

Making the DPP a success: Recommendations for action

Introduction



 [Holger Berg](#)
(moderator)

Vice-Director
Division Circular Economy
[Wuppertal Institute](#)



 [Andres Alcayaga](#)

Senior Researcher
Division Circular Economy
[Wuppertal Institute](#)



 [Kamila Kocia](#)

Market Development
Manager
[atma.io](#) by Avery
Dennison



 [Anna-Lena Hoffmann](#)

Lawyer
[CONTIQ Lawyers](#)



AGENDA

Recommendations for policymakers and business

Andres Alcayaga
Wuppertal Institute



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

Kamila Kocia

atma.io by Avery Dennison

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

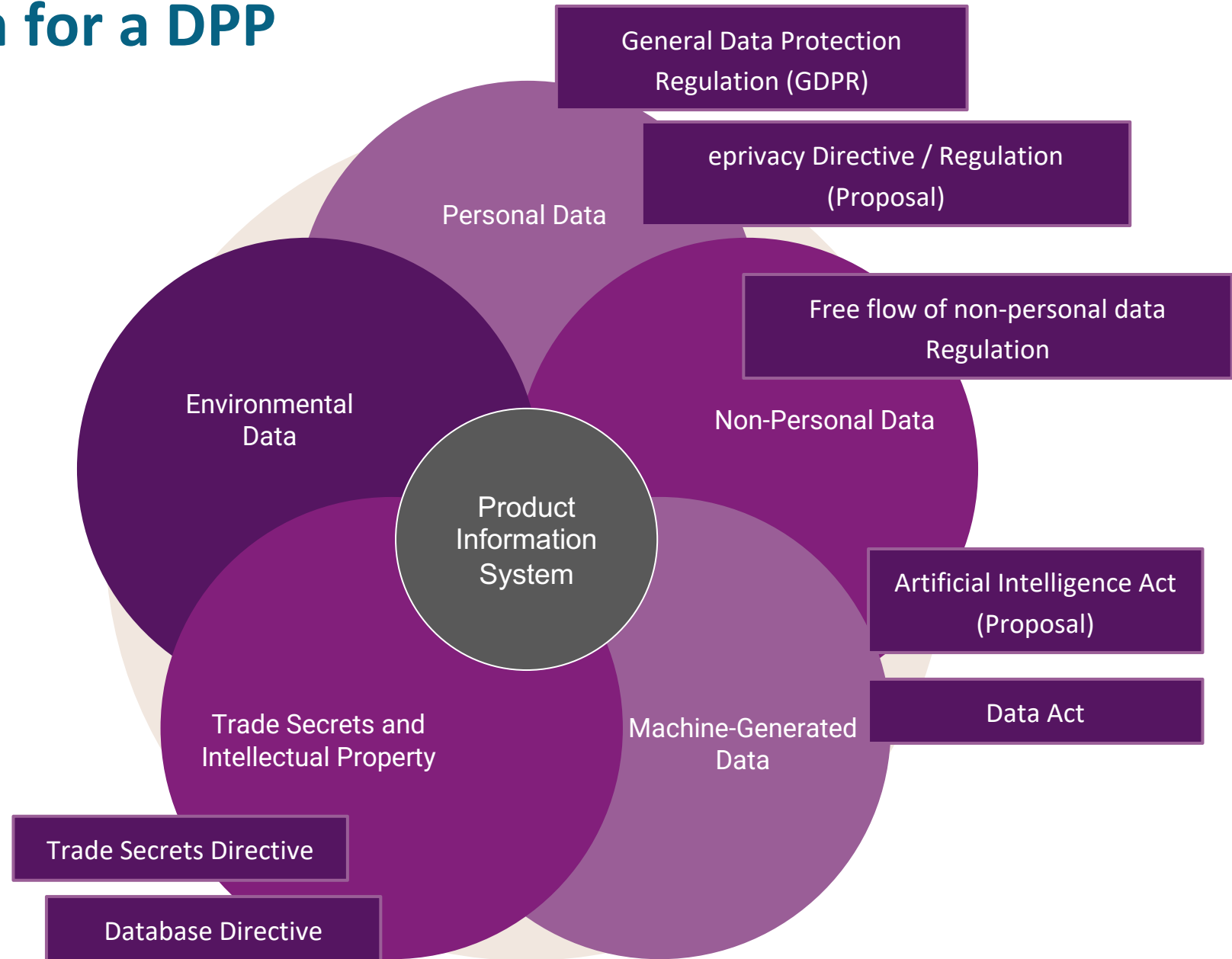
AGENDA

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



Legal Challenges: Two Examples

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



Product Information 4.0

Thank you!

