



HYBRID WORKSHOP

How to ensure the Digital Product Passport empowers SMEs

21 June 2023, 10:00 – 12:30

Brussels & online

[Registration Form](#)

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

Connecting Sustainability & Marketing - Examples of early adopters using DPP-as-a-service in different industry sectors

- 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
- Catherine Vigneron, Account Manager Energy & Living, CEN-CENELEC
- Belen Suarez Lopez, SBS expert
- Reinhard Fandrich, SBS expert

Q&A

12:30 CLOSING OF THE EVENT

