Product lifetime extension - Real-life Case Studies

GERAÇÃO E COTRÓNICOS

Business strategy: Repair and recovery Initiative: Items received from user’s disposal or need for repair are fully recovered and returned to the market Social relevance: Capacitate young people in vulnerable situations and introduce them to the market / Improve waste treatment infrastructure, enabling people to deal with e-waste in proper ways Results: The strategy generates an average amount of 1 ton of materials per month which can be used as raw material or be recycled Barriers: Irregular demand from consumers and their preference for new products / Regulation and documentation issues / Limited clientele (lack of efficient marketing service)

NEPTUNO PUMPS

Business strategy: Remanufacturing Initiative: Improve products and optimizes their efficiency by repairing or replacing components to offer same-as-new product and satisfy the customers’ needs Innovative business model: Pump system focused on the efficient use of resources and the waste reduction of materials that are still in good condition from mining industry / Embed circular economy principles in their strategy and design thinking Results: Remanufacturing reduces the emissions of GHG by 60%, avoids 70% of waste generation and lowers costs of production by 30%, compared to manufacturing Barriers: Acceptance of a new business model that is still not yet well known and competition with global and bigger companies / Requires reverse logistics and remanufacturing infrastructure

RETALHAR

Business strategy: Upcycling Initiative: Receive uniforms from large companies and offer them textile recycling and upcycling, providing raw material to produce new items Social impact business: Avoid waste generation by transforming the fabric into donations to charity entities and people in vulnerable situations / Employ seamstress from cooperatives Results: 63,237 kg of fabric transformed, equivalent to 160,000 uniforms, 473 m³ not occupied in landfills and 929.581 tons of CO₂eq avoided emissions Barriers: Lack of legal incentives to adequate waste disposal from textile industry / Sometimes the waste amount exceed their transformation capacity

OLX

Business strategy: Second hand market Initiative: Online second-hand marketplace where selling products meets the need to earn extra money and also represents savings to those who need to purchase more affordable items Business model: Enable people to sell products they no longer need and to purchase second-hand items, allowing savings and re-using products Helps to build a more collaborative society: It provides the opportunity to raise extra money for those who sell the products, while generates savings for those who can purchase more affordable products Results: In Brazil, 5.7 million tons of GHG were avoided in 2017 due to this type of trade, equivalent to emissions of 22 million sofas production Barriers: Emotional attachment of consumers to their goods / The mainstream second-hand market in Brazil is still restricted to a few, often more expensive items

REFAZENDA

Business strategy: Upcycling Initiative: Through upcycling, the company adds value to products by using patchworks from fabric leftovers as raw material for the design of new items Social impact business: Work with traditional lacemakers community and develop local economies / Higher durability than the average fashion market, creating emotional attachment to the pieces Results: Received the ‘Zero Waste Award’, for reducing the amount of solid waste in their activities to zero, due to patchworks’ reuse and upcycling Barriers: Brand with high value on consumers’ perception, but lower sales than expected

These cases form part of the project ‘Product Lifetime Extension’. The full case studies and background material are available on the Product Lifetime Extension Hub. The aim is to inspire and encourage organisations to shift to more circular models by improving their businesses towards extending a product’s lifetime.