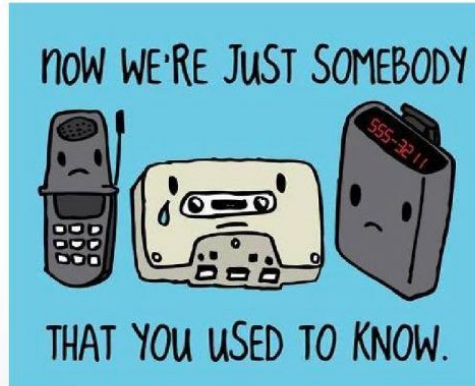


PLANNED OBSOLESCENCE



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Overview

- 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.

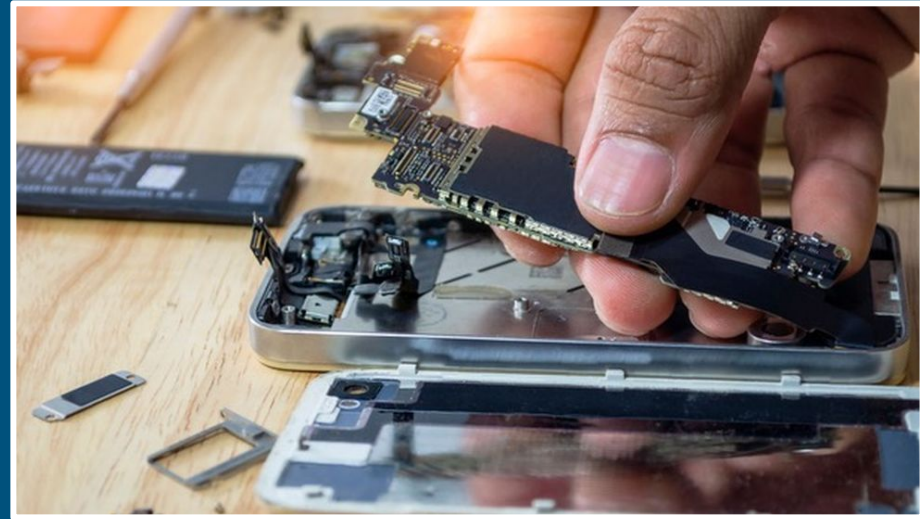
Ethical Concerns

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



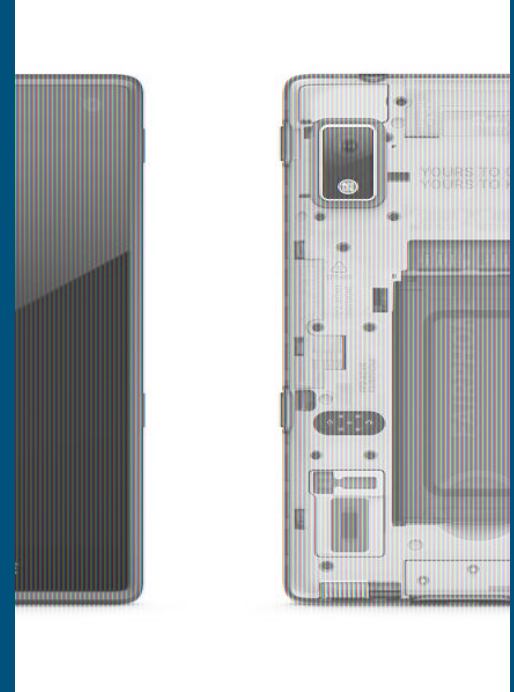
Possible Solutions: Government

- 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

- **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

- 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:)