Startup FixFirst & World Economic Forum launch 'Pro-long Electronics' campaign

Today, FixFirst launches the 'Pro-long Electronics' campaign to inform consumers across the world of the benefits of using electronic devices for longer. The campaign runs as part of FixFirst's partnership with the World Economic Forum and Circular Valley and it engages users through video, social media posts and a campaign website. Other partners include Miele, Kearney, CSCP and TU Dresden.

Studies show: Product lifetime extension is key for circular electronics

Electronics have transformed our lives in recent decades, but they have also created two large problems: raw material usage and the accompanying e-waste this creates, and carbon emissions. By increasing the lifetime of electronic products (e.g. through high quality products, maintenance, refurbishment, and repair), both of these problems can be addressed and consumers can save money at the same time.

A recent study by the European Environmental Bureau found that extending the life of all smartphones, washing machines, laptops and vacuum cleaners in the EU by just one year could create approx. 4 million tons of CO_2 savings annually. Prolonging the use of goods is an effective contribution to protecting the environment and a key part of a truly circular economy.

Up to 500€ repair voucher competition sponsored by FixFirst

Alongside the campaign, FixFirst is also running a competition: social media users can enter by posting a selfie with their oldest piece of functioning electronic equipment using the hashtag #prolongwin on Facebook, Twitter, Instagram or LinkedIn. The competition will run from January 18th until 24th 2022 and is open to participants across the world. The winner will be reimbursed 500 Euros for electronic equipment repair costs, while two runners up will be reimbursed 250 Euros. The prize is provided by FixFirst, a former participant of the Circular Valley accelerator program.

FixFirst Co-Founder & CEO Sebastian Daus states: "*In a world of climate emergency, population growth and resource scarcity, we'll need to use our products smarter than ever before. Prolonging their lifetime is the key for that*". Mo Chatterji, a Fellow at the World Economic Forum, comments: "*Using products longer automatically drives down resource usage, carbon emissions and various other environmental impacts: it is simple maths!*". Circular Valley's founder Carsten Gerhardt added: "*Lifetime extension is not a high-tech solution, but it is a necessity, until innovative circular solutions will enable us to decouple consumption from resource usage*".

Right-to-Repair: Public consultation by European Commission

The timing of the campaign fits well into a public consultation by the European Commission on the Right-to-Repair. The initiative promotes a more sustainable use of goods throughout their useful life and it will encourage consumers to make more sustainable choices by providing incentives and tools to use goods for a longer time, including by repairing defective goods. It will also: encourage producers to design goods that last longer and are easily repairable; help reduce unsustainable consumption and its negative impact on the global environment and climate; help build a circular economy. We believe 2022 will be an exciting year for repair and circularity!

Links

Camaign: https://circular-valley.org/pro_long_electronics
FixFirst: https://linktr.ee/fixfirst
EU Consultation:
https://ec.europa.eu/info/law/better-regulation/have-your-say/initiatives/13150-Sustainable-consumption-of-goods-promoting-repair-and-reuse_en
Study mentioned: https://eeb.org/revealed-the-climate-cost-of-disposable-smartphones/ and
https://eeb.org/wp-content/uploads/2019/09/Coolproducts-report.pdf

About FixFirst

FixFirst - the operating system for circular services and products - is a Berlin-based impact and tech startup that aims to accelerate the transformation towards a circular economy. To achieve this, the team digitizes and simplifies circular services and processes with their self-developed software platform - starting in the electronics sector. This can be used by various stakeholders - including small service and craft businesses, as well as manufacturers and retailers, or even cities. At the same time, the solution empowers companies and users to use products longer and to improve their circularity as easily as possible by making this impact visible. Our vision is a world where fixing products comes first and using them longer is the norm. By 2030, we want to help save at least 100 million tons of CO2 and extend the life of over 1 billion products.

Website: https://www.fixfirst.io/
Follow us here: https://linktr.ee/fixfirst
Images: https://www.fixfirst.io/press

Legal Note

1. The repair voucher competition is not supported by the World Economic Forum since it promotes only non-profit initiatives.
2. The campaign itself is fully aligned with the World Economic Forum and all partners mentioned.
3. The EU Consultation is independent of the campaign and just an additional but important fact and opportunity to engage we wanted to highlight.

Press Contact

Sebastian Daus
Co-Founder & CEO
sebastian@fixfirst.de
+49 162 7376820

Thanks for reading 👋