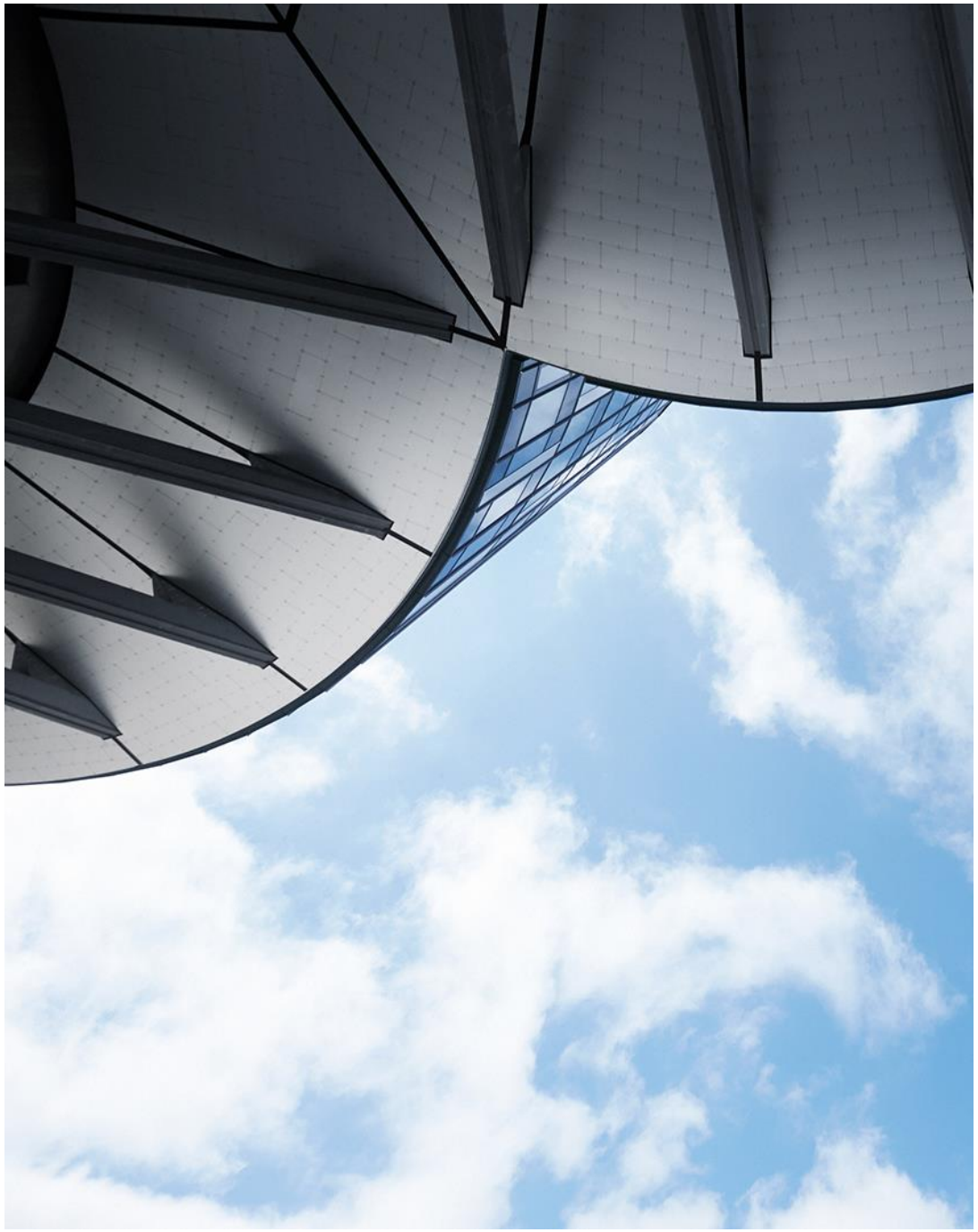
Webinar 9. november 2022

Det nye digitale produktpas

– Få indblik i fremtidens krav



Practical information

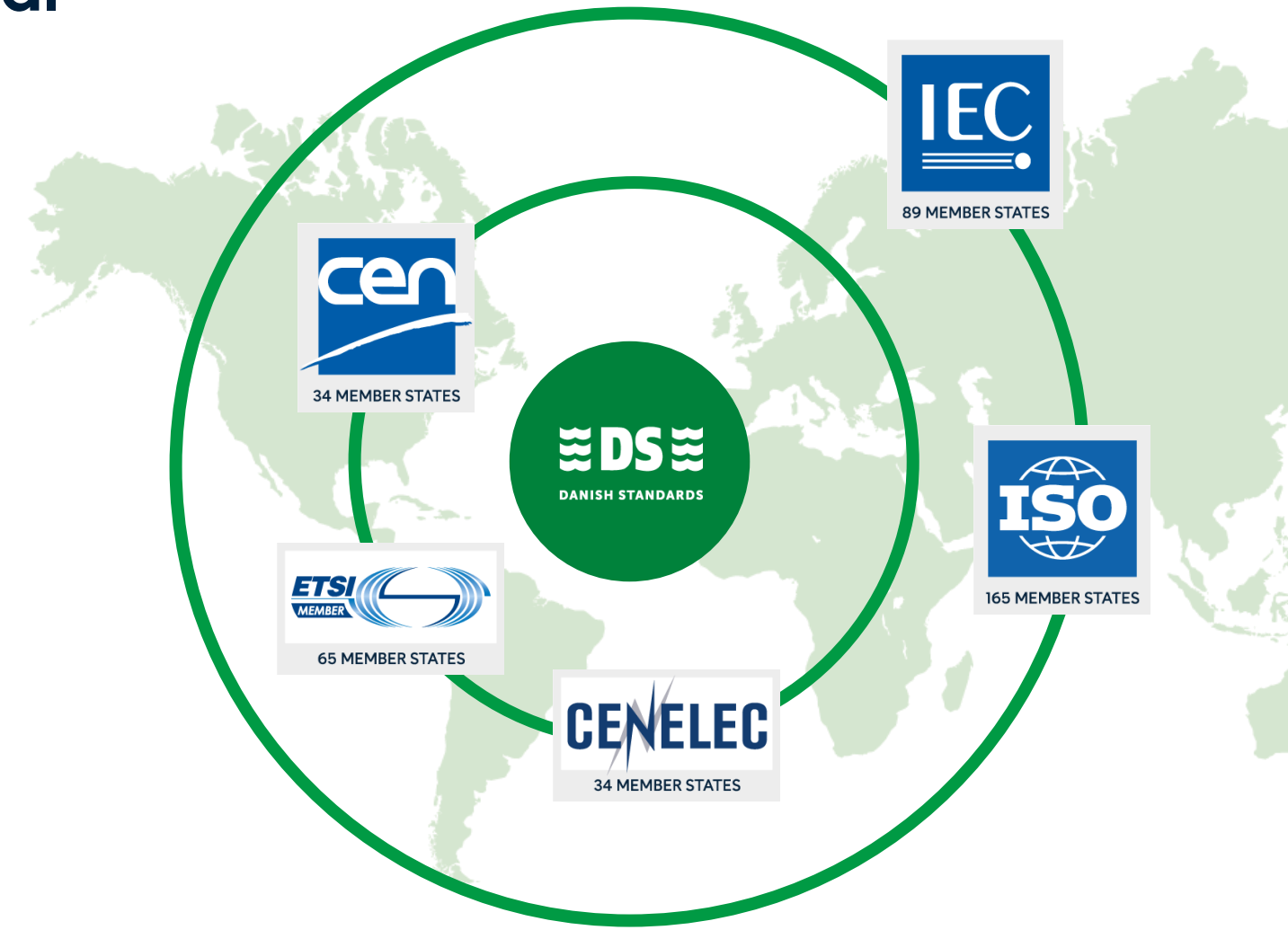
- Use the chat for questions
- Two rounds of questions:
  1. One with the Commission
  2. Another in Danish with the panelists
- The webinar will be recorded

Program

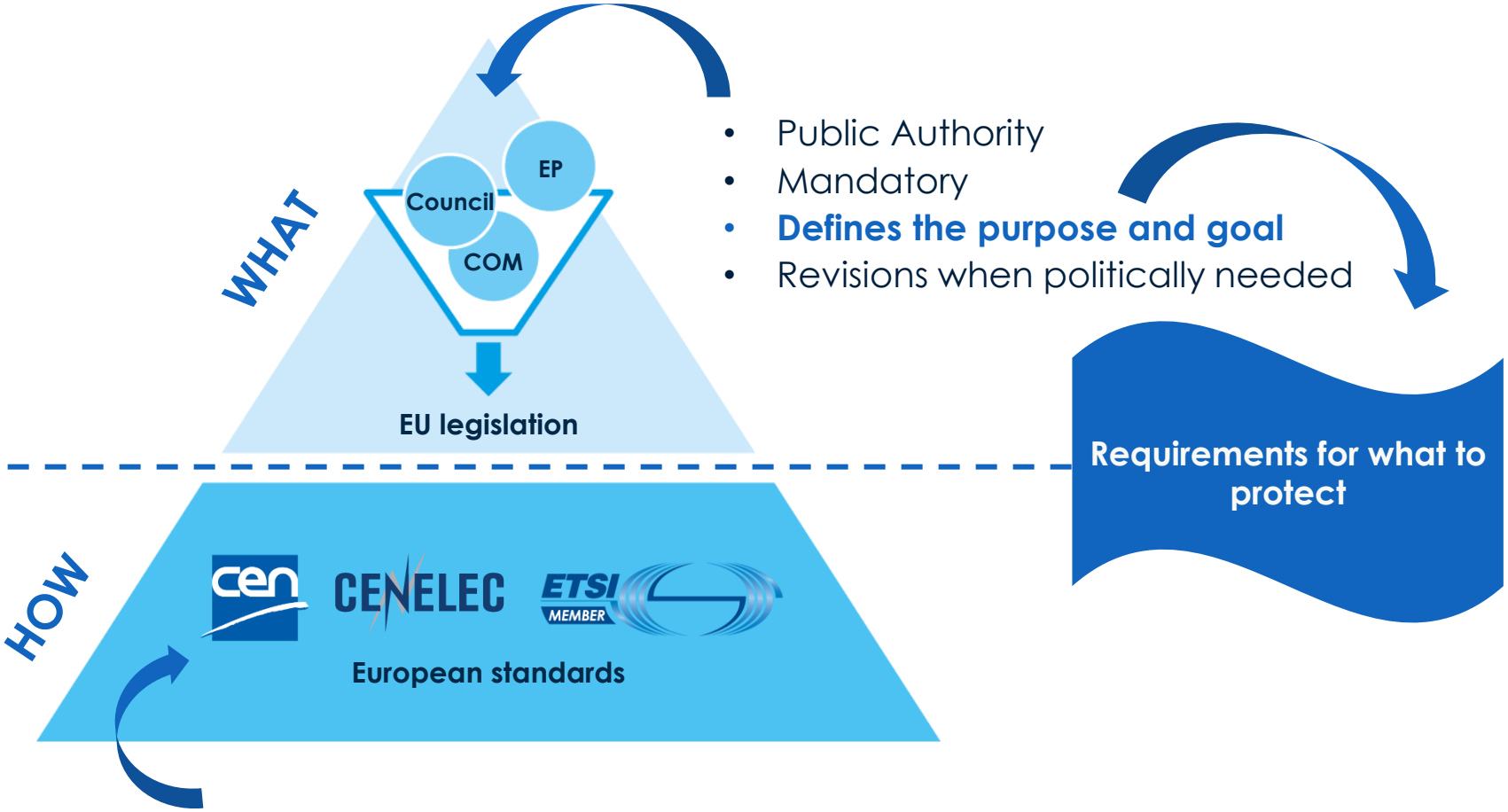
- Introduktion
- *Ecodesign for Sustainable Product Regulation and the Digital Product Pasport*
  Michele Galatola, EU Commission
- Q&A
- *Standarders rolle i at understøtte et nyt, digitalt produktpas*
  Ditte Klint Heede, Dansk Standard
- *Hvilken betydning får det nye produktpas for danske virksomheder?*
  Susanne Kuehn, Rockwool
- *Digitalt produktpas – forbrugernes vinkel*
  Vagn Jelsøe, Forbrugerrådet Tænk
- Q&A

Danish Standards: The national standardisation body of Denmark

- National mirror groups
- Access to European and global standards development
- Alignment between international and European standardization.



The New EU Legislative Framework – Harmonised legislation for products



DANISH STANDARDS

The New Legislative Framework

23 EU directives and regulations

3218 standards

CEN CENELEC

Ecodesign for Sustainable Products Regulation & Digital Product Passport

Mr Michele GALATOLA

European Commission, Directorate General for Internal Market, Industry, Entrepreneurship and SMEs (DG GROW)

Green and Circular Economy Unit (I.3)

Sustainable products package

Complementary sectoral rules
on construction and other product categories
(e.g. batteries, chemicals, packaging)

Ecodesign Working Plan 2022-2024

- → Higher energy efficiency and circularity for energy-related products
- → New rules for consumer electronics (smartphones, tablets, solar panels)

Strategy for Sustainable and Circular Textiles

- → Binding eco-design requirements, incl. durability, reparability, and recycled fibre content
- → Stop microplastics pollution
- → Tackle fast fashion, textile waste, and the destruction of unsold products
- → Accurate green claims
- → Sustainable global value chains

Support for circular business models

- → European circular business hub
- → Guidance to businesses

New rules to empower consumers for the green transition

- → Protection against greenwashing and the deliberate planning or design of products with limited lifespans
- → Information on product durability and reparability

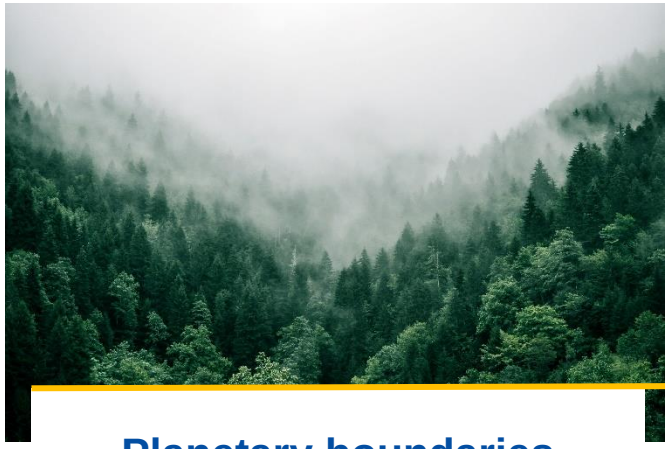
Global action

- → Corporate sustainability due diligence
- → Global sustainable consumption and production forum

Why is ESPR needed?

Inefficient use of resources

- **Global extraction of materials tripled** since 1970; **waste generation** set to increase **70%** by 2050;
- Over **90% of biodiversity loss and water stress** from resource extraction and processing
- High strategic and **material dependency**



Planetary boundaries exceeded

- EU has less than 10% of world population, yet its **consumption-based impacts are close to or exceed boundaries** for climate change, particulate matter, land use and mineral resources (Sala et al, 2020)

Missed business opportunities

- EU industry still accounts for **20% of the EU's greenhouse gas emissions**
- **Demand for recycled materials remains low**

European Commission

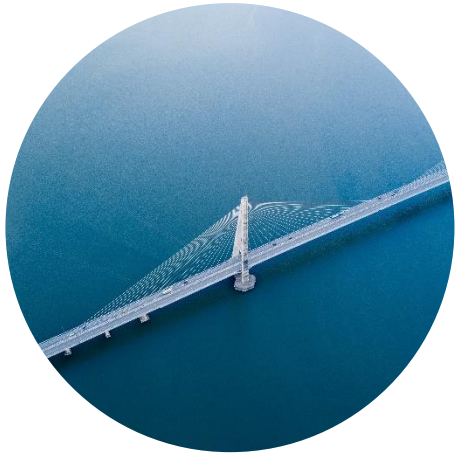
How will ESPR work?
Extending the Ecodesign approach

Scope extension

Moving beyond energy-related products to a wide product scope

New requirements

Plus clarification of existing requirements



Horizontal approach

Now allowed for in addition to product-specific requirements

Increased focus on product information

e.g. Digital Product Passport; labels

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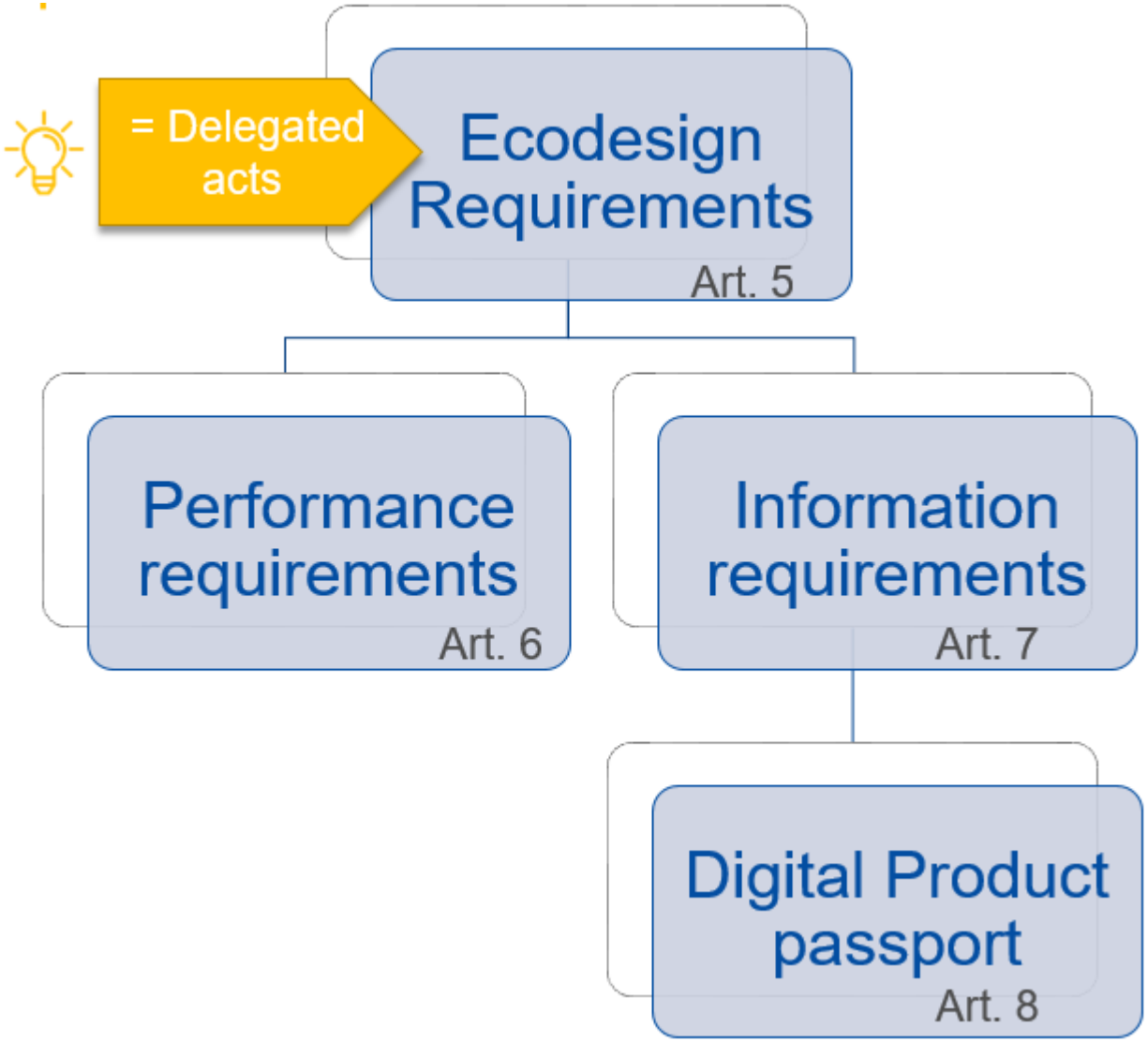
ESPR
Key Ecodesign product aspects



- **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.

Why DPP in ESPR

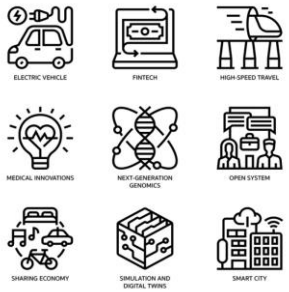
The ESPR Impact Assessment clearly indicated that some of the problems hindering more **circularity** of our economy and higher **environmental sustainability** of the products placed on the market are connected to lack of consistent access to relevant information, where the relevancy is a function of different stakeholders' interest

The Digital Product Passport (DPP) is a tool designed to address this problem. In particular:

- It will exploit the great potential that digital solutions provide to collect, organise, and store information in efficient and secure ways
- It will include **product-specific** information relevant to promote circularity, sustainability and related legal compliance.
- The final objective is for the DPP to become the "one entry point" to have access to all existing information related to a product during its entire life cycle

ESPR
Digital Product Passport (DPP)

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



Enable **manufacturers** to create products **digital twins**, embedding all the information required

Tracking the life story of a product, enabling services related to its **remanufacturing**, **reparability, re-use/re-sale/second-life, recyclability**, new business models

Benefit **market surveillance authorities and customs authorities**, by making available information they would need to carry out their tasks

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

Allow **citizens** to have access to **relevant and verified information** related to the characteristics of the products they own or are considering to buy/rent (e.g. using apps able to read the identifier

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DPP design

DPP-system

(to be developed before DPP deployment)

Digital Product Passport

DPP-data

(to be identified when developing product-group specific secondary legislation)

- All standards and protocols related to the IT architecture, like standards on:
- The DPP registry

Possible Track & Trace identifiers

- Economic operator's name, registered trade name
- Global Trade Identification Number or equivalent
- TARIC code or equivalent
- Global location number or equivalent
- Authorised representative
- …

Example of potential attributes

- Description of the material, component, or product
- Recycled content
- Substances of concern
- Environmental footprint profile
- Classes of performance
- Technical parameters
- …

European Commission

Legal ‘architecture’ of the DPP in ESPR

There are 3 ‘milestone’ introduced ahead of the full operationalisation of the DPP:

1. Introduction of the **concept**, description of the **scope**, identification of some **key features** already in the ESP Regulation **(art. 2, 8, 9, 11, 12, 13)**

2. Identification of **essential technical requirements** to be developed through standardisation process. A safety clause is introduced in case of delays or quality of the standards not ‘fit for purpose’. In such case the Commission shall adopt **common specifications** with the technical requirements needed **(art. 10, 35)**.

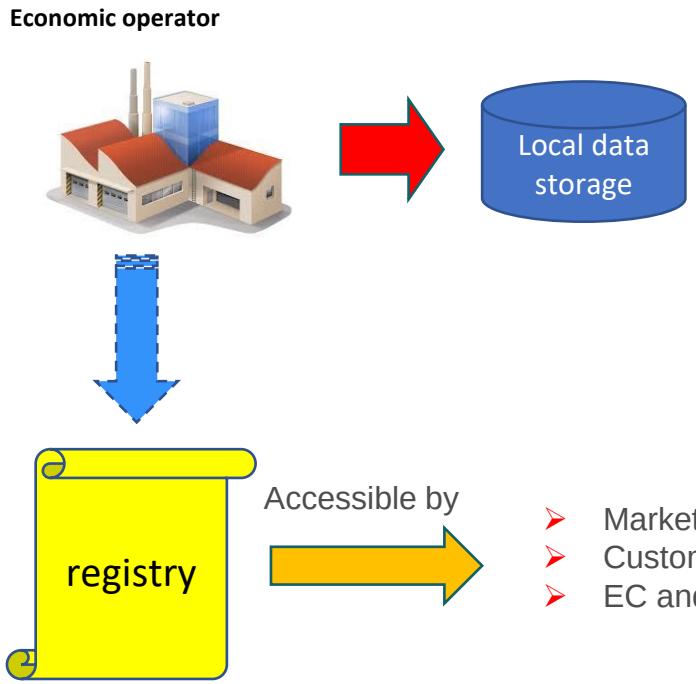
3. Identification of the **specific information** to be included in the DPP for each product regulated when developing the corresponding Delegated Act **(art. 7, Annex III)**

DPP main characteristics

- ✓ **Interoperability** should be the driving design criterion. This requires, amongst other things, the DPP to rely on **global open standards** (no proprietary solutions). Interoperability is meant both along one value chain and between different value chains **(art. 9, 10)**
- ✓ Information included in the DPP should be **specific** to a product group **(art. 8)**
- ✓ Technical solutions should be developed in close collaboration with stakeholders through a **standardisation process (art. 10)**
- ✓ The DPP should rely, to the maximum extent technically possible, on information already provided and included in other databases (e.g. EPREL, SCIP, etc) **(art. 8, 10)**
- ✓ Access to information should granted depending on different “access rights”, depending on the role of each stakeholder in the product value chain (need-to-know principle) **(art. 8)**

DPP architecture

Decentralised system (information stays where it belongs)



- Product related data
- Circularity/sustainability information
- Supply-chain related information
- Certificates/manuals
- Identifiers (these go also to the registry)

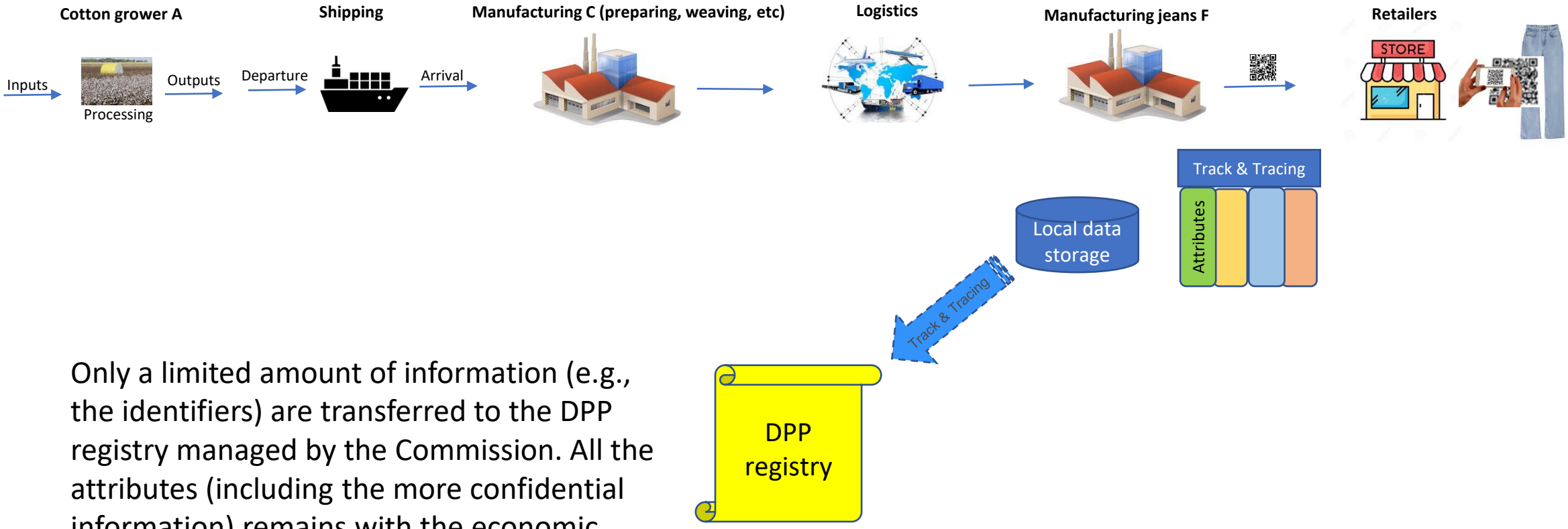
- Market surveillance authorities
- Customs authorities via the EU Single Window Environment for Customs
- EC and Member States (statistical analyses)

- Unique product identifier (what)
- Unique operator identifier (who)
- Unique facility identifier (where)
- Additional information (when relevant)

- Better protection of confidential and sensitive information
- Size of a central database would be enormous and very difficult (and costly) to set up and manage
- Dynamicity of product-specific information can be better managed locally

Working principles

The economic operator organise the information in his/her own web-page and store it on an own server or through an external service provider



Only a limited amount of information (e.g., the identifiers) are transferred to the DPP registry managed by the Commission. All the attributes (including the more confidential information) remains with the economic operator.

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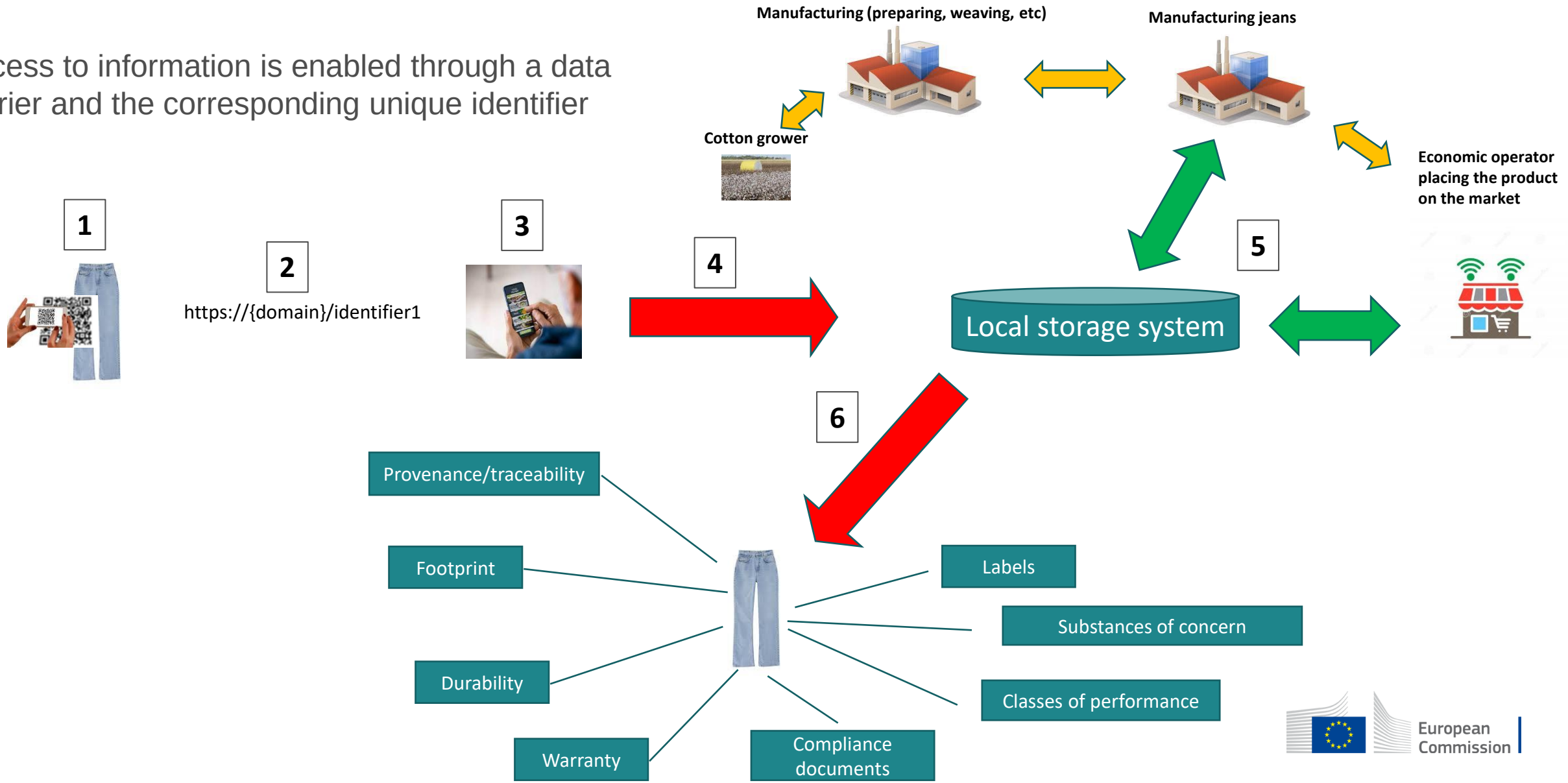
Working principles

Access to information is enabled through a data carrier and the corresponding unique identifier



European Commission

DPP – article 10: technical design and operation

DPP-system

(to be developed before DPP deployment)

- All standards and protocols related to the IT architecture, like standards on:
  - Data carriers and unique identifiers
  - Access rights management
  - Interoperability (technical, semantic, organisation), including data exchange protocols and formats
  - Data storage
  - Data processing (introduction, modification, update)
  - Data authentication, reliability, and integrity
  - Data security and privacy

DPP – Annex III

DPP-data

(to be identified when developing product-group specific delegated acts)

- Economic operator’s name, registered trade name
- Product identifier
- Economic operator identifier
- Facility identifier
- TARIC code
- Authorised representative
- Description of the material, component, or product
- Recycled content
- Substances of concern
- Environmental footprint profile
- Classes of performance
- Technical parameters
- …

Thank you

European Commission

Q&A

The European Commission

Standarders rolle i at understøtte et nyt, digitalt produktpas

Ditte Klint Heede
Konsulent, Dansk Standard

EUROPEAN COMMISSION

"The digital and green transition of EU industries and a well-functioning and resilient single market rely on a standardization system that adequately reflects EU policy priorities"

EU Strategy on Standardisation:
Setting global standards in support of a resilient, green and digital EU single market

STRATEGY 2030
CEN & CENELEC

We identify the twin green and digital transitions as the drivers of change which will reshape how we do business and create value for our stakeholders and customers.

DS
DANISH STANDARDS

Standarder til horisontal understøttelse af det digitale produktpas

- Data carriers and unique identifiers
- Access rights management
- Interoperability (technical, semantic, organisation), including data exchange protocols and formats
- Data storage
- Data processing (introduction, modification, update)
- Data authentication, reliability, and integrity
- Data security and privacy

Kilde: Michele Galatola, Europakommissionen

Overblik over relevante komiteer

Datastyring

- ISO/IEC JTC 1/SC 32 Data management and interchange
- ISO/TC 184/SC 4 Industrial data

IoT og digitale tvillinger

- ISO/IEC JTC 1/SC 41 Internet of Things and Digital Twin

Blockchain og sikker identitet

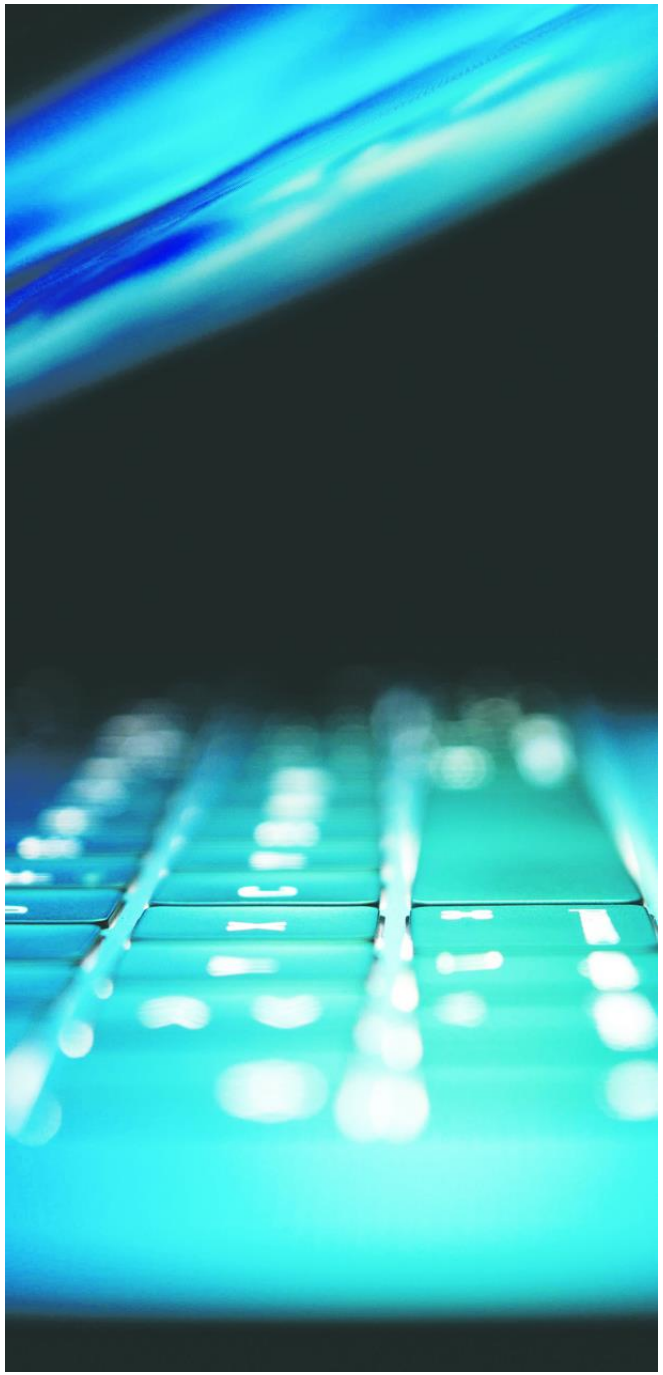
- ISO/TC 307 Blockchain and distributed ledger technologies
- ISO/IEC JTC 1/SC 27 WG5 ID management and privacy
- CEN/CLC/JTC 13 Cybersecurity and Data Protection

Indholdsstruktur

- ISO/TC 59/SC 13 Organisation and digitalisation of information about buildings and civil engineering works, including building information modelling (BIM)
- CEN/TC 442 Building Information Modelling (BIM)
- ISO/TC 323 Circular Economy

Datafangst og identifikation

- ISO/IEC JTC 1/SC 32 Automatic identification and data captures
- CEN/TC 225 – AIDC Technologies
- IEC/TC 65 Industrial-process measurement control and automation



Datastyring

ISO/IEC JTC 1/SC 32 Data management and interchange

Eksempel på standarder:

- ISO/IEC 9075 *Information technology – Database languages – SQL*
- ISO/IEC 11179 *Information technology – Metadata registries (MDR)*

Dansk spejludvalg:
S-442 Sprog og operativsystemer

Datafangst og identifikation

ISO/IEC JTC1/SC 32 Automatic identification and data captures

Eksempel på standarder:

- ISO/IEC 15961 *Information technology – data protocol for radio frequency identification (RFID) For item management*
- ISO/IEC DIS 23634:2021-04 *Information technology – automatic identification and data capture techniques – JAB code polychrome bar code symbology specification*
- ISO/IEC 15459 *Information technology – automatic identification and data capture techniques – unique identification*
- ISO/IEC 22603 – *Information technology – digital representation of product information*

Dansk spejludvalg:

S-444 Automatisk datafangst

Indholdsstruktur

ISO/TC 323 Circular Economy

Eksempel på standard:

ISO AWI Circular Economy – Product Circularity Data Sheet

Dansk spejludvalg:

S-1000/U5 Cirkulær økonomi

Eksempel på udformning

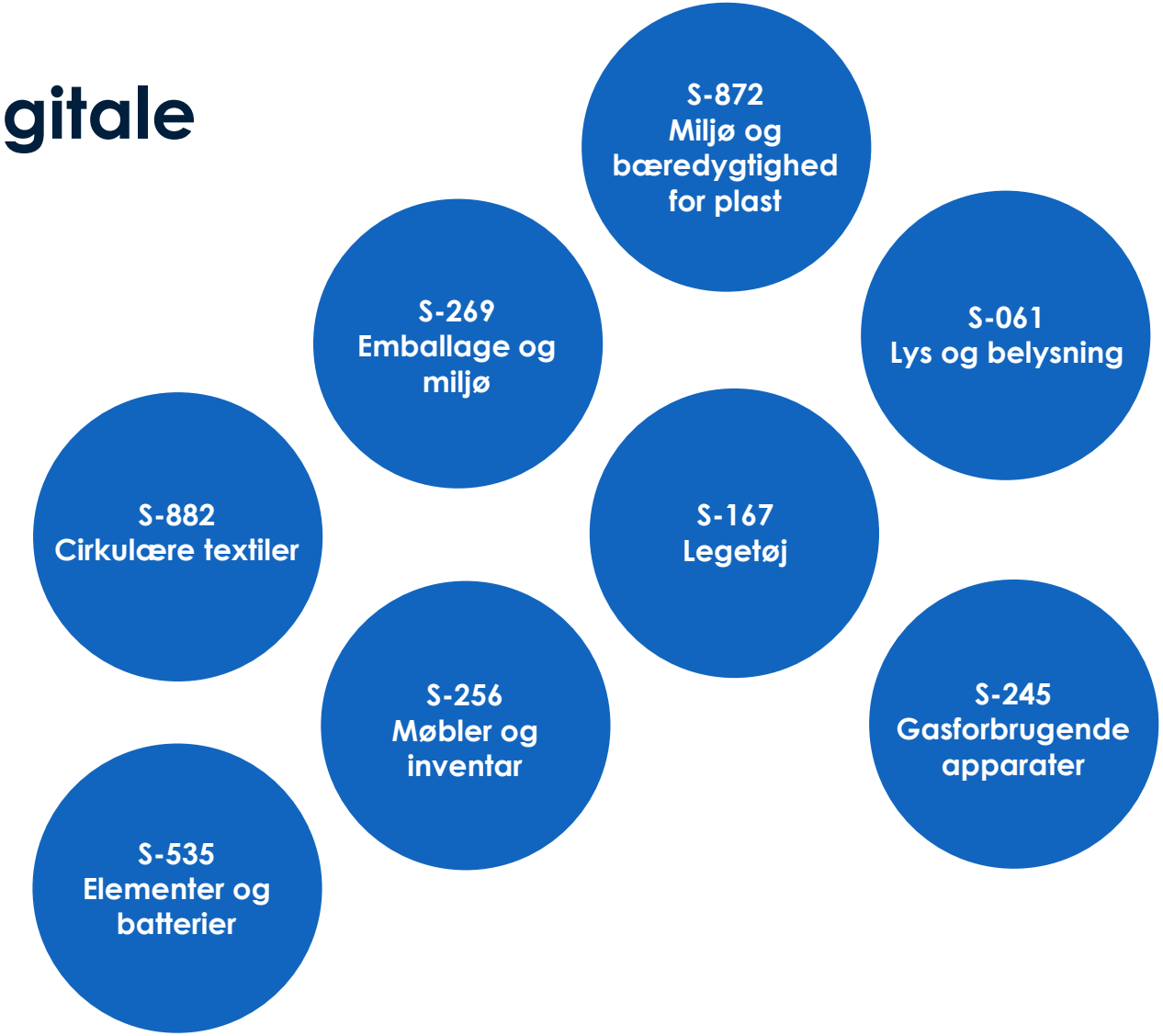
SECTIONS			STATEMENTS (EXAMPLES)
1		GENERAL INFORMATION	
2		COMPOSITION	THE PRODUCT CONTAINS > 75-95 % POST-CONSUMER RECYCLED CONTENT BY WEIGHT THE PRODUCT DOES NOT CONTAIN SUBSTANCES OF VERY HIGH CONCERN FROM THE REACH CANDIDATE LIST IN CONCENTRATION ABOVE 0.1% BY WEIGHT
3		DESIGNED FOR BETTER USE	THE PRODUCT CAN BE MAINTAINED & REPAIRED BY UNTRAINED PERSONNEL AT THE LOCATION OF THE PRODUCT USE
4		DESIGNED FOR DISSASSEMBLY	THE PRODUCT IS DESIGNED TO BE INSTALLED AND DEMOUNTED USING REVERSIBLE CONNECTORS
5		DESIGNED FOR RE-USE	THE PRODUCT IS DESIGNED FOR RE-USE AS-IS OR WITH MINIMAL MODIFICATION THE PRODUCT IS DESIGNED FOR COMPOSTING IN A HOME COMPOSTER

Kilde: https://pcds.lu/

Standarder til vertikal understøttelse af det digitale produktpas

- Batterier
- Møbler
- Elektronik
- Emballage
- Tekstiler
- Plastik
- Og meget mere…

Kilde: Europakommissionen



Deltagelse i udviklingen af standarder styrker forretningen

Indflydelse

Udvalget er med til at udvikle fremtidens nationale og internationale standarder og har dermed direkte indflydelse på en del af de krav, I vil møde på markedet.

Indsigt

Udvalget får i en meget tidlig fase viden om kommende standarder på områder, der er væsentlige for deres forretningsudvikling og konkurrenceevne.

Markedsposition

Deltagelse i et udvalg styrker din virksomheds markedsposition. Det signalerer, at du og din virksomhed er fagligt engagerede, kompetente og ambitiøse på jeres område.

Hvilken betydning får det nye produktpas for danske virksomheder?

Susanne Kuehn

9. november 2022

Produktpassets betydning?

Overordnet set afhænger det nok af

- branchen – hvem er ‘kunden’ – B2C eller B2B
- placering i værdikæden

Digital løsning
Produktdata ét sted

- Produktegenskaber
- Energidata
- Klimadata
- Miljødata
- Brugsvejledning
- Montagevejledning

harmoniserede informationer (DoP)

Mål: ensartede, verificerede, troværdige, og transparente data

OBS-punkt: databeskyttelse, konkurrencefølsomme informationer

ROCKWOOL


Data bliver det
nye sort

Ny viden om og dokumentation af produktet

- Hvor længe holder produktet
- Kan det genbruges/genanvendes?
- Kan det repareres
- Indeholder det uønskede kemikalier?
- Hvor energi- og ressourceeffektivt er det?
- Indeholder det genanvendte materialer og hvor meget?
- Hvad er produktets klimaaftryk
- Øvrige miljøeffekter

Der skal indhentes data i værdikæden

Nye muligheder for virksomheder

- **Bedre og klare rammer for markedsføring på den grønne dagsorden – begrænsning af greenwashing**
- **Bedre indsigt i egne produkter og processer: effektiviseringer, bedre investeringsgrundlag, produktudvikling, helt nye forretningsmodeller?**
- **En konkurrencefordel på eksportmarkeder?**

Tak

ROCKWOOL

Digitalt produktpas

Forbrugernes vinkel

Vagn Jelsøe – oplæg til DS Webinar november 2022

FORBRUGERRÅDET tænk

Klimaforslag fra Forbrugerrådet Tænk: Behov for holdbare og reparerbare produkter

- **Bedre information om holdbarhed, reparerbarhed og levetid**
- Adgang til reservedele og opdateringer i hele produktets levetid
- Mulighed for at skille produkterne ad, så de er lette at reparere
- Stop undersøgelsesgebyrer
- Skattefradrag for reparationsudgifter
- 6 års reklamationsret for varige forbrugsgoder
- Direkte producentansvar

Det digitale produktpas er et godt forslag

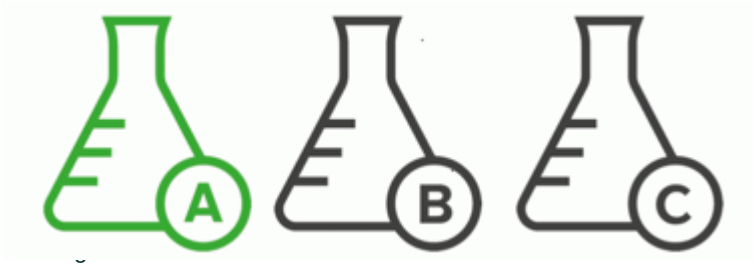
1. Kan bidrage til sporbarhed
2. Kan give forbedret håndhævelse af produktkrav
3. Giver forskere, journalister og forbrugerorganisationer et nyt værktøj til at tjekke produkterne
4. Giver mulighed for at kvalificere debatten om produkternes sikkerhed, holdbarhed, genanvendelighed mv.
5. Kan øge konkurrencen i reparationssektoren ved at giver reparatører adgang til nøgleinformation om produktet.
6. Kan give ekstra information til særligt interesserede forbrugere
7. Kan danne baggrund for apps som kan anvendes af forbrugerne til produktinformation

Men....

Kan det bruges af forbrugerne?

Eksempel: Kemiluppen

- Omfatter 26.000 kosmetikprodukter
- 15 mio. scanninger på 8 år
- Nu: dagligt 6.500 scanninger.
- Over 500.000 downloads
- **Entydig, simpel, let aflæselig kommunikation**



Kan et produktpas med høj kompleksitet opnå samme anvendelighed?

EPREL — Det europæiske produktregister for energimærkning

Forside > Opvaskemaskiner > 1293727

Opvaskemaskiner

KOMMISSIONENS DELEGEREDE FORORDNING (EU) 2019/2017 for så vidt angår energimærkning af husholdningsopvaskemaskiner

Bosch

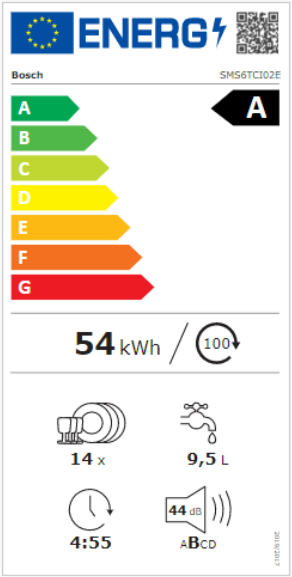
SMS6TCI02E

Generelle oplysninger

A (A↑G)

14 x

Udvendige dimensioner	**85 (Højde) x 60 (Bredde) x 60 (Dybde)**	cm
Energieffektivitetsindeks for eco-programmet (EEI)	**31,9**	
Opvaskeevneindeks for eco-programmet	**1,121**	
Tørreevneindeks for eco-programmet	**1,061**	
Energiforbrug [pr. cyklus, baseret på eco-programmet]	**0,543**	kWh
Energiforbrug [pr. 100 cyklusser, baseret på eco-programmet]	**54**	kWh
Vandforbrug [pr. cyklus, baseret på eco-programmet]	**9,5**	liter
Programvarighed for eco-programmet	**4:55**	(t:min)
Type	**Fritstående**	
Emissioner af luftbåren støj for eco-programmet	**44**	i dB(A) re 1 pW
Klasse for emission af luftbåren støj for eco-programmet	**B**	(A - D)
Slukket tilstand	**-**	W
Standbytilstand	**0,50**	W
Udskudt start	**4,00**	W
Netværksforbundet standbytilstand:	**2,00**	W
Mindstevarigheden af den garanti, som leverandøren tilbyder	**24**	måneder



Download mærket til udskrivning.

Download mærket i formater med høj opløsning.

Forbrugerne er ikke primær målgruppe

Vigtig information skal gives fysisk sammen med produktet

Hvad med persondatabeskyttelsen?

Kan vi få samlet informationen fra flere registre? EPREL, REACH...

Tillid er godt – kontrol er bedre - kan vi stole på produktpasset?

Informationskrav er godt
Produktkrav er bedre

Q&A

Oplægsholderne


DS
DANISH STANDARDS