



**EVENT
REPORT**

1st Edition **REPper Festival**

18-19 October 2024
Marseille, France













REPper

Interreg
Euro-MED



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the European Union

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Introduction

Celebrating the International Repair Day with a Mediterranean perspective

The **inaugural REPper - Repair Festival** took place in Marseille (France), on 18 and 19 October 2024, coinciding with the French and international Repair Days. This festival provided a unique opportunity to promote the benefits of repair and reuse, while encouraging people to learn how to extend the lifespan of everyday objects.

Organised as part of the Interreg Euro-Med REPper project, which promotes **repair and reuse across Mediterranean Europe** (Portugal, Spain, Italy, Slovenia, Bosnia-Herzegovina, Albania and Greece), the festival was led by AViTeM in close collaboration with two key regional partners with a strong scope in the south of France: the Regional Network of Resource Recovery Centres (*Réseau Régional des Ressources et Recycleries PACA*) and the Regional Chamber of Crafts (*Chambre de Métiers et de l'Artisanat Régionale*).

Primarily aimed at the general public, the festival also targeted **several audience groups**: schoolchildren, local residents, and disadvantaged communities, as well as professionals, decision-makers and consumers, regardless of their prior knowledge of the repair sector.



A festival showcasing the full potential of repair and re-use:

- Economic opportunities for professionals in the repair sector
- Training pathways for emerging and future professions
- Evolution of consumer habits towards sustainability



A platform to promote repair culture and skill development:

- Four types of events organised across two different locations
- Showcasing the diversity of the circular economy ecosystem
- Strong territorial engagement with local repair professionals
- A broad and diverse audience reach
- Exchange of good practices among European partners
- A sustainable approach to event planning



Partnership

Raising awareness of circular economy, through a partnership with a multiplier effect

Main Partners

The REPper festival was developed by AViTeM in close collaboration with leading organisations of the French repair sector, ensuring strong representation and mobilising a diverse local community of repair professionals.

Hosting Partners

Two key partners were selected to host the activities, due to their strong local presence, community service mission, and high visibility for consumers.

Associated Partners

Several key stakeholders were involved, representing the institutional, associative and private sectors, illustrating several territorial scales and action scopes.

The festival brought together the 10 European partners of the REPper project, inviting guest organisations and professionals to share their insights.

- Réseau Régional des Ressourceries et Recycleries PACA - a regional network of resource recovery centres and recycling centres, promoting a solidarity-based approach of the repair and re-use sector.
- Chambre de Métiers et de l'Artisanat Régionale PACA - the Regional Chamber of Crafts, and its national network of labeled Répar'acteurs (craftsmen of repair services).

- Recyclerie Sportive de Marseille - an association running a large repair and reuse centre for sport equipment, located in a pauperised neighbourhood. With a strong focus on social economy, it offers youth training programmes, social work initiatives and school activities.
- Les Terrasses du Port shopping centre - Marseille's largest shopping mall, located near the city centre. It hosted artisan repair and recycling stalls as part of a major annual customer event on responsible shopping called "Very Good Weeks".

- Region Sud Provence-Alpes-Côte d'Azur and ADEME, the national agency for ecological transition - as the primary funding bodies of repair economy in Southern France.
- City of Marseille and Aix-Marseille Metropolis - local authorities actively promoting repair and reuse initiatives.
- Halte à l'Obsolescence Programmée (HOP), a French and European NGO raising awareness about obsolescence to influence public policy and businesses towards durability.
- ARBE Région Sud - an environmental public establishment supporting circular economy and biodiversity.
- Sorenis - an association on intergenerational housing and social economy in rural areas.
- Moncordonnier.com - one of the flagship members of the Répar'acteurs network, an innovative online cobbler.
- Incommon (Greece) - testifying on circular economy through active citizenship.
- RECOSI (Slovenia) and Muco Mucaj (Albania) - presenting the challenges and opportunities of the IT repair economy.

A diverse network of actors and territorial scales shaping the circular economy

Main local partners



Hosting partners



Local & European repair professionals



National and international Repair Days



Institutional partners & associated organisations

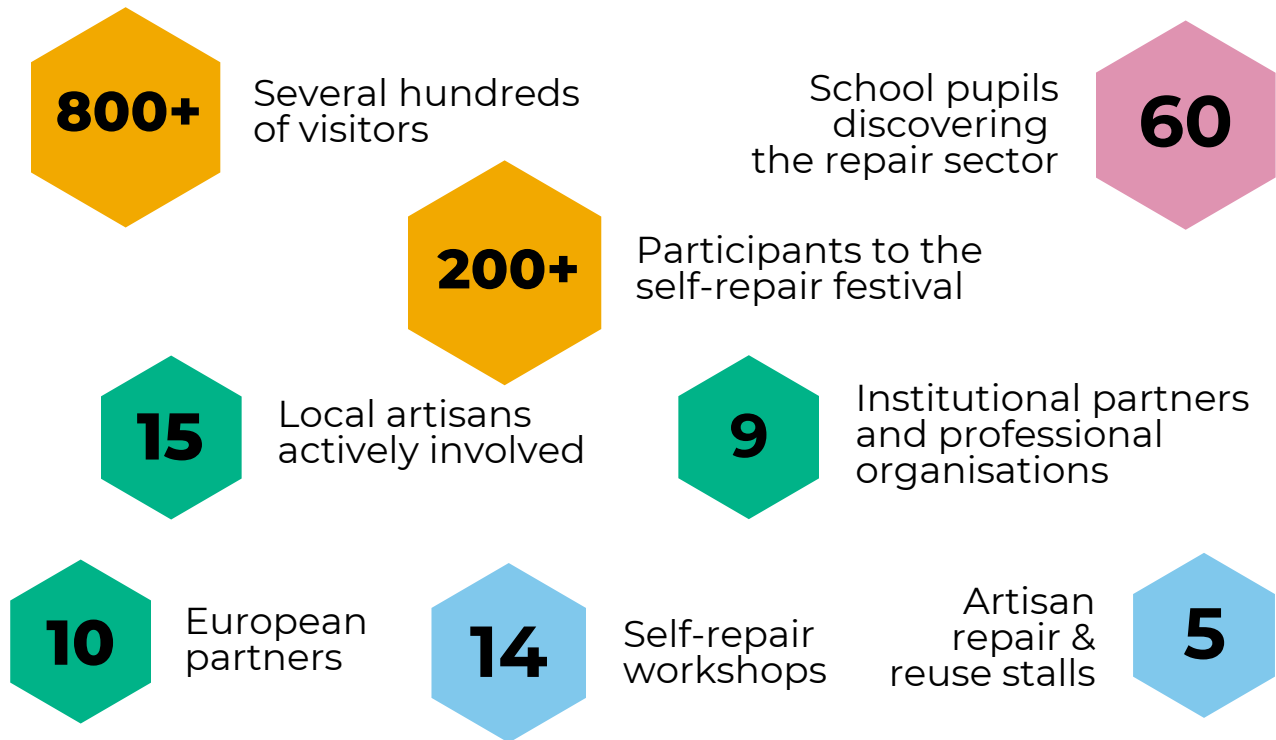


10 European partners from 8 Mediterranean countries



Key Figures & Budget

**Raising awareness of circular economy,
through a partnership with a multiplier effect**



Budget Overview - €15,123

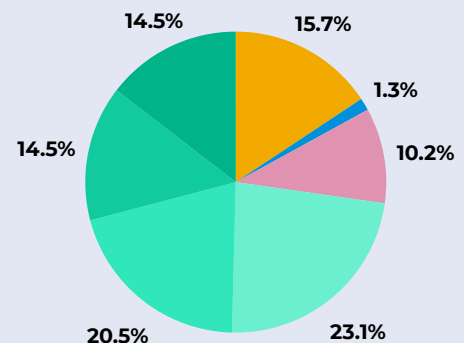


Low-carbon footprint & green procurement

Event logistics subcontracted to the Recyclerie Sportive de Marseille, ensuring an eco-conscious approach.

Breakdown of Expenses

- €11,000** Event logistics
 - €3,500 workshops animation
 - €3,100 catering
 - €2,200 space rental
 - €2,200 communication campaign and team coordination
- €2,373** Translation/interpreters
- €200** Printed communication materials
- €1,550** Video production



Cost savings - part of the event organisation was covered by the Terrasses du Port shopping centre, supporting the initiative.

Thematic Goals

Addressing the key challenges of circular economy



LOCATION 1

**Les Terrasses
du Port**



LOCATION 2

**Recyclerie sportive
de Marseille**



Professional repair



Self-repair



Consumer behaviour change



Social economy, education and employment



Institutional support

Target Audiences

Bringing together general public and professionals



LOCATION 1

**Les Terrasses
du Port**



LOCATION 2

**Recyclerie sportive
de Marseille**



School pupils & their families



Pauperised neighbourhoods



Professional actors



Institutions & decision-makers



General public with & without
preexisting awareness of the repair sector



Logistics & Venues

**Sustainable event planning
aligned with circular economy
values**



**Recyclerie sportive de
Marseille**
Sports repair shop

A dedicated sports repair and recycling hub *Recyclerie Sportive de Marseille*, was selected as the main venue and high visibility local partner.

Event-hosting capacity:

Indoor and outdoor reception and meeting areas, eco friendly catering (locally sourced, seasonal, organic and vegetarian), easy access by public transport.

Service provider:

Running repair workshops and guided visits, while being an important player in the local circular economy.

Programme of events:

- School educational visits – three primary school classes from two local schools explored the solidarity shop, the storage and sorting area, and the bicycle repair space.
- EU REPPER partners guided tour and professional exchange session.
- Open Day and self-repair workshops - with an introduction to several repair and reuse skills, techniques and practices.



Logistics & Venues

Sustainable event planning aligned with circular economy values



Terrasses du port Shopping centre

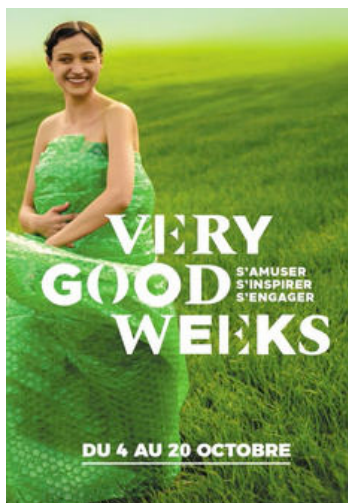
The shopping centre Les Terrasses du Port was chosen to reach a large and diverse audience in a high-traffic area, on the busiest days of the week.

Event-hosting capacity:

A space was provided in the main aisle to set up artisan stalls as part of a week of events dedicated to responsible shopping, with the support of Marie Canton, Director of the mall, who gave REPper partners a small welcome tour.

Programme:

- Two full days dedicated to promoting repair over buying, and hundreds of visitors engaging with repair professionals.
- Expert repairers providing live demonstrations, repair services, creations and on-the-spot advice.



The local artisans were mobilised by the Regional Chamber of Crafts through its Répar'acteurs network



Spotlight



**Repair professionals sharing circular economy values,
members of the Répar'acteurs network**

Eglantine Factory - Cycling Seamstress

A mobile sewing service, meeting customers at their homes by bike, using recycled fabric and materials made in France.



Salé Collection - Upcycling House

A brand, a shop, and a workshop about sustainable fashion, with upcycled pieces and tailor-made events.

CARGOMASS - Cargo Bike Repair

The specialist of cargo bikes in Marseille, for all daily uses in sustainable mobility.



Kontrast Design - Upcycling Shop

A second life through design and relooking for damaged or broken objects and furniture.

Mon Cordonnier

Online shoe repair service for high-end repairs using traditional techniques and quality materials.



Croix Rouge Insertion - Social Integration NGO

Social and vocational integration assistance via collection, repair and sale at the resource recovery centres and shops.

Spotlight

**Open Day at the sport recycle shop:
self-repair techniques for everyday objects**



On 19 October 2025, over 200 people took part in the Open Day Recyclerie Sportive, engaging in 14 educational and fun workshops, enabling a diverse audience to discover and reappropriate repair skills, techniques and practices.

Recyclerie Sportive invited local repair professionals and associations:

Repair Café Marseille, Nowmades, La Tribu Maritime, Zéro Waste Marseille, ACAM, Sauce Tomettes, Low Tech Lab, Alternatiba, Ateliers Blancarde, Yes We Camp

Highlights of the day

- # 6 Repair Workshops:** from small household appliances, computers, to nautical gear, inflatable items, bikes, jewelry, textile repair and sewing.
- # 5 Upcycling and DIY Workshops:** lighting made from sports equipment, tote bags made from T-shirts, decorative items from cardboard, building an electric balance bike step by step, etc.
- # Introductory Workshops:** bicycles mechanics and welding basics for metal repairs.
- # A vibrant atmosphere!** With a waste fresco, refreshment bar and DJ set.

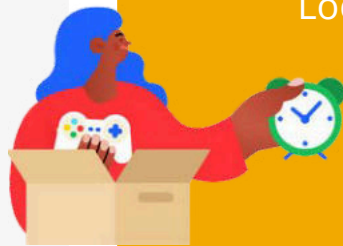
Spotlight

Professional experience exchange session

A half-day professional exchange session organised - a round table that brought together local professionals, decision-makers and professional organisations, in the presence of European partners and stakeholders.

A platform to:

- present the French repair and reuse model
- showcase the diverse circular economy ecosystem
- highlight good practices and challenges across local, national and European levels.



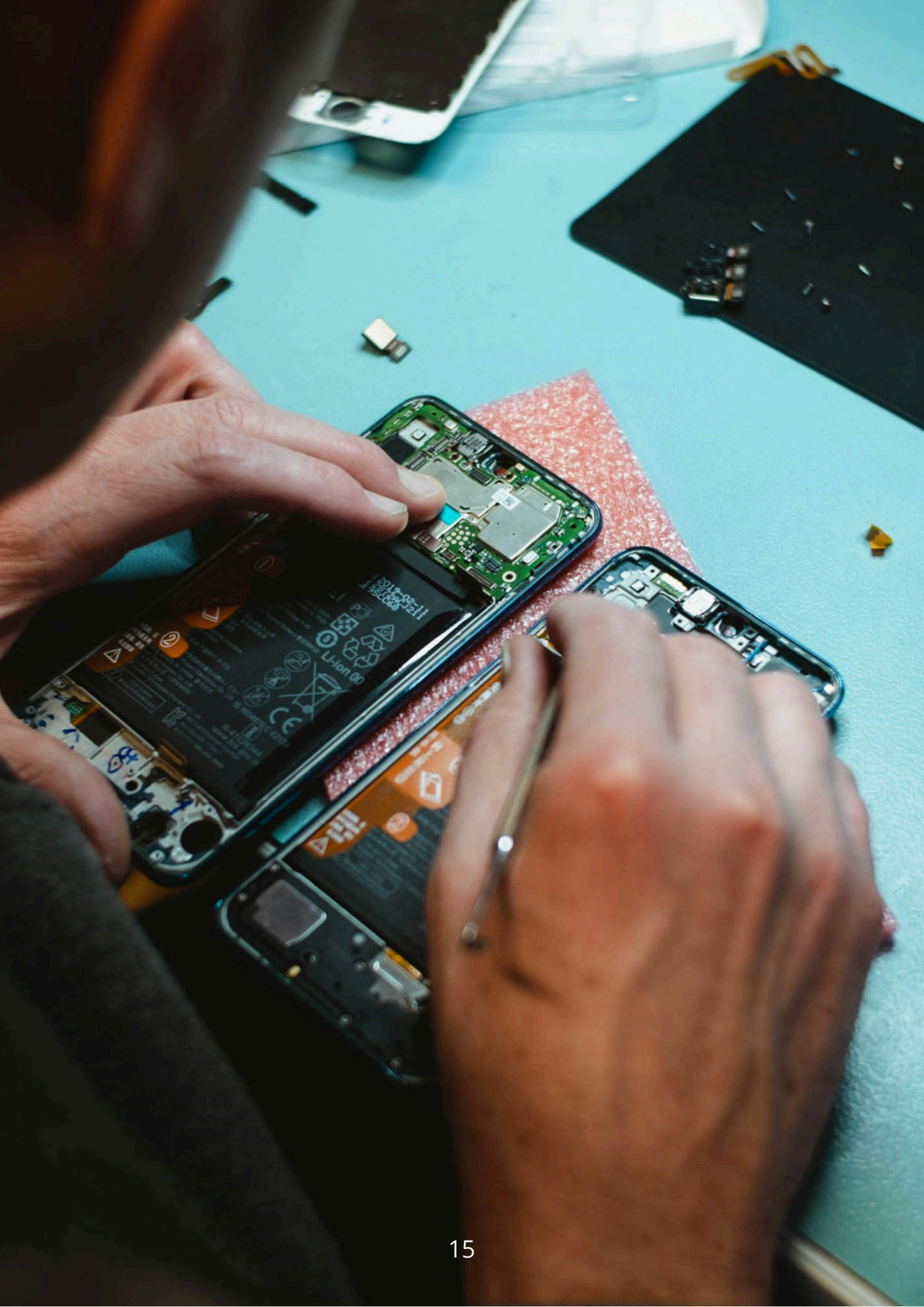
AVITEM inviting guest speakers from:

Regional Chamber of Crafts
Regional Network of Resource Recovery Centres
Recyclerie sportive de Marseille
Aix-Marseille Metropolis
City of Marseille
Mon cordonnner.com
Local Repair Café
Sorenis
OCU
RECOSI
Incommon



Key Discussion Themes

- # Professional repair: supporting professional craftsmen, implementing the French AGECE law for circular economy, and collaborating with eco-label organisations.
- # Recycling centres & solidarity-based reuse: promoting waste reduction, non-profit initiatives, and social inclusion through economic activity.
- # Self-repair initiatives: encouraging skill-sharing, community building, and responsible consumer behaviour.
- # Institutional support: the role of local authorities and public institutions in fostering solidarity-based repair and reuse.



Outcomes & impact

A festival showcasing the full potential of repair and re-use, a platform to promote repair culture and skill development



Through a diverse range of events, the successful engagement of varied audience groups, and the involvement of multiple stakeholder types, the inaugural edition of the REPper Festival demonstrated how repair and reuse can drive long-term positive change in both the economy and society.

Highlights

- The **ecosystem of actors interconnected across different territorial scales**—local, national, and European—spanning from metropolitan to rural areas, involving public, private, and associative sectors, underscoring the need for strong support to harness its vast potential.
- The **deep-rooted territorial engagement of repair professionals**, reinforcing the importance of repair and reuse businesses and services in strengthening local economies and creating sustainable jobs.
- The promotion of more **responsible consumption habits**, by raising awareness and educating people to support behavioural change, by presenting practical initiatives such as the repair bonus and repairability index, and by showcasing viable alternatives over disposal.

- The **promotion of self-repair techniques and DIY creations** for everyday objects in all aspects of daily life, along with the introduction to training pathways for emerging and future professions, and for inspiring new vocational options.
- A deeper understanding of **key issues related to solidarity-based reuse**, including waste prevention, extending the lifespan of objects, but also the crucial need to embed repair in the social economy and question linear economy models, greenwashing and predation of public incentives by large corporations in place of repair SMEs and entrepreneurs.

Exchange of good practices

The Festival underlined the importance of regional and European cooperation in supporting circular economy.

European partners had the opportunity to explore innovative French initiatives not yet implemented in their own countries, while sharing their testimonies and insights into their successes and challenges. Practical examples about how different regulatory environments, community engagement strategies and cultural attitudes can influence the success of repair and reuse initiatives.

Follow up

The momentum generated by the Festival continues through the REPper project, driven by the main partners of the Festival.

The *Réseau Régional des Ressourceries et Recycleries PACA* and the *Chambre de Métiers et de l'Artisanat Régionale PACA*, will be actively involved in the hub activities in 2025, such as the *Région Sud* and *ADEME* - two major supports and donors to the circular economy in the South of France.

Additionally, the French organisation *Halte à l'Obsolescence Programmée*, which coordinated the French national repair days, thus helping the REPper Festival with media coverage, already contributed with a speaker into the REPper P2P webinar on "How to Communicate on Repair" (20 November 2024).

Recommendations

**To go further, key ideas to help build awareness
and attract a diverse audience**

2024 Communication strategy overview

The promotion of the event relied predominantly on digital content (social media and web platforms: the Regional Platform for Circular Economy & the National Repair Days platform, both with interactive maps to facilitate event identification and promotion), leveraging the wide reach and visibility of the festival's partners, amplified by the local artisans community. The cross-promotion of the event maximised the reach, each partner focusing on its target audiences, while sharing the festival details through their own platforms.

Additionally, the event benefitted from some press coverage at both national and local levels (Le Monde, France 3, Gomet...), particularly tied to the National Repair Days.

Circular economy in the spotlight: in all communications, messages promoting repair and reuse were delivered, with links to the REPper website to educate and inform about repair culture.

Recommendations:

- Social media should be central to the communication campaign: diversify the type of content, create engagement prior to the event (video portraits of artisans, preparations for the festival, hashtags shared by all partners).
- Paid social media campaigns: plan a budget for targeted ads on digital platforms (Instagram, Facebook, LinkedIn), sponsored content or influencer partnerships with relevant figures in the repair sector or circular economy.
- Work closely with local media and diversify media channels: radio stations, TV channels, and print media (including paid advertisements, interviews with organisers or featured artisans).
- Leverage partners' communication tools on the long term: newsletter updates, save the date and previews leading up to the festival.

2024 Partnership development

The first edition of the Festival has mainly focused on a local partnership, in line with the REPper project priority, with a view to strengthening engagement with public institutions and professionals, to educate and inform local populations, while at the same time presenting the legal context, history, current development, and good practices of circular economy in France.

Next editions can be opportunities to better articulate the local, European, and Mediterranean outreach.

Building a broader Mediterranean partnership

- Expand the impact of the Festival in REPper partner countries: involving national and local professional or institutions, taking into account the diverse national challenges and target audience groups.

- Explore opportunities for wider Mediterranean and European partnerships: fostering cross-border collaborations and knowledge exchange, highlighting good practices through city twinning, inviting guest organisations and experts to present the circular economy environment in non-EU countries. Strong enthusiasm for inter-European study trips was expressed by French regional repair and reuse professionals.

- Mentoring and capacity building: create a mentoring programme on the occasion of the festival (workshops, masterclasses), creating opportunities for professionals to develop their skills, and for students to discover new career pathways through discussions with established professionals.

- Develop digital hybrid events: with live broadcasting and recording of key moments of the workshops and panel discussions, live Q&A to interact with experts, making content available online to allow greater accessibility and reach.

- Evaluation processes: introduce monitoring tools to assess the impact of the festival on both local and international target audiences and partners, taking into account the engagement during the event, follow-up actions and dynamics.



More information on
repper.interreg-euro-med.eu



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