



European Union
European Regional
Development Fund



Alargascencia

Against controlled obsolescence
Best Practice

1. WHAT ALARGASCENCIA IS?

Alargascencia is an initiative of the "Friends of the Earth" NGO, which works to promote local and global change to achieve a more sustainable society.

**ALARGAR = TO EXTEND, TO ENLARGE,
TO LENGTHEN
+
OBSOLESCENCIA
=
ALARGASCENCIA**

The *Alargascencia* concept seeks to face up to the problems of OBSOLESCENCE by providing alternatives to citizens.



2. WHAT ARE THEY CONTRIBUTING TO?

Fight against the Planned obsolescence

The products are designed to work for a certain period of time. They are also manufactured to be difficult and therefore expensive to repair, as in the case of many computer, telecommunications or home appliance products. Normally big companies tend to produce these so called “junk products”.

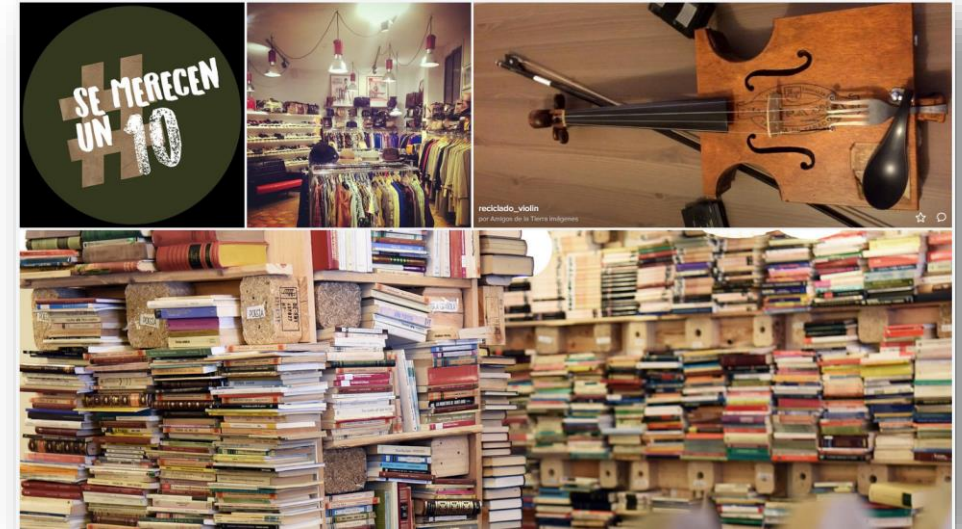
Fight against the Perceived obsolescence

There are other commercial strategies that are responsible for transmitting whether a product has gone out of style, as is the case with clothing, accessories or electronic products.



3. HOW?

It is a website with a directory of organizations and businesses that offer circular services, such as repairing, renting, bartering objects, or buying and selling second-hand products.



Furthermore, the initiative facilitates the search for small local businesses, cooperatives and other initiatives located near the user, allowing searches to be filtered according to location, services offered and type of product (sports, leisure, textiles, electronic equipment, furniture, or tools).

3. HOW?

Organizations and **businesses apply** for admission to the directory through an online form, the NGO validates the accuracy of the data (through the website and a telephone call).

Once accepted, the organization appears in the directory. The number of participating organizations grows thanks to suggestions from users and NGO workers. **1.500 organizational members throughout Spain.** In **Aragón**, there are more than 100 associated.

3. HOW?

To attract new organizations and users, **frequent dissemination activities** are carried out through videos, social networks, TV and radio programs.





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THANK YOU!