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**FurnSERVICE**

*Webinar:  
Furniture in Motion:  
Servitization and Circular Business Models for a Sustainable Future*



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# Agenda

Time	Topic	Speaker
11.30 – 11.40	Introduction and Webinar presentation	Chiara Terraneo - FLA
11.40 – 12.00	<b>Keynote speech:</b> Current and emerging Circular Business Models in EU Industries	Prof. Mauro Ceconello – Politecnico of Milano
12.00 – 12.05	Case studies presentation	Julio Rodrigo - AMBIT
12.05 – 12.15	LAGO: From sales to rentals: an opportunity for the hospitality industry	Eleonora Montin – Claudio Cachero -LAGO
12.15 – 12.35	HABIT UP SPACES – Circular design for contract spaces using PLASTICPeople materials	Néstor Catalán – PLASTICPeople Xavier Rius - CitySens Lab Sara Adell - Aleteo Insight
12.35 – 12.40	Q&A	Julio Rodrigo - AMBIT
12.40 – 12.45	Conclusion and end of the Webinar	Chiara Terraneo - FLA

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## *FurnSERVICE – Aim of the project*

*FurnSERVICE aims to support European furniture manufacturers in enhancing their environmental performance by encouraging the shift to servitization-based business models.*

*This strategic approach helps align the sector more deeply with circular economy principles.*

*>> More info on [www.furnservice.com](http://www.furnservice.com)*



## *Project timeline*

### 2025

Report on circular business models in furniture and other sectors

International research on circular maturity in the furniture sector

International study visits to discover new business models

### 2026

- Guide to servitization for the furniture industry
- Online self-assessment tool for businesses
- International study visits to discover new business models

### 2027

- Webinar on the transition from product to integrated product/service model
- Closing event of the project with international speakers

## Key project outcomes

- *An introductory report on the servitization approach from different value chains*
  - *An online self-assessment tool to evaluate companies' readiness for servitization-based circular models.*
  - *Practical, validated guidelines for employers, employees, and sector stakeholders to ease implementation.*
  - *Identification of the green skills needed to drive this transition.*
  - *International webinars and study visits to share knowledge.*
  - *A pilot phase involving at least 18 European companies to test the tool and define key priorities for adoption.*
- *Report on servitization*
  - *Vademecum*
  - *Self-assessment Tool*
  - *Skills needs Report*
  - *Recommendations for companies*



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