



# we will start soon

## Some remarks:

- You are automatically on mute
- If you have a question please put it in the Q&A section
- If you have a remark or just want to introduce yourself to the group, please use the chat







Marcea van Doorn ESG Manager Solo midocean

Experience: > 18 years in ESG/sustainability

Biggest inspiration: my mom Most used quote:







# Ecodesign (ESPR)

Designing for a circular economy by 2050





# PMC SOIO product media association





Recyclable



Sustainable production



Empower consumers

# **Ecodesign** for circularity

Digital Product passport



Design



Ensure responsible waste handling.



Use and reparability



## Digital product passport

for transparency









## Digital product passport

for transparency





## What

- Unique product identifier
- DoC
- Manuals
- EORI importer/manufacturer
- Supply chain traceability
- Repairability
- Waste management
- Environmental impact (not just CO2 eq)









from 2026

### **Before ESPR:**

- •Often made from virgin cotton
- •Little information on environmental impact
- •Hard to trace origin or working conditions



## With ESPR: (2027)

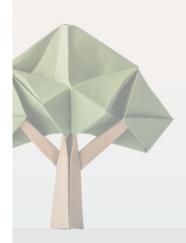
- •Open and honest about use more sustainable or recycled fibers (e.g., Better Cotton, GRS-certified polyester)
- Must be designed for longer use (no fast fashion throwaway logic)
- Digital product passport
- Supply chain
- Environmental impact (not just CO2 eq)



# **Electronics**

PMG solo

from 2026



### **Before ESPR:**

- •Hard to repair
- •No info on environmental impact
- •Batteries glued in



With ESPR: (2027)



- •Must be repairable and upgradeable (e.g., replaceable batteries, accessible screws)
- •Encouraged use of recycled rare earths and plastics
- •Digital Product Passport:
- Where to repair
- Manuals always available





from >2027





- •Use of recycled plastic (e.g., RPET or RABS)
- •Must be recyclable or refillable
- •Digital Product Passport

### **Before ESPR:**

- •Single-use, virgin plastic
- •Not recyclable or traceable



