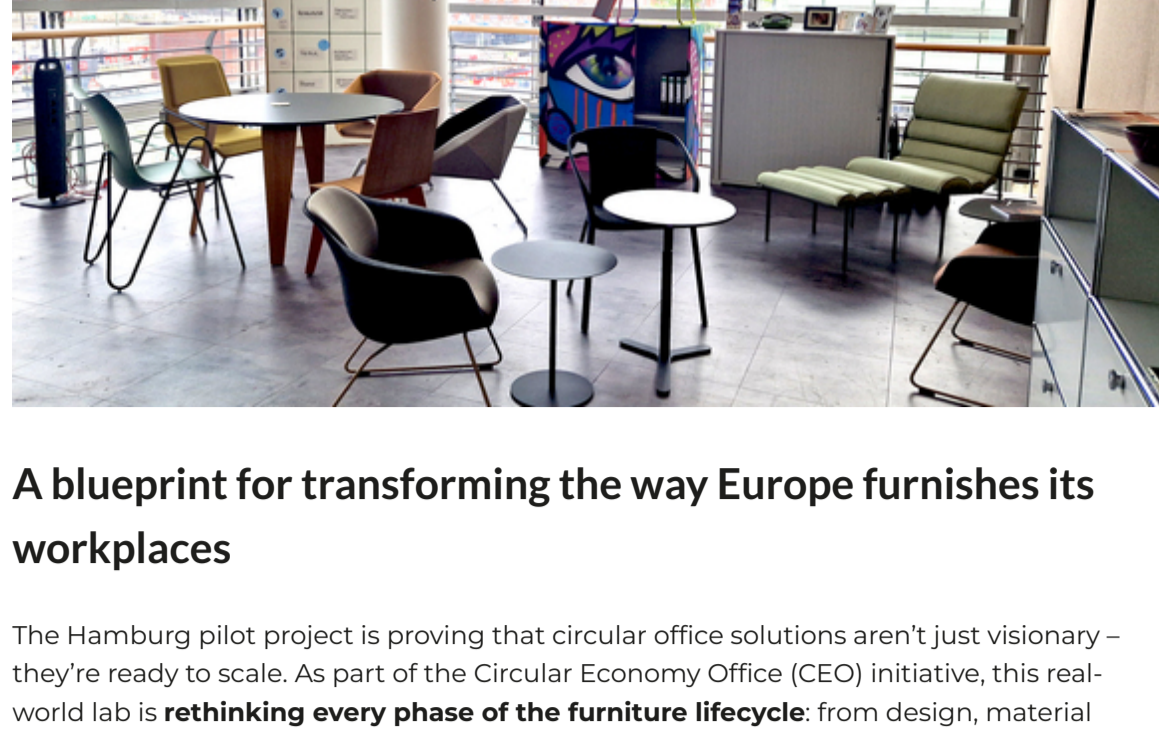




CIRCULAR ECONOMY OFFICE

Circular Office Innovation Takes Off in Hamburgs pilot



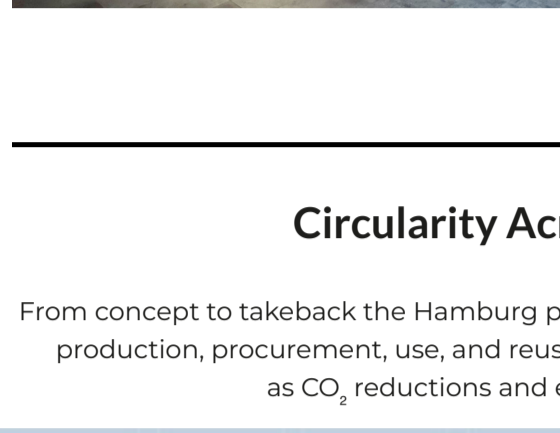
A blueprint for transforming the way Europe furnishes its workplaces

The Hamburg pilot project is proving that circular office solutions aren't just visionary – they're ready to scale. As part of the Circular Economy Office (CEO) initiative, this real-world lab is **rethinking every phase of the furniture lifecycle**: from design, material sourcing and reuse to reverse logistics and CO₂ impact tracking.

By showcasing high-quality refurbished furniture, enabling public sector leadership in circular procurement, and bringing unlikely allies – like public buyers and furniture retailers – to the table, Hamburg is creating a ripple effect across the North Sea region.

See how a popup office setup became a trigger for system-wide change.

Hamburg Pilot at a Glance



At the **Pop-Up Circular Hub** (Jupiter, Hamburg), the CEO team presented the “Circular Economy Office” – a fully functional workspace made from reused, remanufactured, and recyclable furniture. Visitors could explore:

- Materials sourced regeneratively or from post-use streams
- Furniture designed for easy repair or disassembly
- Items that had been professionally refurbished or remanufactured

The setting served as both a hands-on showroom and a collaboration space for key stakeholders.

Circularity Across the Lifecycle

From concept to takeback the Hamburg pilot integrates circular principles across design, production, procurement, use, and reuse. A key focus: measurable outcomes – such as CO₂ reductions and extended product lifespans.



1. Design

This initial phase sets the foundation for the entire journey. Designers consider aesthetics, functionality, and most importantly, longevity. This includes designing furniture for efficient assembly, disassembly, easy use, proper maintenance, and ultimately, recycling or responsible disposal at the end of its life.

2. Production & Sourcing

During this phase, manufacturers bring the designer's vision to life. They source materials according to the specifications, which can include buying pre-made components, fabricating parts, and assembling the final product.

Sustainable material choices and responsible sourcing practices are crucial in this stage.

3. Sales & Distribution

Once production is complete, furniture reaches its destination through various sales channels. Collaboration between sales, marketing, and retail partners ensures smooth distribution. Logistics companies then play a key role in timely delivery to the final users, typically businesses.

4. Use & Maintenance

This is where the furniture meets its purpose. Businesses and their employees utilize the furniture in their workspaces. Here, facility managers and maintenance staff take on the responsibility of proper upkeep to ensure the furniture lasts for a longer life cycle.

5. Collection & Reverse Logistics

When furniture reaches its end-of-life or needs replacement, collection services come into play. These services, offered by the original manufacturer, a third-party company, or specialized agencies, ensure proper collection and transportation.

6. Disposal

This final stage focuses on responsible disposal. Furniture that cannot be reused or refurbished undergoes recycling processes. Waste management companies and landfill operators play a vital role in ensuring environmentally responsible disposal that complies with regulations.



Building a Circular Ecosystem

One of the pilot's biggest successes? Connecting actors who normally don't collaborate:

- Public buyers
- Furniture brands
- Circular logistics providers
- Interior architects and planners
- Local and EU-level policymakers

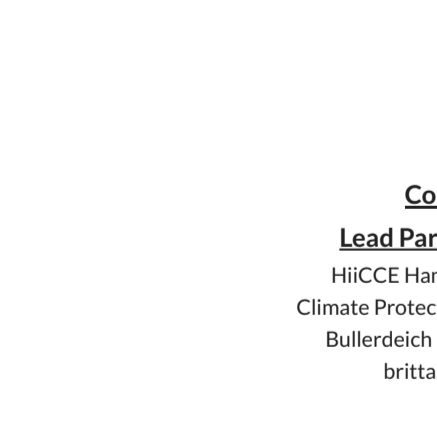
Together, they explored what a real shift toward circular procurement and production could look like – and why now is the time.



What's Next

The Hamburg pilot generated serious momentum – and some healthy FOMO. As stakeholder networks grow stronger and cities begin to act, this approach is poised for regional scale-up.

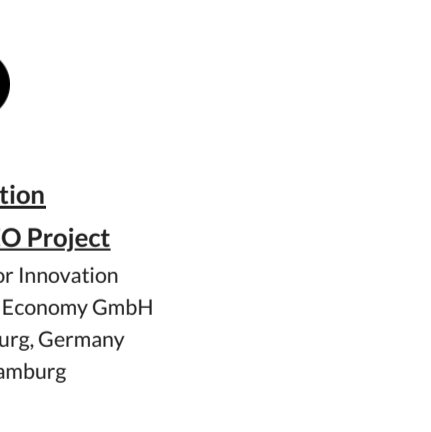
CEO partners from Hamburg



HiiCCE

HiiCCE sets new standards in circular economy consulting. With hands-on solutions and bold redefinitions of circular thinking, they deliver measurable, sustainable results. Acting as a hub, HiiCCE unites decades of scientific, technical, and operational expertise—empowering businesses, associations, NGOs, and governments to unlock the full potential of the circular economy on a whole new level.

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INDEED Innovation

Indeed Innovation empowers brands to thrive in the circular economy. The agency develops sustainable products, reusable packaging, and future-forward concepts that extend product life cycles and reduce waste. With expertise in circular design, engineering, and visionary thinking, Indeed creates innovative, resource-efficient solutions—from idea to implementation.

[visit INDEED](#)

Upcoming events



WCE 2025

In its ninth edition, WCE will explore the potential of tropical solutions for sustainable growth, the power of the regenerative economy and the strategies of a bioeconomy – alongside the indispensable role of the production sector in driving the transition toward a circular economy.

[visit WCE 2025](#)



#HSC25

The Hamburg Sustainability Conference (HSC) stands as a catalyst for global change, dedicated to forging partnerships and developing innovative solutions for today's most urgent challenges.

[visit HSC 2025](#)



EU Green Week

This year, the EU Green Week is all about the circular economy. With its potential to drive sustainable competitiveness, reduce waste, and promote innovation, circular economy offers a compelling solution to some of the EU's most pressing challenges.

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