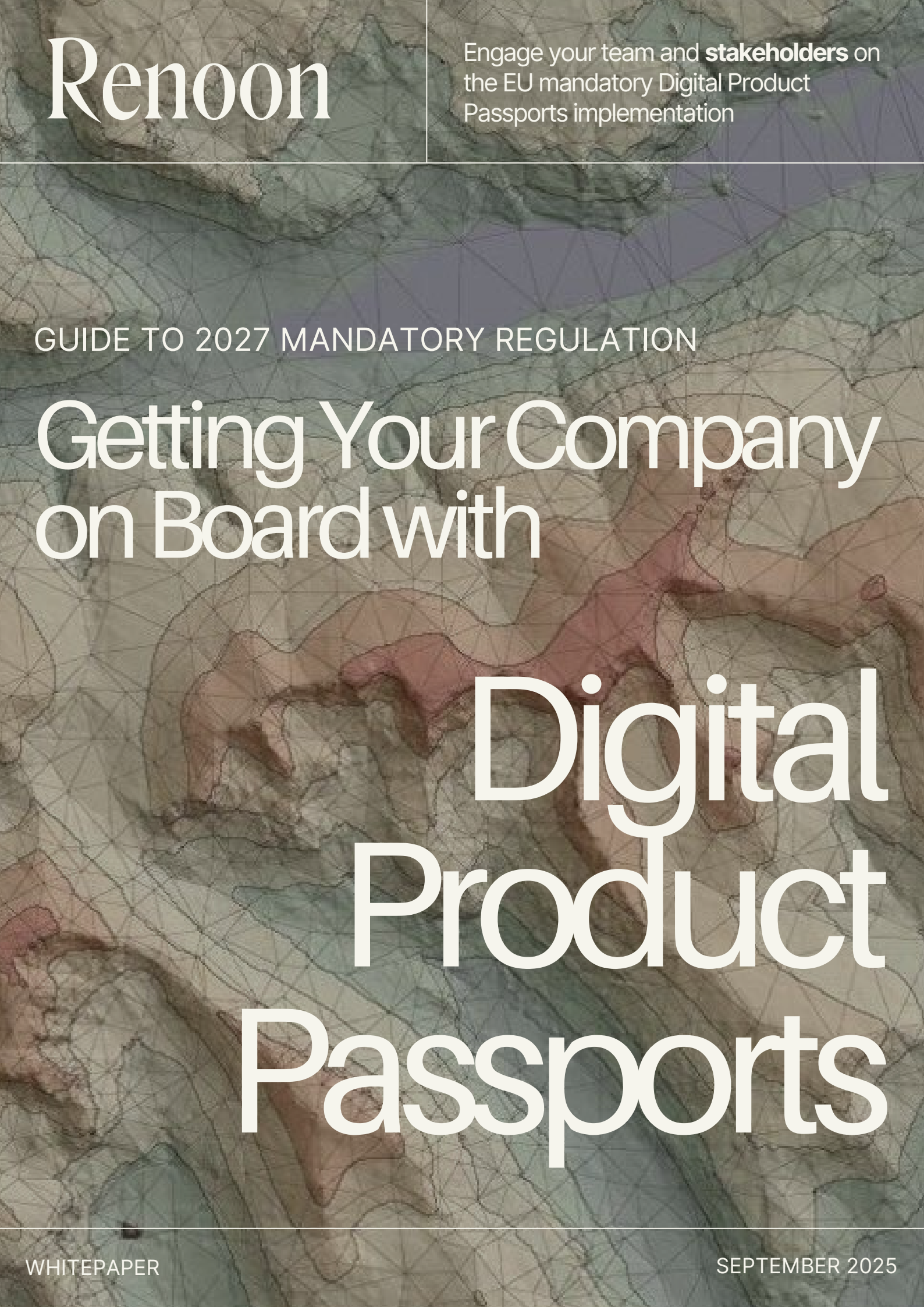


The background of the entire page is a topographic map with various shades of green, brown, and tan, showing contour lines and geographical features. The map is slightly faded and serves as a textured backdrop for the text.

# Renoon

Engage your team and **stakeholders** on the EU mandatory Digital Product Passports implementation

GUIDE TO 2027 MANDATORY REGULATION

# Getting Your Company on Board with Digital Product Passports

# About

“Two years isn’t long when compliance could take twelve months or more. The brands that act now will be ready; the rest will be racing the clock.”

Many companies know that Digital Product Passports are coming — and with less than two years to comply, the clock is already ticking. Implementation can take at least a year, yet without a clear, coordinated plan - and especially without alignment between departments, initiatives stall, pilots fail to scale, and deadlines slip.

This playbook was created to simplify Digital Product Passport (DPP) implementation with clear, practical guidance. It distills expert insights into a structured approach — helping teams align, plan, and act with confidence.

Whether you're just starting or already piloting solutions, this guide provides a structured path to navigate the what, when, who, and why of DPPs.

# Introduction

The Digital Product Passport (DPP) is moving from concept to mandate — fast. In just three months, the first detailed requirements for textiles will be published. For fashion and consumer goods brands, that means the preparation window is already open.

The European Commission's Ecodesign for Sustainable Products Regulation (ESPR) is introducing sweeping data and transparency requirements across industries. Textiles are first in line:

## Q4 2025

First Delegated Act for textiles

## Early 2027

Act enters into force, and compliance is mandatory

## Mid-to-late 2028

Enforcements begin

This applies to apparel, home textiles, and some textile-based accessories. While leather goods and footwear are not yet included, they may follow as categories expand.

The implications are significant: DPPs will standardize product data — from materials and sourcing to repairability and environmental impact — and make it digitally accessible to consumers, regulators, and partners.

**The risk is waiting.** Brands that delay until the legislation is finalized will be scrambling to catch up. The leaders are starting now: mapping internal systems, preparing supplier networks, and piloting solutions — so they're ready when compliance becomes non-negotiable.

# Contents

## The 4 W's of DPP Implementation

Before rolling out a Digital Product Passport, your team needs clarity on four critical questions. This playbook is built around them — giving you a clear path from planning to execution.

Each section is designed to drive cross-functional alignment and guide smarter decisions — wherever you are in your DPP journey.

### 01 WHO

The internal teams that must be involved — and the roles they'll play

### 02 WHEN

Why timing is critical and how to act now to avoid costly delays

### 03 WHY

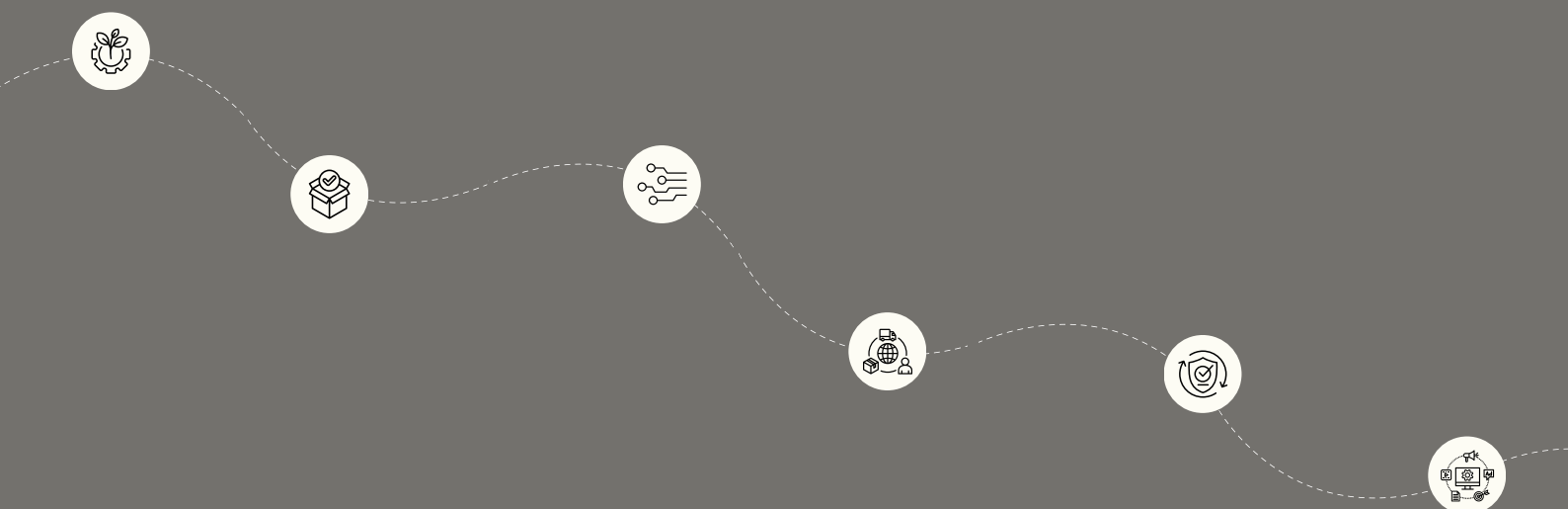
The strategic value of DPPs beyond ticking the compliance box

### 04 WHAT

First steps to a scalable, future-proof foundation

# Who

## The Right People At the Table



Success with DPP depends on internal alignment. These are the teams to activate:



**Sustainability:** Owns impact data and ESG alignment



**Product/Design:** Inputs material and lifecycle data



**IT/Digital:** Connects systems and manages data flows



**Supply Chain:** Brings supplier data and traceability to the table



**Compliance/Legal:** De-risks implementation and ensures regulatory fit



**Marketing/Brand:** Turns the DPP into a tool for engagement and trust

Whether led by sustainability, compliance, or innovation teams, success comes from collaboration — the most effective DPP strategies bring multiple departments to the table early and keep them aligned throughout.

# When

## A Timeline You Can't Ignore

The next 12–18 months are your **build-and-test** window. Here's how timing plays out:

### 2025

Start mapping product data, running pilots, engaging suppliers

### 2026

Expand DPP capabilities, connect systems, scale marketing use

### 2027

Final legislation lands — readiness is no longer optional

### 2028

Enforcement begins. Brands must be fully compliant

There's no official “grace period,” but brands that act now reduce cost, complexity, and risk.

# Why

## Going Beyond the Compliance Box



Sustainability



Supply Chain



Product/ Design



Compliance/Legal



IT/ Digital



Marketing/Brand

DPPs aren't just a QR code or a regulatory checkbox. When taken to the next level, they:



Improve **product traceability** and **circularity**



Reduce **operational inefficiencies** and **manual work**



Enable **customer data capture** and CRM integration through connected products



Strengthen **customer trust** and **communication**



Feed **verified data into ESG** and **CSRD reporting**



Power **resale, rental, and care models**

Delaying means higher costs, supplier data gaps, and reputational risks. Starting now means building a foundation for long-term differentiation.



*“Is the Digital Product  
Passport compliance  
first, or business  
opportunity first?”*

*Either way—you don’t  
get to opportunity  
without compliance.”*

– **Iris Skrami**, Founder and  
CEO of Renoon

# What

# What You Can Do Today

A few focused actions can put your brand on the right path:

# 1

## **Audit your data**

Review product and supplier information now to spot gaps early

# 2

## **Select your tech partner**

Prioritize scalability, interoperability, and future compliance

# 3

## **Pilot first**

Test with a few SKUs, channels, and teams to learn fast

# 4

## **Align internally**

Host a cross-team DPP kickoff to set roles and priorities

# 5

## **Stay ahead**

Track EU updates and adjust your roadmap as timelines evolve

Start small — but start now. The brands that lead tomorrow are already building today.

# Which

## Stakeholder To Choose In Terms Of Priority

Successful Digital Product Passport (DPP) implementation requires multiple teams — but not all at once. The right stakeholders need to be activated at the right stage, ensuring resources are focused where they add the most value. Misalignment or late involvement often leads to rework, delays, and higher costs.

- Create a stakeholder engagement plan tailored to your business.

By mapping stakeholders early and visibly, your organization builds alignment, reduces risks, and lays the foundation for a smooth, scalable rollout.

To make this easier, the following pages include two practical templates you can use to structure your own roadmap:

1

### Sample template

Shows how stakeholder involvement might be sequenced across key phases, from data collection to go-live

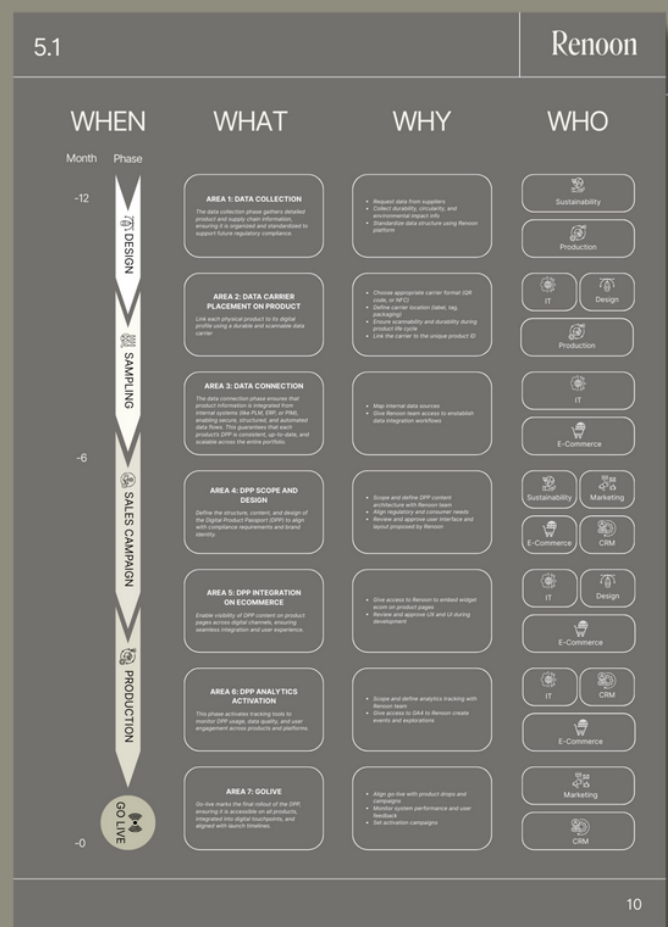
2

### Custom template

A blank version for you to adapt to your company's teams, systems, and workflows.

These tools are designed to help you:

- Clarify roles and responsibilities across departments.
- Align timelines with your product development and launch cycles.



PRINTABLES ATTACHED

## WHEN

## WHAT

## WHY

## WHO

Month

Phase

-12

DESIGN

**AREA 1: DATA COLLECTION**

The data collection phase gathers detailed product and supply chain information, ensuring it is organized and standardized to support future regulatory compliance.

- Request data from suppliers
- Collect durability, circularity, and environmental impact info
- Standardize data structure using Renoon platform


  
Sustainability


  
Production
**AREA 2: DATA CARRIER PLACEMENT ON PRODUCT**

Link each physical product to its digital profile using a durable and scannable data carrier

- Choose appropriate carrier format (QR code, or NFC)
- Define carrier location (label, tag, packaging)
- Ensure scannability and durability during product life cycle
- Link the carrier to the unique product ID


  
IT


  
Design


  
Production
**AREA 3: DATA CONNECTION**

The data connection phase ensures that product information is integrated from internal systems (like PLM, ERP, or PIM), enabling secure, structured, and automated data flows. This guarantees that each product's DPP is consistent, up-to-date, and scalable across the entire portfolio.

- Map internal data sources
- Give Renoon team access to establish data integration workflows


  
IT


  
E-Commerce

-6

SALES CAMPAIGN

**AREA 4: DPP SCOPE AND DESIGN**

Define the structure, content, and design of the Digital Product Passport (DPP) to align with compliance requirements and brand identity.

- Scope and define DPP content architecture with Renoon team
- Align regulatory and consumer needs
- Review and approve user interface and layout proposed by Renoon


  
Sustainability


  
Marketing


  
E-Commerce


  
CRM
**AREA 5: DPP INTEGRATION ON ECOMMERCE**

Enable visibility of DPP content on product pages across digital channels, ensuring seamless integration and user experience.

- Give access to Renoon to embed widget ecom on product pages
- Review and approve UX and UI during development


  
IT


  
Design


  
E-Commerce

PRODUCTION

**AREA 6: DPP ANALYTICS ACTIVATION**

This phase activates tracking tools to monitor DPP usage, data quality, and user engagement across products and platforms.

- Scope and define analytics tracking with Renoon team
- Give access to GA4 to Renoon create events and explorations


  
IT


  
CRM


  
E-Commerce

-0

GO LIVE

**AREA 7: GOLIVE**

Go-live marks the final rollout of the DPP, ensuring it is accessible on all products, integrated into digital touchpoints, and aligned with launch timelines.

- Align go-live with product drops and campaigns
- Monitor system performance and user feedback
- Set activation campaigns


  
Marketing


  
CRM

WHEN

WHAT

WHY

WHO

Month    Phase

-12

 DESIGN

AREA 1: DATA COLLECTION

AREA 2: DATA CARRIER  
PLACEMENT ON PRODUCT

AREA 3: DATA CONNECTION

-6

 SALES CAMPAIGN

AREA 4: DPP SCOPE AND  
DESIGN

AREA 5: DPP INTEGRATION  
ON ECOMMERCE

 PRODUCTION

AREA 6: DPP ANALYTICS  
ACTIVATION

AREA 7: GOLIVE

-0

 GO LIVE

# Renoon's Offering Clarity without Complexity

Renoon is a Digital Product Passport (DPP) provider supporting fashion and consumer brands at every stage of the journey. Our modular platform makes implementation simple and keeps teams aligned.

We help every team play its part — and move forward with confidence.



ENGAGE YOUR  
STAKEHOLDERS WITH  
CONFIDENCE. CONNECT WITH  
OUR TEAM TO NAVIGATE THE  
PROCESS STRATEGICALLY.

**BOOK YOUR INTRO CALL**

## Data Management

Centralizes product data from design to supply chain

## Supplier Engagement

Structures traceability and compliance input

## IT Integration

Connects ERP, PLM, e-commerce, and DPP workflows

## Regulatory Tools

Supports CSRD, ESR, and Green Claims compliance

## Consumer Modules

Activates DPPs via QR codes, NFC chips, packaging, and e-commerce touchpoints



START INVOLVING YOUR  
STAKEHOLDERS TODAY. OUR  
TEAM IS HERE TO GUIDE YOU  
THROUGH THE PROCESS—  
STEP BY STEP.

**BOOK AN INTRO CALL**

# About Renoon

Renoon is a next-generation Digital Product Passport and compliance platform that turns regulatory requirements into a strategic advantage.

Built for a market demanding transparency, Renoon equips brands with a comprehensive toolkit to collect, manage, and interpret product-level data — from origin and impact to certifications and circularity.

With powerful automation and seamless integrations — QR codes, digital interfaces,

e-commerce widgets, and physical touchpoints, Renoon transforms technical data into clear, consumer-facing stories.

The result: stronger trust, smarter decision-making, and increased product value.

Already trusted by **over 30 companies** and aligned with international standards, including partnerships with institutions like the **United Nations, Copenhagen Fashion Week**, Renoon enables businesses to lead with transparency, engage meaningfully with their audiences, and stay ahead of evolving regulations.

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# How We Monitor Legislation

To ensure our clients always have solutions that are up to date and compliant, we closely track the evolution of European and international regulations through a structured approach:

- **Expert Working Groups:** We actively participate in initiatives such as *GS1*, *CIRPASS<sup>2</sup>*, and *GTS (Global Textile Scheme)*, where technical standards and guidelines are defined.
- **Legal Advisors and Specialists:** We collaborate with legal professionals and industry experts who support us in interpreting regulations, ensuring timely and practical insights for business.

- **Leading Organizations:** We maintain an ongoing dialogue with organizations such as the *Fédération de la Mode Circulaire*, *MMR*, *Textile Exchange*, and *The Sustainability Pledge*, which enables us to anticipate regulatory trends and requirements.

This monitoring ecosystem allows us to translate regulatory complexity into clear, actionable tools for our partners.



READY TO BRING YOUR  
STAKEHOLDERS ON BOARD?  
LET'S MAKE IT SIMPLE  
TOGETHER.

**BOOK AN INTRO CALL**



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