

The logo consists of the word "niag6" in a white, lowercase, sans-serif font, centered within a solid orange square. A small registered trademark symbol (®) is located at the top right of the number "6".

niag6®

# Six action areas of EU Green Deal

Niaga® is working in all six areas and found that the underlying infrastructure is missing



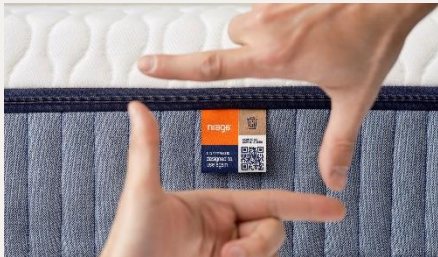
Design for reuse



Expand low emission technologies



Increase share of recycled, clean and recyclable materials or renewables



Ingredient transparency & phase out chemicals of concern, start proactively



Produce emission & pollution free



Understand the (multiple) Life Cycle Impact (LCA/EPD/CFP)

# Comparison to food

2011

2014

## Nutrition Information

Serving per package: (insert number of servings)  
Serving size: g (or mL or other units as appropriate)

	Qty per Serving	Qty per 100g (or ml)
Energy	kJ (Cal)	kJ (Cal)
Protein	g	g
Total fat	g	g
Saturated fat	g	g
Carbohydrate	g	g
Sugar	g	g
Sodium	mg (mmol)	mg (mmol)
(insert any other	g mg µg	g mg µg

## INGREDIENTS:

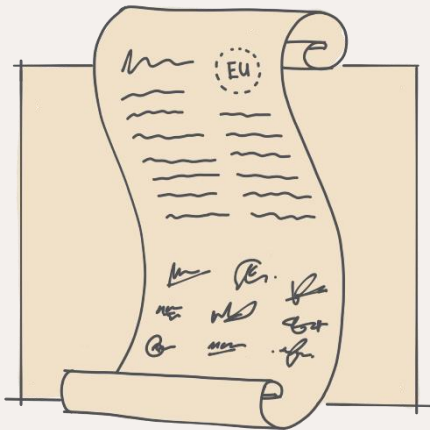
Whole grain wheat, corn, rolled oats, palm oil, aspartame, mango pieces [mango, mango juice, humectant (glycerol), tartrazine, natural mango flavour], royal jelly, walnuts, minerals (Calcium carbonate, iron sulphate), vitamins (Vitamin C, Vitamin B6, Folic acid, Vitamin B12) and spices.

## PHENYLKETONURICS:

CONTAINS PHENYLALANINE

**WARNING** - THE PRODUCT MAY NOT BE SUITABLE FOR ASTHMA AND ALLERGY SUFFERERS.

# EU ESPR



**ESPR:**  
Ecodesign for Sustainable  
Products Regulation

“... sets new requirements to make products more **durable, reliable, reusable, upgradable, repairable, easier to maintain, refurbish and recycle**, and energy and resource efficient.

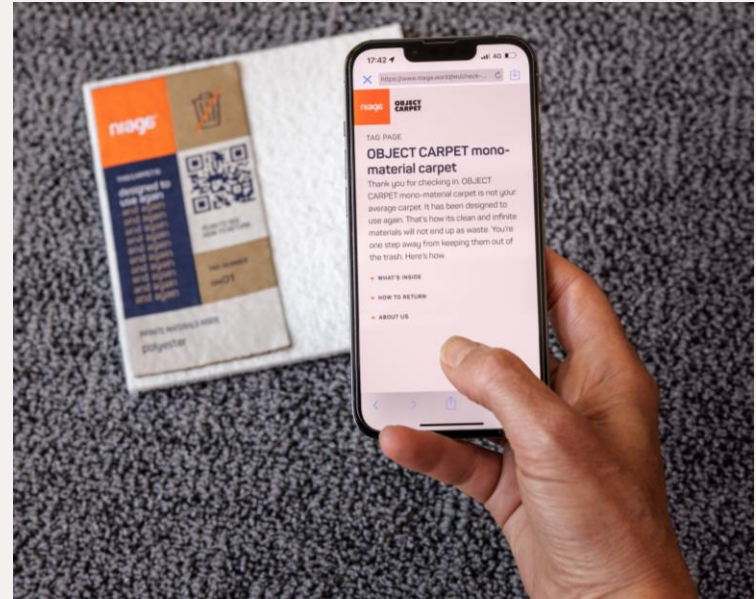
It is also anticipated that hazardous chemicals making it difficult to recycle products may be banned.”

“...all regulated products will have **DPPs**. This will make it easier to **repair or recycle products and facilitate tracking substances of concern**”

# For a product to be circular return is key!

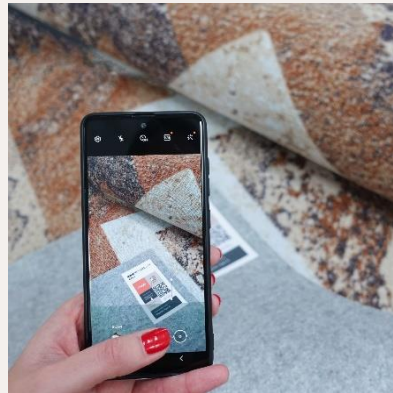
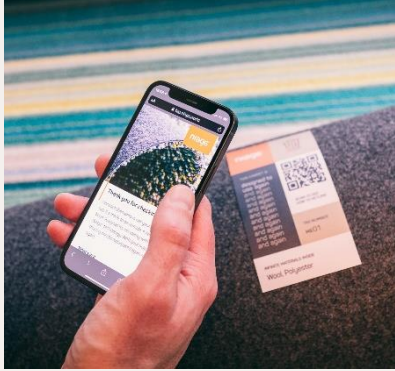
For repair, reuse, refurbishing and recycling transparency and return are key.

That's why Niaga® started building an infrastructure for enabling transparency on materials used in redesigned products and to keep products out of the trash to use materials again and again.





# Infrastructure for producers cross products and industries



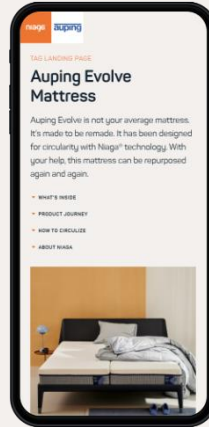
- To show what is inside
- Not a certificate or green claim
- Not a marketing tool
- To substantiate claims

# The infrastructure

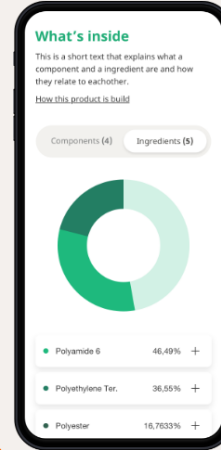
**Niaga® tag**  
to keep products  
out of the trash



**Tag page**  
to enable transparency  
and return

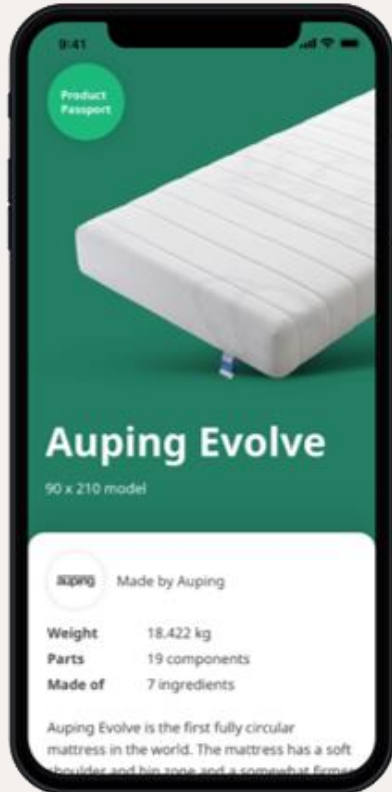


**Digital Product passport**  
to provide ingredient and  
component transparency

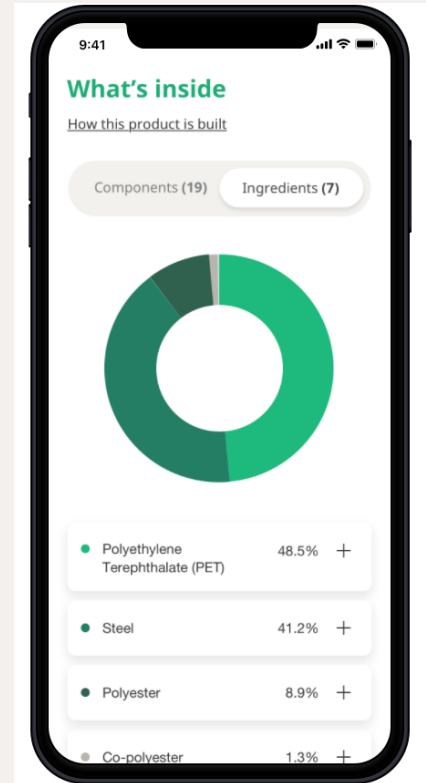


**Return page**  
to return the  
product

# The Digital Product Passport

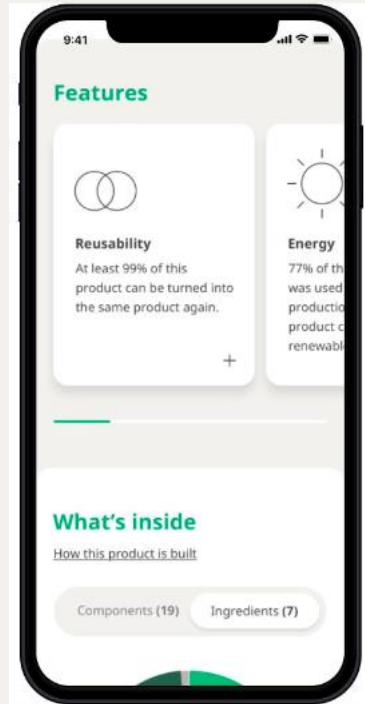


- Built on ingredient transparency
- Objective and fact-based tool
- Brand neutral
- Product specific
- Applicable to all products
- Can have qualifications
- Relevant documentation and certifications can be added
- IP sensitive information can be protected through layered access





# Data integrity & confidentiality

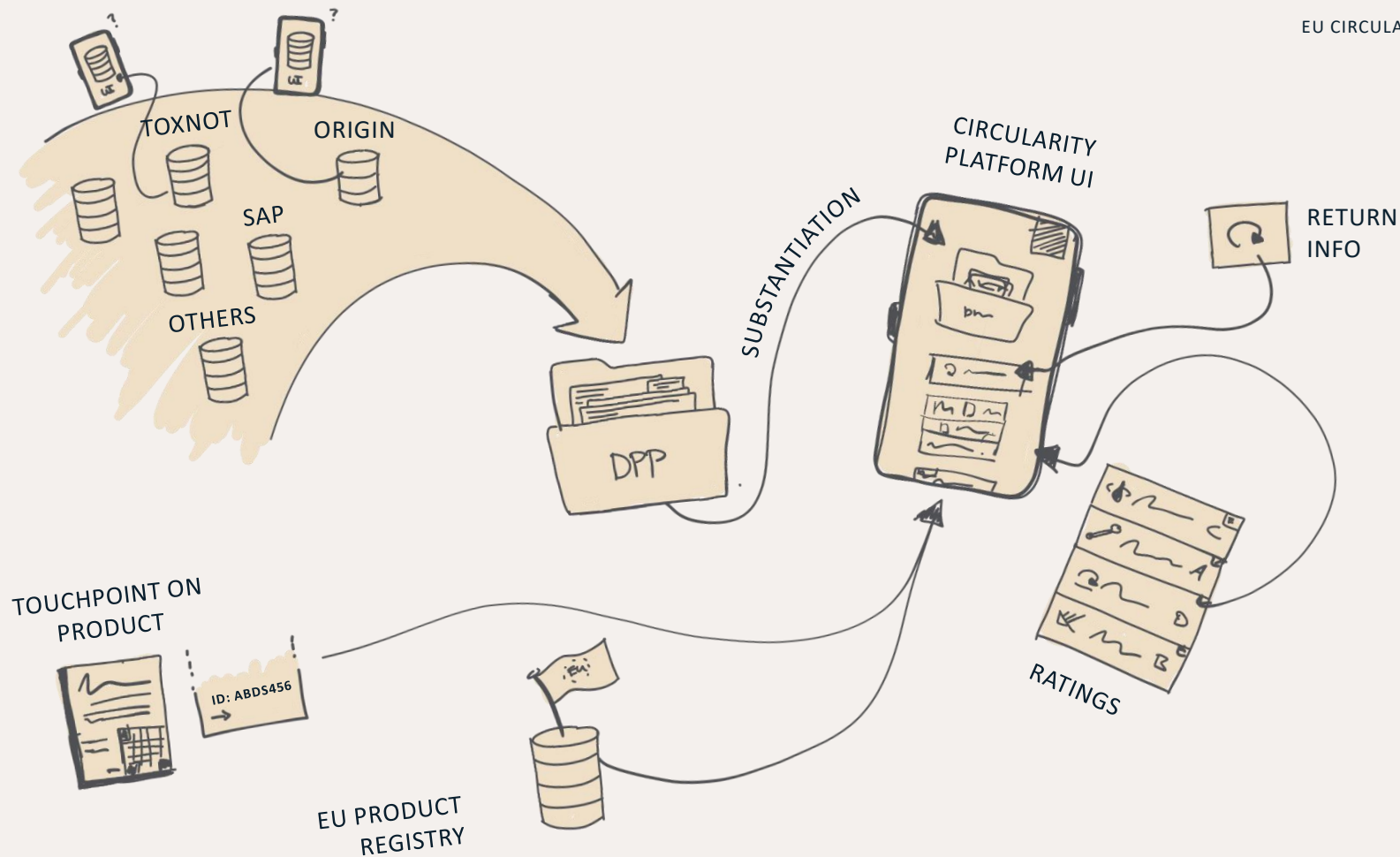


## Integrity:

- Distinction between self declared or third party validated data
- Integrity of data through validation

## Confidentiality:

- Layered levels of access to protect sensitive data
- Product specific and product related

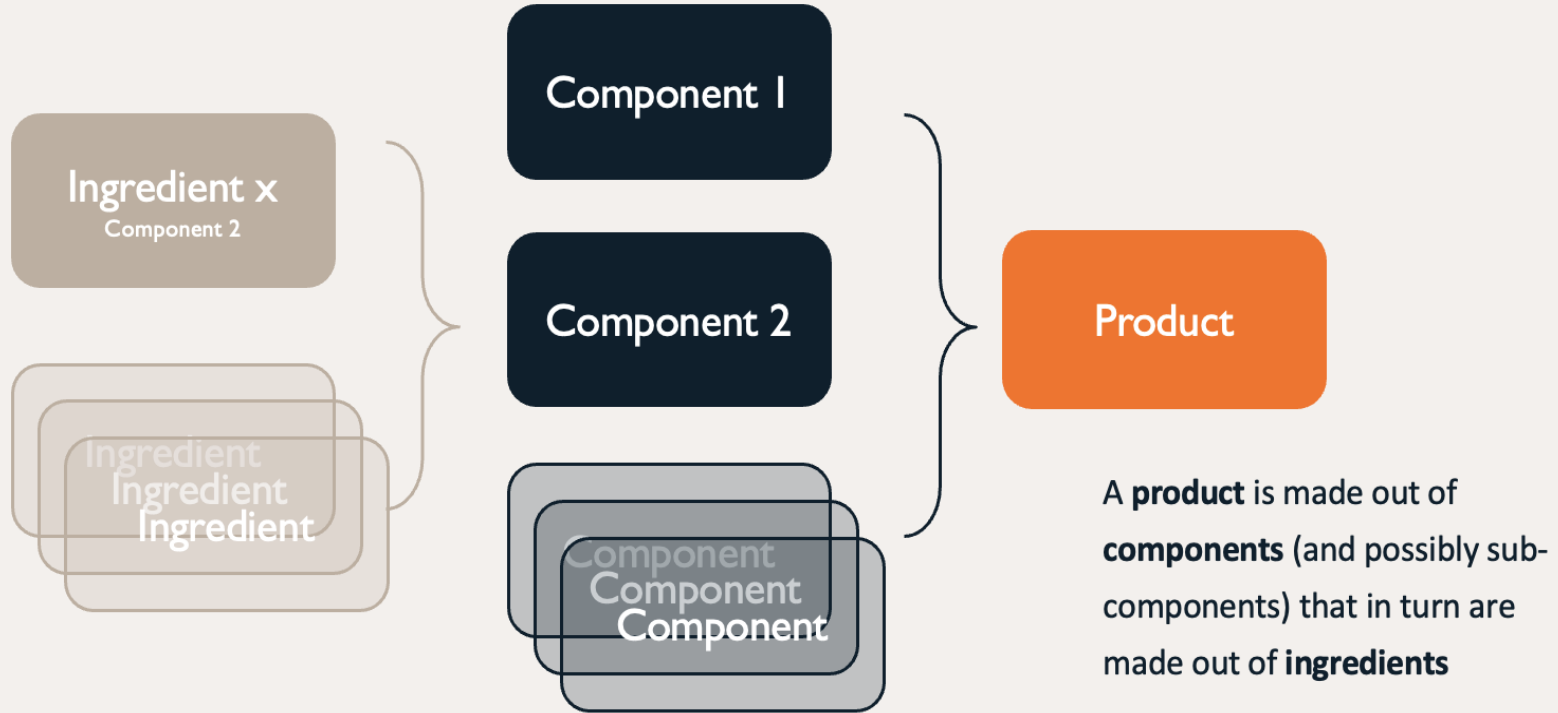




# Thank you

Sascha Bloemhoff

# Product composition



# Niaga® is all about helping partners to move to a circular economy, about bringing circularity from theory to practice

- A circular economy cannot exist without knowledge and transparency of product components and ingredients.
- To understand a product's recyclability, all partners in the value-chain, from consumers to recyclers, need to know what's inside.
- Full ingredient transparency/product knowledge is crucial for repair, maintenance, reuse, remanufacturing and recycling of both simple and more complex, assembled, products
- The tool that can help to systematically provide information is a Digital Product Passport (DPP) concept based on ingredient transparency