

HOP

Halte à
l'Obsolescence
Programmée

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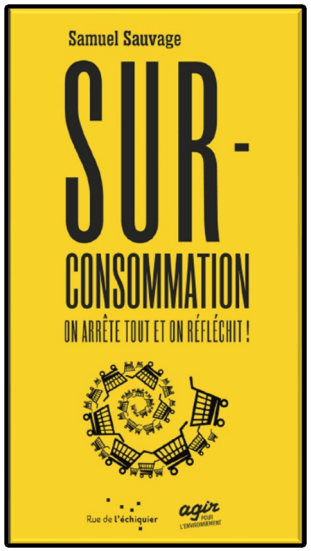
Who I am

- Co-founder of Stop Planned Obsolescence

- Circular economy director at Auxilia Conseil

- Author of 2 books of the subject





HOP IN BRIEF

HOP is a non-profit association founded in 2015.
Its mission is to engage public authorities, manufacturers and to federate citizens to lengthen the lifespan of products.
It is a registered environmental protection association.

Citizens

Unify citizens to counter planned obsolescence challenges.

Policymakers

Influence decision-makers to improve laws.

Companies

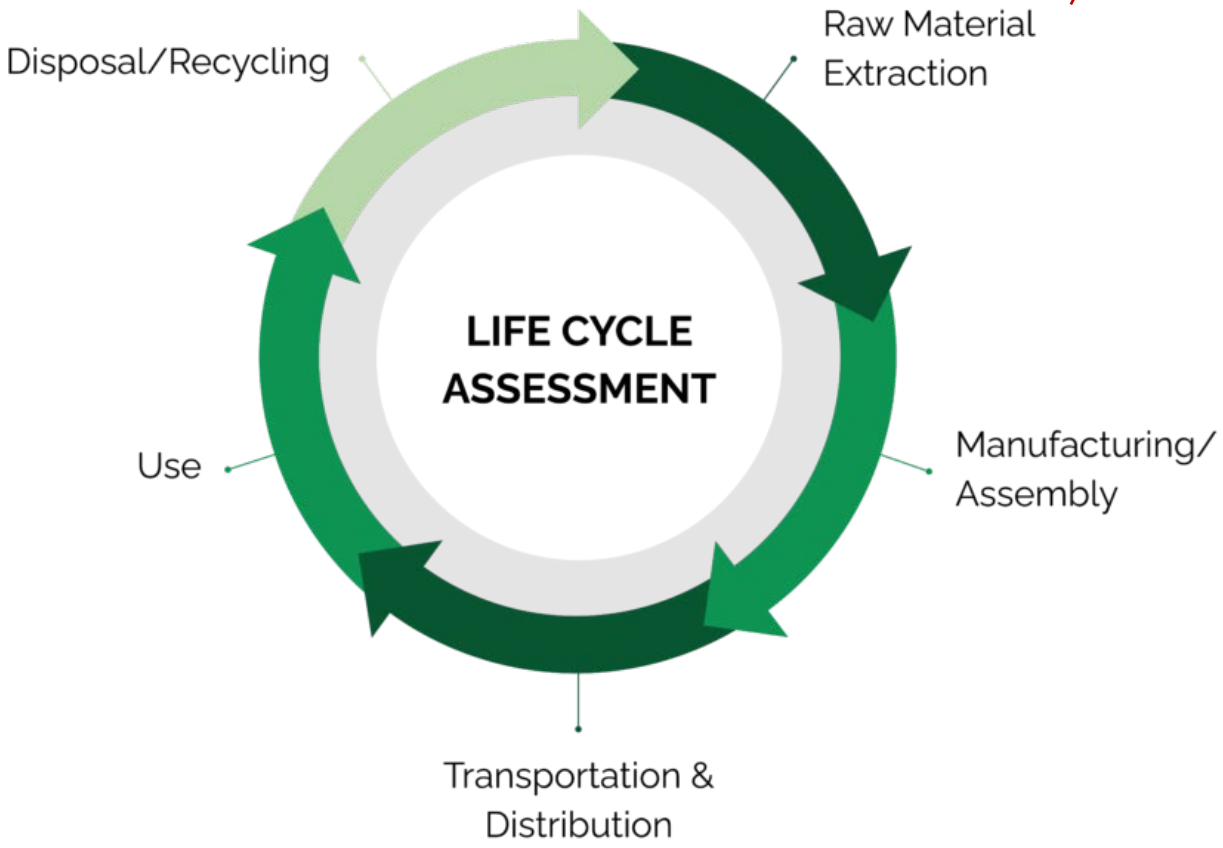
Encourage manufacturers to create sustainable and repairable products.



At the origin of the *National Repair Days* and the *Club de la Durabilité*, bringing together 45 companies

60 000 supporters

Hardware



2 main impacts

Source : service-industrie.fr, ADEME

Hardware

« The practice of planned obsolescence is prohibited; this is defined as the use of techniques—including software-based ones—whereby the party responsible for placing a product on the market deliberately aims to reduce its lifespan »





This offence is punishable by 2 years' imprisonment, a fine of €300,000 - up to 5% of the company's turnover - and a ban on practising the profession.

Hardware : what to do ?

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Warranties

Minimum standards

Availability spare parts

THE FRENCH REPAIR INDEX





French Authorities Investigate Apple Part Pairing as Deceptive Business Practices

Software : what to do ?

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Availability of software

Reduce electronics

Reversible updates



Economic models

Promote repair - bonus

Tax advertising

Bonus Malus systems

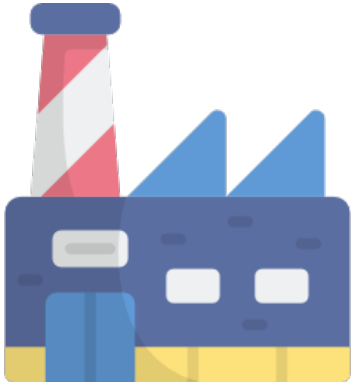
Tax extraction





Rendre la durabilité économiquement viable - Le Club de la Durabilité

User



Manufacturers



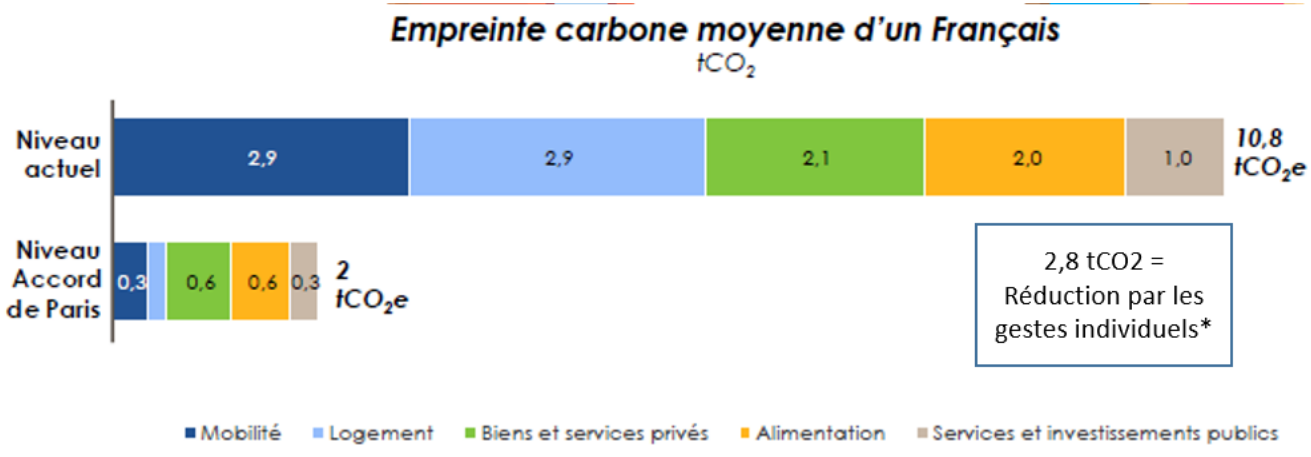
Distributors



States



Us



User

Responsible consumption

