

Creative Circular Cities Pre-commercial procurement

Phase 1 Lot 1 contractors

Comat Studio

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Gutkleider is a hybrid platform that supports cities in accelerating the transition to a circular textile economy by connecting people, resources, places and knowledge. At its core lies a community-driven approach that links physical public touchpoints, such as installations, events and collection points, with a digital platform bringing together circular services, initiatives, local actors and practical insights in one accessible hub.

By centering community participation, Gutkleider turns textile circularity into a shared local experience and ensures that the value of textiles entering the system is preserved and responsibly circulated and reconnects people with their neighborhoods and cities.

Gutkleider addresses key challenges of textile waste, fast-fashion culture and fragmented circularity information by making circular practices visible, tangible and emotionally engaging. Citizens can discover circular services, participate in local initiatives, access trusted reuse pathways and gain a clear understanding of a circular textile system. Through connecting local businesses, public authorities and citizens in an open, inclusive cooperation model, Gutkleider activates local circular value chains and strengthens trust in circular systems.

Website: <https://comat.studio/>



Innovation Center INC



The ReMatch platform is envisioned as a digital marketplace designed to recirculate selected critical material streams – copper, magnets, lithium and graphite – and the products in which they are embedded through an intuitive, motivating and multilingual interface. It will connect citizens, SMEs, industry and municipalities by combining monetized exchanges, micro-commissions and gamified challenges with traceable, compliant material flows. Users will be able to list or recover resources, schedule exchanges, and learn about the positive impact they can drive with their circular behaviour – all while earning and collecting cultural rewards. In parallel, approved city actors can launch and orchestrate targeted “recovery” campaigns and access real-time impact metrics for reporting. Built for inclusiveness, transparency and scalability, ReMatch enables cities to increase recovery rates, strengthen local creative sectors and establish a replicable model for urban circularity across Europe

Website: <https://www.innovation-center.com/>



Superhood Oy



Superhood proposes CircularCity, an integrated digital platform combining the existing Superhood neighborhood-based local hub for all things local with an innovative circular living gamification layer. The solution creates an accessible, unified, and engaging system connecting citizens, businesses, and public sector stakeholders with circular economy services across Baltic Sea Region cities.

The platform addresses the fragmented nature of circularity information by aggregating repair services, second-hand shops, food rescue operations, recycling centers, and other sustainable producers into a single discovery and transaction point. Unlike static directories, CircularCity enables real-time offers, direct sales, and completed transactions, providing immediate business value to circular economy operators.

The gamification engine transforms passive awareness into active engagement. Citizens earn CircularPoints for circular actions: purchasing second-hand, rescuing surplus food, choosing repair over replacement, and participating in sharing services. Points unlock achievements, local rewards, and community recognition, making circular living playable and social rather than obligatory.

Website: <https://www.superhood.fi/>



ZERO WASTE LATVIJA



Zero Waste Latvia will develop a digital platform that connects citizens with service providers and encourages the use of these services. The platform will be tested in the city of Turku however designed fully adaptable and replicable in any country, region or city aiming at reducing greenhouse gas emissions and slowing down depletion of natural resources.

The platform that will be designed and developed through this project is a creative tool for raising awareness of the circular economy and promotion of services that allow citizens to become more circular thus use natural resources sustainably and to minimise waste and emissions.

Time saving, one stop information point, the tool that summarizes data and locations of all CE operators and services whether those would be individual repairmen, rental businesses, NGO-led initiatives or community-based initiatives.

Zero Waste Latvia have gathered data, user experience and administration experience on a similar solution in Latvia and will utilize this knowledge to develop the platform that both engages, educates and entertains.

Website: <https://www.zerowastelatvija.lv/>



ZIROBIO



“Circular Actions” bridges the gap between urban circular economy initiatives and everyday citizen participation, addressing the challenge that many city-level circular actions remain fragmented, abstract, or difficult for citizens to engage with in practice. Developed by Zirobio OÜ, the solution uses AI to automatically translate complex initiatives from diverse stakeholders into short, low-barrier micro-tasks that can be completed within daily routines. By breaking down circular actions into executable units such as drop-offs, observations, or brief feedback, the platform enables citizens to contribute without requiring extensive background knowledge or long-term commitment.

The core innovation lies in applying AI for behavioral translation rather than information sharing. Initiatives are automatically decomposed into standardized, actionable units, significantly reducing both psychological and operational barriers to participation. The objective is to establish a replicable, data-driven participation mechanism that cities can use to test and embed circular actions in everyday life, shifting public engagement from passive awareness to active and sustained practice at the urban level.

Website: <https://www.zirobio.com/>

