

REPORT LAUNCH



Social Enterprises' Role in Furniture and Mattress Circularity

15 April 14:30 - 16:00 CEST - Online



Who's in the (virtual) room?

Scan the Slido QR code and select one option



What we will cover today



Project background
and key findings



Concrete inclusive
circularity examples



Challenges, success
factors,
opportunities

Key facts in the EU: The environmental problem

Annual furniture consumption:
10.5 million tonnes.

- Recycling rate: only **10%**.
- Reuse and remanufacturing: marginal.
- Landfilling or incineration: nearly **90%**.



Key facts in the EU: The socio-economic problem

A key issue: (furniture) **poverty** and overall social **exclusion**.

- One in five people in the EU (21%) at risk of poverty or social exclusion.
- 27.5 million people experiencing severe deprivation.





The project recognises social enterprises' unique ability to address these challenges through increased reuse, repair and recycling.





Charlotte Chng

RREUSE

Report highlights

Key findings

- Social enterprises are essential in furniture and mattress circularity.
- They face persistent challenges.
- Yet with the right enabling conditions, they can build resilience and grow.



Mapping insights

- Furniture and mattress activities are not evenly spread across Europe.
 - Highest concentration:
 - Austria
 - Belgium
 - France
 - Netherlands
 - UK
- Mattress-related circular activities are far less widespread than furniture-related ones.

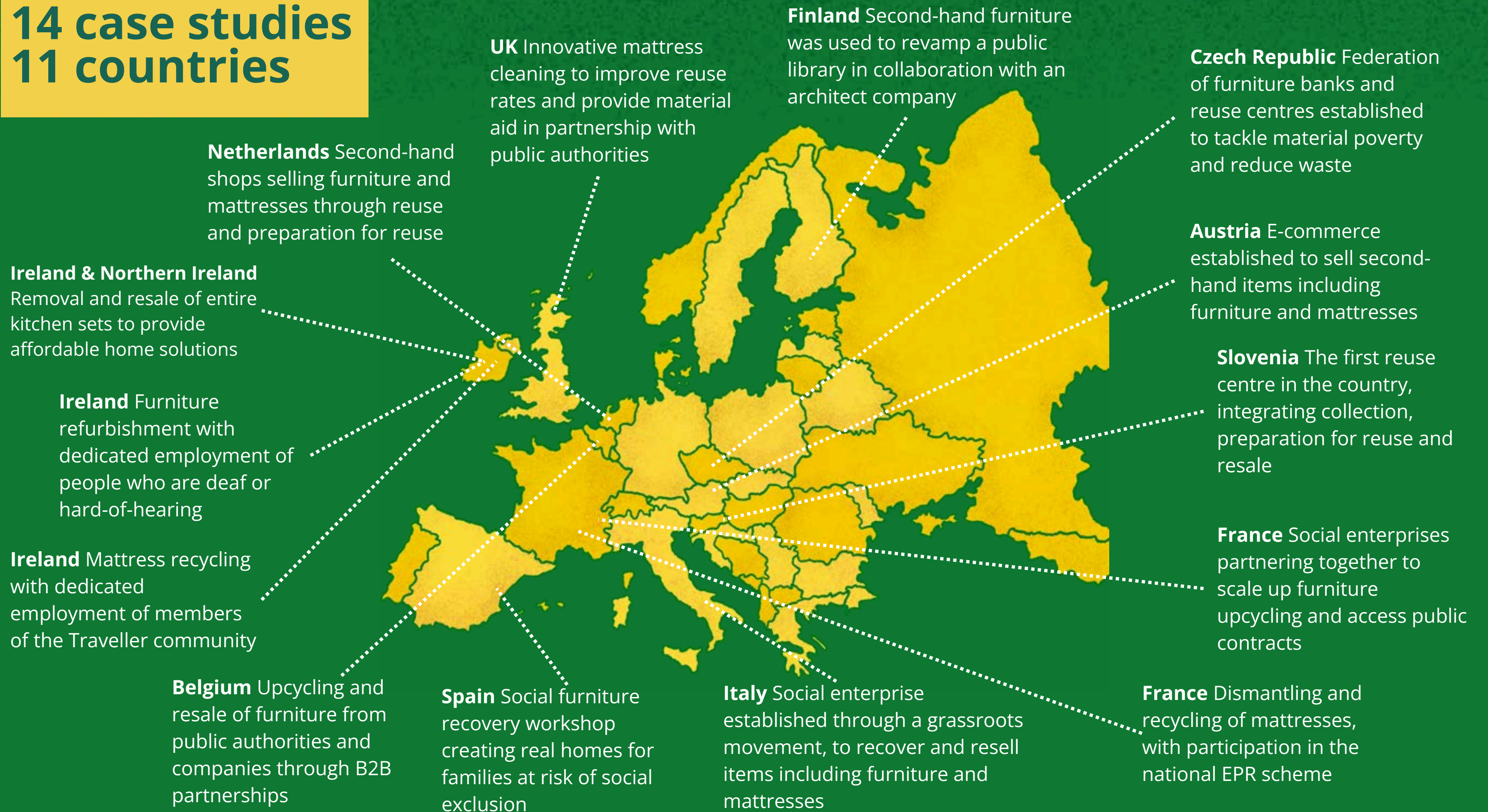


Mapping insights

- Within the RREUSE network:
 - furniture: around 1,500 locations
 - mattresses: around 100 locations
- Significant impact:
 - 166,000 tonnes of furniture separately collected by RREUSE members in 2024
 - 84,000 tonnes reused locally



14 case studies 11 countries



Collection & Recovery

```
graph TD; A[Collection & Recovery] --> B[Preparation for reuse]; B --> C[Dismantling and recycling]; C --> D[Reuse and redistribution]; D --> A;
```

Reuse and redistribution

Resale in second-hand shops, donation to people in need, rental services, revamping public and private spaces, materials re-entering manufacturing sector

Preparation for reuse

Cleaning, repair, refurbishment, upcycling

Dismantling and recycling

Our guest speakers



Marina Fornasier
INSIEME
COOPERATIVA
SOCIALE



Zuzana Kuberová
REUSE FEDERACE



Jens Andersson
IKEA SOCIAL
ENTREPRENEURSHIP



Stefania Demenego
VALORE AMBIENTE



Christopher Burgess
STELLA'S VOICE

Insieme Cooperativa Sociale (Italy)

- Grassroots initiative in late 1970s
- About 50% of their 200 employees face barriers in the labour market
- Household and bulky waste clearings among other activities
- Partnership with the municipality / public waste management company
 - preparation for reuse fee since 2021 → 40% increase in items prepared for reuse within a year





Marina Fornasier

INSIEME

COOPERATIVA SOCIALE

How does a piece of furniture or a mattress get from someone's home to Insieme's second-hand shop?





insieme

**INSIEME
COOPERATIVA
SOCIALE**

Diversification of the **collection system** with a public-private synergy



Waste collection centres

Bulky waste collection

Civil and industrial clearings

B2B collaborations

Donations

INSIEME COOPERATIVA SOCIALE



Stefania Demenego

VALORE AMBIENTE

Please tell us how the innovative preparation for reuse fee came about and how it works in practice.



Support to PfR by Valore Ambiente (MAGIS Group)

When

Since 1998 (for the Fixed Fee and Variable Recovery Fee) &
 Since 2021 (for the additional Variable Preparing for Re-use Fee)

Actors Involved

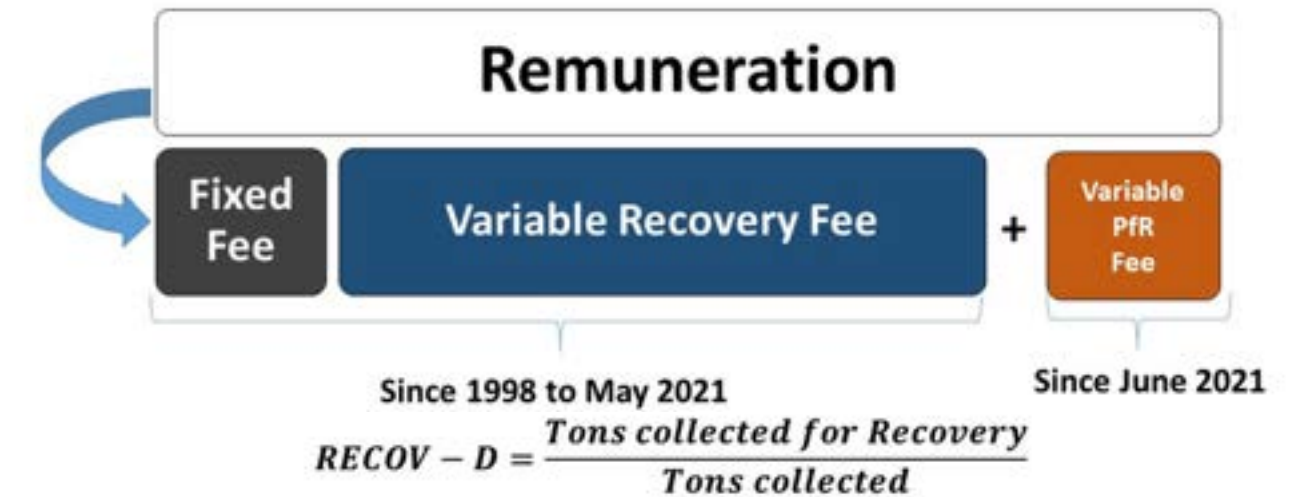
Valore Ambiente (a public waste management company), Insieme (a social economy reuse, preparation for re-use and recycling operator dealing with a wide range of products), monitoring and control authorities and citizens (paying the collection and treatment fee and buying in second-hand shops)

Funding System

- Households pay a waste collection and treatment fee to the municipality of Vicenza who then transfers it to Valore Ambiente
- Valore Ambiente, thanks to these financial contributions, finance the preparation for reuse of the waste collected in the waste collection centre according to this calculation method
- The “Variable Recovery Fee” merges both quantities separately collected for recycling, and quantities separately collected for preparing for reuse
- The “Variable PfR Fee” only measures what is separately collected for preparing for reuse

Remuneration method

for the management of the Municipal Waste Collection Centers



Variable Recovery Fee	
Recovery degree (RECOV-D)	Recovery Fee €/ton
< 40%	RF
40% ≤ 50%	RF × 1,3
50% ≤ 70%	RF × 1,8
70% ≤ 85%	RF × 2
> 85%	RF × 2,4

$$PfR - D = \frac{\text{Tons collected for Preparation for Reuse}}{\text{Tons collected}}$$

Variable PfR Fee	
PfR degree (PfR-D)	PfR Fee €/ton
< 2,00%	PfRF
2% ≤ 2,50%	PfRF × 2
2,50% ≤ 3%	PfRF × 4
3% ≤ 3,50%	PfRF × 6
> 3,50%	PfRF × 8

Support to Preparation for Reuse by Valore Ambiente (MAGIS Group)

Results

- The preparation for reuse rate of what is collected in the main waste collection centre rose from 3,5% before June 2021 to 5% today. It represents an increase of 60 tonnes of products prepared for reuse.
- If merging both recycling and preparation for reuse activities, the recovery rate in the collection centre is 88% (73.8% in the city).
- Littering has been decreasing as a result of this initiative.
- Separate collection for reuse, which is made easier via this system, is better advertised towards discarders/citizens who then go shopping for second-hand goods in Insieme's shops.
- Helps create jobs for people at risk of socio-economic exclusion



Marina Fornasier

INSIEME

COOPERATIVA SOCIALE

How does Insieme identify, approach, and motivate potential business partners?



Stella's Voice (UK)

- UK-registered charity
- Protecting children and young people in vulnerable situations
- Mattress cleaning project since 2025
- Partnership with a local council:
 - collect used mattresses at household recycling centres;
 - provide mattresses for homeless services





Christopher Burgess

STELLA'S VOICE

What was the motivation behind starting the mattress cleaning project, and how did you go about getting it off the ground?





Christopher Burgess

STELLA'S VOICE

What happens to a mattress from the moment it's collected to the moment it's ready for reuse?



Reuse Federace (Czech Republic)

- Czech Federation of Furniture Banks and Reuse Centres
- Established in 2021 to tackle material poverty and reduce waste
- Inspired by the concept of food banks, aiming to serve the same distributive function
- Collaborative network where members work together with NGOs and municipal partners





Zuzana Kuberová

REUSE FEDERACE

How does the network function in practice? From the moment a person in need submits a furniture request to the moment it arrives at their door.



Our vision: Czech Republic where furniture helps.

Furniture banks as a systemic solution. By 2027, we are launching 10 regional furniture banks across the country.



Furniture banks give a second chance. To people. And to things.





Zuzana Kuberová

REUSE FEDERACE

During the 2022 Ukrainian refugee crisis, one of the furniture banks went from supporting 60 people a month to 350.

*How did you manage that?
What did it teach you
about the model?*



When the everyday system becomes the emergency system.





Zuzana Kuberová

REUSE FEDERACE

What has the environmental and social impact of the federation been so far? And how do you measure it?



Quality standards are ethical, not elitist.



In 2024, we redistributed 291 tonnes of furniture and 28,299 individual items. Some we refused, deliberately.

What is the biggest challenge in bulky waste circularity?

Tell us by scanning the QR code below!



What do you consider to be the biggest challenges in bulky waste circularity?



Success factors and opportunities

- Skills development
- Diverse collaborations
- Enabling policy frameworks
- Investment in internal operations
- Innovative and customised approaches
- Lean and flexible operations





Jens Andersson

IKEA SOCIAL

ENTREPRENEURSHIP

Why did IKEA SE decide to fund this effort, and did anything in our findings come as a surprise to you and inspire you as a funder?



Q & A



Thank you and keep in touch

in RREUSE
🦋 RREUSE
f RREUSE.RREUSE
▶ RREUSE_Brussels

Watch the recording



Read the report



This report is co-funded by IKEA Social Entrepreneurship B.V.



Co-funded by the European Union

Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or the European Commission. Neither the European Union nor the European Commission can be held responsible for them.