

# DIGITAL PRODUCT PASSPORT

## Austrian Flagship Project

Promoting and Accelerating Circular Economy by Digital Product Passports

**International Workshop: Policy-driven Innovation in Manufacturing Through Digital Technologies**

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Project Coordinator

**09.06.2026 | Vienna | FFG**

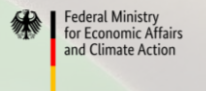


Funded by:

 Federal Ministry  
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and Infrastructure  
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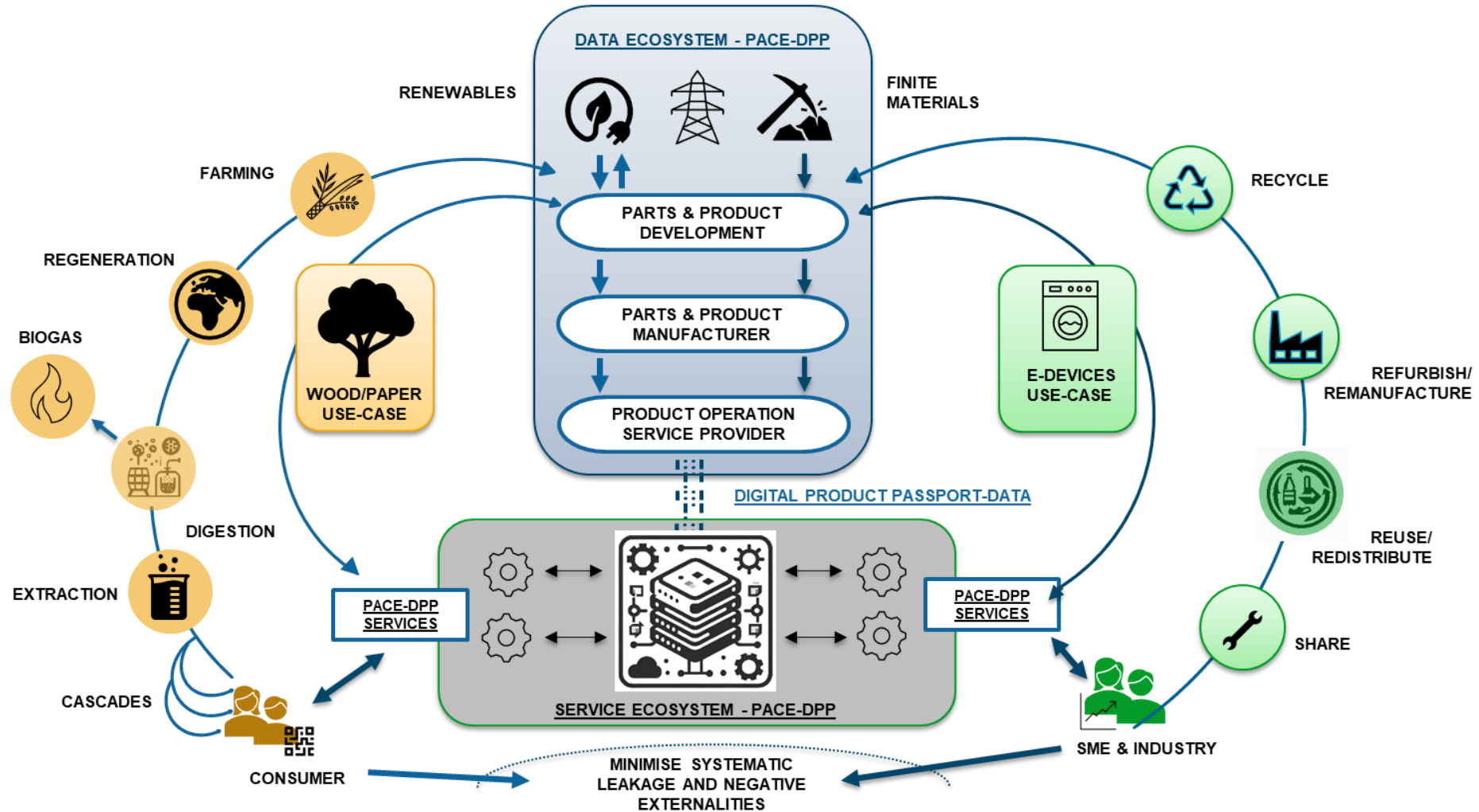


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# DPP-enriched Circular Economy

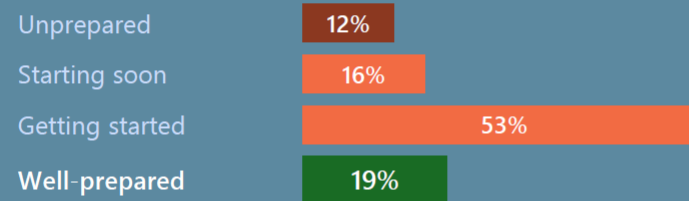


Background: Ellen MacArthur Foundation Circular economy systems diagram, 2019; Drawing based on Braungart & McDonough, Cradle to Cradle (C2C)

# DPP Readiness - Status Quo

# 81%

of companies are not yet well-prepared for DPP



**97%** aware of DPP

**33%** understand operational implications

**23%** have no DPP ownership assigned

**61%** undecided on build vs. buy

**KPMG European DPP Readiness Survey (Feb 2026)**  
70+ organisations • 13 EU countries • Sep–Dec 2025

Full report: [kpmg.com/EUDPP](https://kpmg.com/EUDPP)

# Early Movers Advantage - Gap Opportunities

## Supply Chain Leverage

Companies with DPP infrastructure become **preferred B2B partners**. Buyers will demand verified data from suppliers — those who can deliver it gain negotiating power and contract security.

***KPMG: top benefits cited — enhanced market trust & demand uplift***

## New Business Models

Product-level data enables **product-as-a-service**, repair/take-back programmes, refurbishment and circular revenue streams that are impossible without lifecycle data.

***KPMG: end-of-life recovery cited as top-3 benefit***

## Operational Intelligence

Building DPP data infrastructure gives companies **deep product lifecycle visibility**: process optimisation, waste reduction, resilient supply networks — independent of regulatory deadlines.

***KPMG (metals sector): deeper lifecycle intelligence = process optimisation & quality gains***

## Regulatory Head-Start

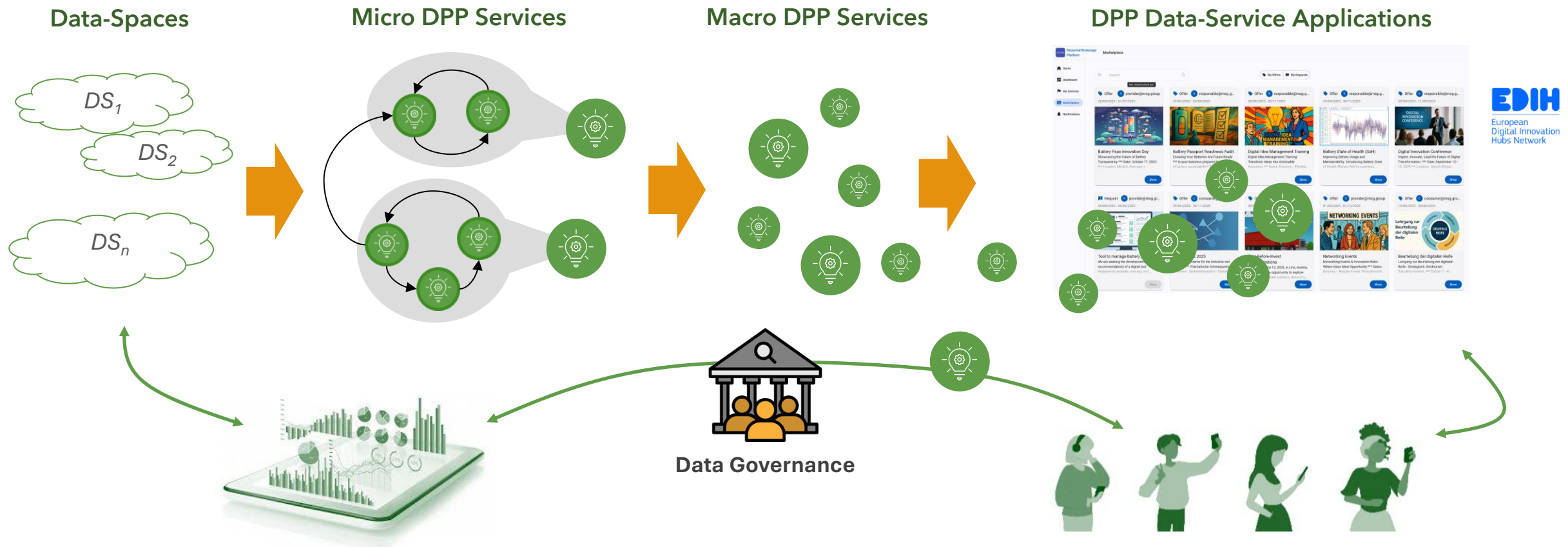
Data collection and systems integration take 12–18 months to set up. Starters today arrive at the 2027 deadline with tested, scalable infrastructure — late movers arrive in a panic.

***KPMG: top barrier is supplier data collection — the longer you wait, the harder it gets***

Source: **KPMG European Digital Product Passport Readiness Survey**, Feb 2026 — 70+ organisations, 13 EU countries

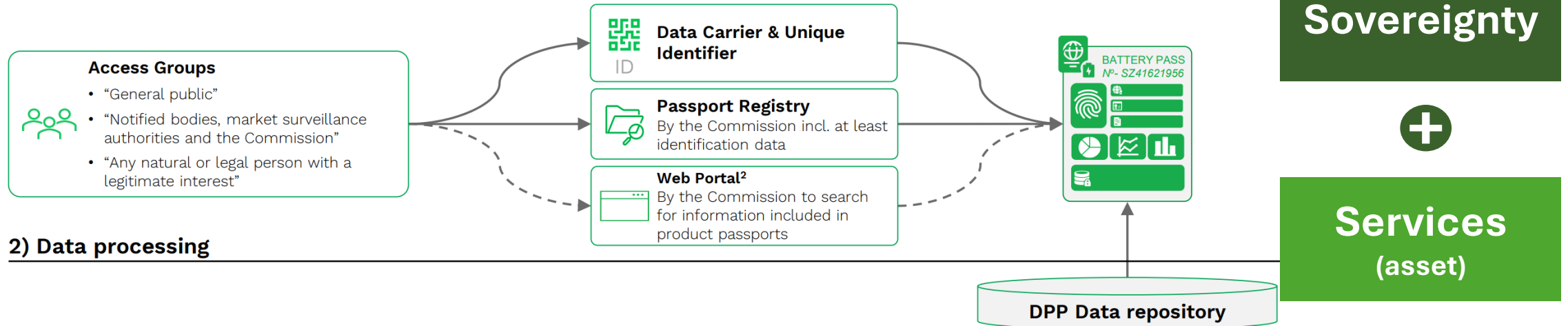
# DPP Data-Service Ecosystem

- Challenges: availability of data, access management, lightweight & rapid DPP usage & uptake
- Innovations: Semantic Match-Making; Decentral DPP-Service Platform; Innovative Business Solutions



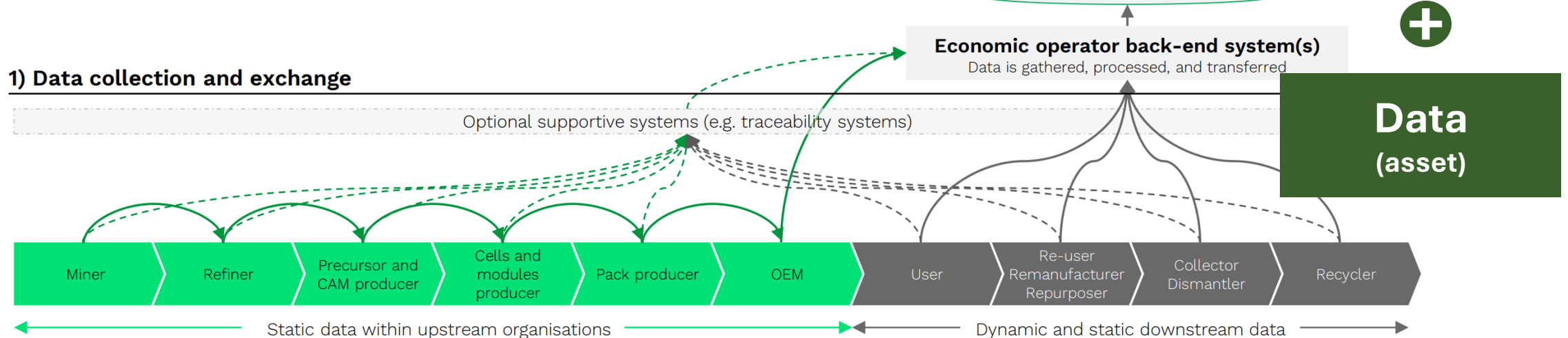
# DPP Data-Service Ecosystem

## 3) Data access



## 2) Data processing

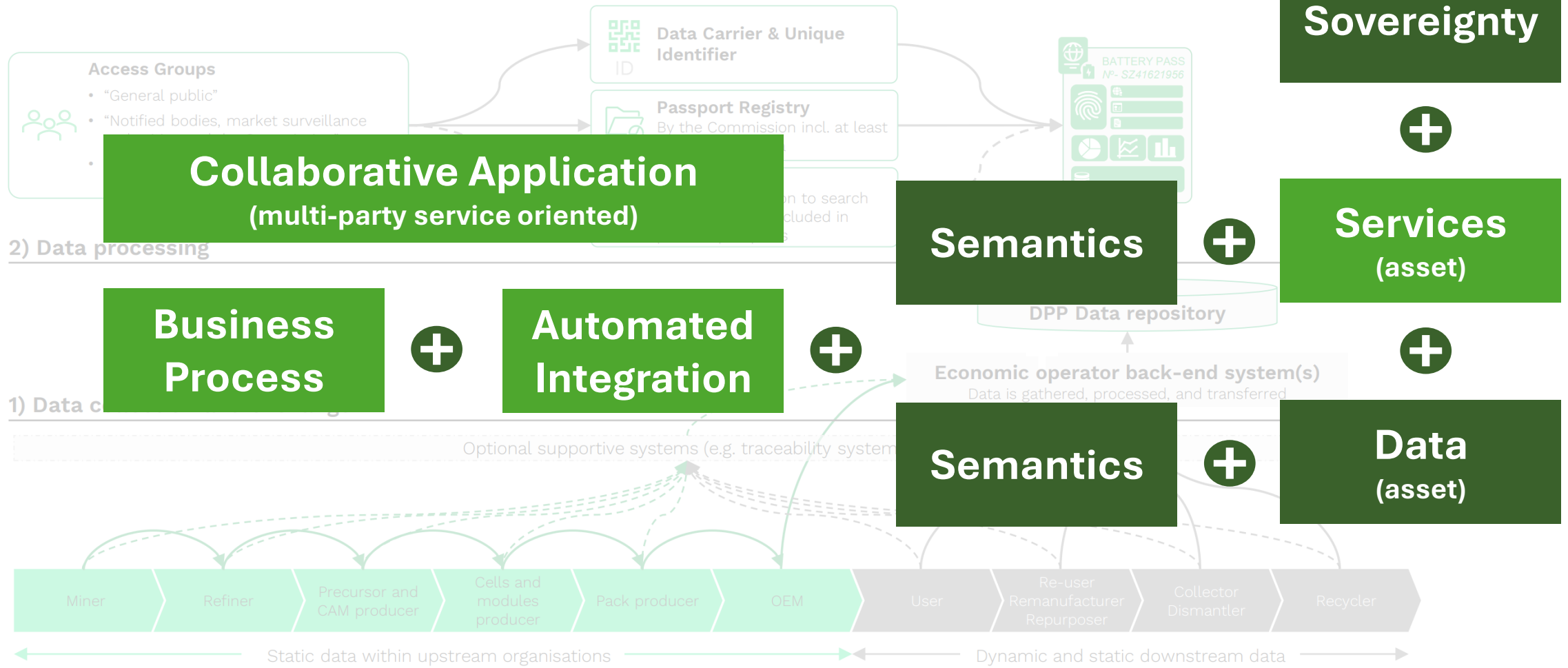
## 1) Data collection and exchange



Source: [https://thebatteryass.eu/assets/images/value-assessment/pdf/2024\\_BatteryPassport\\_Value\\_Assessment.pdf](https://thebatteryass.eu/assets/images/value-assessment/pdf/2024_BatteryPassport_Value_Assessment.pdf)

# DPP Data-Service Ecosystem

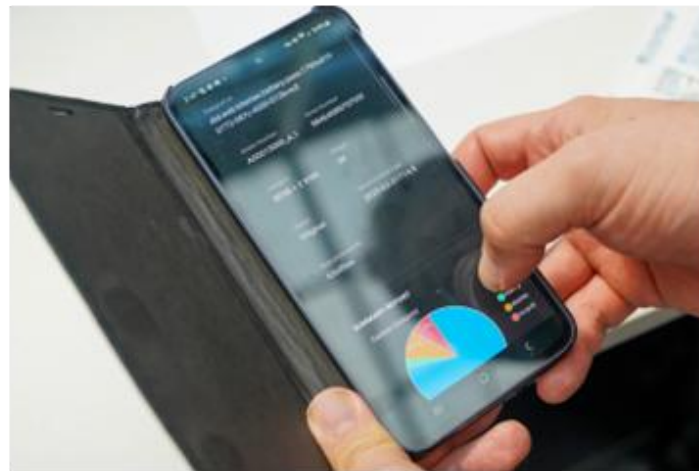
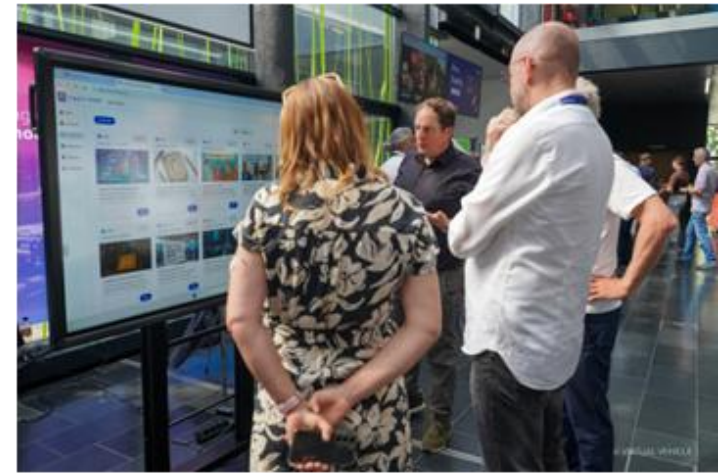
## 3) Data access



Source: [https://thebatteryass.eu/assets/images/value-assessment/pdf/2024\\_BatteryPassport\\_Value\\_Assessment.pdf](https://thebatteryass.eu/assets/images/value-assessment/pdf/2024_BatteryPassport_Value_Assessment.pdf)

# Use Case: Battery Passport 4 eStorage

- Six weeks from initial contact 14.05. to MVP demo at public DPP Event 03.07.2025!



# Project's Consortium



Project coordinator **virtual vehicle**

## Project partners



*sustainista*



**SIEMENS**

# Stay informed ...

[www.dpp-austria.at](http://www.dpp-austria.at)



Lighthouse Project

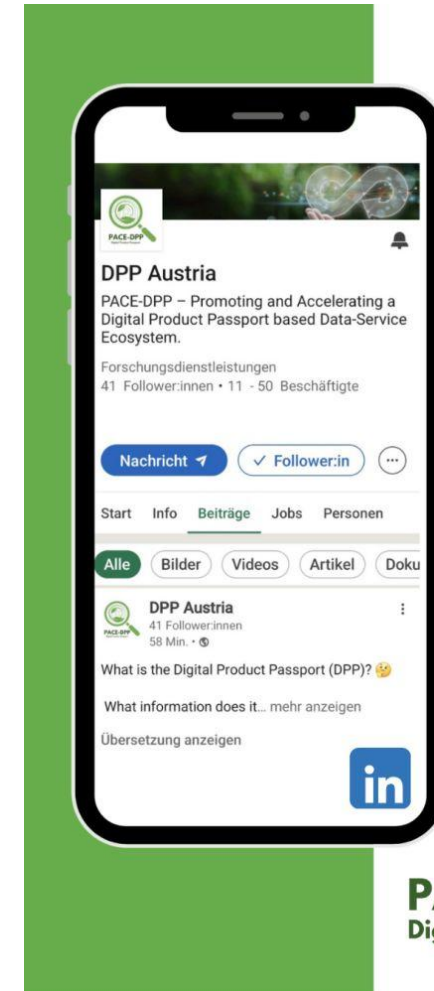
## PACE DPP – Austria Digital Product Passport

**FIND OUT MORE**

PACE-DPP – Promoting and Accelerating a Digital Product Passport based data-service ecosystems – is motivated by providing guardrails and solution bricks for tackling the basic technological and regulatory challenges for a smooth instantiation of DPP-based Ecosystems.

Industrial relevant applications from supply-chains in electronics and wood/pulp/paper industries provide a solid basis for use-case driven experimentation with key enabling digital technologies like Data Spaces and Digital Twins.

The essential result will represent the provision of lightweight accessible DPP services for unleashing the hidden potential of innovative circular economy business models, within the context of the European Green Deal.



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