Interreg
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E6

Playbook
Making repair and reuse an easier choice

Five practical principles for organisations helping people keep electronics in use



Interactive document
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THOMAS MORE

Help people keep electronics in use

People want devices they can rely on, without unnecessary cost, effort or uncertainty. Repair, reuse and refurbishment can help deliver that value. Yet buying new often feels easier and more reassuring.

Making repair and reuse more attractive takes more than raising awareness. It means building trust, reducing hassle and offering practical options where people already shop, seek help or dispose of unwanted devices.

This playbook helps organisations turn those insights into action.

Who is this playbook for?

For organisations helping people keep electronics in use: municipalities, retailers, manufacturers, repair businesses, refurbishment services, reuse organisations and community initiatives.

You can use it to improve your own services or work with partners. Each organisation shapes part of the journey; together, you can make that journey easier.

FIVE PRINCIPLES TO PUT INTO PRACTICE

Explore five principles, then apply them at four key moments in the life of a device.

1. **Start before a device breaks**
   Use the purchase moment to build trust and prepare for future repair and reuse.

2. **Lead with reliability and convenience**
   Show how circular options deliver the quality, confidence and ease people seek.

3. **Make circular options part of familiar routines**
   Offer repair and reuse where people already shop, seek help or dispose of devices.

4. **Connect services to make the journey easier**
   Work with partners to reduce gaps, uncertainty and unnecessary effort.

5. **Turn insights into action**
   Combine services, communication and support to make action easier.

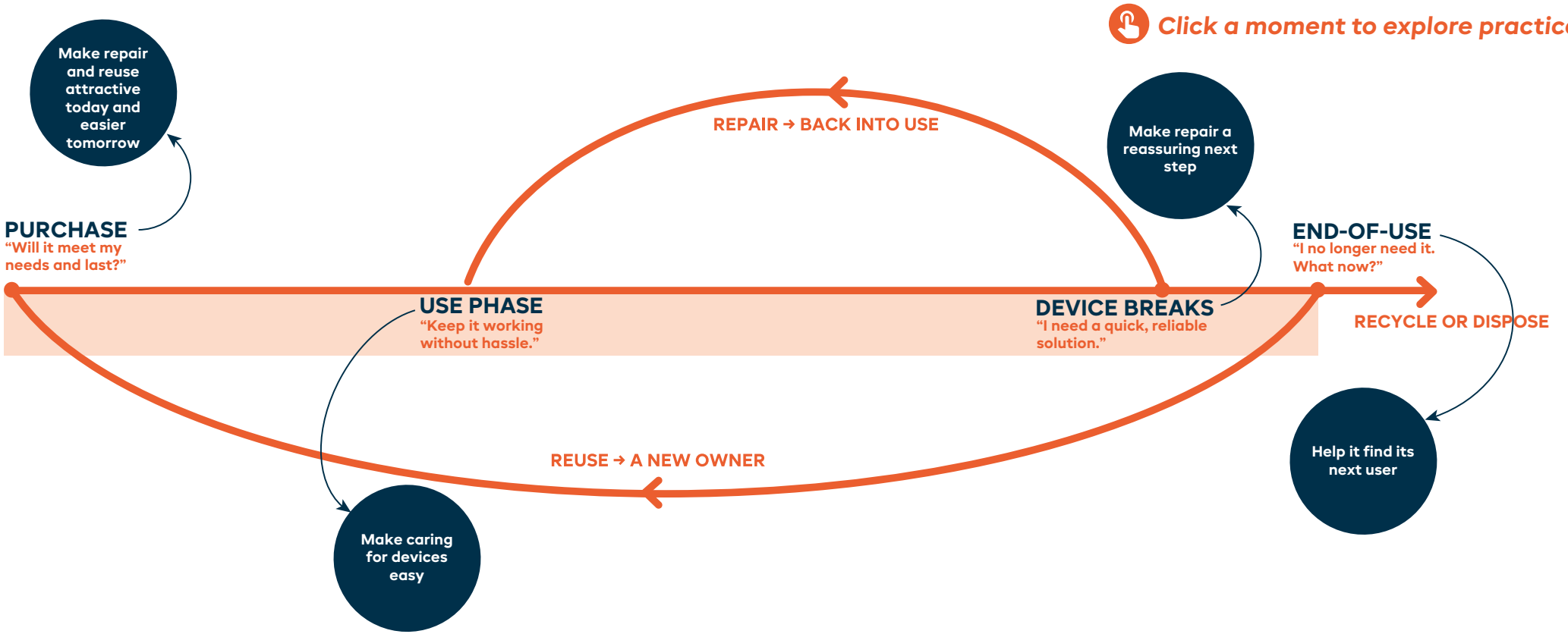
Click a principle to explore practical actions and examples

About this playbook

Developed by Thomas More University of Applied Sciences within the Interreg North-West Europe E6 project, drawing on consumer research and practical learning from six regional ecosystems supporting repair, reuse and refurbishment. Further information on the research underpinning the playbook is provided at the end of this guide.

Four moments to make a difference

The five principles guide your approach. These four moments show where to put them into practice.



Repair brings a device back into use. Reuse starts a new ownership journey. What you do at purchase can help make both easier later.

Design principle 1
Start before a device breaks

All principles

PURCHASE — USE PHASE — DEVICE BREAKS — END-OF-USE

Why timing matters

When buying a device, people compare options and consider what will meet their needs. This creates an opportunity to introduce second-hand and refurbished alternatives, explain repair options and prepare for longer use.

When a device breaks, priorities shift. People want a quick, reliable solution. Searching for an unfamiliar repairer or weighing uncertain outcomes can feel like extra work.

Build trust and introduce support early, so people know where to turn when they need it.

Three actions to take

1. Make circular options visible at purchase
Present second-hand and refurbished devices alongside new ones. Explain their condition, how they have been tested and what guarantees apply.

2. Prepare for care and repair
At purchase, explain how easily the device can be repaired and what repair support is available. Provide simple maintenance guidance and make it easy to save the details of a trusted repair service.

3. Explain the next life of the device
Show how customers can sell, return or pass on their device when they no longer need it. Introduce these options early and make them easy to find later.

In practice: Vanden Borre Life

Retailer Vanden Borre introduces its Life service at the moment of purchase, offering maintenance support, repair coverage and personalised guidance.

This makes future support part of today's purchase decision. Customers become familiar with repair options before a problem occurs.

The lesson: Use the purchase moment to build trust and reduce future repair barriers.



What could you introduce today that would make care, repair or reuse easier later?

Design principle 2
Lead with reliability and convenience

All principles

Show how repair and reuse deliver the reliability and convenience people seek.

Why value matters

People want electronics that work well, simplify daily life and remain dependable. Sustainability can matter, but repair and reuse also need to meet these everyday expectations.

A low repair price may still feel expensive if the outcome is uncertain. A refurbished device may seem unattractive if its condition is unclear. Donating a working device may be postponed if it takes too much effort.

Make circular options valuable by delivering the reliability, confidence and convenience people seek.

Three actions to take

1. Start with what people need
Ask what matters most in the situation: a dependable device, a quick solution, an affordable option or a hassle-free handover. Shape your offer around that need.

2. Make quality and reliability tangible
For second-hand and refurbished devices, explain their condition, how they have been tested and what guarantees apply. For repair, explain what people can expect and what support is available afterwards. Show how repairability and resale potential can signal lasting value.

3. Deliver convenience alongside the message
Make costs, timing and next steps clear. Reduce effort through easy booking, accessible collection points or practical support. Ensure the service delivers what your communication promises.

In practice: The Hague reuse campaign

At first glance, this looks like an advertisement for a new coffee machine at a remarkably low price. Yet the lower price reflects its second-hand status.

The polished presentation speaks to what people seek: a quality device they can rely on. It challenges the assumption that second-hand means less dependable, combining an image of quality with a lower price.

The lesson: Lead with the quality and reliability people seek. Reinforce that promise with clear information and guarantees.



What makes your circular offer a reliable, convenient choice, and how do you show it?

Design principle 3
Make circular options part of familiar routines

All principles

Bring repair and reuse to the places where people already make decisions.

Why familiar routines matter

People know where to buy electronics, look for replacements and dispose of unwanted devices. These familiar routes often feel easier than finding a repairer or exploring second-hand options.

Even when people support repair and reuse, extra searching, unfamiliar procedures and separate trips can get in the way.

Build on what people already do. Offering repair and reuse through places and services they already use can reduce effort, especially when they need a quick solution.

Make repair and reuse easy to find within familiar journeys, and easy to choose.

Three actions to take

1. Find the route people already follow
Look at where people shop, seek advice or take unwanted devices. Identify where repair and reuse could become a natural option.

2. Offer circular options along that route
Show repair alongside replacement, refurbished devices alongside new ones, and donation options before recycling. Make the next step immediately clear.

3. Remove unnecessary detours
Reduce separate visits, repeated administration and searching between services. If a new route is needed, make it simple, accessible and reassuring.

In practice: MediaMarkt

MediaMarkt brings refurbished and previously used products, repair services and take-back options into the familiar electronics retail journey.

Customers looking for a new device can discover refurbished or previously used alternatives during the same visit. They can compare these options within a retail setting they already know, without seeking out a separate second-hand shop.

The lesson: Offer second-hand options where people already shop, so they can discover and access them more easily.



Where do people already go, and how could repair or reuse become part of that journey?

Design principle 4
Connect services to make the journey easier

All principles

Work together so people can move easily between services.

Why connections matter

A retailer may be someone's first point of contact, while a repairer provides technical expertise and a reuse organisation finds the device's next owner.

For consumers, these services are part of one journey. When organisations work separately, people may have to search again, repeat information or arrange transport themselves. These gaps can make replacement or disposal feel easier.

Connecting services can reduce effort and uncertainty, while helping each organisation contribute what it does best.

Make the connections between organisations as easy to navigate as the services themselves.

Three actions to take

1. Identify where people get stuck
Follow the journey across organisations. Where are people left without a clear next step? Look for missing referrals, unclear responsibilities and practical obstacles.

2. Connect complementary partners
Bring together organisations that can address those gaps. Agree who receives devices, assesses them, repairs them or prepares them for reuse, and how they move between partners.

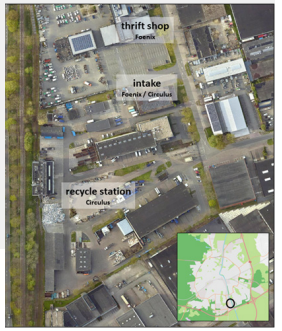
3. Make the handover easy
Provide clear referrals, consistent information and convenient transfer options. Make sure people know who will help them next and what to expect.

In practice: Apeldoorn

In Apeldoorn, the municipality, waste collection company Circulus and social enterprise Foenix connect collection, reuse, repair and recycling services.

A reuse intake point and a second-hand shop share a site with the municipal recycling centre. People bringing unwanted goods can encounter reuse options during the same visit.

The lesson: Combine partners' expertise and facilities to make reuse accessible within a familiar disposal journey.



How can you help people move from your service to a partner's?

Design principle 5
Turn insights into action

All principles

Connect the principles through communication that helps people act.

Why communication matters

The previous principles help you identify the right moment, understand what people value, build on existing routines and connect services.

Communication brings these elements together through messages, conversations and first-hand experiences. It makes repair and reuse visible, builds confidence and helps people understand where to go and what to expect.

Design communication alongside the services it promotes. Introduce support early, make it easy to find when needed and ensure the experience delivers what the message promises.

Connect clear messages with experiences that build trust and help people act.

Three actions to take

1. Match the message to the moment
Address what people need at that point in the journey. Explain how choices made today can make care, repair or reuse easier later.

2. Connect the message to the service
Place communication where people already look for information or help. Show the benefit, who provides support and the next step. Coordinate messages across partners.

3. Test the message and the experience
Check whether messages and interactions help people understand the offer, feel confident and use the service. Improve communication and practical support where people get stuck.

In practice: Nevers

The Nevers ecosystem connects repair cafés, refurbishment and collection services.

At the repair café, people learn, meet others and experience repair first-hand. They also discover the wider network.

Communication makes these opportunities visible; direct experience can build confidence and encourage people to explore other services.

The lesson: Connect messages, experiences and services to make repair and reuse visible, trusted and accessible.



Does your communication build confidence and help people take the next step?

Put the principles into practice

Connect moments to make repair and reuse easier.

Four moments

PURCHASE — USE PHASE — DEVICE BREAKS — END-OF-USE

When buying

Make repair and reuse attractive today and easier tomorrow

Behaviour to support

Choose a reliable second-hand or refurbished device, or prepare a new purchase for longer use.

What can get in the way?

Buying new feels familiar and reassuring. Future care, repair and reuse may receive little attention.

Actions to consider

>> Present new and refurbished options together, with clear information on condition and guarantees.
>> Introduce repair support and simple care guidance during purchase.
>> Explain how the device can later be returned, sold or passed on.

During use

Make caring for devices easy

Behaviour to support

Carry out simple maintenance before problems occur.

What can get in the way?

When a device works, maintenance can feel unnecessary or easy to postpone.

Actions to consider

>> Connect care to what people value: keeping a familiar device working well.
>> Show one specific task, how to do it and when it is needed.
>> Link guidance to a relevant routine or reminder, with an easy next step.

In practice: Repair&Share's "Creature of Habit"

The "Follow your Creature of Habit" campaign connects maintenance to the comfort of familiar devices and everyday routines.
Caring for an appliance becomes a way to keep relying on something people already know and value.

Try this: Show how a simple care task helps people preserve that familiar convenience.



Put the principles into practice

Connect moments to make repair and reuse easier.

Four moments



When a device breaks

Make repair a reassuring next step

Behaviour to support

Seek a diagnosis or repair assessment before deciding to replace a device.

What can get in the way?

People need a quick solution. Uncertain costs, waiting times and doubts about the outcome can make buying new feel easier.

Actions to consider

- >> Make repair support introduced at purchase easy to access when problems occur.
- >> Explain assessment costs, expected timing and what happens if repair is not worthwhile.
- >> Reduce disruption through easy booking, collection services or a temporary replacement device where feasible.

When a device is no longer needed

Help it find its next user

Behaviour to support

Pass on a suitable device for reuse before sending it for recycling.

What can get in the way?

People may not know whether a device is still useful, who accepts it or how to remove personal data. Storing or discarding it can feel easier.

Actions to consider

- >> Show which devices are accepted for reuse, in what condition and where to take them.
- >> Offer reuse assessment within existing take-back or collection routes, before recycling.
- >> Make return or resale options introduced earlier easy to use, with clear handover and data-removal guidance.

Make the next step clear

Where do I go?
A clear contact, booking link or collection point.

What can I expect?
Costs, timing, acceptance conditions and available support.

What do I need to do?
Simple instructions to book a service, prepare the device or pass it on.

Keep the conversation going

Making repair and reuse easier is a shared effort. Use this playbook to discuss opportunities with your team and partners, and identify one practical change to explore.

Interested in the research, applying the principles or exploring collaboration? Get in touch.

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Research behind the playbook

Understanding barriers and opportunities

A co-creation workshop with E6 partners identified 112 needs and barriers related to repair, reuse and refurbishment. Ten stakeholder interviews explored ecosystem services and opportunities for intervention.

Understanding people and their journeys

Twenty-seven in-depth consumer interviews in Leuven and Apeldoorn explored motivations, barriers and the value people seek. These insights informed behavioural profiles and the identification of key moments in the customer journey.

Comparing insights across regions

A quantitative survey collected 1089 completed responses across Leuven, Aachen, Apeldoorn and Nevers. It examined purchasing, repair and reuse behaviour, including drivers, barriers and differences between ecosystems.

Translating research into practical guidance

The approach draws on SUE Behavioural Design, including work by Astrid Groenewegen, and behavioural change and transition communication literature by BJ Fogg, Daniel Kahneman, Per Espen Stoknes and Jens van der Weele.

The cases illustrate practical applications of the principles; their behavioural impact has not been evaluated in this playbook.

Contact the author for further information or access to the underlying E6 project outputs.

All principles

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Explore the project, partners and regional activities.

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