

A project labelled by the UfM



Union for the Mediterranean
Union pour la Méditerranée
الاتحاد من أجل المتوسط

Official Partner Event to the EU Green Week 2025



Breaking Barriers: *Behavioural Change Strategies for Circular Economy Implementation*

18 June 2025, 14:30 – 16:00 CET, online



HOSTED BY:

ACR+



Innovative
sustainable economy

Interreg
Euro-MED



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Webinar series context

ACR+ Circular Lifestyle webseries

A series of webinars focused on the world of behaviour, from the perspective of applied solutions, practices, processes and operations, to understand how production and consumption practices can be reshaped to reinforce circular economy principles.

In line with ACR+'s broader commitment to help members assess behaviour and rethink product placing, marketing, and consumer engagement, as well as social acceptance, the series will explore how various processes and operations can be rethought, reshaped and redefined to allow key policies, targets and strategies to be embedded into the ways we buy, consume, enjoy and exploit various goods and services – including events, textiles, circular business models, and more.

Next episode:

Social innovation for and acceptance of circular systemic solutions – 23 June | 11:30 – 13:30

ISE Mission Trainings - Building on ISE Community Learnings

Follow-up to Sarajevo training (April 2025) for ISE Community projects
Enabling stakeholders to capitalize on ISE Mission outputs
Autumn 2025: Additional tailored training planned
Highlighting common challenges across Mediterranean region





CIRCULAR LIFESTYLES

WEB-SERIES

From insight to action:
behavioural shifts for
circular change

Ep. 1 - Reuse and repair in action

Ep. 2 - Engaging citizens in
sustainable consumption of textiles
and textiles waste separation

Ep. 3 - Breaking barriers: behavioural
change strategies for circular
economy Implementation

Ep. 4 - Social innovation for and
acceptance of circular systemic
solutions



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AGENDA

TIME	ACTIVITY
14:30-14:45	Welcome and Introduction ACR+: Setting the Stage - Webinar Introduction & Innovative Sustainable Economy Community of Practice (CoP) insights: UfM: Euro-Mediterranean Context & Regional cooperation framework BETA TC (UVIC-UCC): The ISE Mission project in the context of EU Green Week 2025; ISE Mission's role in enabling stakeholders to capitalize on outputs of Euro-MED projects
14:45-15:10	Behavioural challenges and EU policies on the circular economy <ul style="list-style-type: none">• Rosa Strube, Head of the Sustainable Lifestyles Team at CSCP and Coordinator of ECESP Leadership group on Citizens' engagement and Circular• Hernan Ruiz, CERC - École des Ponts Business School, SHARED Green Deal, Nudging approaches to drive behavioural change across value chains through awareness-building and knowledge transfer
15:10-15:50	Case Studies: Behavioural challenges for circular economy and intervention pathways in the EuroMED area REPper: Creating a New Repair Culture <ul style="list-style-type: none">• Overview of the REPper project's behavioural challenges• Specific behavioural interventions implemented by REPper Hubs• Lessons learned VERDEinMED: Transforming Textile Consumption Behaviours <ul style="list-style-type: none">• Analysis of the complex behavioural challenges in the textile sector• Detailed explanation of the multi-level behavioural intervention approach (Knowledge Platform, VERDE Academy, Living Labs)• Lessons learned ProcuraMED: Behavioural Change in Public Procurement <ul style="list-style-type: none">• Specific procurement behaviours that needed to change• Detail the interventions implemented to overcome these barriers Q&A
15:50-16:00	Closing remarks Next steps: get engaged in the community



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Who is in the room?

Webinar expectations







01. Introduction

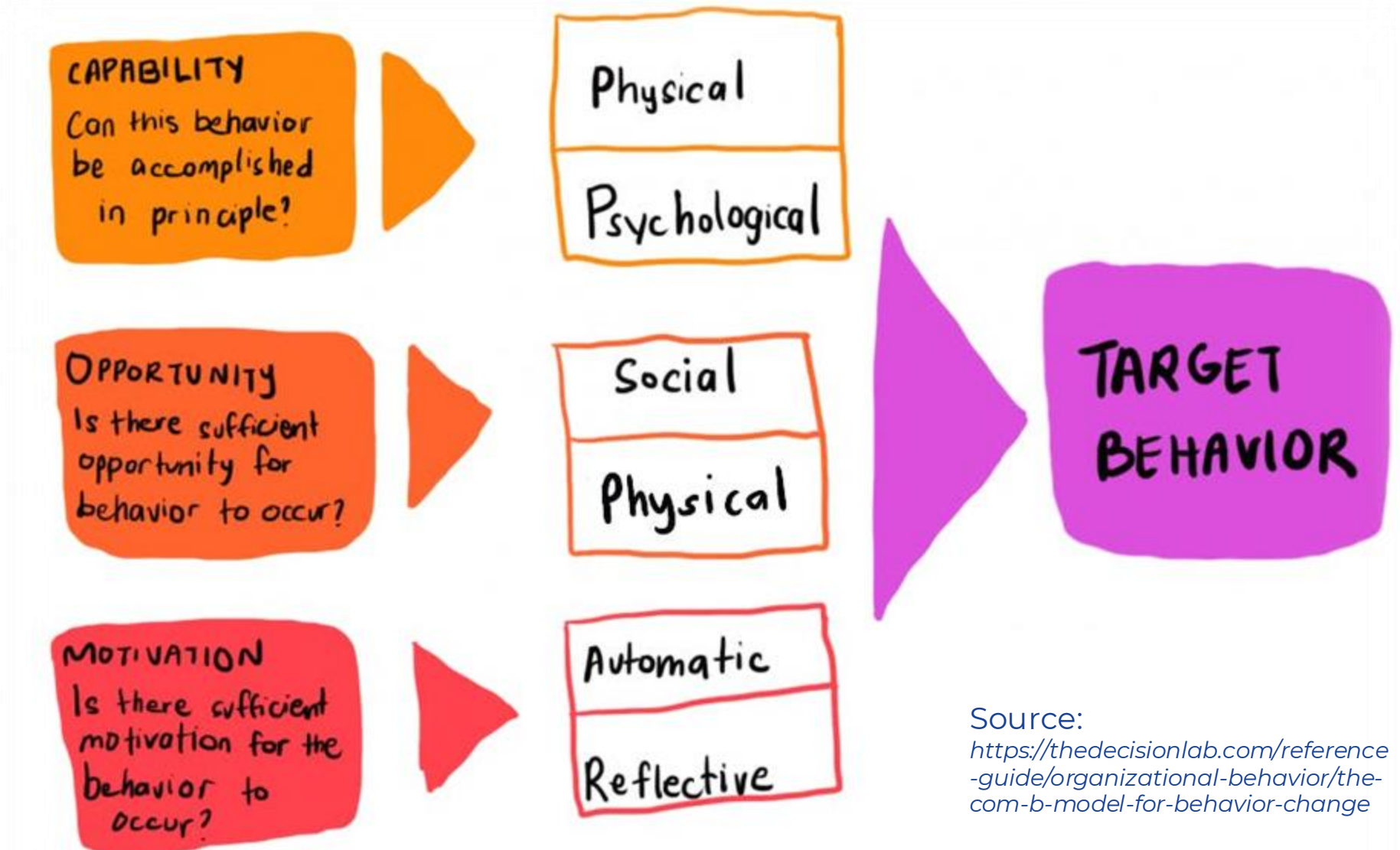
Zuzana Bohacova (ACR+) :
Innovative Sustainable Economy
Community of Practice (CoP)
insights



3rd Innovative Sustainable Economy Community of Practice gathering (April 2025) - Behavior Card Analysis (COM-B Model)

- 14 thematic projects analyzed using COM-B behavior change model
- 4 key sectors:  **Marine resources**  **Agri-food systems**  **Industrial transition**  **Resource valorization**

TARGET BEHAVIOUR



PUBLIC AUTHORITIES

FROM: Cost-based decisions, fragmented approaches

TO: Evidence-based policies, strategic procurement

BUSINESSES/PRODUCERS

FROM: Linear production, waste generation

TO: Circular practices, resource optimization

CITIZENS/CONSUMERS

FROM: Limited awareness, improper disposal

TO: Informed choices, sustainable habits

3rd Innovative Sustainable Economy Community of Practice gathering (April 2025) - Behavior Card Analysis (COM-B Model)

Recurring topics

- Need for Collaboration and Knowledge Sharing
- Barriers to Adoption:
 - *Lack of knowledge and skills.*
 - *Financial constraints.*
 - *Lack of supportive infrastructure or policies.*
 - *Resistance to change and uncertainty about benefits.*
- Importance of Awareness and Understanding
- **Leveraging Existing Enablers**
 - Existing networks & research expertise
 - Growing consumer demand
 - Supportive policy frameworks



01. Introduction

Alessandra Sensi (Union for the Mediterranean): Euro-Mediterranean Context & Regional cooperation framework



01. Introduction

Maria Caldero Pascual (BETA TC): The ISE Mission project in the context of EU Green Week 2025





Circular Solutions for a Competitive EU

Drive **sustainable competitiveness**, reduce waste, increase strategic autonomy, and **promote innovation**, the circular economy was presented as a key solution to some of Europe's most pressing challenges

 Quotes from **John Bell** (European Commission, DG Research & Innovation – Healthy Planet Director):



*"We are at a **post-Draghi momentum**, accelerating a sustainable economic model is no longer optional."*

*"**Circularity** must become a place, an incentive, an economic model..."*

*"Through the CCRI, we are scaling **systemic**, place-based innovation and **localised big ideas** – from industrial symbiosis to biofertilisers."*

*"The EU should be really **confidence** and strengthening our strategy to lead the transition."*

*"Investing in science and innovation is reconnecting people. Choosing **science** is bringing people back to Europe."*

*"The **Multiannual Financial Framework** (MFF) is central."*

*"The question is not just EU Green Week – it's whether we can fund and frame an **EU Green Era**."*

*"People will define the **limits** of the sustainable transition."*

*"The future is Darwinian – not just competition, but **cooperation**."*



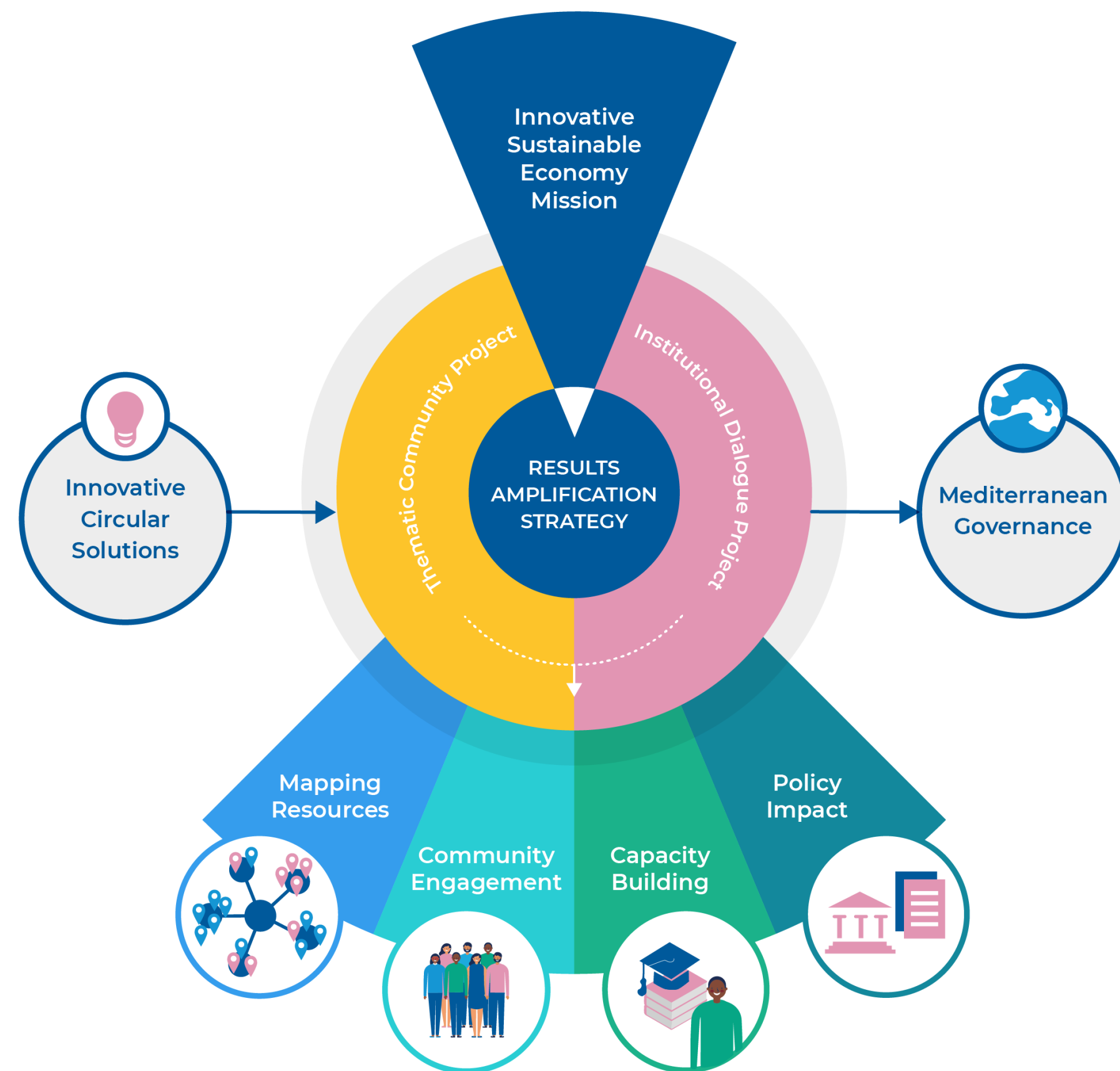
Keep the conversation on **circularity** to **local and regional levels**, engaging businesses, individuals, and **communities** across Europe and **beyond**





ISEC Hub

Open and inclusive space that **brings together stakeholders** from across the **Mediterranean** region, all committed to building a fairer, greener, and more resilient future



Connect

Join a diverse, cross-Mediterranean network. Discover new partners, find synergies, and be part of a growing sustainability community through interactive tools and networking spaces.

Learn

Access free training, webinars, and tailored mentoring to build your knowledge and skills. Stay up to date with the latest tools and solutions for a sustainable economy.

Share

Exchange ideas, promote your initiatives, and stay informed. Use the Hub to amplify your voice and learn from others through shared content, results, and events.

Collaborate

Work together on policies, co-create solutions, and contribute to multi-level (i.e., regional, national, and international) dialogues. Turn ideas into action and help shape the future of the Mediterranean economy.