

## EU GREEN WEEK PARTNER EVENT 2025

### Agenda – EU Green Week Event at Media Markt Gütersloh



**Date:** [04.06.2025]



**Location:** Media Markt Gütersloh & streaming event

#### 10:00 – 10:30 | Welcome & Opening

- Official welcome by representatives of **Media Markt Saturn & Repartly**
- Introduction to the topic **Circular Economy & Sustainability in the Electronics Industry**
- Overview of the day's agenda



#### **Repair – Fix It, Don't Trash It**

##### 10:30 – 11:30 | Live Demo: Smartphone Repair at the SmartBar

- **Live repair demonstration** of smartphones (e.g., screen replacement, battery swap)
- Tips & tricks for **extending smartphone lifespan**
- Interactive Q&A: "What can I do before replacing my phone?"

##### 11:30 – 12:30 | Home Appliances: Small Fixes – Big Impact

- **Live workshop:** Diagnosing issues and making simple repairs on washing machines, dryers & dishwashers
- Using **refurbished spare parts** as a cost-effective & sustainable solution
- **Hands-on station:** Customers can try out simple repairs themselves



#### **Reuse & Refurbishment – Giving Devices a Second Life**

##### 12:30 – 13:30 | Refurbishing Returned Products

- How does **refurbishment of returned devices** work?
- **Before & After demo:** A "used" device is refurbished live
- **Customer discussion:** "Would you buy a refurbished device? Why (not)?"

### 13:30 – 14:30 | Introducing Repartly: The Electronics Repair Concept

- How does Repartly work? Which devices can be repaired?
  - **Cooperation with Media Markt Saturn:** Sustainable repair options for customers
  - **Customer Q&A:** “What do you need to adopt more sustainable habits?”
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### **Circular Economy & Public Discussion**

#### 14:30 – 15:30 | Open Discussion with Experts

- Topic: **Why is Circular Economy important for consumers & the environment?**
  - Experts from Media Markt, Repartly & environmental organizations share insights
  - **Customer engagement:** What are your experiences with repairs & refurbished devices?
  - Collaborative brainstorming: “What do consumers need to act more sustainably?”
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### **Hands-on Activities & Giveaway**

#### 15:30 – 17:00 | DIY Stations & Live Demos

- **Smartphone quick check & troubleshooting** for visitors
  - **DIY repair station for home appliances:** Customers test simple repairs themselves
  - **Sustainability Quiz & Giveaway:** Win a refurbished device or a repair voucher
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### **Closing & Outlook**

#### 17:00 – 17:30 | Summary & Key Takeaways

- What did we learn today?
- Presentation of upcoming sustainability initiatives
- **Thank you to all participants & closing remarks**