



# DIGITAL PRODUCT PASSPORT

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GS1 Standards



# ALL YOU NEED TO KNOW



The European Union is strongly committed to becoming the first climate-neutral region by 2050. To get there, the Green Deal was drawn up, and several other pieces of legislation including the proposal for a new Ecodesign for Sustainable Products Regulation (ESPR). One of the main instruments of this policy is the Digital Product Passport (DPP).

Allowing to obtain all relevant information, throughout the entire life cycle of products, the DPP also assumes a central role in the Circular Economy, which advocates a paradigm shift and proposes a transformation in the current take-make-waste system, focusing on recycling and reuse of products and components for as long as possible.

The legislation on ESPR and DPP is still being finalised but at this stage it is already known that it will be applied to all products and components in almost all sectors of activity - excluding food, feed, medicinal products, and motor vehicles with regards to the requirements already set in the type-approval legislation - impacting all economic operators taking part in the production and commercialisation of products within the European Union.

It will create a set of new rights and duties for those buying and selling, it will simplify processes and ultimately improve the consumer experience.

Implementing such a mechanism demands companies' investments, but the GS1 standards system helps to make this transition easier.

**GS1 has already covered some distance, it has the knowledge acquired over many years of experience, but at the same time it is on the ground, with multidisciplinary teams studying the most efficient way to deploy the DPP.**

## WHAT IS THE DIGITAL PRODUCT PASSPORT?

- It is a mechanism to electronically register, process and share product information between producers, businesses, authorities and consumers.
- It provides clear, structured and accessible data on each products characteristics and components, its materials origin, production methods and other relevant information.
- The objective of the DPP is to simplify digital access to relevant product-specific information in the area of sustainability, circularity, and legal compliance.
- It will allow to also include traceability information when appropriate.

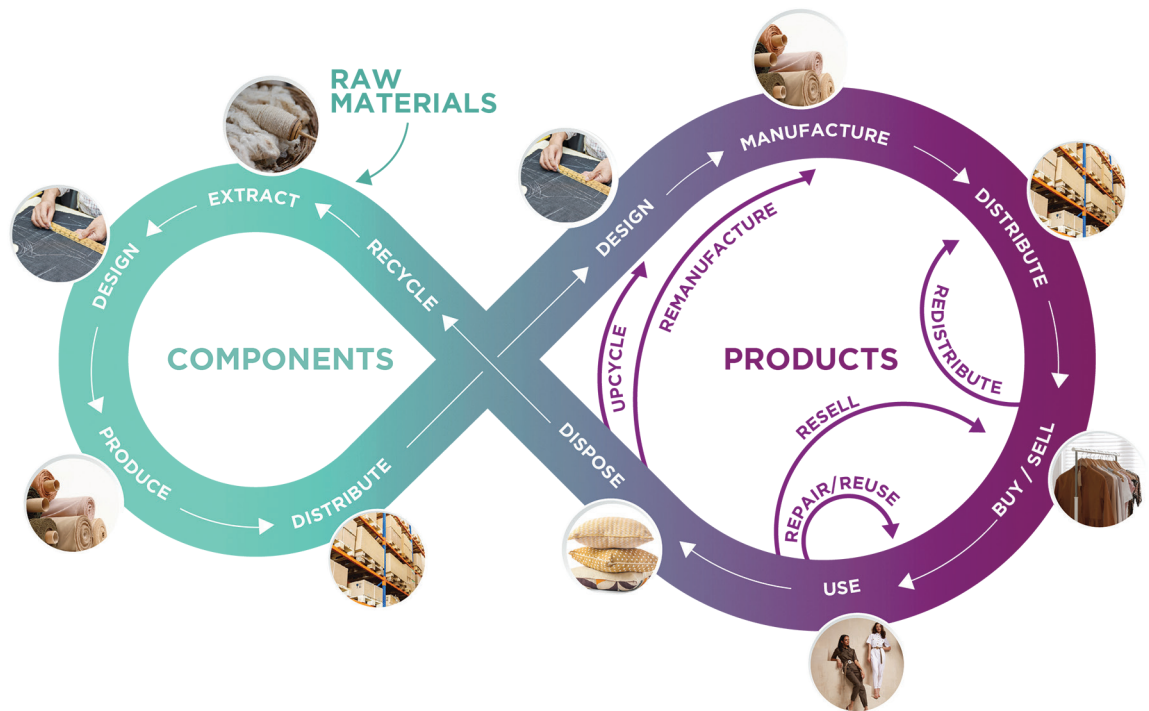
Producers and manufacturers must provide some basic information such as product master data, but also additional data like CO2 emissions and presence of substances of high concern. Along the supply chain, other actors may add other types of information, up to the delivery of the product to the final consumer and, at a later stage, accessible to those who handle repair or recycling and can as well update the data linked to product passports.

# WHY THE DIGITAL PRODUCT PASSPORT?

Our lives as consumers are becoming increasingly digital, although we don't cease to use physical items. So, we have to leverage our reliance on technology to our advantage. Having a product identification document that is instantly accessible is a guarantee of comfort, security and usefulness.

The DPP is meant to simplify and optimise processes along the entire value chain, throughout the life of a product (it may even outlast the product itself), ultimately improving the lives of those who produce, sell, consume, monitor, repair and dismantle a product.

## HOW DOES IT WORK?



## WHAT DOES IT COVER?

All relevant products, and their components, traded within the European area must be linked to a DPP, which means those items that are manufactured both inside and outside the EU. This is the responsibility for the economic operator: the company that places the product on the European market for the first time after the regulation and the sectoral acts (the so-called delegated acts) enter into force. Thus, not only European companies are affected, but also suppliers from all parts of the world exporting products into the European market.

Textiles and footwear, construction, electrical vehicles and industrial batteries, toys and detergents along with iron and steel are covered in the first phase, but it will be extended to practically all sectors (the only exemptions are medicinal products, food, and feed). So, in 2030, more than 14 billion products are expected to have a DPP.

**Find next** the implementation work ahead for the European Commission, with a comprehensive list of the product groups the Commission should prioritise.

# IMPLEMENTATION WORK AHEAD

- The Commission will adopt an EPR Working Plan. Adoption is expected within 9 months after the entry into force of EPR (i.e., around Q1-Q2 2025).

- The co-legislators have pre-identified a number of product groups the Commission will prioritise:

*Iron & steel > Aluminium > Textile, notably garments and footwear > Furniture, including mattresses > Tyres > Detergents > Paints > Lubricants > Chemicals > Energy related products > ICT products and other electronics*



- Reduces environmental impact, both in production and along the supply chain, through more efficient reuse and recycling.

- Increases transparency, as it improves traceability.

- Protects against counterfeiting and increases product safety.

## WHO DOES IT BENEFIT?

- Industry: new opportunities, new models, better data management, product optimisation, process simplification.

- Regulators: improved ability to check that companies and products comply adhere to legal compliance.

- Consumers: more information available to make better sustainable choices.

- The Commission retains the right to add or remove product groups from the EPR working plan but it should provide a justification for each decision.

## WHAT ARE THE ADVANTAGES OF THE DIGITAL PRODUCT PASSPORT?

- Boosts productivity, generating new business models and opportunities.

- Accelerates the digital transition and it can open the path towards a more just society.

- Enables companies to source in the European market.





## WHEN DOES IT COME INTO FORCE?

- After the European elections, basic product data requirements will be defined by the European Union.
- Starting from 2027, more detailed, sector-specific, requirements will be unveiled.
- By 2030, the legislative process will be concluded and the DPP will be in full operation.

Although the regulation is not yet in force, companies should start implementing it, as it is already possible for producers to provide basic information on their products. This will not only make the transition easier for when it becomes mandatory, but will also give companies a competitive advantage.



## HOW TO IMPLEMENT IT?

**Experience It in Action:  
Scan the QR Code to See How It Works!**



Implementing the DPP is a major undertaking that will shake up the entire structure of international trade. The European Commission regulation proposal emphasises the importance of having open standards in which passports are interoperable with each other. Well, GS1 has already gone a long way in this direction:

- GS1 identifiers, such as the GTIN, are already being used by a large number of companies. We are already familiar with main stakeholders in the European Union and beyond.
- GS1 has a proven credit of more than 50 years dedicated to standardisation, to supporting the industry and helping to achieve the digital transition.
- GS1 has the know-how and technical conditions, it knows the industry, markets and routes of the value and supply chains.
- GS1 has endorsed a Mission Specific Working Group\* on Circularity/DPP, with multidisciplinary team players

that include GS1 experts, trade associations representatives and industry members who are in the field, analysing the most efficient way to make GS1 standards fit for the circular economy.

- GS1 has been a trusted partner for manufacturers, brand owners, marketplaces, retailers, and consumers, who rely on this non-profit organisation to provide global solutions that benefit the entire trading process.
- GS1 identifiers and ISO compliant data carriers will enable companies to disclose data attributes throughout the same 2D carriers avoiding the disclosure of different carriers on the same (and sometimes small) label.

**Besides GS1 proven ability to support Industry in many ways, it has also been shown that using existing standards will minimise costs, will be quicker and simpler to implement, and will be familiar to a large section of the industry.**



## Do you need help?

GS1 in Europe Member Organisations can support you further in implementing GS1 standards.

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Connect with your local GS1 Member Organisation through <https://gs1.eu/gs1-in-europe-member-organisations/>

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