



## HYBRID WORKSHOP

### How to ensure the Digital Product Passport empowers SMEs

21 June 2023  
10:00 – 12:30  
Brussels & online

#### **[DRAFT PROGRAMME]**

#### **10:00 WELCOME AND INTRODUCTION**

- Maitane Olabarria, Secretary General, Small Business Standards (SBS)



#### **10:10 THE DIGITAL PRODUCT PASSPORT (DPP) IN THE MAKING** **Updates on the legal context and requirements**

- Wojtek Sitarz, European Commission, DG ENV.B.4, Circular Economy - Sustainable Products

#### **Q&A**

#### **10:40 DPP PILOTS: OPPORTUNITIES AND CHALLENGES** **Practical examples of existing DPPs and SMEs experiences**

- Thomas L. Rödding, CEO at Narravero, Entrepreneur, Digitalist & Strategist
- **“Benchmark of existing DPP-oriented reference architectures” - Cost estimation study and proposed methodology**  
Kamila Kocia, Market Development Manager, Digital Solutions at Avery Dennison, CIRPASS Project Consortium

#### **Q&A**



#### **11:20 PANEL - STANDARDISATION WORK IN SUPPORT OF THE DPP** **Discussion on planned and ongoing work and how to ensure standards meet SME needs**

- Marvin Boell, Project Manager at VDE (Association for Electrical Electronic Information Technologies), CIRPASS Project Consortium
- One representative from CEN-CENELEC (speaker TBC)
- Belen Suarez Lopez, SBS expert
- Reinhard Fandrich, SBS expert

#### **Q&A**

#### **12:30 CLOSING OF THE EVENT**

