

WHO WE ARE

We are a multidisciplinary group of researchers dedicated to research in the field of marketing and logistics, with a special focus on the Green and Circular Economy. Within this field, we cover various lines of research related to sustainability, circularity, consumer behaviour analysis, reverse logistics and the design of innovative business models, among others, reflecting the multidisciplinary nature of the group.

We have extensive experience in R&D projects focused on sustainability and the transition to circular models, as well as in research activities involving the study of consumer behaviour, the development of innovative business models, and improvements in production processes.

WHAT WE OFFER

We have extensive research experience in our field of activity through our leadership and participation in numerous national and international projects. In addition, we coordinate the newly created University Institute for Research on Green Economy.

All of this allows us to translate the principles of the green and circular economy into practical, evidence-based and economically viable proposals. We work in direct contact with the business and social reality through contact and services to SMEs, which allows us to transfer innovative solutions to the real environment.

We have access to collaborative networks with academic and business institutions that provide us with complementary research profiles. In terms of resources, our team is proficient in specialized software tools for quantitative data surveying and analysis, as well as software for content analysis in qualitative research.

OUR INTERESTS IN Horizon Europe or other international calls and why?

We are interested in participating in Horizon Europe and other international calls aligned with our expertise in marketing, consumer behaviour analysis, green and circular economy, and reverse logistics. Our work supports expected impacts through research on

sustainable consumption, circular business models, and reverse logistics systems. We seek collaboration as partners in European projects, with private companies, and in researcher training initiatives. We maintain active links with the Junta de Extremadura and are part of international networks such as SmartgySum and the EU Green Project. These collaborations strengthen our ability to contribute to work packages on market analysis, user engagement, and impact assessment. Our multidisciplinary and applied approach allows us to bridge the gap between academic research and real-world solutions, making us a valuable partner in initiatives addressing sustainability challenges at regional, national, and European levels.

OUR priority interest in research collaboration

ENTITY

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