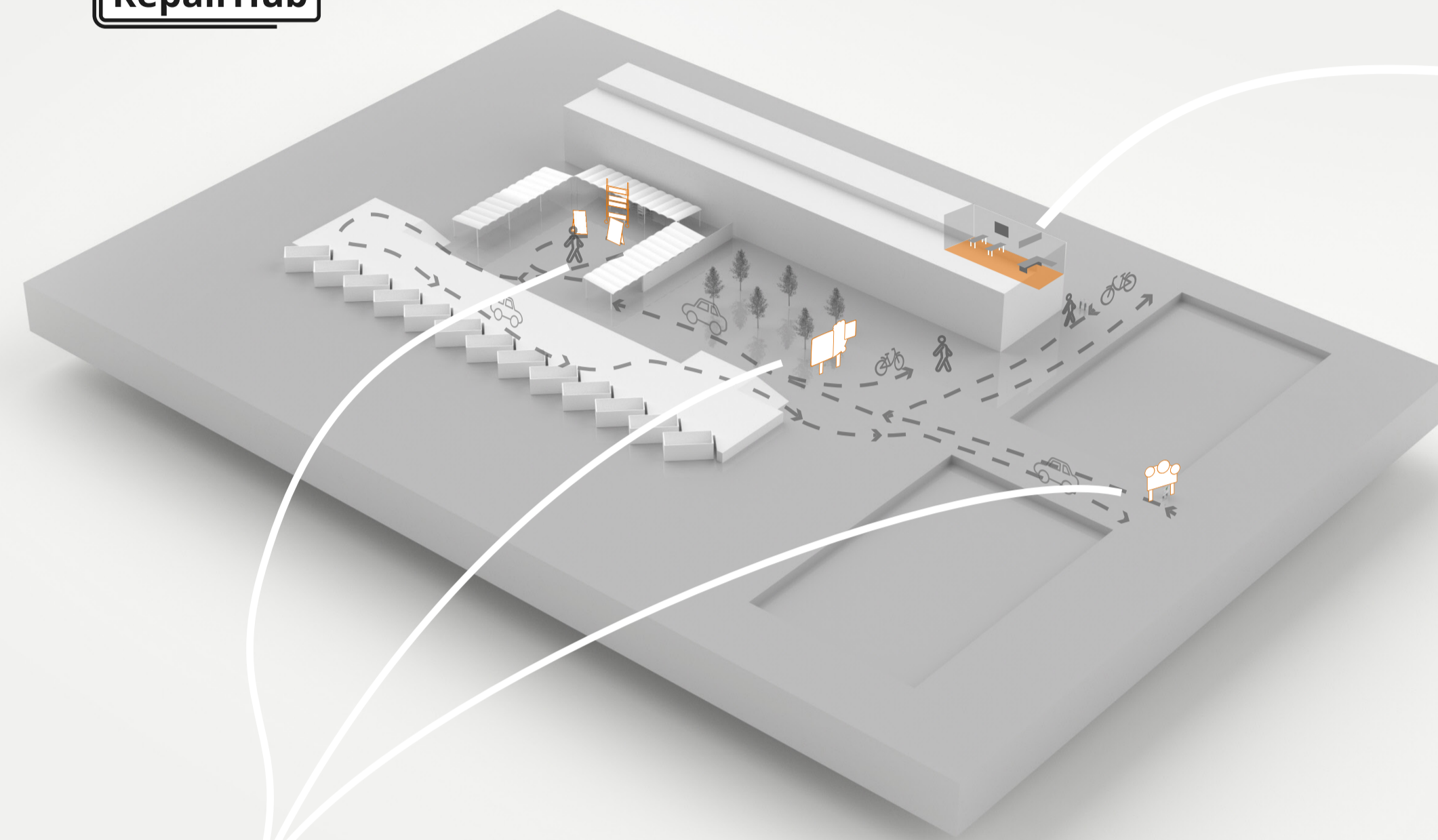


# The RepairHub

Design of a repair center to overcome Rotterdam citizens' barriers to repair

Consumer repair practices are detrimental to advancing the circular economy since they are a vital strategy for prolonging a product's lifetime and saving resources. Despite the need for repair services for a functioning circular economy, the practice of Repair for consumers has declined, and more and more citizens prefer product replacement instead of considering the Repair of consumer goods. Research suggests a general mismatch between consumer needs and repair service offerings. The Municipality of Rotterdam wants to facilitate circular behaviour for its citizens. The Municipality is opening a new recycling center with the adjacent Upcycle Mall. It is envisioned as a place for the citizens of Rotterdam to experience the aspects of a circular economy, including different circular economy practices, such as upcycling, recycling and reuse. Designing a Repair offering at the Upcycle Mall for small household electronics and textiles is the task set out to solve in this project.

The research conducted revealed barriers consumers face in Repair and showed that convenience and reliability are vital to avoid frustration and product replacement. New consumer groups need to be addressed with a convenient first repair experience. A visibility gap between the local community repair organisations and consumers was identified, and there was a need to focus on the youth in educating Repair. Furthermore, unique opportunities for a repair centre at a recycling centre were detected.



## The RepairHub

Based on the research findings, a pivotal concept for the Upcycle Mall is proposed: The RepairHub. This repair center leverages its location to trigger repair actions. It introduces the Community Repair Concept, is a center for education, and links to and empowers the local Community Repair Organizations. The design proposal consists of eight concepts structured in three groups, Activities at the RepairHub, a Signage System, and additional communication material. Three activities to conduct in the RepairHub were designed:

### RepairTogether

A convenient Repair Offer for visitors of the recycling center, to give their device another chance.



### Sort & Fix

A center to sort, fix and clean the electric devices brought to the recycling center, to make them ready for resale in local Secondhand Stores.



### RepairEducation

A concept to educate school classes on repair practices and include Rotterdams Repair Cafes in the Process



### Signage System

Complementing the RepairHub, a comprehensive signage system is designed to effectively guide people to the RepairHub and promote the local Repair Cafes. This system plays a crucial role in encouraging repair actions and making citizens aware of the local provision of Community Repair organisations.

### Take-away-Flyer & Website

A Map was designed, facilitating the search for local repair cafes at a time that is convenient to the consumer. The map is available in a digital and a physical form



Florian Henschel  
The RepairHub  
15.04.2024  
Strategic Product Design

**Committee** Dr. Lise Magnier (Chair)  
Dr. Jotte de Koning (Coach)  
**Company** Gemeente Rotterdam

