



HORIZON EUROPE · GRANT AGREEMENT N° 101289597

Shifting Europe's furniture ecosystem towards circularity



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CONSORTIUM

17 partners, 8 countries

COORDINATOR



LUMSA
UNIVERSITÀ



Maastricht University | School of Business and Economics



& University of Applied Sciences for Business & Society BFI Vienna

Resense



rreuse



re↔use
FEDERACE

REDISCOVERY
CENTRE

Braida



Universities, cities and regions, social enterprises, SMEs and innovation hubs, coordinated by LUMSA.

AMBITION

From isolated efforts to a circular ecosystem

CONVENTIONAL

Linear take–make–dispose furniture flows

Repair and storage costs that block reuse

Low trust in second-hand furniture

Isolated pilots with little transparency

THE CIRCOLINK ROUTE

Ecosystem approach linking business, cities, citizens and research

Co-designed circular business models

Tested in real settings and assessed for sustainability

Built to replicate across European regions

7 SHIFTERS

Real-world circular business-model pilots in 6 countries: reuse, refurbishment, circular procurement and digital services.

OBJECTIVES

Seven goals, one ecosystem

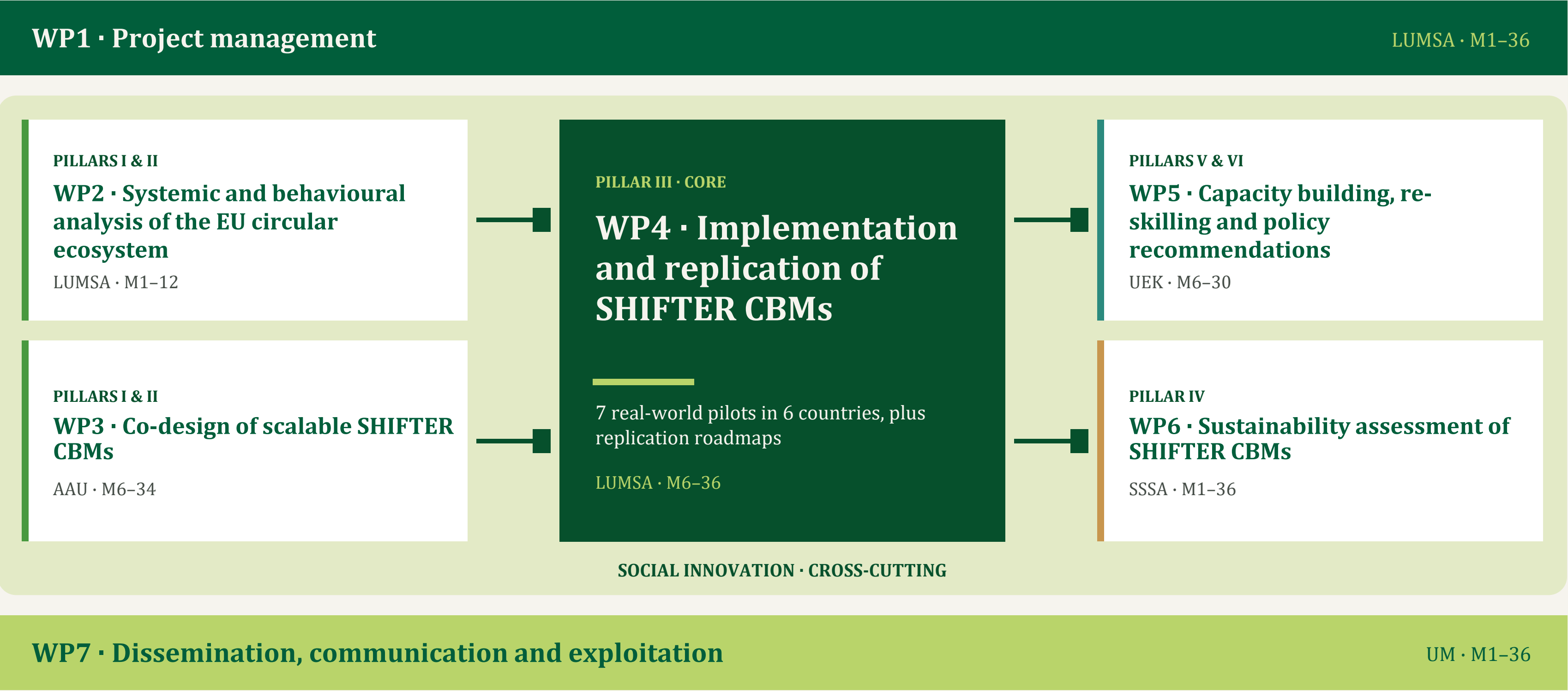
- 01** **Reveal system dynamics** – barriers, behaviours and skills gaps across the ecosystem.
- 02** **Scale circular business models** – co-design and validate 7 SHIFTERs.
- 03** **Engage consumers** – behavioural tools that encourage circular furniture use.
- 04** **Assess sustainability** – environmental, social and economic, with AI guidance.
- 05** **Build circular skills** – training and micro-credentials for repair and reuse.
- 06** **Replicate across regions** – roadmaps, procurement tools and policy dialogue.
- 07** **Foster social inclusion** – social enterprises and vulnerable groups in every step.



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How the work packages connect



IMPACTS · TARGETS AND AMBITIONS

What CIRCOLINK aims to change

7

circular business
models piloted
commercially

≥€3M

cumulative revenue
by 2030–32

500+

people trained in
circular skills

≥1,500

SMEs adopting
circular models by
2032–35

- ≥€1.5M savings for municipalities and operators
- 200+ new jobs in repair, remanufacturing and design
- +40% market share for circular furniture by 2035
- ≥100 municipalities using circular procurement
- 100 grassroots reuse and repair initiatives by 2035



Thank you

Join us in shifting Europe's furniture ecosystem towards circularity.



www.circolink.eu



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