



Tool 7.5 Circular Platform Canvas



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Circular Solutions for Furniture
A Horizon Europe Initiative

Tool 7.5 – Circular Platform Model

Phase 7: Implementation & Operation

The Circular Platform Model

Designed for:

Designed by:

Date:

Version:

PLATFORM PURPOSE <i>What circular activities does the platform enable?</i> ☐ Resale marketplace for refurbished furniture ☐ Product lifecycle tracking system ☐ Service platform for maintenance and refurbishment ☐ Digital infrastructure for EPR reporting and compliance	PARTICIPATING ACTORS <i>Who exchanges products, services, or information through the platform?</i> ☐ Furniture manufacturers ☐ Furniture service providers ☐ Refurbishment partners ☐ Logistics providers ☐ Recycling companies ☐ B2B customers or facility managers ☐ Digital platform operators ☐ Regulatory actors (EPR reporting)	CIRCULAR TRANSACTIONS <i>What circular exchanges are digitally enabled?</i> ☐ Product leasing or subscription ☐ Resale of refurbished furniture ☐ Refurbishment service orders ☐ Maintenance scheduling ☐ Spare parts marketplace ☐ Buy-back or take-back programs ☐ Recycling and material recovery transactions
PRODUCT AND LIFE CYCLE DATA <i>What product and lifecycle data must circulate through the platform?</i> ☐ Digital product passport identifiers ☐ Product composition and materials ☐ Repair instructions and spare parts availability ☐ Maintenance history ☐ Ownership history ☐ Refurbishment records ☐ Recyclability information		DIGITAL FUNCTIONALITIES <i>Which digital tools enable circular operations?</i> ☐ Product registration and digital IDs ☐ Lifecycle tracking dashboards ☐ Service booking systems ☐ Asset management for leased furniture ☐ Refurbishment workflow management ☐ Resale marketplace features ☐ Data integration with ERP or IoT systems
GOVERNANCE & OWNERSHIP <i>Who controls the platform and how are rules defined?</i> ☐ Manufacturer-led platform ☐ Independent circular marketplace operator ☐ Industry consortium platform ☐ Public-private digital infrastructure ☐ Third-party service platform		REVENUES & INCENTIVES MECHANISMS <i>How does the platform create and capture value?</i> ☐ Platform transaction fees ☐ Subscription access for ecosystem partners ☐ Commission on resale transactions ☐ Service fees for refurbishment and maintenance ☐ Pay-per-use models ☐ Circular outcome payments (reuse or recycling targets)





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Objective of the Tool

The Circular Platform Model supports furniture companies in designing or participating in digital infrastructures that enable circular transactions, lifecycle management, and ecosystem coordination.

The tool helps organizations structure how digital platforms can facilitate activities such as product tracking, resale, refurbishment, reuse, maintenance services, and material recovery. It clarifies the roles of different actors, the types of circular transactions enabled by the platform, and the data flows required to support lifecycle management, including integration with Digital Product Passports (DPP).

By structuring these elements, the tool allows companies to evaluate whether to build their own platform, join an existing one, or collaborate within an ecosystem platform.

What the Tool Is

The Circular Platform Model is a conceptual design canvas used to map the architecture of a circular digital ecosystem supporting furniture lifecycle management.

It helps organisations define:

- how circular transactions occur
- which actors participate
- what data must be exchanged
- how value is created and captured across the lifecycle

The model also helps identify the digital functionalities required to enable circular operations such as product tracking, refurbishment workflows, service scheduling, resale marketplaces, and recycling coordination.

The output is a structured platform concept that clarifies governance, actors, value flows, and required digital capabilities.

When to Use the Tool

This tool is particularly useful when companies are:

- Developing furniture-as-a-service or leasing models
- Implementing Digital Product Passports
- Enabling reuse, refurbishment, or resale ecosystems
- Collaborating with refurbishers, recyclers, or logistics providers
- Evaluating whether to create or join a circular platform

It typically follows earlier toolkit phases such as circular business model design and ecosystem mapping.

Expected Output

The result of the exercise is a Circular Platform Architecture Map describing:

- Ecosystem actors
- Circular transactions
- Lifecycle data flows
- Digital functionalities
- Governance model
- Revenue mechanisms

This architecture can be used to guide:

- Platform development
- Ecosystem collaboration agreements
- Digital infrastructure design
- Investment decisions.

How to Use the Tool

Step 1 – Define the Circular Objective

Participants identify the circular activity the platform should enable (e.g., furniture leasing ecosystem, resale marketplace).

Step 2 – Map Ecosystem Participants

Identify all actors interacting through the platform.

Step 3 – Identify Circular Transactions

List the key exchanges that must occur between actors.

Step 4 – Define Data Requirements

Determine the lifecycle information required to support transactions and compliance.

Step 5 – Identify Digital Functionalities

Define the digital tools necessary to enable these exchanges.

Step 6 – Design Governance and Value Capture

Clarify platform ownership, governance, and revenue mechanisms.

Key Dimensions of the Circular Platform Model

1. Platform Purpose

Defines the core circular function the platform supports.

Examples:

- resale marketplace for refurbished furniture
- product lifecycle tracking system
- service platform for maintenance and refurbishment
- digital infrastructure for EPR reporting and compliance

Guiding question:

What circular activities does the platform enable?

2. Participating Actors

Identifies the ecosystem participants interacting through the platform.

Typical actors in furniture circular ecosystems:

- Furniture manufacturers
- Furniture service providers
- Refurbishment partners
- Logistics providers
- Recycling companies
- B2B customers or facility managers
- Digital platform operators
- Regulatory actors (EPR reporting)

Guiding question:

Who exchanges products, services, or information through the platform?

3. Circular Transactions Enabled

Defines the types of exchanges facilitated by the platform.

Typical circular transactions include:

- product leasing or subscription
- resale of refurbished furniture
- refurbishment service orders
- maintenance scheduling
- spare parts marketplace
- buy-back or take-back programs
- recycling and material recovery transactions

Guiding question:

What circular exchanges are digitally enabled?

4. Product and Lifecycle Data

Specifies the data needed to support lifecycle management.

Key data elements may include:

- Digital Product Passport identifiers
- product composition and materials
- repair instructions and spare parts availability
- maintenance history
- ownership history
- refurbishment records
- recyclability information

Guiding question:

What product and lifecycle data must circulate through the platform?

5. Digital Functionalities

Identifies the technological capabilities required.

Examples include:

- product registration and digital IDs
- lifecycle tracking dashboards
- service booking systems
- asset management for leased furniture
- refurbishment workflow management
- resale marketplace features
- data integration with ERP or IoT systems

Guiding question:

Which digital tools enable circular operations?

6. Revenue and Incentive Mechanisms

Defines how economic value is generated and distributed.

Possible mechanisms include:

- platform transaction fees
- subscription access for ecosystem partners
- commission on resale transactions
- service fees for refurbishment and maintenance
- pay-per-use models
- circular outcome payments (reuse or recycling targets)

Guiding question:

How does the platform create and capture value?

7. Governance and Platform Ownership

Clarifies who operates and governs the platform.

Possible models include:

- manufacturer-led platform
- independent circular marketplace operator
- industry consortium platform
- public-private digital infrastructure
- third-party service platform

Governance also includes rules for:

- data ownership
- access rights
- pricing transparency
- interoperability standards

Guiding question:

Who controls the platform and how are rules defined?



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