

Welcome to the Circular Economy Office!



We will change the way you work.

The Circular Economy Office (CEO) project is funded by the EU in the Interreg North Sea programme and calls all designers, planners, manufatcurers, procurers, office manager, retailers and office staff to action.

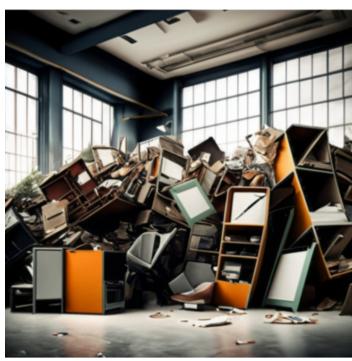
Join us in transforming the sector and becoming circular!

There are three options to contribute:

- 1. Get dirctly in touch with our project lead and write an email to Britta
- 2. Follow the **CEO LinkedIn channel**
- 3. Subscribe to this newsletter and share it in your network.

For an introduction on the CEO project and information about all partners and pilot areas visit our website!





Why office furniture?

Every year, the EU discards 10.5 million tons of office furniture, with 80-90% of the furniture waste being incinerated or landfilled. The European market for office furniture amounts to approximately 9 billion euros. While circular models based on repair, remanufacturing, and reuse are increasing, they remain niche products. In 2021, 23% of newly produced office furniture was not recyclable, and 45% was only partially recyclable. At the same time, the way we work is changing rapidly and constantly and requires office furniture that is modular, adaptable and recyclable. The CEO project takes a closer look on the office furniture sector.

The CEO vision

We aim to empower the office furniture sector to reduce its environmental footprint and enable new sustainable ways of work(ing) by implementing innovative solutions and developing a roadmap to mainstream circularity. Until mid 2026, the CEO project will conduct research, develop and test circular tools and innovative solutions and upscale existing approaches. Topics and themes include systems mappig, circular business models, circular procurement, eco design, new work, rules and regulations and behavioural change.

Producers, retailers, office managers we all must turn to the circular economy!

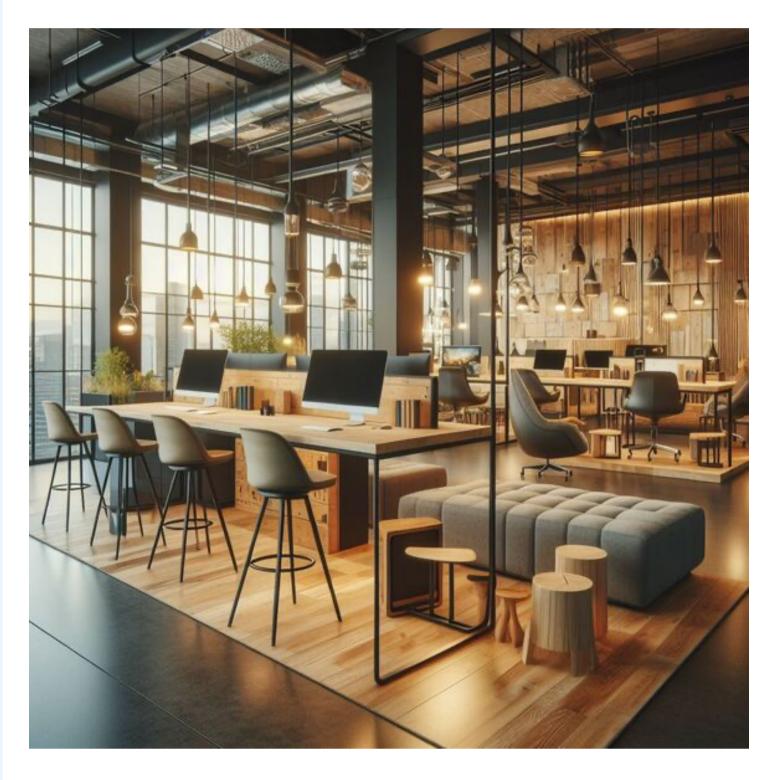




Seven pilots to bring change

CEO brings together **13 partners** from **6 countries**. The consortium is led by HiiCCE Hamburg Institute for Innovation, Climate Protection and Circular Economy GmbH. Partners include local municipalities and public organisations, circular frontrunners and experts, knowledge institutes, suppliers of office furniture and SMEs from the office furniture industry.

CEO implements 7 pilots that will test different aspects of the system approach to circular office furniture. The City of Malmö wants to reduce the carbon emissions caused by office furniture by buying more secondhand furniture. Pévèle Carembault and Institut Technologique FCBA will focus on skills and training by designing a workshop to produce upcycled furniture. The City of Utrecht will implement the new ways of working based on circular principles. Circular Flanders, WOOD.BE, Kringwinkel Antwerpen and onbetaalbaar will upscale circular business models and value chains. OostNL and Enschede Textilstad will run a pilot on circular textiles in offices. And HiiCCE aims at fostering a circular mindset in Northern Germany.



Why New Work?

The principles of new work are gaining increasing importance in the North Sea region. These innovative approaches to shaping work have the potential to enhance working conditions and improve people's quality of life. New Work emphasizes the quality of jobs and employment relationships. It aims to create working conditions that provide dignity, purpose, and freedom to individuals. Achieving this involves flexible working hours, autonomy, and meaningful tasks. Digitalization has given rise to new forms of work, such as home office, desk sharing and remote work. The future of work will involve collaboration between humans and machines. New Work supports this coexistence and encourages the development of skills that leverage both human and artificial intelligence. The European Commission actively advocates for the future of work, with research and innovation playing a key role. By implementing New Work principles, we can shape a sustainable, equitable, and prosperous work environment.





Featured topic - reuse

Circular economy principles aim to transform the traditional "take, make, waste" linear model into a more sustainable approach that emphasize reuse, refurbishment, remanufacturing, and recycling. When it comes to office furniture, adopting circular thinking can have significant benefits. In particular reuse of "old" office furniture has great environmental potential as

- extending office furniture lifespan by keeping office furniture pieces longer in circulation preserves resources and raw materials,
- furniture that would otherwise end up in landfills or incineration plants can find new life through reuse and hence contributes to waste reduction,
- reusing furniture significantly lowers energy consumption and greenhouse gas emissions compared to manufacturing new items.

From our CEO pilots



Hamburg pilot

Objective of the Hamburg pilot is to **foster a circular mindset** in the office furniture sector in Hamburg/ Northern Germany by

- establishing a **network of circular pioneers** and office furniture stakeholders
- to exchange circular ideas and demonstrate best practices, discuss challenges and opportunities,
- displaying circular office furniture to actors along the value chain and to the public to raise awareness on the importance of circularity, and
- by offering circular challenges to university students.

On 27 November 2023 the pilot was launched at the Pop-Up Circular Hub in Hamburg. The interest among designers, academia, start-ups, retailers, producers and circular consultants was impressive and gives reason to hope for further stimulating discussions and joint projects.



Pévèle Carembault pilot

The Circular Furniture Production Center (CFPC) which will be located in Pévèle Carembault (Northern France), will host a training center on upcycling furniture techniques and a circular library for the furniture industry. The CFPC will also welcome start-ups on circular furniture and offer automative machines to massify upcycling furniture. The CFPC will take place in a 1800m² facility within a 17 hectares rehabilitated brownfield dedicated to environmental performance.

The CFPC should be ready to start by mid-2026 which fits with the end of CEO project. In this context and for a rural local authority as Pévèle Carembault, CEO is fundamental as all the ideas, concepts and learnings coming from CEO activities are meant to be put into practice with the creation of the Circular Furniture Production Center to ensure the legacy of CEO project and create a massive circular furniture production ecosystem.

The pilot has been launched on 19 October 2023 with a workshop with furniture manufacturers, public & private buyers and interior designers : All participants showed a high interest in the CEO project.

From our CEO network



circular

industries.



CDHH The Interreg NSR project The Circular Design Hub is ProCirc developed a creative alliance of knowledge and designers, engineers and understanding on how consultants with many years of expertise in developing sustainable procurement contributes to reducing raw material products and services for the circular economy. usage, waste, and CO² emissions across

visit CDHH

chosen aspects of

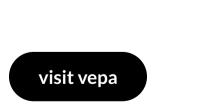
the challenge "Circular economy for office

furniture", always taking

into account their

individual interests and

ideas. This could be design, materials, refurbish, the



vepa

Vepa is a furniture

manufacturer in the

Netherlands, also active in the United Kingdom,

Belgium and Germany. All

products are 100%

produced locally. Vepa is a

pioneer in circular

furnishings.



Upcoming events

evidence, this forum

focuses on key enablers

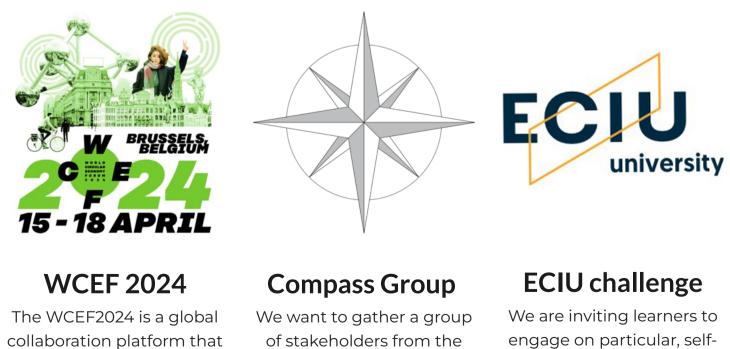
such as governance,

finance, people and

employment, and business

and innovation.

visit WCEF 2024



collaboration platform that of stakeholders from the brings together thought office furniture value chain leaders, policymakers, and called "Compass Group, innovators to accelerate the Circular Furniture and New transition towards a circular Work Advisory economy. Guided by Committee". cutting-edge scientific

We need members from: **5 people from Denmark:** manufacturer, designer, architect, procurer, new work expert 2 people from France:



Interreg ** * * * * * * * Co-funded by the European Union **North Sea** CEO **Contact Information** Lead Partner of the CEO Project HiiCCE Hamburg Institute for Innovation Climate Protection and Circular Economy GmbH Bullerdeich 19, 20537 Hamburg, Germany britta.peters@hiicce.hamburg