



Insights into Digital Product Passports & EU Innovation

Workshop / Webinar

Date	19 th June 2026
Time	11:00-12:30 CEST (duration: 1.5 hours)
Target Audience	Researchers, EU project leaders, policymakers, industry stakeholders, SMEs, and circular economy advocates.
Format	Public Online webinar + Q&A; via Teams
Registration	CLICK HERE

Confirmed Participant Projects

DATA4CIRC (www.data4circ.eu)

PSS-Pass (www.pss-pass.eu)

RecAL (www.recal-project.eu)

Description

Digital Product Passports (DPPs) are rapidly moving from research pilots into policy-driven reality across the EU. This 90-minute webinar will build on the October [DATA4CIRC DPP webinar](#) and shift the conversation from the technical challenges posed by DPPs to the business opportunities they offer. The ESPR is a core driver for DPP roll-out in the EU; it is framed as a regulation to improve product circularity, durability and reparability and introduces DPP requirements sector-by-sector. Businesses should therefore plan for both regulatory compliance and independent commercial opportunities. This webinar will seek to explore the question “why would companies invest in Digital Product Passports?”

We’ll examine hard and soft commercial benefits (cost savings, new revenue streams, market access, brand value), realistic ROI drivers, and whether a convincing business case exists *without* regulatory mandates such as the Ecodesign for Sustainable Products Regulation (ESPR). Speakers will combine finance, strategy, procurement and policy perspectives and finish by identifying practical next steps for industry and projects. The panel discussion will also consider:

- Balancing transparency with data privacy and security
- Integrating DPPs into diverse supply chains and legacy systems
- Meeting evolving regulatory requirements under the Ecodesign for Sustainable Products Regulation (ESPR)
- Engaging stakeholders from manufacturers to recyclers and consumers

Topics & Discussion

This online webinar will bring together researchers, EU project coordinators, policy experts, and funding representatives to:

- Showcase innovative DPP pilots and prototypes from current EU-funded projects

- Discuss common technical, regulatory, and organisational hurdles
- Explore practical solutions and best practices for cross-sector collaboration
- Identify opportunities for future research, funding, and policy alignment

The session aims to foster dialogue, share knowledge, and accelerate the adoption of DPPs as enablers of the circular economy. Participants will gain insights into how collaborative innovation can overcome barriers and drive real-world impact, supporting Europe's ambition to lead in sustainability and digital transformation.

Agenda

1. Welcome and Introduction: Host introduction; what are DPPs? (5 mins)

2. Keynote: The Role of the ESPR in shaping the future market for DPPs (15 mins)

- **Evi Moutsipai – Adviser Product Policy & Sustainability:** [EuroCommerce](#)

What does the ESPR mandate today? The sectoral rollout and realistic timelines. Noteworthy upcoming legislative instruments.

3. Four 5-minute lightning business cases for DPPs. Each speaker 5 min + 1 moderator transition min (ca 25mins)

- **Prof. Michael Heiss – Principal Digitalisation Consultant:** [SIEMENS](#) / [Technical University of Vienna](#)
- **Ivan Mayorov – DPP Platform Developer:** [CANCOM \(RecAL Project\)](#)
- **Erika Menosso – Organization & Infrastructure Development:** [Electrolux \(PSS Pass Project\)](#)
- **Dr. Iakovos Yakoumis – Chemical Engineer, Founder & CEO:** [MONOLITHOS Catalysts & Recycling Ltd. \(DATA4CIRC Project\)](#)

4. Panel Discussion: The business case for DPPs (20 minutes)

- a) If the ESPR didn't exist, would you still invest in DPPs?
- b) Top 3 KPIs you'd need to see before green-lighting DPP investment.
- c) Which sectors can get commercial value today vs. those that need regulation?
- d) Which economic models are being discussed to ensure profitable adoption of DPP solutions from an ecosystem viewpoint?

5. Interactive Discussion: Shared Problems and Emerging Solutions (20 minutes)

- Moderated Audience Q&A session via chat function
- Discussion of technical, regulatory, and organizational hurdles

6. Collaboration and Next Steps (3 minutes)

- Conclusion from Q&A and Call to action for ongoing collaboration

7. Closing Remarks and Wrap-Up (2 minutes)

- Summary of key take aways
- Information on follow-up materials and networking opportunities