

Digital Product Passports

Our gateway to transparency and
eco-law compliance



A photograph of Donald Rumsfeld speaking at a press conference. He is wearing a dark suit, a white shirt, and a blue patterned tie. He has his right hand raised, gesturing with his fingers. The background is a dark blue wall with the Pentagon seal and the word "PENTAGON" visible. The text is overlaid on the image in a yellow font.

“

There are known knowns; there are things we know we know.

We also know there are known unknowns; that is to say there are some things we don't know.

But there are also unknown unknowns – the ones we don't know we don't know.

Donald Rumsfeld

The ESPR and you

EU strategy for sustainable circular textiles: Ecodesign for Sustainable Products Regulation (ESPR)

The ESPR is the foundation of the European Commission's strategy for fostering environmentally sustainable and circular products.

It further defines the DPP concept and enables a wide range of eco-design requirements.

01

Durability &
repairability

02

Recycled content

03

Carbon &
environmental
footprints

04

Digital Product
Passport (DPP)

Key legislative frameworks

All designed to increase sustainability

Digital Product Passport (DPP)

Starting ~2027, products must track and disclose the quantity, type, and origin of recycled materials.

ESPR

In force July 18, 2024. Sets mandatory standards including minimum recycled content in textiles. Proposed targets: 10% by 2028, 15% by 2030, 30% by 2035.

Green Claims Directive

Prevents greenwashing — claims like "made from recycled materials" must be evidence-backed.

Packaging (PPWR)

Sets mandatory post-consumer recycled content thresholds for packaging (incl. e-commerce garment bags) by 2030.

What is a DPP?

A Digital Product Passport is a virtual document storing all essential information about a product's entire lifecycle - accessible electronically via a QR code or NFC tag.

It provides reliable, real-time product data to manufacturers, consumers and regulators to drive transparency and ensure alignment with the EU's sustainability regulations.



Why barcodes aren't enough

Three identical items can share the same info:

Raw material
origin

Manufacturing
location

Transport
mode &
distance

Environmental
footprint

Simple product identification cannot capture these critical differences.

Cotton	China	China	India
Production	Bangladesh	Turkey	Turkey
Freight	Sea	Road	Air
Bulk number	xxxx1	xxxx2	xxxx3

Different

- Raw material origin
Fabric mills
- Garment manufacturing
Country of origin
- Transport
Environmental footprint

What does a DPP include?

Whilst not yet fully defined, we expect:

01

General product information

Name, model, batch number and manufacturing date.

02

Material composition

What it's made of, material origins and supplier details including environmental impacts.

03

Production process

Manufacturer details, process specifics, certifications and environmental impacts.

04

Compliance information

Proof the product meets environmental and safety standards.

05

Maintenance & repairs

Manuals, repair history and maintenance tips for users.

06

End of lifecycle

Instructions for recycling, repurposing or safe disposal.

Deployment roadmap

June 2026 – Joint Research Centre recommendations to be issued to EU Commission

The roadmap isn't fully defined yet but the key dates have been outlined.

Each phase expands the scope of mandatory information, stakeholder involvement, and interoperability requirements.

01

Phase 1 - 2027

Requirements mapped
DPP registration
Minimal & simplified DPP

02

Phase 2 – 2028/9

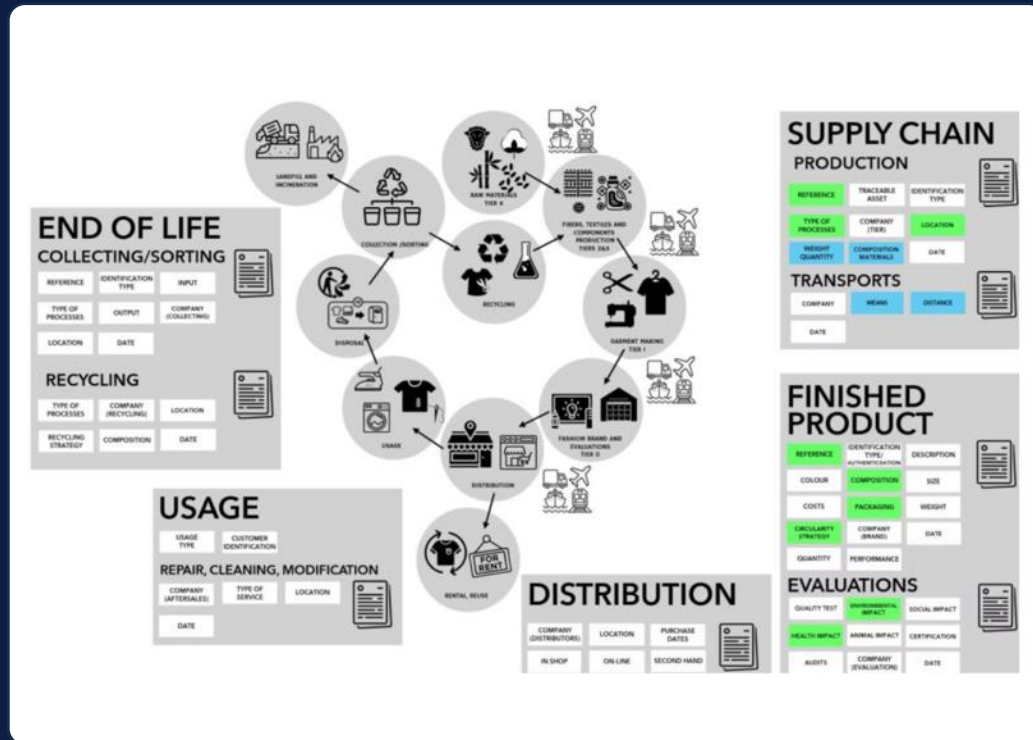
Advanced DPP

03

Phase 3 - 2030

Full implementation

Phase 1: Simplified DPP (2027)



Mandatory information:

- Recycled material content and dangerous substances
- Product recyclability
- Supply chain locations for key processes
- Packaging recyclability
- Environmental impact / innocuousness

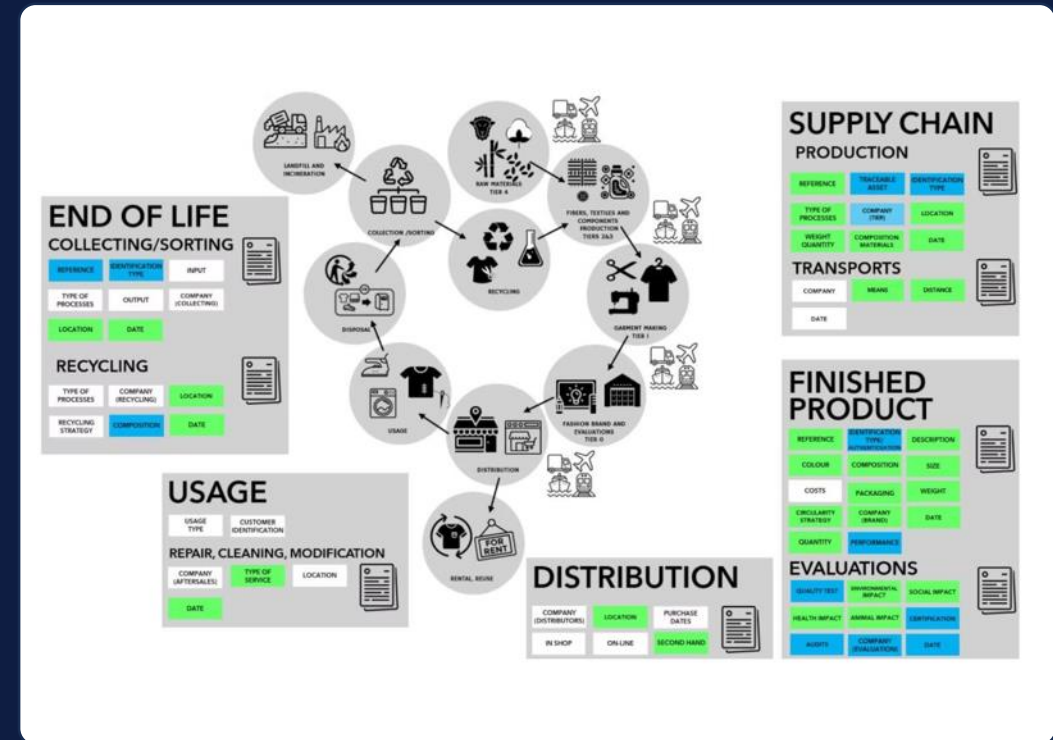
Plus: Weight, quantity, composition for lifecycle analysis; transport means and distance.

Phase 2: Advanced DPP (2030)

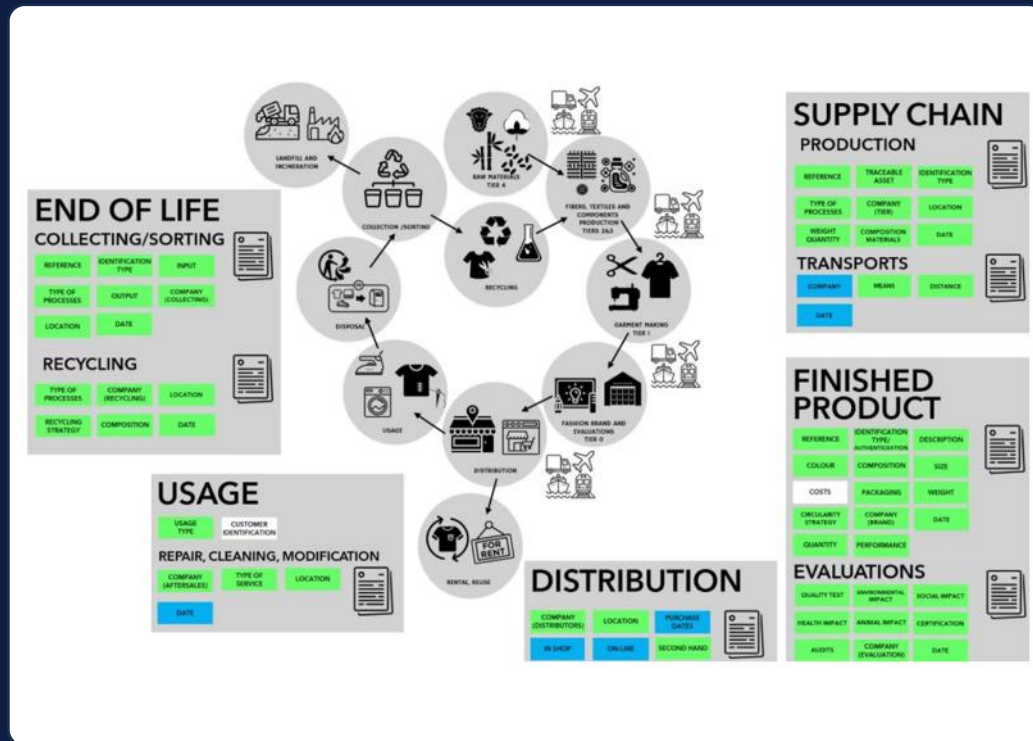
Expanded scope:

- Supply chain more fully documented with restricted access
- Finished product and evaluation data nearly complete
- After-sales and second-hand tracking begins
- End-of-life data (colour, size, composition) for sorters/recyclers

Key: Interoperability and standardisation between PLM, ERP, LCA and tracking systems generalised.



Phase 3: Full circular DPP (2033)



Complete circularity:

- Full supply chain integration with confidentiality controls
- Distribution, usage, and after-sales fully tracked
- Sorting and recycling optimised via DPP design data
- Higher closed-loop recycling rates through data exchange

Only costs and customer identification remain excluded.

How DPP will work in practice

Technology and end-to-end solutions:

Data carrier

The DPP shall be connected through a data carrier - such as a barcode, QR code or other data-capture medium - to a unique identifier physically present on the product.

Mandatory information

Required data will include performance metrics, substances of concern, percentage of recycled content and expected product lifetime.

Best practice

Blockchain-enabled Supply Chain Platforms are recommended as a best practice for implementing DPP requirements.

WWUGL preparation

Foundations are in place through best practice behaviour.

01

Already using and expanding eco fabrics

02

Training on eco accreditation in design

03

All products already have a full BOM

04

Working with supply base on producer responsibilities

05

Development of QR Code solution

06

Integration of QR codes and BOM's to DPP generation

07

Implementation of DPP reporting suite



Conclusion & vision

WWUGL is at an advanced stage. The DPP is a decisive tool for circularity — enabling sustainable business models, informed consumer choices, and regulatory compliance across the textile value chain.

Not a burden

Designed to streamline - not complicate - processes for sustainability and transparency.

A digital identity

Like a citizen's passport, the DPP grants products the right to circulate in the EU market responsibly.

A commitment

Not merely a legal requirement — a conscientious act for the welfare of future generations.

Hungry for more info?

Download our informative guide to DPP's

