Dear Mr Cook,

On the basis of your environmental policies and reporting, it certainly appears that Apple is a company with a genuine environmental commitment. I would like to thank you for all you are already doing.

However, our environmental crisis is profound and more action is required. The process of sourcing materials, component manufacture, transport for assembly, assembly, marketing, sales and distribution is inevitably harmful to our planet. A lower volume of products sold is the most effective way of achieving genuine sustainability.

However, your iPhone Upgrade Scheme states that “getting the latest iPhone has never been easier”, which encourages people to upgrade their device when it is still entirely functional.

This is not only at odds with your environmental policies, but also the emphasised durability and longevity of your products. In tandem with your ongoing efforts to be more sustainable and carbon-neutral by 2030, please end Apple’s upgrade finance scheme and encourage phone retailers and service providers to end any similar schemes they have.

I also ask that you significantly slow the pace of product releases in order to reduce the amount of natural resources extracted, energy and waste associated with manufacture and distribution, and infrastructure required to service demand for your products. Adding heavily marketed new features to already perfectly functional and effective smartphones also fosters a culture of excessive consumption that is destructive to our planet.

As a company that for many symbolises innovation, Apple has the opportunity to lead again by changing its business and marketing model to one that truly prioritises the health and wellbeing of people and planet. Please show Apple’s commitment to real sustainability by ending the iPhone Upgrade Scheme immediately.

Thank you for considering this important request and I look forward to your reply.

Yours sincerely,