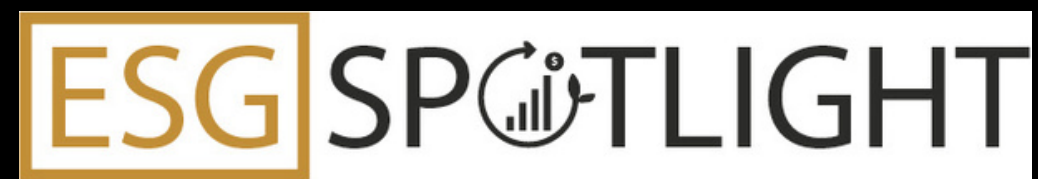




EMBRACING THE ECO-DESIGN SUSTAINABLE PRODUCT REGULATION

PRACTICAL INSIGHTS FOR SUSTAINABILITY & COMPLIANCE



CONTENT



- Introduction
- Understanding ESDR
- Digital Product Passport (DPP)
- Performance & Information Requirements
- Addressing Unsold Goods
- Green Public Procurement (GPP)
- Practical Strategies for ESDR Success
- Challenges and Opportunities
- Conclusion and Call to Action
- Get in Touch

WHY ESPR MATTERS



The European Union's Eco-Design Sustainable Product Regulation (ESPR) signals a transformative shift towards sustainability in product design and lifecycle management.



ESPR is not just a compliance measure; it's an opportunity for businesses to lead in the green economy.



Companies adopting these principles will gain a competitive edge, improve resource efficiency, and build consumer trust.



The Essentials of ESPR

ESPR builds on the Ecodesign Directive and applies to almost all physical goods in the EU market.

Key Focus Areas:

- **Digital Product Passport (DPP):** A comprehensive digital record of a product's environmental and lifecycle information.
- **Performance and Information Requirements:** Sets standards for durability, material content, and more.
- **Destruction of Unsold Goods:** Reduces waste by prohibiting unsold goods destruction.
- **Green Public Procurement (GPP):** Encourages public entities to prioritize sustainable products.

Takeaway: ESPR provides a roadmap for sustainable product innovation.

Enhancing Transparency with DPP

The DPP provides consumers and regulators with detailed insights into a product's sustainability

Steps to Prepare

Map your product's lifecycle and pinpoint critical sustainability data.

Develop digital systems to manage and share this data efficiently.

Train teams on the importance of accuracy and thoroughness in data collection.

Benefits

Builds consumer trust with transparency.
Ensures regulatory compliance.
Highlights your product's environmental credentials.

Real Tip

Blockchain technology can ensure secure, tamper-proof DPPs.

SETTING NEW STANDARDS

ESPR defines specific requirements such as minimum recycled content, durability standards, and chemical restrictions.

Case Study

Philips Circular Monitors:

- Uses 85% post-consumer recycled plastics.
- Designed for easy repair and upgrade, extending product life.

How to Prepare:

- Evaluate current product designs for sustainability gaps.
- Invest in R&D to integrate recycled materials and modular designs.
- Develop strategies for end-of-life recovery and reuse.



FROM WASTE TO VALUE

ESPR prohibits destruction of unsold goods to reduce waste

Innovative Solution

- Dutch startup Excess Material Exchange turns unsold goods into valuable inputs for other businesses.

Practical Steps

- Implement demand forecasting systems to minimize overproduction.
- Collaborate with charities, businesses, or platforms for re-purposing unsold goods.
- Use modular designs to make components reusable.

Real Tip

- Explore circularity programs to repurpose waste into new products or components.

WINNING CONTRACTS WITH GPP

Public authorities are leveraging their purchasing power to demand sustainable products.

How to Capitalize:

Understand GPP criteria in your sector.

Align product design and manufacturing with these standards.

Highlight your products' eco-friendly features in tender proposals.

Takeaway

GPP can open significant market opportunities for companies prioritizing sustainability.

Success Story

Interface's carbon-negative carpets helped secure public sector contracts.

YOUR ROADMAP TO COMPLIANCE

Adopt Lifecycle Thinking

Assess environmental impacts from raw material extraction to disposal.

Use tools like Life Cycle Assessment (LCA) to identify improvement areas.

Train Design Teams in Eco-Design

Equip teams with tools and software for sustainable design

Embrace Circularity

Close the loop by developing repair, reuse, and recycling systems.

Example: Patagonia's Worn Wear program.

Collaborate Across the Value Chain

Partner with suppliers and customers for shared sustainability goals.

Leverage Digital Technologies

Use IoT, AI, and blockchain for effective tracking and compliance.

NAVIGATING THE ESPR LANDSCAPE

OPPORTUNITIES

Enhance brand reputation by being a sustainability leader

Tap into green markets and secure public procurement contracts

Reduce costs through resource efficiency and innovation

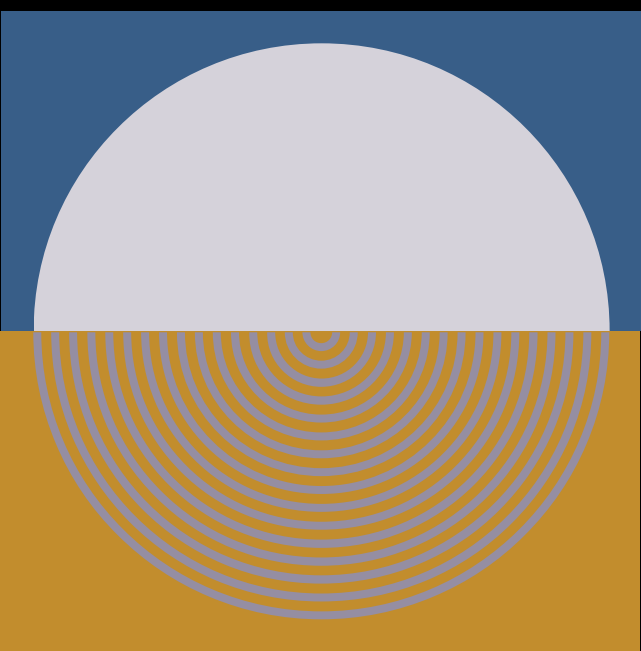
CHALLENGES

SMEs may face resource and financial barriers.

Significant investment required for digital infrastructure and training

REAL TIP

Leverage EU support programs for SMEs to ease the transition





A SUSTAINABLE FUTURE BY DESIGN

Why It Matters

Drives innovation and resource efficiency.
Positions companies as sustainability
leaders.

Actionable Next Step

Begin by mapping your product lifecycle
and implementing one sustainability-
focused pilot project.

ESPR represents a **paradigm shift** in product lifecycle
management.

Let's use ESPR as a catalyst for reimagining our products,
processes, and impact on the world.

GET IN TOUCH

ESG Spotlight

powered by **MS Partners GmbH**

Gustavo@mspartners.ch

www.esgspotlight.ch/blog

www.mspartners.ch/en/esg-services

