

03. Case Studies: Behavioural challenges for circular economy and intervention pathways in the EuroMED area

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REPair PERspective

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A 2020 survey found that **77%** of EU consumers would rather repair their goods than buy new ones. However, they often end up replacing or discarding them due to high repair costs and limited availability of repair services



- High repair costs compared to replacement
- Lack of accessible repair services
- Difficulty in obtaining spare parts and technical information

Common Challenges



Skills gaps in repair trainings

few structured programs and limited specialization in advanced repair techniques.



Limited consumers' awareness

replacing over repairing, due to cost and convenience, with little awareness benefits of repairing.



Difficult access to spare parts

is due to production discontinuity, limited availability, and manufacturer policies favoring replacement over repair



Lack of Regulation and Standards

that support repair businesses



Behavioural Change Strategy

| | BARRIERS | ENABLERS |
|----------------|---|--|
| CAPABILITY | <ul style="list-style-type: none">•Lack of technical skills•Poor knowledge of repair loocations | <ul style="list-style-type: none">•Growing interest in sustainability•Online tools and past experiences |
| OPPORTUNITY | <ul style="list-style-type: none">•Low awareness of environmental/economic benefits•Few political incentives• | <ul style="list-style-type: none">•Local REPper hubs•Community events, sharing best practices |
| MOTIVATION | <ul style="list-style-type: none">•High repair costs•Limited access to spare parts | <ul style="list-style-type: none">•Nudging techniques•Feedback on environmental/economic benefits |
| SUPPORT NEEDED | <ul style="list-style-type: none">•Monitoring of nudges•EU communication strategies & Policy support for the “Right to Repair”• | |

Why a Transnational Approach?

A global challenge such as sustainability—reducing waste, increasing reuse, adopting **regenerative practices**, and especially implementing repair—requires acting on a transnational scale.

REPper addresses this through strong cross-border cooperation to maximize impact.

REDUCE, REUSE, RECYCLE, REPAIR



REPper HUBS

Transnational network of hubs to boost repair economy, that will continue working after project conclusion.

Objective: raise awareness, exchange repair skills and tools and lower the repair costs.

REPper Factory

Training for repair professionals to address local needs and skills gaps in the repair sector.

Objective: to fertilize the ground for up-skill and re-skill repair professionals.

Nudges

Local «nudges» (gentle pushes) to change consumers' behaviours, such as nudging campaign in educational contexts.

Objective: influence behaviours and reach general public and communities.

Re-think and be ready to change the society approach, turn the repair sector to a core segment of the production models in SMEs

Encouraging the culture of repair, within the broader framework of the **"right to repair"** must be a priority.





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