



# **Sustainable Consumption: Tackling Premature Obsolescence**

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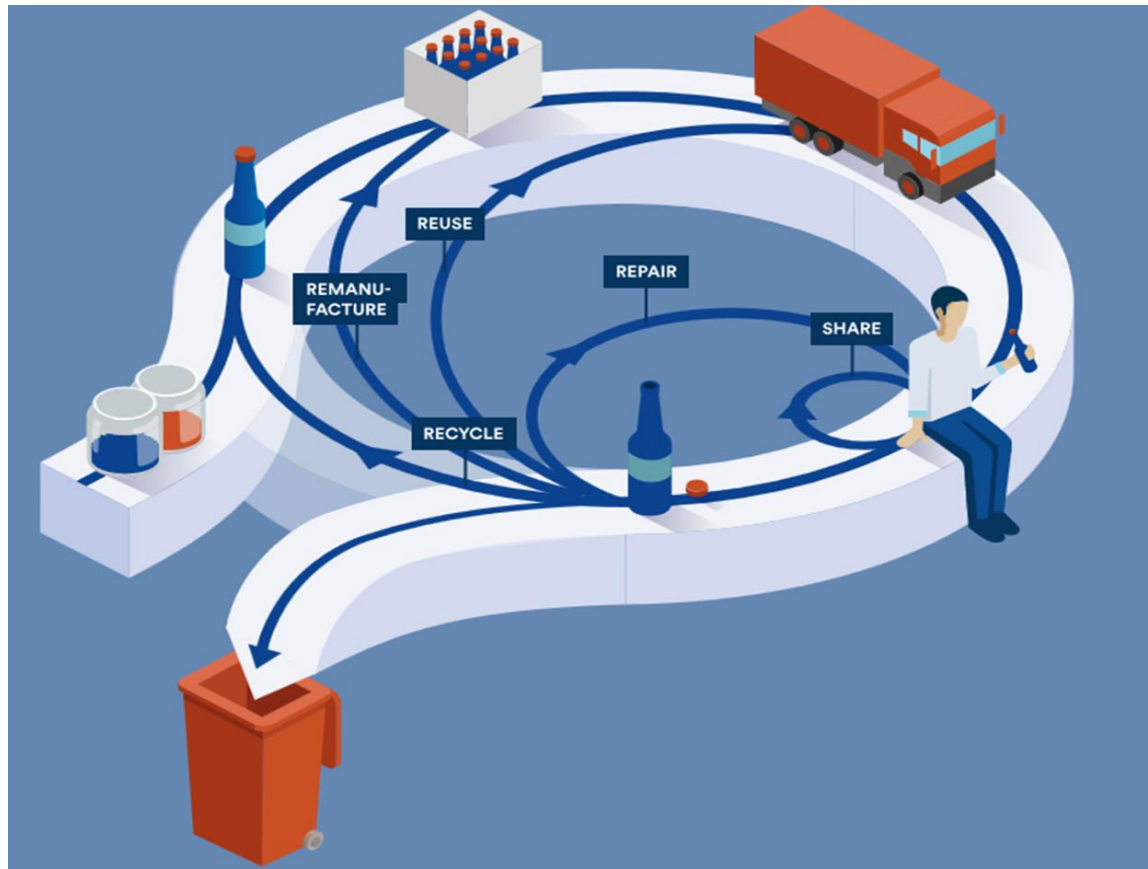
## Different types of obsolescence

- **Planned obsolescence:** designing a product to have a shorter life, if necessary by designing it to run only for a limited number of operations
- **Indirect obsolescence:** spare parts required to repair the product are unobtainable or because it cannot be repaired
- **Incompatibility obsolescence:** software no longer works once an operating system is updated
- **Style obsolescence:** marketing campaigns lead consumers to perceive existing products as out-of-date

## Different types of actions needed on obsolescence

- **Planned obsolescence:** designing a product to have a shorter life, if necessary by designing it to run only for a limited number of operations
  - *Product design, consumer protection*
- **Indirect obsolescence:** spare parts required to repair the product are unobtainable or because it cannot be repaired
  - *Product design (reparability)*
- **Incompatibility obsolescence:** software no longer works once an operating system is updated
  - *Product design (upgradability)*
- **Style obsolescence:** marketing campaigns lead consumers to perceive existing products as out-of-date
  - *Consumer behaviour, labelling, eco-innovation*

# Circular Economy



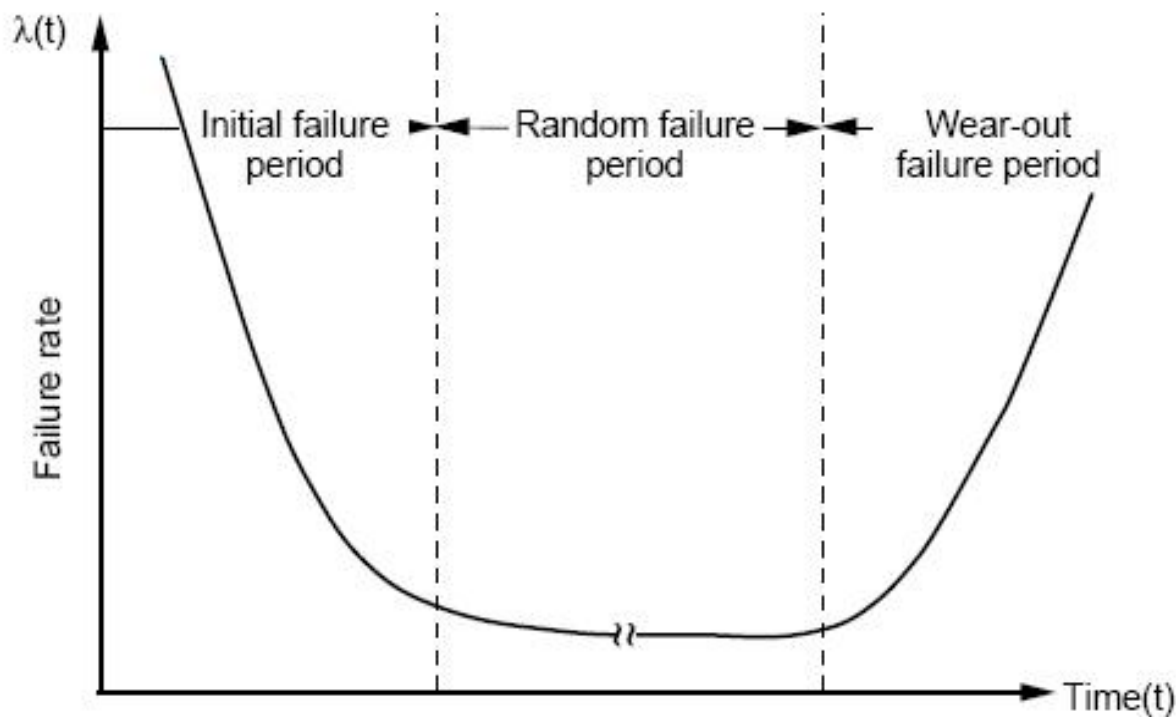
Ecodesign working plan 2016-2019: looking systematically at CE aspects when revising or preparing product measures

- Durability
- Reparability
- Upgradability
- Design for disassembly
- Ease of reuse and recycling

First set of products with adoption planned Q1 2019

- Lighting
- Televisions and displays
- Refrigerators
- Dishwashers
- Washing machines and washer-dryers

# Failures along the lifetime of industrial products



**Bath-tub curve of failures (Weibull distribution)**

## Example of washing machines

### Review of Ecodesign regulation on washing machines

- The **average lifetime** has reduced to 12.5 years from approximately 15 years in recent decades
- this is no more justified by the expected **energy efficiency gains** offered by new models
- an increased proportion of washing machines have to be replaced **in the first 5 years of use**

### New measures on resource efficiency proposed

- **Availability of spare parts** for 7 years after placing on the market of last model; delivery in less than 15 days
- Access to **repair and maintenance information** by professional repairers
- Marking of refrigerant; end-of-life treatment

Mandate M/543 to standardisation organisations on material efficiency aspects of ecodesign requirements- CEN/CENELEC TC10

- **WG1: Terminology**
- **WG2: Durability**
- **WG3: Reparability, upgradability and reusability**
- **WG4: Ability to Remanufacture**
- **WG5: Recyclability, recoverability and recycled content**
- **WG6: Provision of information**

Drafting of standards and technical reports, including

- prEN 45552 - General method for the assessment of the durability of energy-related products
- prEN 45554 - General methods for the assessment of the ability to repair, reuse and upgrade energy related products



- *Study to support Ecodesign measures to improve reparability of products (Deloitte, 2016 and 2018)*
  - **Socio-economic analysis of the repair sector in 10 MS**
  - **Product scope includes white goods and electronics**
  
- *Ecodesign and other product policies for Circular Economy (JRC, 2018)*
  - **durability assessment of washing machines**
  - **reparability and upgradability of televisions**
  - **material efficiency (incl. reparability) of smartphones**
  
- *Study to support the initiative 'towards an EU product policy framework supportive of Circular Economy' (Eunomia, 2018)*
  - **Assessment of EU and MS policies on product**
  - **Gaps and opportunities in specific sectors or product groups**

- *Study on a possible scoring system on reparability to support Ecodesign in a Circular Economy (JRC, 2018)*
  - **Stage 1: development of a general approach for the assessment of products reparability**
  - **Stage 2: test of the general approach on specific product groups: laptops, washing machines, vacuum cleaners**
  
- *To be followed by a consumer survey and experiment to test the understanding of the reparability scoring and influence on decisions (2019)*
  
- *If the results are convincing, the next step could be to integrate the scoring system in product Regulations (from 2019 on)*

## Other relevant circular economy actions

- *EU Ecolabel strategy on the choice of product groups*
- *Use of Product Environmental Footprint methods*
- *Evaluation of the Environmental Technology Verification pilot*

### *Actions on specific sectors:*

- *Single-use plastics*
- *Food waste*
- *Buildings sustainability indicators*

### *Proposals on sustainable finance*

**Thank you for your attention!**

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