



# Breaking Barriers: Behavioural Change Strategies for Circular Economy Implementation

18 June 2025

Online within the EU Green Week 2025

Join us for an **interactive online webinar on 18 June**, organised as part of EU Green Week 2025. The webinar will focus on the theme 'Circular economy: reuse, repair, recycle for a better life'. The webinar will bring together practitioners, experts and researchers to address one of the most challenging aspects of the circular economy: human behaviour.

The webinar will explore **behavioural strategies that promote the adoption of the circular economy**. Through case studies of repair hubs, textile initiatives and procurement programmes, you will learn how to identify barriers and implement effective, replicable solutions across the Euro-Mediterranean region.

## AGENDA

TIME	ACTIVITY
14:30-14:45	<b>Welcome and Introduction</b> <b>ACR+:</b> Setting the Stage - Webinar Introduction & Innovative Sustainable Economy Community of Practice (CoP) insights: <b>UfM:</b> Euro-Mediterranean Context & Regional cooperation framework <b>BETA TC (UVIC-UCC):</b> 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	<b>Behavioural challenges and EU policies on the circular economy</b>  <b>Rosa Strube</b> , Head of the Sustainable Lifestyles Team at CSCP and Coordinator of ECESP Leadership group on Citizens' engagement and Circular · <b>Hernan Ruiz, CERC - École des Ponts Business School, SHARED Green Deal</b> , Nudging approaches to drive behavioural change across value chains through awareness-building and knowledge transfer
15:10-15:50	<b>Case Studies: Behavioural challenges for circular economy and intervention pathways in the EuroMED area</b>  <b>REPper:</b> Creating a New Repair Culture <ul style="list-style-type: none"> <li>Overview of the REPper project's behavioural challenges</li> <li>Specific behavioural interventions implemented by REPper Hubs</li> <li>Lessons learned</li> </ul> <b>VERDEinMED:</b> Transforming Textile Consumption Behaviours <ul style="list-style-type: none"> <li>Analysis of the complex behavioural challenges in the textile sector</li> <li>Detailed explanation of the multi-level behavioural intervention approach (Knowledge Platform, VERDE Academy, Living Labs)</li> </ul>





Innovative  
sustainable economy

Interreg  
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Co-funded by  
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Union for the Mediterranean  
Union pour la Méditerranée  
الاتحاد من أجل المتوسط

- Lessons learned

**ProcuraMED:** Behavioural Change in Public Procurement

- 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 (ISEC Hub activities 2025)

