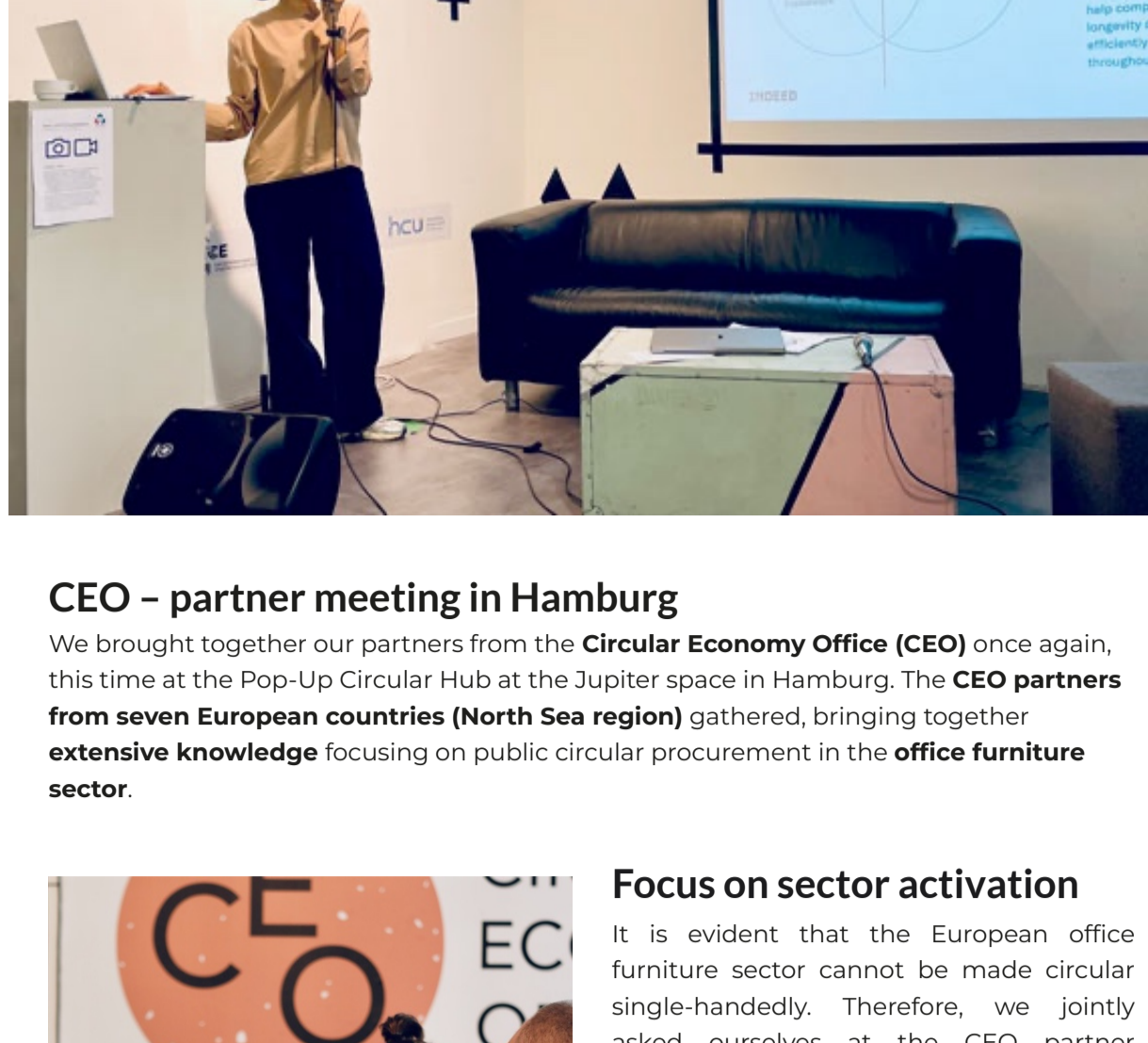




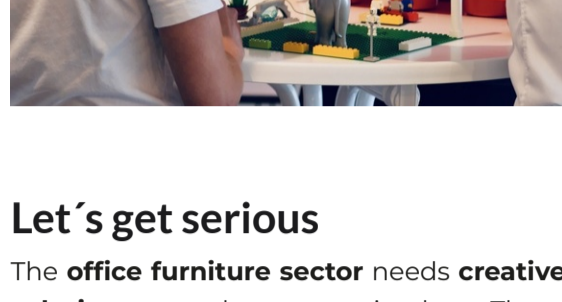
# CIRCULAR ECONOMY OFFICE

## Pushing the transformation forward



### CEO – partner meeting in Hamburg

We brought together our partners from the **Circular Economy Office (CEO)** once again, this time at the Pop-Up Circular Hub at the Jupiter space in Hamburg. The **CEO partners from seven European countries (North Sea region)** gathered, bringing together **extensive knowledge** focusing on public circular procurement in the **office furniture sector**.



### Focus on sector activation

It is evident that the European office furniture sector cannot be made circular single-handedly. Therefore, we jointly asked ourselves at the CEO partner meeting: What **obstacles and opportunities** do the individual partners face in their projects? What measures can help overcome or utilize these? And most importantly: How can we **activate the entire sector**? After all, the transformation should involve diverse stakeholders, including consumers and buyers. In the coming months, we will focus on the **storytelling of individual pilots** and distribute these stories through various channels. At the same time, we will establish a **standardized circularity certification measure**, which we will soon present to the general public. Stay tuned!

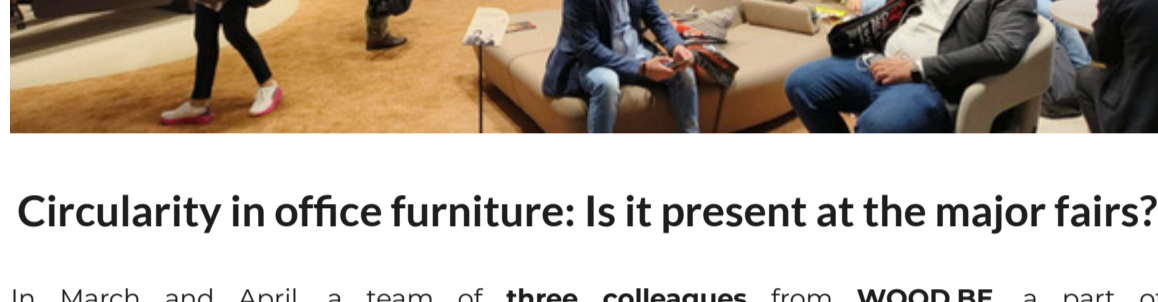
### Let's get serious

The **office furniture sector** needs **creative solutions** to become circular. These solutions are provided by the CEO partners. But what problems do the partners themselves face in their project pilots? Together, we discovered this using the proven **LEGO Serious Play method**. This method allowed the partners to creatively depict the current situations of their projects and create **spaces for solutions**. The results not only help partners understand the challenges of each project but also highlight that the office furniture sector currently resembles a cumbersome elephant that needs to be guided along a narrow path towards a green future.



**We see this as our mission!**

## Activation comes from being active



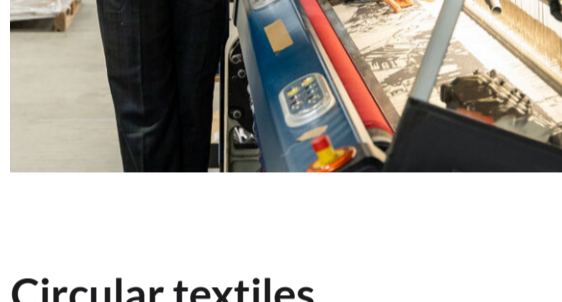
### Circularity in office furniture: Is it present at the major fairs?

In March and April, a team of **three colleagues** from **WOOD.BE**, a part of the Belgian pilot, visited the **Workspace fair in Paris** and the **Design Week in Milan** (probably the biggest and most famous design fair worldwide) to find out what role the topic of circularity takes at big fairs in Europe.

They conducted interviews with the exhibitors on their efforts on sustainability and circularity, to gain insight into the market trends, and for inspiration regarding the eco-design and circular business model guides. Spoiler: The topic of circularity is still in its infancy at both fairs. But **WOOD.BE** have discovered some interesting things.

[read more](#)

## From our CEO pilots

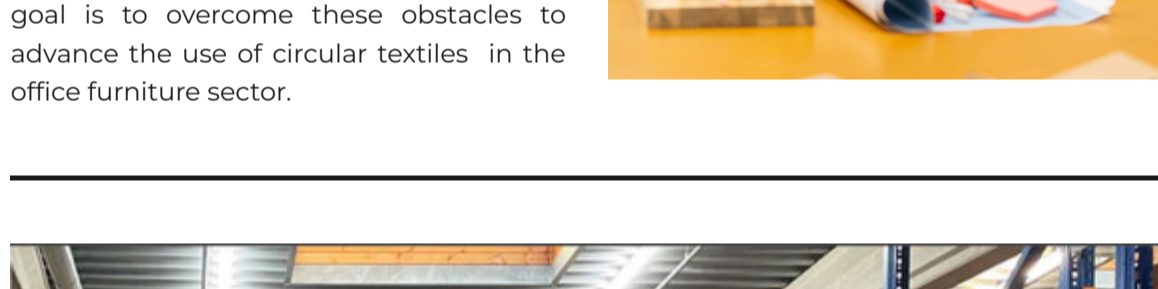


### The East Netherlands pilot

The CEO project is dedicated to transforming the office furniture sector into a circular, innovative, and resource-efficient economy. The CEO partners **Enschede Textielstad** and **Oost NL** organized a first session of a series of working meetings. The session brought together various stakeholders to discuss the needs and requirements of the **circular textile use in the office environment**. The discussions centered around what is currently available, what is lacking, and what needs to change. We had productive conversations and gained numerous new insights.

### Circular textiles

The **major focus** was on **sustainable office textiles**. It became clear that many claims about sustainability and circularity in textiles lack substantial evidence. Additionally, despite assertions to the contrary, decisions are often driven by the **lowest price rather than sustainability**. Within CEO, Enschede Textielstad and Oost NL are developing recommendations. These guidelines aim to help **upholsterers, architects, manufacturers, and buyers make** informed and fair choices for **truly sustainable and circular textiles**. While there are numerous opportunities, we also recognize several challenges that need to be addressed. The goal is to overcome these obstacles to advance the use of circular textiles in the office furniture sector.



### The municipality of Copenhagen pilot

Inventory that we do not need at the moment could either become waste or could be kept in a basement of the workplace. Invisibly and useless to another workplace that might need exactly these tables or chairs.

In order to optimize the internal reuse of office furniture and provide the users with an overview of the available inventory, the **City of Copenhagen** opened the **CHP Warehouse and webshop** to the employees in late January 2024. The **East of Denmark CEO pilot** became an instant success with a turnover of used office furniture corresponding to DKK 1 million/EUR 135,000 in new purchases within 3 days of the opening.

The **purpose of CPH Warehouse** is to achieve reductions in both procurement costs and CO2 footprint. The pilot is aiming at a reduction of the yearly procurement costs for office furniture with up to an estimated 15% from year 4.

To give employees the best possible incentive to choose used furniture over new purchases, the pilot is funded by the reduction in the procurement costs enabling the employees to order and receive furniture from the warehouse at **zero cost**.

Since the opening several delegations from other parts of Denmark and Europe have been visiting the warehouse to gain insight and inspiration.



### Featured topic - upcycling

As a part of the **East of Denmark/ Copenhagen Pilot 'CHP Warehouse'**, a new resource for future office chairs has been collected and remanufactured: Campaign posters of politicians from general elections.

In Denmark (and probably elsewhere) **portraits and political statements** are printed on **good quality PP-plastic posters**, that can cope with the changing Danish weather. The posters are prohibited in urban space after the elections is over and the posters are rarely designed to be reused for next election campaign.

Subsequently a substantial amount of **uniform waste** is available and ready to be used as raw material for - in this case - **chair shells of new office chair**. The production takes places in cooperation with various local businesses.

And that's what have become this chair!

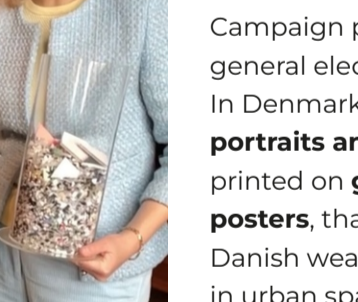
[read more](#)

## Upcoming events



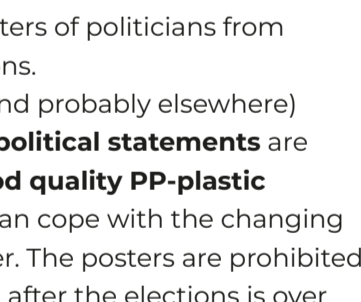
**ORGATEC 2024**  
ORGATEC is the **leading international trade fair for the future of work**. Its focus areas "CircularHouse" offers a comprehensive insight into the Circular Economy. **CEO will be part of the ORGATEC and the "Circular House"**.

[visit ORGATEC](#)



**Take part!**  
The **Hamburg pilot PUCH** is looking for companies, initiatives, etc. who would like to showcase one workplace, that is comprised of circular office furniture, **from 10 to 12 July** at Jupiter at the Pop-Up Circular Hub in Hamburg.

[take part](#)



**New conference**  
The first **Hamburg Sustainability Conference** will take place in October 2024 in Hamburg to **improve the global collaboration** among the international community. **CEO will be part of the program** with a side event.

[check out HSC](#)

### CEO 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, manufacturers, procurers, office manager, retailers and office staff to action.

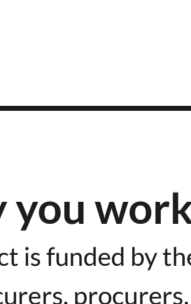
### Join us in transforming the sector and becoming circular!

There are three options to contribute:

1. Get directly 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.

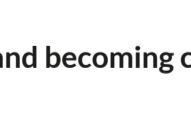
For an introduction on the CEO project and information about all partners and pilot areas visit our website!

[go to website](#)



**Co-funded by the European Union**

## CEO



### Contact Information

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