

REPAIR CAFE | euronics GROUP

Local Marketing Playbook

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THE PARTNERSHIP

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A Repair Café is a community meeting place where people bring broken items and repair them together with the help of skilled volunteers. Rather than throwing products away, visitors are encouraged to explore whether an item can be repaired, learn new skills and extend the life of products they already own.

The concept was founded in the Netherlands by Martine Postma and has since grown into a worldwide movement. Today, thousands of Repair Cafés operate across many countries, united by a shared mission: making repair a normal part of everyday life.

Repair Café International is the international organisation behind the Repair Café movement. It promotes repair worldwide, supports the growth of new Repair Cafés and provides guidance like a starting kit, tools and resources to local organisers.

Local Repair Cafés, however, are independent community initiatives. They are typically organised by volunteers, community groups, charities or local organisations that operate within their own towns and cities. Repair Café International does not manage these local initiatives on a day-to-day basis. Instead, it supports and connects them through a shared network and common mission.



REPAIRING TOGETHER, LEARNING TOGETHER

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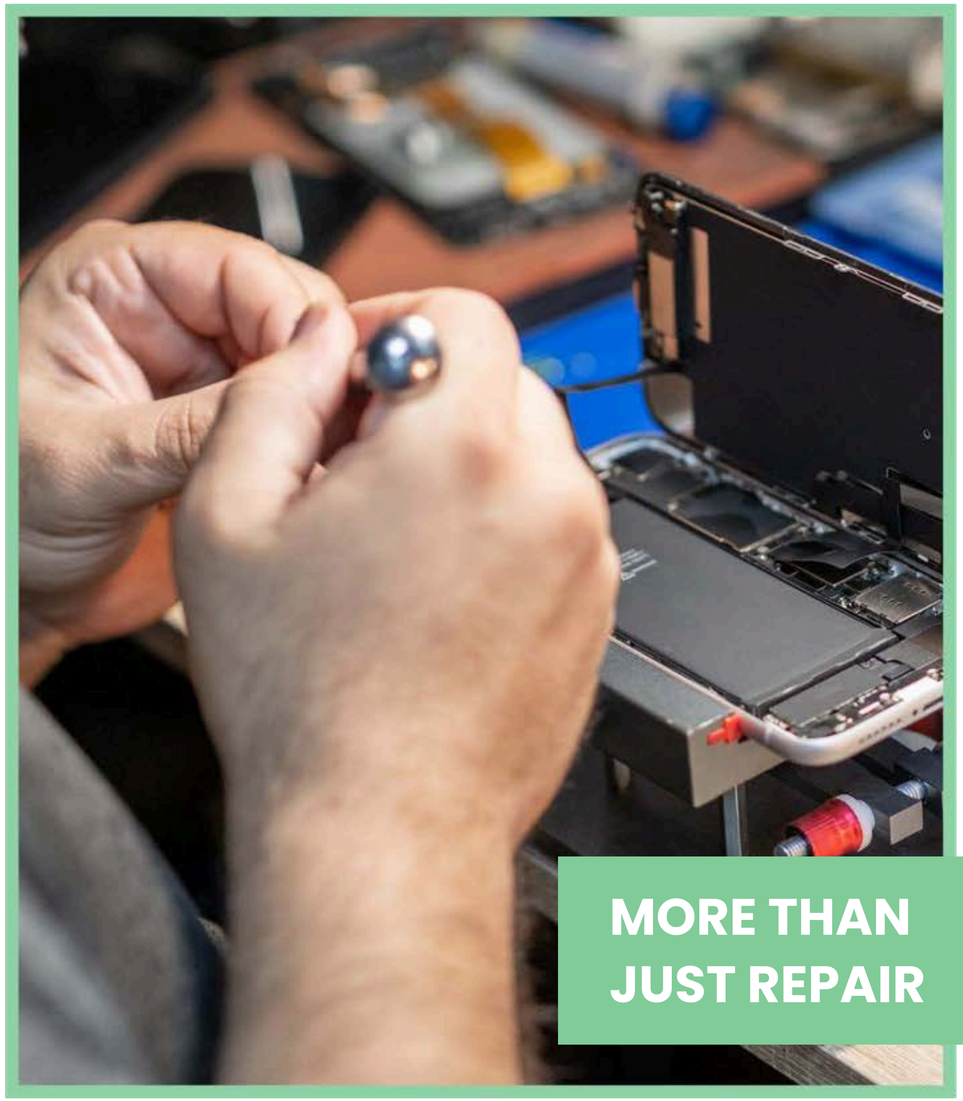
A Repair Café is not a repair shop and it is not a commercial service.

It is a community initiative where knowledge is shared freely between volunteers and visitors. The focus is not only on fixing an item, but also on helping people understand how products work, learn basic repair skills and gain confidence in repairing things themselves.

At a typical Repair Café, visitors may bring:

- **Small household appliances**
- **Consumer electronics**
- **Clothing and textiles**
- **Toys**
- **Furniture**
- **IT equipment such as laptops and computers**

Together with experienced volunteers, they investigate whether the item can be repaired and learn from the process itself.



MORE THAN JUST REPAIR

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WHY REPAIR CAFÉS EXISTS

Repair Café International believes that many products are discarded unnecessarily while they could still be repaired and used for years to come. By promoting repair, the organisation aims to reduce waste, conserve valuable resources and encourage more sustainable consumption habits.

At the same time, Repair Cafés help preserve repair knowledge that is becoming increasingly scarce. Volunteers share technical skills with visitors and with each other, ensuring that valuable expertise is not lost.

Repair Cafés generate impact on multiple levels:

Environmental Impact

- **Extending product lifespans**
- **Reducing electronic waste**
- **Conserving raw materials**
- **Supporting a circular economy**

Social Impact

- **Bringing people together**
- **Building stronger local communities**
- **Opportunities for learning and volunteering**
- **Connecting generations via shared skills**

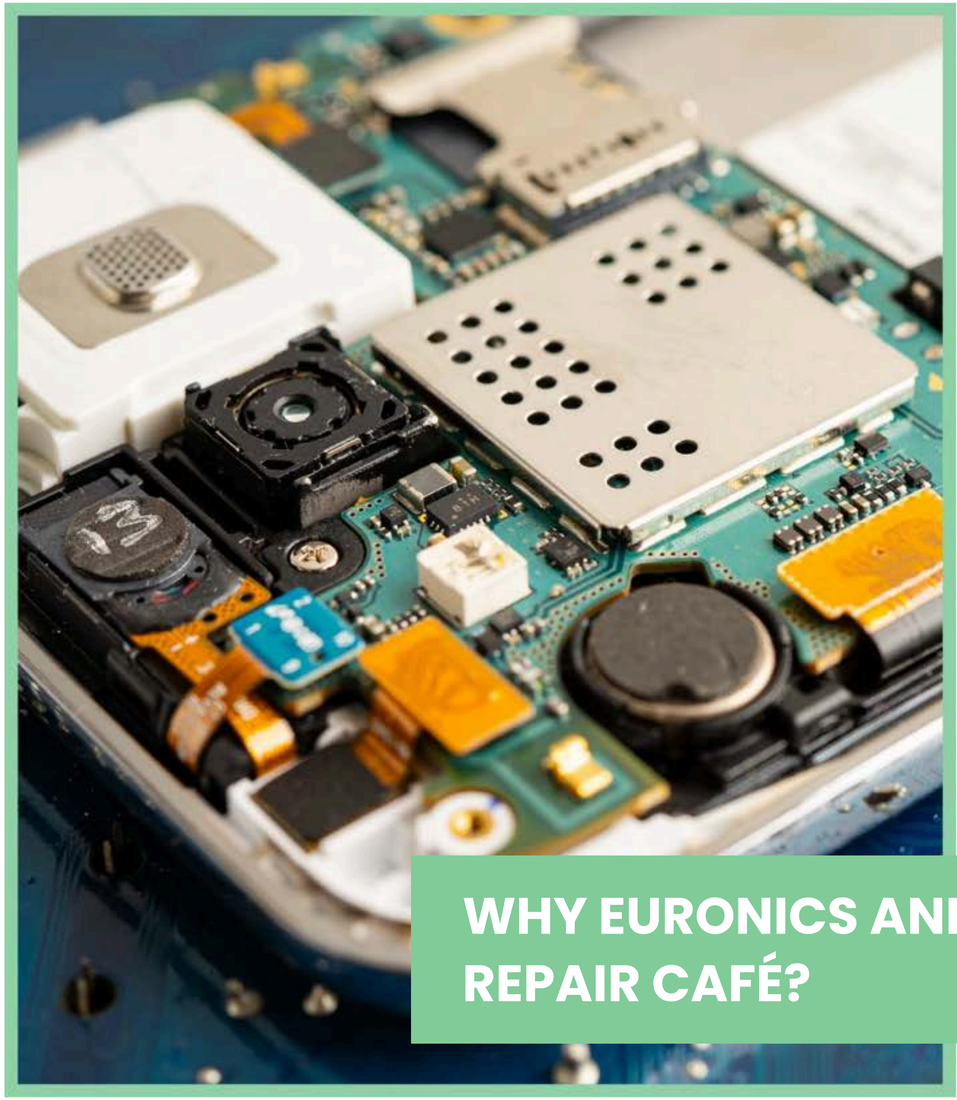
Educational Impact

- **Teaching practical repair skills**
- **Increasing awareness of product longevity**
- **Encouraging consumers to choose repair before replacement**

This combination of sustainability, community engagement and knowledge sharing has made Repair Café one of the most recognised repair movements in the world.

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WHY EURONICS AND REPAIR CAFÉ?



Repair has always been part of Euronics' DNA.
Across Europe, Euronics members provide professional repair services, technical expertise and after-sales support for consumers.
Repair Café International brings together local communities that share the same belief: repairing products should become easier, more visible and more widely accepted.

Together, both organisations can create a stronger repair ecosystem by combining:

- **Professional repair expertise**
- **Community engagement**
- **Consumer awareness**
- **Local activation opportunities**

The partnership also supports broader market developments, including the growing focus on sustainability, circularity and the European Right to Repair movement.

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PARTNERSHIP FOCUS AREAS

The partnership is built around three pillars:

VISIBILITY

Making the partnership visible within local markets and communities.

See pages 5-9 'The Campaign'

LOCAL CONNECTION

Connecting Euronics members with local Repair Cafés and initiatives.

See pages 10-14 'The Partnership'

AWARENESS OF REPAIR

Increasing public awareness of repair as a practical and sustainable choice.

Why Local Connections Matter

The real impact of this partnership happens at local level. Repair Cafés are organised by volunteers who know the needs of their communities, while Euronics stores bring repair expertise, local visibility and strong customer relationships. By working together, both organisations can strengthen repair culture in a meaningful and authentic way. The objective is not to create a one-size-fits-all programme, but to encourage local initiatives that benefit both the community and the local Euronics business.

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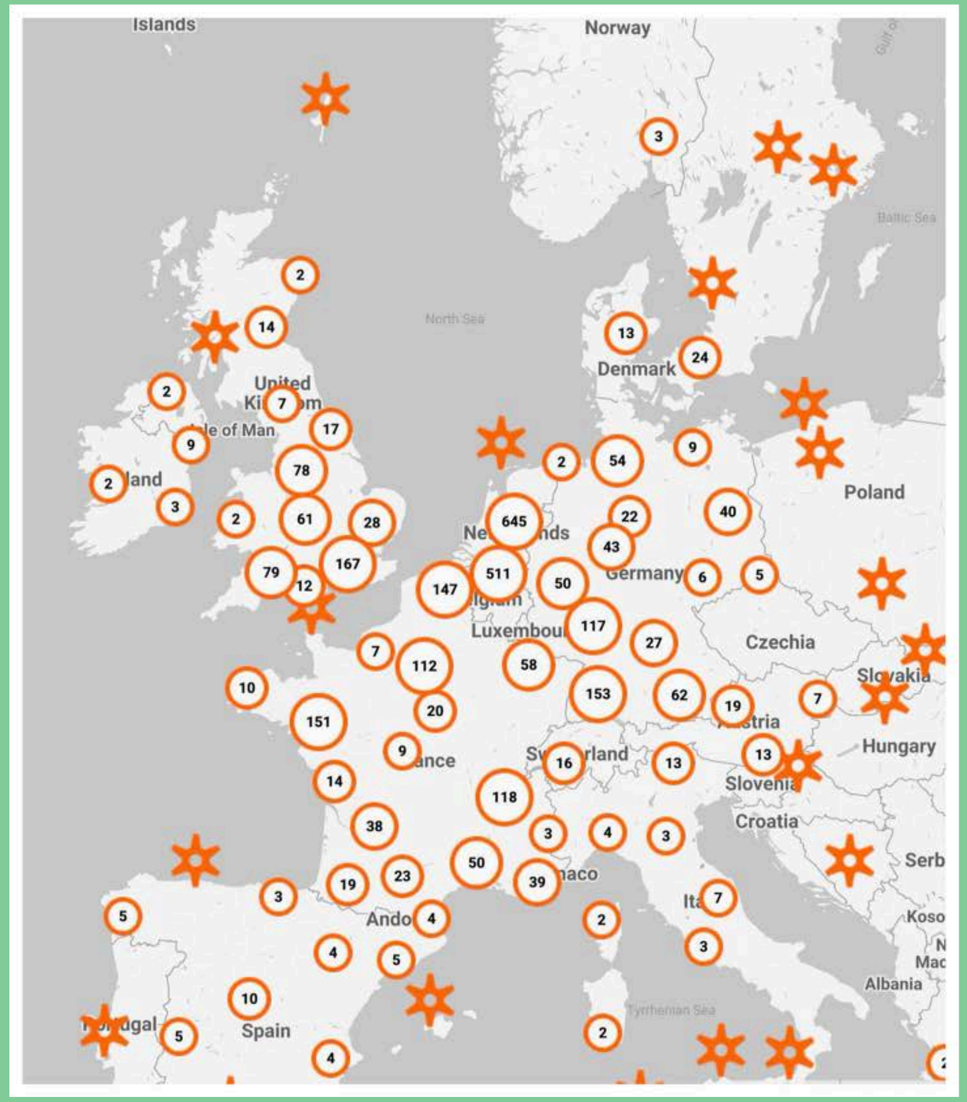
FIND YOUR LOCAL REPAIR CAFÉ

Start by identifying Repair Cafés in your market.

Use the global Repair Café map to locate nearby Repair Cafés:
[Find a Repair Café near you]

The map allows you to:

- **Search by country**
- **Search by city**
- **Identify existing Repair Café initiatives**
- **Contact local organisers**



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WHAT LOCAL REPAIR CAFÉS NEED

To better understand how Euronics can support local Repair Cafés, a needs assessment was conducted among Repair Café organisers.
The research shows that support needs differ by location but typically focus on:

Knowledge & Technical Expertise
Many Repair Cafés value access to professional repair knowledge, diagnostics and technical advice.

Tools & Materials
Support with tools, spare parts and consumables can help volunteers perform repairs more effectively.

Volunteers
Some Repair Cafés are actively looking for additional volunteers with technical skills.

Communication & Visibility
Many organisations would like help promoting events and attracting visitors.

Space & Logistics
Some local initiatives need practical support with event locations, storage or transport.

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SUCCESS PRINCIPLES

Be Local

Choose activities that fit the needs of your community.

Start Small

Even a simple social media post or first meeting with a local Repair Café can create impact.

Focus on Support

The goal is to support local repair initiatives, not to take them over.

Share Your Success Stories

Inspire other Euronics members by sharing examples, photos and learnings across the Euronics network.

Build Long-Term Relationships

The goal is to support local repair initiatives, not to take them over.