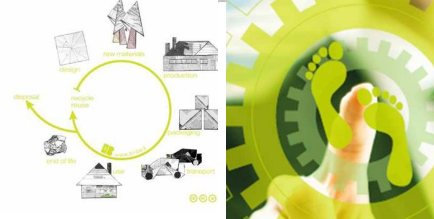
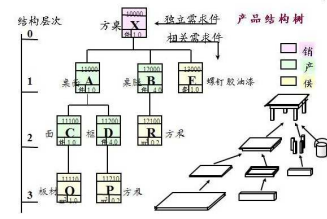
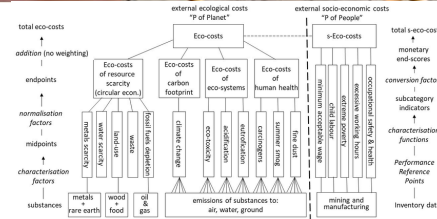
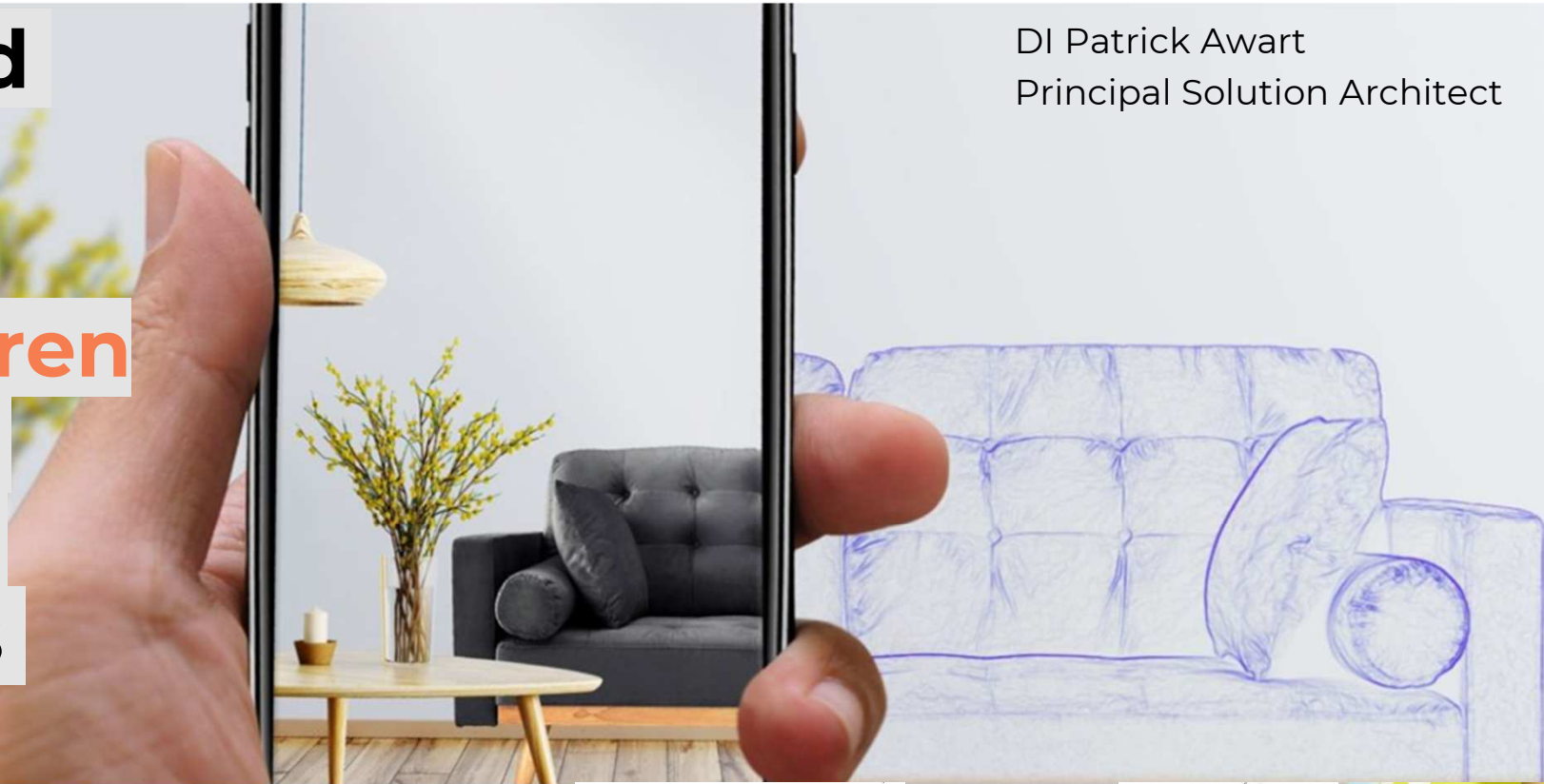


Der DPP wird die Produkt- interaktion Revolutionieren vergleichbar mit GPS und Google Maps für die Navigation.

DI Patrick Awart
Principal Solution Architect



Was ist der Digitale Produktpass?



Der Digitale Produktpass ist ein EU-Tool, das dazu dient, mehr Klarheit und Nachhaltigkeit in der Produktwelt zu schaffen.

Er funktioniert wie ein digitaler Zwilling eines Produkts und speichert alle wichtigen Informationen, angefangen bei seinem Design und den Rohstoffen bis hin zur Herstellung, Wartung, Reparatur und Wiederverwendung bzw. Recycling.



Was versteht man unter Kreislaufwirtschaft?

“

Die komplette Müllvermeidung.

Craddle-2-Craddle.

*Jeglicher Müll ist das Ergebnis
von schlechtem Design.*

”



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1 What is the global problem?

What are the global problems?



Increasing amounts of **waste**.
=> consecutive problems

Example: Plastic in our food



Low recycling rates cannot solve problems caused by intentional Bad Design

*Example: Most mobile phones apart from FairPhone
Sustainable design*



Reusing and Repurposing economically fails economic high wage countries.

Example: "Repair Bonus" needed to make it



Repairing is purposely made as hard as possible (No Scenario Waste based Business Models)

Example: Apple purposely hard-wired iPhone camera by serial number



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2 What is EU intention and regulation?

Regulatory history

Relevant regulations

- 2002: General principles of food law (2002/178/EC)
- 2009: Ecodesign Directive (2009/125/EC)
 - Establishing a framework for the setting of ecodesign requirements for energy-related products
- 2017: Energy Labelling Framework Regulation - ELFR (EU/2017/1369)
- **2022: Eco-design for Sustainable Products Regulation (ESPR)**
 - Establishing framework to set ecodesign requirements for specific product groups
 - Aimed to improve circularity, energy performance, environmental sustainability etc.
 - Repeal **Ecodesign Directive**, but build further on work done as part of it
 - **Part of EU Green Deal** initiative
- **2022-2024 working plan:** Ecodesign and energy labelling
 - Covers work done under ELFR
 - Considers work achieved through Product Registry for Energy Labelling (EPREL)
 - Covers new energy-related products and updates and increases the ambition for products that are already regulated, as a transitional measure **until the new regulation enters into force**
- **2024: ESPR to enter into force**

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2 What is EU Funding & Pushing?

Lighthouse Projects “CircThread”, “Battery Pass”...

appliances recyclability, increase lifespan and reuse

- CircThread is a +8M€ H2020 EU-funded project
- with the objective to **unlock access to product data for circular economy purposes.**
- The main target is to **facilitate information flow exchanges across the extended product life cycle.**
- The information can vary from **data consisting of product characteristics, product components, their materials and chemicals data, and related circularity, environmental, social, and economic information.**
- This **data will be captured, linked, and shared on a cloud-based, collaborative, Ecosystem with a software Platform**
- with a **core set of open-source modules, to allow all actors throughout the product life cycle to share the necessary information.**
- To **ensure that more materials and products stay in the economic loop, benefitting the sustainability of the economy and the environment and reducing carbon emissions**

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CircThread wants to help appliances become truly sustainable

We need to stop throwing away appliances that can be fixed

The objective is to make the information flow along the life of a product, from concept to retirement, so that it can be easily accessed and shared. This will allow you and others to make decisions at all product lifecycle stages to shift to a circular economy.

Recyclability **Increase Lifespan** **Reuse**

To achieve this, we want to swiftly increase appliance lifespan, recyclability and reuse. And we want products to be properly recycled when they are no longer repairable. We are working on this challenge with more than 30 organisations, thanks to grant funding from the European Union under the H2020 programme.

<https://circthread.com/> <https://twitter.com/CircThread> <https://www.linkedin.com/company/circthread-project/>

A horizontal row of logos for various partner organizations, including C.E.C.Q.S.C., IMA Manufacturing Research, CARTIF, D.K., erion, DOMUSA, eco|wise, sare teknika, beCommons, ALTROCONSUMO, ekodenge, INATEC, INESOTEC, MONDRAGON, OCU, comet, IDP, gorenje, B/S/H/, REYDESA, SABANCIDx, SIMAVI, skylabs, SUPSI, UNIVERZITETA SA ZAGREBU, Atos, SisTrade, sofies, surovina, uni, ZEOS, and ecos.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under

CircThread DPP Architektur

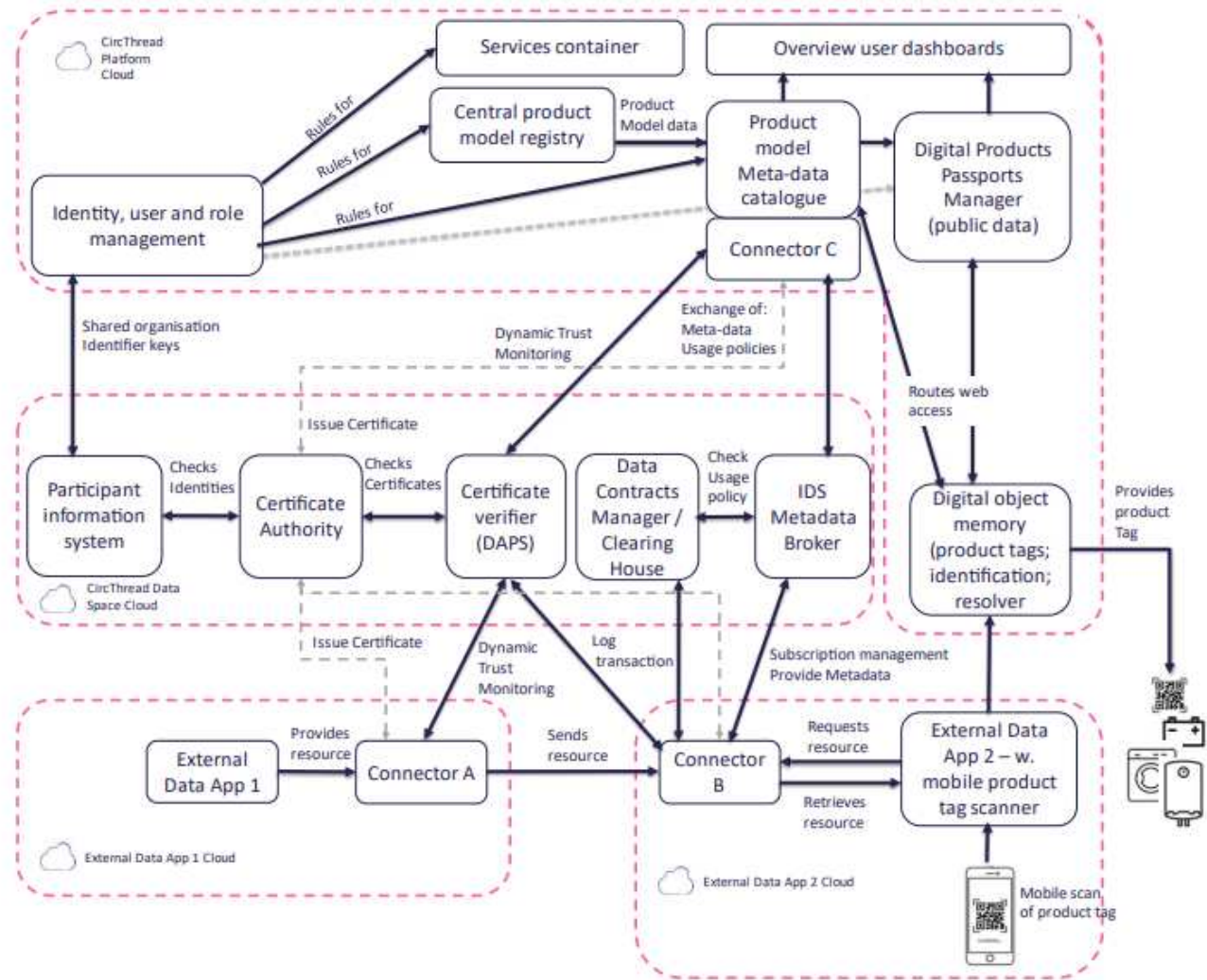
Platform, Data & Apps

Foundation:

- CircThread Platform Cloud
- CircThread Data Space Cloud
- Product Tag (QR Code)

Extensions:

- External Data App
 - Data Provider
 - Customer App



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3 How will this affect consumers and companies worldwide?

How will it affect companies Worldwide?

The DPP will revolutionize product interaction just like GPS and Google Maps did for navigation.



More individual, real-time transparency on the entire End2End process

- Real time, individually calculated Co² product footprint (PF, LCA)
- Real time & individual product supply chain
- Real Time Product & Prod BOM based Refurbish and Recycle quotes
- Measurable Sustainable Product Design



Take back, recycle, refurbish

- Using products made from proven recycled products will be the standard not the exception
- Local refurbish and repair business will become professional product pass users
- Disruptive End2End Seamless ERP/ SAP integration or even replacement! (e.g., “Repair Bonus App”, “BOM Analyzer”)
- SME will need Apps and POS terminals for smooth and smart handling



Scenarios & predictive analytics allow to fully simulate PEF, LCA impacts and immediately take-action

- What if scenarios for PEF/LCA
- Real time & individual product supply chain
- Measurable sustainable product design

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4 What is Eviden offering?

Eviden Service for the Product Pass

-  • **Effiziente Anbindung vorhandener Systeme an den Produktpass**
 - Unterstützung von Firmen bei der Einführung des Digitalen Produktpasses
 - Kreislaufwirtschafts- Prozessanalyse
 - Best Practice Wissen aus Pilotprojekten (CircThread, Battriepass, ODPP)
-  • **Konzeption neuer expliziter Kreislaufwirtschafts Services**
 - Welche Vorteile bringt es mir früh dabei zu sein?
 - Konsumenten Wunsch nach Transparenz, Beweisbare Nachhaltigkeit
 - Beweisbare Nachhaltigkeit, Gegen Greenwashing
-  • **Automatische Messbarkeit**
 - EcoAct: PEF/ LCA / Co² Footprint Analyse
-  • **Add On Services**
 - Predictive analytics
-  • **Design recommendations (detailed)**
 - Sustainable design app



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Danke! - Fragen ?

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