



The future of Vacuum cleaners

How what we do now can change the future

November 2020



The problem



Appliances going into landfill



Built in obsolescence



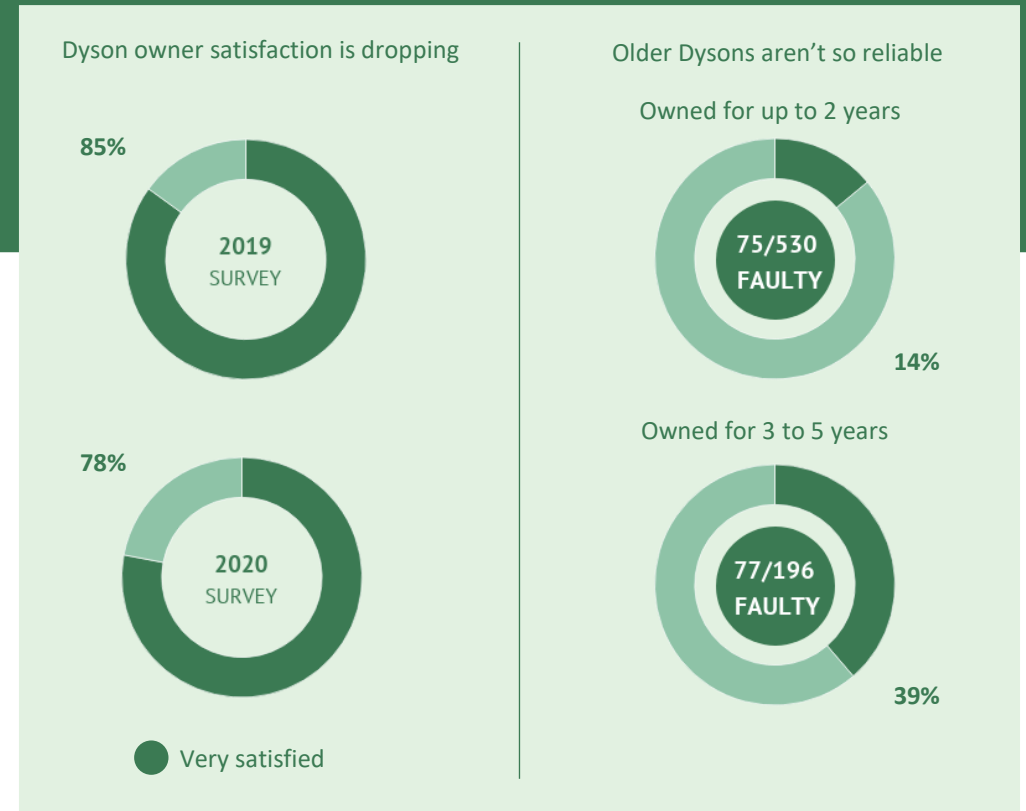
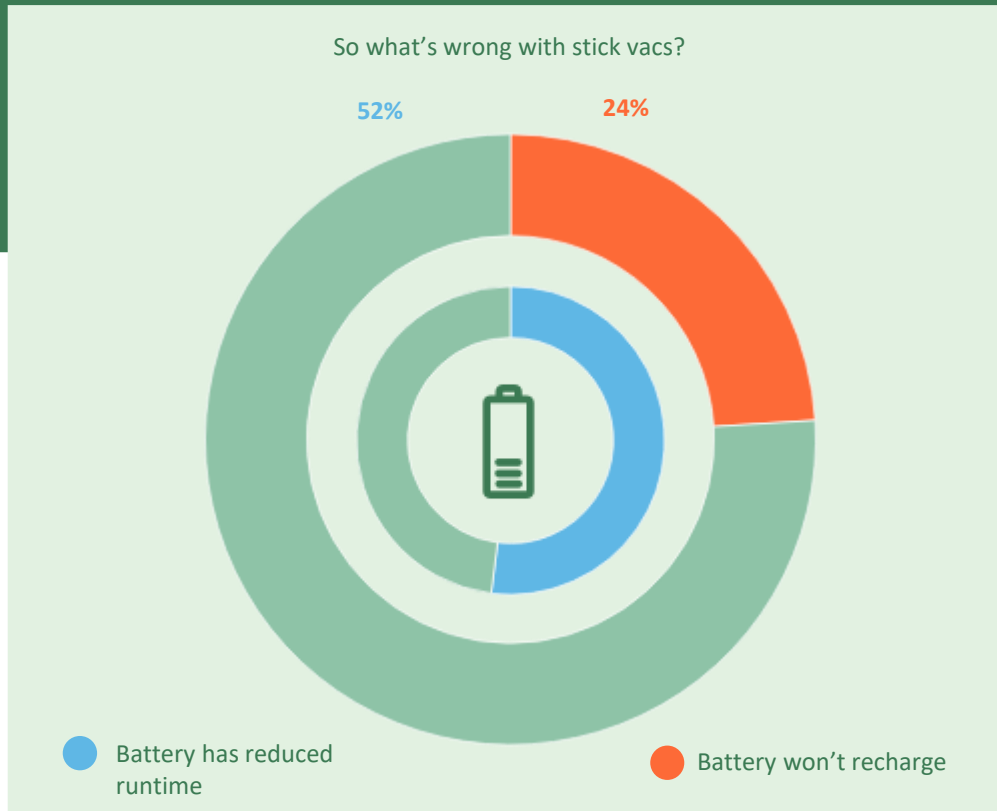
Lack of information



Repairability of our appliances

What our research has found

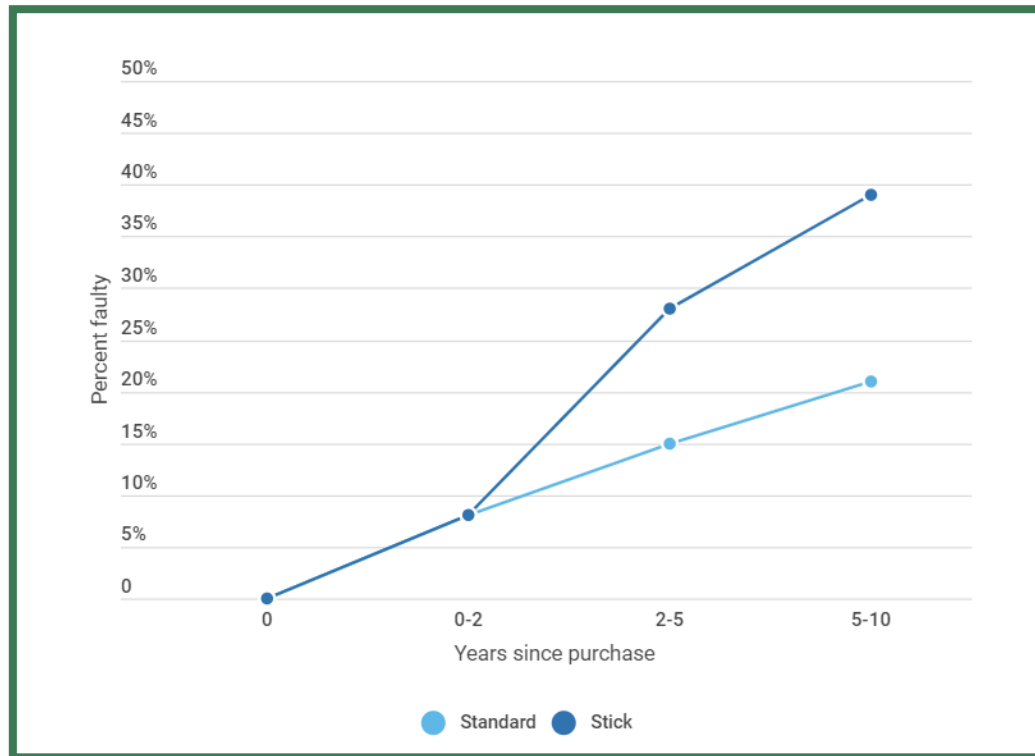
Through our surveys and research we have some interesting insights into the current vac market



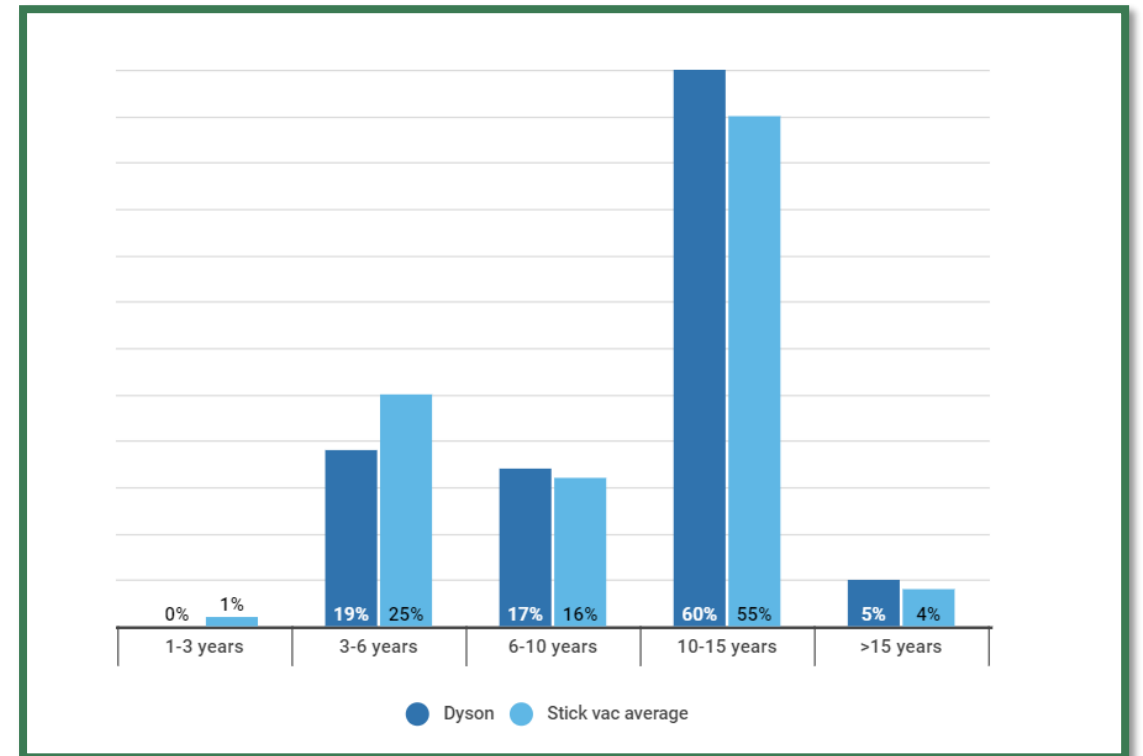
Stick vacuum research

Stick vac faults continue to be front of mind for consumers.

Stick vs standard faultiness %



Product life expectancy



What we are doing with #BuiltToLast

Our #BuiltToLast campaign is working to ensure fewer appliances end up at the landfill.

Appliance repairability resources

A resource for appliance repair will enable customers to keep appliances for longer and increase consumer knowledge.

These will include

- Guides to appliance anatomy
- Common faults and repairs
- Where to source parts, tools and further assistance

Time-in-use advice

Advice about which appliances last longer will enable consumers to choose brands that make more durable and repairable appliances.

Advocacy

Targeted communication to retailers and manufacturers will challenge them to make more durable and repairable appliances available. We will advocate for better, congratulating good brands, calling out bad and supporting those who try to improve.

What can you do?

Call on manufactures and suppliers



As consumers we must call on manufactures, suppliers and retailers to create more durable and long lasting products. Durability needs to be front of mind in product creation.

Buying fewer, more durable products



We must change our purchasing patterns in order to reduce our e-waste. Resist the marketing. Think of the planet.

Repair rather than replace



Although it can seem easier to simply buy a new vac, the environmental cost difference between repairing and replacing is vast.

Funding



Waste minimization fund

The Consumer campaign #BuiltToLast and associated e-waste project is made possible by partial funding from the Waste Minimisation Fund (WMF).



Donations/Member revenue

As a non-profit organisation we rely heavily on donations and members to continue the work we do on projects like Built To Last. These donations support us and help make New Zealand a fairer place for all consumers.

But we need You!

There is considerable scope in New Zealand to reduce waste and increase the recovery of useful resources from waste. Lifting our performance in recovering economic value from waste also provides environmental, social and cultural benefits and reduces the risks of harm from waste.

We can all do our bit. But we need your support to continue this amazing work!

Thank you!

There is much more that needs to be done in this space but thinking about your own consumption habits and calling on suppliers and manufactures is the first step to reducing the mountain of e-waste we create every year.

