

# Frequently Asked Questions about Digital Product Passports

## Basics

### 1. What is a Digital Product Passport (DPP)?

A unified digital view of a product's data – including materials, manufacturing, repair, and reuse. The purpose is to enable traceability and circularity.

### 2. Do DPPs apply to “our” type of products?

Yes. Over time, most product categories will be covered. The requirements will be introduced gradually through delegated acts.

### 3. When will the requirements apply?

The first product groups (such as steel and batteries) will be affected from 2026, followed by textiles in 2027 and additional categories thereafter.

### 4. Why are DPPs needed?

To reduce environmental impact and enable circular business models through improved data sharing.

### 5. Who owns the passport?

The manufacturer is responsible for the content and for keeping it up to date, but all actors in the value chain use the data.

### 6. Do we need a QR code or a chip?

Yes. A data carrier that links the physical product to its digital passport is required. QR codes are the most common solution.

## Regulation & Compliance

### 7. What is ESPR?

The Ecodesign for Sustainable Products Regulation – the EU's framework legislation for sustainable product design and Digital Product Passports.

### 8. What is a delegated act?

A legal supplement that specifies detailed requirements for a specific product category.

### 9. How is DPP connected to EPREL?

EPREL applies to energy-labelled products. DPP expands the information requirements to cover additional sustainability aspects.

### 10. Does the “Right to Repair” affect us?

Yes. DPPs may include information that facilitates service and repair.

### 11. What happens if we do not comply?

Market surveillance authorities may impose sales bans or financial penalties.

## **Data & Technology**

### **12. What data is required in a DPP?**

Typically material content, chemicals, repairability, recyclability, and sustainability performance data.

### **13. How are products uniquely identified?**

Through a UPI (Unique Product Identifier), usually based on GS1 standards (such as GTIN and GLN).

### **14. Do we have to use blockchain?**

No. Standardised cloud solutions and APIs are sufficient in most cases.

### **15. How do we connect supplier data?**

Through clear data formats, defined responsibilities, and API-based data exchange.

### **16. Which data carrier is recommended?**

2D codes (QR codes, GS1 DataMatrix) are the standard.

## **Getting Started – Practical Guidance**

### **17. What is the first step for an SME?**

Appoint a responsible person, inventory your existing product data, perform a quick gap analysis (available information versus required/desired data), and start discussions with your suppliers.

### **18. Which internal roles are needed?**

CEO, product management, sustainability, IT, and procurement – implementing DPPs requires cross-functional collaboration.

### **19. How do we perform a simple gap analysis?**

List the data requirements based on available information about applicable regulations, identify what data you already have, what is missing, and who is responsible for collecting it.

### **20. Do we need new software?**

Not necessarily. Start by using your existing systems, such as ERP or PLM.

### **21. How can we test on a small scale?**

Select a pilot product and create a test QR code linked to a simple data file.

## **Business Value & Innovation**

### **22. What do we gain from DPPs beyond compliance?**

Fewer quality issues, improved customer relationships, faster service, and new revenue models.

### **23. Can DPPs enable new offerings?**

Yes, such as subscription models, take-back schemes, or traceable premium products.

### **24. How can DPPs be used in sales and marketing?**

By presenting verified data instead of slogans – this strengthens credibility and trust.