

zukunft
1909-2012
denken



ISWA
International Solid Waste Association

ISWA Beacon Conference Waste Prevention & Recycling

Thursday, 31st May 2012
Friday, 1st June 2012

Conference Venue:

**Kommunalkredit Austria AG
1090 Vienna, Türkenstraße 9**



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Altstoff Recycling Austria

IMPRESSUM

ISWA Beacon Conference

Waste Prevention & Recycling

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Friday, June 1

08:30 – 08:40 *Introduction by Moderator*

Session 4:	Communication & Behavioural Change
Chair:	Christian STIGLITZ, Recycling of Resources

08:40 – 09:00 **Stirling Council Food Waste Improvement Campaign**
 Nicki SOUTER, Nicki Souter Associates (UK)

09:00 – 09:20 **Regional waste minimization campaign in the Netherlands**
 Michiel WESTERHOFF, Circulus (NL)

09:20 – 09:40 **Communication 3R – Responsible, Rational, Relevant**
 Ana LOUREIRO, Valorsul (P)

09:40 – 10:00 *Panel Discussion*

10:00 – 10:30 *Coffee Break*

Session 5:	Planned Obsolescence
Chair:	Maarten GOORHUIS, Chair ISWA WG RWM

10:30 – 10:50 **Planned Obsolescence and its Impact on the Waste Management Sector**
 Andreas BARTL, Vienna University of Technology (AT)

10:50 – 11:10 **Economic Growth by Waste Generation**
 Benoît DESMARCHELIER, Lille University (F)

11:10 – 11:30 **Policies and Practices to Get Away from Premature Obsolescence**
 Tim COOPER, Nottingham Trent University (UK)

11:30 – 11:50 *Panel Discussion*

11:50 – 12:00 *Closing*

12:00 – 13:00 *Lunch*

13:00 – 17:00 **Excursion:**
 Biowaste Recycling in Vienna: Fermentation Plant (Biogas Vienna)
 Composting Plant Lobau – Potting Soil Facility Schafflerhof



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ISWA Beacon Conference 2012

Planned Obsolescence and its Impact on the Waste Management Sector

Andreas Bartl



31 May/1 June 2012, Vienna



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➤ Planned Obsolescence

- <http://www.youtube.com/watch?v=zVFZ4Ocz4VA>
- <http://www.youtube.com/watch?v=0bxzU1HFC7Q>



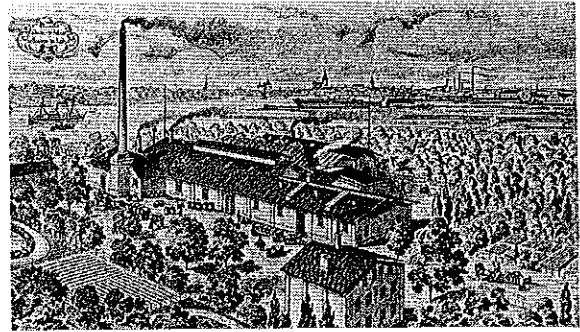
31 May/1 June 2012, Vienna



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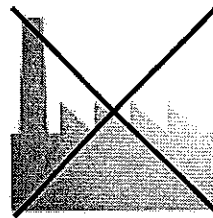
➤ Production

- Pre-industrial
 - Manual
 - Elaborate
 - Demand exceeds supply
- Industrial
 - Automated
 - Effortless
 - Supply exceeds demand



➤ How can demand and supply be adjusted?

- Decrease production
- Increase consumption



Increase Consumption

➤ Repetitive Consumption

- Customers should not buy a product once but again and again ...



Planned Obsolescence

- Products are designed to be used only a single time
- Products are disposed of due to fashion, style or vogue
- Products fail due to technical or functional defects (or contain components with a predetermined lifetime)

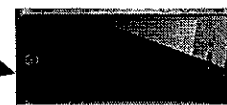
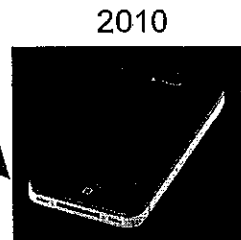
➤ Disposables

- Synonym for throwaway society
- 1870-ies: disposable shirt collars and cuffs
- Today: variety of one-way products



➤ Fashion, style, vogue

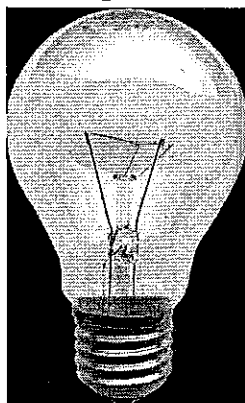
- Apparel
- More and more electronic devices



➤ Technical or functional obsolescence

- E.g. Phoebus cartel
1924 - 1939

Restrict lifetime of light bulb
to 1.000 h



➤ Planned obsolescence

- Economic growth
- Reducing unemployment
- Increase of taxes and GDP

Ending the Depression

Through

Planned Obsolescence

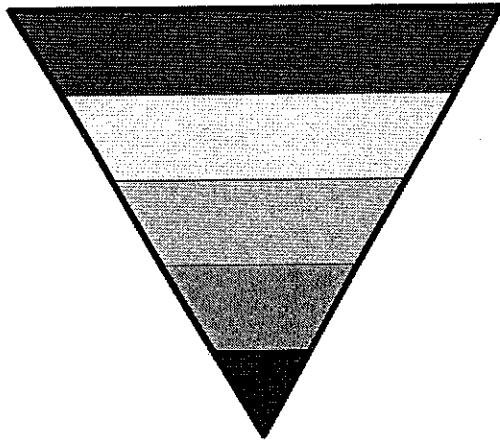
By Bernard London, 1932

Frank V. Vanderlip, former President of the National City Bank, of New York, characterized this as a stupid depression. He emphasized the fact that millions were suffering amidst glutted markets and surpluses.

The new paradox of plenty constitutes a challenge to revolutionize our economic thinking. Classical economics was predicated on the belief that nature was niggardly and that the human race was constantly confronted by the spectre of shortages. The economist Malthus writing in 1798 warned that the race would be impoverished by an increase in population which he predicted would greatly exceed gains in the production of foodstuffs.

However, modern technology and the whole adventure of applying creative science to

➤ Planned obsolescence and waste hierarchy



Prevention

Preparing for re-use

Recycle

Other recovery

Disposal

➤ Repairing (do-it-yourself)?



Flat



Phillips



Pozidriv



Square



Robertson



Hex



Hex socket



Security hex socket



Torx



Security Torx



Tri-Wing



Torq-set



Spanner head



Triple square



Polydrive



One-way



Spline drive



Double hex



Bristol



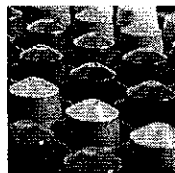
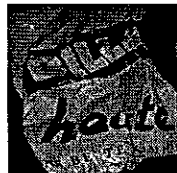
Pentalobular

➤ Planned Obsolescence

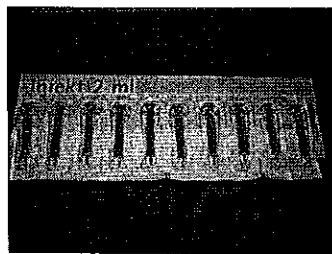
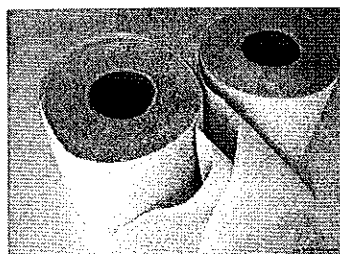
- Consumption of resources and energy
- Generation of waste
- Interfering the waste hierarchy
- Is planned obsolescence the evil?

➤ Disposables

- Futile products



- Hygienic and health



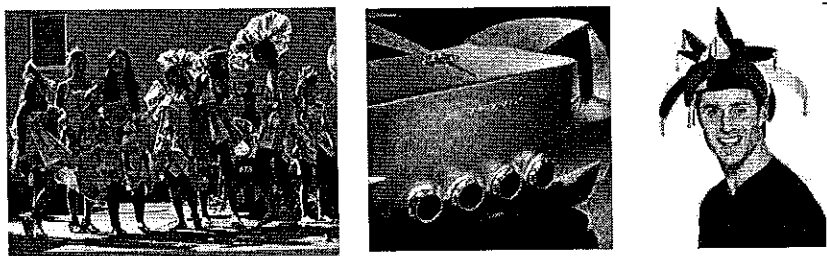
Blessing or Curse

➤ Fashion and design

- Just a driver for waste generation



- A mean to express individualism and individuality

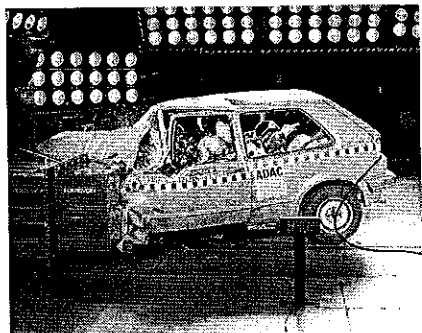


Blessing or Curse

➤ Items that last for 100 years?

- Less consumption and less waste
- No technological developments
- E.g. vehicles: fuel consumption, emissions, safety, etc..

1984 ★



2008 ★★★★★



➤ Policy

- Create incentives for producers to produce durable goods
- Taxation
- Public awareness campaign

➤ Economy

- Shifting consumption to more sustainable products/services
- Planned obsolescence supports own industry

➤ Individuals

- Customers are a powerful group
- Each of us is responsible