ISWA Beacon Conference
Waste Prevention & Recycling

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

Conference Venue:
Kommunalkredit Austria AG
1090 Vienna, Türkenstraße 9

Sponsored by
ARA
IMPRESSUM

ISWA Beacon Conference
Waste Prevention & Recycling

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### Friday, June 1

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<td>08:40 – 09:00</td>
<td>Stirling Council Food Waste Improvement Campaign</td>
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<td>Nicki SOUTER, Nicki Souter Associates (UK)</td>
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<td>Regional waste minimization campaign in the Netherlands</td>
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<td>Michiel WESTERHOF, Circulüs (NL)</td>
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<td>Communication 3R – Responsible, Rational, Relevant</td>
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<td>11:10 – 11:30</td>
<td>Policies and Practices to Get Away from Premature Obsolescence</td>
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<td>Biowaste Recycling In Vienna: Fermentation Plant (Biogas Vienna)</td>
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Planned Obsolescence and its Impact on the Waste Management Sector

Andreas Bartl

➢ Planned Obsolescence

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

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

Dilemma

➢ How can demand and supply be adjusted?
  • Decrease production
  • Increase consumption
Increase Consumption

➢ Repetitive Consumption
  • Customers should not by 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)
Planned Obsolescence

➢ 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
Planned Obsolescence

➢ Technical or functional obsolescence
  • E.g. Phoebus cartel
    1924 - 1939
    Restrict lifetime of light bulb to 1.000 h

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Economy

➢ 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 whilst 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 rigorous and that the human race was constantly confronted by the specter 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
➤ Fashion and design

• Just a driver for waste generation

• A mean to express individualism and individuality

➤ Items that last for 100 years?

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

1984 ★

2008 ★★★★★
Discussion

- **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