

CIRCULAR ECONOMY BEST PRACTICES IN THE FURNITURE SECTOR



Plastic Whale Circular Furniture



Producer

In an effort to help solving the current plastic problem, the Dutch Foundation Plastic Whale and the Dutch furniture company Vepa launched Plastic Whale Circular Furniture.

Why is it a success?

Plastic Whale Circular Furniture is a project aiming at creating value from waste by producing high-end office furniture made from plastic soup of the Amsterdam Canal. Pieces of furniture created include boardroom tables, chairs, lamps and acoustic panels. Major strengths of the project include the quality of products, particularly in terms of design and creativity and new jobs created throughout the collection process.

Challenges

Challenges at production level include creating high-end design products starting from recycled materials. Business challenges include shortening the time for the development of the products.

Lessons learnt

Collaboration with local partners has proven to be essential for the success of this initiative, such as with SweepSmart – a sustainable waste management enterprise based in Bangalore, India. The numerous participation of people has also been key.

More information/Contact

Plastic Whale Circular Furniture: [Youtube video](#)
Plastic Whale: <https://plasticwhale.com/>
[EFIC collection of best practices](#)
EFIC: info@efic.eu