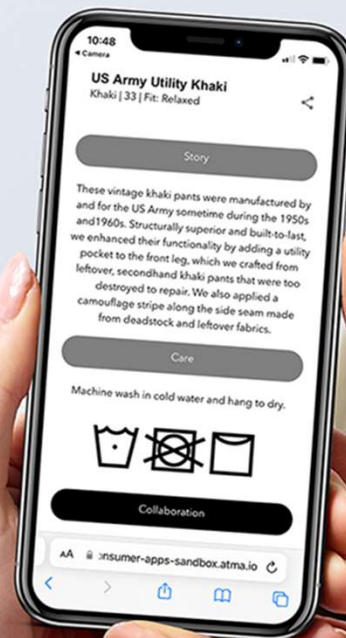# AVERY DENNISON DIGITAL SOLUTIONS: YOUR PASSPORT TO POSSIBILITY

July 11, 2023
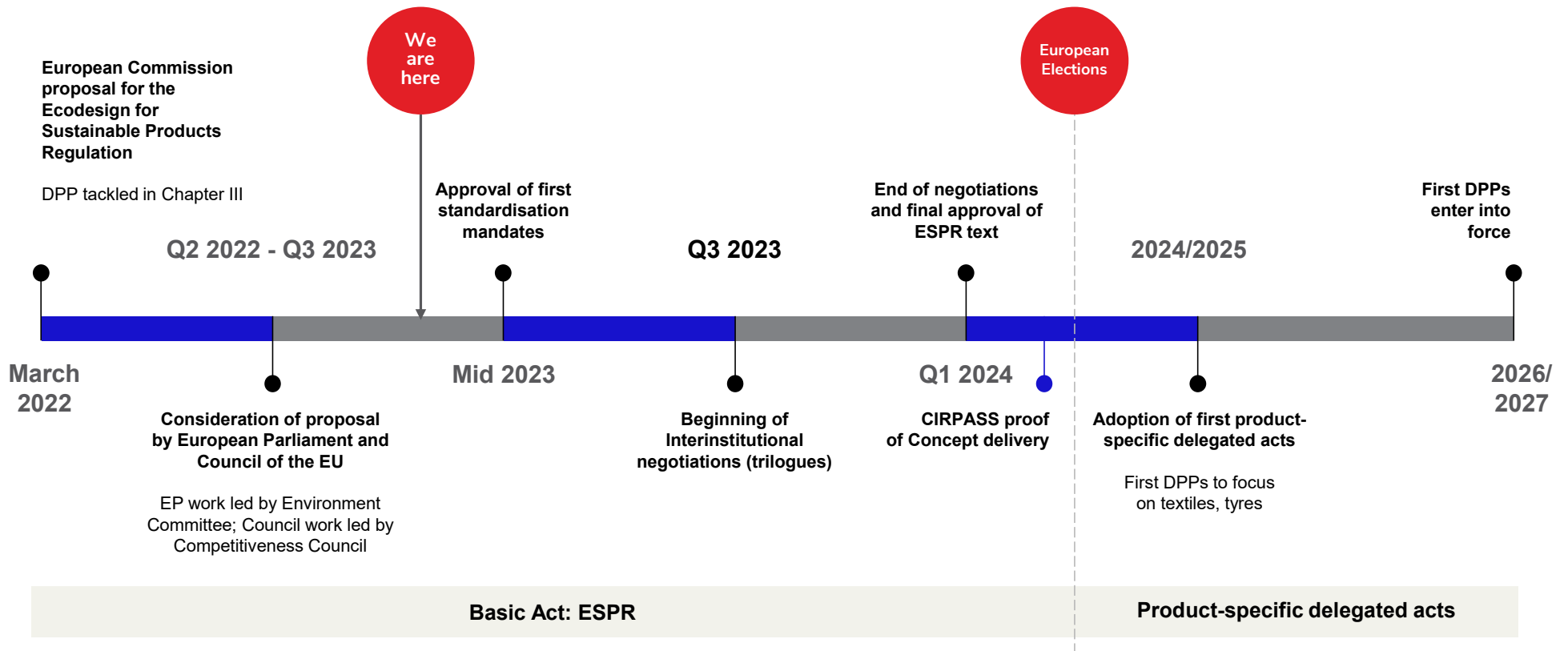
Jon Day

Global Market Development Manager,
Sustainability

Avery Dennison

Getting ahead of DPP enforcement needs to start now*

European Commission proposal for the Ecodesign for Sustainable Products Regulation

DPP tackled in Chapter III

We are here

European Elections

Approval of first standardisation mandates

End of negotiations and final approval of ESPR text

First DPPs enter into force

Q2 2022 - Q3 2023

Q3 2023

2024/2025

March 2022

Mid 2023

Q1 2024

2026/ 2027

Consideration of proposal by European Parliament and Council of the EU

EP work led by Environment Committee; Council work led by Competitiveness Council

Beginning of Interinstitutional negotiations (trilogues)

CIRPASS proof of Concept delivery

Adoption of first product-specific delegated acts

First DPPs to focus on textiles, tyres

Basic Act: ESPR

Product-specific delegated acts

*this timeline is based on political decision-making and is as such subject to delays

What's actually required? Here's our take…

A unique persistent ID for the product (including batch and/or serialization as necessary)

A persistent data carrier (RFID, QR Code, digital watermark, Bluetooth tag, etc.)
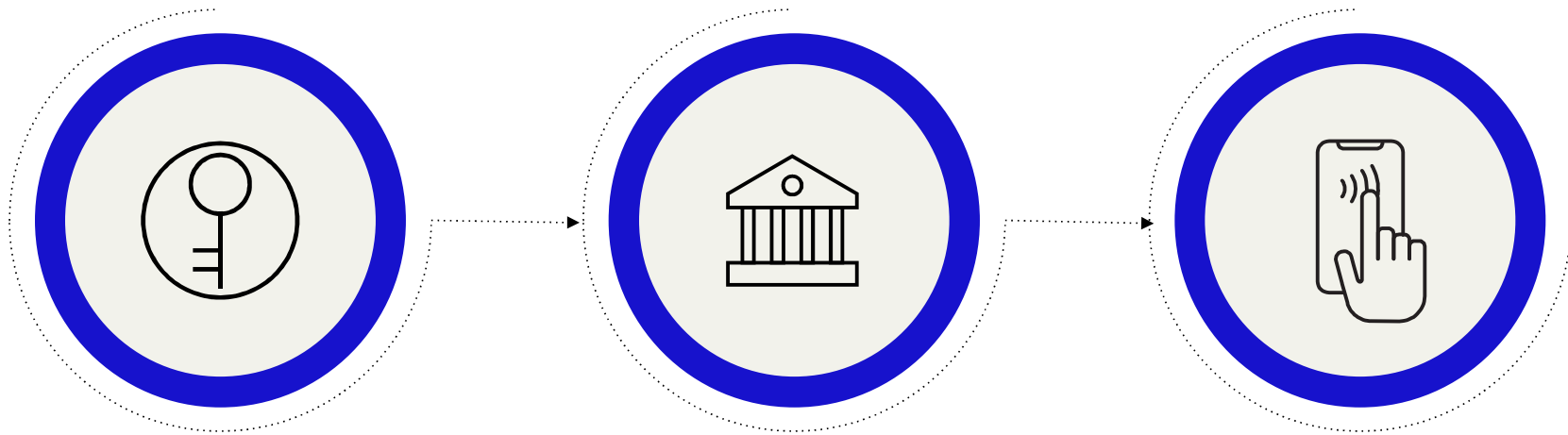
RFID

A Digital connector between physical product and the digital place of information on the product (e.g., URI address)

An IT architecture for facilitating the data exchange composed of:

- Standardized vocabulary
- Standardized data exchange protocols and formats
- Standardized stakeholder-dependent access mechanisms (read/edit rights)
- Distributed storage of information (in connection with EU dataspaces)
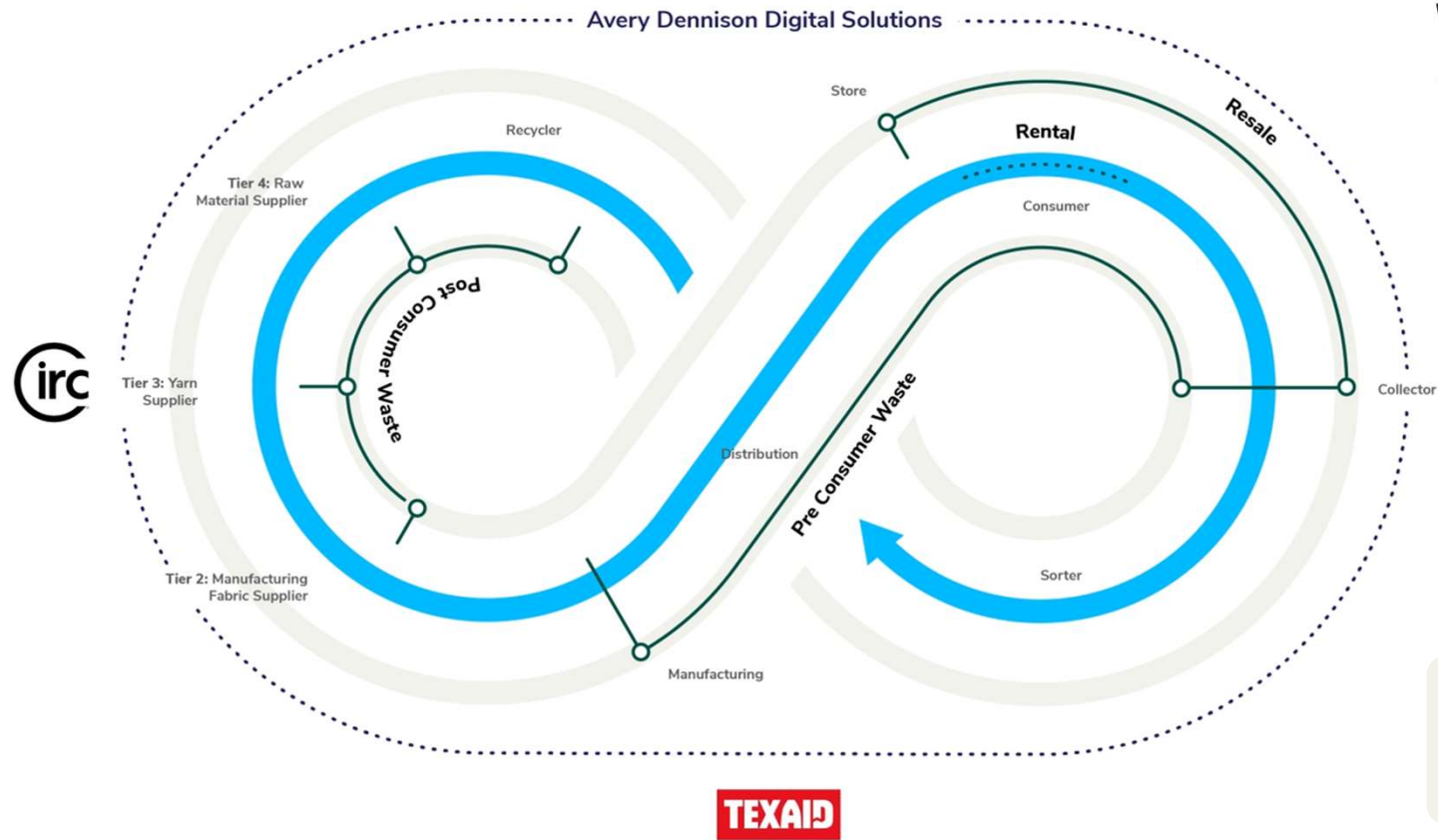- A stakeholder-dependent interaction layer.

Digital Care Label → **DPP** → **Consumer Engagement**

Data Driven Circularity

DIGITAL SOLUTIONS

WHEN EVERYTHING'S CONNECTED,
POSSIBILITIES ARE ENDLESS.