



# ***Workshop G7 Alliance for Resource Efficiency on Value Retention Policies***

Session: Actions to stimulating design for “Value Retention Processes” in consumer electronics

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**Jeroen Van Laer**  
**Consumer Policy Unit**  
**Consumers Directorate**  
**Directorate-General Justice and Consumers**  
**European Commission**

# Consumer engagement crucial for green transition

*Consumers are the engine of EU economy*

## *Willingness vs. Behavior*

*93% keep things they own for a long time*

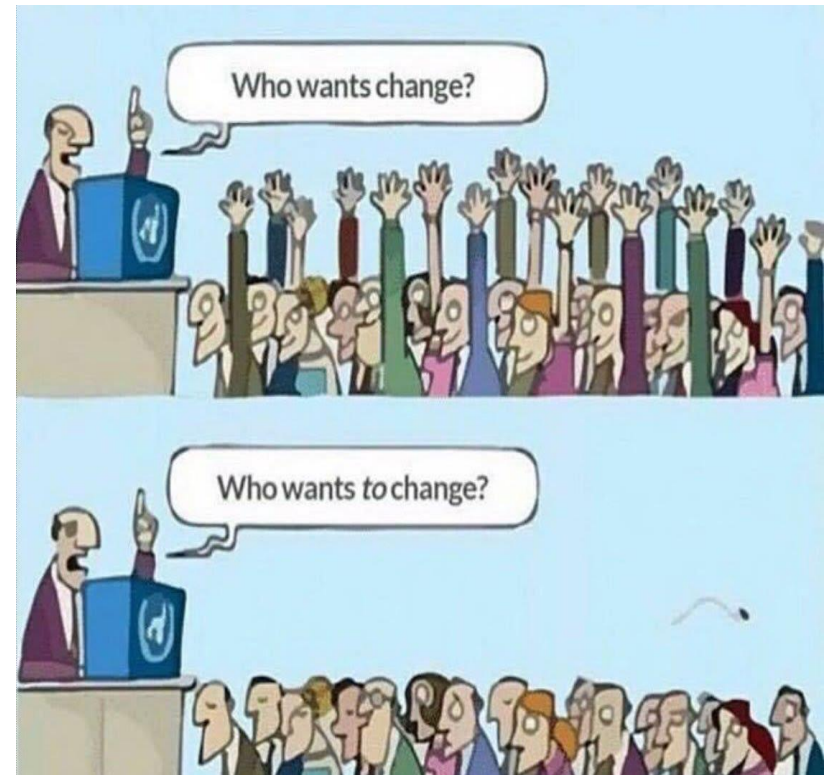
*78% recycle unwanted possessions*

*64% say that they repair broken products*

*36% has not repaired products*

*1% has experience with leasing*

*6% has experience with second hand market*



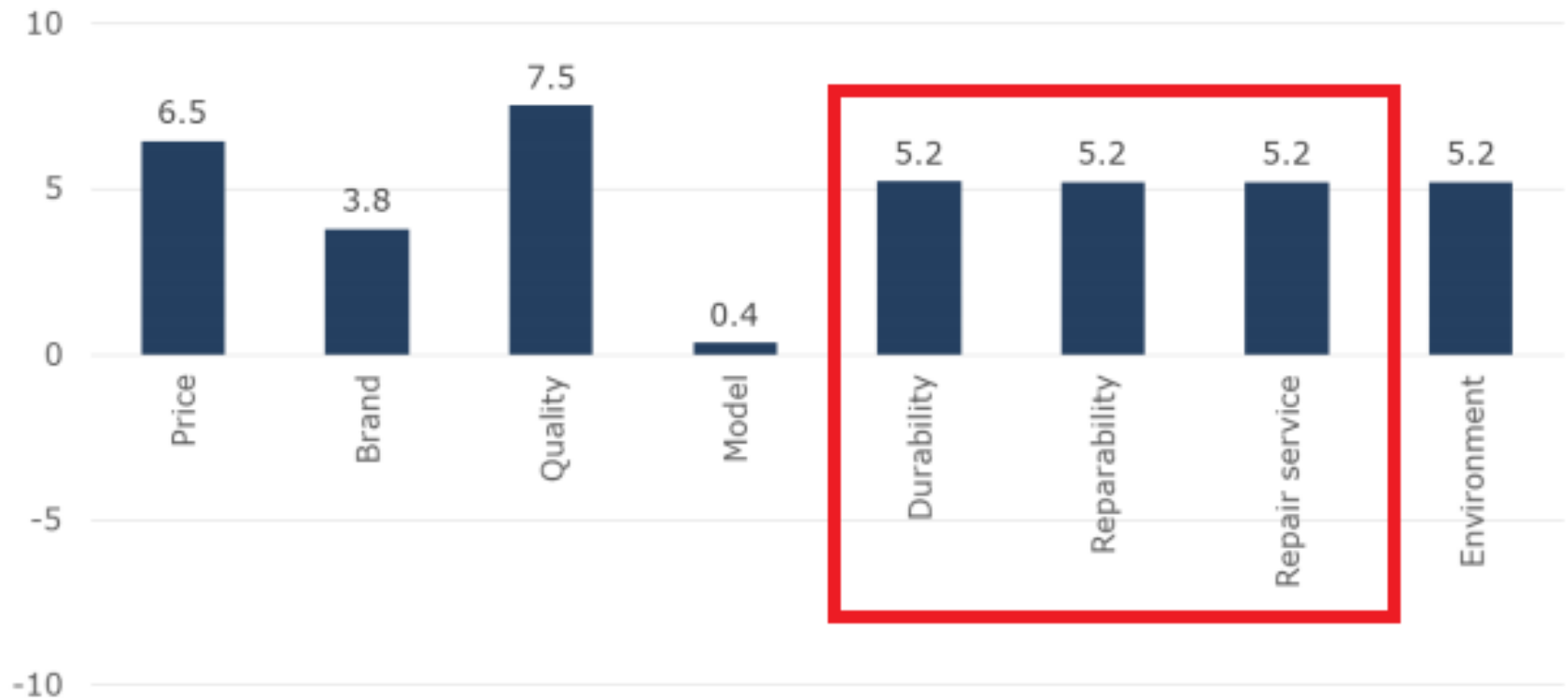
# Many obstacles for consumers

*Our ongoing analysis indicates, for example:*

- *Early failures of products, also called 'premature obsolescence' or 'planned obsolescence' of products*
- *Repair decisions are easily disrupted if arranging repair requires effort*
- *Insufficient consumer friendly repair services*
- *Proliferation of unfounded and unsubstantiated environmental claims on the market ("greenwashing practices")*
- *Etc.*
  - *Consumer confusion, lack of consumer understanding, consumer mistrust...*
  - *Lack of transparency*
  - *Social dimension not to be forgotten*

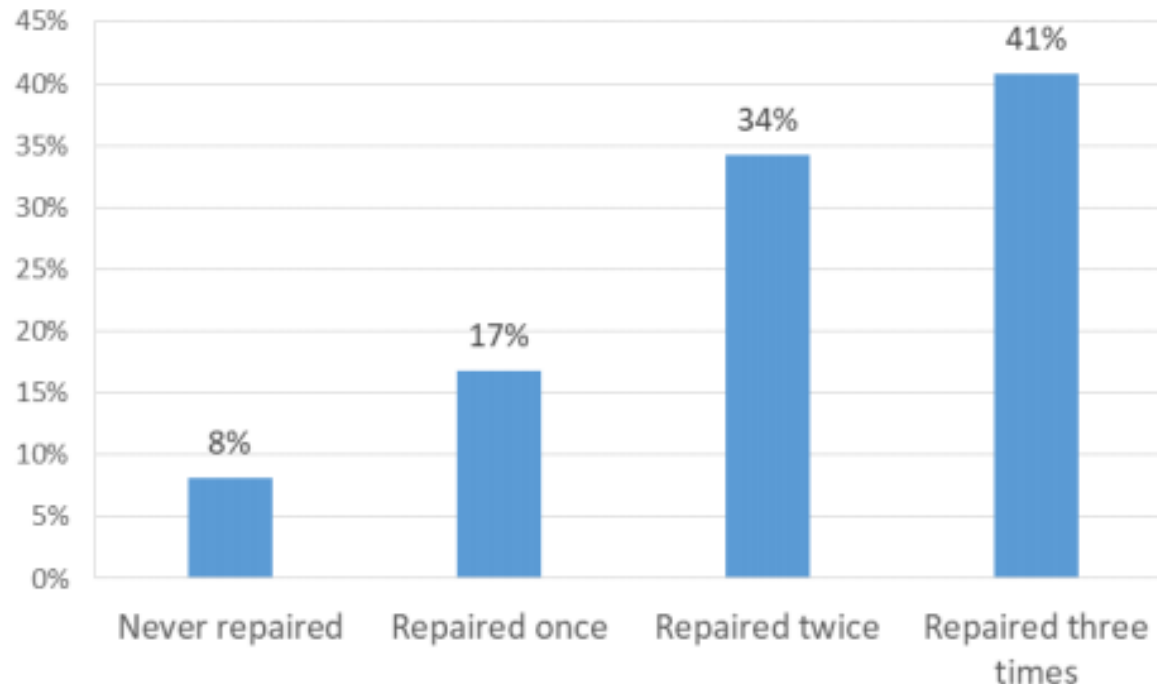
# Durability and reparability are important to consumers

Figure 42: Importance of certain factors in purchasing decisions (average)



# Willingness to repair

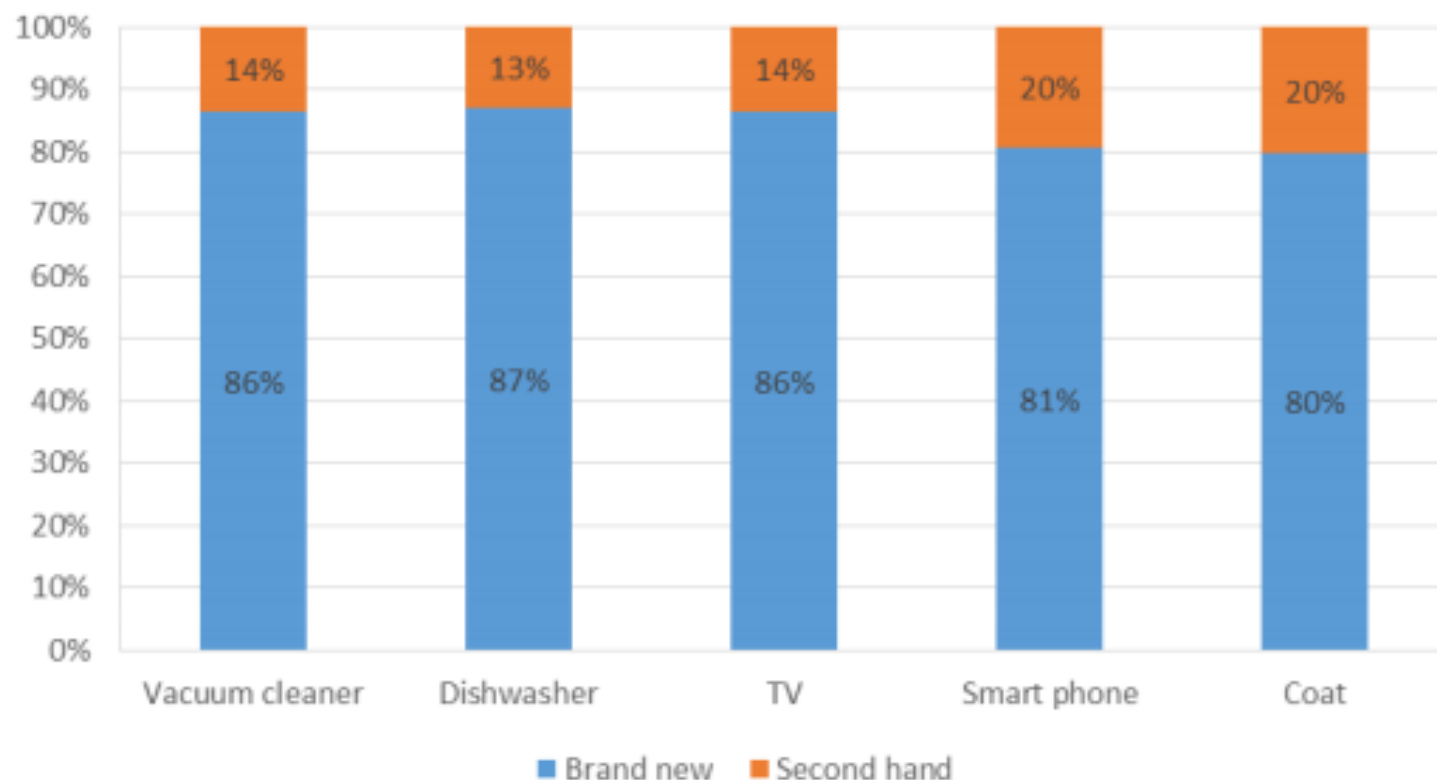
Results of repair experiment show that consumers are interested in repairing products rather than replacing them.



Note: The repair experiment was repeated three times by each respondent, each time making decisions about a different type of product. N=6,042.

# Willingness to buy second hand

- Those who wished to replace their products rather than repair them had a preference for brand new products.
- 13%-20% of respondents had a tendency to choose the second hand option over the option of purchasing brand new.



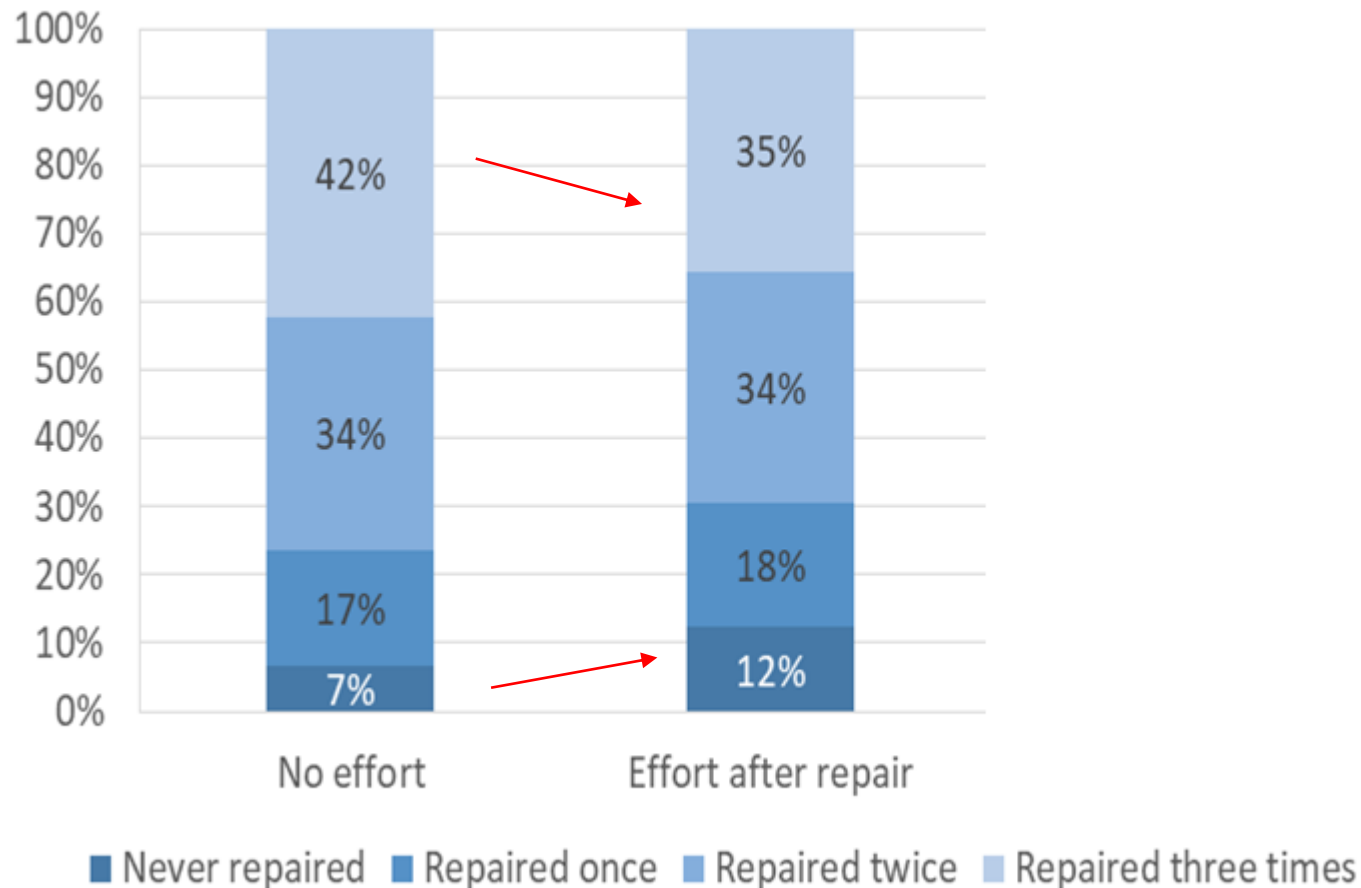
# Willingness To Pay for more durable and repairable goods

Monetary amount consumers are willing to spend on additional year(/month) of durability or reparability

	Vacuum cleaners	Dishwashers	TVs	Smartphones		Coats
	Year	Year	Year	Month	Year	Year
Overall WTP more durability	19.11	20.53	72.88	10.33	123.94	13.54
Overall WTP better reparability	10.61	20.75	33.60	20.33		6.73

# The effects of effort frictions in repair or replace decisions

- Frictions in the accessibility of repair services significantly lowered the attractiveness of repairing while the same type of frictions had virtually no effect on the decision to replace a product:*

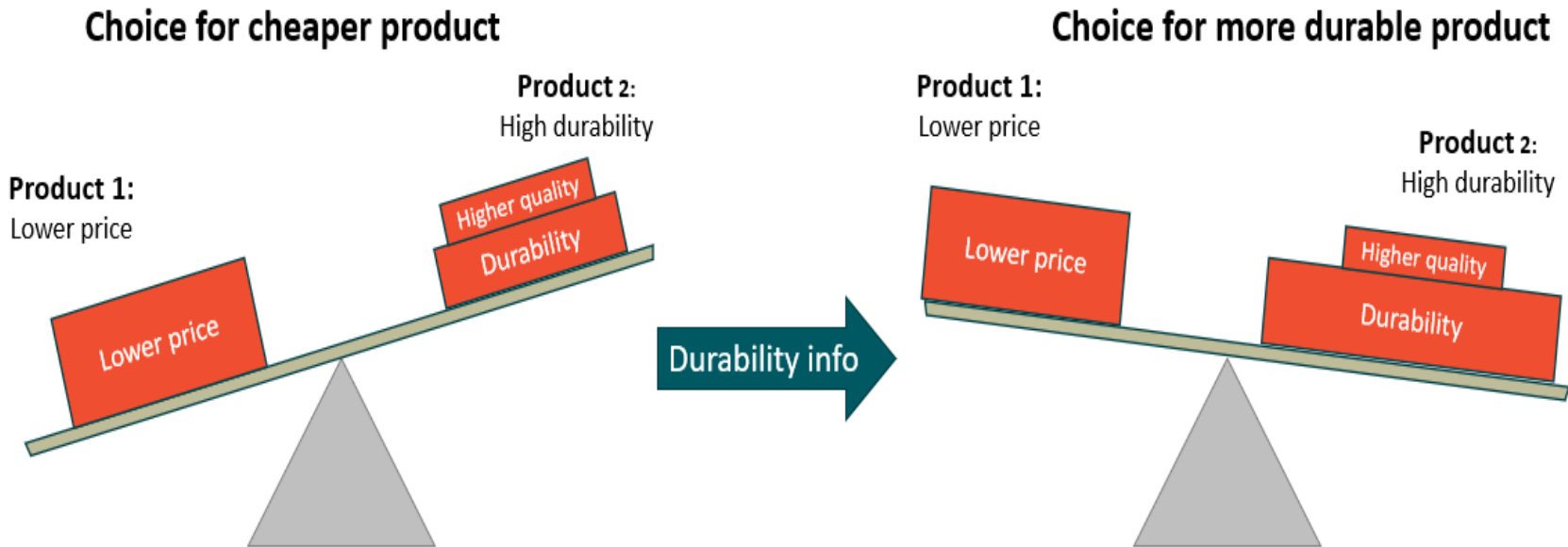




# Consumers lack information on product durability and reparability

Better **information can influence the relative importance of price in purchasing decisions**

Better information on the durability of a product could increase the value/relative weight of the products' environmental characteristics on the purchasing decision.



*Policy context – Objective DG Justice & Consumers: ensuring consumers can actively contribute to a green, circular and climate neutral economy*

Mainstreaming of consumer interests in policy initiatives on environment, climate, circular economy (contribution via work with other DGs)

Better consumer information, protection, enforcement, empowerment, awareness raising, studies in this area: guidance on green claims (UCPD), New Deal Proposals, Sales of Goods Directive, new CPC regulation, studies on green claims, circular economy...

**Towards a European Green Deal :**

- Preparatory work launched
- Strengthening the consumer dimension
- Examination of possible new measures

Over recent years: increased attention from consumer protection authorities (e.g. greenwashing (dieselgate), premature/planned obsolescence...).

***Mission letter from President-elect to Commissioner-designate for Justice:***  
***« find new ways of empowering consumers to make informed choices and play an active role in the green transition »***



# ***Thank you!***

Jeroen Van Laer  
Policy Officer Sustainable Consumption

Unit E1 – Consumer Policy  
Directorate E - Consumers  
Directorate-General Justice and Consumers  
European Commission  
[jeroen.van-laer@ec.europa.eu](mailto:jeroen.van-laer@ec.europa.eu)