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# WP4/T4.4 Pilot assessment of the online self-evaluation

## Survey results

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## 1. THE SURVEY

WP4 – Online tool for companies' self-evaluation aims at supporting companies in their transition toward a more circular economy, by providing them with an **online tool for self-evaluating their level of maturity and their real readiness to deploy circular economy practices**, but also for identifying the priority actions on which they should focus their attention.

Within this framework, with the aim of refining the developed tool before making it publicly available, some European furniture companies were involved in a **Pilot to test and provide constructive feedback** about it.

The **feedback was collected through a survey, developed on an online platform**, in order to make it easily accessible to respondents and to allow a functional collection and comparison of data gathered.

The results of the survey provided precious indications to the Consortium and more specifically to AMBIT, for the improvement of the online tool according to the most relevant exigencies of European furniture companies.


### 1.1 Structure

The survey was designed to collect an honest and consistent feedback about the use of the FurnCIRCLE self-assessment online tool.


An introductive narrative paragraph helped the respondents to understand the aim of the survey and the rules of engagement:

### FurnCIRCLE - Survey for online tool evaluation

\* Indica una domanda obbligatoria



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Feedback on the experience of using the **FurnCIRCLE online self-assessment tool**, developed in the framework of the project **FurnCIRCLE - Circular Economy Guidelines and Tools for Application in the EU Furniture Sector**.

This questionnaire can be answered in 10 minutes.

Please, complete the following questionnaire focusing on your experience with the FurnCIRCLE tool.

Please, be honest and sincere. Your experience will address future improvements and developments of the tools for supporting Circular and sustainable strategies implementation in the European Wood and Furniture Industry.

Thank you in advance for your participation and contribution!

The answers will be treated as strictly confidential and they will be only shared with FurnCIRCLE project partners.  
 The data collected will be processed in an aggregated manner only. For any questions, please, contact by e-mail ([chiara.terranco@federlegnoarredo.it](mailto:chiara.terranco@federlegnoarredo.it)), Project Manager in charge of collecting data, on behalf of FurnCIRCLE Consortium.

For any other information about Privacy and GDPR, please read the Privacy disclaimer on [www.federlegnoarredo.it](http://www.federlegnoarredo.it)

The first questions served for gathering data on the respondents (name and surname, e-mail, name of the company, category of professional). A question was specifically designed to verify the presence of a Circular Transition Manager/Sustainability Manager within the company.

Category of professional (single answer) \*

☐ CEO / Employer

☐ Head of Department - Top Manager

☐ Environmental / Sustainability Manager

☐ Communication Manager

☐ Altro: \_\_\_\_\_

Does your company have a Circular Transition Manager or a person who deals with this issue? \*

☐ YES

☐ NO

If YES, please specify her/his Job Title (Sustainability Manager, Environmental Manager ...)

La tua risposta \_\_\_\_\_

The core part of the survey is structured in three different sections, aiming at collecting feedback about the usability of the tool and its utility for the companies

The survey was divided into three sections: user experience, question content, and usefulness of the results, with a total of 32 questions. Below are the questions as they appear to respondents:

SECTION 1 (13 questions)

In the first section of the questionnaire, we ask you to focus on the interface and your general experience of the FurnCIRCLE tool

Rate each question between 1 and 5 (Not Agree – Completely Agree)

The general user experience with FurnCIRCLE tool has been smooth and friendly \*

1 2 3 4 5

Not agree ☐ ☐ ☐ ☐ ☐ Completely agree

The registration process in the tool has been easy \*

1 2 3 4 5

Not agree ☐ ☐ ☐ ☐ ☐ Completely agree



The graphic interface is properly designed \*

	1	2	3	4	5	
Not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely agree

The font used is easily readable \*

	1	2	3	4	5	
Not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely agree

The colours used are pleasant and not disturbing \*

	1	2	3	4	5	
Not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely agree

The instructions for completing the survey are clear and intuitive \*

	1	2	3	4	5	
Not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely agree

Navigation between sections is easy and intuitive \*

	1	2	3	4	5	
Not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely agree

The buttons and commands in the tool are clear and intuitive \*

	1	2	3	4	5	
Not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely agree

It is always easy to understand how to answer questions \*

	1	2	3	4	5	
Not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely agree

It is clear to understand how to stop and resume the survey \*

	1	2	3	4	5	
Not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Completely agree

Have you encountered any technical issues with the tool while answering the questions? \*

La tua risposta

Please, choose 2 main adjectives that can describe your experience with FurnCIRCLE tool \*

☐ Confusing

☐ Satisfactory

☐ Friendly

☐ Discouraging

☐ Ambiguous

☐ Smooth

☐ Nerve-racking

☐ Exciting

☐ Laborious

☐ Altro: \_\_\_\_\_

Please, share with us how we can improve the FurnCIRCLE Tool

La tua risposta

## SECTION 2 (7 questions)

In the second section of the questionnaire, we ask you to focus on the questions answered during the use of the FurnCIRCLE tool

I had difficulty interpreting some questions \*

Not agree      1      2      3      4      5      Fully agree

The questions were consistent with my company's situation \*

Not agree      1      2      3      4      5      Fully agree

I had to stop filling out the survey because I was missing the necessary information \*

Not agree      1      2      3      4      5      Fully agree

I found some questions not applicable to my company \*

☐ Yes

☐ No

If so, are you able to give us any examples?

La tua risposta

The number of questions in the tool is adequate \*

1 2 3 4 5  
Not agree ☐ ☐ ☐ ☐ ☐ Fully agree

The questions are in the right logical sequence. \*

1 2 3 4 5  
Not agree ☐ ☐ ☐ ☐ ☐ Fully agree

The questions helped me to reflect on my company's situation. \*

1 2 3 4 5  
Not agree ☐ ☐ ☐ ☐ ☐ Fully agree

Free comments (if any)

La tua risposta

### SECTION 3 (12 questions)

In the last section of the questionnaire, we ask you to focus on the results obtained through the FurnCIRCLE online tool.

The results obtained are clear and understandable. \*

1 2 3 4 5  
Not agree ☐ ☐ ☐ ☐ ☐ Fully agree

I consider the results obtained provide a realistic overview of my company's situation. \*

1 2 3 4 5  
Not agree ☐ ☐ ☐ ☐ ☐ Fully agree

The different analysis parameters are clear and understandable. \*

1 2 3 4 5  
Not agree ☐ ☐ ☐ ☐ ☐ Fully agree



Company values in sustainability and the 6 phases of the product life cycle (Design, Material resources, Production, Distribution, Use, End-of-Life) are well addressed in the tool. \*

	1	2	3	4	5	
Not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully agree

The results obtained are useful for understanding how to improve my company's Circularity strategy. \*

	1	2	3	4	5	
Not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully agree

It is clearer to me how to improve the Circularity strategy in my company. \*

	1	2	3	4	5	
Not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully agree

I have clearly identified the areas of the company where I should focus on for a real improvement. \*

	1	2	3	4	5	
Not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully agree

Suggested good practices are clear and useful. \*

	1	2	3	4	5	
Not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully agree

Companies' good practices are useful and inspiring. \*

	1	2	3	4	5	
Not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully agree

I would recommend the FurnCIRCLE tool to other entrepreneurs/colleagues in the wood-furniture industry \*

	1	2	3	4	5	
Not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully agree

I will share the results of the self-evaluation with other Colleagues/Collaborators in my company \*

	1	2	3	4	5	
Not agree	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	Fully agree

I would like to compare my company's results with the European wood-furniture industry average \*

1 2 3 4 5

Not agree ☐ ☐ ☐ ☐ ☐ Fully agree

Thank you for your contribution!

[Indietro](#) [Invia](#) [Cancella modulo](#)

## 1.2 Respondents

Thanks to an intensive dissemination effort conducted by the Consortium with the collaboration of 4 National Associations from Hungary, Denmark, Portugal and Bulgaria, the self-assessment tool was tested by **20 companies across Europe**, and the feedback survey was completed consequently.

- 1) The Country represented are Italy, Spain, Hungary, Portugal, Bulgaria, Denmark.

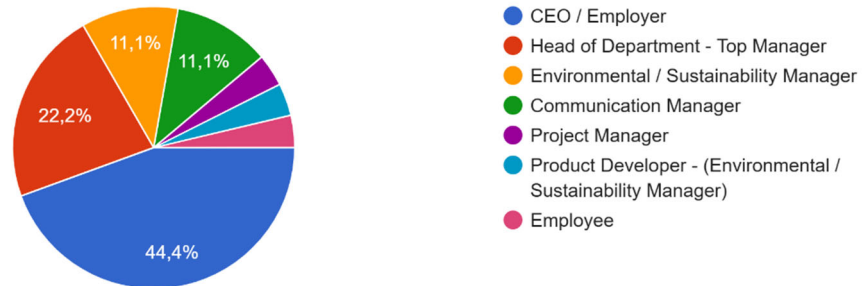
### Represented Countries

Italy	3
Spain	3
Bulgaria	3
Hungary	6
Denmark	2
Portugal	3
<b>TOTAL</b>	<b>20</b>

- 2) As for the professional category within the companies, most respondents are CEO (44%), followed by Head of Department/Top Manager (22%), and then in equal by Communication Manager and Environmental/Sustainability Manager (11%). The remaining respondents are Project Managers, Product developers and Employees.

### Category of professional (single answer)

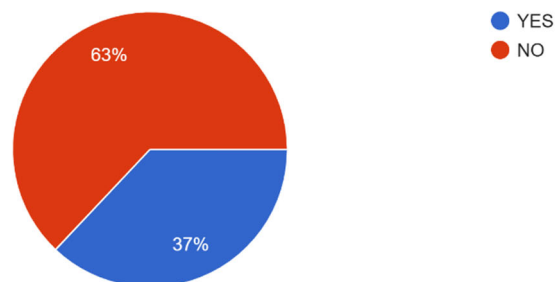
27 risposte



### 3) Most of the companies doesn't have a Circular Transition Manager, or a person specifically qualified for dealing with this issue

Does your company have a Circular Transition Manager or a person who deals with this issue?

27 risposte



Figures specifically dedicated to this task range from the Environmental/Sustainability Manager to the CEO, Responsible for Quality, R&D Director.

## 2. RESULTS

### 2.1 User experience

**The first section** of the survey is about the evaluation of the user experience in terms of **ease of use and accessibility**.

The respondents were asked to evaluate the adequacy of the tool by ranking from 1 (Not Agree) to 5 (Totally Agree) aspects dealing with:

- 1) The general user experience
- 2) The ease of registration process

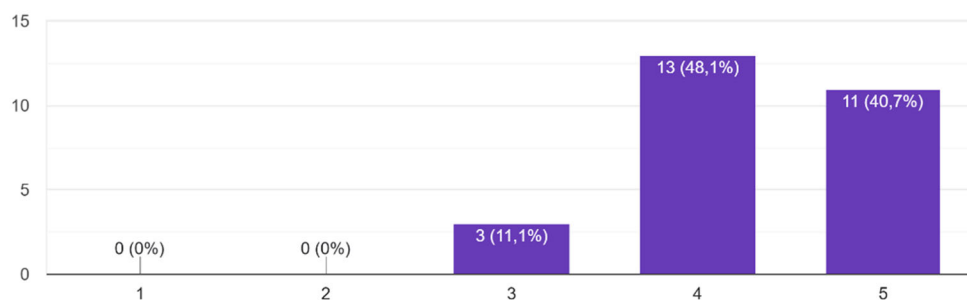
- 3) The appropriateness of the design of the graphic interface
- 4) The readability of the font used
- 5) The pleasantness of the colors used
- 6) The clarity and intuitiveness of the instructions given for filling the survey in the tool
- 7) The ease of navigation section
- 8) The clarity of buttons and commands
- 9) The easiness on how to answer the questions
- 10) The clarity on how to stop and resume the survey

The last three questions were not to rank. They included:

- 11) An open question about any technical issue emerged during the use of the tool
- 12) The request to choose 2 from 10 adjectives to describe the experience of using the tool
- 13) An open question to allow users to indicate any possible improvement of the tool.

It is clear from the responses that the overall impression with respect to the use of the tool is quite good, as it is shown from the evaluations provided in the first question, with a 40% of respondents choosing grade 4.

The general user experience with FurnCIRCLE tool has been smooth and friendly  
27 risposte



**The suggestions provided in the last open question** give us more detailed feedback about the general experience with the tool.

In synthesis, a **general satisfaction for the functioning of the tool** can be deduced, even if **some aspects could be improved** as, for example:

- The **translation to additional languages** to include a higher number of languages/countries.
- **Simplify the language** of the questions in the tool to make it less technical and more accessible to professionals that are not so experts in the field.
- **Provide an overall summary** with general guidelines.
- **Show the environmental weight of the different aspects** on which a company can take action to increase its circularity.

## 2.2 Content of the questions

**The second section** provides feedback about the content of the questions in the tool.

As for section 1, respondents are asked to rate the following questions from 1 (Not agree) to 5 (Totally agree):

- 1) I had difficulty interpreting some questions
- 2) The questions were consistent with my company's situation
- 3) I had to stop filling out the survey because I was missing the necessary information
- 4) I found some questions not relevant  
If so, are you able to give us any examples?
- 5) The number of questions in the tool is adequate
- 6) The questions are in the right logical sequence.
- 7) The questions helped me to reflect on my company's situation.

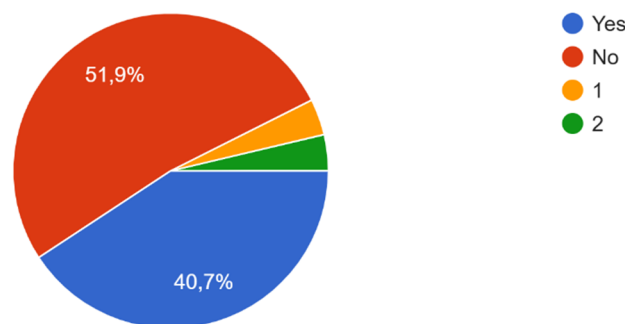
Finally, an open question for those available to add a general comment on the questions present in the tool.

We can deduct from the answers that **the majority of the companies find the questions consistent with their situation**, but some of them have some difficulties in finding the internal data for replying to them (30% rated 3 the related question).

The 52% of respondents find the questions applicable to their companies.

I found some questions not applicable to my company

27 risposte

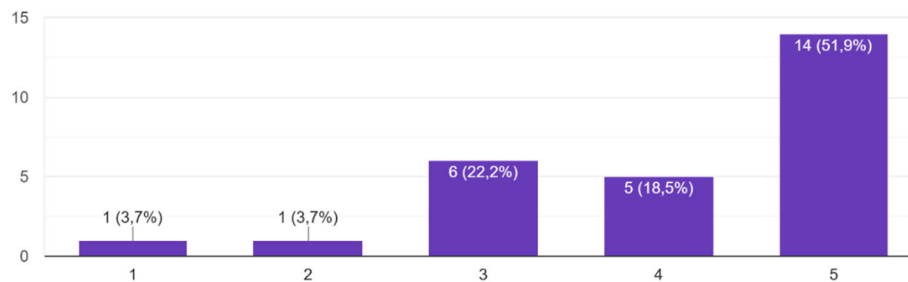


The reasons for this 41% are made explicit in the responses provided to accompany the question, which underline that **the tool seems more adequate to bigger companies rather than small ones**, and some of the questions didn't provide enough answering options (for example, a company shipping 90% of products unpacked couldn't find an appropriate option for rating their impact).

Most of the companies find the number of questions adequate, and in a proper logical order, which helped most of them to reflect on their own situation, as shown in the graphic below:

The questions helped me to reflect on my company's situation.

27 risposte



The open questions returned **the importance of the tool for the companies of the furniture sector**, but at the same time, underlined the risk of errors in the answers due to the positive or negative formulation of some questions.

## 2.3 Results obtained

**Section 3** is the final section and is dedicated to the evaluation of the **results obtained by companies** thanks to the use of the self-assessment tool. It contains the following 12 questions, to rank from 1 (Not agree) to 5 (totally agree):

- 1) The results obtained are clear and understandable.
- 2) I consider the results obtained provide a realistic overview of my company's situation.
- 3) The different analysis parameters are clear and understandable.
- 4) Company values in sustainability and the 6 phases of the product life cycle (Design, Material resources, Production, Distribution, Use, End-of-Life) are well addressed in the tool.
- 5) The results obtained are useful for understanding how to improve my company's Circularity strategy.
- 6) It is clearer to me how to improve the Circularity strategy in my company.
- 7) I have clearly identified the areas of the company where I should focus on for a real improvement.
- 8) Suggested good practices are clear and useful.
- 9) Companies' good practices are useful and inspiring.
- 10) I would recommend the FurnCIRCLE tool to other entrepreneurs/colleagues in the wood-furniture industry.



11) I will share the results of the self-evaluation with other Colleagues/Collaborators in my company.

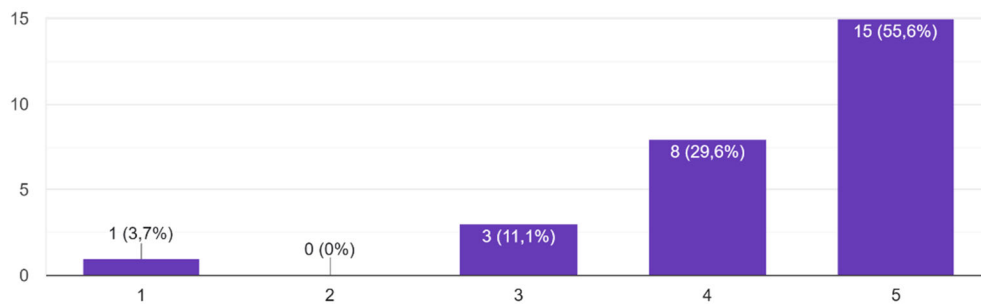
12) I would like to compare my company's results with the European wood-furniture industry average.

The average rate for each question shows that **the tool provides companies with a complete and clear overview of their own situation**. It also helps companies **clarifying how to improve their Circularity strategy**, thanks to the identification of the areas where the company should focus to improve.

The best practices provided as examples appear in general to be useful and inspiring.

More than half of the respondent would suggest the use of the tool to other entrepreneurs/colleagues in the wood and furniture sector.

I would recommend the FurnCIRCLE tool to other entrepreneurs/colleagues in the wood-furniture industry  
27 risposte



41% of respondents rated with the maximum score (5) the possibility of sharing the results of their company to their colleagues, while 37% is highly interested to compare their own results with the average of the sector industry in Europe.

### 3. CONCLUSIONS

The pilot testing of the FurnCIRCLE self-assessment tool has provided valuable insights into its usability, content relevance, and practical utility for companies in the European wood-furniture sector.

Overall, feedback from the 20 participating companies indicates a generally positive reception, particularly regarding the tool's ability to stimulate reflection on current circularity practices implemented in companies.

However, respondents also highlighted specific areas for improvement. These include the need for clearer and more accessible language, especially for SMEs with less technical background, the inclusion of translations into additional European languages, and the enhancement of the results section with more actionable summaries and guidance. Additionally, introducing a

system that reflects the environmental weight of different actions could help users better prioritize improvements.

The feedback confirms that the tool effectively raises awareness and encourages companies to evaluate their practices in relation to circular economy principles. Many participants expressed willingness to recommend the tool and share its outcomes internally. These findings support the next phase of tool refinement, ensuring that it becomes a more inclusive, impactful, and user-friendly resource for the furniture industry's transition to circularity.



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