



# Breaking Barriers: Behavioural Change Strategies for Circular Economy Implementation

## EuroMED Success Stories: Changing Behaviors for Circular Futures

Wednesday 18 June at 14:3

Online & in-person at ACR+ Brussels (25 seats available)

Registration link: <https://events.teams.microsoft.com/event/f17477a3-1505-4ede-868f-b428510d97e3@6d589991-6e93-4961-a259-a9639901a678>

### Draft Programme (90 minutes)

#### 14:30-14:40 Welcome and Introduction

- The ISE Mission project in the context of EU Green Week 2025
- Brief overview of the webinar objectives and agenda

#### 14:40-15:00 Setting the Framework: Key highlights of behavioural challenges

- Insights from the 3rd Gathering of the Innovative Sustainable Economy Community of Practice (CoP) in Sarajevo
- Overview of common barriers identified by Interreg Euro-MED thematic projects
- Synthesis of successful behavioural intervention approaches

#### 15:00-15:30 Case Studies: Successful Behavioural Interventions

- Repair Hub Network representative: Overcoming barriers to product repair and maintenance
- Textile Circularity Initiative expert: Changing industry attitudes and consumers styles
- Circular Procurement Program leader: Shifting institutional behaviours and market dynamics

#### 15:30-15:50 Interactive Discussion: Replicability Analysis

- Facilitated discussion on key success factors from case studies
- Exploration of context-specific adaptations needed for different regions
- Identification of common behavioural principles that can be transferred

#### 15:50-16:00 Conclusions and Next Steps

- Summary of key takeaways
- Information on follow-up opportunities, peer-to-peer exchanges and mentoring possibilities