

## GRADUATION OPPORTUNITY

# THE END OF THE CONSUMER EXPERIENCE FOR ELECTRONICS

The start of our relationship with products is designed to be a rich experience providing joy and excitement with each new purchase. Both consumers and designers however often overlook the importance of the End-of-Use consumer experience and its impact on a transition towards a **Circular Economy (CE)**.

## BACKGROUND

More and more products and systems are being designed to fit a CE. However, the potential advantages embedded within such designs are often unrealized if consumers fail to return products during the disposal phase. Consumers play an essential role in closing this loop. Unfortunately, they regularly do not know what to do with their old electronics and are uncertain or even anxious about the right e-waste disposal process. This can lead to ignoring endings by leaving old devices unused in drawers or just getting rid of them to be out of sight by discarding them in household waste bins.

## THE ASSIGNMENT

The product at the heart of this graduation assignment is the **Philips' Sonicare toothbrush**.

The goal of this assignment is to design a valuable end of the consumer experience for the Sonicare toothbrushes by actively engaging individuals and society. **Help the consumer navigate the product end-of-use phase and guide them towards circular collection solutions.**

Based on previous research, practice theory should be applied to involve consumers and test behaviour change interventions at a small scale.

The assignment will be done in collaboration with Philips and [Partners for Innovation](#) (a sustainable innovation consultancy).

Partners for Innovation will be your company supervisor and you are welcome at our Amsterdam office!



## INCREASE

The assignment is embedded in the Horizon Europe project named [INCREASE](#). The consortium consists of 18 international partners including designers and producers (e.g. Philips), research institutes and universities (e.g. Fraunhofer), WEEE collection organization (Erion), mechanical and chemical recyclers (e.g. Mirec), innovative sustainability consultants (e.g. Partners for Innovation), and a software company offering blockchain solutions (SAP).

## YOU

We are looking for an IDE MSc student interested in the consumer side of a CE and behaviour change. You could start this project as soon as possible (September 2024 at the latest).

## INTERESTED?

For more information, contact Flora Poppelaars at [f.poppelaars@partnersforinnovation.com](mailto:f.poppelaars@partnersforinnovation.com) or (+31) 06 1432 9888.