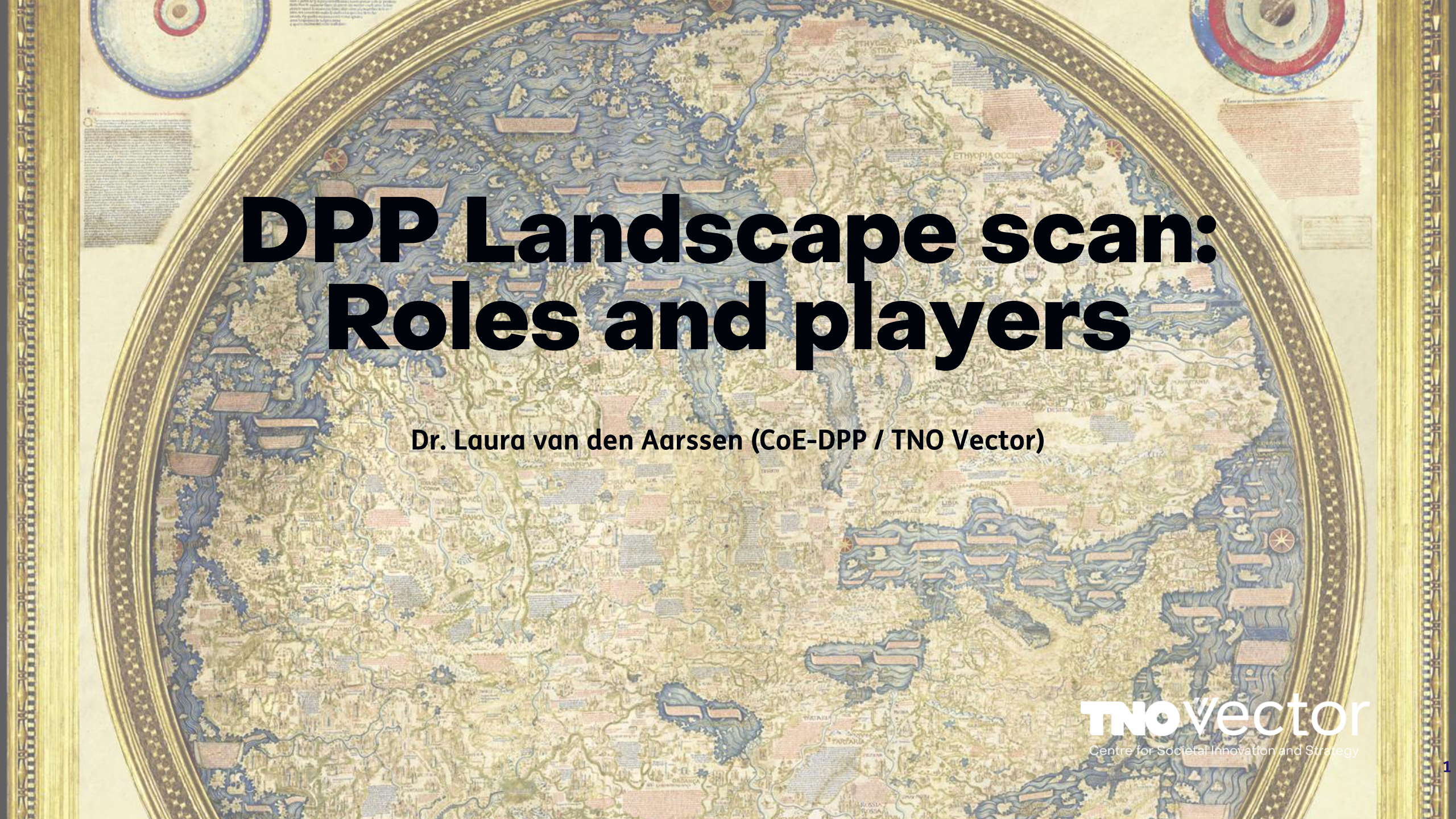




DPP Landscape scan: Roles and players

Dr. Laura van den Aarssen (CoE-DPP / TNO Vector)



DPP: Navigating an unknown landscape

Digital Product Passports (DPPs):

- Are part of a **systemic transition** toward a circular economy where **collaboration is key**.
- Require **new ways of producing, sharing, and valuing data**.
- Involve **new partners** and transform existing relationships.
- Have **unpredictable impacts** on stakeholders and processes.
- Ecosystem is **complex and uncertain**.



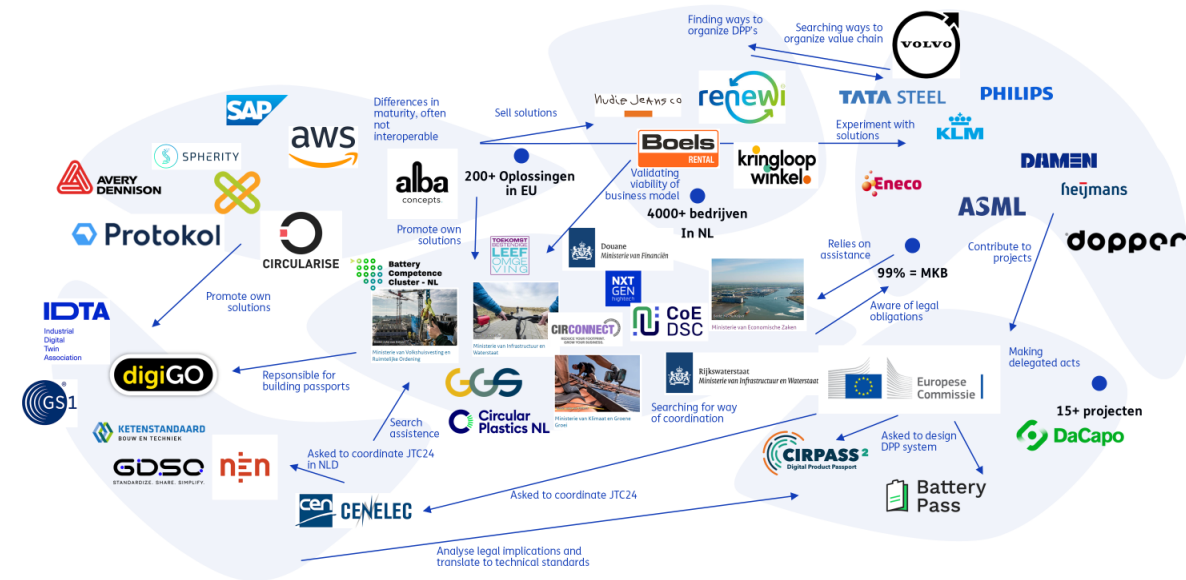
Navigating and strengthening the DPP Ecosystem through the Landscape Scan

To navigate the emerging landscape of DPP's we need to understand who's involved, what's changing, and where we're heading together.

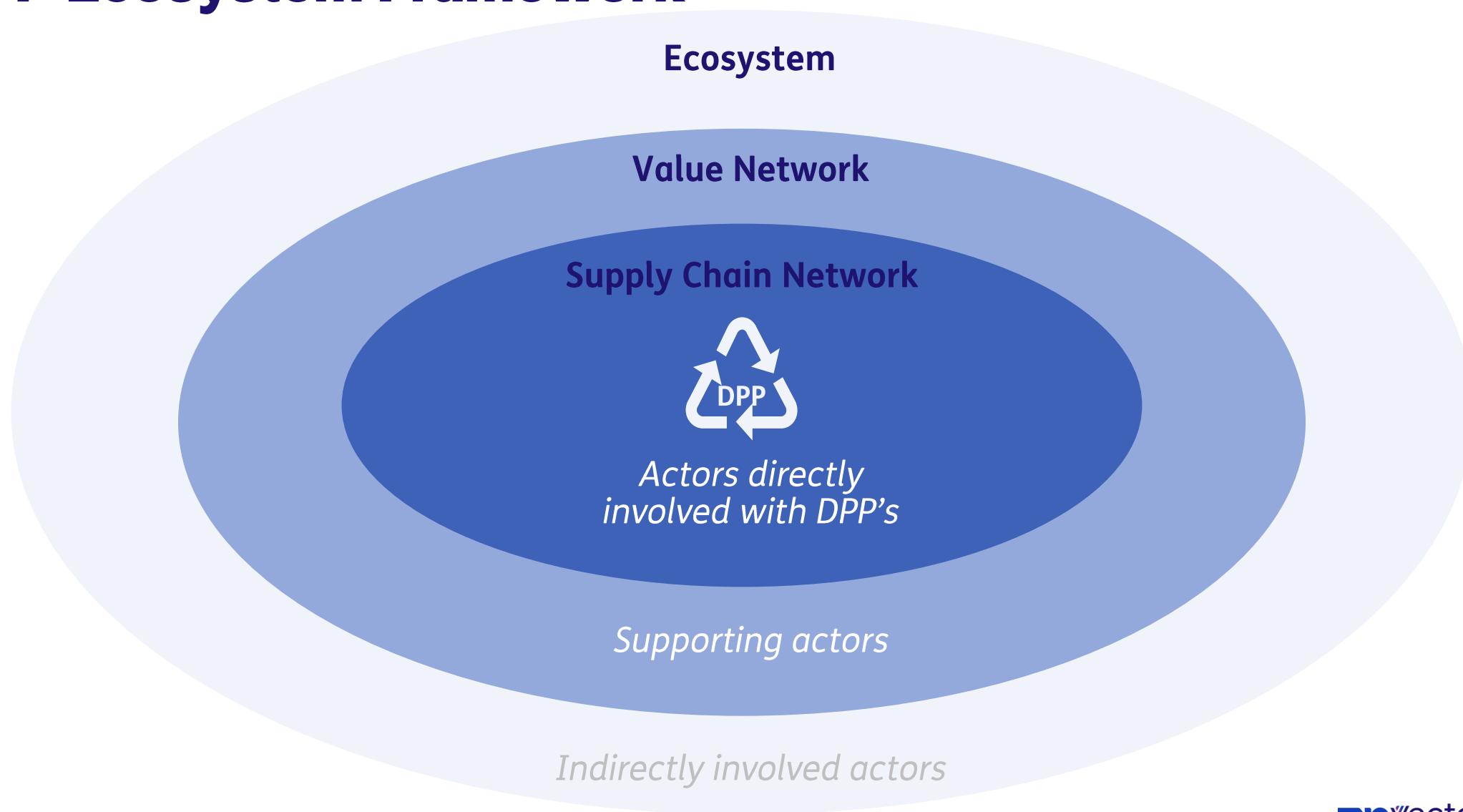
The DPP landscape scan maps organizations active in the Netherlands on an **ecosystem framework**.

This helps organizations to:

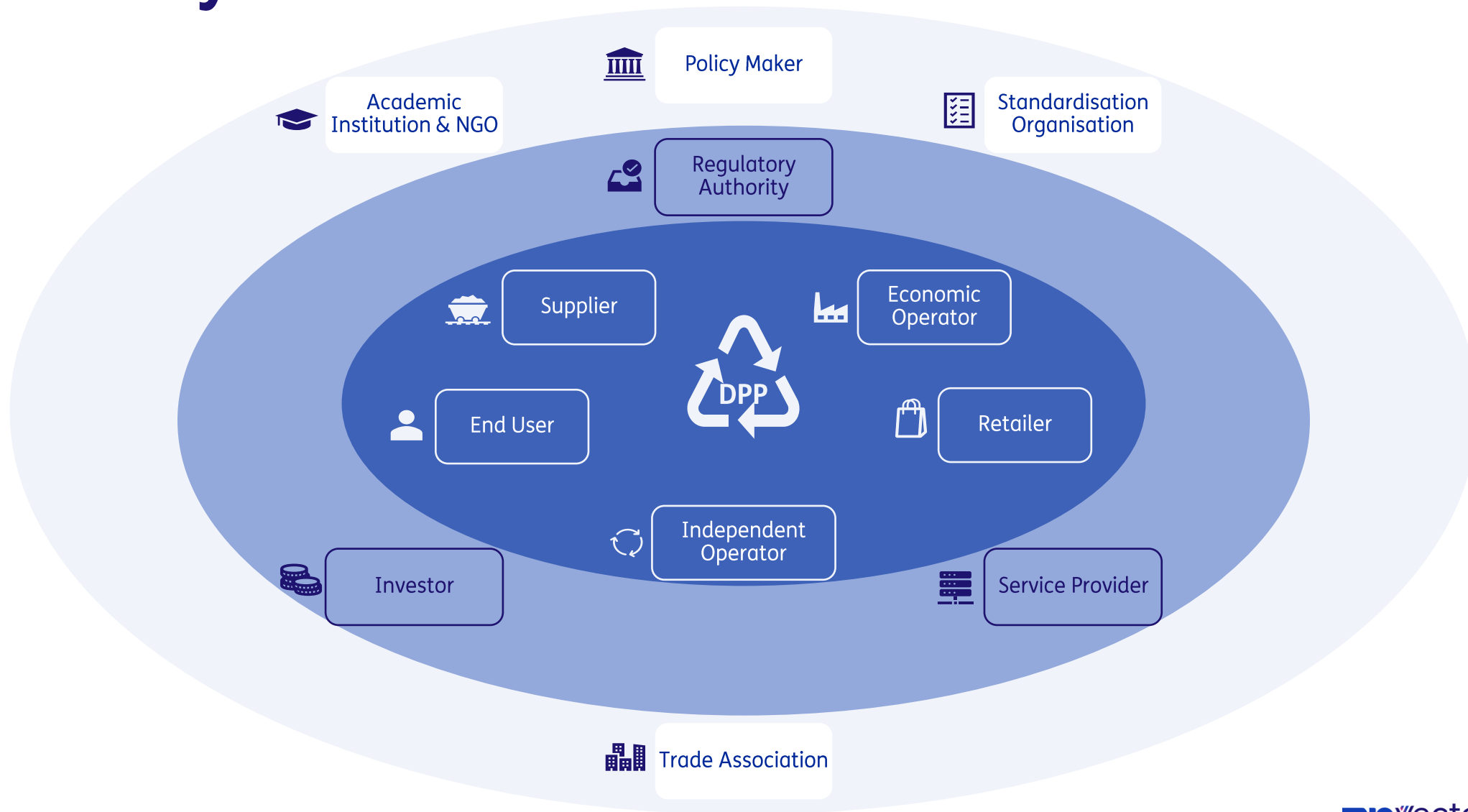
- Recognize their own role
- Find partners and forge collaborations
- Create interventions to strengthen and grow the Dutch DPP ecosystem



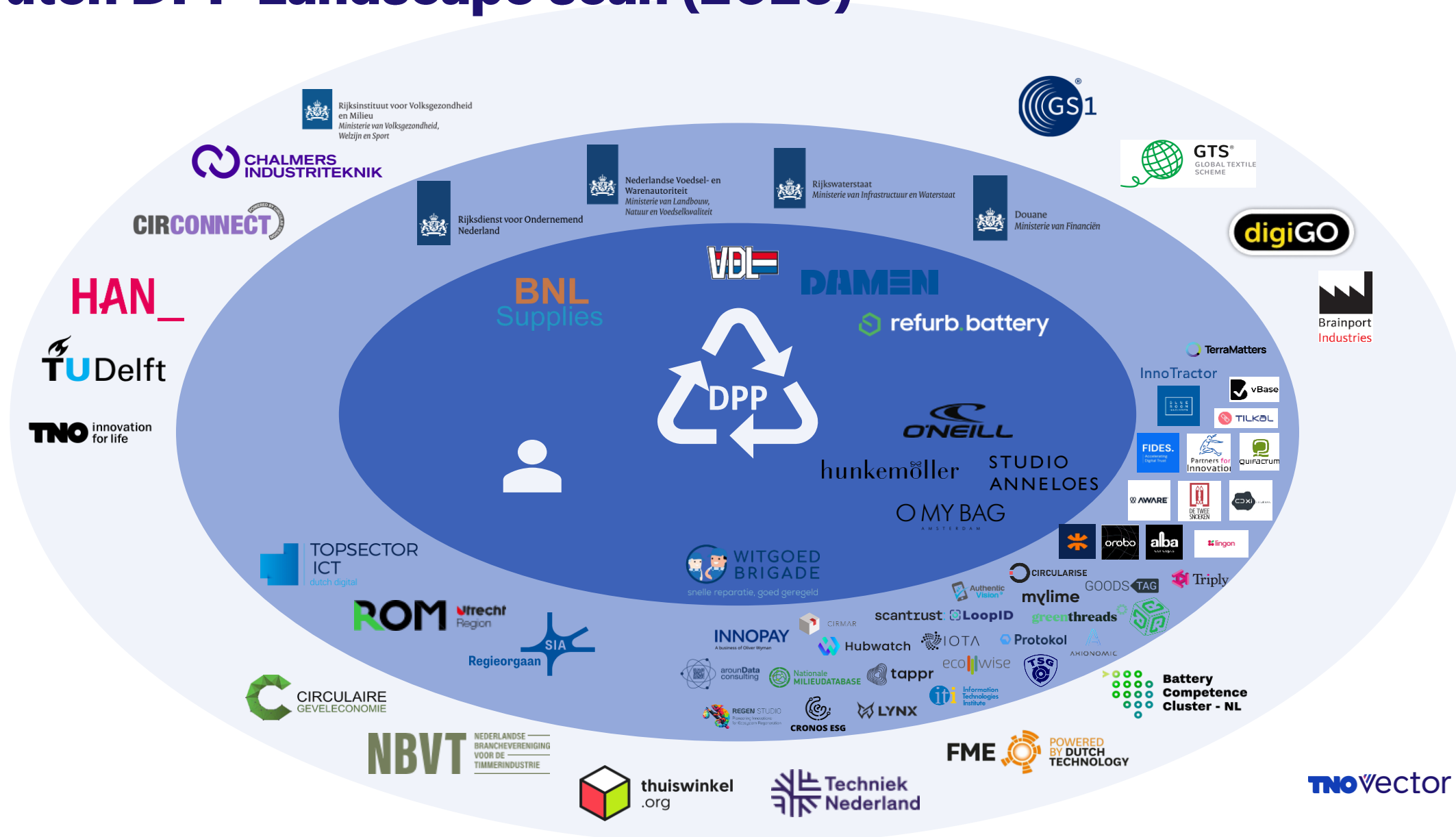
DPP Ecosystem Framework



DPP Ecosystem Framework



Dutch DPP Landscape scan (2025)



Roles and Players in the Dutch DPP landscape

Collaboration is key to navigating the systemic transition toward new ways of sharing and valuing product data.

The **Ecosystem Framework** helps identify key roles and players in the DPP landscape.

It supports navigation, coordination, and collaboration across the **Dutch DPP ecosystem**.

Go to <https://coe-dsc.nl/knowledge-base/community/digital-product-passport-initiatives/> to **find partners** and more insights on the Dutch DPP ecosystem.

The landscape is **dynamic and evolving** — version 2.0 is planned for next year.



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Nederlandse Voedsel- en Warenautoriteit
Ministerie van Landbouw, Natuur en Voedselkwaliteit

Nederlandse Voedsel- en Warenautoriteit (NVWA)
Regulatory Authority

The Netherlands Food and Consumer Product Safety Authority (NVWA) monitors the safety of food, consumer products, animal welfare, and nature. It ensures that businesses comply with the law and intervenes when risks arise for people, animals, or the environment.

Web NL/EN



Witgoed Brigade
Independent Operator

Dutch repair service specializing in maintenance and repair of white goods (appliances like washing machines and dryers) with a focus on extending product lifecycles.

Web NL

scantrust

Scantrust:
Service Provider

Swiss technology company providing digital supply chain traceability, authentication, and QR-code-based solutions for product transparency and anti-counterfeiting.

Web EN

STUDIO ANNELOES

Studio Anneloes
Economic Operator, (Online) Retailer

Dutch womenswear label specializing in timeless, comfortable, and easy-care apparel, distributed through stores, online channels, and wholesale partners.

Web NL

O MY BAG
AMSTERDAM

O My Bag
Economic Operator, (Online) Retailer

Amsterdam-based sustainable fashion brand designing eco-friendly, fair-trade leather and canvas bags with a focus on social impact.

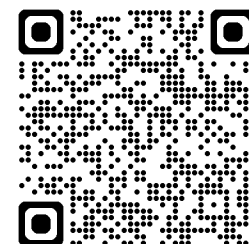
Web NL/EN

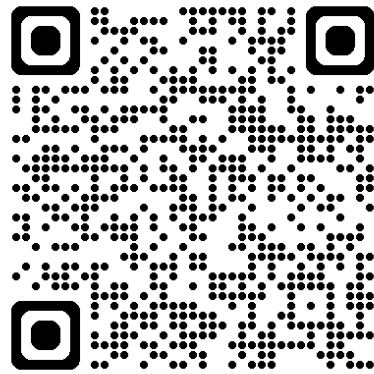
O'NEILL

O'Neill
Economic Operator, (Online) Retailer

Global surf, snow, and lifestyle apparel brand originating in California, offering clothing, wetsuits, and accessories for sports and casual wear.

Web NL/EN





Let's explore the future of DPPs — together!
Add your organization and help complete the map.

About the speaker

- Accelerating digital transformations in complex ecosystems through collaboration and systems thinking
- Empowering organizations to adopt data driven innovations such as Digital Product Passports
- Expert in value creation through collaborative business modelling
- Leading the Dutch CoE-DPP Landscape Scan



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