PACE-DPP
Digital Product Passport

D8.2 - EXPLANATORY MOVIE

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COORDINATION:	**VIRTUAL VEHICEL RESEARCH GMBH**

Executive summary

Deliverable 8.2. shows the professional explanation video.

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1 Initial Situation

PACE-DPP aims to make supply chains more transparent and support companies in the introduction of circular economy models. With accessible DPP services, it promotes resource efficiency, waste prevention and sustainable practices in line with the European Green Deal.

The first step to realize the goal of supporting companies in being more transparent is to raise awareness for the topic of re-used materials and product identities. This is why the project team created the underlying introduction video. The objective is to make the project and advantages through the digital product pass tangible for everyone. In particular, the video was created for the target group general public, for providing an initial idea of the benefits that can be realized by implementing and using digital product passports in near future.

As part of our communication strategy, the video is a good way to present our key topic. The video can be used for many occassions such as, at events, on our website as well as on social media.

The video is implemented in the website since february 2025: https://dpp-austria.at/

2 Video Production

The following chapter gives an overview of our introduction video in terms of visualization and text.

Tom wants to buy a new washing machine.

As sustainability is very important to him, he decides to buy a refurbished model.

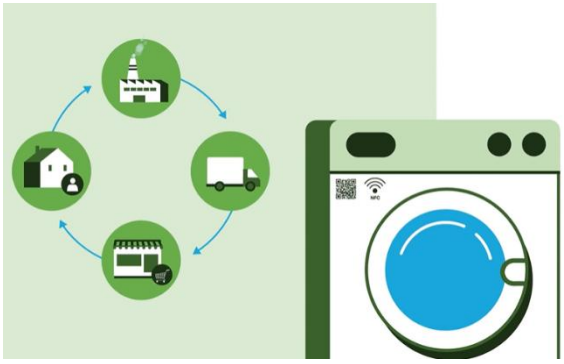
However, he has some doubts: Does the machine still work well? Was it produced in a sustainable way and how often has it been repaired?

This is where the Digital Product Passport comes in!

It acts like a digital identity for products, providing all the product-specific information.

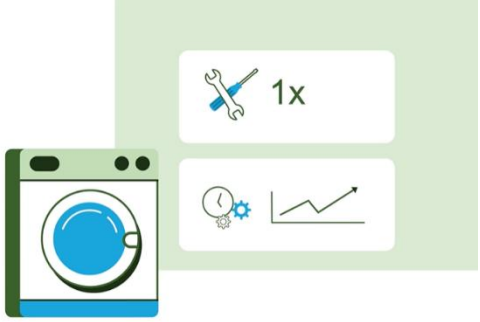
By simply scanning the product's QR code or by near field communication,

Tom can access key details about its entire lifecycle history.

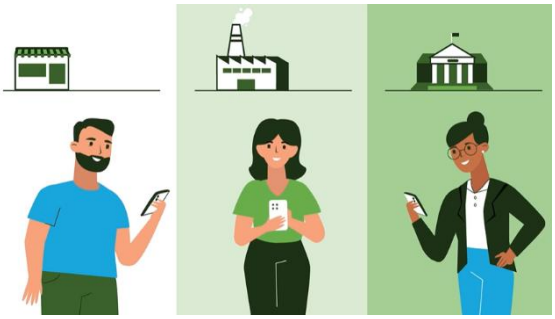


He can see where the washing machine was produced and which raw materials were used.

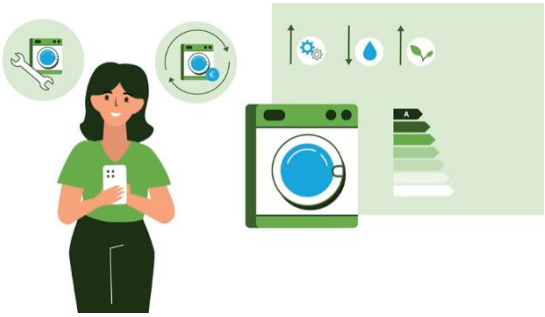
Furthermore, Tom can check the previous number of repairs occured and it's operation profile.



Through personal authentication, specific data can be accessed by different user groups.



This allows companies to improve their efficiency and products sustainability. And enables innovative businesses, like refurbishment or subscription models.



Authorities can easily monitor product compliances and implement sustainable business regulations.

By accessing all these details, Tom is able to compare different products to make sure the washing machine is of high quality.

The Digital Product Passport makes products transparent.

It enables circular economy by data, extends their lifespan and reduces the carbon footprint.

The Digital Product Passport – for a more sustainable future.

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Fahrzeugwerk Bernard KRONE GmbH & Co. KG (DE)
Forschung Burgenland GmbH (AT)
Infineon Technologies Austria AG (AT)
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