

Green Apple

What Apple has been doing
to combat climate change



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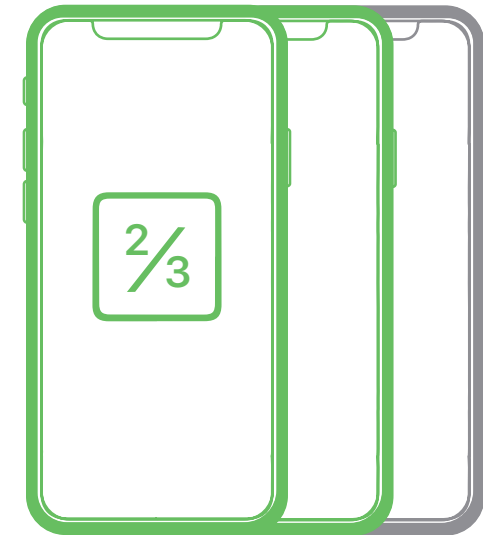
Apple has been one of the largest consumer tech companies in the world for over 20 years. From their beginnings in computing to the release of the iPhone in 2007 and onwards, Apple has strived to remain ahead of the curve in the consumer tech industry through innovation and outside-the-box thinking. But how are they approaching the world's current issue of climate change? What are they doing as a company to reduce their impact on the environment? This article should answer those questions for you.

Initially, we need to look at the changes in Apple's policies over the years regarding the iPhone. Planned obsolescence is one of the biggest marketing tools used by consumer tech companies to sell their newest devices. This is because if all devices were supported by every new update, then consumers would not feel the need to buy new hardware as often thus limiting sales. Apple is guilty of this marketing ploy as much as any other company and it is especially evident in how long each of their devices were supported by the latest iOS. Up until iOS 6, Only the

3 most recent devices were supported meaning that you would have to update your phone almost every 2 years. Even after that it took until iOS 12 for Apple to finally extend their support to the previous 9 versions of iPhones. This extended support is a step in the right direction for Apple as the increase in expected phone life directly affects the frequency at which consumers upgrade their iPhones. Less iPhones being produced and sold less often means less carbon emissions, and e-waste.

Longer lasting iPhones are all well and good, but what about when they do finally need to be replaced? Apple has a program dedicated to the refurbishing and recycling of old iPhones. Apple's trade in policy means that when a consumer does want to upgrade, they have the option to trade in their old device to either be refurbished and resold, or have their materials recycled and put into new devices such as the aluminium casing around the latest laptops.

What about the materials that apple uses to produce iPhones? There are many rare earth elements that go into the circuitry



More than two thirds of all iPhones traded in through Apple Trade In are refurbished and resold to new customers. The rest are sent to be recycled for materials which end up in new devices such as the aluminum case on the Macbook Air.

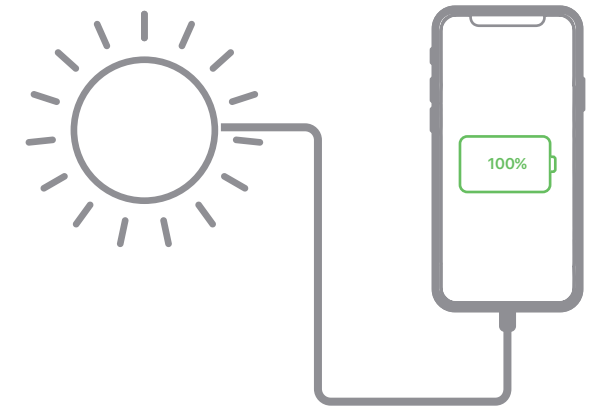
of electronic devices and these metals as their name suggest are hard to find and cause a massive environmental impact from mining and processing. In recent years, Apple has eliminated the use of certain rare earth metals such as beryllium, cobalt and more in their devices. Additionally, in the

iPhone 11 they have started to use recycled materials from their trade in program for parts of the inner components such as the circuitry solder and the Taptic Engine.

Alongside their policies on device recycling and recovery, apple has been working towards better sources of energy to power their offices, servers, and even production facilities. As of 2018, Apple has stated that they are now officially 100% powered by renewable energy. This includes everything from their factories where they produce their products, to their offices and servers around the world.

However, there are a few areas that apple falls short. One negative change has been in the carbon footprint per phone produced. It has gone from around 55kg CO₂ equivalent for the original iPhone to almost 100kg co₂ equivalent for the latest iPhone 11 pro. This doesn't sound like much of a change until you consider that amount is multiplied by millions of units produced each year.

In conclusion, apple has come a long way as a company regarding their environmental policies. They've taken many steps in the right direction to minimize their impact on climate change through the use of renewable energy sources, sustainable material usage practices, and more. However, they do have a lot more they can do in the future to further reduce their impact on climate change. That being said, the progress that Apple has made since the first iPhone in 2007 has been exemplary.



As of 2018, Apple's facilities have been powered 100% by renewable resources. This includes Offices, Servers, and Production facilities.

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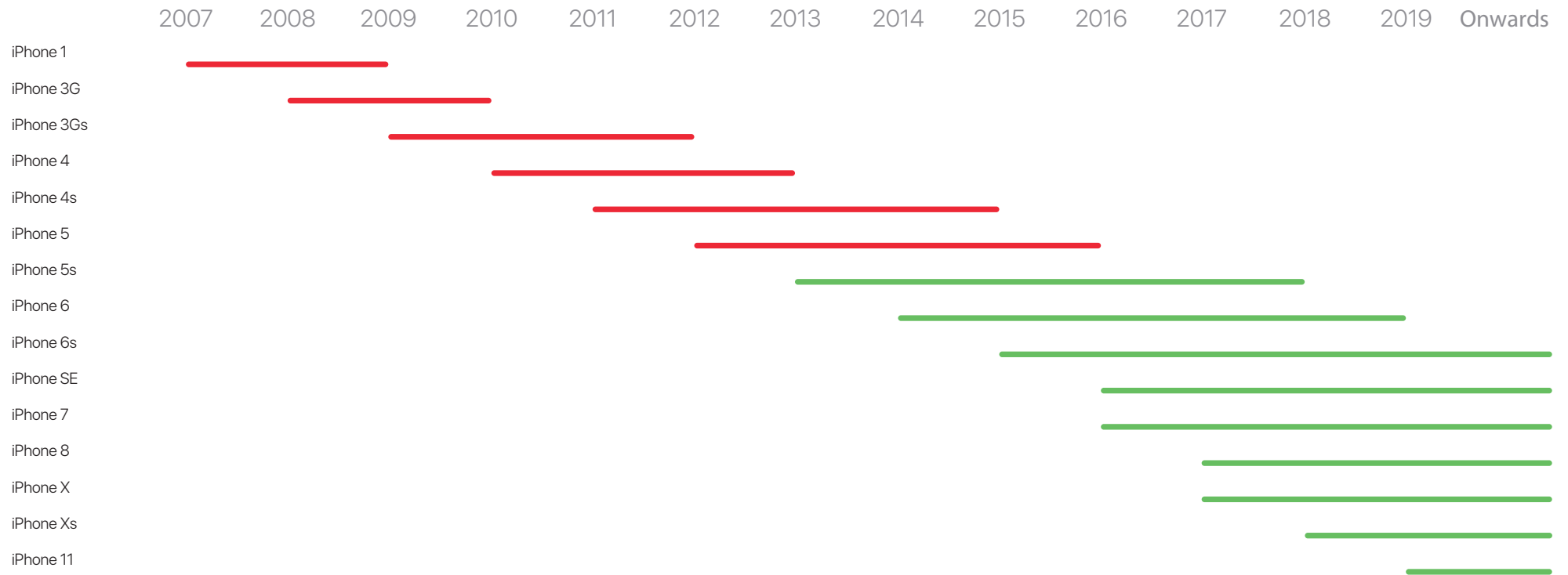
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Lifespan of Iphones according to iOS support.



Greenhouse Gas Emission CO2 Equivalent per device produced

