

Digital Product Passport



Sustainable solutions in action

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1. The ticket to a sustainable future

Sustainability awareness is increasingly influencing consumers' purchasing decisions

40%

of consumers demand clearer **information** on the sustainability of products and services.

This highlights the growing requirement for companies to prioritize transparency and proactively provide the necessary information.

The introduction of a standardized Digital Product Passport (DPP) falls into precisely this context, where sustainability has shifted from being an optional convenience to a decisive competitive factor for companies.

This white paper provides a comprehensive overview of the Digital Product Passport, explaining how it works, its impact on different industries, and, most importantly, the opportunities it opens up for businesses. Learn more about how the DPP acts as an enabler for the transition to a circular economy by providing detailed product information that not only supports sustainability goals but also promotes improved product transparency.

Discover in this white paper how you can not only meet the requirements of the Digital Product Passport but also operate successfully in a world increasingly driven by sustainability efforts.

60%

of buyers consider sustainability to be a **decisive factor** when choosing their products.

Here's what's included for you:

- ✓ All the facts about the digital product passport
- ✓ Assessments of the impact on your company
- ✓ Challenges and opportunities of the DPP
- ✓ Practical instructions on how to prepare for its introduction
- ✓ Checklist to find out how well you are already set up

We wish you an informative read!



2. What is the Digital Product Passport?

Digital Product Passport — what is it all about?

The Digital Product Passport (DPP) marks an innovative turning point in the way we think about product information, sustainability, and the circular economy. The DPP is a European Commission initiative, launched as part of several new regulations and adopted in March 2022, to collect and share data on products and their supply chains.

Content and functionality of the DPP

The DPP includes:

- ✓ Basic product information such as name, model, and date of manufacture
- ✓ Material data, such as the list of raw materials and their origin
- ✓ Information on the manufacturing process and its emissions and consumption
- ✓ Ownership history and maintenance or repair history
- ✓ Sustainability data, such as CO2 footprint, energy consumption, recyclability, and environmental labels

The Digital Product Passport is more than just a source of information: it's a comprehensive electronic document that summarizes all the key data on a product throughout its entire life cycle – from material procurement to production and recycling.

This data should not only optimize the recycling process and reduce waste but also minimize the consumption of valuable resources and thus make a significant contribution to the circular economy. The data record can be accessed by scanning the product, for example via a QR code, or by clicking on a link on the product website.

Goals and background

With the DPP, the European Commission is pursuing the ambitious goal of strengthening the principles of the circular economy and empowering consumers to make informed and sustainable choices. This approach not only supports global efforts towards responsible consumption and sustainable production, but also promotes greener product development. The initiative, which emerged from the European Green Deal, underlines the EU's goal of becoming climate-neutral by 2050.

The Digital Product Passport is at the heart of a more sustainable future where products are evaluated not only for their functionality but also their environmental impact.

To achieve this level of transparency and traceability, businesses must rely on robust data management systems. Product Information Management (PIM) systems play a critical role in enabling organizations to centralize and standardize the complex data required for DPP compliance.

By acting as a single source of truth for all product data, PIM systems ensure accuracy, scalability, and compatibility with regulatory frameworks like the EU DPP standards. They also facilitate the seamless integration of sustainability metrics such as carbon footprint and recyclability into the product lifecycle. By providing comprehensive product data, the DPP helps to make processes along the entire value chain more efficient and drive digitalization forward. It also opens up new business opportunities and supports compliance with legal requirements, such as the right to repair.

Find out below who the DPP applies to – and its effective date. You will also receive an overview of the advantages and disadvantages that the DPP offers your company, along with the opportunities and challenges it entails.

DPP compact

Purpose:	Improving sustainability, promoting the circular economy
Content:	Data on origin, manufacturing process, reusability and sustainability certificates
Target group:	Consumers, companies, political decision-makers
Area of application:	From series products to customized items
Availability:	Via smartphone scan, without registration or special apps
Implementation period:	Approx. 2026/2027 to 2030
Technology:	Print or communication technology, PIM systems
Data protection:	Implementation of security protocols to protect DPP information
Global effects:	Also relevant for non-EU companies that want to sell products in the EU
Regulatory basis	Part of EU initiatives for more sustainable product design and use, including Ecodesign Regulation



3. Who is impacted by DPP regulation?

Impact of the DPP on key industries across the EU

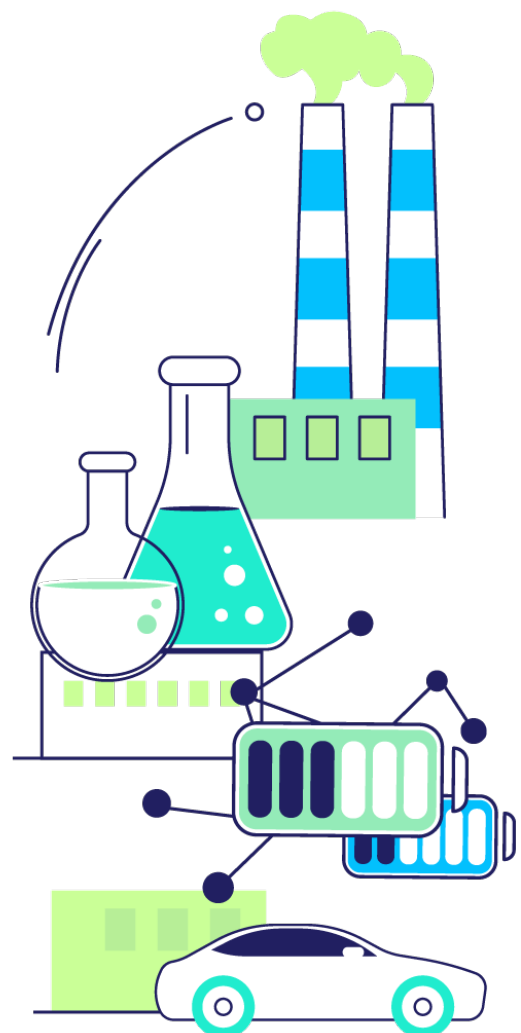
The Digital Product Passport is part of wider EU efforts, including the Circular Economy Action Plan (CEAP) and the Ecodesign for Sustainable Products Regulation, which will have a far-reaching impact on businesses, consumers, and the environment. The focus is on specific industries and value chains. This chapter sheds light on who should engage with the DPP and what challenges these companies will face.

Parties affected

Every product that is placed on the market within the EU is subject to the DPP Regulation, regardless of where the manufacturing company is based. Initially, the scope will focus on selected sectors such as the battery, automotive, electronics, and fashion industries – but the regulation will later be extended to all products in the European market. The first implementation phase for specific product categories is planned for 2026.

Industries in the first DPP implementation phase:

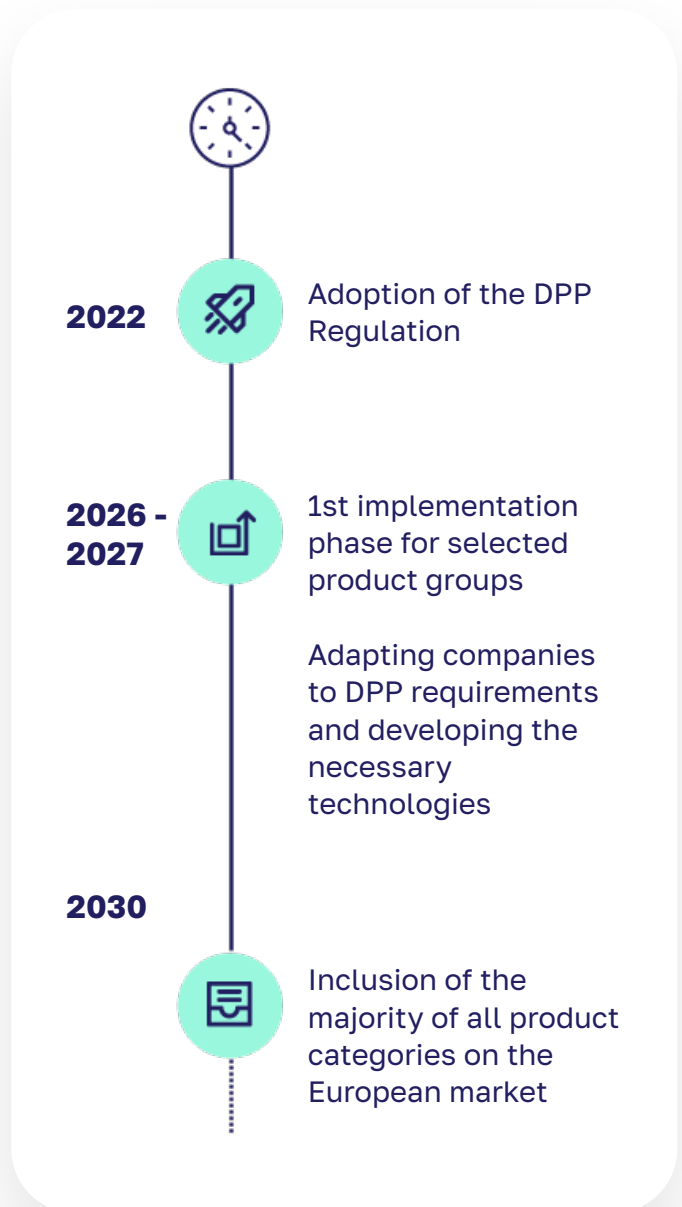
- Batteries
- Textiles
- Building industry
- Electronics
- Plastics
- Chemicals
- Automobile



The importance of the DPP for companies

First and foremost, the DPP offers companies the opportunity to review their supply chains and develop more sustainable, circular business models. By providing detailed product information, companies can drive innovation, improve customer loyalty, and gain a competitive advantage. However, meeting DPP requirements requires comprehensive transparency and traceability within supply chains. This in turn entails considerable adjustments to existing processes and IT systems.

Even though the DPP is a European initiative, it will likely have a global impact on value chains, as all products placed on the market in Europe will be affected. For example, if a fashion manufacturer with its headquarters in the USA and production in Asia wants to sell its products in some European countries, it will have to label all these products with a DPP.



The top 4 pressing questions for companies



How many DPPs does a company need?

The need for a DPP depends heavily on the product type and the manufacturing process. For standardized products, such as a large series of identical plastic sandals, a single DPP is sufficient for the entire series. For customized or handmade products with unique components and supply chains, such as custom-made shoes, a separate DPP is required for each product. For durable, repairable products such as vintage vehicles, information management is particularly challenging as updates and changes need to be documented in the DPP.



Who is responsible for implementing the DPP in the company?

Responsibility for the DPP can vary depending on the company's outlook. Some companies see the DPP as a necessary obligation and put together an interdisciplinary team from IT, procurement, and legal departments. Other companies that see the DPP as a valuable interface with the customer may involve experts from marketing, communications, and sales to interact creatively with the customer. Regardless of the chosen approach, it's important to also integrate sustainability and corporate social responsibility (CSR) experts into the team to manage the DPP comprehensively.



How should the DPP be made accessible to consumers?

For consumers, accessing information via the DPP is extremely easy. A smartphone is all they need to scan the product to immediately see all relevant product details on the display. No prior registration, app downloads, or special hardware is required, and the product information is available worldwide. QR codes, along with serial numbers, barcodes, and radio frequency identification (RFID) or near-field communication (NFC) technology, are among the most probable methods for implementing the digital product passport.



How can you efficiently implement the DPP?

Implementing the Digital Product Passport requires robust tools to manage the complex data it demands. A Product Information Management (PIM) system is vital to this process, serving as the backbone for organizing and centralizing product data. With a PIM, businesses can ensure compliance with EU standards, seamlessly incorporate sustainability metrics like carbon footprint and recyclability, and adapt to evolving regulatory requirements.

When choosing a PIM system, prioritize solutions that offer:

- Scalability to manage growing data needs.
- Regulatory compatibility to align with EU DPP standards.
- Data security to protect sensitive information.

Opportunities and risks of the DPP for companies

The introduction of the Digital Product Passport is a crucial step towards a more sustainable and transparent economy. It offers companies considerable development opportunities that can ultimately lead to economic success. At the same time, the DPP brings with it challenges that companies will have to face in the coming years. In the next chapter, you will therefore find out how you can best prepare for the DPP today.



Opportunities

- Promoting the development of environmentally friendly products as well as waste reduction and resource conservation
- Better market transparency and therefore greater brand confidence among customers
- Promoting innovation with new growth opportunities
- Competitive advantages and stronger customer loyalty
- Convenient compliance with current and future regulations, including avoidance of fines



Risks

- High initial investment due to implementation costs
- Complex IT integration and system interoperability
- Regulatory uncertainty regarding upcoming compliance requirements
- Business interruptions and costs associated with adaptation to DPP standards
- High IT security requirements to protect DPP data



4. Getting ready for the DPP: Here's how it works!

5 steps to successful DPP implementation

1

Understand the requirements and legal framework

Assemble an interdisciplinary team to understand the DPP requirements and ensure compliance. Select representatives from all or at least those departments directly affected by the DPP and ensure that cross-departmental collaboration is effective. This team should also stay informed about changing requirements and deadlines as well as initiate and implement appropriate measures. At the same time, it's important to keep the entire company up to date and gradually train employees on the changes resulting from the introduction of the DPP. Only in this way can sustainability become part of the corporate culture.

2

Review your product strategies

Re-evaluate your product designs from a resource efficiency and circular economy perspective and identify opportunities to make your products more sustainable. Also, scrutinize your existing supply chains and all business partners to see how compatible they are with the DPP objectives. If you need new suppliers or partners who meet the requirements of the DPP, start looking for them as soon as possible.

3

Invest in the right technologies

Look for technological solutions that allow you to manage your data efficiently and in a structured way using digital workflows. This makes it easy to integrate the necessary sustainability data into the value chain and adapt your packaging and marketing strategies to the DPP. A dedicated Product Information Management (PIM) provides a good basis for data management, traceability, and reporting about the CO2 footprint and other relevant information.

4

Organize your product data smartly

Product data plays a vital role in the modern economy, especially in connection with the Digital Product Passport (DPP). It comprises all the information that describes and defines a product – from technical specifications and material compositions to information on origin and sustainability certificates. The quality and organization of this data are crucial for the transparency, efficiency, and sustainability of production and sales processes. A cloud-based PIM system makes it possible to manage, organize, and standardize product data centrally and to ensure its quality and security at all times. Moreover, this solution offers flexibility and scalability to align with the growing requirements of the DPP.

5

See the DPP as an opportunity for growth

Leverage the DPP to stand out from the competition through transparency and sustainability, retain customers, and tap into new potential. Rely on solutions and partners who can support you with their expertise and experience when introducing the DPP. Then you can manage strategic planning, investments, and cultural change in your company with ease – and secure your competitive advantage in an increasingly sustainability-conscious economy.



5. Checklist: How is your DPP readiness?

Are you ready for the DPP?

Preparing for the Digital Product Passport requires a comprehensive review and, if necessary, adaptation of your supply chain processes, your PIM solution, and other systems as well as your internal and external communication strategies.

Use this checklist as a starting point to assess your company's readiness for the introduction of the DPP and take the necessary steps. So, why wait? Take the proactive route and ensure compliance to reap the full benefits of the DPP.



Material extraction

Do you know where your raw materials come from and how they are produced?

Have you conducted audits of your suppliers to ensure compliance with sustainable practices?

Do you use technologies (e.g. blockchain) to improve the traceability of your raw materials?



Production process

Have you carried out a life cycle assessment (LCA) of your products to understand their environmental impact?

Do you have an environmental management system (EMS) that supports regular environmental audits of your production processes?



Supply chain

Have you spoken to your supply chain partners about whether they have the necessary documentation and certifications for the DPP?

Are your systems and software solutions compatible with those of your suppliers to ensure smooth data transfer?



Technological basis

Have you reviewed your existing systems and are they prepared for the requirements of the DPP?

Do you have a PIM system that can handle the complexity of the data required?



Mindset & support

Have you informed and sensitized your employees about the importance and requirements of the DPP?

Are you developing a strategy to continuously monitor and adapt to evolving DPP standards?

Are you considering working with external consultants or service providers who have expertise in DPP and sustainability?



6. A turning point for sustainable business

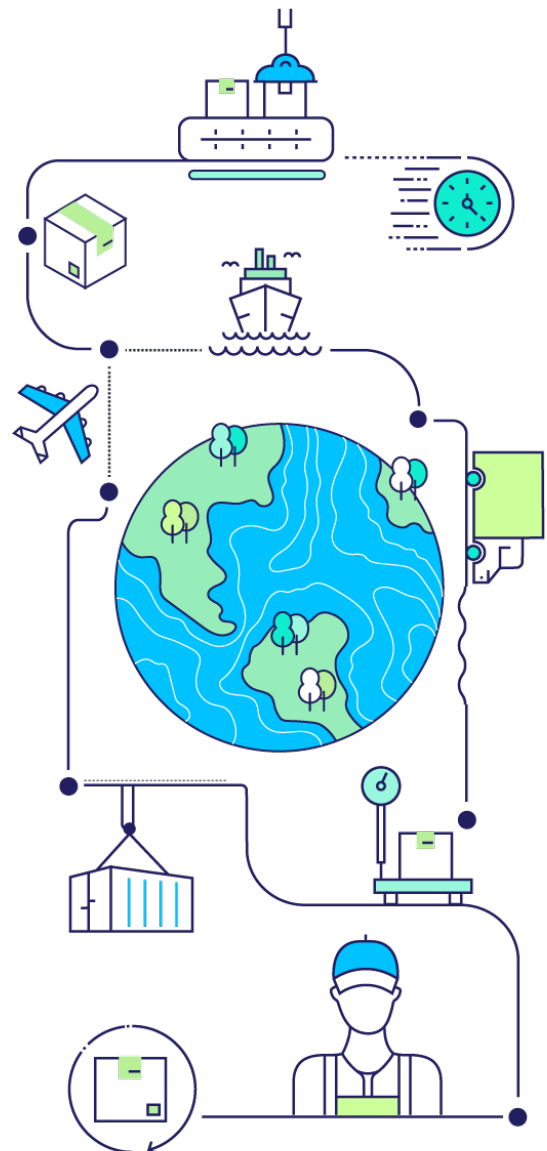
Digital Product Passport — your gateway to sustainability

In a world where sustainability awareness is constantly growing and has an ever-increasing influence on consumer behavior, transparency is emerging as a decisive factor for corporate success. Against this backdrop, the introduction of the Digital Product Passport (DPP) is proving to be a timely response to the growing demand for clear communication about the environmental and social impact of products.

The DPP is not only a step towards a more sustainable future but also a chance for companies to strengthen their sustainability efforts and position themselves as responsible market players.

By providing comprehensive product data, the DPP helps make processes along the entire value chain more efficient and drive digitalization, while opening up new business opportunities and meeting legal requirements.

Now that you've got all the inside information, it's time to steer your company towards a future defined by sustainability efforts. Leverage the introduction of the Digital Product Passport as your starting point to actively enter the circular economy — where you're not only contributing to sustainability but also future-proofing and boosting your company's competitiveness.





7. The Digital Product Passport starts here

About Contentserv

Contentserv empowers businesses to deliver exceptional product experiences by providing a comprehensive Product Experience Cloud. Our platform integrates Product Information Management (PIM), Digital Asset Management (DAM), and Product Experience Management (PXM) solutions, enabling companies to centralize, manage, and enrich product data efficiently.

How Contentserv supports Digital Product Passport (DPP) implementation

Navigating the complexities of the Digital Product Passport requires robust data management and seamless integration capabilities. Contentserv offers tailored solutions to facilitate DPP compliance:

- **Centralized data management:** Our PIM system consolidates all product information into a single source of truth, ensuring data accuracy and consistency across all channels
- **Regulatory compliance:** Contentserv's platform is designed to align with EU DPP standards, simplifying adherence to regulatory requirements and facilitating smooth audits.
- **Sustainability integration:** Incorporate essential sustainability metrics, such as carbon footprint and recyclability, directly into your product data, supporting transparency and informed consumer choices.

- **Scalability and flexibility:** Our cloud-based architecture allows for seamless scaling as your business grows, adapting to increasing data volumes and evolving market demands
- **Enhanced collaboration:** Facilitate efficient communication between internal teams and external partners, streamlining workflows and accelerating time-to-market.

By leveraging Contentserv's solutions, businesses can not only achieve compliance with the Digital Product Passport but also enhance operational efficiency, foster innovation, and strengthen customer trust through transparent and sustainable product information.



Extraordinary Product Experiences. Unlimited Digital Commerce.

Contentserv is designed for leading brands and those aspiring to get there. Companies across industries trust our intuitive platform to drive real results: increased traffic, higher conversions, faster time-to-market, and maximized ROI.

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