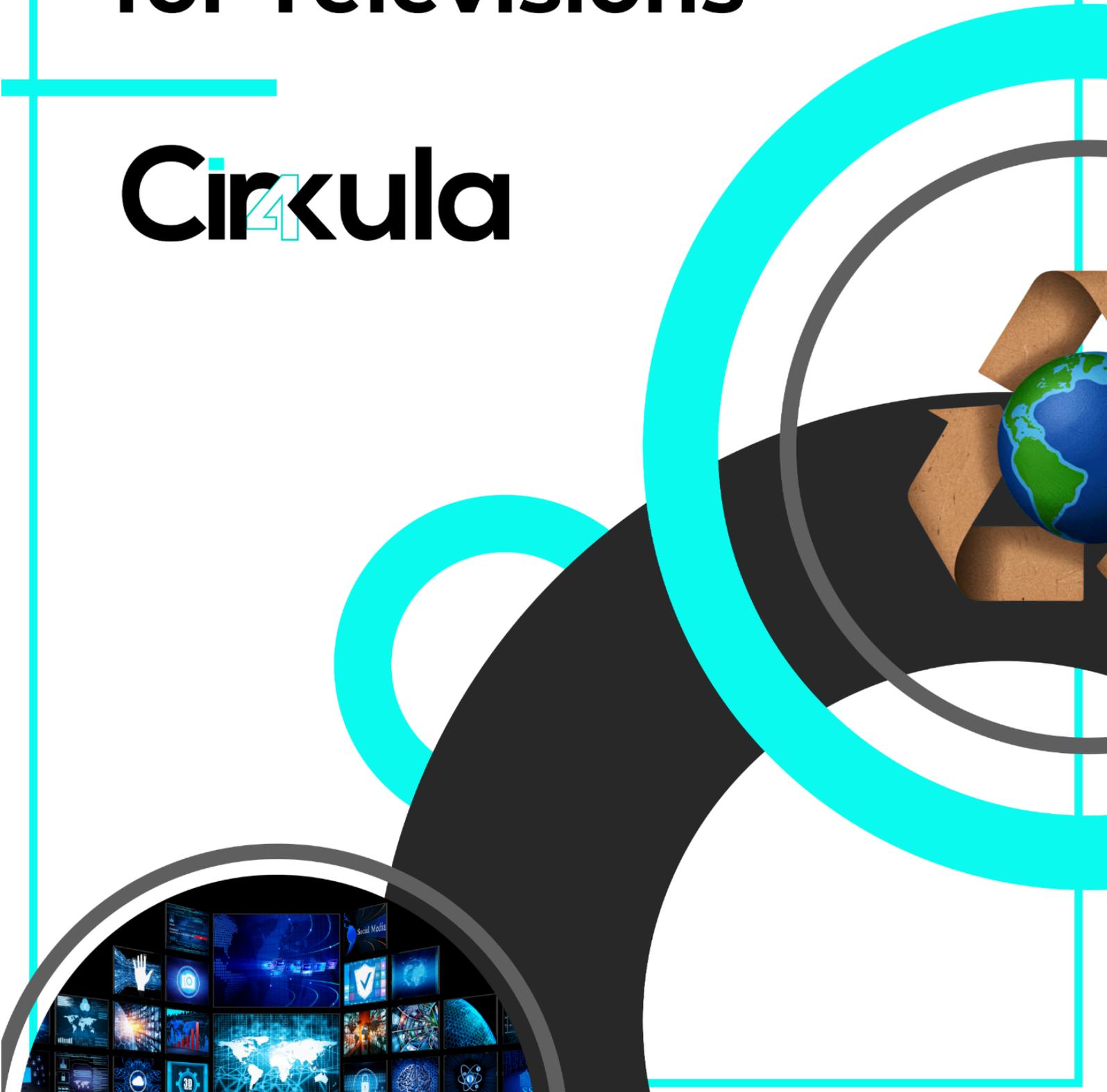


# Circular Economy for Televisions

Cirkula



## **CIRKULA - ECIV Project Profile & Company Overview**

Cirkula is a circular economy company operating at the intersection of electronics reuse, asset recovery and cross-border logistics. We are not a broker or intermediary, we physically manage and control the entire lifecycle of televisions and electronic equipment: from sourcing and refurbishment to resale and recycling.

We specialize in real-stock, real-risk circular flows. Cirkula handles devices with commercial exposure, variable condition and high logistical complexity. Our core business model is based on acquiring, processing and redistributing large volumes of second-life TVs and electronics across B2B and B2C channels.

Our vision is to establish the first vertically integrated circular operator in the TV ecosystem across Europe.

### **Our Operating Model**

#### **1. Sourcing & Acquisition**

- Direct acquisition of returns, overstocks, RAEE and auctioned assets.
- Partnerships with retailers, platforms and asset holders.
- We purchase and move physical inventory under our own risk.

#### **2. Logistics & Infrastructure**

- Reverse logistics from multiple EU countries.
- Operational hub in Madrid (Coslada) and satellite warehouse network.
- Containerized sorting, testing and international freight handling.

#### **3. Classification & Refurbishment**

- Technical grading, component testing, refurb & compliance evaluation.
- Integration of ESG criteria, warranty reactivation, REBU protocols.

- Smart processing of RAEE vs reusable assets.

#### **4. Traceability & Digital Systems**

- Internal tracking by unit & grading class.
- Development roadmap for Digital Product Passport (DPP).
- Compatibility with European traceability standards.

#### **5. Technology & Automation**

- Data-driven decision-making for grading, pricing and routing.
- Deployment of AI-supported tools for classification and stock visibility.
- Integration of smart dashboards and semi-automated testing infrastructure.
- System architecture designed for scalability, reporting and compliance.

#### **6. Redistribution**

- B2B resale: bulk, wholesale, and professional partners.
- B2C ecommerce: selected refurbished products.
- Export flows across and OCDE countries.

### **ECIV Project Proposal**

#### **CIRK-EU: Circular Recovery and Redistribution of Televisions and Electronics**

A multi-regional European project aiming to scale and replicate Cirkula's model in collaboration with partners specialized in:

- WEEE processing
- Digital traceability
- Modular design and repair
- Circular retail and recommerce

## **Objective**

To implement and validate an interregional circular infrastructure for reuse and redistribution of televisions and electronics, supported by traceability and real logistics.

## **Role of Cirkula**

- Lead physical flow management across pilot sites.
- Provide operational framework and classification logic.
- Deploy traceable refurbishment chain (technical + commercial + environmental).
- Coordinate pilot in Spain and contribute to EU scalability model.

## **Seeking Partners:**

- Technical institutes (AI, DPP, testing automation)
- WEEE logistics and recycling operators
- Public authorities for pilot validation
- Retail or e-commerce platforms with reverse stock
- NGOs and circularity networks for training and outreach