

Cherysh Flexman

# Phone Going Green

Did you buy the newest iPhone, or is it someone else's that they've recycled?



# Recycled, remodeled, remarketed

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Apple encourages you to recycle your used iPhones to support their green change, but how sustainable is their circular economy going to last? The company aspires to be 100% carbon neutral by 2030 and have done the first step by giving customers the opportunity to trade-in their Apple products. They have moved forward with new manufacturing processes to reduce their carbon footprint and developed smart technology to recycle iPhones.

Apple consumers are expected to do the same, by recycling unused or broken iPhones and using their current iPhone for as long as they can work for.

Their decision to be a carbon neutral company will back everything they do, from their launching of new products, to recycling and manufacturing. Apple users are becoming more aware of the return program proposed, and Liam, the Apple innovation, was the kick starter of millions of recycled materials. Established in 2016, Liam's job was to dismantle various iPhone models, sort, and organise its parts for further use. He is an effective machine that dismantled 1.2 million devices within a year, and was later

accompanied by an advancement named Daisy. Daisy was introduced in 2018 and raised the bar to 2 million devices dismantled within a year. Recycling an unused iPhone is like taking a step into remodelling, where the collected recycled parts are used to create another iPhone. Not long after this process Apple pushes it right back into the market, supporting a circular economy.



# Obsolescence and Overconsumption

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With the overconsumption of technology taking the reins, Apple is trying to steer clear of e-waste, build on sustainable energy, and make iPhones last a lifetime.

People that buy new iPhones can cost them quite a bit, and they may buy again when the next model comes out. Perhaps they'll need an upgrade sooner than they think. Each iPhone model is expected to last for at least two years minimum without severe damage externally and internally. Apple's vice president

of Environment, Policy and Social Initiatives, Lisa Jackson, claims that they "work hard to design products that [their] customers can rely on for a long time." If customers are not upgrading for unique user experience, planned obsolescence may as well be the cause of increasing iPhone sales. In this consumerist culture users treat technology as disposable and the high accessibility persuades consumerists to purchase or replace gadgets and phones impulsively. Buyers are on the market reselling, purchasing and trading in for better, something Apple's recycling program with Liam and Daisy is made for. Their mass involvement in the market is consistently growing as new iPhone models are publicized and has some users questioning Apple's transparency with awareness of products' planned obsolescence. New iPhones are pricey and are greater in size, and with technological advancements for elevated user experience e.g., enhanced camera lens, wireless charging,

airplay, and face ID, are they dragging people in?

By weighing obsolescence and overconsumption, we can comprehend that loyal iPhone users will ignore the battery life of their phone and continue purchasing the newest products to stay on trend. Apple does promise 100% carbon neutral iPhones by 2030, now it is just a waiting game for their launch.

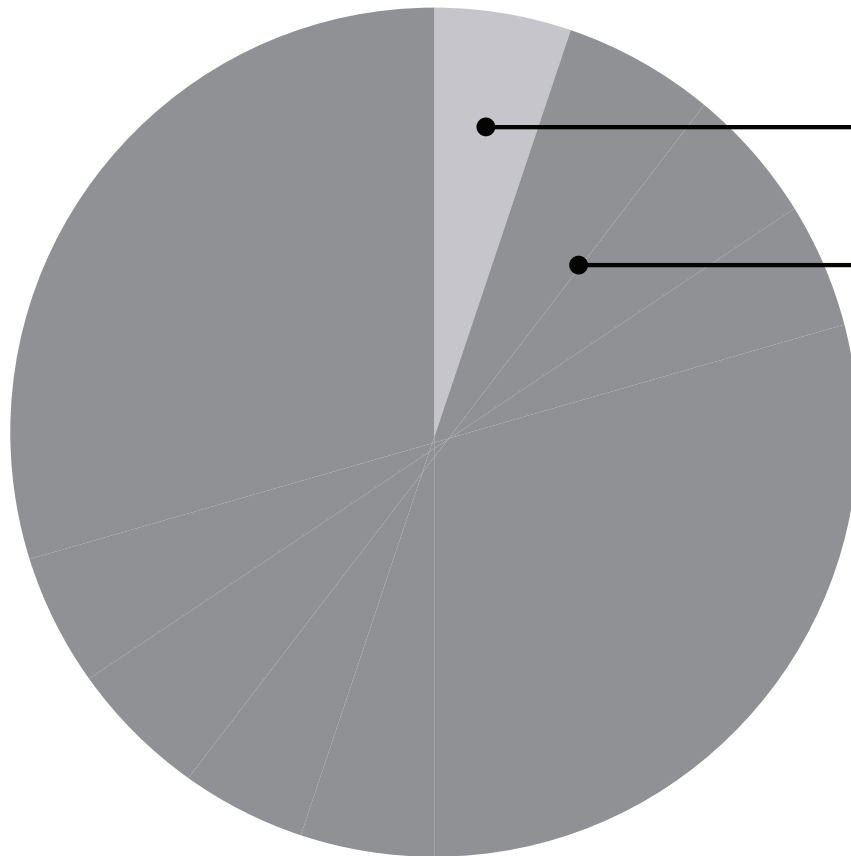
Green means go, Apple corporation has solidified their goal to create a carbon neutral iPhone and invest their time and energy into being fully sustainable. If all runs smoothly for Apple's remodeled iPhone's, recycled technology is where corporates are headed. There may come a time in the future that your iPhone is made of 100% recycled material, and perhaps it will be sold in a completely different shape.

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# How much is recycled and remarketed?



Only **5%** of all recycled iPhones have no more use, and become e-waste.

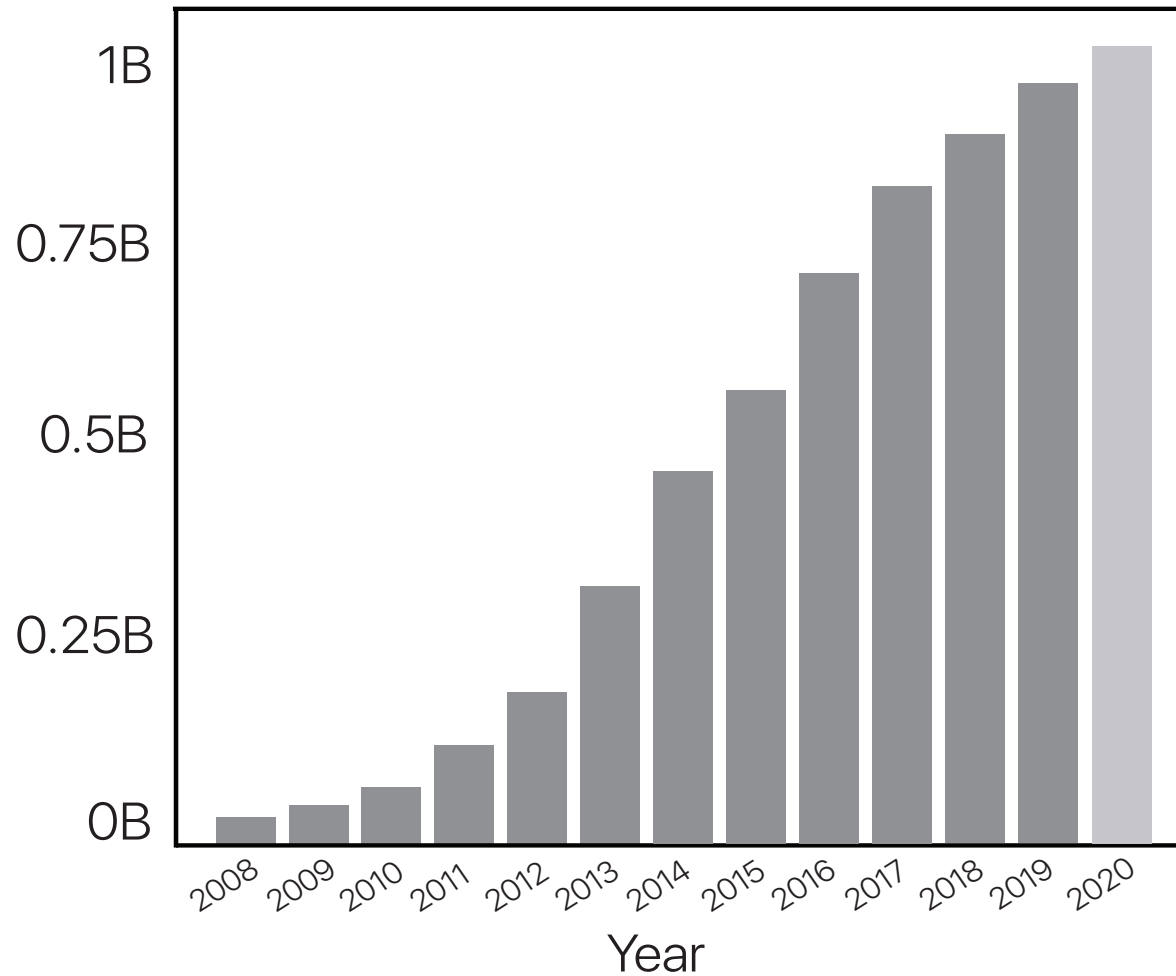
A huge **95%** of all recycled iPhones are remodelled and remarketed.

Around 9 million iPhones have been recycled over time, that's almost all users. Apple made awareness of their green move and consumers jumped on fast because of their solid foundation and popularity on the market.

**Apple's vice president of Environment, Policy and Social Initiatives -**

**Lisa Jackson** hopes that their "...programs will encourage everyone to bring in their old devices."

# Apples iPhone users from 2008 to 2020



The number of iPhone users have an increasing trend from 2008 to 2020. With Apple iPhones being in the top 10 of best phones, they are expected to recieve more user credibility and increased sales.

From 2012 the stats shot up fast as consumers were invested.