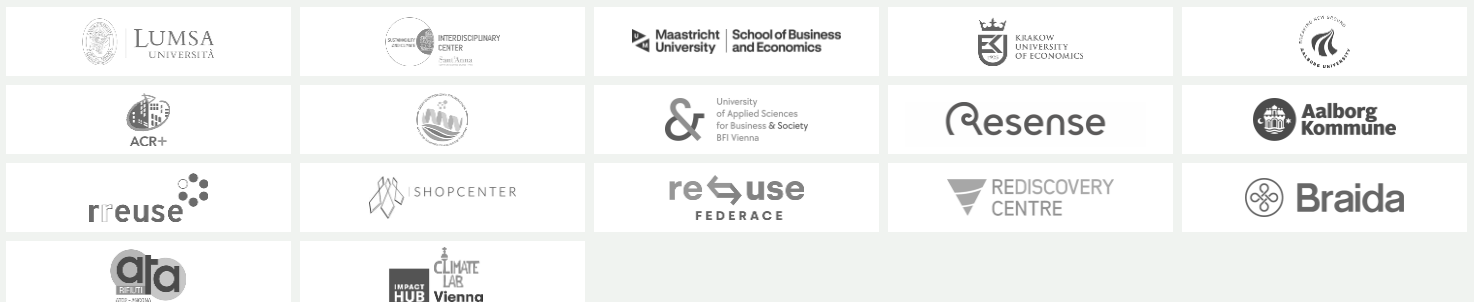
new circular jobs

+40%

market share for circular furniture

PROJECT PARTNERS

17 partners · 8 countries



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