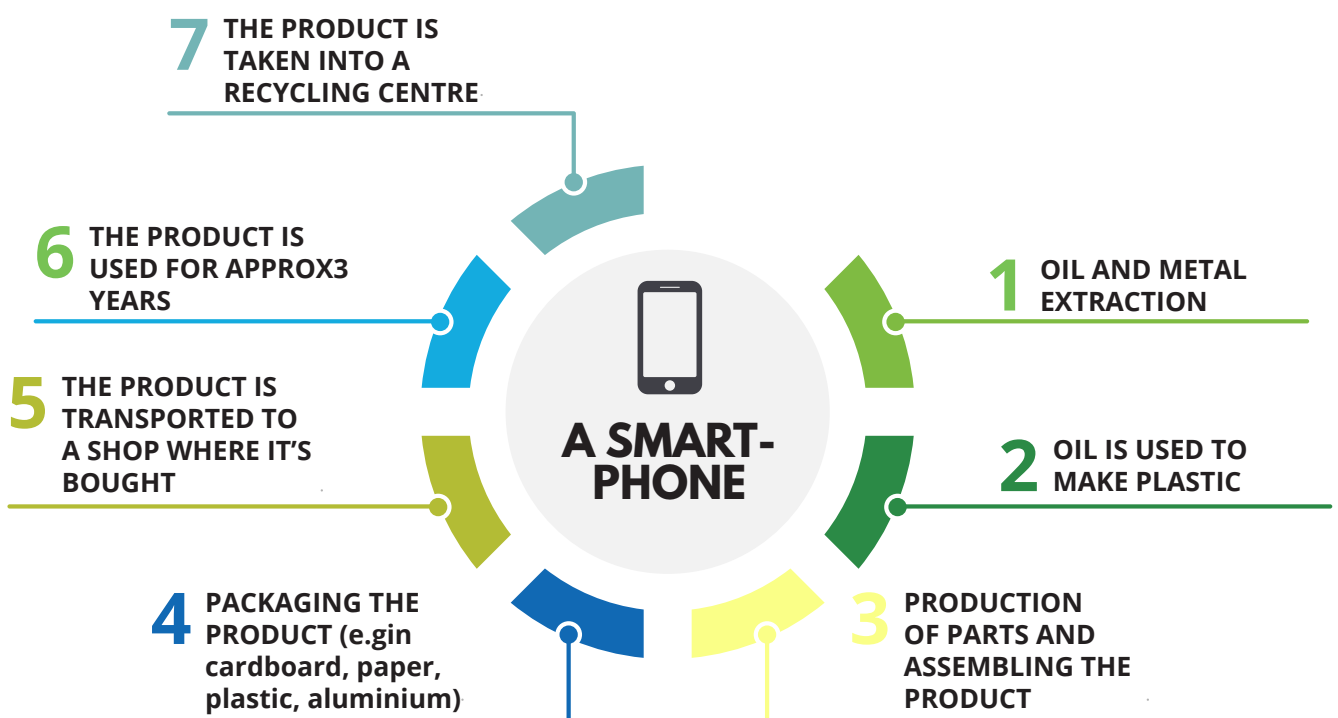


PRODUCT LIFE CYCLE



PRODUCT LIFE CYCLE



**A SMART-
PHONE**

**OIL AND METAL
EXTRACTION**

PRODUCT LIFE CYCLE



**A SMART-
PHONE**

**OIL IS USED TO MAKE
PLASTIC**

PRODUCT LIFE CYCLE



**A SMART-
PHONE**

**PRODUCTION
OF PARTS AND
ASSEMBLING THE
PRODUCT**

PRODUCT LIFE CYCLE



**A SMART-
PHONE**

**PACKAGING THE
PRODUCT (e.g.in
cardboard, paper,
plastic, aluminium)**

PRODUCT LIFE CYCLE



**A SMART-
PHONE**

**THE PRODUCT IS
TRANSPORTED TO
A SHOP WHERE IT'S
BOUGHT**

PRODUCT LIFE CYCLE



**A SMART-
PHONE**

**THE PRODUCT IS
USED FOR APPROX
YEARS**

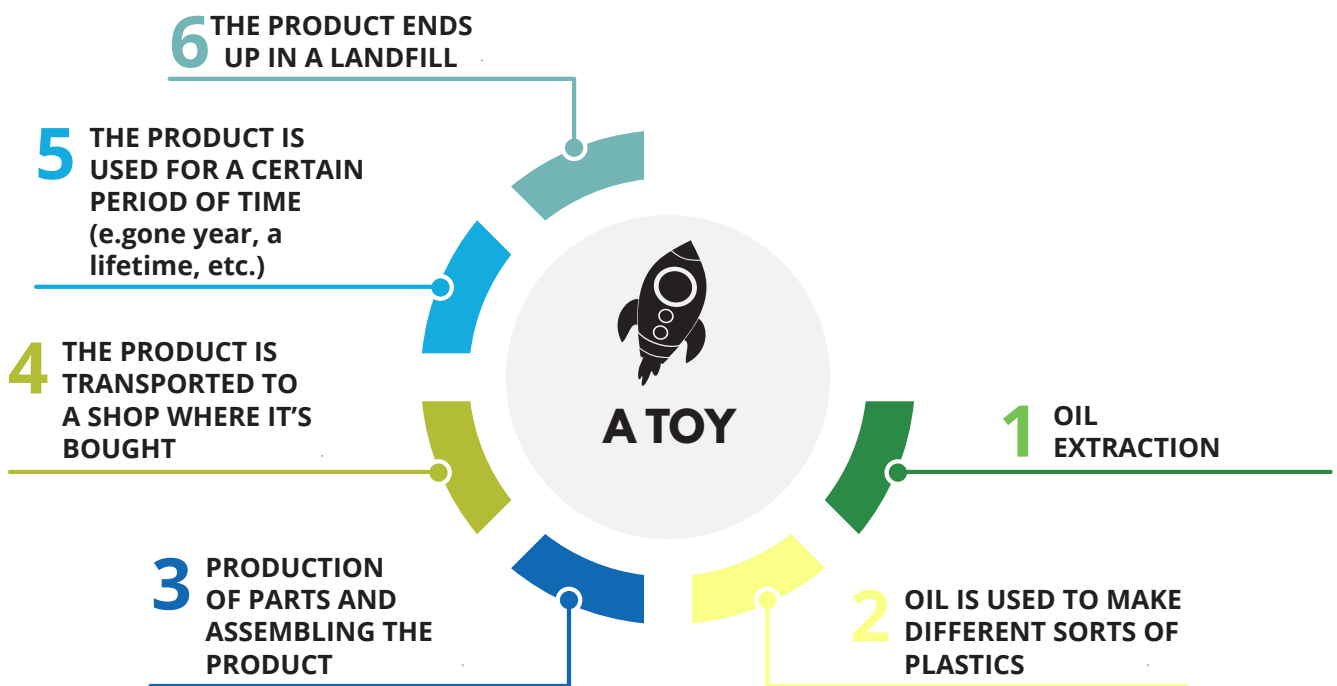
PRODUCT LIFE CYCLE



**A SMART-
PHONE**

**THE PRODUCT IS
TAKEN INTO A
RECYCLING CENTRE**

PRODUCT LIFE CYCLE



PRODUCT LIFE CYCLE



A TOY

OIL EXTRACTION

PRODUCT LIFE CYCLE



A TOY

**OIL IS USED TO MAKE
DIFFERENT SORTS OF
PLASTICS**

PRODUCT LIFE CYCLE



A TOY

**PRODUCTION
OF PARTS AND
ASSEMBLING THE
PRODUCT**

PRODUCT LIFE CYCLE



**THE PRODUCT IS
TRANSPORTED TO
A SHOP WHERE IT'S
BOUGHT**

PRODUCT LIFE CYCLE



**THE PRODUCT IS
USED FOR A CERTAIN
PERIOD OF TIME
(e.gone year, a
lifetime, etc.)**

PRODUCT LIFE CYCLE



**THE PRODUCT ENDS
UP IN A LANDFILL**

PRODUCT LIFE CYCLE



PRODUCT LIFE CYCLE



A T-SHIRT

**COTTON GROWING,
WATERING AND
FERTILIZING**

PRODUCT LIFE CYCLE



A T-SHIRT

**COTTON
HARVESTING**

PRODUCT LIFE CYCLE



A T-SHIRT

**FABRIC PRODUCTION
AND DYEING**

PRODUCT LIFE CYCLE



A T-SHIRT

**PRODUCT
MANUFACTURING**

PRODUCT LIFE CYCLE



A T-SHIRT

**THE PRODUCT IS
TRANSPORTED TO
A SHOP WHERE IT'S
BOUGHT**

PRODUCT LIFE CYCLE



A T-SHIRT

**THE PRODUCT IS
USED FOR APPROX.
YEARS**

PRODUCT LIFE CYCLE



A T-SHIRT

**THE PRODUCT ENDS
UP IN A LANDFILL OR
IT IS BURNT**