

Encouraging consumers to keep appliances in use for longer

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restart 

The text is centered on a teal background. It is surrounded by a decorative graphic consisting of six white, thick, curved lines that radiate outwards from the text, resembling a stylized sunburst or a signal. The lines are arranged in two groups of three, one on the left and one on the right, with the top line of each group being the most curved and the bottom line being the least curved.

The impact of throwaway electronics

E-WASTE

Still the fastest growing waste stream in the world



The Countries Producing the Most E-Waste

The countries which produced the most e-waste per capita in 2019



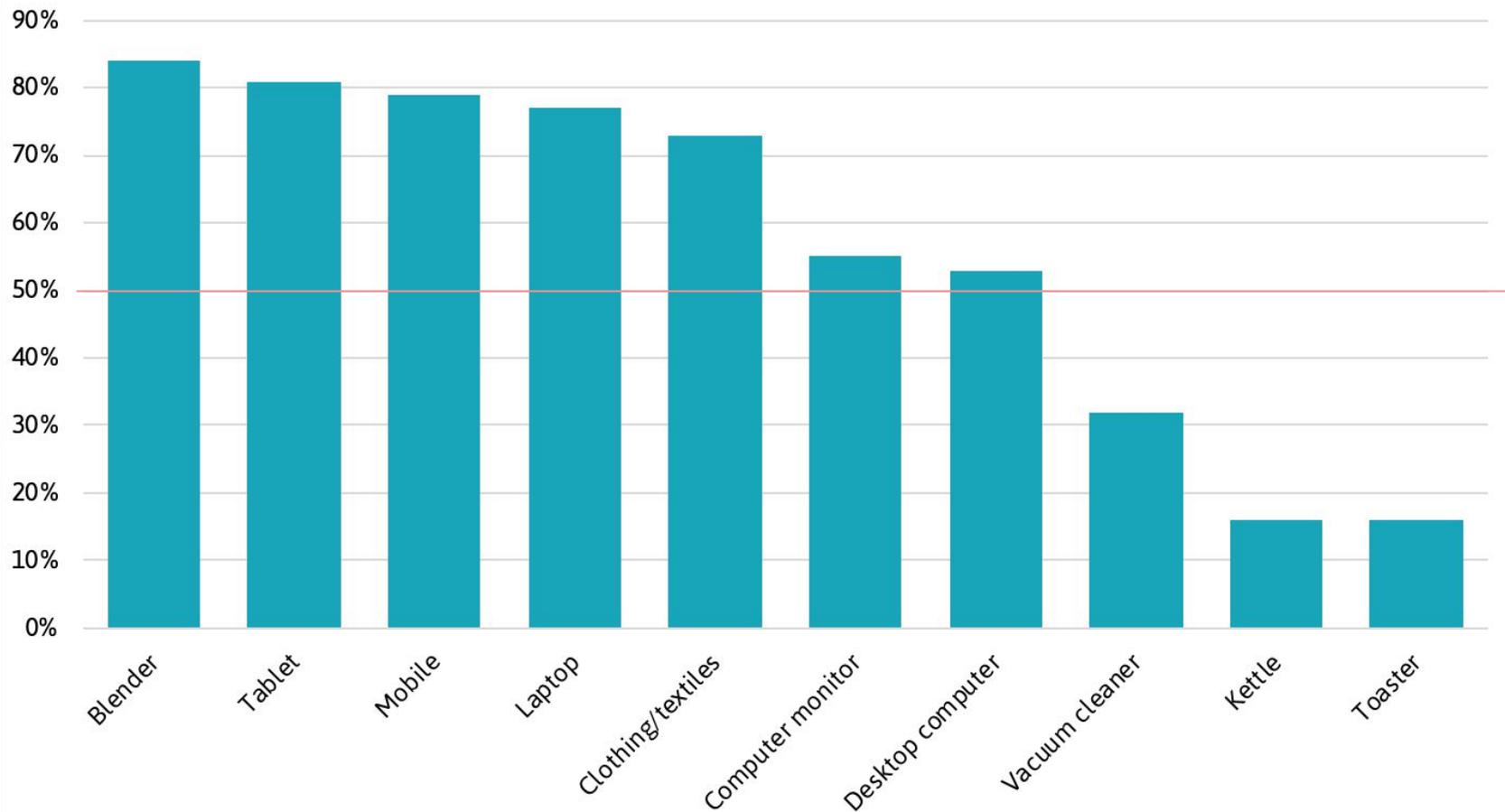
Source: Global E-Waste Monitor 2020



HIDDEN IMPACTS



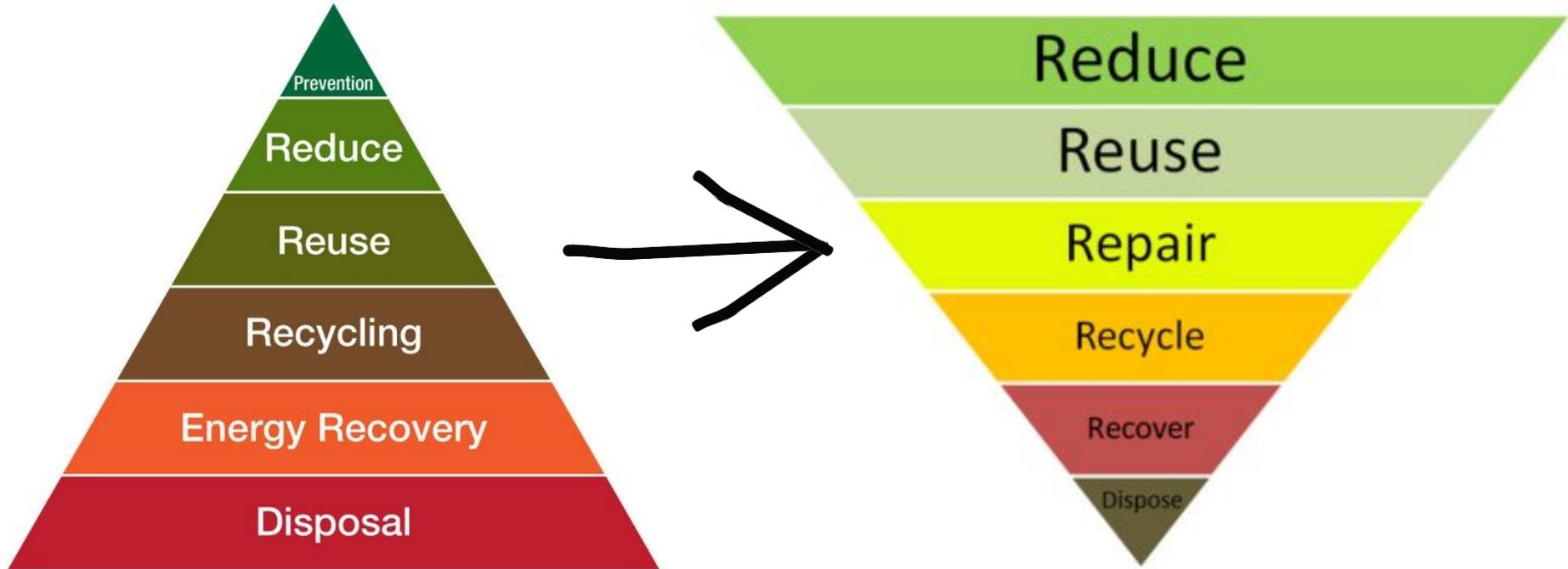
Pre-use CO2e impact as a percentage of total lifetime impact



What this means



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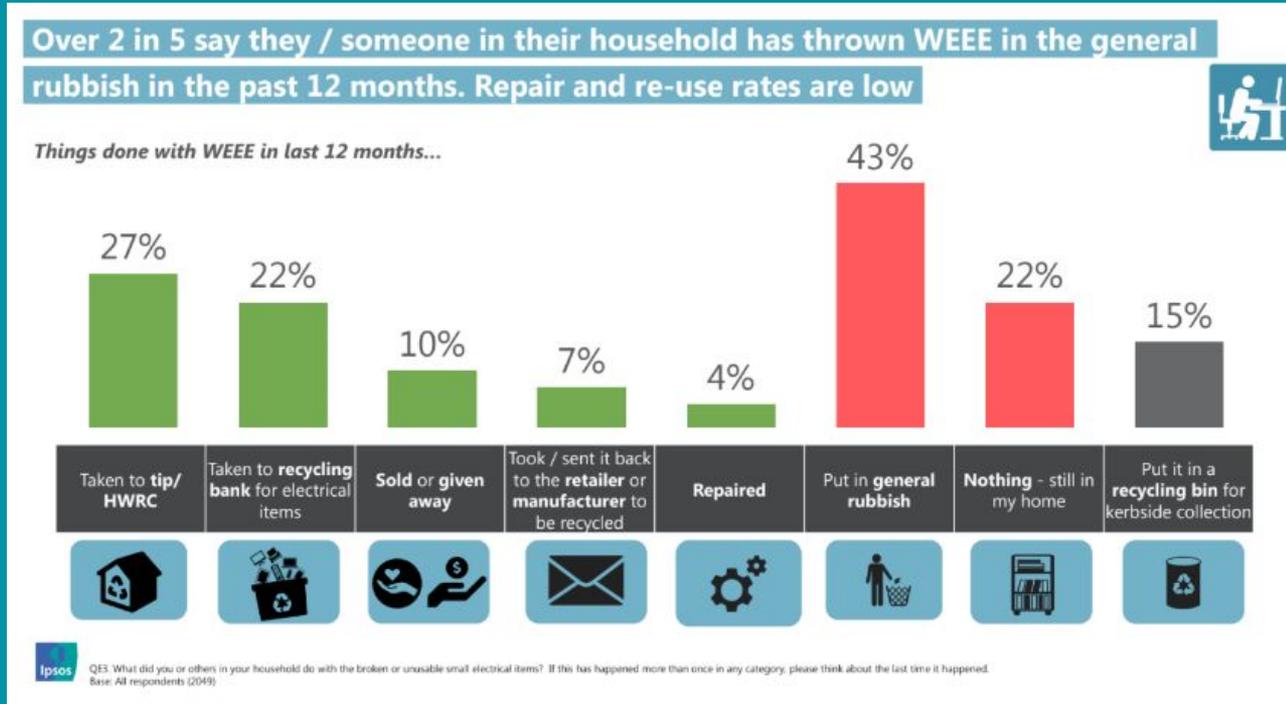




People support repair..

- **77% EU citizens would rather repair their device than replace them. *European Parliament poll, 2022***
- **75% of Londoners believe we need to repair more to help tackle the climate emergency. *ReLondon, 2022***

..But public behaviour doesn't reflect that



Waste Electrical and Electronic Equipment:
Public attitudes & behaviours in the UK, Material Focus, 2021



Why isn't repair more common?

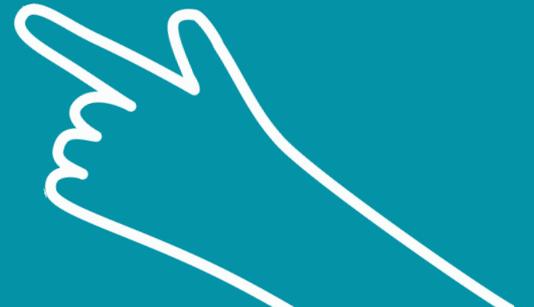
- **Cost**
- **How products are made**
- **Advertising - and cost of new products**
- **Warranties a fraction of the expected lifespan**
- **Inconvenience**
- **Habit.**





How can we encourage consumers to keep things in use for longer?

- Change what options are available
- Point of sale
- Ongoing comms and advertising.





Levelling the playing field: The government's role

- Expand right to repair rules
- Lower costs
- Repair index
- Design for repair
- Repair and Reuse target?





**Goal: Take nothing from
the earth when making
new products**



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