Hamburg Sustainability Session #2:

Towards a Circular Economy

Presentation on Product Passport

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Green Deal/new CEAP

Green Deal

- *"Digitalisation can also help improve the availability of information on the characteristics of products sold in the EU. For instance, an electronic **product passport** could provide information on a product's origin, composition, repair and dismantling possibilities, and end of life handling".*

New CEAP

- *"mobilising the potential of digitalisation of product information, including solutions such as **digital passports, tagging and watermarks**;"*

- *"establish a common **European Dataspace for Smart Circular Applications** with data on value chains and product information"*

European Commission

Green Deal, Digital and the Recovery Plan

Ursula von der Leyen:

- "The Green Deal is exactly the right response to the coronavirus crisis."

- "business as usual is no more. We will need to 'bounce forward' and not 'bounce back'. And we will need to build a **resilient, green and digital Europe. At the heart of this will be our growth strategy, the European Green Deal, and the twin transition and opportunity of digitalisation and decarbonisation**".

Frans Timmermans (Executive Vice-President)

- "every euro spent on economic recovery measures after the COVID-19 crisis will be linked **to the green and digital transitions**"

Circular Economy Action Plan 2020
Structural overview

Circular Economy
Action Plan
The European
Green Deal

Sustainable Product Policy
- Designing sustainable products
- Empowering consumers and public buyers
- Circularity in production processes

Key Product Value Chains
- Electronics and ICT; Batteries and vehicles;
- Packaging; Plastics; Textiles;
- Construction and buildings; Food, water and nutrients

Less Waste, More Value
- Enhanced waste policy (waste prevention, circularity)
- Enhancing circularity in a toxic-free environment
- Creating EU market for secondary raw materials
- Addressing waste exports from the EU

Crosscutting Actions
- Circularity as a prerequisite for climate neutrality
- Getting the economics right
- Driving the transition through research, innovation and digitalisation

Circular Electronics Initiative

Regulatory measures on smartphones, tablets and laptops (Ecodesign Directive)

"Right to repair" and to update software

Introducing a common charger

EU-wide take-back/sell-back scheme to return old phones, tablets & chargers

Restriction of hazardous substances in electrical & electronic equipment

European Commission

References: Sustainable Products Policy Initiative (CEAP)

- aims *at "mobilising the potential of digitalisation of product information, including solutions such as* **digital passports***, tagging and watermarks"*

- announces *"**a common European Dataspace for Smart Circular Applications with data on value chains and product information**" which "will provide the architecture and governance system to drive applications and services such as product passports, resource mapping and consumer information."*

- **For production** *processes* **"promoting the use of digital technologies for tracking, tracing and mapping of resources",**

- For construction and buildings **"developing digital logbooks for buildings".**

- And making waste legislation *"fit for the circular economy and the digital age".*

European Commission

European "Dataspace for Smart Circular Applications" (EDSCA)

- *"making available the most relevant data for enabling circular value creation along supply chains. A particular focus will be concentrated at the outset on the sectors targeted by the Circular Economy Action Plan, such as the built environment, packaging, textiles, electronics, ICT and plastics".*

- *"**Digital 'product passports'** will be developed, that will provide information on a product's origin, durability, composition, reuse, repair and dismantling possibilities, and end-of-life handling"*

- Linking to other Dataspaces (manufacturing, energy...)

(A European Strategy for Data - -COM(2020) 66 final – 19th February 2020).

What is a Product Passport?

- A product passport is a combination of (1) a unique product identifier, and (2) data collected by different value chain actors related to this unique identifier. This data may include the characteristics of the product and information about its value chain and life (dynamic data).

- Smart management of materials, components, products and assets in a circular economy requires large amounts of information. Such information is not readily available today to those who could use it, leading not only to huge losses of value for consumers, producers and the entire economy, but also to pollution and waste.

Advantages of a Product Passport

- provide the public with information about the sustainability and circularity of the products/components placed on the EU market;

- provide the economic operators with relevant technical and sustainability-related information about products/components along the value chain,

- promote value-retaining operations (use-optimisation, sharing, servitisation, reverse logistics, predictive maintenance, reuse, repair, refurbishment, recovery of components and materials);

- allow those putting the most sustainable and circular products on the market to reap market rewards through the availability of credible and verifiable data;

Advantages of a Product Passport

- Support market surveillance authorities in carrying out their tasks;

- Provide the Commission and national authorities with up-to-date information when reviewing legislations and proposing new ones in product-related areas of action;

- Support a smooth circulation of goods in the Single Market

- Contribute to a more sustainable and circular economy in the EU.

- Give the EU industry the advantage in being prime movers in a strategic area for digital

European Commission

Who could benefit from the Product Passport?

- **EU and MS authorities**

- **Business along value chain**

- **Consumers and public bodies for green public procurement**

Further Examples and reading

- https://dl.eongroup.co/cpe-report-20200113

- https://www.eongroup.co/connected-products-economy

- https://customers.microsoft.com/en-gb/story/731550-madaster-azure-vault-cosmosdb-spain

- https://www.bamb2020.eu/topics/materials-passports/circular/

- https://www.truetwins.com/

Thank you

European Commission