



INNOPAY

A business of Oliver Wyman

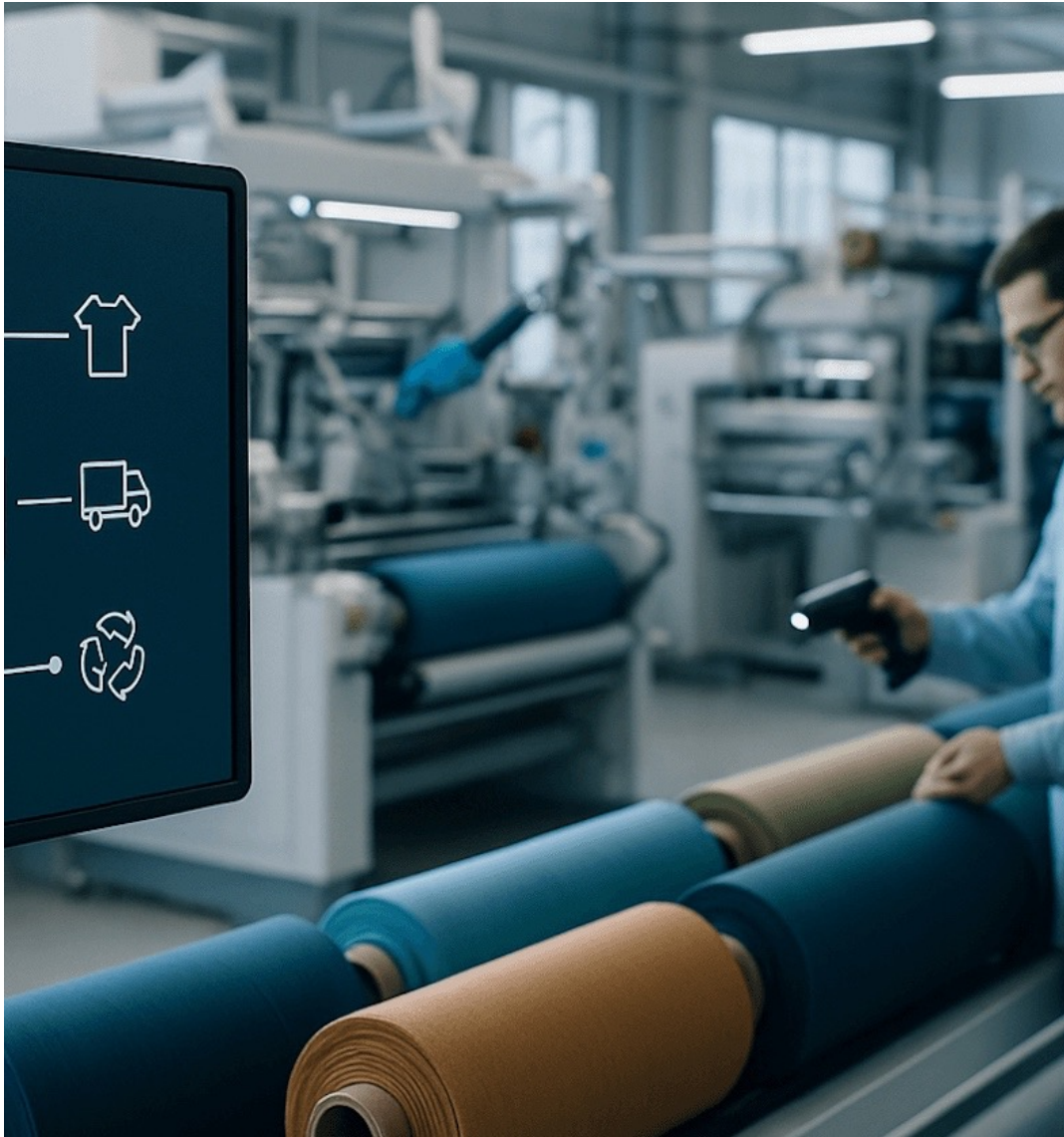


ADOPTION PULSE PANEL - DPP IN THE NETHERLANDS

Digital Product Passports Festival 2025

9 October 2025

Richard Ooms | Mariane ter Veen



AGENDA

1 INTRODUCTION

2 PANEL DISCUSSION

3 Q&A

01

**INTRODUCTION TO THE PANEL: FRONTRUNNER
INSIGHTS ON THE ADOPTION PULSE**

**ADOPTION PULSE SAMPLE:
WE HAVE TALKED TO FRONTRUNNERS ONLY**



Source: INNOPAY analysis

22

Interviews
with ecosystem
representatives

50+

Responsible economic
operators represented

20+

DPP service providers
represented

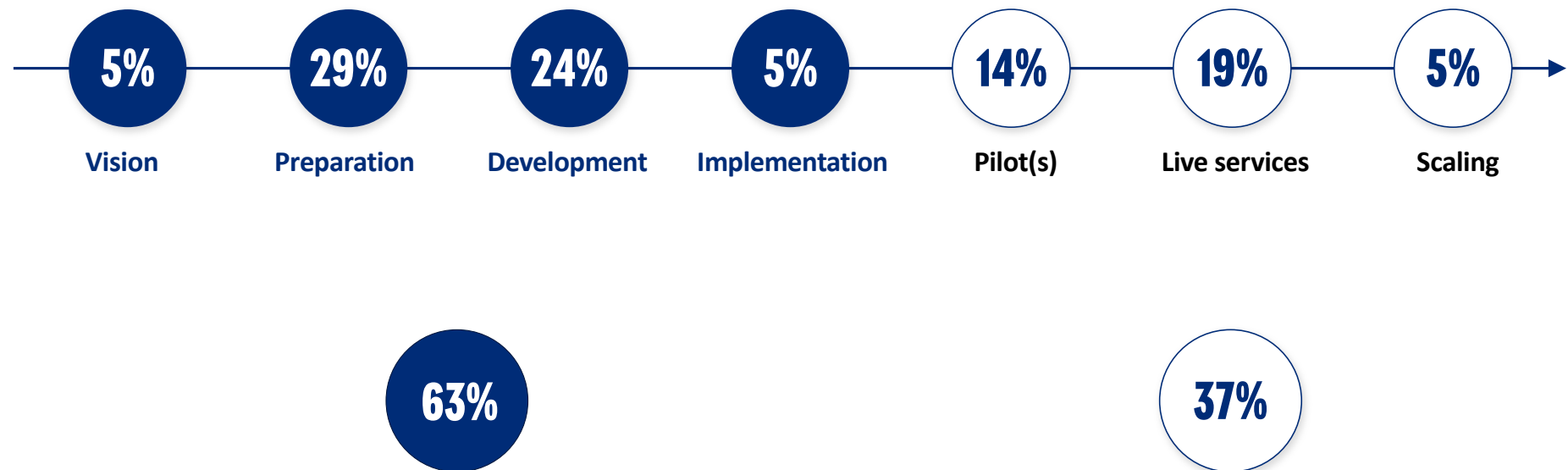
10.000+

Suppliers represented

DPPS AND ADOPTION: MAJORITY OF FRONTRUNNERS ARE NOT TESTING THEIR DPP SOLUTION WITH THE MARKET YET

Preliminary results

— The majority of the interviewed ecosystems has not implemented its DPP yet —



CHALLENGES: INSIGHTS IN ESPR REQUIREMENTS ARE NEEDED TO HELP FRONTRUNNERS WITH DDP DEVELOPMENT

Preliminary results



FRONTRUNNERS WANT INFORMATION ON

- Implementation timelines
- Requested information
- Information availability per stakeholder
- Dynamic data

■ % of interviewees that mentioned the challenge

Source: INNOPAY analysis

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CHALLENGES: STANDARDISATION HELPS INTEROPERABILITY, LOWERS DATA TRANSACTION COSTS AND IMPROVES COMPARABILITY

Preliminary results



■ % of interviewees that mentioned the challenge

FRONTRUNNERS WANT STANDARDISATION TO

- Enable interoperability between DPPs
- Lower data transaction costs
- Compare apples with apples

CHALLENGES: DPP DATA GAPS COMPROMISE THE REALISATION OF A HIGH QUALITY, COMPLETE DPP

Preliminary results



■ % of interviewees that mentioned the challenge

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FRONTRUNNERS EXPERIENCE

- Data unavailability at suppliers
- Questionable data validity
- Unstructured data

CHALLENGES: ALLOCATED TO DPP DEVELOPMENT RESULTS IN LOW PARTICIPATION AND NOT FULFILLING POTENTIAL

Preliminary results



% of interviewees that mentioned the challenge

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FRONTRUNNERS EXPERIENCE

- Labour intensive processes
- Implementation on running budgets
- Scope restrictions

SUCCESS DRIVERS: FOR DPP IMPLEMENTATION INTERNAL AND EXTERNAL COLLABORATION IS KEY

Preliminary results



 % of interviewees that mentioned the success factor

EXTERNAL COLLABORATION



DPP service provider



Supply chain partners

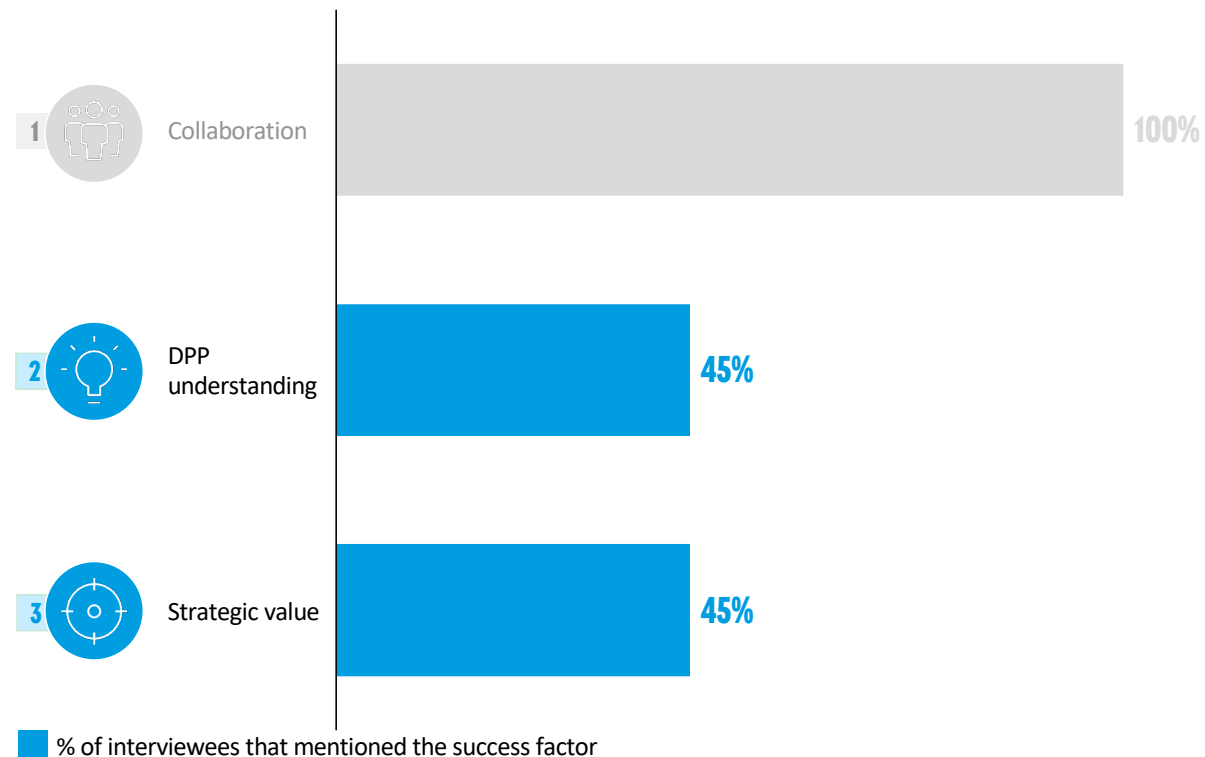
INTERNAL COLLABORATION



Between internal
departments

SUCCESS DRIVERS: UNDERSTANDING WHAT A DPP CAN DO FOR YOU & AN ENDORSED STRATEGY TO EXECUTE ON DRIVES ADOPTION AND THUS VALUE

Preliminary results



DPP UNDERSTANDING

- The working of and requirements of DPPs
- Business model impact

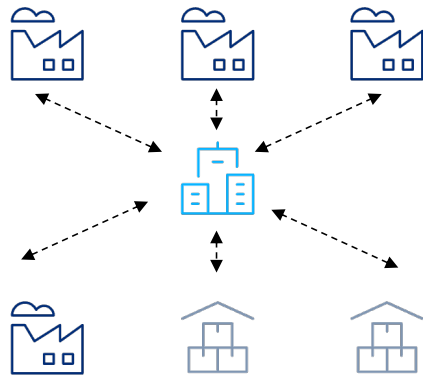
STRATEGIC VALUE

- Find a right to win

STRATEGIC CONSIDERATIONS: WE SEE THREE STRATEGIES FOR DATA ACCESS IN DPP-ECOSYSTEM COLLABORATION

Preliminary results

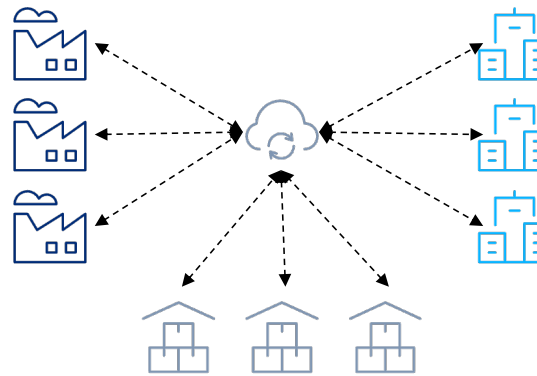
REO is the DPP data orchestrator



Scope Individual value chains

Data access agreements Bilateral agreements

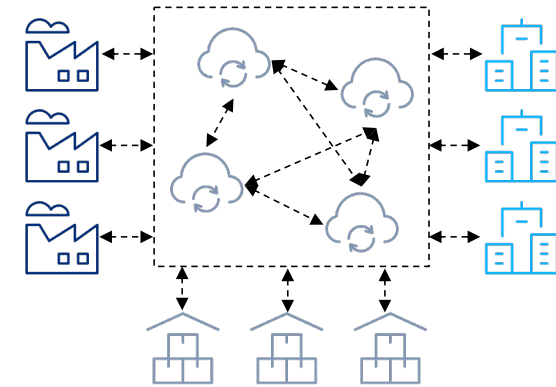
Platforms as DPP data orchestrator



Scope (cross-) Sector value chains

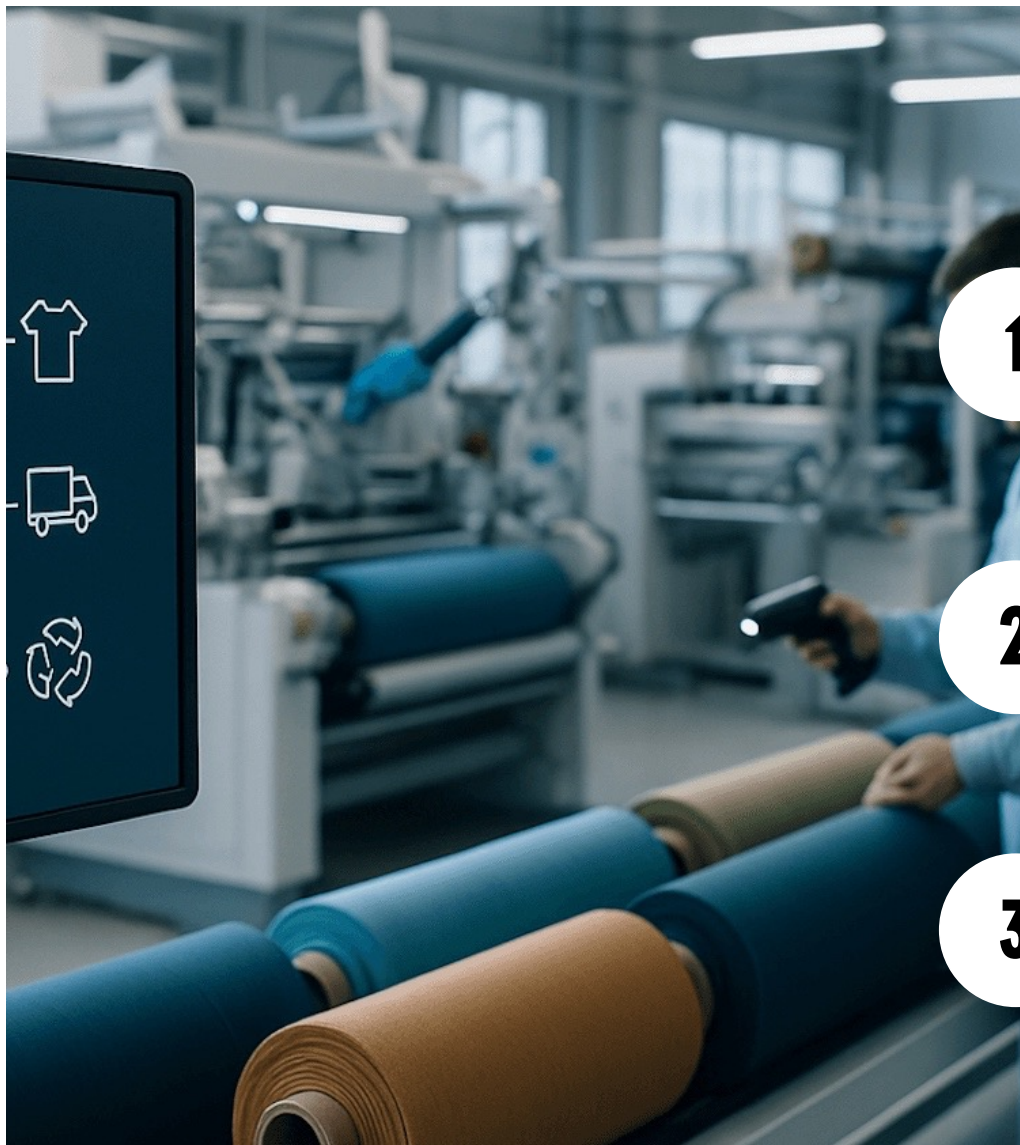
Data access agreements On platform terms

DPP data availability scheme



Scope (cross-) Sector value chains

Data access agreements Agreed upon by participants via scheme governance



3 STEPS TO REALIZE DPP-VALUE POTENTIAL

1



Understand what DPP's are and how they bring value to your organization to build management support for DPP development

2



Determine how to best get access to the data required for your DPP set-up given your ecosystem characteristics and goals

3



Activate and align both internal and external stakeholders to realize DPP business value in the short- and long term

THANK YOU!



RICHARD OOMS

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**SIGN UP TO STAY TUNED ON
OUR RESEARCH**

02

THE PANEL

TODAY'S PANEL



Laura Koedijk
Sustainability Manager



Jan Post
Strategic Partnerships



Tako Johannesma
Directeur



Mariane ter Veen
Moderator

Director, lead data sharing & AI @ INNOPAY

Q&A