

# Why Do We Need Product Passports from CIRCULAR REPUBLIC FESTIVAL 2025

Key Learnings

## Product Data Unlocks Business Value

Most companies already generate technical and R&D data but lose visibility in the use phase, which remains the biggest blind spot. Without these insights, they cannot optimize product design, resource use, or durability. Mapping lifecycle blind spots and prioritizing use-phase data collection helps close this gap.

## Standardization and Trust Make DPPs Possible

Data's value depends on clear structures, interoperability, and governance. Sensitive data requires protection, while nonsensitive data like carbon footprint should be openly shared. Building protocols that ensure trust and sovereignty is essential so companies feel secure enough to share data across value chains.

## DPPs Turn Compliance Into Business Opportunity

The EU's EcoDesign regulation draft positions product passports as the central container for product disclosure, covering documentation, labels, and sustainability data. While framed as compliance, they also create opportunities for efficiency, brand positioning, and stronger customer relationships. Companies that act early can gain a strategic advantage.

## DPPs Enable Second-life and Service Models

Real-time product data enriches digital twins and helps assess remaining performance and useful life. This supports refurbishment, upgrades, and reliable secondhand markets, extending product value before recycling. By keeping ownership, manufacturers can also move toward product-as-a-service models, which incentivize durability and ongoing customer ties.

## DPPs Deliver Measurable Efficiency Gains

Better product data creates improvements across the lifecycle. Transparency raises resale values, while recycling processes can reduce costs by about 10 percent when composition data is available. Building business cases on these gains helps secure adoption and scale circular strategies.

Listen to the full episode here:

<https://circularity.fm/do-we-know-why-we-need-product-passports/>

