

DIGITAL PRODUCT PASSPORT

COMPLIANCE CHECKLIST

*STEP-BY-STEP ACTIONS TO CREATE AND COMPLY
WITH YOUR DIGITAL PRODUCT PASSPORT.*



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Renoon

INTRODUCTION

This checklist offers businesses a step-by-step roadmap to creating their Digital Product Passports (DPP) and ensuring compliance with upcoming EU regulations.

The upcoming EU regulations on sustainability and transparency, particularly the Eco Design for Sustainable Products Regulation (ESPR), are set to transform how businesses approach product compliance. A key aspect of this is the introduction of Digital Product Passports (DPP), which will become mandatory for certain industries. While many of the specifics are still being finalized, it's clear that DPPs will require detailed information on product composition, circularity, and environmental impact.

This compliance checklist is designed to guide you step by step through the process of creating your DPP, ensuring your business meets the requirements. From collecting product data to designing your DPP, each activity is broken down to help you stay ahead of these regulations and prepare for the mandatory rollouts.

ROADMAP

The roadmap is organized into key areas, each focusing on a crucial aspect of DPP creation.

The process begins with data collection, where businesses gather essential information on product details, circularity, and environmental impact. Next, the focus shifts to data connection, ensuring that all collected data is properly linked to unique product identifiers and securely stored. The checklist then covers data presentation, guiding businesses on how to create and apply the DPP using EU-recognized data carriers. Finally, the checklist encourages customization, allowing companies to personalize their DPP with unique design elements and additional relevant information.

⁰¹ Data collection

⁰² Data connection

⁰³ Data communication

⁰⁴ Customization

DATA COLLECTION

PHASE 1

In the data collection stage, companies focus on gathering detailed information from their supply chains. This process often involves reaching out to suppliers to request specific data that the company does not have stored within its systems. While the mandatory information will be defined in delegated acts, expected by the end of 2025, we present here a list of potential compulsory information:

PRODUCT DATA

- General information: Title, product code, batch/lot number, etc.
- Composition Information: Materials used, percentage breakdown, origin of materials.
- Durability and Reliability: Expected lifespan, performance data, and test results.
- Presence of Substances of Concern: List of any restricted substances or chemicals.
- Manufacturer and Supplier Information: Name, location, certification status, and compliance with relevant standards.

CIRCULARITY DATA

- Reusability: Instructions for reuse, examples of reuse.
- Upgradability: Potential for software/hardware upgrades or changes.
- Repairability: Availability of spare parts, repair instructions, repair services.
- Recycled Content: Percentage of recycled materials used in production.
- Remanufacturing Possibility: Feasibility for refurbishing or repurposing parts.
- Recyclability: Materials that can be recycled, local recycling options.
- Material Recovery: Potential for reclaiming valuable materials from the product.

DATA COLLECTION

PHASE 1

ENVIRONMENTAL IMPACT DATA

- Energy Use and Efficiency: Energy consumption during production.
- Water Use and Efficiency: Water usage in production and life cycle, water-saving measures.
- Resource Use and Efficiency: Raw material sourcing and optimization.
- Environmental Impacts: Carbon footprint (CO₂ emissions), environmental footprint (LCA data).
- Waste Generation: Anticipated waste generation throughout the product life cycle.

COMPANY DATA

- Care, Repair and Refurbishment Potential: Expected care and repair needs, repair services.
- Other Voluntary Data: Additional sustainability certifications, green and social claims, and company-specific metrics.



RENOON IS A MODULAR SOLUTION THAT EMPOWERS COMPANIES TO MANAGE, INTERPRET, AND PRESENT KEY INFORMATION ON DIGITAL PRODUCT PASSPORTS IN COMPLIANCE WITH LEGISLATIONS.

DATA CONNECTION

PHASE 2

In the data connection phase, the goal is to ensure that the data collected about a product is organized, securely stored, and linked to a unique identifier. This phase is crucial to ensure the integrity, accessibility, and reliability of the information in the DPP. Here's a breakdown of the key activities to complete:

○ CREATE A UNIQUE PRODUCT IDENTIFIER

- The unique product identifier for a Digital Product Passport (DPP) is a specific code or combination of elements that uniquely distinguishes a product from all others.
- This identifier serves as the key reference point linking the physical product to its digital information within the DPP.
- A typical unique product identifier could look like this: [GTIN]-[Batch/Lot Number]-[Serial Number]
- **QR Codes** can embed the unique product identifier and link directly to the DPP, which can be scanned along the supply chain.

○ ENSURE THE COLLECTED DATA IS STORED WITH A HIGH LEVEL OF SECURITY, PRIVACY AND AVAILABILITY

- The collected data—ranging from product specifications and materials origins to environmental impact—is stored securely to protect sensitive information.
- Data security measures include encryption and compliance with privacy regulations like GDPR.
- Companies must also ensure high availability of the data, meaning it should be readily accessible for authorized stakeholders, such as customs officials, regulatory bodies, or end consumers.

DATA CONNECTION

PHASE 2

○ AGGREGATE AND LINK DATA

- The next step is aggregating all the collected data (product, circularity, and environmental information) and linking it to the unique product identifier.
- This involves combining data from various sources, such as supplier information, product lifecycle details, and performance metrics, into a cohesive digital profile.
- By linking the aggregated data to the product's unique identifier, companies can ensure that the DPP provides a complete and accurate picture of the product's sustainability credentials.

○ ENROLLMENT IN THE EU COMMISSION'S DPP REGISTRY (STARTING FROM 2027)

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- Data security measures include encryption and compliance with privacy regulations like GDPR.
- Companies must also ensure high availability of the data, meaning it should be readily accessible for authorized stakeholders (phase 3).



Unique
Product
Identifier



DATA PRESENTATION

PHASE 3

This stage involves organizing and displaying the collected and connected data in a user-friendly format, making it accessible to all relevant stakeholders, such as consumers, manufacturers, regulators, and customs authorities. Here's a detailed explanation of what happens in this stage:

○ SELECT AND APPLY DATA CARRIER

- The first step in the data presentation phase is to choose an appropriate data carrier that can store and display the DPP information. The data carrier could be:
 - QR codes
 - Barcodes
 - NFC (Near Field Communication) tags
- These carriers are recognized by the EU and must meet specific standards for data readability and accessibility.
- The selected data carrier will serve as the physical or digital link between the product and its detailed Digital Product Passport information.

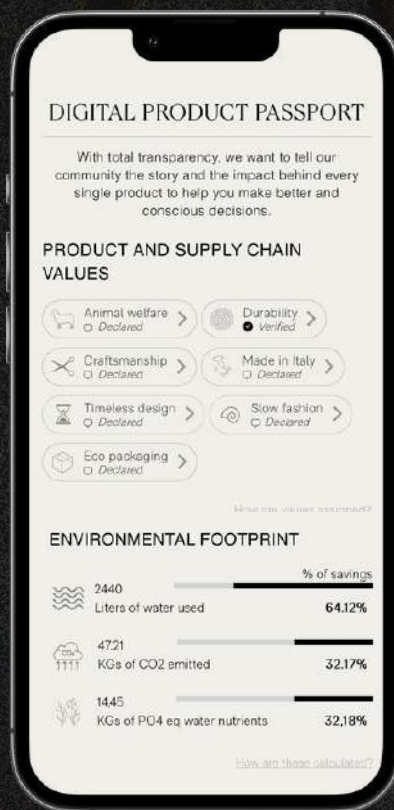
○ PLACE THE DATA CARRIER ON THE PRODUCT

- The data carrier must be affixed to the product, its label, packaging, or any documentation accompanying it. This ensures that the DPP information is always associated with the product throughout its life cycle.
- For products that are **sold online** or are not physically accessible, companies must provide a digital version of the data carrier. This ensures that the DPP information can be accessed through a website, app, or database, allowing stakeholders to view the data without direct contact with the physical product.

DATA PRESENTATION PHASE 3

○ ENSURE EASY ACCESSIBILITY TO DPP INFORMATION

- The data presentation stage aims to make DPP information easily accessible to all relevant parties. When a QR code, barcode, or NFC tag is scanned, it should lead to a **user-friendly digital interface** or webpage where the detailed product information is displayed.
- The digital interface or webpage should be designed to present data in a clear and understandable manner. It needs to cater to different stakeholders, from consumers seeking product information to customs authorities verifying compliance.
- Ensuring that the DPP data is presented in a readable and engaging format increases transparency and helps consumers make more informed purchasing decisions.



CUSTOMIZATION

PHASE 4

Digital Product Passports offer brands the chance to create digital extensions that resonate with their visual identity and core values. When aligned effectively, DPPs can become a powerful channel for engaging customer experiences, building long-term relationships, and strengthening brand presence.

○ PERSONALIZING THE VISUAL IDENTITY OF THE DPP

Design a custom layout for the DPP interface that reflects your brand's visual identity.

What colors, fonts, or imagery will make it feel like an extension of your brand? This small touch can create a seamless experience that enhances the consumer's connection with your product.

If your brand is sleek and minimalist, you might go for clean lines and simple, easy-to-read typography. If your brand is playful and vibrant, you might include bright colors and more interactive elements.

○ ADD UNIQUE, VALUE-BASED BRAND-SPECIFIC INFORMATION

Include additional, unique information that makes your product's DPP stand out from others. Beyond the mandatory data like materials and lifecycle impacts, you can add personalized content that speaks directly to your consumers or partners.

For example, you could share the story behind the product or include videos of certain steps of the manufacturing process to showcase your expertise and craftsmanship.

If your brand places a high value on local sourcing, you can include specific maps or visuals showing where the materials come from. If your focus is on supporting social initiatives, you could highlight the communities involved in the production process or the impact of each purchase.

CUSTOMIZATION

PHASE 4

○ CREATE OPPORTUNITIES TO ENGAGE WITH YOUR BUYERS

Digital Product Passports offer a way to create personalized brand experiences. They can unlock a digital channel for engaging customers through interactive games, loyalty programs, or exclusive experiences. Through the DPP, brands can communicate directly with their customers, gain valuable insights, and foster stronger, more meaningful relationships.

ABOUT RENOON

Renoon is the go-to modular solution to unlock transparency in fashion and retail. A set of tool-kits empowers companies to map their supply chains, manage, interpret, and present key information about products' origin in compliance with legislative requirements. Renoon generates Digital product passport accessible through QR codes and widgets for e-commerce.



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