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# 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>UVIC BETA:</b> The ISE Mission in the context of EU Green Week 2025 <b>ACR+:</b> Innovative Sustainable Economy Community of Practice (CoP) insights
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>SHARED Green deal</b> , Behavioural, Cultural and Social issues in EU Green Deal policy
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 <b>VERDEinMED:</b> Transforming Textile Consumption Behaviours <b>ProcuraMED:</b> Behavioural Change in Public Procurement Q&A
15:50-16:00	<b>Closing remarks</b>

