

Annex D

Stakeholder Engagement Materials

**DEFRA Longer product lifetimes project
Stakeholder workshops**



Defra Innovation Centre.
North Gate House, 21 – 23 Valpy Street, Reading, RG1 1 AR
Tel: 0118 955 7800

Thursday 24 June (Electronic Products: Washing Machines, Laptops, Printers, Toasters, Mobile phones)

Agenda

10.00	Registration, tea and coffee	
10.30	Background to Project	Defra
10.40	Project Overview	ERM
11.10	Environmental Evidence	ERM
11.30	Consumer Behaviour Study <i>Public Understanding of Product Lifetimes and Durability</i>	Brook Lyndhurst
11.50	Business Case Study	ISE
12.10	Questions and Answers	
12.45	Lunch	
13.45	Instructions for Breakout Sessions	ERM
13.55	Breakout Sessions (3 Groups) <i>What are the barriers to extending the life of products? What could encourage businesses to make products last longer? What actions could businesses take to make products last longer? What would drive businesses to do this?</i>	
15.00	Coffee	
15.15	Breakout Groups : Presentations	
15.45	Closing Comments and Next Steps	ERM
16.00	Close	



**DEFRA Longer product lifetimes project
Stakeholder workshops**



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North Gate House, 21 – 23 Valpy Street, Reading, RG1 1 AR
Tel: 0118 955 7800

Friday 25 June (Non Electronic Products: Sofas, Carpets, Commercial Flooring, T Shirts)

Agenda

10.00	Registration, tea and coffee	
10.30	Background to Project	Defra
10.40	Project Overview	ERM
11.10	Environmental Evidence	ERM
11.30	Consumer Behaviour Study <i>Public Understanding of Product Lifetimes and Durability</i>	Brook Lyndhurst
11.50.1	Business Case Study	InterfaceFLOR
12.10	Questions and Answers	
12.45	Lunch	
13.45	Instructions for Breakout Sessions	ERM
13.55	Breakout Sessions (3 Groups) <i>What are the barriers to extending the life of products? What could encourage businesses to make products last longer? What actions could businesses take to make products last longer? What would drive businesses to do this?</i>	
15.00	Coffee	
15.15	Breakout Groups : Presentations	
15.45	Closing Comments and Next Steps	ERM
16.00	Close	





Stakeholder workshop on Longer Product Lifetimes - Breakout questions

1. How important are product lifetimes – How do they factor in business planning and strategy?

2. What are the barriers to extending the life of products? If these are product specific please explain them.

3. What could encourage businesses to make products last longer?

4. What actions could businesses take to make products last longer?



5. What would drive businesses to do this?
6. Do you want to be contacted further on this project? Are there others in your organisation we should contact (if so, who)?
7. Do you have any further information or data you wish to share with us or signpost us to for this research? eg UK sales data, case examples, life cycle costs data, actual product lifetimes data, actual product use impacts monitoring data, technology trends information (energy efficiency/dematerialisation) etc

Please confirm your details below:

Name	
Role	
Company and address	
E-mail	
Telephone	
Product type	

	Electronic products				
	Washing machines	Laptops	Printers	Toasters	Mobile phones
1. How important are product lifetimes – How do they factor in business planning and strategy?	(a) The product is long lasting- products are built to last past the guarantee period	(a) Important to know product longevity to understand product turnover-need to ensure adequate ROI on design and manufacture of new products	(a) Lifetime can be important to the brand- some products supported for 5 years+ (b) Long lasting warranties (c) Affected by the average lease period of copier contracts (3-5 years) for multifunctional printers (e) Important to know product lifetime for business planning	(a) Part of business commitment to products with minimal environmental impacts (b) Consumer is more concerned with price, style, function	(a) Technology change cycle affects need for new products (b) Consumer preference for new products, reliable rather than durable (c) Product lifetime linked to contract renewal (d) Lasting products to eliminate warranty returns- up to 1 to 2 years (e) Operators set reliability thresholds in procurement contracts
2. What are the barriers to extending the life of products? If these are product specific please explain them.	(a) Impact of other regulation-eg, chemical regulation, energy efficiency requirements (b) Repair/ spares costs prohibitive/ difficult, encourages replacement of product (c) Consumer use key to product durability (d) Impact on sales: More durable products would mean fewer sales (e) Technological innovation making current products obsolete (f) Cheap, low quality imports (g) Additional cost to the product if designed for repair rather than manufacture	(a) Cost of repairs relative to cost of product (b) Extended lives mean lower turnover (c) Fashion (d) Innovation and customer expectation of constant improvement in technology/quality/efficiency, often achieved through design and development of new products (e) Incompatibilities between new and old technologies	(a) Demands for new features (eg, double sided printing) (b) Lower sales with longer lasting products (c) Consumers not using the product till the end of its life (d) Technological advances/ innovation in electronics (e) Retail trends	(a) Consumer expectation of low product lifetime linked to low cost (b) Fashion (d) Reduced volumes of sales affecting retailers' and manufacturers' margins	(a) Technology evolution (b) Links between new services and the device (c) High usage of the product (d) Consumer demand: Youth market focused on the "latest" model (e) Consumer expectation that phones are low cost product with a short lifetime (f) Low product cost- current business model means consumers think the handset is free (e) Manufacturing barriers: size, cost, weight
What would encourage businesses to make products last longer?	(a) Cost savings if returns rate are lower (b) Consumers wanting more durable products, ready to pay more- move away from the throw away society (c) Ability to make margins without reliance on overseas manufacturing (d) Increase in the costs and/ or availability of raw materials	(a) Enhance reputation through longer lasting products (b) Changes in consumer demand linked to lifestyle change- emphasis on durability, environmental performance (c) Procurement drivers- Government or other business' CSR (d) Demand from retailers	(a) Longer products lives should not mean loss of profitability (b) Consumer demand for longer lasting products (c) Models that would demonstrate improved productivity/ lower cost by keeping older models working	(a) Consumers wanting more durable products, ready to pay more	(a) Technology such as software defined radio (b) Continued profitability: evidence that revenues are maintained, if it leads to cost savings (c) Consumer interest in longer products, cultural change about the significance of waste (d) Greater availability of modular CCT designs (ie, more CCTS on a single chip) (e) Changes in operator requirements (eg, offering a 4
4. What actions could businesses take to make products last longer?	(a) Consumer education- provide information about correct usage (eg, stickers on machines about de-scaling) (b) Create a niche around longer lasting, reliable products (c) Set spec/ design for higher end products using more robust components and materials (d) Making spares and parts available (e) New business models- retain product ownership/ asset management	(a) Develop 2nd market (b) Make spares and part available and reduce their complexity (c) Customer education (d) New model- selling to renting (e) Design for disassembly and re-use (f) Provide back-up services (g) Standardise components and materials (h) Structure purchase on longer finance deals to cover lifetime	(a) Develop a 2nd market: take equipment back (b) Improve both the durability and perception of durability of the product (c) Develop services over products- reliable after-service (d) Consumer education (e) Design for upgrades, modularity (f) Develop new business models (eg, services for longer lives would need to make up for lost revenue due to reduced sales) (g) Facilitate repair and availability of spares	(a) Develop product brands based on reliability /durability (eg dualit) (b) Work with retailers to encourage consumers to purchase on long life rather than cost only (c) Factor repairability in product design (d) Higher quality products: upgrade material specification, improve workmanship	(a) New ways of encouraging customer loyalty, providing a service rather than product: SIM only tariffs, other incentives at contract renewal, lease arrangements for phones/ providing a service to the customer (b) Making repairs less costly, and spares more readily available (c) Compatibility of hardware (eg, universal phone chargers, spares) (d) Change consumer expectation on longevity through marketing, changes in branding (e) Increasing consumers' environmental awareness and product longevity (eg, logos to highlight durable products, providing alternatives to disposal) (f) Develop product upgradeability (g) Creating revenue streams through a second life (f) "True"costs to the consumer: charging for handset- but this would affect sales
5. What would drive businesses to do this?	(a) EU policies on more durable goods	(a) Regulation on producer responsibility for product end of life (b) VAT incentives for long products (c) Standards- a long life label measuring lifecycle attributes (EPEAT- Electronic Product Environmental Assessment Tool) (d) Government green procurement	(a) Increased regulation- "level playing field" (b) Incentives- lower VAT rate on longer lasting products (c) Durability labelling- labelling that shows MTBF Mean Time Between Failure) (d) PAS141- draft standard on Reuse of WEEE	(a) Legislation on goods durability	(a) Environmental regulation- stronger WEEE requirements (b) "peer pressure" (c) Legislation on mandatory guarantees/ warranty period (d) Fiscal incentives (eg, reduced VAT on products meeting certain criteria) (e) EU labelling schemes for durability

	Non-electronic products			
	Sofas	Carpets	Commercial flooring	T shirts
1. How important are product lifetimes – How do they factor in business planning and strategy?	(a) Important for businesses at the higher end of the market, unimportant for other markets (b) Fits into company CSR	(a) Product lifetime relatively unimportant- 50% of products are low quality imports from Belgium and Holland. (b) Significant to companies at the high end of the market for product differentiation- using wool instead of synthetic fibre, customer expectation of durability	(a) Longevity very important to commercial clients: directly related to the cost of the business premises, and frequent changes of flooring is disruptive to operations	(a) Longevity not important, other than in the context of eco-initiatives- product longevity can be expanded with the right fibres and finishing technology (b) Longevity already features in re-use (c) Important if tied to customer loyalty and brand integrity (d) CSR
2. What are the barriers to extending the life of products? If these are product specific please explain them.	(a) Low quality of product impeding refurbishment: only high quality products with good frames can be upholstered (b) Lack of consumer awareness about what constitutes a good product (c) Low cost and quality of sofas at the lower end of the market (d) Durability not a high priority for many consumers- purchases driven by trends (e) Loss of revenue linked to reduced sales (f) Profit margins encourage low quality of components (g) Durability affected by consumer use, making it difficult to make claims about sofa lifetime (h) Longer lasting products (with higher density foam) are more expensive (i) Flammability requirements affecting 2nd market (j) Lack of skills for re-upholstering (k) Advertising only for cheaper products-wrong norms (l) Consumer enjoyment of lifestyle purchase	(a) End use of the carpet (eg, number of people, footwear etc) outside of the manufacturer's control key to lifetime (b) Consumer behaviour: lack of maintenance (inadequate cleaning, furniture rotation etc) (c) Prices and margins (d) Poor consumer choices: product chosen for design rather than function, subject to fashion trends (e) Lack of product knowledge and skills for adequate cleaning and maintenance	(a) Customers tend not to use the product to the end of its life- changes of flooring subject to other factors, such as refurbishments (b) Commercial flooring specs often downgraded if building costs overrun- longevity of product linked to cost (c) Upfront cost of more durable product is prohibitive to clients (d) Lack of consumer understanding of the product, valuing design over function	(a) T-shirts are a disposable product- increases in durability would increase cost (b) Consumer culture- no evidence to suggest consumers want longer lasting products (c) Fashion (d) Insufficient understanding of manufacturing as it happens overseas (e) Difficult for retailers to talk to each other
What would encourage businesses to make products last longer?	(a) Changes in the market: consumers putting more value on durable sofas	(a) Changes in the market: carpets purchased as good value for money rather than discounts (b) Developing a secondary market	(a) Changes in the market: increased demand for longer product, environmental impacts of products becoming a more important consideration for the public and consumers (c) Businesses own sustainability targets affecting their purchasing decisions	(a) Consumers wanting and benefiting from longer lasting products (b) Better margins to make up for reduced sales (c) Cost and/ or availability of materials (d) Changes in transport/ distribution costs
4. What actions could businesses take to make products last longer?	(a) Up-spec the product, Using more traditional techniques, better quality frames that can be re-upholstered (b) Promote british goods to consumers (c) Provide an aftercare service/ removable/ washable covers (d) Develop secondary use market (d) Develop modular furniture (e) Consumer education about longevity (f) Develop customer sell-back services (g) Develop brands around durability that are for the middle rather than the high end of the market (h) Test sofas for durability	(a) Changes in product design (patterns and colours that do not show stains) and materials (switch from wool to synthetic) (b) Consumer education: provide maintenance advice (c) Provide after sales services (eg, wet clean) (d) Provide better advice at point of sale (eg, appropriate fitting and underlay, encourage sales of patterns that do not show stains)	(a) Consumer education: Provide maintenance advice (eg, moving tiles to encourage even wear); education on lifecycle benefits of durable products (b) Encourage the growth of social enterprises recovering and reusing flooring (c) Extended warranties tied to service agreements (d) Product development: more resilient backing on carpet tiles (e) Recovering and refurbishing products	(a) Consumer education on after-care (b) Developing brand around product durability (c) Changes to product spec to account for end of use/ re-use (d) New models (eg, Asda school wear) (e) Changes to the product (better quality fibres) (f) Returns policy (g) Customer education on environmental impacts (eg, providing data on product lifecycle) (h) Change in product brand around environment/ ethics
5. What would drive businesses to do this?	(a) Measures to make materials recycling easier (b) Measures to make British industry more competitive/ restricting imports/ promote British industry ("Michelin of manufacture) (c) VAT relief on sustainable products (d) Producer responsibility legislation (e) "Save our sofas" scrappage scheme	(a) Waste legislation: banning textiles to landfill (b) Producer responsibility legislation (c) EU/ Green Product Procurement for government contracts (d) PAYT tax (Pay as You Throw)/ Landfill tax: Higher disposal costs influencing consumer demand (e) Labelling requirements (lifetime label)	(a) Green Procurement Building Code (b) Fiscal incentives for durable products (c) Higher costs to the landlords to send products to landfill (d) PFI- Building code spec (e) BREEAM (f) EU GPP and Defra Sustainability quick wins	(a) Eco-labelling (EcoFlower labelling) (b) Levies on garments that do not comply with eco-standards (c) Fiscal benefits for longer products (VAT relief) (d) Landfill tax (e) Changes in international trade

**DEFRA Longer product lifetimes project
Stakeholder Workshop**

MWB Houndsditch, 133 Houndsditch, London EC3A 7BX

Friday 3 December

Agenda

13.30	Registration, tea and coffee	
13.40	Introduction	Defra
13.45	Project Overview	ERM
13.50	Life Cycle Modelling	ERM
14.00	Impact Assessment Process	ERM
14.10	Explanation of Measures	ERM
14.35	Explanation and Arrangement of Break Out Groups	ERM
14.40	Break Out Sessions	All
15.40	Tea and Coffee	
15.45	Break Out Sessions: Report Back	All
16.25	Closing Comments and Next Steps	ERM
16.30	Close	



Feedback on measures



	Could this be effective in increasing the lifetime of <u>your</u> product? Why?	Under what conditions would it makes sense for industry to take up this measure? What government intervention could help create suitable conditions for the uptake of the measure?
1. Design for Durability		
2. Leasing Business Models		
3. After Care Services		
4. Deposit Schemes		
5. Consumer Awareness Campaigns		



Feedback on measures



6. Government grants		
7. ECAs		
8. VAT Incentives		
9. Product Durability Standard		
	Could this be effective in increasing the lifetime of <u>your</u> product? Why?	What business impacts do you envisage from this measure?
10. Product Durability Standard		
11. Green Procurement		
12. Producer Responsibility		

Please confirm your details below:

Name		Company	
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1. Design for Durability

	Could this be effective in increasing the lifetime of <u>your</u> products?	Under what conditions would it make sense for industry to take up this measure? What Government intervention could help create suitable conditions for the uptake of the measure?	Sector
Response 1	Durability of products is technically feasible however, consumer purchasing patterns make this an unlikely solution: apparel purchases are driven by fashion and less by clothes wearing out.	Certain consumer segments (less fashion orientated) or certain textile use areas (workwear) maybe exception to general situation. Government intervention is unlikely to help.	Textiles
Response 2	Yes of course and that is already done.	Already in place for all our printers both in B2C & B2B sectors.	Printers
Response 3	Would increase early failure and BER.	Chance of consumer culture. Proof to consumer of benefit. Regulations	Washing Machines
Response 4	Mobile - no -already durable but consumers/operators upgrade phones frequently. Laptops and Printers could be made more modular, easier to upgrade. More expensive products.	Standards/Industry requirements etc. Recognition of any standards beyond UK Market. Eg EU wide.	Electronics
Response 5	a) Yes, but be aware phones marketed as "robust" get a harder life and may not last longer than average phones. b) No, robust phones are less appealing to users and sell less well.	For marketing and promotion to users who's phones get a hard life, including business users. Very hard for the Government to promote.	Mobile Phones
Response 6	Yes. Products could be designed to be upgraded more easily but this could be at the detriment of other features eg size, weight, price.	No response.	Electronics
Response 7	Yes, fault rates reduced.	No response.	Mobile Phones
Response 8	In certain markets. Sports, uniforms, kids. Timeless design already exists, but fast fashion is a concern. Single occasion wear through? Stain resistant (problem washing at 30 degrees plus powders etc.	No response.	Textiles
Response 9	No response.	No response.	
Response 10	For all clothing this would be beneficial, particularly for aftercare by consumers.	No response.	Textiles

2. Leasing Business Models

	Could this be effective in increasing the lifetime of <u>your</u> products?	Under what conditions would it make sense for industry to take up this measure? What Government intervention could help create suitable conditions for the uptake of the measure?	Sector
Response 1	Leasing of clothes is unlikely to help in mainstreams. Although high value items (Suits, Ball Dresses) may be more open to this - but this exists already - Suit Hire!	Certain consumer segments (less fashion orientated) or certain textile use areas (workwear) maybe exception to general situation. Government intervention is unlikely to help.	Textiles
Response 2	Yes in B2B, probably not in B2C.	Doing this already in the B2B sector. Don't need government.	Printers
Response 3	No multiple users with no ownership may mistreat product.	No response.	Washing Machines
Response 4	Already happening for B2B printers. For B2C may not work due to consumer needs/views/product costs. Not suitable for small appliances.	Customer demand.	Electronics
Response 5	Already exists under operator contracts.	Already exists under WEEE operators already encouraged to take back. No Government intervention necessary.	Mobile Phones
Response 6	Business printers can be leased already.	No response.	Electronics
Response 7	No. Not appropriate for mobile phones.	No response.	Mobile Phones
Response 8	Tops rather than t-shirts.	No response.	Textiles
Response 9		Producer responsibility rules may disincentivise this. Gerard was saying he thinks those leasing products still have producer responsibility for the volume of goods they lease, even though they maintain control of material. To investigate.	
Response 10	No response. High performance sportswear (Ski). Evening wear, suits.	No response.	Textiles

3. After Care Services

	Could this be effective in increasing the lifetime of <u>your</u> products?	Under what conditions would it make sense for industry to take up this Sector measure? What Government intervention could help create suitable conditions for the uptake of the measure?	
Response 1	After care in terms of repair may help increase consumer uptake - particularly with high value items. As textile prices increase this may become much more important.	Established after care segment would take up measures if the consumer were more likely to want garments repaired.	Textiles
Response 2	Problem is when these cost the same as a new product so probably not for B2C.	Very important in the B2C sector and we offer various contracts.	Printers
Response 3	Yes.	Cost effective service. Acceptable repair costs.	Washing Machines
Response 4	Could work but expensive for businesses potentially. (Eg for washing machines). Consumers already have the option to pay for after care for some products.	Government or financial incentives. Consumers willing to pay more for this for certain large appliances. Wouldn't work for cheaper products.	Electronics
Response 5	Yes, only if governed by extended warranties. If not covered by warranty consumers rarely want to pay repair or refurb costs.	Yes, only if governed by extended warranties. EU law revision to set mandatory minimum warranty periods. But could penalise SME's.	Mobile Phones
Response 6	Yes.	No response.	Electronics
Response 7	Yes, fault rates reduced.	No response.	Mobile Phones
Response 8	Vintage and coture already exists.	No response.	Textiles
Response 9	No response.	No response.	
Response 10	Perhaps for accessories, particularly leather.	No response.	Textiles

4. Deposit Schemes

	Could this be effective in increasing the lifetime of <u>your</u> products?	Under what conditions would it make sense for industry to take up this measure? What Government intervention could help create suitable conditions for the uptake of the measure?	Sector
Response 1	Interesting opportunity as textile recycling is limited by the amount of garments returned. Deposit schemes have potential benefits to the retailer, consumer and recycling industry.	An established rate for dealing with returned garments to drive the best value out of returns. Issue however lies with waste garments here in the UK and options for dealing with waste in India and China.	Textiles
Response 2	Yes, for both B2B & B2C, in fact we do this.	For our AiO printers we already considered a voucher set against a new purchase.	Printers
Response 3	Yes. Domestic appliance covered under user. Retailers are offering these schemes.	What happens to the product After collection? Is it still scrapped. Must link to recycling schemes.	Washing Machines
Response 4	Happens already to some extent with mobiles. Electronics/WEEE.	No response.	Electronics
Response 5	Yes. 1st, 2nd or 3rd user would have motivation to recycle/return product at end of life.	Would only work if all manufacturers or operators were obligated. Due to cost increase to 1st owner. Would need EU level regulation, but this may not be justifiable.	Mobile Phones
Response 6	No response.	No response.	Electronics
Response 7	Yes, return for second life use encouraged.	No response.	Mobile Phones
Response 8	Possibly eg M&S/Oxfam link.	2nd market overseas? Impact of going back costs.	Textiles
Response 9	Useful for clothing? National "wardrobe" supposed to be large.	No response.	
Response 10	No response.	No response.	Textiles

5. Consumer Awareness Campaigns

	Could this be effective in increasing the lifetime of <u>your</u> products?	Under what conditions would it make sense for industry to take up this measure? What Government intervention could help create suitable conditions for the uptake of the measure?	Sector
Response 1	Not likely to succeed as fashion drives purchases in general.	Not likely to succeed as fashion drives purchases in general.	Textiles
Response 2	Personally I believe a waste of time unless combined with others.	Nothing.	Printers
Response 3	No response.	Needs convincing data.	Washing Machines
Response 4	Yes, possibly for laptops and washing machines.	Government campaigns for consumers.	Electronics
Response 5	Yes. If users are aware of typical product durability they maybe more inclined to get small repairs done.	Not industry measure. But Government measures.	Mobile Phones
Response 6	No response.	No response.	Electronics
Response 7	Yes in theory, not in practice.	No response.	Mobile Phones
Response 8	Yes. Probably consumer behaviour is key to t-shirt fashion/identity.	No response.	Textiles
Response 9	No response.	Limitations on government publicity campaigns at present.	
Response 10	Customer washing behaviour. In terms of customers purchasing behaviour, throw away fashion.	No response.	Textiles

6. Government Grants

	Could this be effective in increasing the lifetime of <u>your</u> products?	Under what conditions would it make sense for industry to take up this measure? What Government intervention could help create suitable conditions for the uptake of the measure?	Sector
Response 1	No response.	No response.	Textiles
Response 2	Cannot see this working unless the grants helped our repair centre.	No response.	Printers
Response 3	Possibly.	Again, dependant on complete process to recycle and reuse.	Washing Machines
Response 4	No response.	No response.	Electronics
Response 5		SME's due to limited budgets.	
	May help SME's. Unlikely to help large corporations.	a) large industry, if consumer incentive to buy was evident.	Mobile Phones
Response 6	No response.	b) promote grant scheme.	Electronics
Response 7	Yes, provides encouragement to resolve barriers and bottlenecks.	No response.	Mobile Phones
Response 8	Possibly.	No response.	Textiles
Response 9	Collusion issues if businesses work together? "Grants" not very popular at present, but "incentives" area. Or "loans" eg Green Banks.		
Response 10	Could be used for fabric/fibre selection.	No response.	Textiles

7. ECAs

	Could this be effective in increasing the lifetime of <u>your</u> products?	Under what conditions would it make sense for industry to take up this measure? What Government intervention could help create suitable conditions for the uptake of the measure?	Sector
Response 1	No response.	No response.	Textiles
Response 2	Yes in B2B sector.	We would look at the standards in a voluntary initiative.	Printers
Response 3	No response.	Manufacturing primarily outside UK.	Washing Machines
Response 4	No response.	No response.	Electronics
Response 5	No response.	No response.	Mobile Phones
Response 6	No response.	No response.	Electronics
Response 7	No, cost will override other considerations.	No response.	Mobile Phones
Response 8	Probably. Overseas Sourcing	No response.	Textiles
Response 9	No response.	Not sure about future of ECA scheme but tax break alternatives still worth having on list. Might be more effective if was given at point of sale rather than part-hoc?	
Response 10	No response.	No response.	Textiles

8. VAT Incentives

	Could this be effective in increasing the lifetime of <u>your</u> products?	Under what conditions would it make sense for industry to take up this measure? What Government intervention could help create suitable conditions for the uptake of the measure?	Sector
Response 1	No response.	No response.	Textiles
Response 2	Yes, absolutely in both sectors.	No response.	Printers
Response 3	Yes for products proven to be more durable and efficient. For example - Cars.	We would embrace this and I could give you a real example.	
Response 4	No response.	Legislation required.	Washing Machines
Response 5	No response.	No response.	Electronics
Response 6	No response.	No response.	Mobile Phones
Response 7	Yes, influence on key descision factors.	No response.	Electronics
Response 8	Possibly.	No response.	Mobile Phones
Response 9	No response.	No response.	Textiles
Response 10	Too much inconsistency in products to inexpensively test.	Need an assessment/rating scheme to base this on (eg labels like ecolabel or energy label have underlying assessment schemes of this type). No response.	Textiles

9. Product Durability Standards

	Could this be effective in increasing the lifetime of <u>your</u> products?	Under what conditions would it make sense for industry to take up this measure? What Government intervention could help create suitable conditions for the uptake of the measure?	Sector
Response 1	No response.	No response.	Textiles
Response 2	Yes, it could help in both sectors for us to gain a certain accreditation.	Let industry design the standard.	Printers
Response 3	Yes.	Advertised codes.	Washing Machines
Response 4	This is sometimes covered in eco-label criteria eg ecoflower. It can be effective if all of the electronics industry becomes involved. Differentiating.	Making the measure broader than just UK market for consumer campaigns to encourage their interest in this.	
Response 5	No response.	No response.	Electronics
Response 6	No response.	No response.	Mobile Phones
Response 7	Yes, potential influence on key descision factors.	No response.	Electronics
Response 8	No response.	No response.	Mobile Phones
Response 9	No response.	Kind of a "guarantee" I think?	Textiles
Response 10	Using on basic products would work - as aconsumer would ant to keep using it.	No response.	Textiles

10. Product Durability Standard

	Could this be effective in increasing the lifetime of <u>your</u> products?	What Business Impacts do you envisage from this measure?	Sector
Response 1	No response.	No response.	Textiles
Response 2	No, I don't think these laws would help.	No response.	Printers
Response 3	Yes.	No response.	Washing Machines
Response 4	Possibly not as consumers like to buy new electronic products.. Design in technology moves fast so consumers are unlikely to hold onto products for a year.	No response.	Electronics
Response 5	No response.	No response.	Mobile Phones
Response 6	No response.	No response.	Electronics
Response 7	Yes, same as number 9.	No response.	Mobile Phones
Response 8	No response.	No response.	Textiles
Response 9	EU Market- standards might have to be EU wide.	No response.	
Response 10	No as it is the consumers choice.	No response.	Textiles

11. Green Procurement

	Could this be effective in increasing the lifetime of <u>your</u> products?	What Business Impacts do you envisage from this measure?	Sector
Response 1	No response.	No response.	Textiles
Response 2	Yes, for B2B it would help.	No response.	Printers
Response 3	No response.	No response.	Washing Machines
Response 4	Yes.	No response.	Electronics
Response 5	No response.	No response.	Mobile Phones
Response 6	No response.	No response.	Electronics
Response 7	No, cost will override other considerations.	No response.	Mobile Phones
Response 8	No response.	No response.	Textiles
Response 9	No response.	No response.	
Response 10	No response.	No response.	Textiles

12. Producer Responsibility

	Could this be effective in increasing the lifetime of <u>your</u> products?	What Business Impacts do you envisage from this measure?	Sector
Response 1	No response.	No response.	Textiles
Response 2	We are already very active.	No response.	Printers
Response 3	No response.	No response.	Washing Machines
Response 4	WEEE	No response.	Electronics
Response 5	No response.	No response.	Mobile Phones
Response 6	No response.	No response.	Electronics
Response 7	No, already in place via WEEE regulations.	No response.	Mobile Phones
Response 8	No response.	No response.	Textiles
Response 9	No response.	No response.	
Response 10	No response.	No response.	Textiles



Breakout Group – Questions



1. Design for Durability. Measure led by Industry. Uptake is Voluntary.					
Manufacturers improve product design to increase product durability. The product's materials, product use profile, characteristics of the product are reviewed with a view to designing in features to maximise the product's life. (eg, capacity to be readily upgradeable or repairable, "timeless design" , modularity etc)					
What types of products will this work for?		B2B		B2C	
		Yes	No	Yes	No
Work home products, inside products	ICT, large sized equipment	⑤	⑤	⑤	⑤
	ICT small equipment	⑤	⑤	⑤	⑤
	Non ICT Large appliances	⑤	⑤	⑤	⑤
	Non ICT small appliances	⑤	⑤	⑤	⑤
	Vehicles/ transport	⑤	⑤	⑤	⑤
	Food products - preservation and packaging	⑤	⑤	⑤	⑤
	Furniture & furnishings	⑤	⑤	⑤	⑤
	Household Consumables	⑤	⑤	⑤	⑤
	Textiles – clothing	⑤	⑤	⑤	⑤
	Other (please state)	⑤	⑤	⑤	⑤



Breakout Group – Questions



1. Design for Durability. Measure led by Industry. Uptake is Voluntary.	
What opportunities does this measure provide for UK businesses?	There are opps – but lots of barriers to overcome
What are the risks to UK businesses associated with this measure?	Nothing in it for individual businesses Someone doesn't sign up Manipulating the market increasing product price Safe innovation If wait sell to mass market – only appeal to small series of consumers
Is this measure achievable? What are the main barriers and how can they be overcome?	Consumer behaviour – waiting to buy products – 15-20% of fashion/clothing consumers want products to last longer, eg uniforms Technically achievable examples exists
Your conclusion: is this a good measure? Why?	Need to be in conjunction with other measures.



Breakout Group – Questions



2. Leasing Business Models. Measure led by Industry. Uptake is Voluntary.					
Manufacturers introduce Product Service System (PSS) business models. Manufacturers retain products as assets and lease them to a number of consumers during their full useful life.					
What types of products will this work for?	B2B		B2C		
	Yes	No	Yes	No	
ICT, large sized equipment	⑤	⑤	⑤	⑤	
ICT small equipment	⑤	⑤	⑤	⑤	
Non ICT Large appliances	⑤	⑤	⑤	⑤	
Non ICT small appliances	⑤	⑤	⑤	⑤	
Vehicles/ transport	⑤	⑤	⑤	⑤	
Food products - preservation and packaging	⑤	⑤	⑤	⑤	
Furniture & furnishings	⑤	⑤	⑤	⑤	
Household Consumables	⑤	⑤	⑤	⑤	
Textiles – clothing	⑤	⑤	⑤	⑤	
Other (please state)	⑤	⑤	⑤	⑤	



Breakout Group – Questions



2. Leasing Business Models. Measure led by Industry. Uptake is Voluntary.	
What opportunities does this measure provide for UK businesses?	Have some but can return and can have latest Leasing could result in higher returns for business
What are the risks to UK businesses associated with this measure?	High value investment – to switch from retail to leasing Resolves value at end of lease Leasing is undertaken by different 2 nd use sector – not main manufacture
Is this measure achievable? What are the main barriers and how can they be overcome?	Period of lease dependant on product / value of product Different for cars/lawnmowers Leasing does exist but disposable incomes are now higher Leasing does exist for commercial ICT equipment
Your conclusion: is this a good measure? Why?	Enhancing consumer demand for leasing



Breakout Group – Questions



3. After Care Services. Measure led by Industry. Uptake is Voluntary.					
Manufacturers or retailers offer enhanced aftercare and maintenance services by selling products that include an aftercare service in the product price (eg, the retail price includes refurbishment or maintenance as standard).					
What types of products will this work for?	B2B		B2C		
	Yes	No	Yes	No	
Extend warranty is there an end date to it?	ICT, large sized equipment	✓		✓	
	ICT small equipment	✓		✓	
	Non ICT Large appliances				
	Non ICT small appliances				
	Vehicles/ transport				
	Food products - preservation and packaging				
	Furniture & furnishings				
	Household Consumables				
	Textiles – clothing				✓ (high value)
	Other (please state)				



Breakout Group – Questions



3. After Care Services. Measure led by Industry. Uptake is Voluntary.	
What opportunities does this measure provide for UK businesses?	<p>Extended warranty (e.g. up to 7 years for domestic appliances)</p> <p>Can be used as marketing tools</p> <p>B2B – opportunity to upgrade (leasing agreement to upgrade)</p> <p>Makes for higher value products (suits)</p> <p>Opportunities for UK servicing industry</p> <p>Product sold with rating on how long product will last</p>
What are the risks to UK businesses associated with this measure?	<p>Opportunities for consumer awareness</p> <p>How do you incentivise the repair or servicing</p> <p>Big issue that measure is voluntary – difficult to make it work</p> <p>Environmental risk with transport associated with repair?</p>
Is this measure achievable? What are the main barriers and how can they be overcome?	<p>Could work through a loyalty card</p> <p>Value of product dictates is liability</p> <p>Cost of product < cost of repair</p> <p>Government help the servicing industry?</p> <p>Lower VAT for repairs?</p>
Your conclusion: is this a good measure? Why?	<p>Potential - UK employment</p> <p>Incentive – mainstream</p>



Breakout Group – Questions



4. Deposit Systems. Measure led by Industry. Uptake is Voluntary.					
Manufacturers or retailers offer a deposit scheme on products, in order to collect them after use, refurbish them, and bring them to a second market.					
What types of products will this work for?		B2B		B2C	
		Yes	No	Yes	No
Collection service already exist →	ICT, large sized equipment		✓		✓
	ICT small equipment		✓		✓
	Non ICT Large appliances	- could work if consumers don't pay – need incentive to bring back			
	Non ICT small appliances				
	Vehicles/ transport				
	Food products - preservation and packaging				
	Furniture & furnishings				
	Household Consumables				
Textiles – clothing					
Other (please state)				✓ - voucher for M&S for clothes to Oxfam	



Breakout Group – Questions



4. Deposit Systems. Measure led by Industry. Uptake is Voluntary.	
What opportunities does this measure provide for UK businesses?	<p>Feasibility – extend warranties</p> <p>No one's going to take it up – incentive for consumer?</p> <p>Marks and Spencer Oxfam voucher</p> <p>Getting proportion of recycled value</p>
What are the risks to UK businesses associated with this measure?	<p>Substitution rather than behaviour change</p> <p>Upgrade M&S scheme</p> <p>Cost to business to take back/recycle it</p> <p>Emphasis on recycling rather than putting it back on the market</p>
Is this measure achievable? What are the main barriers and how can they be overcome?	<p>Why would consumer take it up</p> <p>Voluntary at outlet</p> <p>Existing deposit/ buy back for mobile</p> <p>Would not work for B/B – no need for deposit (will they come up)</p> <p>Dep paying for deposit in first place – consumers wont be interested</p>
Your conclusion: is this a good measure? Why?	<p>Issues of inconvenience</p> <p>Fashion and innovation – coming up with products that can be updated</p>



Breakout Group – Questions



5. Consumer Awareness Campaign. Measure led by Government. Uptake is Voluntary.				
Government develops and funds a consumer awareness campaign on product longevity, aiming to change consumer choice at point of sale (eg, to promote the purchase of a longer lasting product), and/ or consumer behaviour during product use (eg, to encourage product maintenance over replacement).				
What types of products will this work for?	B2B		B2C	
	Yes	No	Yes	No
ICT, large sized equipment				
ICT small equipment				
Non ICT Large appliances				
Non ICT small appliances				
Vehicles/ transport				
Food products - preservation and packaging				
Furniture & furnishings				
Household Consumables				
Textiles – clothing				
Other (please state)				



Breakout Group – Questions



5. Consumer Awareness Campaign. Measure led by Government. Uptake is Voluntary.	
What opportunities does this measure provide for UK businesses?	For consumer cost savings which can be achieved Good idea in hard times
What are the risks to UK businesses associated with this measure?	If effective will increase product costs & could destabilise market (except printers)
Is this measure achievable? What are the main barriers and how can they be overcome?	People will buy 'green' products and potentially may spend more on these products
Your conclusion: is this a good measure? Why?	Good idea but government should not lead Would have some impact but limited Needs to be correctly targeted.



Breakout Group – Questions



6. Government Grants. Measure led by Government. Uptake is Voluntary.					
Government provides grants for industry players to work in partnership to find ways to increase product lifetime (eg, developing consistent product declaration on product lifetime, designing products with increased optimal life, carrying out product reuse, remanufacture, repair or maintenance.)					
What types of products will this work for?	B2B		B2C		
	Yes	No	Yes	No	
ICT, large sized equipment	⑤	⑤	⑤	⑤	
ICT small equipment	⑤	⑤	⑤	⑤	
Non ICT Large appliances	⑤	⑤	⑤	⑤	
Non ICT small appliances	⑤	⑤	⑤	⑤	
Vehicles/ transport	⑤	⑤	⑤	⑤	
Food products - preservation and packaging	⑤	⑤	⑤	⑤	
Furniture & furnishings	⑤	⑤	⑤	⑤	
Household Consumables	⑤	⑤	⑤	⑤	
Textiles – clothing	⑤	⑤	⑤	⑤	
Other (please state)	⑤	⑤	⑤	⑤	



Breakout Group – Questions



6. Government Grants. Measure led by Government. Uptake is Voluntary.	
What opportunities does this measure provide for UK businesses?	May benefit SMEs – Innovation companies - manufacturing
What are the risks to UK businesses associated with this measure?	
Is this measure achievable? What are the main barriers and how can they be overcome?	
Your conclusion: is this a good measure? Why?	Restricted due to level of UK manufacturing



Breakout Group – Questions



9. Product Durability Standard. Measure led by Government. Uptake is Voluntary.					
Government introduces industry standards for product longevity which industry can voluntarily sign up to. The standard is given to a product, when a set of longevity criteria has been reached. (eg, the product is designed and tested to last a certain number of years or cycles).					
What types of products will this work for?	B2B		B2C		
	Yes	No	Yes	No	
					ICT, large sized equipment
					ICT small equipment
	✓		✓		Non ICT Large appliances
Could work if upgradeable →		✓		✓	Non ICT small appliances
					Vehicles/ transport
Depends of level of functioning & speed of innovation. depends on age group - youth market - consumer awareness targeted at youth →					Food products - preservation and packaging
					Furniture & furnishings
	✓				Household Consumables
Work wear, menswear, underwear, white products →	✓				Textiles – clothing
					Other (please state)



Breakout Group – Questions



9. Product Durability Standard. Measure led by Government. Uptake is Voluntary.	
What opportunities does this measure provide for UK businesses?	Good quality manufacturers – differentiation for upper end of market Need universal standard e.g. all printers coming together Would need industry core – 8 yrs for printers Would drive change in printers
What are the risks to UK businesses associated with this measure?	Couldn't be restrictive Not only UK (limitations) – EU led? – will need to be recognised in whole market
Is this measure achievable? What are the main barriers and how can they be overcome?	Difficult to achieve if competitors need to work together on the standard – led by government use them voluntarily Hard to set standard in 1 st place 3 rd party endorsement critical Could become accepted standard
Your conclusion: is this a good measure? Why?	Could be effective – driving up performance