





#### How to pave the way to the future Digital Product Passport Opening

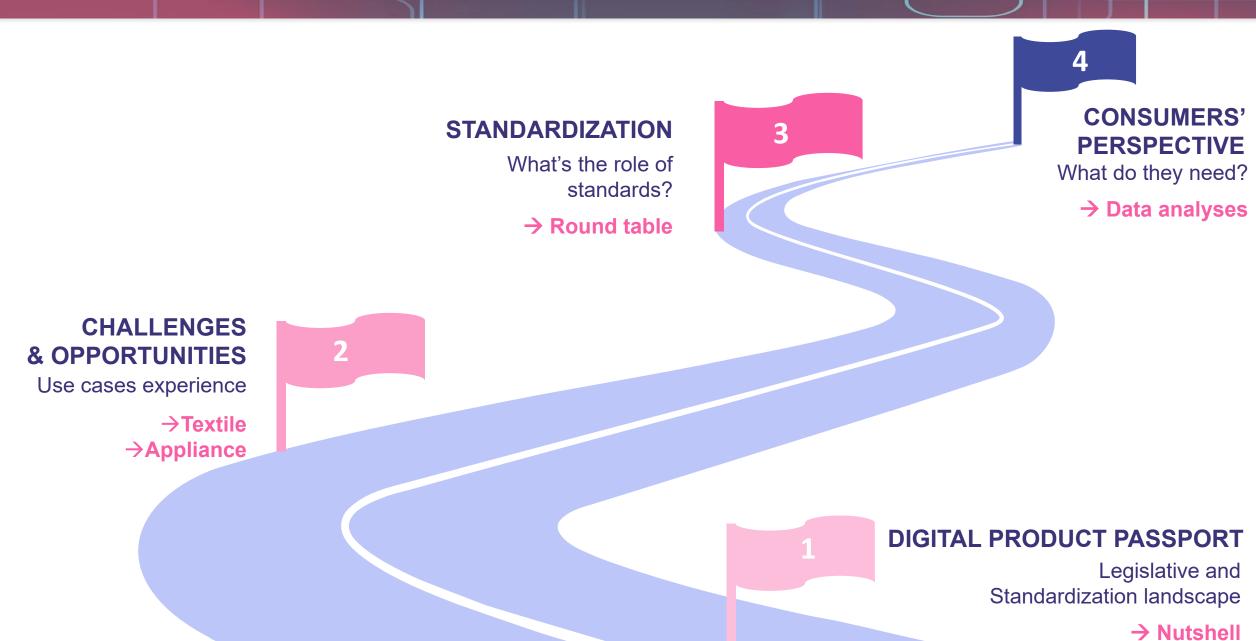
Cristina Di Maria – Research Project Manager UNI Ente Italiano di Normazione

UN MONDO FATTO BENE

Rimini - 07/11/2023



# **Today Agenda**



# Thank you for your attention!

cristina.dimaria@uni.com







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- trick-project.eu



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# Digital Product Passports The legislative and standardisation landscape in a nutshell

www.circthread.com - www.trick.com

Rembrandt Koppelaar - EcoWise

Rimini - 07/11/2023

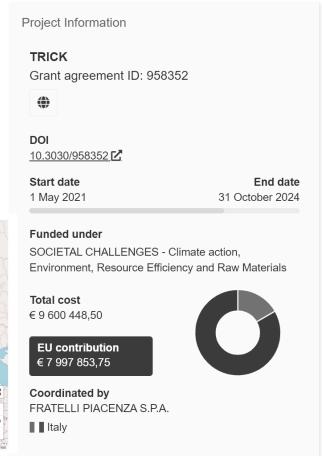


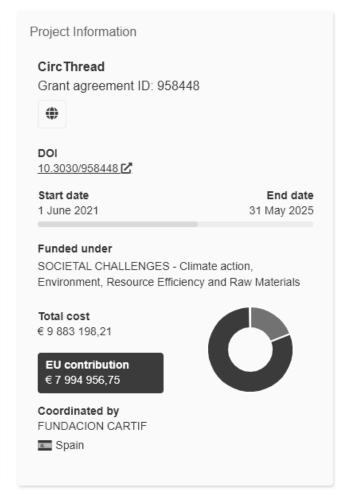
# CircThread & TRICK: Develop, implement and assess a circular Economy oriented Product Information Management system

- The four years TRICK & CircThread projects 2021 – 2025 are funded by the European Union under the EU H2020 programme.
- The projects are in response to the EU project funding call '<u>Develop</u>, implement and assess a circular economy oriented product information management system for complex products from cradle to cradle'









# Our innovation projects are pioneering Digital Product Passports, in response to the EU SC5-31 H2020 call text

Develop, implement and assess a circular economy oriented product information management system for complex products from cradle to cradle

**TOPIC ID:** CE-SC5-31-2020

'There is thus a need for designing and piloting an information system for raw materials and components in products and their environmental performance that is linked to the material and value flows in an ideally circular system.'

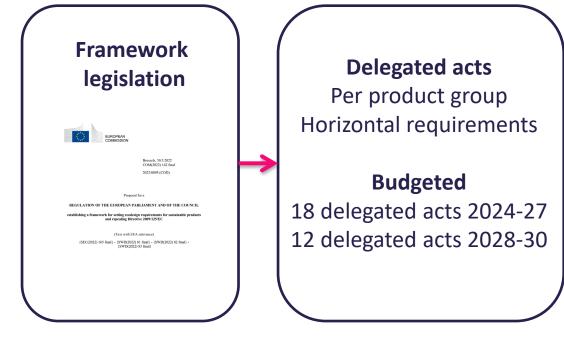
'Recyclability, dismantlability, recycled content, the sustainability of sourcing of raw materials, security of supply, and ultimately the overall environmental and social performance along the life cycle, are also related to the composition and design of products.'

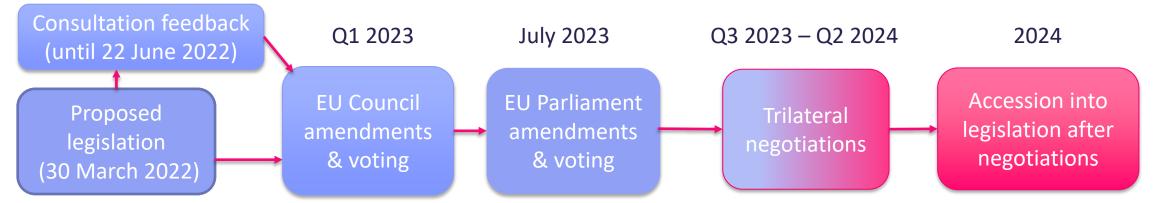
'To facilitate open innovation and transferability, open solutions such as open source software, open hardware design, and open access to data are encouraged.'

'The concept, the data flow and the **specific needs of each actor should be studied in a pilot** with operators
that are interested in making their business sustainable
and future-proof.... bring together all relevant actors
along product related value chains'

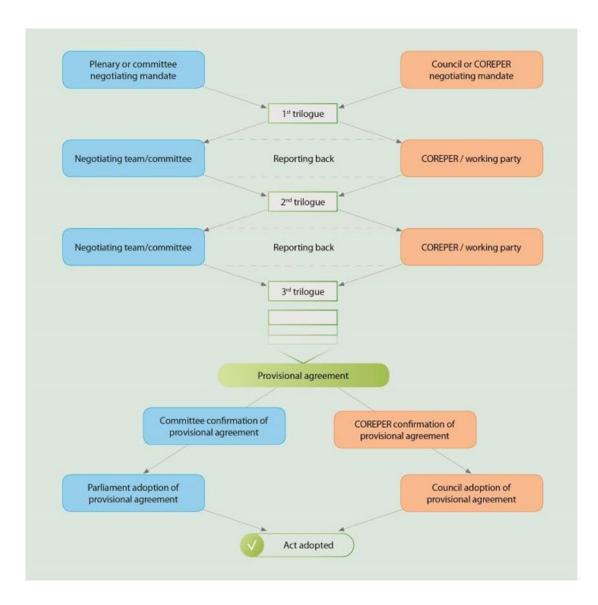
# Legislative context: The EU Ecodesign for Sustainable Products Regulation (ESPR) renewal

- Broadens the scope of the existing Ecodesign
  Directive both in terms of products and new
  kinds of requirements
- Defines that [product group] ecodesign requirements can include performance and information requirements.





# Legislative context: The ESPR legislation trilogues



 Negotiation process on-going between EU commission and EU parliament

1<sup>st</sup> Trilogue held on August 30<sup>th</sup> between EU commission,
 EU Parliament and EU council

# The new ESPR mandates Digital Product Passports

- Product passports can vary depending on the delegated act per product group which specifies:
  - the type of data carrier to be used;
  - if the product passport is at the model, batch or item level;
  - the manner in which the product passport is made accessible by customers before they are bound by a sales contract;
  - the product life cycle actors that will receive access to the information in the product passport
  - the actors that may introduce or update the information in the product passport
  - the period for which the product passport remains available.
- "The economic operator placing the product on the market shall provide dealers with a digital copy of the data carrier to allow the dealer to make it accessible to customers where they cannot physically access the product. The economic operator shall provide that digital copy free of charge and within 5 working days of the dealer's request."
- "Consumers, economic operators and other relevant actors shall have free access to the product passport based on their respective access rights set out in the applicable delegated act"

## Components of the future Digital Product Passport system

#### **Data carriers**





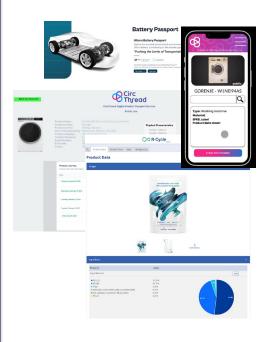






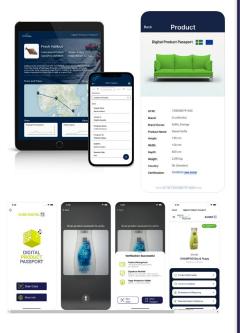
At model, batch, item level

#### **Product info portal**



With public info & controlled info via access rights

#### App services



To view/update DPP's + associated info services

# Market conformity & claims verification

Info for checking counterfeit

Documentation for market surveillance

Background evidence for green claims

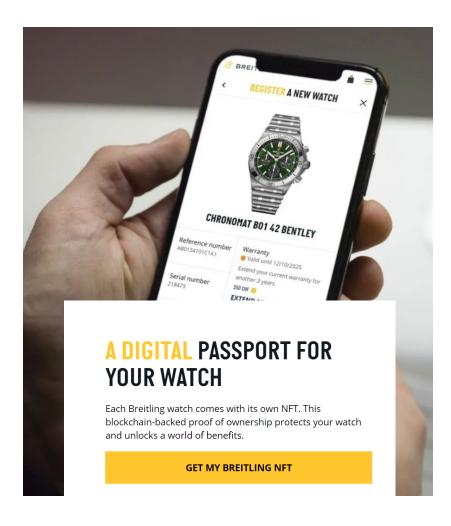
Data carrier check / Copy-proof data carrier

# Product groups that will be legislated in delegated acts



Potential other product groups include electrical and electronics, outcome pending further trilogues.

# The market for high-value products is in motion in establishing DPPs





#### Digital Product Passport

We're proud to present our first Digital Product Passport (DPP). This pilot initiative underscores our commitment to elevating transparency, championing sustainability and fostering a deeper connection with our conscious community. We have trialled this initiative on a number of our styles in our autumn/winter 2023 collection, including every design from our latest Nobody's Child x Happy Place by Fearne Cotton collaboration. Inside each piece you'll find a unique QR code on the care label. Simply scan it to open up a world of product detail, from fabric to factory. We also guide customers on how they can love their product for longer.



#### **Product Passport**

Our traceability programme allows you to trace the origin of your jewellery; from design, materials sou your doorstep.

You can access the digital passport from individual products, just look for the Trace This Item logo.

Heart Chain Necklace Adjustable 41-46cm/16-18'

## Key challenges to create a universal DPP system

- Universal readability of product data carriers across product groups
- Integration with existing product information management systems
- Standardised services IT access to retrieve and provide DPP data
- Common and up-to-date definitions and semantics
- Multi-language support in DPP information for multi-country use
- Setting adequate rights and responsibilities for each economic actor

# Standards will play a key role in establishing a universal, interoperable DPP system across product groups

CEN/CENELEC/ETSI DPP committee will kick-off at end of November to develop 8 standards for a universal DPP system, following EU commission standardisation request and work of SRAHG\* in preparing the standardisation process.

#### **Deadline set for adoption 31 December 2025** of the following harmonised standards:

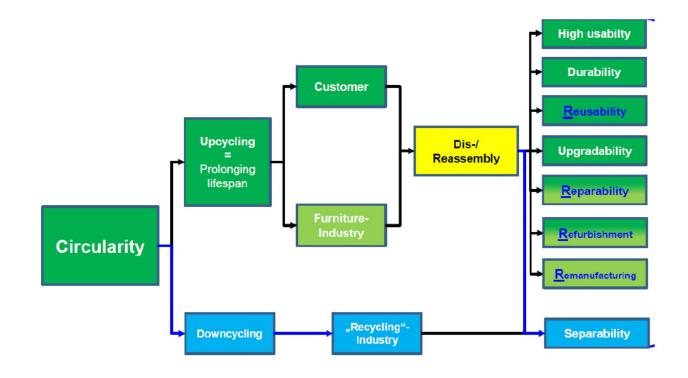
- 1. Unique identifiers
- 2. Data carriers and the links between physical and digital representation
- 3. Access rights management, information, system security, and business confidentiality
- 4. Interoperability (technical, semantic, organisation)
- 5. Data processing, data exchange protocols and data formats
- 6. Data storage, archiving, and data persistence
- 7. Data authentication, reliability, integrity
- 8. APIs for the DPP lifecycle management and searchability

<sup>\*</sup>Standardisation Requests Ad-Hoc Group (SRAHG)

# Specific circularity product group information/data standards for circularity will interlink with DPP

Standardisation committee CEN TC 207 (Furniture) and its WG 10 (Requirements and tools for furniture circularity) → working on standards for product aspects under article 5 of the ESPR

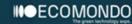
 FprEN 17902 on evaluation method for dis/reassembly capability (2024)



# Thank you for your attention!

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# The implementation of the TRICK traceability tool for the textile supply chain

Carla Fité Galan, UPC Daniella Ferroni, Grassi

Rimini - 07/11/2023



## **TRICK - Project introduction**

Product data TRaceability Information management by bloCKchains interoperability and open circular service marketplace

Funded by EC HORIZON 2020-CE-SC5-31-2020 call: "Develop, implement and assess a circular economy oriented product information management system for complex products from cradle to cradle"









Start date Duration Funding Grant Agreement

1 May 2021

42 months

8 Mln

N° 958352

One of only

#### 2 out of 24 Proposals

approved by the

**European Commission** 

in this funding call

# **TRICK - Key Objectives**

Circular Economy
Roadmap
Based on stakeholders'
requirements

Standardised
Commercial Service
For traceability and

transparency

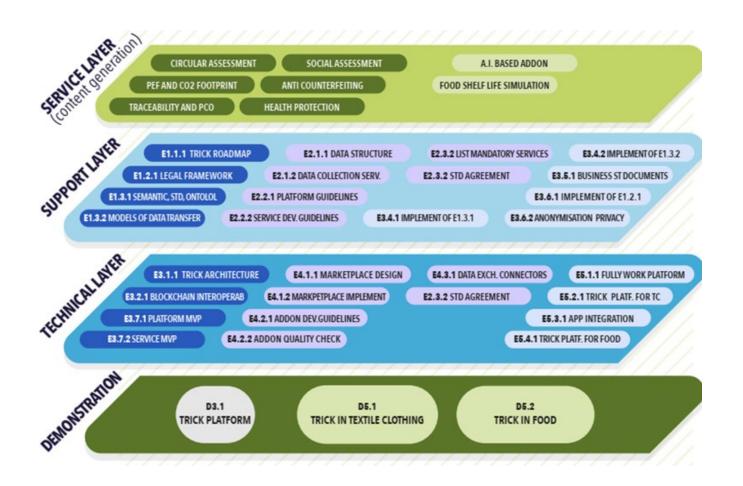
Data
Trustworthiness &
Sharing
Through blockchain-

Through blockchainbased network Open Marketplace
With add-ons for certified solutions

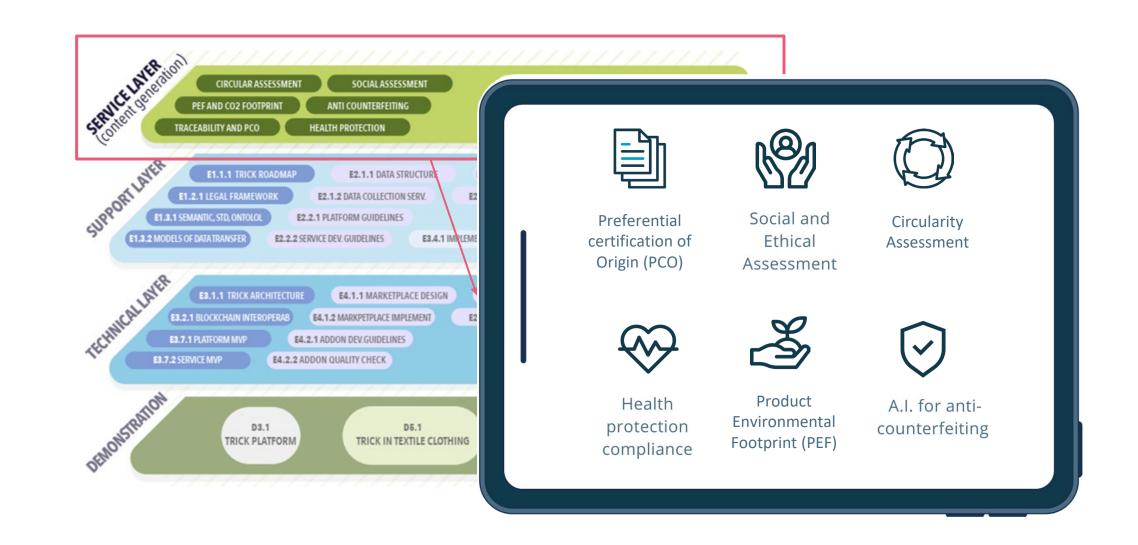
Demonstration & Replication

For industry-wide adoption of TRICK solutions

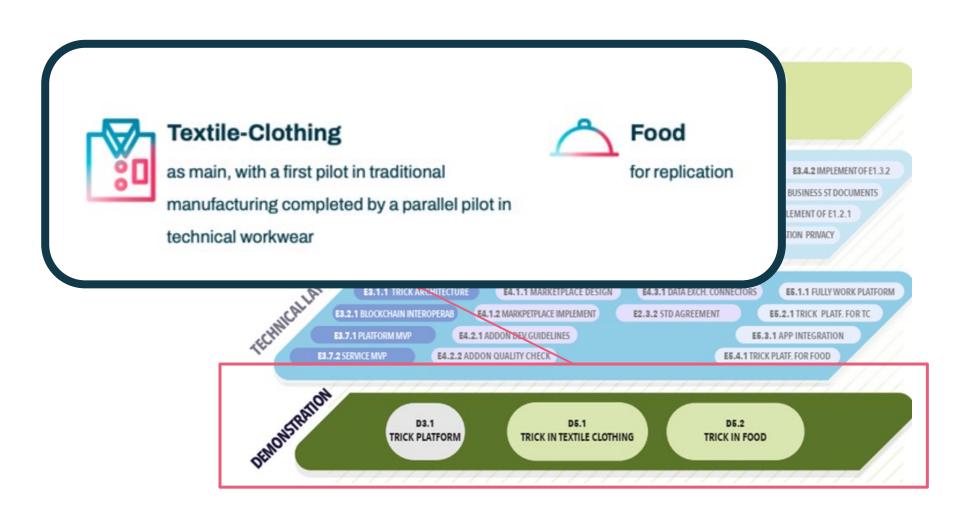
## TRICK - Main results



# TRICK - Main results



## **TRICK - Main results**



## **TRICK - Key milstones**



Management of the Pilots



Technology Implementation



Services Development



#### **Management of the Pilots**

- Textile Pilot
  - Fashion Pilot
  - Technical Pilot
- Food Pilot



#### **Services Testing & Deployment**

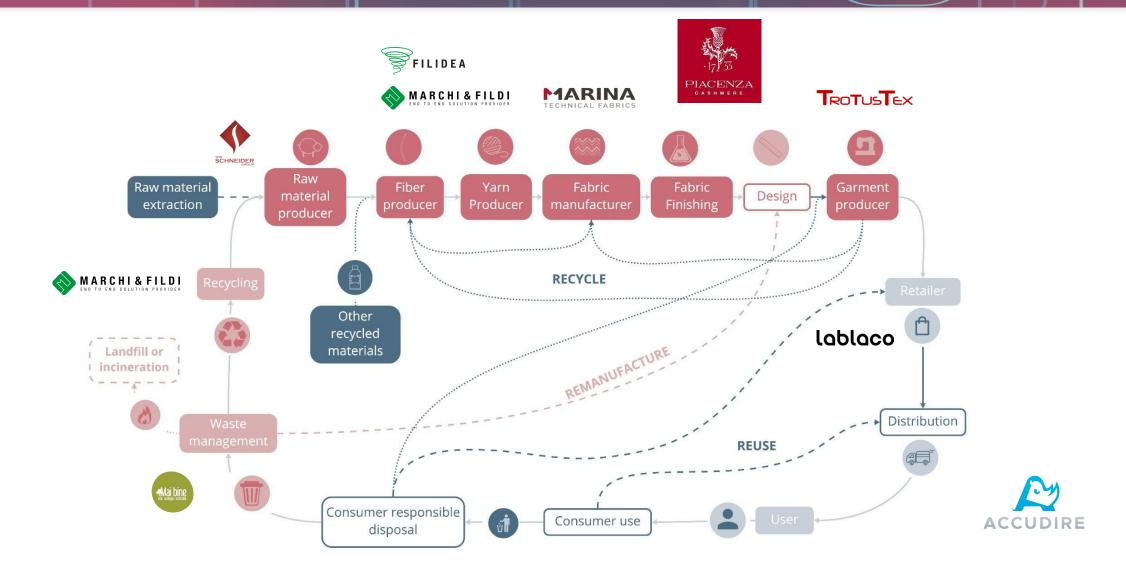
- Preferential Certificate of Origin (PCO)
- Circularity Assessment
- Product Environmental Footprint (PEF)
- Social and Ethical Assessment
- Health Protection Compliance
- A.I. for Anti-counterfeiting



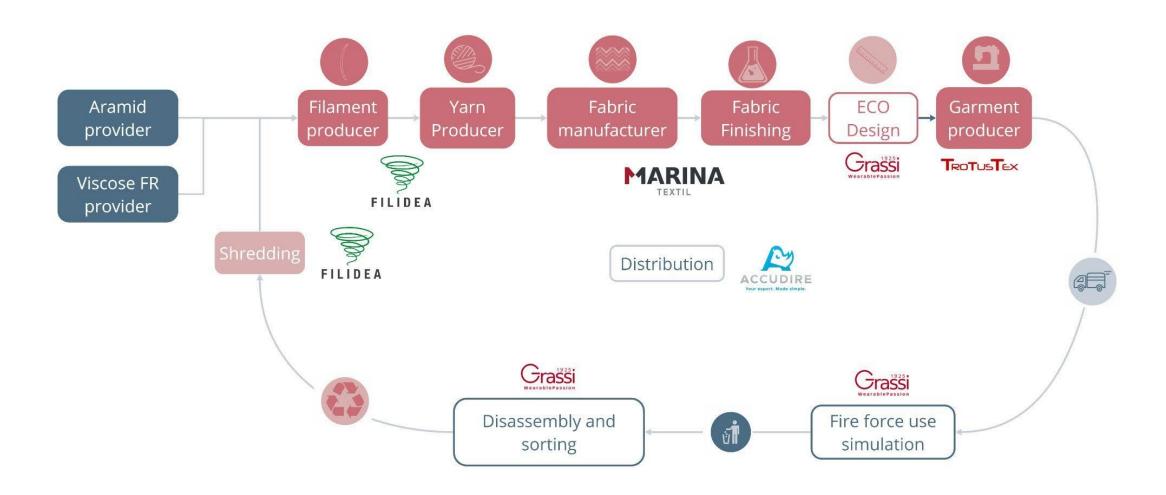
#### **Technology Implementation**

- IT Architecture
- Blockchain
- B2B Marketplace

#### TRICK Pilot Testing – Circular Approach



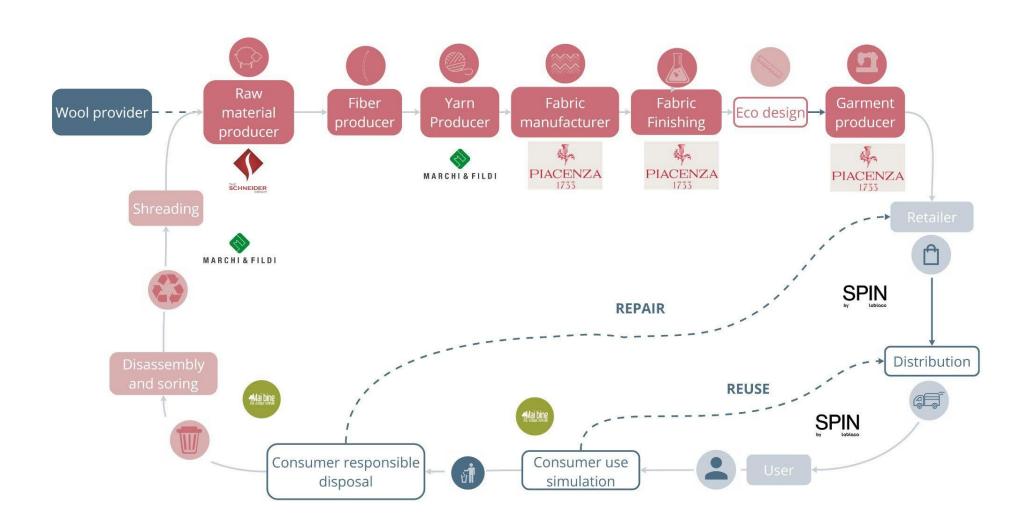
#### TRICK Pilot Testing – Technical pilot



## TRICK Pilot Testing – Technical pilot

Product	Description
Yarn	Blended yarn composed of 50% m-aramid - 50% viscose FR
Fabric	One single fabric with a weight between 250-280 g/m2. The virgin fabric will be over-dyed if feasible by MarinaTextile. The recycled one won't be over-dyed. The recycled fibers won't be dyed and the virgin ones will.
Garment	<b>Flame retardant and electric arc protection uniform</b> . The fabrics will have to comply with the standards UN-EN ISO 11612 (Protection against heat and flame) and EN 61482-1-1 and EN 61482-1-2 (both standards for protection against electric arc).
Recycled fabric	MARINATEXTIL will try to use the recycled yarn on the weft and the warp. But in case there are mechanical performance issues then they will use the recycled yarn just weft.

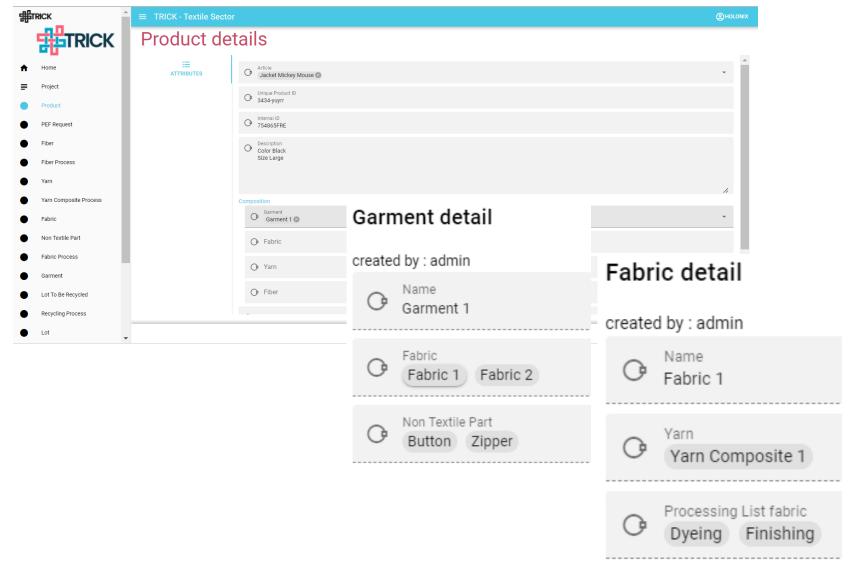
### TRICK Pilot Testing – Fashion pilot



## TRICK Pilot Testing – Fashion pilot

Product	Description
Yarn	100% wool, raw material provided by Schneider, spinning provided by Marchi & Fildi.
Fabric	Catalog article - 100% wool. Fabric weight around 500gr/m2. Coloring: dark blue (still to be defined in detail)
Garment	Coat, classic style without interlining
Recycled fabric	Same item, % of recycled raw material to be optimized on the testing phases.

#### TRICK platform - Traceability interface



In this slide, you can see where to insert the data about the product. In particular, it's highlighted the link between the product and the garments that composite it.

On the left, you can see all the menu items. They are needed to insert more specific info about the product itself or about the other elements (garments, fabrics, yarns, fibers).

#### TRICK Pilot Testing – data collection

#### **Traceability (Core service)**



- → Organizational data
- → Product ID per lots
- → Certifications and self-assertions
- → Origin
- → Manufacturing operation and events occurred to the lots
- → Notifications
- → Logistics documentation

#### **Preferential Certificate of Origin (PCO)**

- → Shipping documentation, based on traceability data collected for the invoiced lot(s) such as:
  - --> Invoices data
  - --> Certification of origin
  - --→ Exporter declaration
  - --> Documentation from the suppliers
  - --> Transport documentation

#### TRICK Pilot Testing – data collection



#### **Circularity Assessment**

- → Amount of reused, recycled and renewable sources
- → Efficiency of recycling process
- → Production losses
- → Average lifetime of a product.



#### **Product Environmental Footprint (PEF)**

→ Product and processes' primary data, with related documentation needed by experts to perform a PEF study on a product

#### TRICK Pilot Testing – data collection



#### **Social and Ethical Assessment**

→ Describes 38 indicators that need to be supported by data as required by the SA8000 standard



#### A.I. for Anti-counterfeiting

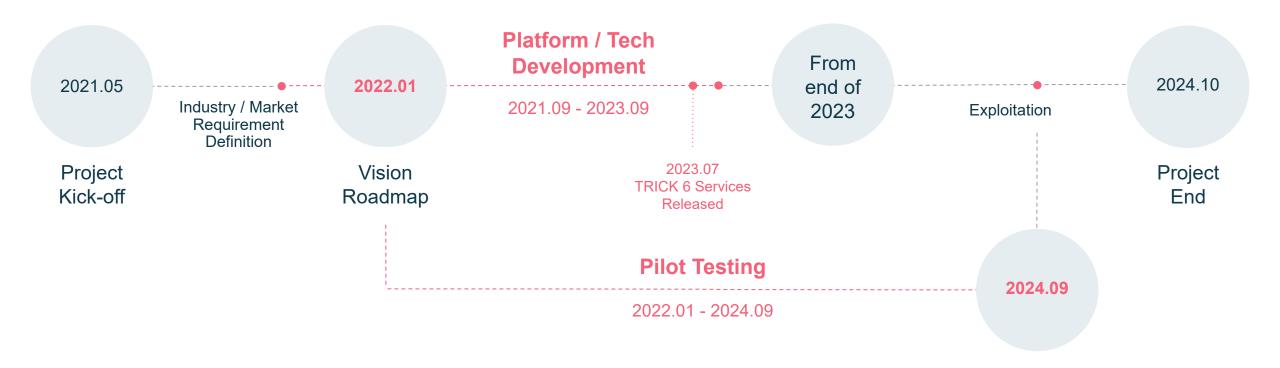
→ All industrial accounting cycles concerning Piacenza textiles of the last 10 years.



#### **Health Protection Compliance**

- → Textile composition
- → Processes performed
- Chemicals used

## **TRICK - Key milstones**



- Current Tasks in Progress
- Tasks Done or Not Start

#### **TRICK Technical pilot - Grassi**



# SINCE 1925 LEADING SUSTAINABLE INNOVATION IN TECHNICAL GARMENTS WITH STYLE, COMFORT AND PASSION



**Internationalisation** 



Sustainability



**Innovation** 

#### **TRICK Technical pilot - Grassi**



1.420

**EMPLOYEES** 

**8** PRODUCTION PLANTS

1,5 mln
PRODUCED FABRIC/YEAR

2 mln

**MANUFACTURED GARMENTS/YEAR** 













#### **TRICK Technical pilot - Grassi**



**WORKWEAR** 



**FIRE** 



**FASHION & SPORTSWEAR** 



**MILITARY** 



**BALLISTIC** 



**LAW ENFORCEMENT** 

### **TRICK Technical pilot - Grassi**

### Sustainable development based on Planet, People and Profit





### Product

ISO 14021
Recycling row material





ISO 14067
Carbon Foot Print









### **Process**

ISO 14001
Environmental
Management System







**Sustainable Mobility** 







### Social

**SA 8000**Social Responsibility
Management System









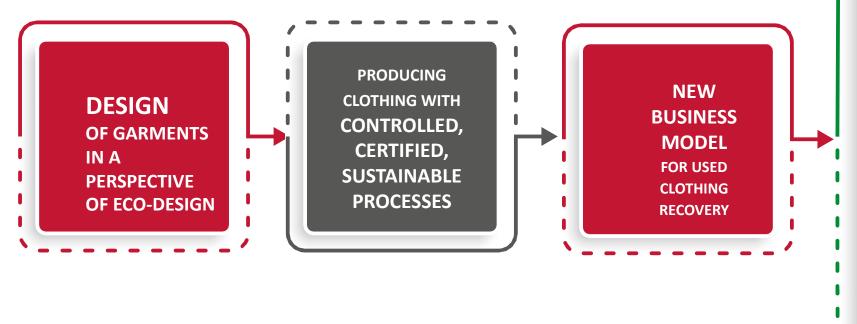
ISO 45001 Safety Management

**System** 

### **TRICK Technical pilot - Grassi**



### **Traceability is a key factor for Sustainability**



**NEW LIFE OF GARMENTS: ENERGY PRODUCTION TECHNOPOLYMER BUILDING MATERIALS TEXTILE SECTOR** 

### Regulatory context



"Key actors in the industry have identified **interoperable** and **scalable traceability** and **transparency** of the value chain, as **crucial enablers** of more responsible production and consumption patterns, in support of Sustainable Development."

United Nations – Economic and Social Council

### New rules & legislation

EU Strategy for Sustainable Textiles – European Commission

### Key aspects of the upcoming regulations (Bonanni, L., 2023)

- Supply chain mapping
- Traceability
- Independent verification
- Continuous improvement



### Regulatory context



"An assessment of **232 active ecolabels** in the EU also examined their verification and certification aspects and concluded that almost **half of the labels**' verification was either **weak or not carried out**.

Moreover, consumers are not aware of the distinction between labels governed by third party certification schemes and those based on "self-certifications", i.e. not verified by any third party. "

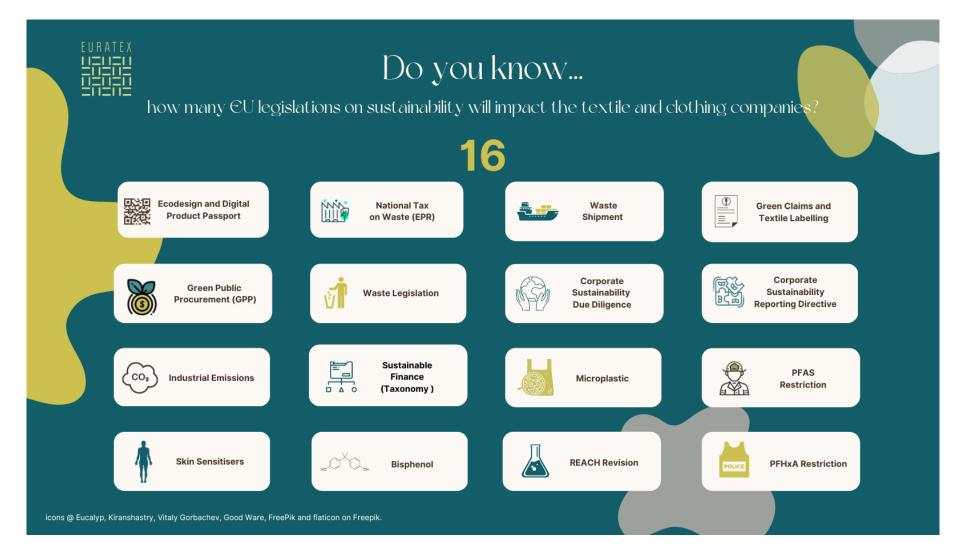
DIRECTIVE OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL on substantiation and communication of explicit environmental claims (Green Claims Directive) – March 2023







### Regulatory context



### **TRICK Technical pilot - Grassi**



### **TRICK solution advantages**

- ✓ Compliance with future European Legislations
- ✓ Guide for data collection in whole supply chain
- ✓ Validation and control of collected data
- ✓ Selection of innovative suppliers
- ✓ Increase of competitiveness
- ✓ Guarantee tool for the consumers



**TRANSPORT** 



**MATERIALS** 



**CERTIFICATIONS** 



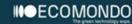
**PERFORMANCE** 

# Thank you for your attention!

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### IMPLEMENTATION OF DPP FOR HOUSEHOLD APPLIANCES

### The CircThread Italian pilot

Giulia Di Mari ERION Compliance Organization



Rimini - 07/11/2023



### **Erion Compliance Organization**

Erion is the leading Italian Producer Responsibility Organization for the management of e-waste, textiles, and to prevent littering of tobacco products.

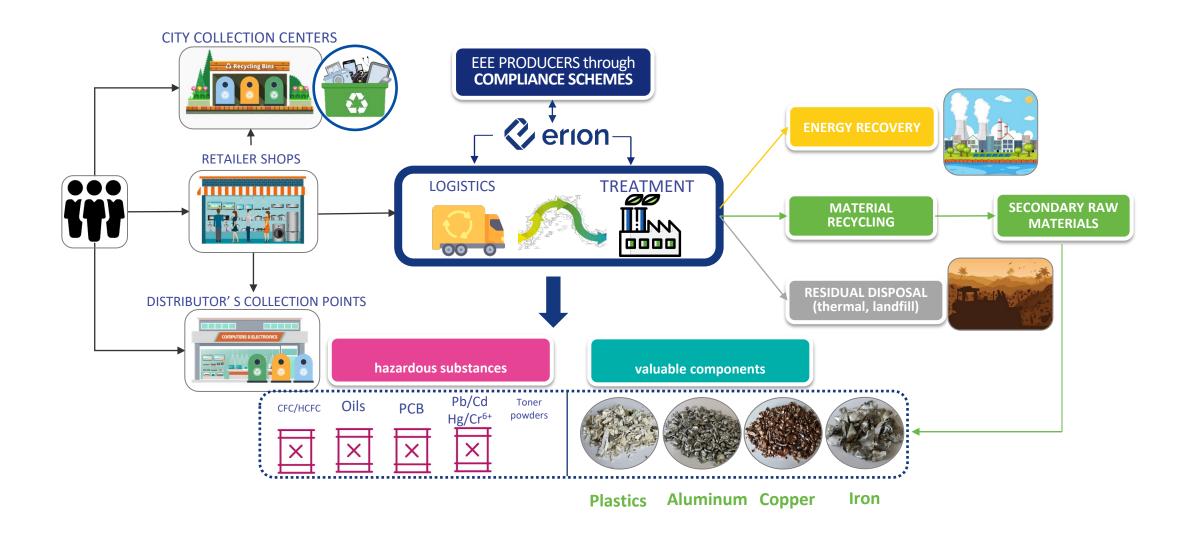
Type of organization: industrial partner | not for profit

Size: ~ 70 employees | located in Milan, but operational in the entire country

Key activities: waste management | development of innovation services for EEE producers | participation to research activities | circular economy enabler



### **Erion Compliance Organization**



### CircThread: sustainable appliances

The objective is to interconnect the information along the life of a product, from design to retirement, so that it can be easily accessed and shared.

This will allow all the actors along the appliances value chain, recyclers included, to make decisions at all stages to shift to a circular economy.

To achieve this, we want to swiftly increase appliance lifespan, repairability and reuse. And we want products to be **properly recycled** when they are no longer repairable.



### **Italian Pilot**

### Six Partners involved

**Start: nov-2023** 

End: feb-2025

**Area: Milan Metropolitan Area** 

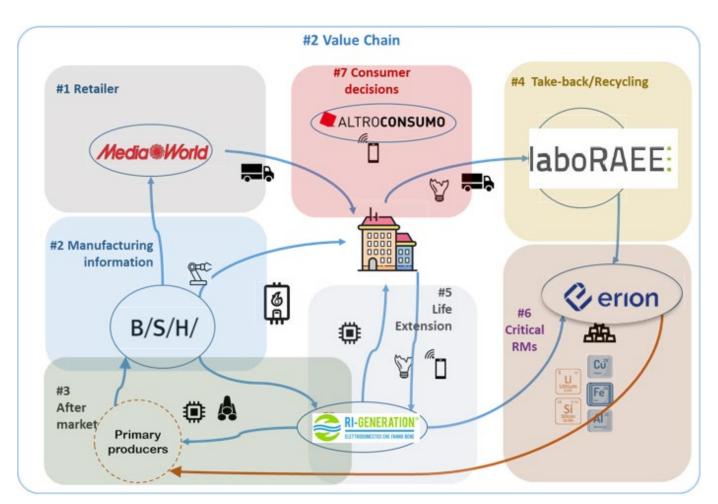
#### Four use cases:

1 Product Status Tracking & Tracing

4 Product end-of-use recommendations

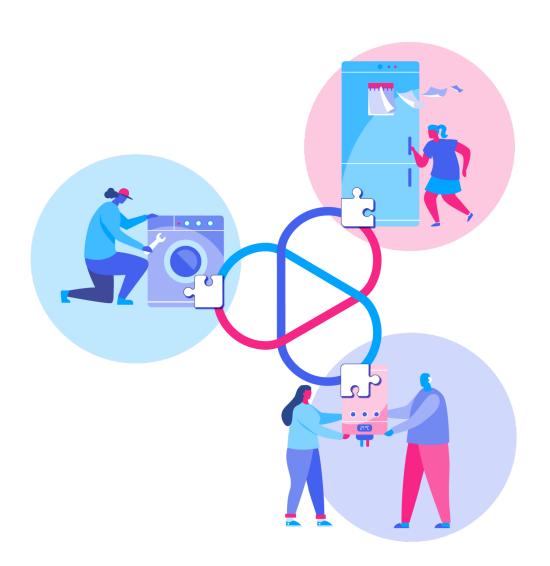
6 Critical Raw Materials and Chemical evaluation

7 Consumer purchasing and use decisions



### Our programme

- Manufacturer will provide 25 new dishwashers with a discounted price
- Consumers' association will find families who need to replace their dishwashers
- Retailer will sell and install the new appliances to these families and collect the old ones
- Old dishwashers will be divided into 2 groups, depending on whether they are still repairable or not
- If the appliances' conditions are good, they will be sent to the refurbishing, while the other will be recycled
- PRO will manage the whole process



### CircThread seeks to enable the Digital Circular Economy



















Make information exchanges possible for decision support:

- From design to manufacturing
- From transit/retail to OEM
- From OEM to retailers
- From OEM to users
- From OEM to users/repair
- From users/repair to OEM
- From repair to users
- From users to collectors
- From OEM to collectors / recyclers
- From collectors to recyclers

### **Information Exchange**

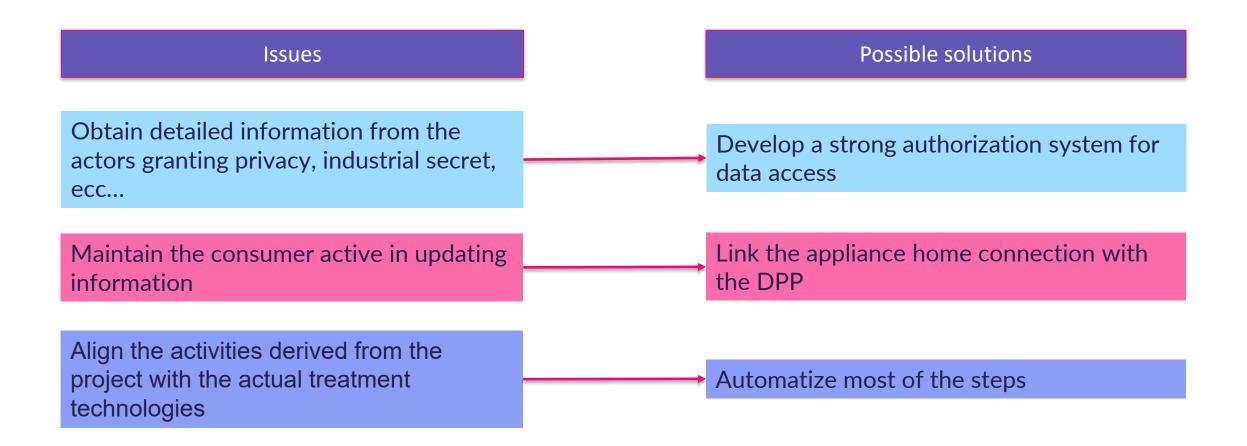
Each of the actors involved, especially the consumers, will share information through the CircThread Platform, developed by IT project partners, both for old and new appliances.

According to the use cases which we will test within the pilot, there will get access to:

- Dishwasher tracking and the updated status of the product ("received by retailer", "installed", ecc);
- Simplified Bill of Materials;
- Product end of use recommendations
- Product recyclability declaration
- Product disassembly manual
- List of product priority components with critical raw materials
- List of components with special treatment need
- REACH & RoHS compliance documents
- ecc...



### The actual challenges



# Thank you for your attention!

**Erion Compliance Organization Team Strategic Development & Innovation** 

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Filippo Stringa <u>filippo.stringa@erion.it</u>

Andrea Centurioni andrea.centurioni@erion.it







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# Lessons Learned from the Sector for an Effective Digital Product Passport

Giulia Zilla, *Policy Manager, Energy & Environment* APPLiA Europe

Rimini - 07/11/2023



### **Table of contents**

- 1. Introduction
- 2. Current legislation on home appliances and lesson learnt for the DPP
- 3. Key ingredients for an effective DPP
- 4. Conclusion

# **Chapter 1 - Introduction**

Few words about APPLiA

### **Our membership**

of 25 global leaders













































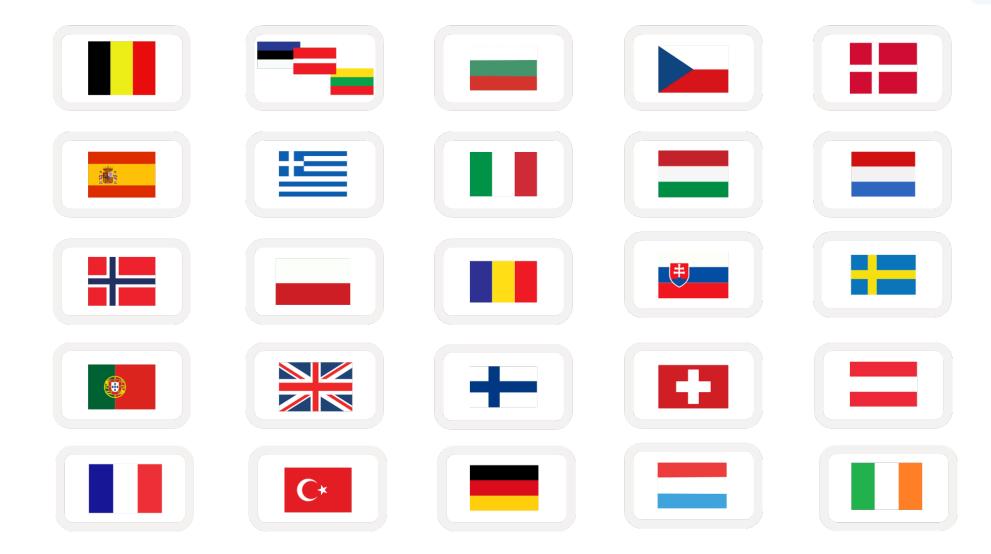






### **Our network**

### of 27 national associations



## **Our products**

### home comfort

- towel heaters
- air-to-air heat pumps
- air conditioners
- local space heaters
- water heaters



## **Our products**

### large appliances

- refrigerators and freezers
- washing machines
- hobs
- tumble dryers
- washer dryers
- range hoods
- dishwashers
- ovens

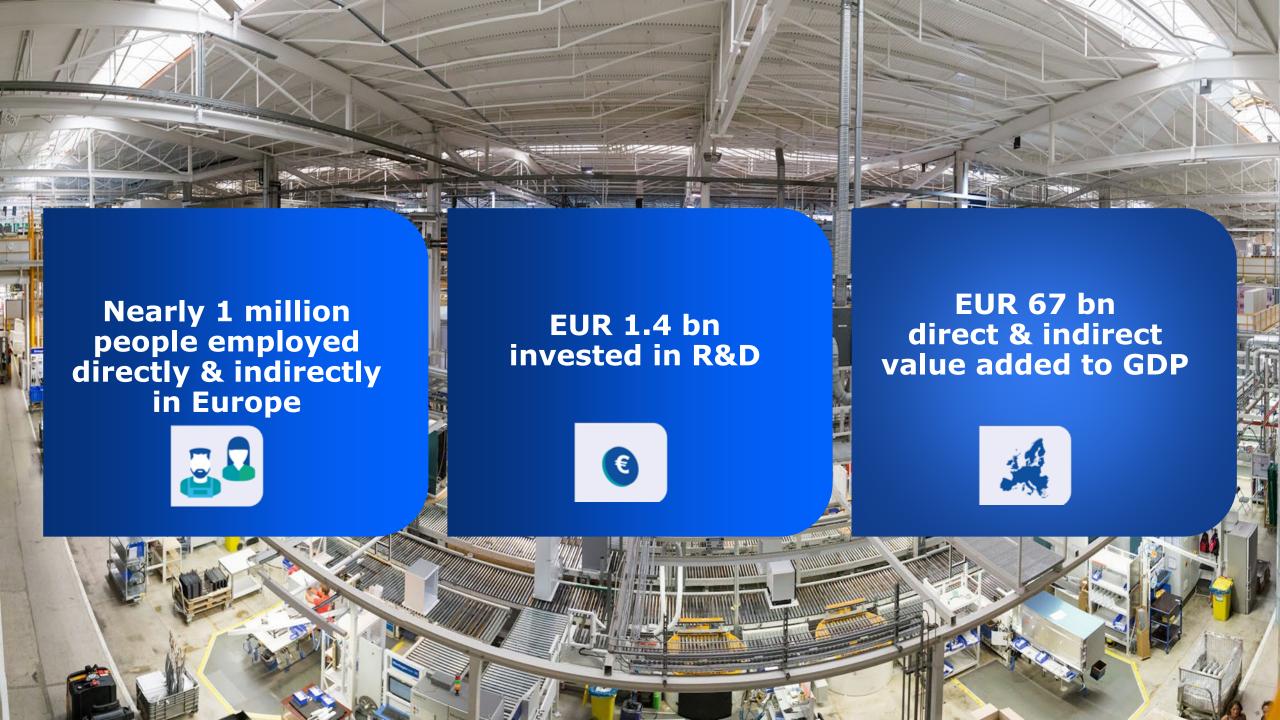


## **Our products**

### small appliances

- blenders
- mixers
- irons
- kettles
- vacuum cleaners
- coffee machines
- microwaves
- electric toothbrushes
- kitchen robots
- electric epilators





# Chapter 2 - Regulatory history of home appliances

The evolution of the ecodesign & energy label and lessons learnt

### Directive for mandatory energy label

For household appliances in 1992



In 1992 and 1998 - First efficiency requirements for boilers & refrigerators

In 1992 - First Energy Label Directive

**In 1995** - First implementing directive on Refrigerators, followed by Washing Machines, Dishwashers, Tumble Dryers, and so on

### **The Unilateral Industry Commitments**

Paving the way to Ecodesign

From 1997 to 2003 Ceced

Summary of CECED Unilateral Industrial Commitments





31.10.2009 EN Official Journal of the European Union L 285/10

DIRECTIVE 2009/125/EC OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

of 21 October 2009

establishing a framework for the setting of ecodesign requirements for energy-related products

(recast)

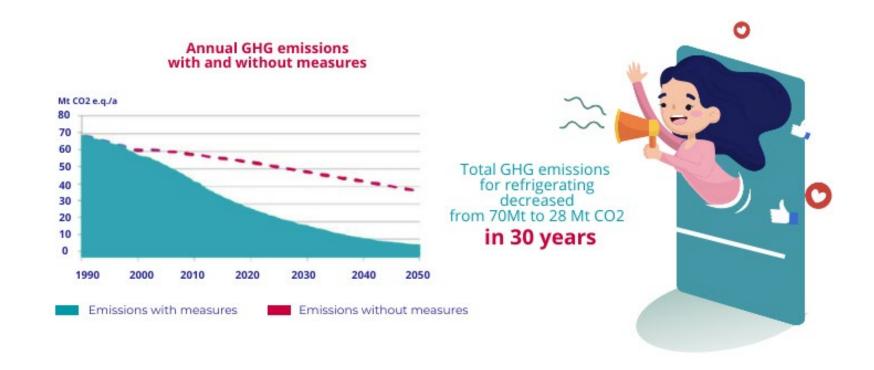
(Text with EEA relevance)

THE EUROPEAN PARLIAMENT AND THE COUNCIL OF THE EUROPEAN UNION,
Having regard to the Treaty establishing the European Community, and in particular Article 95 thereof,
Having regard to the opinion of the European Economic and Social Committee (¹),
Acting in accordance with the procedure laid down in Article 251 of the Treaty (²),
Whereas:

In force 2009

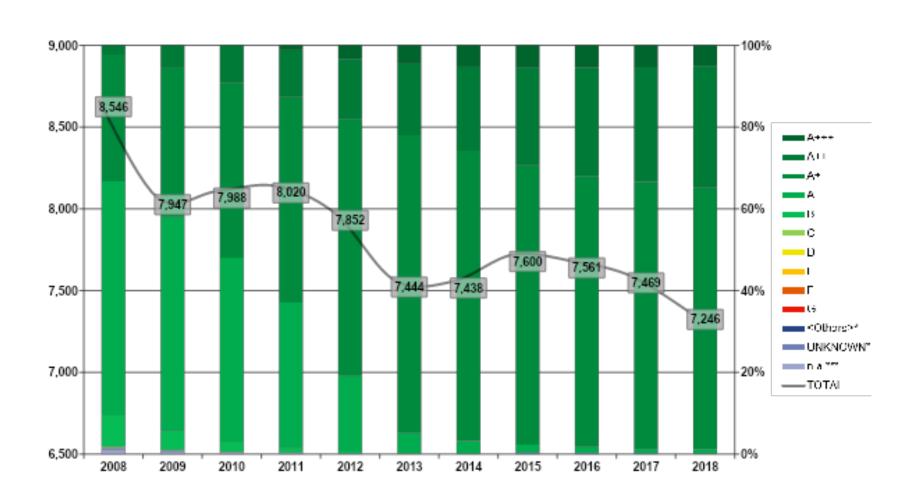
### **Energy-efficient appliances contribution**

of freezers and refrigerators



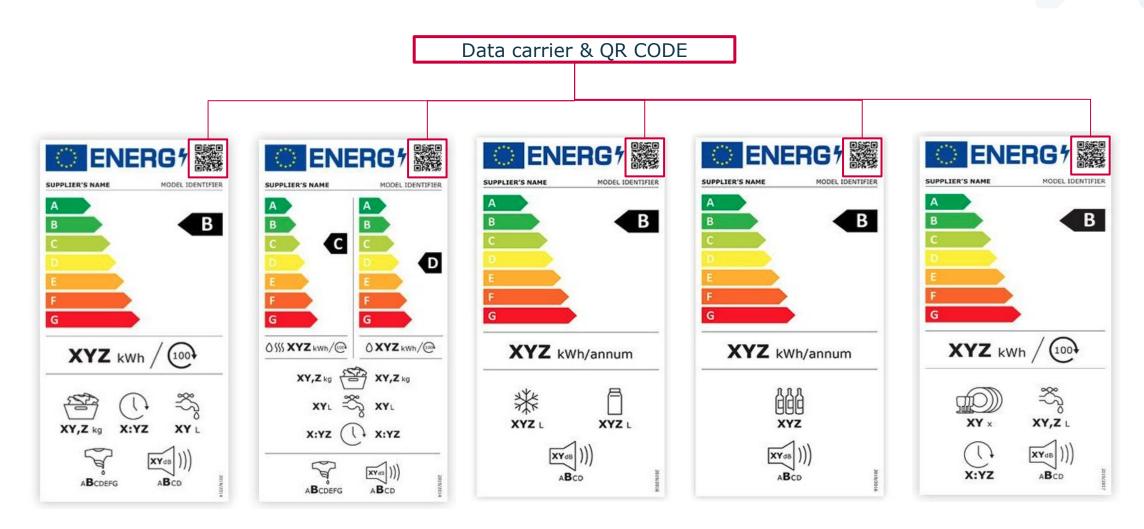
### **Energy-efficient appliances contribution**

Evolution of the energy label for refrigerators



### **Energy-efficient appliances contribution**

New generation of Energy Labels

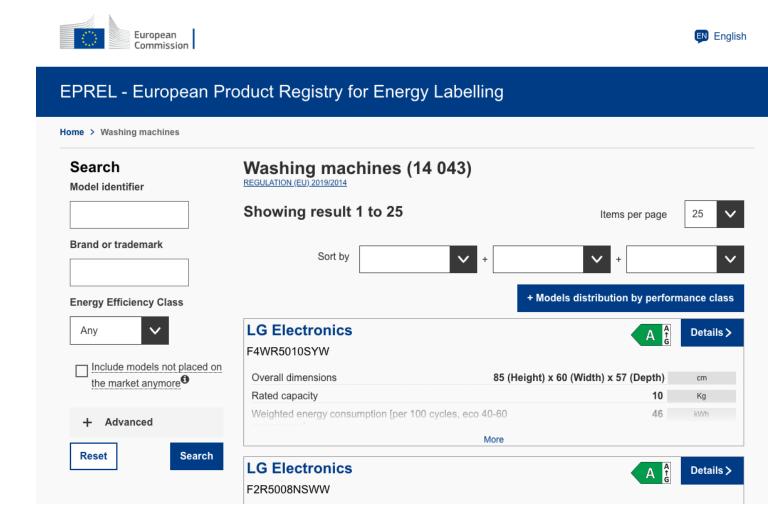


### **EPREL**

### The first EU product database

#### **EPREL** in a nutshell:

- It is a system managed by the EU Commission (see <u>website</u>).
- It applies at model level.
- It is product characteristic as it is refers to a product specific delegated act (example on the right is the energy label for washing machines (EU)2019/2014).
- It holds a public part for all users and a compliance part accessible only by Market Surveillance Authorities and the EU Commission.
- It requires updates and constant maintenance from both manufacturers and Commission sides.



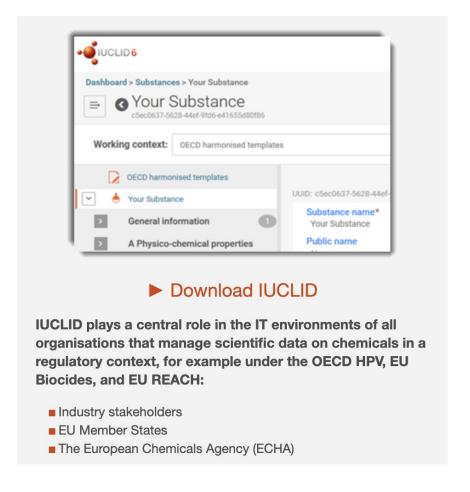
### **SCIP** database

The first database at article level

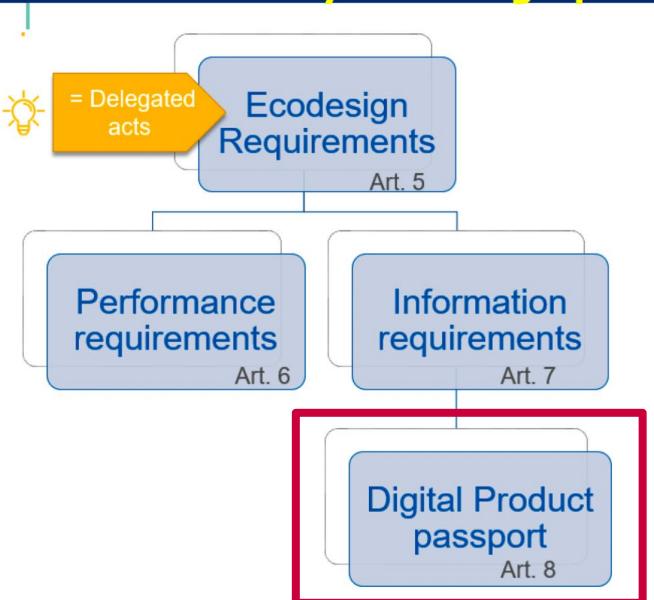
Manufacturers are providing information to consumers and waste operators on the presence of substances-of-very-high-concern (SVHC) in articles contained in products part of the Candidate List of REACH. The **SCIP database** is based on the Waste Framework Regulation and is applicable since 1 January 2021.

- It ensures that information on these articles containing Candidate List substances is available throughout the whole life-cycle of the of the products and materials, including end of life.
- IUCLID

#### Home



# ESPR Key Ecodesign product aspects



- durability, reliability; reusability; upgradability;
- reparability; possibility of maintenance and refurbishment;
- presence of substances of concern;
- energy use or energy efficiency;
- resource use or resource efficiency;
- recycled content;
- possibility of remanufacturing and recycling;
- · possibility of recovery of materials;
- environmental impacts, including carbon and environmental footprint;
- expected generation of waste materials.

# Chapter 3 - Key recommendations for the DPP

The ingredients for an effective DPP

#### **EU Commission expectations for the DPP**



Tracking of **raw materials extraction/production**, supporting due diligence efforts



Benefit market surveillance authorities and customs authorities



Enable **manufacturers** to increase transparency in the value chain, better compliance, increased circularity and sustainability, fight counterfeiting, new business models



Make available to **public authorities and policy makers** reliable information. Link **incentives** to **sustainability performance** 



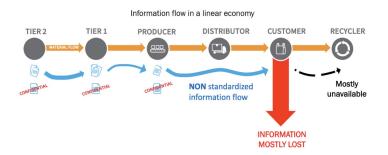
Enabling services related to its **remanufacturing**, **reparability**, **second-life**, **recyclability**, enabling **sustainable business models** (product as a service)



Allow citizens to have access to relevant and verified product information



- 1. Ensure that the information collected will **add value to actors in the supply chain** and to consumers.
- 2. Assess the appropriateness of the DPP (sector by sector and product by product) to positively contribute to a **significant increase in the sustainability of products.**
- 3. Any information appearing in the DPP should be subject to **robust impact** assessment, on a product-by-product level and underpinned by recognised standards.
- It is important that already existing data formats and sources are used to prevent confusion and overlapping/contradicting requirements (establish a direct link to EPREL, SCIP).
- 5. Data security and access rights should be a priority to ensure **any confidential**, **business sensitive information is protected** from unauthorised access and liability for data loss and other technical damage must be clarified.
- **6. Effective enforcement** of the content in the DPP is essential (the information requirements must be clearly specified, and measurement standards must be available to clarify how the complex information should be established).



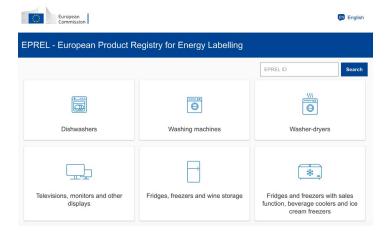
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# **Chapter 4 - Conclusion**

Standardisation request and current political discussion

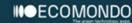
# Next steps ESPR, Standardisation & Case study

- 1. Negotiations between the EU Commission, Council and Parliament are ongoing on the **Ecodesign Sustainable Product Regulation (ESPR)**.
- **2. Standardisation request** on the DPP should be finalised in 4Q 2023 and standards should be delivered by December 2025.
- 3. According to the Commission, the timeline is very tight and not extendable. By early 2027 the first DPPs (batteries for e vehicles) shall be operational. Around the same time, also the first Delegated Acts on ESPR regulated products should become implementable

# Thank you for your attention!

giulia.zilla@applia-europe.eu







#### Stay tuned!



- circthread.com
- trick-project.eu



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- company/trickproject/









#### How to pave the way to the future Digital Product Passport

Q&A

Cristina Di Maria – Research Project Manager UNI Ente Italiano di Normazione Rimini - 07/11/2023









# European Standardization Organisations' role in the development of the Digital Product Passport

**Carolina Müller** 

**CEN and CENELEC** 

Rimini - 07/11/2023



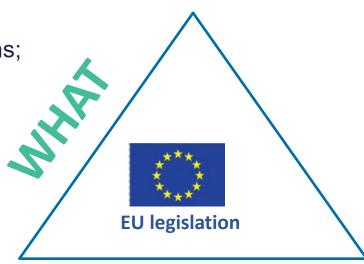
# **EU product harmonization (hEN) - principle**

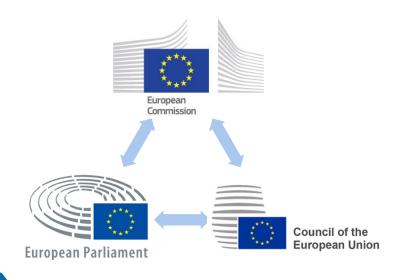
#### **CEN and CENELEC**

European Standardization Organizations;

 Recognition under Regulation (EU) 1025/2012;

Close collaboration with the European Commission;







**European harmonized Standards (hEN)** 



# **EU product harmonization - Workflow**



4000+ harmonized standards listed in the OJEU



conformity

Harmonized standard



European Standard (EN)

Standardization Request is a precondition for



# Standardization Request (SReq) - Process



Commission planning (AUWP) – Future SReqs are announced

Relevant Technical Bodies are informed Drafting and consultation (ESOs, Annex III org., relevant stakeholders, etc.)

- 1. Inform BT(s) and relevant TBs
- 2. Call for SRAHG
- 3. SRAHG
  establishment
  and
  consultation

Commission Inter-service consultation Circulation and consultation in Committee on Standards (CoS)

- Circulate draft to SRAHG and BT(s)
- If CoS is informed in a meeting → exchanges with colleagues participating

**Vote in CoS** 

- 1. BT(s) doc for info
- SRAHG meeting to provide a recommend.
- 3. Meeting for BT Members/ Perm. Deleg.

Adoption by EC as a Commission Implementing Act

Formal acceptance/ rejection letter

**Notification** 

to ESOs

**SReq DPP** 

DECISION BT 018/2023 on the use of Checklist for SREQ

Action: PM + SRAHG

(current status)

Work
Programme

Annual Reports
Final Report

Close of

positive

with a

result

vote in CoS

**Immediately** 

after vote in

CoS with

outcome-

Document for

vote to BT(s)

rejection

for acceptance/

positive

# Timeline of draft SReq – Digital Product Passport

#### <u>Draft Standardization Request 'Digital Product Passport' – timeline of events</u>

- The adoption of Digital Product Passports (DPP) was outlined in the EU's Ecodesign for Sustainable Product Regulation (**ESPR**, March 2022);
  - Aim of draft SReq DPP: Creating a clear concept for the DPP, defining a cross-sectoral product data model (first the DPP System);
- In March 2023, the AUWP (annual Union work programme for European standardization, issues by EC)
  lists the Digital Product Passport as one strategic priority for 2023 = CEN-CLC Alignment with the EC
  key objectives;
- First draft SReq DPP received by CEN-CLC in May 2023, second version in September 2023;
- June 2023: CEN-CLC Standardization Request Ad Hoc Group (SRAHG) 'DPP' has been established to discuss draft SReq content and closely collaborates with the European Commission, EC DG GROW;
  - **SRAHG Composition**: 98 participants (18 CEN-CLC members and ANEC + ECOS + SBS + APPLiA + DigitalEurope)
- ~ November 2023 start of Commission inter-service consultation with final draft SReq version.

# Content of draft SReq – Digital Product Passport

#### **Content of SReq 'DPP'**

- Scope of work: to describe the IT concepts for the DPP system to be operational;
- 8 areas of interest;
- Challenge for standardizers: to deliver the standards is 31. December 2025;
- No product specific information and technical solutions are included;
- Coordination with EC is complex, many DG's form the Commission are involved;

Reference information	
1.	Harmonised standard(s) on unique identifiers
2.	Harmonised standard(s) on data carriers and links between physical product and digital representation
3.	Harmonised standard(s) on access rights management, information, system security, and business confidentiality
4.	Harmonised standard(s) on interoperability (technical, semantic, organisation)
5.	Harmonised standard(s) on data processing, data exchange protocols and data formats
6.	Harmonised standard(s) on data storage, archiving, and data persistence
7.	Harmonised standard(s) on data authentication, reliability, integrity
8.	Standards on APIs for the DPP lifecycle management and searchability

# New Technical Committee 'Digital Product Passport'

#### **CEN and CENELEC Joint Technical Committee (JTC)**

- Establishment approved by the CEN and CENELEC Technical Boards on 20<sup>th</sup> September 2023;
- Name: CEN/CLC-JTC 24 'Digital Product Passport'
- The Secretariat is held by Germany (DIN);
- (Proposed) Chairperson = Prof. Thomas KNOTE (Fraunhofer Institute);
- The kick-off meeting of the Committee is scheduled for 18th December 2023.

#### **Deliverables and responsibilities**

- Coordinating the development and adoption of standards for the DPP (fist the system);
- SReq DPP Annexes include proposals for standards to be used and adopted for creating a DPP system;
   the list will be reviewed by JTC 24;
- Requirements by EC: system must be based on standards which are already in use (where possible);
- Guarantee interoperability between new and existing DPP approaches.

# Thank you for your attention!

Carolina Müller, CEN and CENELEC Project Manager – Energy and Living cmueller@cencenelec.eu







#### Stay tuned!



- circthread.com
- trick-project.eu



- company/circthread-project/
- company/trickproject/









# Cirpass

Jan Merckx – GS1 Netherlands

Rimini - 07/11/2023



# My passport











Plastics Recycling Hub EV Batteries Reprocessing



CTLAB



**CE Action Plan** 

ESPR - DPP

# The DPP roadmap

2024

EUROPEAN
COMMISSION

Brussels, 30.3.2022
COM/2022) 142 final
2022/0095 (COD)

Proposal for a

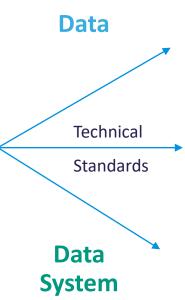
REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL
establishing a framework for setting ecodesign requirements for sustainable products
and repealing Directive 2009/125/EC

(Text with EEA relevance)

(SEC(2022) 165 final] - [SWD(2022) 81 final] - [SWD(2022) 82 final] -

Eco-Design for Sustainable Products, Regulation

**ESPR** 





#### **ESPR Prioritisation**

available





Delegated Act Textiles 2025-2027



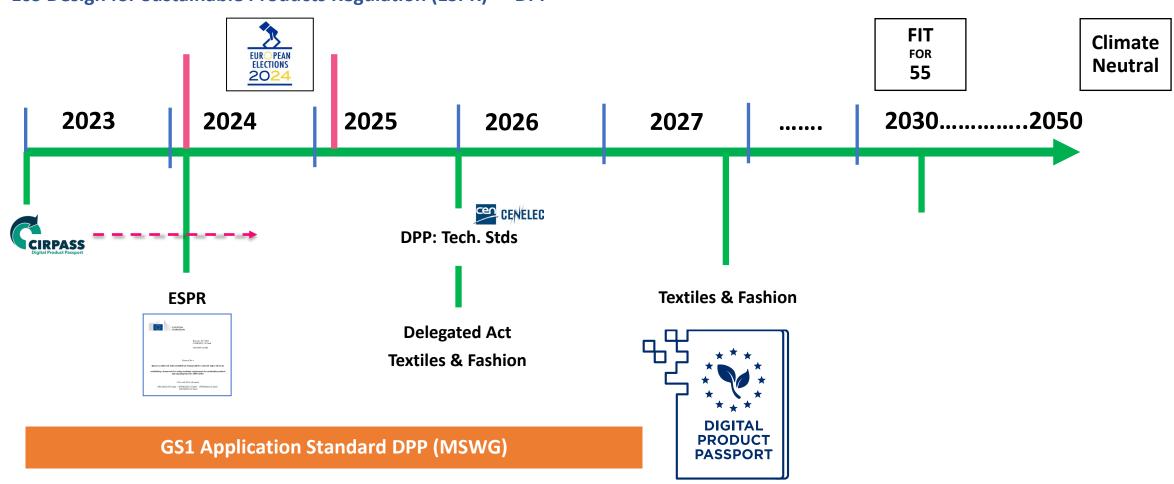




#### Timeline



#### **Eco Design for Sustainable Products Regulation (ESPR) -> DPP**



### The ESPR – Eco-design requirements

EUROPEAN COMMISSION

Brussels, 30.3.2022 COM/(2021) 142 final 2022-0695 (COD)

Proposal for a

REGULATION OF THE EUROPEAN PARLIAMENT AND OF THE COUNCIL

Eco-Design for Sustainable Products, Regulation

and repealing Directive 2009/125/EC

(Text with EEA relevance)

{SEC(2022) 165 final} - {SWD(2022) 81 final} - {SWD(2022) 82 final} {SWD(2022) 83 final}

**ESPR** 

#### Article 1: ecodesign requirements

**Performance** requirements (see article 5, 6 and annex I)

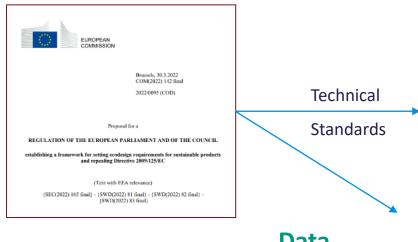
- (a) product durability and reliability;
- (b) product reusability;
- (c) product upgradability, reparability, maintenance and refurbishment;
- (d) the presence of substances of concern in products;
- (e) product energy and resource efficiency;
- (f) recycled content in products;
- (g) product remanufacturing and recycling;
- (h) products' carbon and environmental footprints;
- (i) products' expected generation of waste materials.

**Information** requirements (see article 7, 8 and annex III)

This Regulation also establishes a digital product passport ('product passport')

# The DPP data system

#### 2024



Eco-Design for Sustainable Products, Regulation

**ESPR** 







Delegated Act Textiles 2025-2027





2022 - 2024

### The ESPR – Art. 10 - Essential requirements

#### 2024



Eco-Design for Sustainable Products, Regulation

**ESPR** 

Data System Art. 10: Essential requirements of technical design and operation of the DPP

- (a) product passports shall be **fully interoperable** with other product passports in relation to the **technical**, **semantic and organisational** aspects of end-to-end communication and data transfer;
- (b) free access based on their respective access rights
- (c) data stored the economic operator
- (d) not be allowed to sell, re-use or process
- (e) remain available including after an insolvency, a liquidation or a cessation of activity
- (f) rights to access and to introduce, modify or update information specified in delegated acts
- (g) data authentication, reliability and integrity shall be ensured
- (h) designed and operated so that a high level of security and privacy is ensured and fraud is avoided.

### The ESPR – Art.9 – General DPP requirements

**Data** 

2024



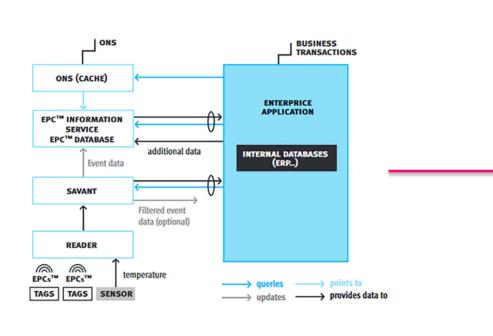
Eco-Design for Sustainable Products, Regulation

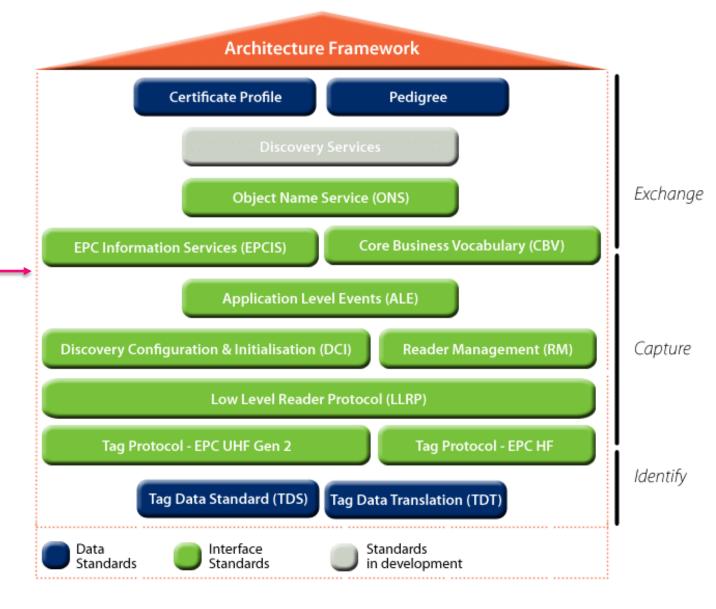
**ESPR** 

#### Article 9: general DPP requirements

- (a) connected through a data carrier to a unique product identifier;
- (b) the data carrier shall be **physically present on the product**, its packaging or on documentation
- (c) the data carrier and the unique product identifier shall comply with standard ('ISO/IEC') 15459:2015;
- (d) all information shall be based on **open standards**, developed with an **inter-operable format** and shall be **machinereadable**, **structured**, and **searchable**,
- (e) shall refer to the product model, batch, or item
- (f) The **access** to information included in the product passport shall be regulated in accordance with the essential requirements set out in Article 10 and the specific access rights at product group level shall be identified in the applicable delegated act adopted pursuant to Article 4.

# 1999: Internet of Things – The Auto ID Center





#### What is CIRPASS?

Funded by the European Commission under the Digital Europe Programme, **CIRPASS** is a collaborative initiative to prepare the ground for the gradual piloting and deployment of a standards-based **Digital Product Passport (DPP)** aligned with the requirements of the Proposal for Ecodesign for Sustainable Product Regulations (ESPR), with an initial focus on the electronics, batteries, and textile sectors.

- Duration: 18 months (from Oct 2022)
- Coordination and Support Action (CSA)
- Involvement of 31 partners representing thousands of industrial, research, digital, and international, standards, organisations across Europe and beyond.





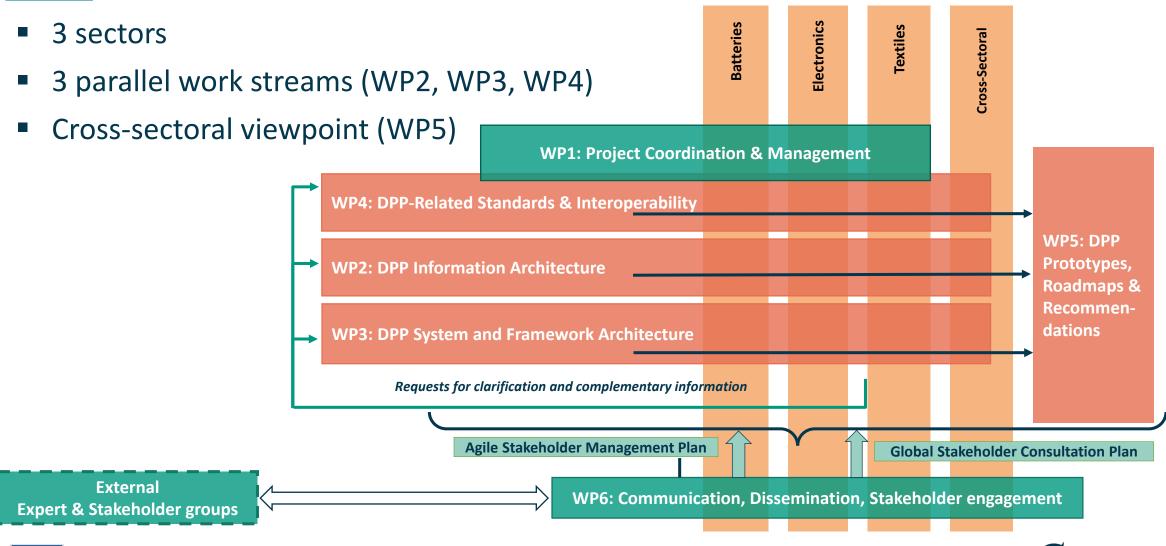
# **CIRPASS Main Objectives**

- Create an inclusive forum to build a common understanding of a crosssectoral DPP.
- Build stakeholder consensus on DPP prototypes in three sectors:
  - Batteries
  - Textiles
  - Electronics
- "By 'Prototype' is meant a simple description of a Digital Product
  Passport including agreements and suggestions on all aspects including: data,
  technical, semantic, organisational and legal."





#### **CIRPASS Work Streams**

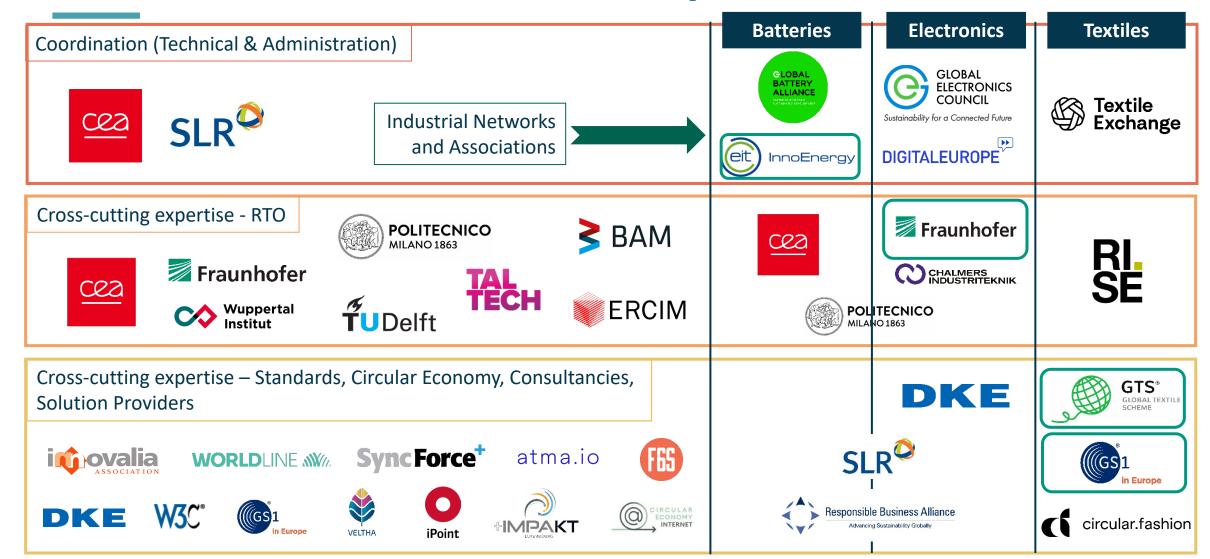






# **CIRPASS Consortium – 31 partners**

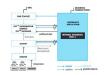






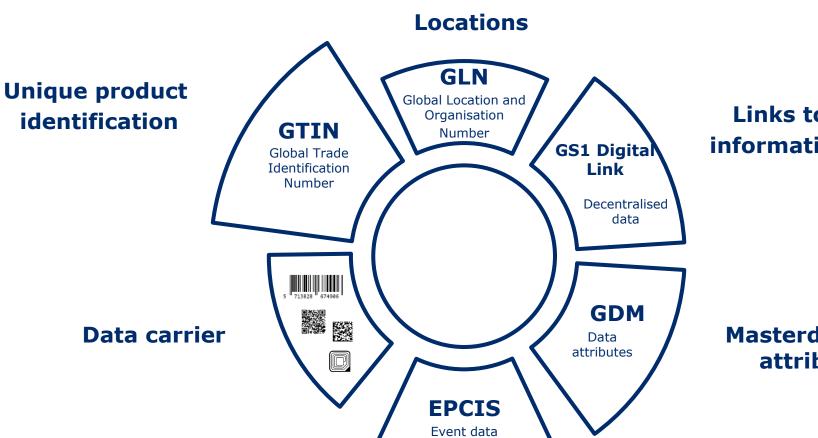


#### The GS1 toolbox for a DPP



**PASSPORT** 







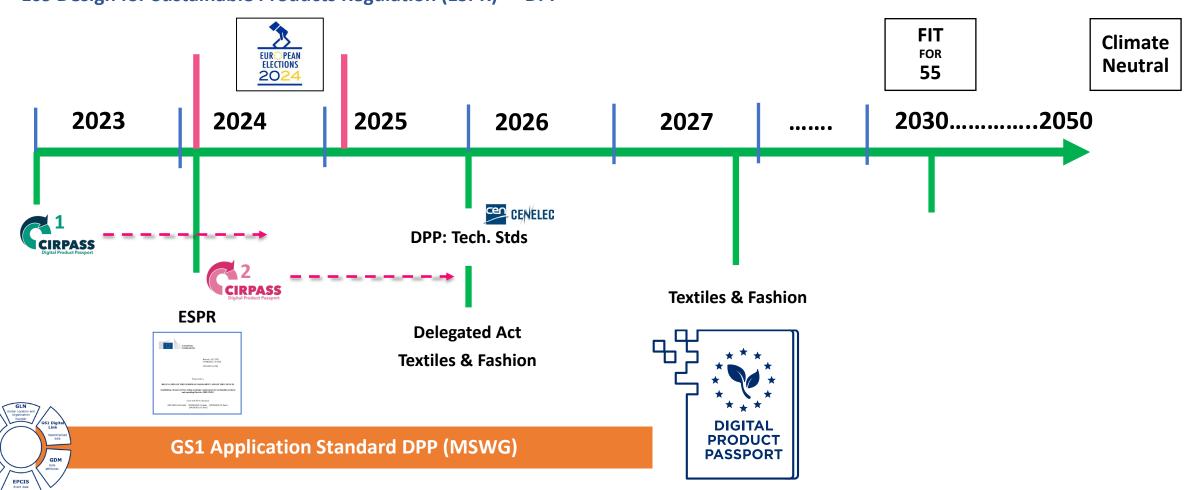


**Masterdata and** attributes

#### Timeline



#### **Eco Design for Sustainable Products Regulation (ESPR) -> DPP**

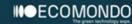


# Thank you for your attention!

Jan Merckx

Jan.Merckx@gs1.nl







#### Stay tuned!



- circthread.com
- trick-project.eu



- company/circthread-project/
- company/trickproject/









# **Textile Supply Chain Traceability**

The role of DPP & Standardisation - What companies need to do?

Lutz Walter, Textile ETP

Rimini - 07/11/2023



## What is the Textile ETP?

The largest Community of Textile Research & Innovation Professionals in Europe

Objective: ensuring long-term competitiveness of the EU Textile & Clothing Industry through collaborative and market-oriented research & innovation.

- Brussels-based
- Launched as an industry-led initiative in 2004
- Non-profit organisation since 2013
- 4 founder organisations:









**185** 

associated member organisations from **29**European countries

150+

Masterclass & community subscribers

1300+

connected experts

## The 3 big Sustainability Challenges



Defossilise & Biobase

No fossil primary materials

**Renewably Electrify** 

No fossil energy in production



Produce locally, on demand



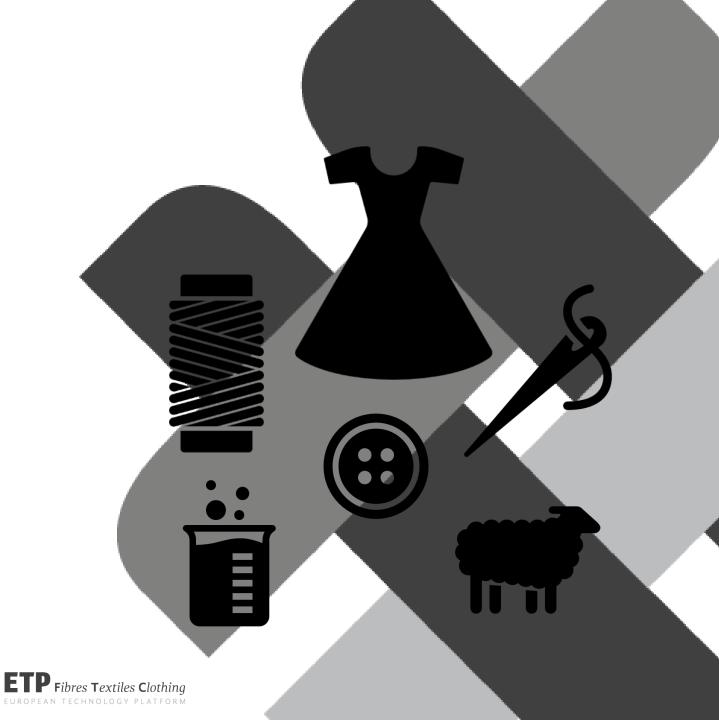


**Know Your Customer** 



# KYS

**Know Your Supplier** 



## **Key Aspects of the DPP**



- Data Collection (e.g. materials and chemicals used, manufacturing locations/processes employed, energy or water consumption, environmental impact...)
- Data Analysis and Information Generation: Turn raw data into relevant & communicable information
- Supply Chain Data Management (ensure chain of custody)
- Data carrier & data presentation unique product identifier linked to a database
- Accessibility: who has the right to see what?
- Product Lifecycle Tracking: possibility to update DPP during product life

## What to do as a company

- 1. Stay informed
- 2. Map your full supply chain (upstream & downstream)
- 3. Create a sustainability data strategy & responsibilities/incentives
- 4. Update your (green) marketing
- 5. Make small experiments/join pilot projects (collect & analyse data inhouse & with supply chain partners)
- 6. Develop digital skills & help your less advanced supply chain partners
- 7. Start talking to companies offering DPP services/tools
- 8. Join alliances/associations to work on data, process & service standards



## Don't miss the TRICK project events!



#### Wednesday 8th November

10:30 - 11:30 @ Textile District - Workshop Area pad. B3

TRICK project: the solution to boost a sustainable and traced textile value chain (in English)

Hosted by Sistema Moda Italia

#### **Thursday 9th November**

14.45-15.00 @ Tiglio Room A6 pav.

Enable circularity and traceability in the textile value chain through blockchain technology (in Italian)

Carla Fité Galan (UPC), Alessandro Canepa (Fratelli Piacenza S.P.A)







## Thank you for your attention!

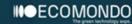
#### **Lutz Walter**

lutz.walter@textile-platform.eu

Connect with me on LinkedIn









### Stay tuned!



- circthread.com
- trick-project.eu



- company/circthread-project/
- company/trickproject/









## TRICK data model and standardisation

in "How to pave the way to the future Digital Product Passport: the role of standardization"

Rimini - 07/11/2023

Piero De Sabbata

(expert collaborating with Politecnico of Milano, formerly ENEA CROSS-TEC laboratory)

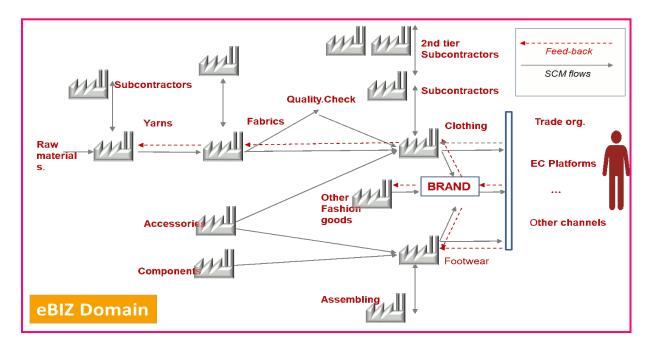


## Summary

- TRICK data model and its requirements
- TRICK and standardisation
- TRICK Approach and issues
- TRICK and party and product identification
- What's next?

## TRICK data model and its requirements/1

1. Moving from linear scenario up to a circular one

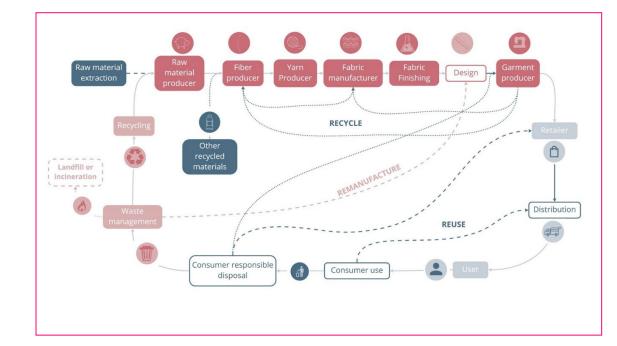


#### **Demanding for**

- SYSTEMS INTEROPERABILITY
- TRANSPARENCY and DATA AVAILABILITY
- DATA QUALITY and CLEAR UNAMBIGUOUS SEMANTIC
  - → standardisation

#### More complexity and more information:

- Business as usual
- PEF, Health, Social & Ethics, Material circularity assessment
- Other specific services like PCO, anti-counterfeiting...



## TRICK data model and its requirements/2

- 2. Looking for a Trade off between generalisation and cost effectiveness
- Standards (*should*) offer a guidance for the data representation and semantic
- Standards (*should*) allow investing once for many partnership

systems

- Standards are complex in order to meet more than one use case
- Standards' complexity hampers their adoption by small organisations

#### xpaths to identify its content An eBIZ order (vertical, initial Whish list.... Few degrees for fredoom for version) had 76 possible xpaths to Vertical (domain (mis)interpretation identify its content 1. Ready to use oriented) vs Reduced effort for designing Horizontal specification solutions Same approach Easy to map each other Common analysis 2. Harmonised and towards proprietary Easy translation

Example:

An UBL 1.0 order (horizontal spec.)

allows 2-3 millions of possible

#### TRICK framework

- A framework based on
- UNECE methodology for transparent and sustainable supply chains,
- CEN CWA 16667, eBIZ specifications for data exchange in textile clothing industry
- a number of other standards (like GRS) and nomenclatures (like TARIC, incoterm, ...)
- Original contribution from the TRICK project will complement such a framework:
- Mixed **Event based** (GS1 and UNECE) versus **Message based** approach in order to integrate business as usual with the event based traceability models
- Allow close integration with **blockchain** distributed ledgers
- Allow multiple Product and Location **identification scheme** (not binding to a single issuer: GS1, GTS, others)
- Proposal of Enriched Event paradigm: event descriptors are self explaining and self contained
- emphasize the knowledge and autonomous role of SMEs performing a single step in the chain
  - Link to policy brief «How can standards facilitate the setting up and management of sustainable SMEs supply chains?":
  - https://mydisk.cs.upc.edu/s/THSSFPSESCHqQCG



## TRICK public data model

TRICK data model is a public proposal of extension of eBIZ specifications

- Achieved Objectives and Outcomes
- 1. 154 decoding tables (42 built specifically for TRICK), representing its ontology and **nomenclature**s (from UNCEFACT, EWC, TARIC, and others built for TRICK like the **process step taxonomy** with more than 195 new elements)
- 2. Extension of the eBIZ specification, including 308 new structured data elements (previously 912) supporting traceability and sustainability in TC sector
- 3. An enriched event model adopted for reporting product history with a multiple identifiers approach

#### Ontology

conceptualization of the **knowledge** about the domain, organized within the eBIZ Dictionary, improved for TRICK purposes and accessible via web application.

#### **Extended Dictionary**

abstract data model made of

- 17 processes, 43 activities
- 110 document types
- 1220 data elements
- 2477 codes in the nomenclatures

#### **Data Model**

automatically generated

XML and JSON Schemas

associated to the business
documents exchanged
within the transactions
between the parties in
the supply chain

## **Supporting** resources

User guides, XSL transformer, conformance testing tools, codelists, Coconstraint based customised use profile generator... courses...

## TRICK p

TRICK data n

- Achieved Objective
- 154 decoding tab UNCEFACT, EWC elements)
- Extension of the traceability and su
- An enriched ever

#### **Ontology**

conceptualization of the knowledge about the conganized within the electronary, improved for TRICK purposes and accessible via web application.

eBIZ: initiative launched by European Commission (DG Industry & Enterprise) and promoted by EURATEX, CEC and ENEA, managed by EURATEX.

#### Objective

Creation of a favourable environment for ICT and eBusiness adoption for the European Textile, Clothing and Footwear (TCF) industry enabling an inclusive supply chain integration : the REFERENCE ARCHITECTURE

#### **Focus**

- Harmonisation, at European and International level, of architectures and existing standards related to the eBusiness for the TCF industries
- Creation of a critical mass of adopters

#### **History**

- 2008-10: eBIZ collects international (OASIS UBL) and sectorial experiences (Moda-ML, Shoenet) and embeds them in a common architecture (eBIZ-TCF project)
- 2010-13: eBIZ submitted to a **CEN WS process**
- 2016-18: a new project, eBIZ 4.0, had been launched to foster its adoption among European industries and software developers and to exploit synergies with the RFID technology.

www.ebiz-tcf.eu, www.ebiz.enea.it

**ature**s (from more than 195 new

sly 912) supporting

pproach

## Supporting resources

er guides, XSL
nsformer,
nformance testing
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sed customised use
ofile generator...

the supply chain

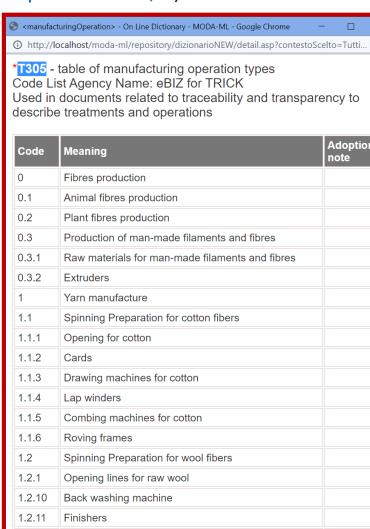
courses

## TRICK components

1. eBIZ consolidated processes: raw material, yarn, fabric, garment supply chain operations (supplying, subcontracting, quality check, etc: tipical EDI models: catalogue, master data, order, order response, despatch advice, ..)

#### 2. Extension of TRICK for traceability

- Traceability report:
- Multiple numbering organisations for product and party identifiers
- Tracing who and when is uploading information
- Daily operation and third party evidences (eCMR..)
- Enriched Event Based Model (mapped towards EPCIS (GS1) and UNECE specifications (libraries UNCL 21A, 21B and 22)
- Disclosure instructions for each element/group of elements uploaded
- Hierarchical taxonomy of 195 manufacturing steps with multilevel granularity
- Logistic messages for traceability (despatch/receiving advice referencing eCMR documents, lots, transport means and other evidences)



## **TRICK** components

#### 3. Extension of TRICK for Transparency

- Transparency report:
- supporting PEF Category Rules (draft PEF-CR) for apparel products, SA8000 and others
- primary data collection with reference quantity of product (example: x kWh per 1 yarn kg)
- collected data associated to the validationMethod of calculation/estimation
- Information on disclosure policy declared at low granularity
- holistic approach to data representation: harmonisation with data requested by different certification schemes/services
- Collected statements are notarised on the blockchain
- simplified data structures for PEF, Social and ethical accountability, Health protection,...as a subset of the Transparency report

Product identification
Bill of Component
Composition
Origin
ProcessSteplist
Certificate
SelfAssertion
AssessmentStudyDocument
SustainabilityCharacteristics
Bill of material
Bill of chemical
Bill of waste
Bill of direct emissions
Bill of energy
Bill of Used Water
Bill of treatments
Bill of transport
internalWastewaterTreatmentPlant

## TRICK holistic data representation

- •Holistic approach to data representation: harmonisation with data requested by other services
- Matrix of data blocks reuse



Empower on PRIMARY data collection rather than secondary data and 'certifications' only strategies

SERVICE	Traceability	PCO	CMA	PEF	HEALTH	SOCIAL	AIAC
Product identification	Х	Х	Х	Х	Х	Х	Х
Bill of Component	X	Х	Х	Х	Х	-	
Composition	-	Х	Х	Х	Х	-	
Origin	X	X	-	-	-	X	
ProcessSteplist	X	X	X	X	Х	X	
Certificate	-	-	X	-	Х	X	
SelfAssertion	X	X	X	Х	Х	X	X
AssessmentStudyDocument	X	X	X	Х	Х	X	
SustainabilityCharacteristics							
Bill of material	-	-	X	X	Х	-	
Bill of chemical	-	-	X	Х	Х	-	
Bill of waste	-	-	X	X	-	-	
Bill of direct emissions	-	-	•	X	_	-	
Bill of energy	-	-	-	X	_	-	
Bill of Used Water	-	-	-	Х	-	-	
Bill of treatments	Х	X (simplifie d)	Х	Х	Х	-	
Bill of transport	Х	X	-	Х	-	-	
internalWastewaterTreatmentPla nt	-	-	-	Х	-	-	

## TRICK multiple identification system support

TRICK allows multiple identication systems support:

• identifiers from owner of registries (like GS1, GTS and others), for example EAN product number, are supported and TRICK allows to declare WHO issued such code so that different ones can cohexist

But, in order to avoid minimize costs and changes internally to the legacy systems,

- a Party can also be identified by an EORI like code, (typically based on ISO two characters representation of the country)+<a fiscal code of the company>
  - in Italy it is IT+<vat code>
  - in turkey it is TK+<unique fiscal company number> it is easy, free, recognised, and absolutely unique.
- A Product might be also identified in the same way by different actors (one product multiple UID :
  - product identifiers: <producer eori code>\$<internal product code of the supplier >
  - It works also to assign

It is easy, it is readable, it is unique and allow anybody to adopt the preferred coding rules

**Drawback**: when company A buys products from company B it is necessary a mapping between the different identificators; one from the producer, one from the buyer.

### **Towards DPP**

#### DPP Position Paper – DPP Compliance

Alignment of TRICK Services data with the DPP:

TRICK collects data that can sustantiate the claims and assertions in the DPP.

	Preferential Certification of Origin (PCO)	Circularity Assessment	Product Environmental Footprint (PEF)	Health Protection Assessment	Ethical Assessment	A.I. for Anticounterfeting
(a) durability						
(b) reliability						
(c) reusability						
(d) upgradability						
(e) reparability						
(f) possibility of maintenance and refurbishment						
(g) presence of substances of concern						
(h) energy use or energy efficiency						
(i) resource use or resource efficiency						
(j) recycled content						
(k) possibility of remanufacturing and recycling						
(I) possibility of recovery of materials						
(m) environmental impacts, including carbon and environmental footprint						
(n) expected generation of waste materials						

On April 17th 2023, the TRICK consortium presented a set of recommendations related to the DPP requirements to the ESPR proposal that will be laid down in the future delegated acts of the textile category

## Thank you for your attention!

Contact:

piero.desabbata@gmail.com







### Stay tuned!



- circthread.com
- trick-project.eu



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- company/trickproject/









## The consumers' perspective

#### Luisa Crisigiovanni

Euroconsumers Head of Fundraising Program and Eu Projects Development

Rimini - 07/11/2023



#### CONSUMER SURVEY FOR CIRCTHREAD

#### **Aims**

- Define the scope of a digital platform linked to consumers' products and explore which relevant information to include for their benefit
- Incorporating consumers' experiences

#### **Methodology and main dimensions**

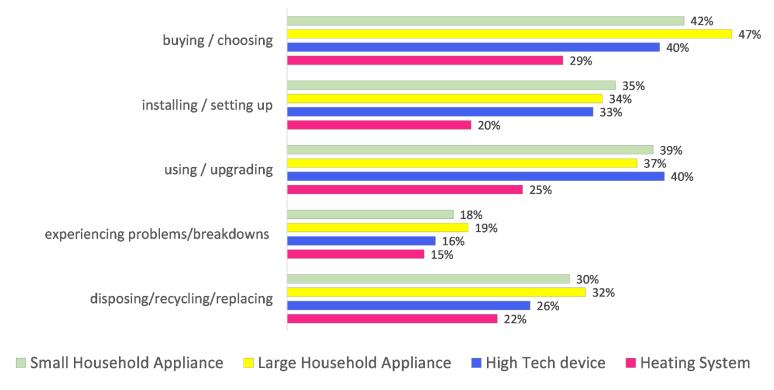
- Self-administered online questionnaires
- Data collection: May 2022
- National representative samples Belgium, Italy, Portugal and Spain
- 5.665 respondents aged 25 to 64.
- Detect what kind of information about sustainability is helpful from a consumers perspective when purchasing and using products, as well as key aspects that would facilitate the active involvement of consumers during product lifetime, tailored to:

Small and large household appliances, Hi-tech devices, and Heating systems



#### **MAIN FINDINGS**

#1 Significant gaps of information, especially when faced with product breakdowns and disposal



Percentage of people perceiving themselves as '(very) well informed' in the different lifecycle phases



#### **MAIN FINDINGS**

#2

A large majority consumers (>70%) is ready and willing to use circular economy information, yet only a minority is willing to pay for it (5% - 20%).



Percentage of 'Yes, even if had to pay a small fee'

Percentage of 'Yes, but only for free'

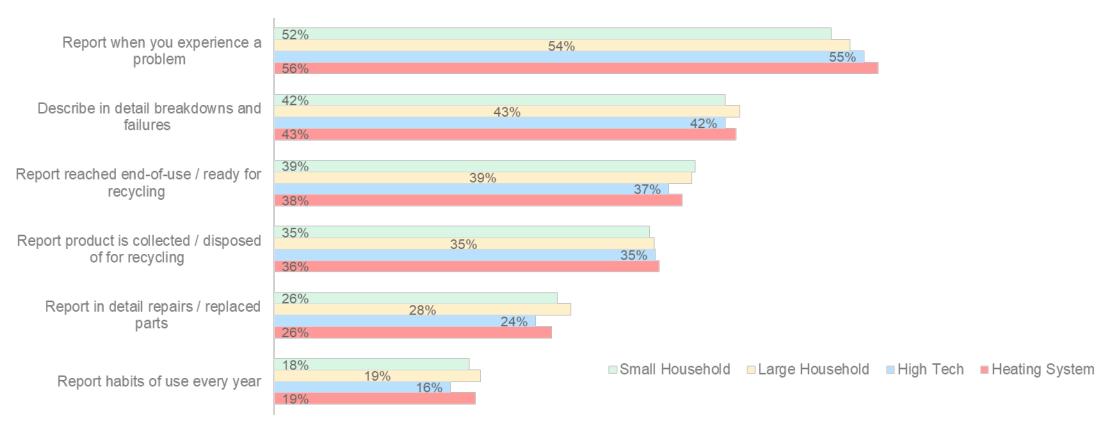




#### **MAIN FINDINGS**



## The willingness to perform actions / share information varies between 16% and 56% depending on the requested action



Respondents willing to perform actions / share information related to their products through an app/website



#### INFORMATION NEEDS ASSIGNED TO THE PLATFORM



#### When purchasing a new product

Most important sustainability / circularity criteria:



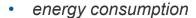
#### When using product / facing a problem

• Main interest for information:



#### When disposing / recycling

(Very) helpful information to extend the lifespan of the device (Dishwasher example):



- expected lifespan
- expected cost level for use and maintenance
- easiness to repair
- use & maintenance guidance
- repair cost estimates
- warranties
- reliability
- repair guidance
- information about pick-up services at home for repair/recycling
- maintenance tips and advisory
- support to handle repairs
- support for disposal and recycling





#### **BARRIERS TO USE A DIGITAL PLATFORM**

Two main BARRIERS for half of the consumers to register and use the platform, whichever the product categories

• PRIVACY: interactions with digital tools on an anonymous basis, by registering the products and not the individuals

**Around 2 in 3** respondents ...

- ... having privacy concerns would register products only if anonymous
- ... lacking trust in brands would register products only if anonymous



COST: low willingness to pay any fee but more willing to participate if some benefits are available (f.i. useful information)

#### What else could hold back use?

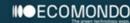
- fear of receiving advertisement
- lack of trust in independent organizations and in brands
- · minor obstacles: lack of time, lack of reward and unclear benefits



## Thank you for your attention!

Luisa.Crisigiovanni@euroconsumers.org







#### Stay tuned!



- circthread.com
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- company/trickproject/









## Consumer Behavior relating to Circular fashion, Innovation and Usage of QR code

Micol Batelli Scuola Universitaria Superiore Sant'Anna

Rimini - 07/11/2023



## **Study Aim and Methodology**



A questionnaire-based survey has been developed to assess:

- 1. Consumer sustainable behaviors relating to the textile sector
- 2. Consumer attitude towards technology (QR-code and blockchain)

#### Main objectives:

- > Outline some specific **consumer behaviors** defining their **extent**
- Understand which factors influence consumers preferences, choices and actions
- > Explore motivations, barriers and relations among variables



## **Study Context**

- Survey administered from December 2021 to January 2022
- > A random sample of citizens aged 18-70 chosen to ensure representativeness
- > 5,124 usable questionnaires collected in five European countries



**ITALY** 

**GERMANY** 

**SPAIN** 

FRANCE

**POLAND** 

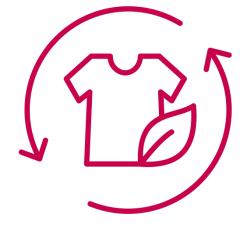
## **Awareness and Perception of Self-effectiveness**

75%

is aware of the amount of waste generated by the fast fashion system and believes that recycling garments can help to prevent such a huge waste of resources

80%

agrees that it is worth disposing of end-of-life clothing properly



75%

believes that it is important to **extend product life by choosing long-lasting clothes or by giving a new function** to those that are no longer used

## **Purchasing Behaviors and Preferences**

7%

10%

7%

8%

8%

20%

15%

19%



- 1 Price
- 2 Quality of materials
- 3 Durability
- 4 Environmental impact\*
- 5 Company ethical behavior
- 6 Use of recycled fibers
- 7 Aesthetics
- 8 Local production
- 9 Fashionable

(\*) Impact of the entire life cycle (CO<sub>2</sub> emissions, water consumption, etc.)

## Sustainable purchasing: Most adopted behaviours

62%	Prefer clothes with <b>natural fibres</b>
60%	Buy clothes without wrapping/packaging
57%	Choose <b>long-lasting clothes</b> of the highest quality available
50%	Select fabrics produced through low environmental impact methods

## **Consumption Models**

## New sustainable consumption models

Limited-adoption behaviors

< 30%

- Modification/adaptation of old clothes to create new ones
- purchase of modern secondhand clothing
- purchase of clothes made with reused materials
- > swapping





Considering a virginfibers sweatshirt is

€ 40

54% is willing to pay **more** 

7% would pay the **same** 

39% is willing to pay less

#### **Motivations and Barriers**

#### **MOTIVATIONS**

Consumers are primarily motivated by **personal drivers** for purchasing **sustainably produced** and **second-hand clothing**:

- > It makes them feel better
- ➤ It allows to do something worthwhile
- > It helps express their identity

Motivations for **rented clothes** are more **functional**, focusing on **economic benefits**, **space-saving**, **style conformity**, and **flexibility**.

#### **BARRIERS**

- > The main barrier is the higher cost of sustainably produced clothing
- Consumers are concerned about hygienic conditions and sanitary risks for second-hand and rented clothing

## **Post-purchasing Behaviors**

#### Caring and repairing

washes clothes at **low** temperatures

>60% pays attention to care instructions on fabrics labels avoids the use of dryer and iron when possible

≈40% repairs by oneself or asks friends and relatives help to do it



#### **End-of-life**

Overall virtuous habits: only 19% of respondents throw away clothes

Low attitude towards obtaining an economic advantage by selling clothes or swapping them 25%

The most common behavior is taking clothes to collection centres or shops for recycling 51% or donation 47%



## **Accessibility and Trust in Information**

## Accessibility to information and Trust in claims and labels

50% feels confident when additional information is available

When the information is third-party certified, trust increases by 10%

54% declare green labels enhance credibility and their proenvironmental attitude

46% affirms to be influenced by eco-labels in their shopping habits

**QR** codes and blockchain can serve as enabling factors to promote circular behaviors, offering a means to provide valuable purchasing information

#### QR code

**QR-code** perception

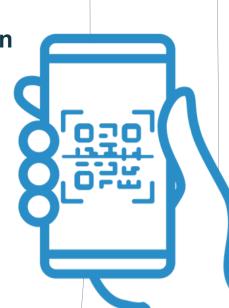
≈80%

highly value QR code for obtaining information and time-saving during shopping

find it user-friendly and easy to learn

perceive QR-code as reliable, safe, and accessible for obtaining additional information

consider information obtained highly/moderately **relevant** 



#### **QR-code utilization**

60% use QR-code at least 1-3 times in a month

40% use QR-code frequently for product information

80% show a positive attitude towards innovation and seek novelty

are open to adopting QR-code scanning to support their purchase decisions

## **Blockchain Technology**

## Knowledge and Trust in blockchain

**Limited knowledge** of blockchain technology:

only 2% correctly identifying all four true/false statements

52% provide 4/4 incorrect answers or admit to not know

40% trust in this emerging technology and its associated benefits

Fostering trust in new technology requires education on its core features and benefits, coupled with opportunities for hands-on experience in everyday life to

fully grasp its real

advantages

## **Key Takeaways**

#### **Final considerations**

Most European consumers understand the environmental and social **impacts of the current linear fashion model** and the **importance of adopting sustainable behaviours** 

However **economic factors** and **product features** continue to **influence clothing-related decisions** heavily

The potential of **QR-code and blockchain technology** to promote **fashion's shift to circularity** requires proper exploitation, as a **promising consumer path** toward sustainability is emerging but **needs further support** 

## **TRICK Project's Contribution**

#### TRICK Platform: Paving the way for circular fashion

TRICK holds a pivotal role in overcoming potential barriers to facilitate the development of innovative circular textile value chains:



- 1. Promoting collaboration among key actors, including consumers
- 2. Eradicating greenwashing and demonstrating the value of circularity by leveraging blockchain-based traceability

#### Possible future steps for the digital product passport

- 1. Improve consumer engagement in the circular economy by providing information for better usage and disposal of clothing
- 2. Offer consumers the possibility to access the platform to **enter new information** while **gathering** their **feedback** (in a **product-as-a-service** perspective)

### What's next?

#### **Future research**

- Conducting a follow-up study after two years in order to obtain longitudinal data reflecting shifts in the perceptions and behaviours of European consumers over time
- 2. Replicating the same research design in the food industry (the second chain involved in the project)



#### Policy makers' role

Policymakers need to further support consumers by:

- Promoting a well-functioning market for secondary raw materials, considering both quality and cost-effectiveness
- 2. Encouraging the adoption of clothing **rental services** (and other P-a-a-S models) through appropriate incentives
- 3. Creating **standard certifications** that bolster consumers' trust in **sustainable clothing** and counteract greenwashing

## Thank you for your attention!

Complete report: Consumer Behavior relating to Circular fashion Innovation and Usage of QR code

Authors: F. Testa; N. M. Gusmerotti; M. Batelli; S. Carlesi; V. Di Iorio; T. Iannuzzi; S. Limone

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Istituto di Management – Scuola Superiore Sant'Anna

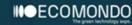


https://www.santannapisa.it/it/istituto/management/sum-management-della-sostenibilita



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## APPENDIX

## Trends across Europe

- ➤ Italian, Polish, and Spanish consumers exhibit a stronger inclination towards sustainable fashion habits compared to German and French
- ➤ Poland stands out for its active engagement in purchasing second-hand clothing. Germany and France are less inclined to rent or acquire vintage items
- > Self-repair is most practiced in France, Germany and Poland
- > Spain and Italy trust more environmental claims and eco-labels, while France and Germany tend to be more sceptical
- > Spain, Italy, and Poland exhibit a greater willingness to embrace QR codes

