



REPper

**Interreg
Euro-MED**



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Work package 3

Activity 3.1 REPper Nudge Piloting

D 3.1.2

The little book of repair nudging

<https://repper.interreg-euro-med.eu>

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LIST OF ABBREVIATIONS

AE	ALTROCONSUMO Edizioni SRL
ANATOLIKI	ANATOLIKI S.A.
AULEDA	AULEDA – local Economic Development Agency
AViTeM	Agency for Sustainable Mediterranean Cities and Territories
BiH	Bosnia and Herzegovina
DECOP	DECO PROTESTE LDA
E-Institute	E-Institute, Institute for Comprehensive Development Solutions
ENoLL	European Network of Living Labs
EU	European Union
FoDSA	Regional Association of Solid Waste Management Agencies of Central Macedonia
KPI	Key performance indicator
MCBO	Metropolitan City of Bologna
OCU	OCU Ediciones SA
PP	Project Partner
SME	Small and medium-sized enterprise
UNSA	University of Sarajevo Bosnia and Herzegovina
WP no.	Work Package, e. g. 1

Executive Summary

The Little Book of Nudging and Repairing is a booklet created within the REPper project, that aims to be a user-friendly and concise guide designed to promote repair practices through behavioural insights and practical examples.

The Deliverable approaches repair not only as a technical solution but also as a behavioural and cultural challenge. Drawing on insights from behavioural economics, it introduces the concept of nudging - small interventions in the decision-making environment that encourage more sustainable choices without restricting individual freedom.

The document explores how behavioural insights can help make repair a natural and attractive choice in everyday life through the EAST (Easy, Attractive, Social and Timely) framework. The EAST frameworks help design nudges that make repair more visible, accessible, and desirable. Through a wide range of case studies from REPper partners, the booklet illustrates how repair-oriented nudges can be successfully implemented. These include tools such as the Repairability Index and community-based initiatives like Repair Cafés, each designed to make repairing a more appealing and accessible option for consumers.

The Deliverable also has the objective to introduce and simplify the evolving European policy framework supporting repair, particularly the EU Right to Repair Directive (Directive 2024/1799). This legislation seeks to improve access to repair services, spare parts, and technical information while strengthening product durability and consumer rights as part of the broader transition toward a circular economy.

These insights are accompanied by an original comic narrative that follows two characters, Giulia and Samir, through a world shaped by disposability and consumer culture and follows their journey towards a better future, through repairing as a way to take back control over consumption. In this story, awareness acts as the agent of change, leading the characters to learn repair practices and undertake concrete nudging actions, ultimately helping to make repairing a social habit.

THE LITTLE BOOK OF NUDGING AND REPAIRING

Make repair the easy choice



FORWARD

This booklet was born within the REPper project from a simple question: why do we replace so many objects that could still be repaired? Drawing on the project's research and on the growing European debate around the Right to Repair, it explores repair not only as a technical practice, but as a cultural and behavioural challenge.

Inspired by UNEP's The Little Book of Green Nudges, this publication adopts the EAST framework to show how small behavioural interventions can make repair more visible, accessible, and desirable in everyday life.

At the same time, the booklet combines policy insights, behavioural sciences, and real European case histories from the Partnership area (Portugal, Spain, France, Italy, Slovenia, Croatia, Greece, Bosnia, and Herzegovina and Albania) with an original comic narrative that follows two characters, Giulia and Samir, through a world shaped by disposability and consumer culture. Their journey becomes a common thread connecting awareness, repair practices, and concrete nudging actions — transforming repair from an exception into a shared social habit.



BUYVILLE: a modern town that lives its time and where anyone who stops is LOST



BUY NOW, BUY ALWAYS

A smartphone stops working. A jacket loses a button. A chair becomes unstable.

For many people, the solution is immediate: buy a new one, up with modern times!

We live in a culture where replacement feels easier than repair. But things can have a longer life before becoming waste.

The premature disposal of consumer goods within European Union generates annually an estimated 261 million tonnes of CO₂-equivalent emissions, consumes 30 million tonnes of resources, and produces 35 million tonnes of waste! Consumers lose approximately €12 billion each year by replacing goods instead of repairing them

It seems we have quite a problem here...

IT IS OUR FUTURE

Generation Z shows a real concern for the environment, but also some contradictions.

It supports movements like Fridays for Future, embraces vintage culture, second-hand fashion, and more sustainable lifestyles.

At the same time, it is the first fully digital generation, living inside highly energy-consuming eco-systems shaped by streaming, fast delivery, social media, and fast fashion.

Rather than being simply “green,” Gen Z seems deeply aware of the tension between environmental values and contemporary consumer culture, constantly navigating between environmental awareness and the pressures of a culture that never stops consuming.



And here we have Giulia (17) and Samir (18),
friends forever



THE CULTURE OF DISPOSABILITY

For generations, repairing objects was part of every-day life.

Today, fast consumption, planned obsolescence, and digital shopping cultures have normalized replacement instead.

Products are often designed to be difficult to open, update, or repair, while new models constantly promise better performances, faster lifestyles, and social recognition.

In the European Union, the premature disposal of consumer goods generates every year millions of tonnes of waste, emissions, and lost resources.

Yet many products could continue to function much longer through maintenance and repair.

This is not only a technological or economic issue. It is also **behavioural**: replacing has become automatic, while repairing often feels inconvenient, unfamiliar, or outdated.

REPAIR MATTERS

Every repaired object is one less product extracted, transported, packaged, sold, and wasted.

Repair keeps materials, memories, and value alive, supporting circular economy goals by reducing waste, emissions, and the need for new raw materials.



REPAIR IS CIRCULAR

The EU waste hierarchy (Dir. 2008/98/EC) ranks waste management options from the most to the least sustainable.

Prevention comes first, followed by reuse, recycling, energy recovery, and finally landfill disposal.

Repairing helps move options upward on this “waste ladder”.





THE EU RIGHT2REPAIR FRAMEWORK

European Union moved in last years from a “throw-away economy” toward a culture of durability, repair, and circularity. At the center of this transition is the Right to Repair Directive (Dir. 2024/1799), which promotes easier, more accessible, and more affordable repair services for consumers.

The Directive requires manufacturers to provide repair information, spare parts, and fair repair conditions, while preventing practices that make products intentionally difficult to fix. It also supports independent repairers and encourages the creation of European repair platforms and refurbished product markets.

The R2R does not work alone. It is part of a wider EU framework that includes the Circular Economy Action Plan, the Ecodesign for Sustainable Products Regulation, and the Directive on Empowering Consumers for Green Transition.

Together, these policies aim to reduce waste, fight planned obsolescence, improve product durability and repairability, and help consumers make more sustainable choices.

WHAT IS NUDGING?

“This is not only a technological issue – we claimed in previous pages - It is a **behavioural one**”.

Behavioural economics shows that people do not always make rational decisions. Habits, convenience, social norms, and cognitive biases often push consumers toward replacement, even when repair is possible.

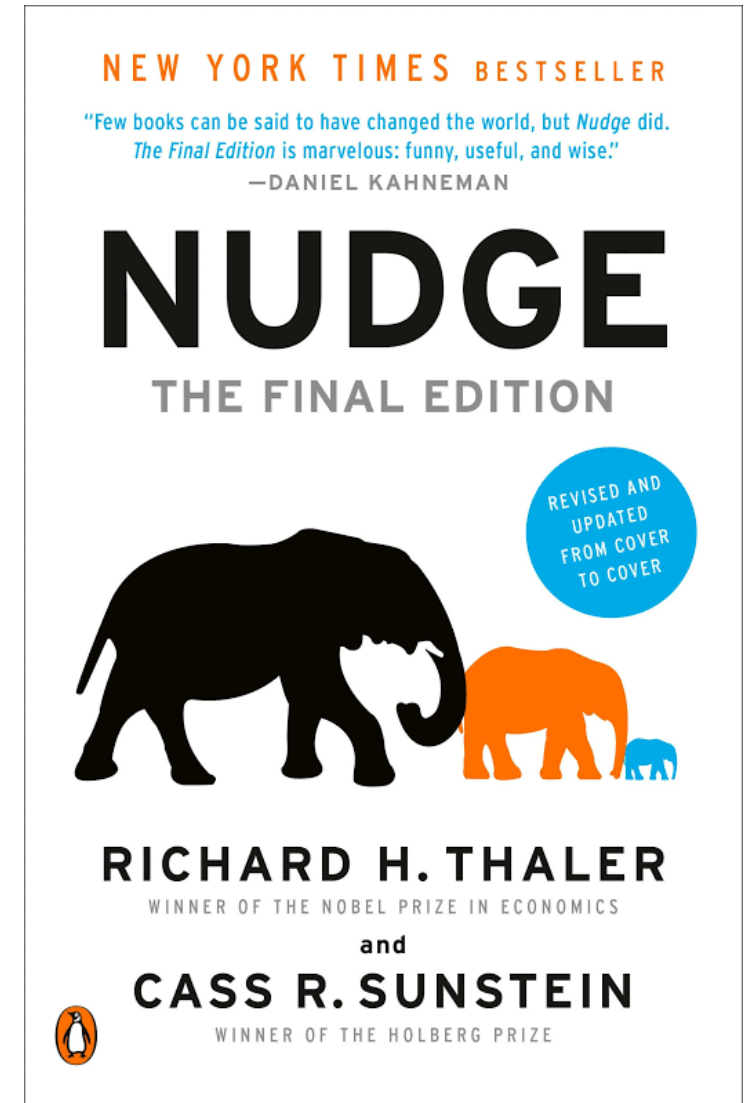
Nudging is based on a simple idea: the way choices are presented influences the decisions people make.

CHOICE ARCHITECTURE

This choice architecture can help people adopt more sustainable behaviours without forcing them or limiting their freedom.

In repair activities, nudges can make repairing easier, more familiar, and attractive than replacing products.

Repair nudges work by **simplifying** information, **improving** accessibility, and creating environments where repairing becomes the natural and easy choice.



THE EAST SIDE OF REPAIR

The EAST approach offers a simple framework to design effective nudges by making behaviours **Easy, Attractive, Social, and Timely**.

The idea is straightforward: people are more likely to change habits when sustainable actions feel simple, normal, shared, and connected to the right moment.

In the context of repairing, this means reducing barriers to repair, making repair services easy to find, creating positive and engaging repair experiences, and showing that repairing is something other people already do.

A repair nudge can be as simple as placing repair stations in popular locations, offering quick tutorials through QR codes, organizing repair cafés as social events, or encouraging people to repair products at the exact moment they break.

Rather than forcing behaviour, the EAST approach redesigns the choice environment so that repair becomes the natural, convenient, and rewarding option.

However, we have so much examples of EAST nudges across the MED Area.

Répar'acteurs



MAKING IT EASY

Make repair easy means **reducing the practical barriers** that discourage repair choices: improving access to information, trusted services, tools, spare parts and affordable solutions.

CASE HISTORY	WHERE IS THE NUDGE?
Répar'Acteurs (France)	The label helps consumers easily identify trusted repair professionals, reducing uncertainty and increasing confidence in repair services
Moncordonnier (France)	By adapting repair services to digital habits (online estimates, photo uploads, shipping and home delivery) repair becomes as simple and accessible as online shopping
Alargascencia (Spain)	The public map of repair and reuse services reduces the effort needed to find repair opportunities, making repair options more accessible
Zero Waste Italy (Italy)	The national mapping of reuse and repair centres lowers informational barriers and helps citizens quickly identify nearby repair services
REPARAR (Portugal)	Through online platforms, local repair mapping, and Repair Cafés, the project simplifies access to repair knowledge and services
Repara, Reutiliza, Recicla (Spain)	Mobile workshops and free repair services bring repair directly into communities, making repair more immediate, accessible, and convenient

MAKING IT ATTRACTIVE

Repair should not appear as a second-best option, but be **creative, stylish, innovative**, affordable, and meaningful. Objects that are repaired can communicate care and uniqueness.

knof

BAZERDŽAN



L'INDICE DE
RÉPARABILITÉ

CASE HISTORY	WHERE IS THE NUDGE?
Reparability Index (France)	The Reparability Index transforms technical information into a simple and recognizable score, helping consumers immediately recognize products that are easier to repair
HOP Campaign (France)	By communicating repair as both economically convenient and environmentally responsible, the campaign makes repair appear more rewarding and desirable
Bazerdžan (Bosnia and Herzegovina)	Through upcycling and redesign, old clothes become unique and fashionable products, making repair and reuse aesthetically attractive and culturally relevant
KNOF (Slovenia)	Creative workshops focused on textiles and furniture present repair as a creative and innovative activity rather than a purely technical task
“Small Repairs... Big Changes” (Greece)	Games, challenges, and playful educational activities make repair engaging and emotionally positive for younger generations.
iRepair (Greece)	Lifetime warranties, transparent communication, and discounts on additional services increase trust and make repair feel safer and more appealing.
Recosi (Slovenia)	By offering warranties on refurbished computers, Recosi improves confidence in repaired products and reduces the perception of risk linked to second-hand technologies.

MAKING IT SOCIAL

Transforming repair into a **shared** and everyday experience through communities, workshops, and collective events, which help repair become normal, collaborative, and culturally valued.



CASE HISTORY	WHERE IS THE NUDGE
Repair Cafés/Restart Parties (Europe)	Repair happens collectively: people repair objects together, exchange skills, and experience repair as a shared social activity rather than an individual technical task
Rusko/Ri-Porto (Italy)	Repair Cafés and Reuse Festivals create opportunities for people to reconnect through repair, regeneration, and collaborative activities within neighbourhood communities
InCommOn (Greece)	Monthly Repair Cafés and the tool library encourage citizens to repair together, share tools, and learn from each other in a collaborative environment
Zero Waste Lab (Portugal)	Workshops, lectures, and community events promote repair through participation, education, and social engagement, especially among younger generations
Communities Go Circular (Slovenia, Croatia, Italy)	The project strengthens local zero-waste communities by involving citizens, associations, and decision-makers in collective repair and reuse activities
UNSA-SEBS Earth Day Activities (Bosnia and Herzegovina)	Workshops and public events connect repair and sustainability with collective participation, making repair tangible within student communities
AULEDA Public Stand (Albania)	Public spaces, informal conversations, and awareness activities bring repair and circular behaviours into everyday urban life and social interaction
School Repair Activities (Greece)	Repair games, family involvement, and collaborative classroom activities help children experience repair as a positive and shared practice

MAKING IT TIMELY

Make repair timely means encouraging repair at the exact moment when people are making decisions, especially when a product breaks or a replacement seems easier.

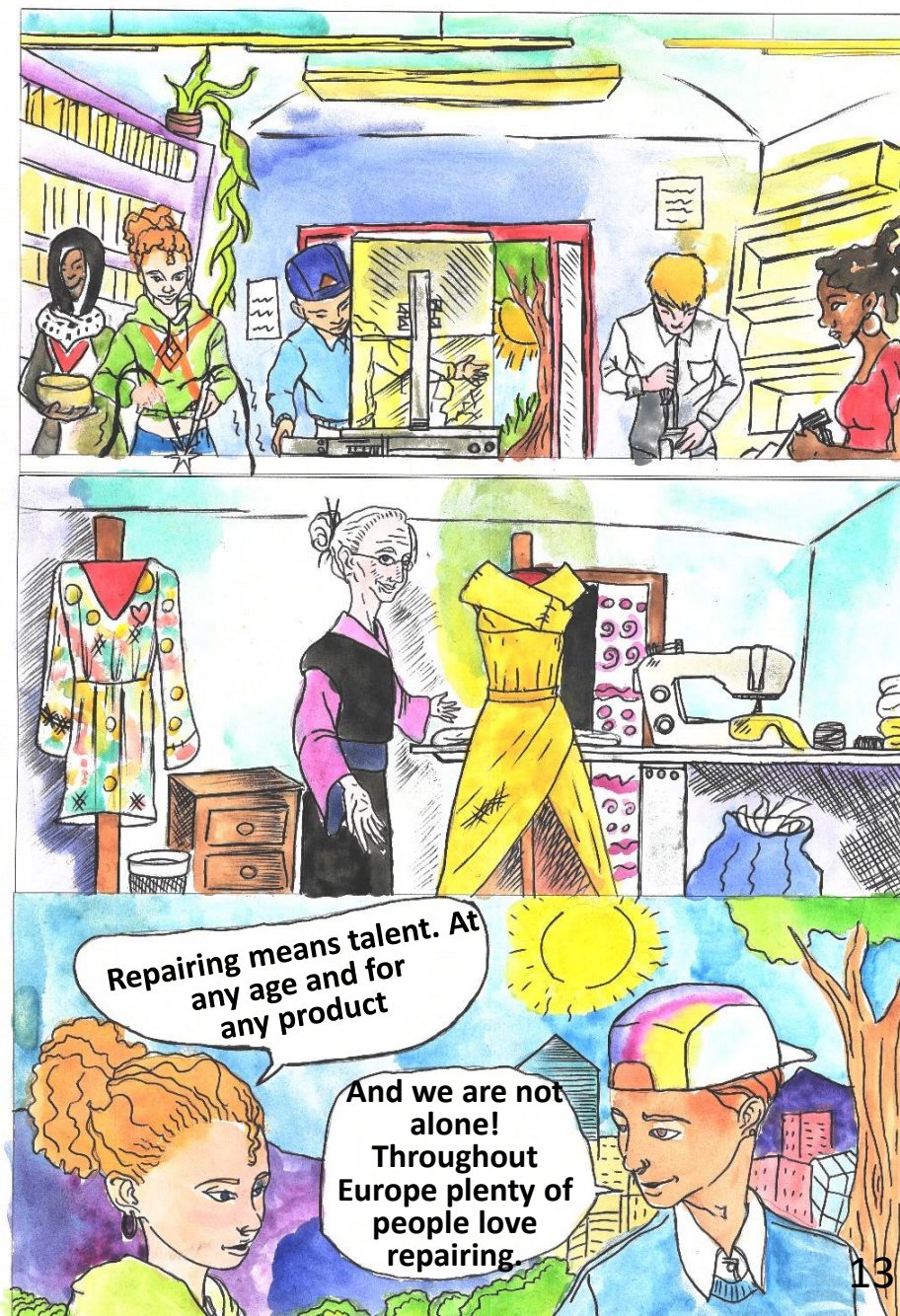
CASE HISTORY	WHERE IS THE NUDGE
Reparability Index (France)	The index influences consumers at the exact moment of purchase, helping them consider future repair possibilities before buying a product.
“Our Objects Have Many Futures” (France)	The campaign was launched during high-consumption periods, encouraging citizens to rethink replacement habits when purchasing decisions are more frequent.
Repair Bonus (France)	The Repair Bonus intervenes when consumers are evaluating repair costs, making repair more attractive at the key decision-making moment.
Life Turn to e-circular (Slovenia)	The project encourages citizens to bring broken appliances to repairers immediately after failure, before disposal becomes the default option.
“Small Repairs... Big Changes” (Greece)	The project targets children while habits and values are still developing, intervening at an important formative stage of behaviour.
Bookmarks with QR Codes (Italy)	QR-code bookmarks placed in libraries and public spaces encourage people to access repair information in moments associated with learning and reflection.

REPAIR STARTS HERE

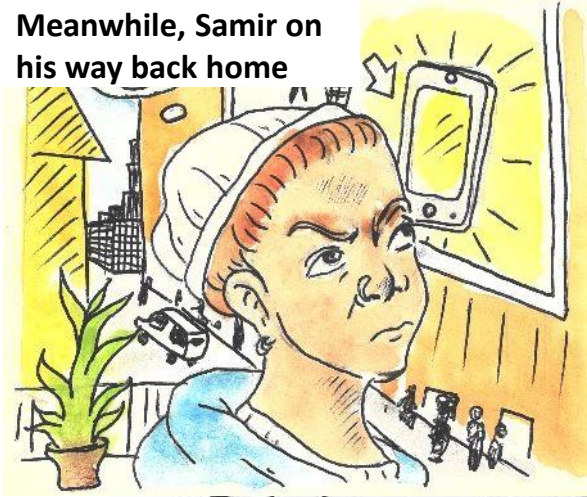
Repairing is more than restoring functionality. Repair cafés, makerspaces, and local workshops are places where people exchange knowledge, collaborate across generations, and develop creativity.

Repair can strengthen communities, and a **repair hub** is an infrastructure that can support nudging strategies and accelerate the change.

	Sectoral hub	Horizontal hub	Awareness hub
Beneficiaries	Citizens interested in repairing High Schools SMEs Foundations Repairers	Eco-conscious consumers Out-of-town students SMEs Social enterprises Repairers	General public Policymakers Schools SMEs
Human resources	Experts, professionals	Volunteers Experts	Communicators Activists
Tools	Labs, advanced equipment	Labs, meeting spaces, bars and leisure places	Meeting spaces Videos and exhibitions
Activities	Educational training School-work activities Smonting and repairing workshops Demonstrations	Smonting and repairing workshops Social and public events	Public events Public campaigns Workshops
Implementable nudging strategies	1. Establishing partnerships with industry-specific businesses and repairers to create a network of recognizable and reliable repair services centred around the Hub, which could be promoted through the use of a label/logo 2. Targeting individuals seeking repair services, focusing on simple and quick repairs as an entry point. This can help equipping people with basic repair skills, fostering their independence and guiding them to partner repair services when more complex work is needed 3. Educational activities in schools through engaging methods (hackathons, challenges and competitions) to involve students actively and encouraging students' creativity and dedication in fixing increasingly complex objects.	1. Providing training and simple reparations for objects perceived as indispensable (smartphones, tablets, PCs, headphones, and bicycles) 2. Including social and food and wine moments in repair events, making them more appealing and attracting to people who would not attend otherwise 3. Hosting repair-focused challenges or competitions for local communities, where teams work on real repair projects	1. Communicating that repairing is easier and faster than expected through the creation of informative content and the organization of events to demonstrate how to make simple repairs on everyday objects 2. Involving a recognizable and reliable network of repair services, encouraging people affected by lack trust in available repair services, The hub in this case acts as a quality assurance for the repairers 3. Building a "repairability ladder", ranking brands and companies based on the ease of repair of their products. This could help in orienting consumers towards more sustainable purchases
Position	Nearby science&tech museums, cultural venues	Nearby social venues	Nerby institutional and social venues



Meanwhile, Samir on
his way back home



FROM CONSUMERS TO REPAIRERS

Repair transforms people from passive consumers into active caretakers, makers, and citizens. This shift requires rebuilding a culture of durability, care, collaboration, and creativity around everyday objects.

Repair cafés, repair hubs, local networks, and intergenerational learning help people rediscover repair not only as a technical act, but as a social and civic practice.

To make this transition possible, important **barriers** must be dismantled: repair is often perceived as expensive, inconvenient, difficult to access, or culturally outdated. Consumers struggle to find repairers, spare parts and information, while replacement remains faster and socially normalized.

Repair culture can grow through **concrete nudges** embedded in everyday life: QR codes linking to repair tutorials, public maps of local repairers, repair bonuses and reparability labels, repair stations, tool libraries and Repair Cafés designed as creative social events.

Repair hubs play a crucial role here: accessible and attractive spaces where citizens, students, artisans, and companies meet, exchange skills, test ideas, borrow tools, attend workshops, and co-create solutions. These hubs transform repair from an isolated technical action into a collaborative and shared experience. Through training, storytelling, upcycling activities and peer learning, they help make repair easier, more desirable, and culturally normal again.



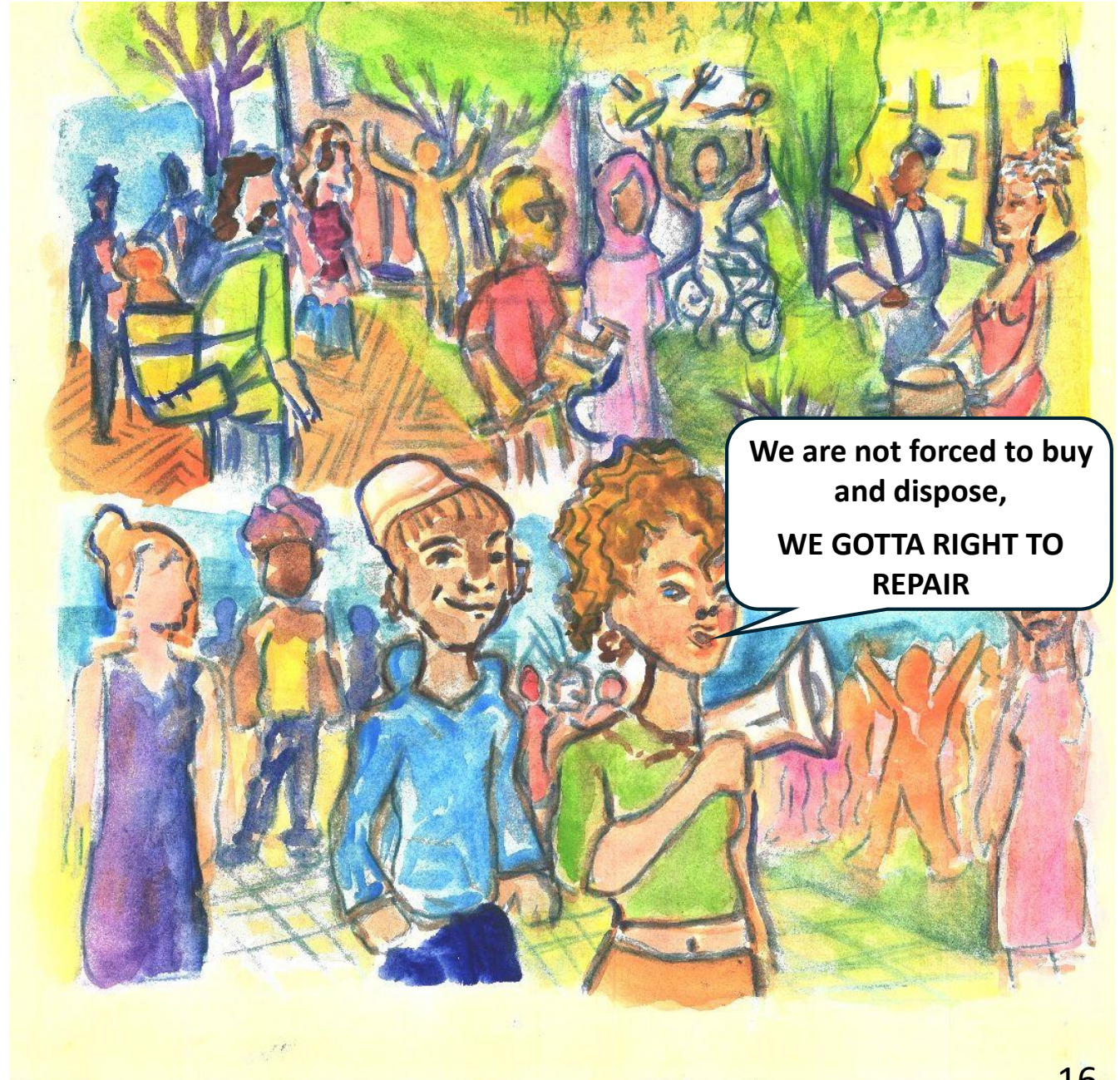
A CALL TO ACTION

Repair culture will not grow by itself. It depends on us: on the choices we make every day, on the habits we question, and on the communities we decide to build.

The REPper project highlighted that across Europe NGOs, citizen associations, schools, and local initiatives are already showing that **another life-style is possible**; one based on care, collaboration, creativity, and longer product lifespans.

Awareness campaigns, Repair Cafés, travelling workshops, online tutorials, repair maps, youth contests, and community hubs are helping people rediscover repair as a practical, social, and positive action.

Repair is how communities **take back control** over consumption.





A new intergenerational deal on repairing

To make our cities increasingly smarter, inclusive and sustainable



IT ALL DEPENDS ON US

The challenge is not only technological. It is cultural.

Replacing products has become automatic; repairing must become common, accessible, and desirable again.

Smart nudges, clear information, trusted repair networks, incentives, and shared spaces can help transform repair from an exception into a normal everyday behaviour.

The future of repair is not somewhere else. It is already **in our hands**.

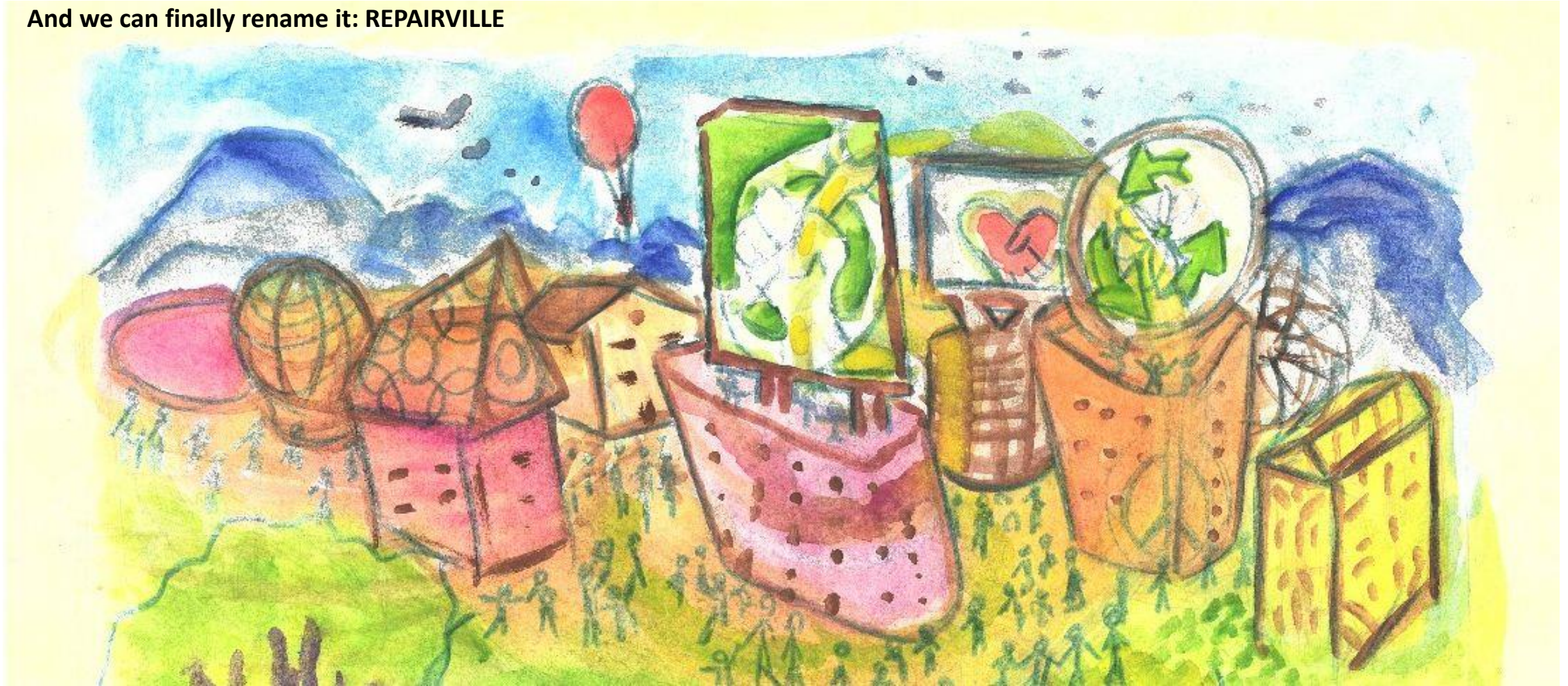


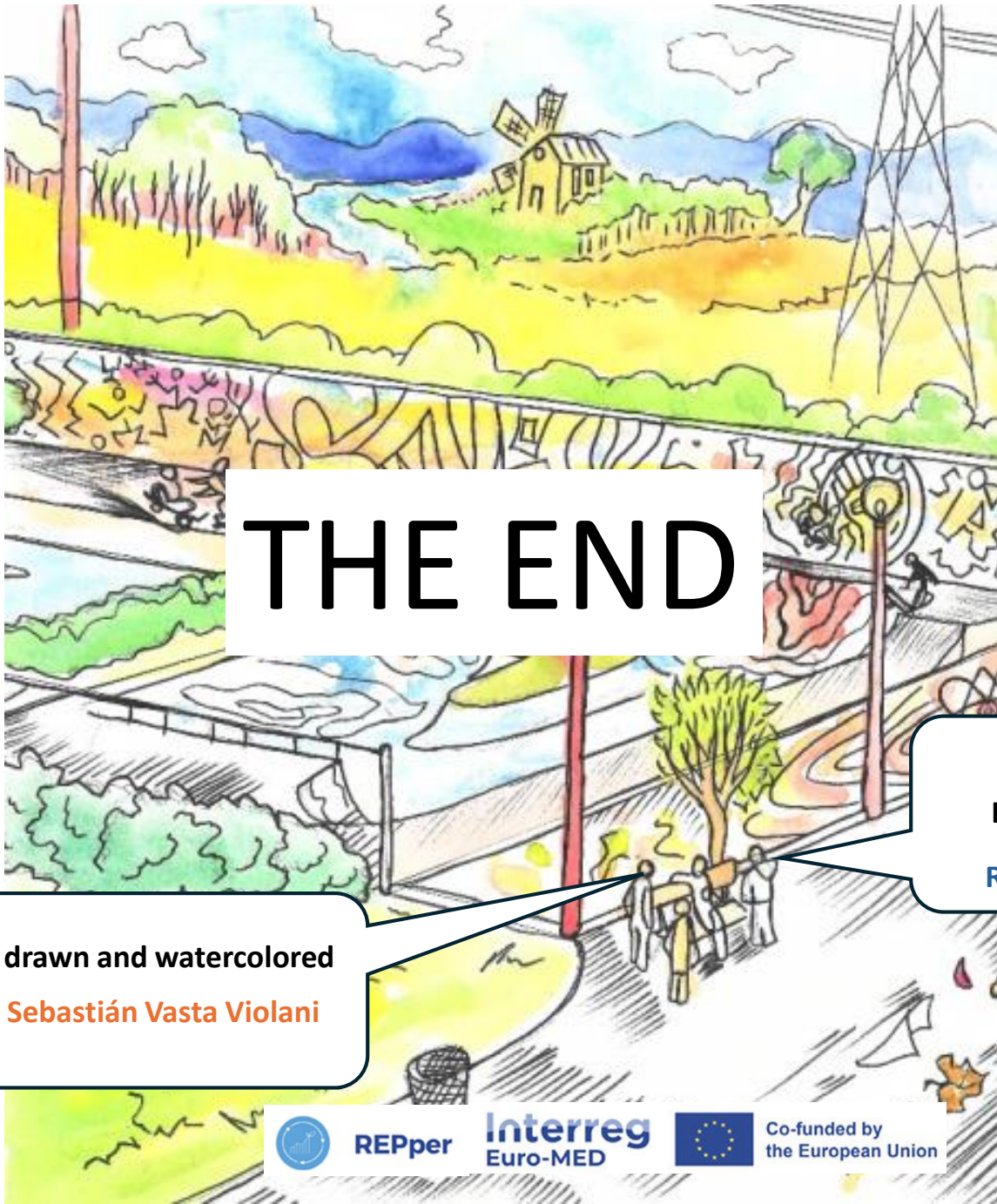
THE MAN(KIND) IN THE MIRROR

The message could not be any clever:

“If you wanna make the world a better place
Take a look at yourself and then ***make a change***”.

And we can finally rename it: REPAIRVILLE





THE END

Written by ECO&ECO, drawn and watercolored
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REPPER – REPair PERspective



REPPER

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