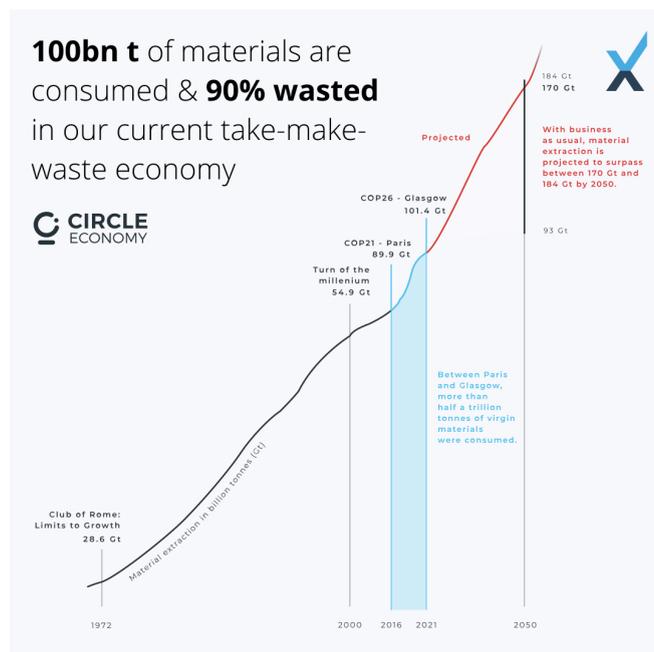


## #LetsFixFirst: This startup & their campaign are ending the throw-away world beyond Earth Day - incl. "Pledge to Fix!"

— Summary —

Did you ever fix a product? Now you can. Today, the "LetsFixFirst" campaign went live which calls on consumers and businesses to take circular action as a link to climate action. Examples include pledging to fix a product, to only use refurbished ones and voting for the right-to-repair. It further calls for action at work or learning how to fix products. The campaign was initiated by startup FixFirst and runs as part of this year's Earth Day but it will stay as a place for action and to find circular services beyond that. Partners include many (inter)national organizations.

### Circular action = climate action



Less than 8 years are left to limit global warming to 1.5 degrees as part of the Paris agreement according to the [Climate Clock](#). Often forgotten: "70% of global greenhouse gas emissions are associated with making and using products" as shown by the [latest Circle Economy Gap Report Study](#) (see chart left).

Thus, extending the lifetime of products with circular services such as repair, maintenance or refurbishment and reuse in general has a significant impact on reducing carbon emissions and saving resources - "90% of resources are wasted" stated by the same report.

We believe it's time that we stand up and rethink our consumption in the context of those facts and take action!

*"The problems are clear - we don't need to be flooded with more information but we need an easy way to take concrete actions!"* FixFirst Co-Founder & CEO Sebastian Daus and campaign initiator states.

### Concrete measures & the "Pledge to fix!"

With our initiative, we want to draw more attention to the connections between climate, the circular economy and related local services such as maintenance, repair, refurbishment and upcycling in various industries. At the same time, we want to motivate users to really take action and not just read about it.

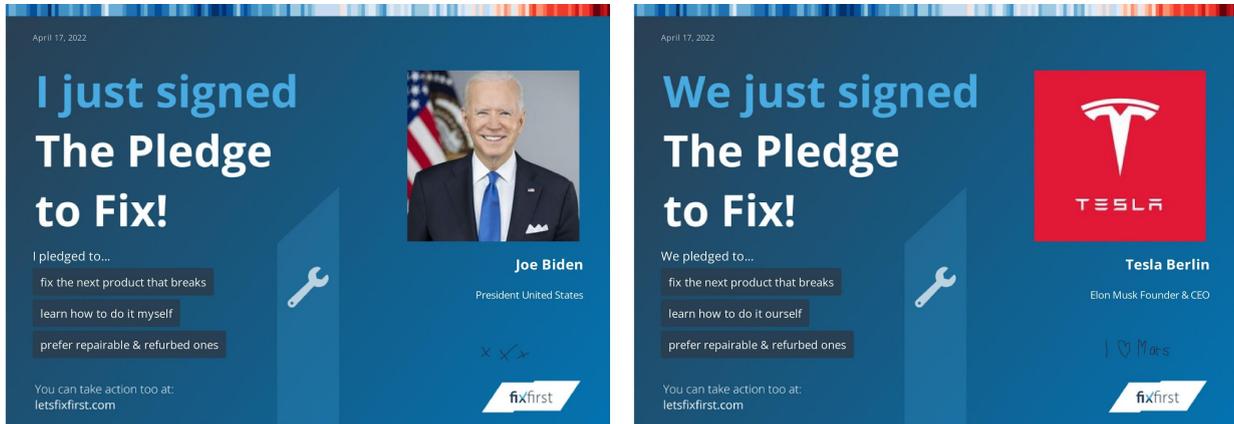
These are the actions users can take as part of the campaign at [letsfixfirst.com](https://letsfixfirst.com)

1. Sign the Pledge to Fix

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2. Learn to extend the lifetime
3. Vote for the right to repair
4. Become circular at work
5. Secure a repair voucher
6. Buy repairable & refurbished
7. Take the circularity quiz
8. Share & create awareness

The most prominent and shareable action is the “Pledge to Fix”. What it looks like (examples):



[Personal Pledge]

[Organization Pledge]

The Pledge to Fix is a strong commitment to: 1. Fix the next product that breaks; 2. Learn how to do it oneself, 3. To prefer repairable and refurbished products.

Pledgers will become part of a global community and movement that aims to end the throw-away world by using our products smarter. They can select only one option of the pledge or all three and sign it themselves as an individual or as an organization. They can also add the Pledge to their LinkedIn profile in the volunteering section and tag us on Instagram @thepledgetofix and we'll repost it to give more visibility.

Once launched, we aim to build a community and action platform around it that makes it easy for individuals and organizations to extend the lifetime of products, show how good they are compared to others and that will bring best practices and expert talks to them.

## Access to >8.400 circular services in all product categories

Organizations who are offering services, training or products in the area of repair, maintenance, refurbish and reuse can participate and also list their services - from fixing a smartphone to shoes or a bike. With that we want to show and support local initiatives and further tell the stories behind the people who are running those making it more personal and relatable.

Already at the beginning of this year we started the "[Pro-Long](#)" campaign for electronics together with the World Economic Forum. Now we're also participating in the [Time For Climate Action](#)

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initiative - but will focus on circular action as we believe it needs to be highlighted more and that we need cross-industry measures.

— end of press release —

## Links

Campaign page: <https://letsfixfirst.com/>

FixFirst links: <https://linktr.ee/fixfirst>

Our website: <https://www.fixfirst.io/>

Follow us here: <https://linktr.ee/fixfirst>

Images for use: <https://www.fixfirst.io/press>

## Sources

Climate Clock: <https://climateclock.world/>

Circle Economy Gap Report: <https://www.circularity-gap.world/2022>

## About FixFirst

FixFirst - the operating system for circular services and products - is a Berlin-based impact and tech startup that aims to accelerate the transformation towards a circular economy. To achieve this, the team digitizes and simplifies circular services and processes with their self-developed software platform.

This can be used by various stakeholders - including small service and craft businesses, as well as manufacturers and retailers, or even cities. At the same time, the solution empowers companies and users to use products longer and to improve their circularity as easily as possible while making this impact visible.

Our vision is a world where fixing products comes first and using them longer is the norm. By 2030, we want to help save at least 100 million tons of CO2 and extend the life of over 1 billion products.

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Thanks for your curiosity! 🙌