



Product Information 4.0

# Making the DPP a success: Recommendations for action



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by Avery Dennison



# Introduction

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# AGENDA

# Recommendations for policymakers and business

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# Recommendations for Policy

## **Prioritise the principles of DPPs (transparency, sustainability, and circularity)**

- Reporting based on DPP data
- Energy/resource efficient infrastructure (data carriers EOL)
- Real-life applications and innovation (product, circular business model)
- KPIs for the circular economy

## **Generate a level playing field**

- Incentives for DPP-based circular practices (SMEs)
- Fines for misuse
- Standardise terminology (traceability)
- Policy coherence (duplication of efforts)

## **Ensure knowledge building**

- Information campaigns and guidelines with best practices
- Training and educational programmes (workforce, university, SMEs)
- Regional DPP support centres (implementation)

# Recommendations for Policy/Business

## Fund the future

- Research and pilot projects
- Open-source solutions and new technologies (AI, IoT, blockchain)
- Green public procurement (demand of active DPPs)

## Ensure stakeholder alignment and participation

- Gradual roll-outs and timeline clarity
- Implementation assessment and feedback
- Ecosystem collaboration and sectoral alliances
- International initiatives

## Business and IT: Opportunities

- Interoperable solutions (single framework)
- Sustainability and circular strategy
- Customer and user engagement
- Supply and value chain management (ecosystem leadership)

# AGENDA

# DPP-as a Service for SMEs

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# Steps for successful DPP implementation

## Collaboration & Alignment

- Alignment between EU Member States to ensure all DPP implementation support mechanisms provide unified information
- Clarity on DPP related legislation
- Facilitating collaboration between all economic operators to establish operational and interoperable DPP ecosystems

## Awareness & Knowledge Building

- Creating widespread awareness about upcoming policies and benefits of DPP implementation
- DPP Helpdesk per member state
- Creating training and sharing successful implementation models

# Steps for successful DPP implementation

## Infrastructure & Support

- Implementing test cases and DPP pilots showcasing economic and sustainability benefits of DPP
- Supporting facilitation of DPP-as-a-Service offering
- Funding to support DPP implementations

## Standardization & Adoption

- Establishing common understanding and standards for i.e. data requirements or privacy
- Stimulating the adoption of standards and integration of DPP solutions by service providers offering i.e. Product Lifecycle Management (PLM) or Enterprise Resource Planning (ERP) systems



AGENDA

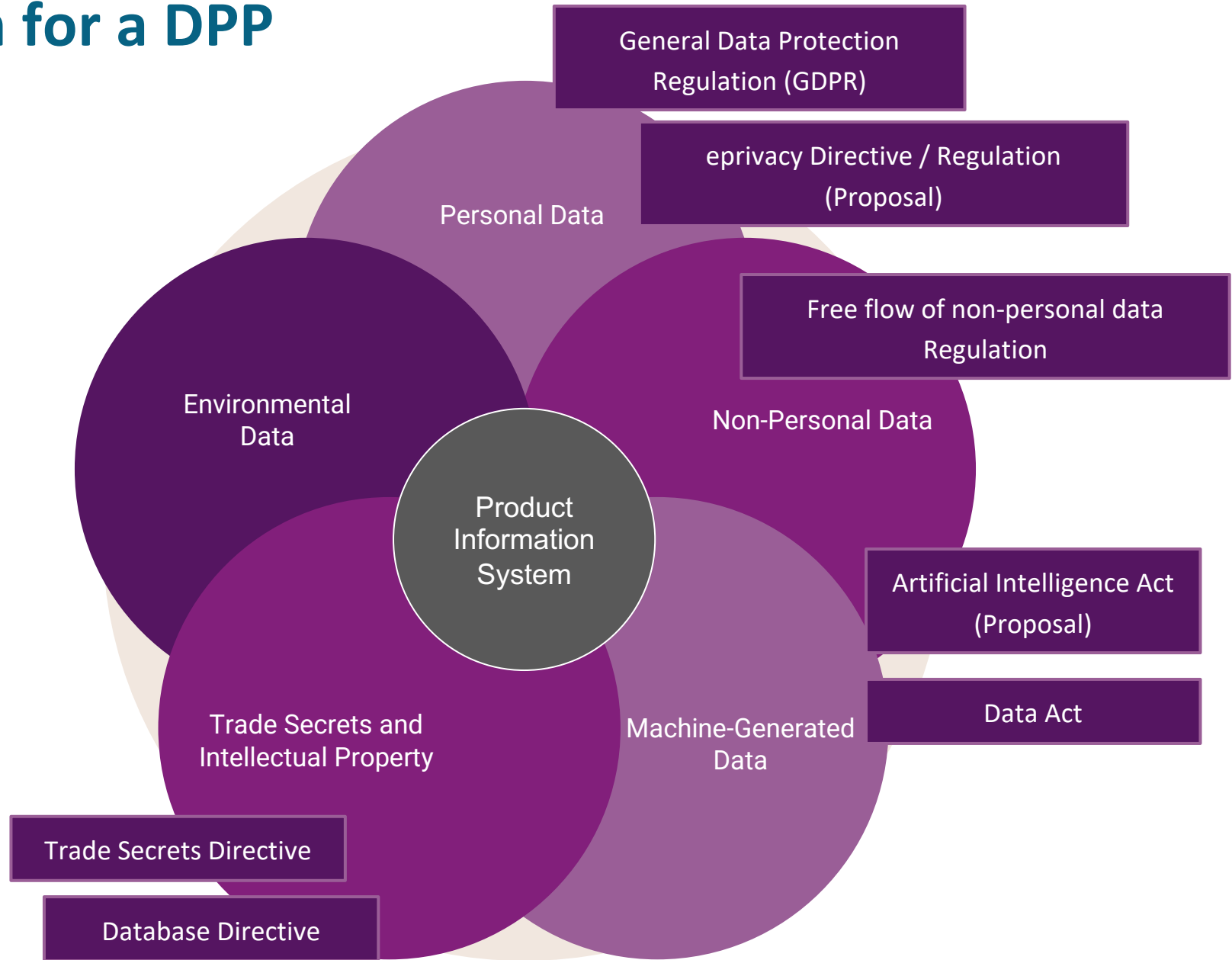
# Legal Framework and Challenges of a Product Information System

Anna-Lena Hoffmann

CONTIQ Lawyers, Stuttgart

# Legal Framework of a Product Information System for a DPP

- (Proposal) Ecodesign for Sustainable Products Regulation (ESPR)
- Packaging Directive
- CLP Regulation
- RoHS Regulation
- REACH Regulation
- Textile Labelling Regulation
- WEEE Directive
- and more...



# Legal Challenges: Two Examples

RFID and data protection	Product information and trade secrets
<ul style="list-style-type: none"><li>● GDPR may apply to RFIDs if a natural person can be identified (e.g., tracked) through the tag.<ul style="list-style-type: none"><li>○ Example: Unique ID stored in the RFID tag</li></ul></li><li>● Consequence: If identification/tracking of an individual is potentially possible (even if not intended), GDPR applies.</li></ul>	<ul style="list-style-type: none"><li>● Some stakeholders (e.g., recyclers) can profit from more information which is currently not mandated by law.</li><li>● Argument of protecting trade secrets has to be assessed product by product.<ul style="list-style-type: none"><li>○ Stakeholders in the electronics sector stated higher needs for trade secret protection than those in the textile sector.</li></ul></li></ul>



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# Thank you!



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