

## Extending product lifetime Case study

newsan

### NEWSAN IN

- **Website:** [newsan.com.ar/in/](https://newsan.com.ar/in/)
- **Country:** Argentina
- **Sector:** Electronic
- **Strategy for product lifetime extension:** repair and refurbishment

### The problem

In 2019, Argentina generated 328,000 tons of e-waste, and only 4% was properly collected<sup>1</sup>. Besides that, the country's unemployment rate is 7% in urban areas, with 900,000 people looking for a job<sup>2</sup>. To transform these challenges into opportunities, Newsan, one of the biggest companies in Argentina working with consumer electronics and home appliances, among other sectors, developed Newsan IN, a business model based on a circular economy to extend the useful life of home appliances and promote social inclusion.



Training to repair home appliances

### What they do

Newsan IN is a technical repair service in Argentina designed from a triple impact perspective: social, environmental, and economical. The initiative was launched in 2016 to address the problem of electronic waste by extending the lifetime of blenders, hair dryers, air conditioners, fans, cell phones, and bicycles, encouraging responsible consumption and promoting opportunities for people who encountered barriers accessing the labor market. The initiative offers a training programme to share Newsan's expertise in home appliances repairation and develop business management skills. It also promotes productive units where participants can repair and sell refurbished electronic goods. In summary, the devices that Newsan cannot sell due to technical or aesthetic details are donated to the participants, supporting them in generating income and preventing the equipments from becoming scrap.

▶ Watch a video [here](#)

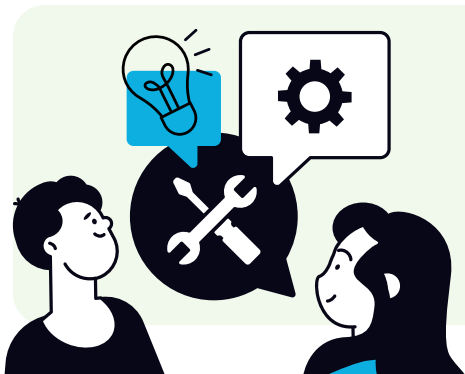


(1)Ewastemonitor, (2)Indec

## How they work

### People empowerment

1. **Training process:** people excluded from the labor market receive 428 hours of training to acquire the skills to repair electronic goods and run their own businesses.
2. **Productive Units:** the initiative has created productive units (all near Buenos Aires) where participants can repair the electronics. The purpose is to teach them how to repair more complex electrical appliances, and to provide guidance on marketing strategies to expand their businesses.
3. **Donation:** Newsan donates to the productive units all the blenders, air conditioners, phones, and other devices that are not suitable for sale. The logistic is taken care by its partner Fundación Tzedaká, a social organization that develops health, educational, and social projects to fight against poverty.
4. **Repair:** The donated products are repaired, preventing them from becoming scrap, and contributing to reducing the environmental impact. The recovery rate is 60%.



### Instead of competition, cooperation

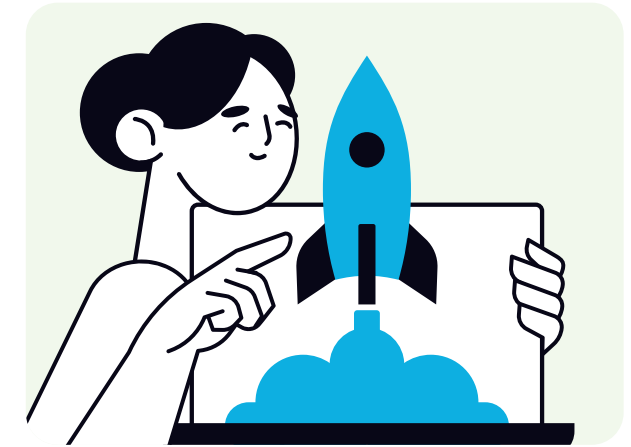
Newsan understands the importance of other companies also feeling responsible for waste generation and joining the cause. Newsan IN already has partners donating scrapping/waste with the same objective of refurbishment. Taking more devices means generating more jobs.

5. **Sales:** all the repaired and refurbished products are then sold through the sales units in the neighborhoods and the marketplace created by the initiative.
6. **Sustainable consumption:** instead of buying new items, customers can buy the refurbished ones, with accessible prices, directly from the marketplace. It reduces post-consumer electrical and electronic equipment waste and promotes a second use for thousands of products.

### Awareness process

1. **The community:** since the beginning of the initiative, Newsan IN understood that for people living in poverty conditions everything has value, so they added a process to teach the participants which products could be repaired and reused and which ones were not safe enough to do that.
2. **Society:** consumers are still choosing repaired and refurbished products because of the lower price. The initiative is facing the challenge of educating and making consumers in general to choose based on the impact, and they are addressing it through communication.

## Success factors



- ( ✓ ) The need for electronic devices grew exponentially during the pandemic, which boosted the initiative
- ( ✓ ) The participants noted that their own neighbours could be interested in buying refurbished devices, so Newsan IN added sales management classes to the training program
- ( ✓ ) Alliances with social organizations to ensure territorial scope and to play the role of tutors of the participants
- ( ✓ ) Partnership with Fundación Tzedaká which is responsible for distributing the equipment before and after its repair. That allowed Newsan IN to scale up the impact
- ( ✓ ) Working in a collaborative way, in which the stakeholders (company, initiative, and participants) make the decisions together

## Their impact

10  
production  
units developed

40,000  
electronic  
equipment sold  
through the  
marketplace

300  
families  
benefited

120%  
increase in the  
participant's  
income

80% of  
the participants  
decided to  
resume their  
formal studies



Training process

“ We take an environmental issue and turn it into an opportunity to promote social inclusion for people that were totally excluded

**Natalia Lucanto** | Sustainability analyst

## Next steps

The goal is to continue increasing the number of refurbished electronic goods and sales, improving the profitability of the production and sales units in order to promote more responsible consumption. Newsan IN also seeks to find a solution for the 45% of products that are still not recovered through the initiative and is looking forward to developing units to sell spare parts, especially to smaller repair centers spread in Argentina. Therefore, a further step is to expand the initiative to a national level.



[Click here to know more](#)

This case study was compiled within the framework of the One Planet network Consumer Information Programme and produced by the Working Group of Product Lifetime Extension, led by UNEP and Akatu Institute. The aim is to provide real-life examples of different approaches that can be used to extend the lifetime of products.