



PROJECT BEHAVIOUR CARD to be filled out

Project Acronym: REPper

Focus Area: ☐ Marine Resources ☐ Agri-Food Systems
☐ Industrial Transition ☒ Resource Valorisation

	Current Situation	Desired Change
TARGET BEHAVIOR	<p>What specific behaviour currently occurs?</p> <p>The potential repairability of a product is often underestimated. Often consumers replace objects, instead of repairing them. There is a limited awareness of consumers and citizens concerning repair practices that can enhance more sustainable methods of consumption.</p>	<p>What specific behaviour do we want to achieve?</p> <p>Encourage consumers to adopt repair practices and improve awareness of existing opportunities, rights, and benefits related to repair and circular economy solutions.</p>

CAPABILITY

Barriers	Enablers
<p>What knowledge, skills, or physical abilities are missing?</p> <ul style="list-style-type: none"> Lack of technical repair skills: practical, hands-on abilities related to diagnosing, repairing and maintaining products. Limited knowledge of innovative repair technologies and circular economy Limited knowledge of existing places that can fix broken products and teach repair practices (ex. Repair cafés, repair hubs etc). 	<p>What existing capabilities can we leverage?</p> <ul style="list-style-type: none"> Growing interest in sustainability among consumers Previous exposure to other repair practices. Often more expensive objects such as cars, computers, and phones are repaired. Existing online tools and resources to know more about repairability and how to repair a specific object

OPPORTUNITY

Barriers	Enablers
<p>What physical or social factors prevent the behaviour?</p> <ul style="list-style-type: none"> Lack of knowledge about the economic and environmental benefits of repairing an object. Lack of political incentives to adopt repair practices 	<p>What environmental or social factors support the behaviour?</p> <ul style="list-style-type: none"> REPper Hubs Network will serve as visible, local contact points to support access to repair Community events (Repair Festivals) and training opportunities concerning repair Collaboration among different countries allows to share best practices



MOTIVATION

Barriers	Enablers
<p>What reduces willingness to perform the behaviour?</p> <ul style="list-style-type: none"> High costs of repairing an item. Buying a new product is often easier. Barriers to have access to spare parts 	<p>What increases willingness to perform the behaviour?</p> <ul style="list-style-type: none"> Nudging techniques that make repair easier and more appealing Communication feedback that shows the environmental and financial benefits of repairing an item.

CURRENT APPROACHES AND SUPPORT NEEDED

Current Approaches	Support Needed
<p>What interventions have you already tried or planned?</p> <ul style="list-style-type: none"> Establishment of a network of repair hubs in each country (online and physical places). Co-design and testing of nudges to repair to encourage behavioral change Promotion of repair culture via schools, public campaigns, and a transnational communication strategy 	<p>What specific expertise, tools, or resources would help address remaining barriers?</p> <ul style="list-style-type: none"> Tools to monitor and evaluate the effectiveness of each implemented nudge in order to refine interventions Communication strategies to disseminate the results of each nudge across Europe Advocate for an improvement in policies concerning repair economy, to address the right to repair.