



Press Release - For Immediate Release

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Euroconsumers sends letter to Apple regarding the launch of their “Self Service Repair” programme and pending planned obsolescence class actions

How sustainable does Apple intend to be?

BRUSSELS - 27 January 2022- Euroconsumers has [sent a letter to Apple](#) regarding their recent announcement of the launch of the **“Self Service Repair” programme**. This programme aims to allow consumers to repair Apple devices in order to extend the device lifetime by offering manuals and spare parts. However, if the parts are not affordable and accessible, the programme will be for nought. Additionally, Euroconsumers raised the question whether this focus on sustainability also implies Apple would now be closing pending class actions over the planned obsolescence of Apple iPhones.

On November 17th 2021, Apple announced its upcoming Self Service Repair programme. According to Apple’s press release,¹ the programme will allow Apple customers to access official **Repair Manuals** and order a range of **spare parts and specialised tools** from Apple’s online store. The programme will be available for the iPhone 12 and 13, to be closely followed by Mac computers.

This is very **welcome news**, as improving the repairability of electronic devices is crucial to ensuring consumer’s value for money, and a more sustainable future based on the circular economy. However, some details remain to be clarified, and in our letter Euroconsumers has addressed **three questions to Apple**. Firstly, whether the programme will extend to Europe and Latin America, and if so when. Secondly, what will be the pricing of the official spare parts, and whether third parties will also be able to provide spare parts. Thirdly, will there be any future Apple initiatives regarding sustainable electronics and the fight against premature obsolescence.

To be very specific, Euroconsumers is wondering whether Apple's much welcomed focus on sustainability also implies it will concede on the pending **class actions** over the **planned obsolescence** of Apple iPhones. Euroconsumers currently has four class actions running in Europe (Belgium, Italy, Spain, Portugal) asking Apple to reimburse consumers who have been affected by iPhone 6 battery failures. As a global leader in electronic device manufacturing

¹ <https://www.apple.com/newsroom/2021/11/apple-announces-self-service-repair/>

that pledges carbon neutrality in 2030 and sets other sophisticated targets, Apple indicates it intends to help the environment and consumers. Therefore, Euroconsumers is very much looking forward to receiving concrete answers to the questions raised, and stands ready to start a **constructive dialogue** on durability and sustainability to the benefit of consumers.

About Euroconsumers

Gathering five national consumer organisations and giving voice to a total of more than 1.5 million people, Euroconsumers is the world's leading consumer cluster in innovative information, personalised services and defence of consumer's rights. We work closely together with Consumers International to ensure consumers are safe, that markets are fair and benefit from honest relations with businesses and authorities. Our European member groups are also part of the umbrella network of BEUC, the European Consumer Organisation. Together we advocate for EU policies that benefit consumers in their daily lives.

