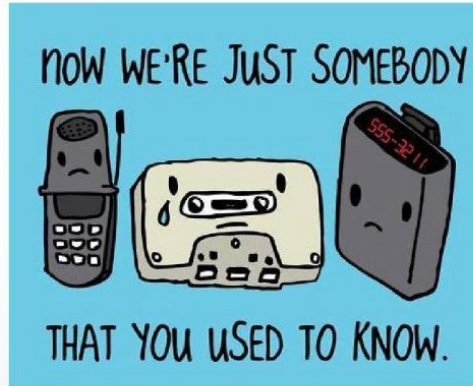


# PLANNED OBSOLESCENCE



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# Overview

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- Planned obsolescence is the practice of deliberately designing products to limit their life span to encourage replacement.
- Types of Planned Obsolescence:
  - Contrived durability
  - Systemic obsolescence
  - Perceived obsolescence
  - Programmed obsolescence
  - Prevention of repair
- Consequences:
  - Damages environment and contributes to climate change.

# Ethical Concerns

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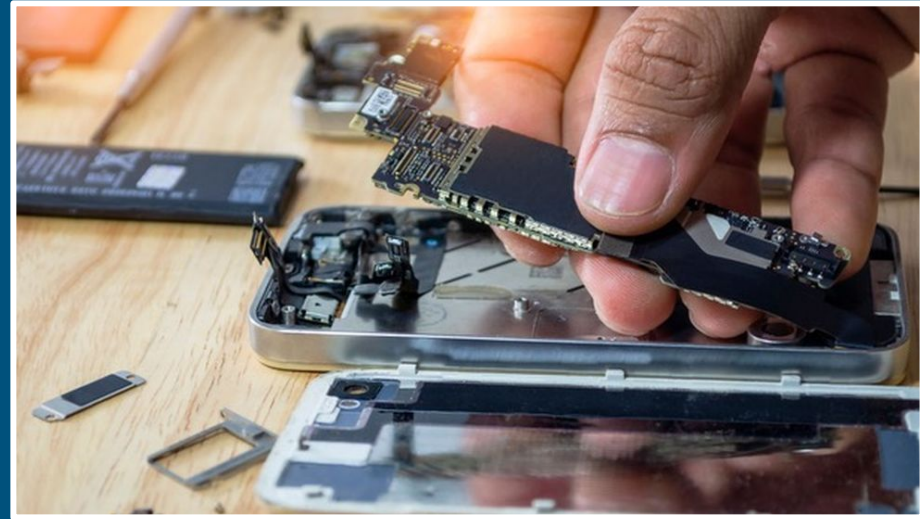
- Costly for both consumer and the planet
- Environmental impacts:
  - Constant production
  - Electronic waste
    - Not readily recyclable
    - Pollutive landfills



# Possible Solutions: Government

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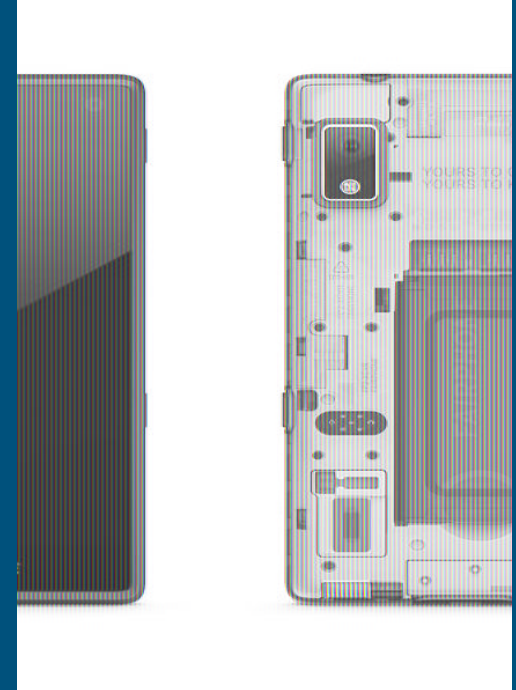
- Right to Repair Laws
  - 2021, NYS Senate Right-To-Repair Law
  - 2021, Executive Order to the Federal Trade Commission
- Government Incentives to produce more durable products
  - 2017, Resolution on a longer lifetime for products: benefits for consumers and companies



# Possible Solutions: Manufacturer

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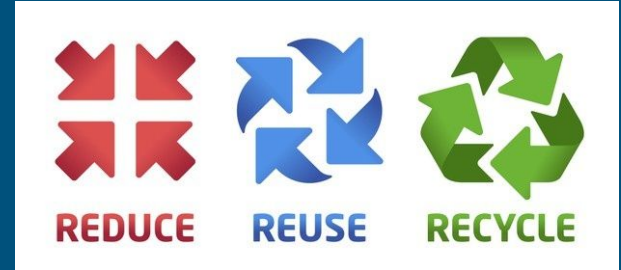
- **Circular Model**
  - The process of using pieces to recycled goods to product new products.
  - Lowers the overall waste of disposing a product and lessens the need for new resources in the manufacturing process
  - Businesses currently adopting this model
    - IKEA
    - Target
- **Modular Products**
  - Allow for user to replace individual parts of a larger product
  - FairPhone
  - Can be used to:
    - Repair a broken part
    - Upgrade a part of a larger device that has become obsolete
- **Proper Disposal of smart devices**
  - EcoATM
  - Paying or charging for proper waste of smart products to regulate their disposal



# Possible Solutions: Individual

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- Reduce
  - buying frequency
  - newest trends
- Recycle
- Reuse:
  - Instead of buying new, unused items, buy someone else's used or refurbished items.
- Repair
- Care
- Quality over quantity



Thank you:)