

CirCLER – Circular Economy Transition Manager: guiding companies of the furniture value chain to deploy their transition strategy for a more circular economy



Co-funded by
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Presentation of the CirCLER Project during the event "Made in Italy towards Sustainability. From Tradition to Futures"

On October 10, the Circler project was presented at the Santa Teresa Campus of the University of Architecture in Florence.

Florence, October 10, 2025 – A significant moment for the European furniture industry occurred at the Santa Teresa complex, home to the Department of Architecture of the University of Florence, with the official presentation of the CirCLER project (Circular Learning for a Sustainable Furniture and Wood Value Chain).



The presentation was a highlight of the Circular and Sustainable Made in Italy week, anchoring the central exhibition: "Made in Italy towards Sustainability. From Tradition to Futures," organized by CSM – dID and MICS. This prestigious setting brought together an essential audience of researchers, industry professionals, and key institutions.

The CirCLER project, funded by the Erasmus+ program, was presented by Carlo Pace of Aslam. He articulated that the project's core objective is to accompany enterprises through an ecological and sustainable transition in the furniture sector and to formally define a new professional profile according to the EU's ESCO classification.

This focus addresses the urgency of the transition, noting the current gap in occupational profiles. The project's core solution is the development of the Circular Economy Transition Manager (CETM) role, an essential new professional figure needed to successfully guide companies through this epoch-making change in the industry.

Beyond the project presentation, the event fostered a rich environment for dialogue, including a separate workshop dedicated to product life cycles and the second-hand furniture sector. They offered a concrete and stimulating reflection on how design, business models, and consumer perception are vital catalysts

for advancing circularity in practice. The resulting high-level debate demonstrated a shared commitment to making sustainability a real and shared competitive advantage for Made in Italy, providing an essential platform for stakeholders to build a more resilient future for the sector.

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