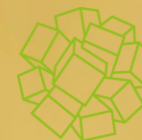




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AMUEBLA: A space for collaboration between research and knowledge



endurance
green accelerator for EU clusters

CONTEXT AND OBJECTIVE

AMUEBLA is the cluster of furniture manufacturers and related companies in the Murcia region of Spain. Its main mission is to foster collaborative innovation in the furniture sector and to support SMEs in adopting sustainable and circular business models.

The cluster acts as a bridge between SMEs, research organizations, regional governments, and suppliers to ensure knowledge transfer and resource access.

IMPACT

- Capacity building for SMEs, enabling them to engage in sustainability practices beyond minimum compliance.
- Increased access to sustainable materials (e.g., eco-friendly foams for sofa production).
- Support in achieving certifications, allowing SMEs to remain competitive in increasingly green-oriented markets.
- Stronger collaboration between SMEs, research institutions, and policymakers, reinforcing innovation ecosystems in the region.
- Practical transformation of business models from linear to circular, leading to long-term resilience.

DESCRIPTION OF BEST PRACTICE

The FITNESS project is a best practice led by AMUEBLA to accelerate the transition of SMEs in the furniture sector towards circular business models. The project combines diagnosis, capacity building, and hands-on support to ensure that companies can effectively integrate sustainability into their operations. Key elements include:

- Assessment of companies and value chains to identify sustainability gaps, opportunities, and barriers.
- Tailored coaching and mentoring programs that provide continuous support, not just one-off training.
- Practical training sessions on eco-design, eco-innovation, and carbon footprint measurement, ensuring SMEs can apply new methods directly to product development.
- Guidance to achieve sustainability certifications, helping companies respond to customer and regulatory demands.

REPLICABILITY POTENTIAL

AMUEBLA's model is highly replicable in other clusters and regions, as it addresses common SME barriers such as lack of resources, expertise, and training. The combination of awareness, training, coaching, and certification support provides a comprehensive framework that can be adapted to different industries aiming to integrate circular economy principles.

QUICK FACTS

- **Organisation:** AMUEBLA
- **Location:** Murcia, Spain
- **Sector:** Wood and Furniture
- **Focus:** Innovation, Sustainability, Competitiveness, Circular Economy

• Sustainable Development Goals:



- **European Green Deal Area:** Industry, Research and Innovation

- **Keywords:** #CircularEconomy
#Furniture #Eco-Innovation
#ClusterCollaboration
#ValueChainTransformation

MORE INFO

Access the website [here](#).