

A Guide to Digital Product Passports



A digital product passport (DPP) is a digital solution that makes information on product life cycles more accessible to consumers. DPPs are a pivotal step towards a more transparent and environmentally conscious marketplace.

Traceability is a prerequisite to ensure your ability to track and deliver on the coming requirements. With a simple

scan, you can unlock detailed information about a product's origin, materials and environmental footprint. The DPP serves as a digital dossier providing these insights.

DPPs represent a shift towards sustainability that is helping consumers, businesses and governments to make informed and responsible decisions.

What can a digital product passport (DPP) contain?

A digital product passport represents a digital standpoint of a product's identity and origin. As part of the European Commission's Circular Economy Action Plan (CEAP), the DPP serves as a comprehensive record that provides information about a product from its origin to its end-of-life.

DPPs support circular products and business models by providing a unique identity to each product that links one or multiple data sources. This grants effortless access to product details like:

- Durability
- Origin
- Warranty
- Recycling options
- Assembly instructions
- Repair instructions

These details come directly from the supplier or other selected data sources.

The DPP increases transparency on a product's environmental impact over its life cycle and helps supply chain players access vital information on product composition, enabling better waste management facilities that can handle and recover valuable materials more effectively, reducing greenhouse gas emissions.



How does a digital product passport work practically?

The DPP begins by creating a digital record detailing a product's origin, manufacturing process, materials and environmental footprint. This data is linked via a QR code or RFID tag. For consumers, scanning a product's QR code or RFID tag with a smartphone provides immediate access to information for informed purchasing decisions.

For businesses, DPPs offer consumer engagement, supply chain optimization, product improvement and sustainable practices. to information for informed purchasing decisions. For businesses, DPPs offer consumer engagement, supply chain optimization, product improvement and sustainable practices.

10 Best Practices for implementing DPPs

Effective DPP implementation requires planning and coordination. Consider:

1. Clear objectives for transparency, sustainability, or compliance.
2. Cross-functional collaboration across teams.
3. Data standardization for consistency.
4. Investment in technology infrastructure.
5. Supplier engagement and data sharing.
6. Educating consumers on accessing and interpreting data.
7. Continuous improvement and stakeholder feedback.
8. Regulatory compliance management.
9. Risk management, including data security.
10. Long-term sustainability planning.

By following these best practices, organizations can enhance transparency, sustainability, and value across the product life cycle.

GS1 advocates for DPPs and has worked with businesses and policymakers to develop an inclusive solution. GS1 standards ensure interoperability and efficient information sharing across global networks.



Ready to take the next step?

Contact us today to learn more about how we can support your logistics and supply chain needs.

Phone: +45 96 98 09 80

E-mail: sales@lyngsoesystems.com

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