



Furniture in Motion: Servitization and Circular Business Models for a Sustainable Future

Webinar – 5th of June 2026

h. 11.30 – 12.45

Online - via Teams

Time	Topic	Speaker
11.30 – 11.40	Introduction and Webinar presentation	Chiara Terraneo - FLA
11.40 – 12.00	Keynote speech: Current and emerging Circular Business Models in EU Industries	Prof. Mauro Ceconello – Politecnico of Milano
12.00 – 12.05	Case studies presentation	Julio Rodrigo - AMBIT
12.05 – 12.15	LAGO: From sales to rentals: an opportunity for the hospitality industry	Eleonora Montin – Claudio Cachero -LAGO
12.15 – 12.35	HABIT UP SPACES – Circular design for contract spaces using PLASTICPeople materials	Néstor Catalán – PLASTICPeople Xavier Rius - CitySens Lab Sara Adell - Aleteo Insight
12.35 – 12.40	Q&A	Julio Rodrigo - AMBIT
12.40 – 12.45	Conclusion and end of the Webinar	Chiara Terraneo - FLA

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