

Making repair the most attractive option for consumers & businesses

EuroCommerce supports the establishment of a culture of repair and reuse in Europe. Following the Commission's proposal on rules promoting the repair of goods released yesterday, the association asks EU decision makers to make the right to repair the most economically feasible, sustainable and attractive option to consumers, retailers, repair service providers and producers.

EuroCommerce sees [the Commission proposal](#) as a good starting point. It may make it easier for consumers to opt for repair instead of replacement or refund, but it mainly introduces new obligations for businesses, said the association. Consumer research shows that to be fully effective, the approach should also focus on changing consumer habits and mindsets.

Christel Delberghe, EuroCommerce Director General, commented: "We need to create positive incentives for consumers and businesses to choose the option to repair over other remedies. This means, for instance, putting in place financial incentives for businesses that will create a business case for our members to offer repair, and that will encourage consumers to choose to repair¹. We need systemic change and changes to mindsets and practices. This means doing more than simply providing more information to consumers, who are already overloaded, and going further than piling further obligations onto businesses."

Furthermore, Eurocommerce believes that repair should not be free of charge. If businesses are allowed to make a reasonable profit, they will create an attractive business model for this practice, said the association.

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Note to the editor

For more information consult our position paper on the right to repair:

<https://www.eurocommerce.eu/2022/04/making-repair-the-most-attractive-option-for-consumers-and-retailers/>

¹ A good example is the repair bonus scheme in Austria <https://www.reparaturbonus.at/>

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