

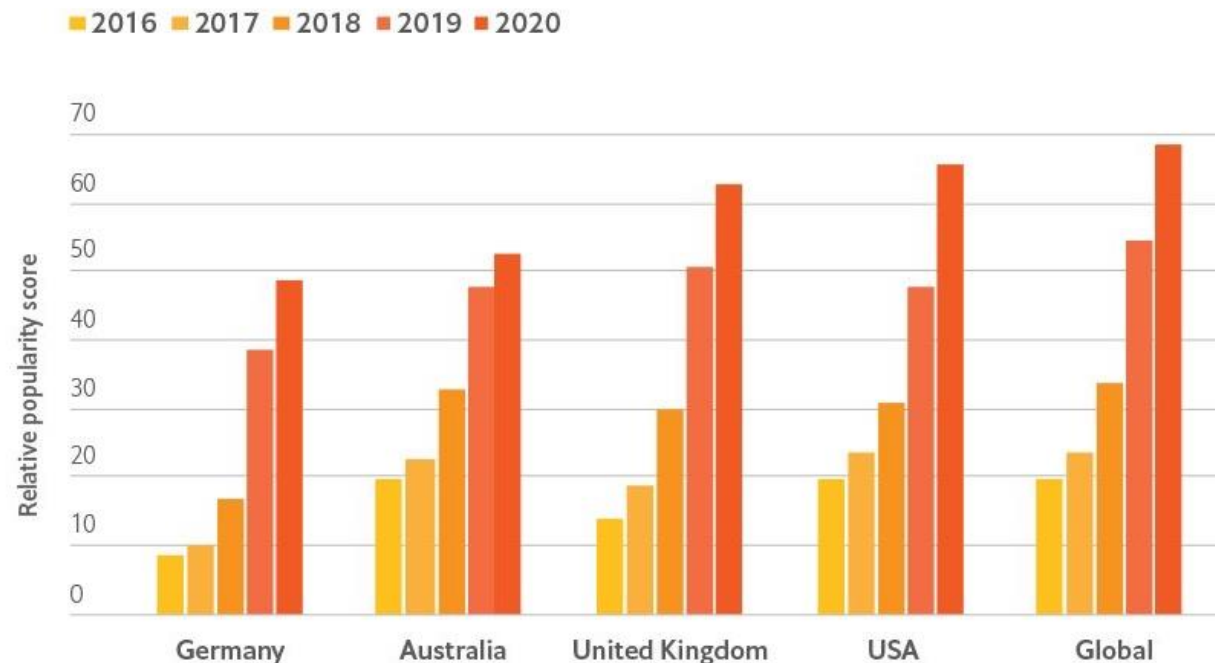
# Enabling Green Choices: Digital Product Information Systems for ICT Transparency

# Growing demand for sustainable products

**90 %** of consumers (citizens) want healthy and sustainable products

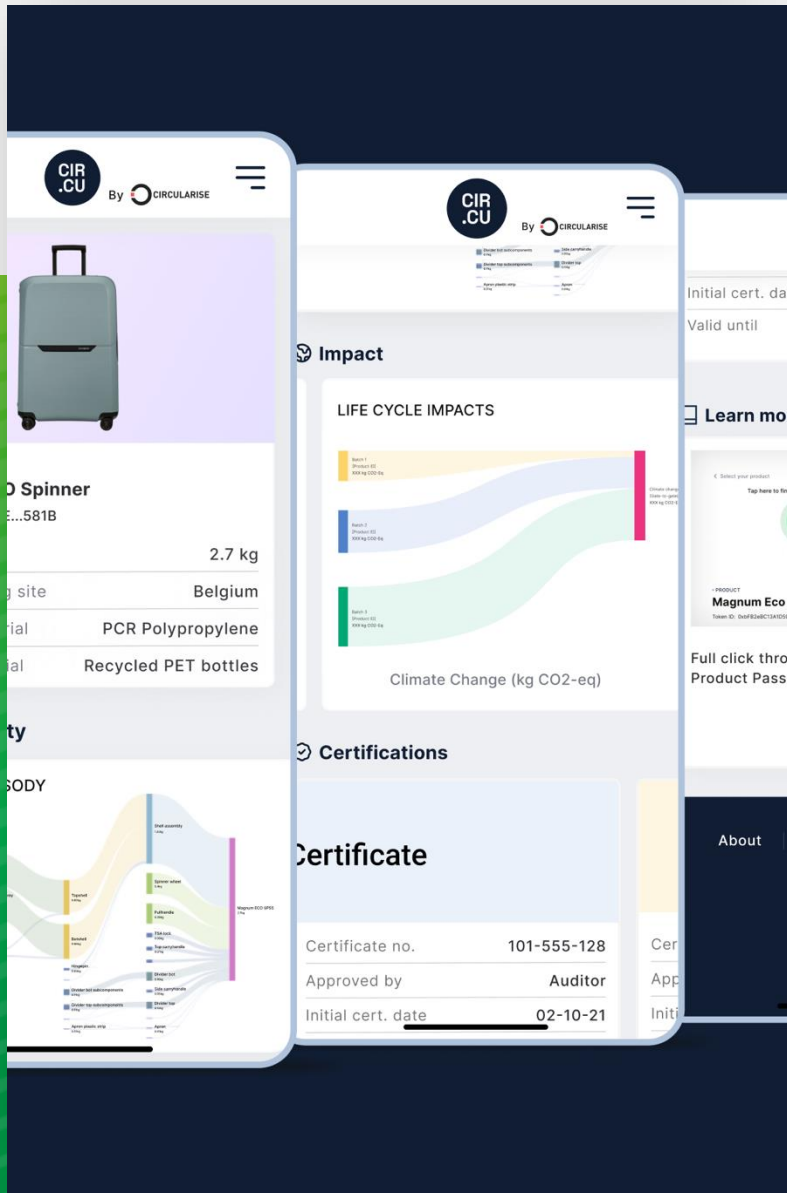
Sustainability-marketed products grew **almost twice as fast** as conventionally marketed products from 2018-2023

**94 %** of consumers support the shift to a green economy and **over 80%** hold governments, businesses, and international institutions responsible for implementing the changes needed



Source: The EIU, Google Trends

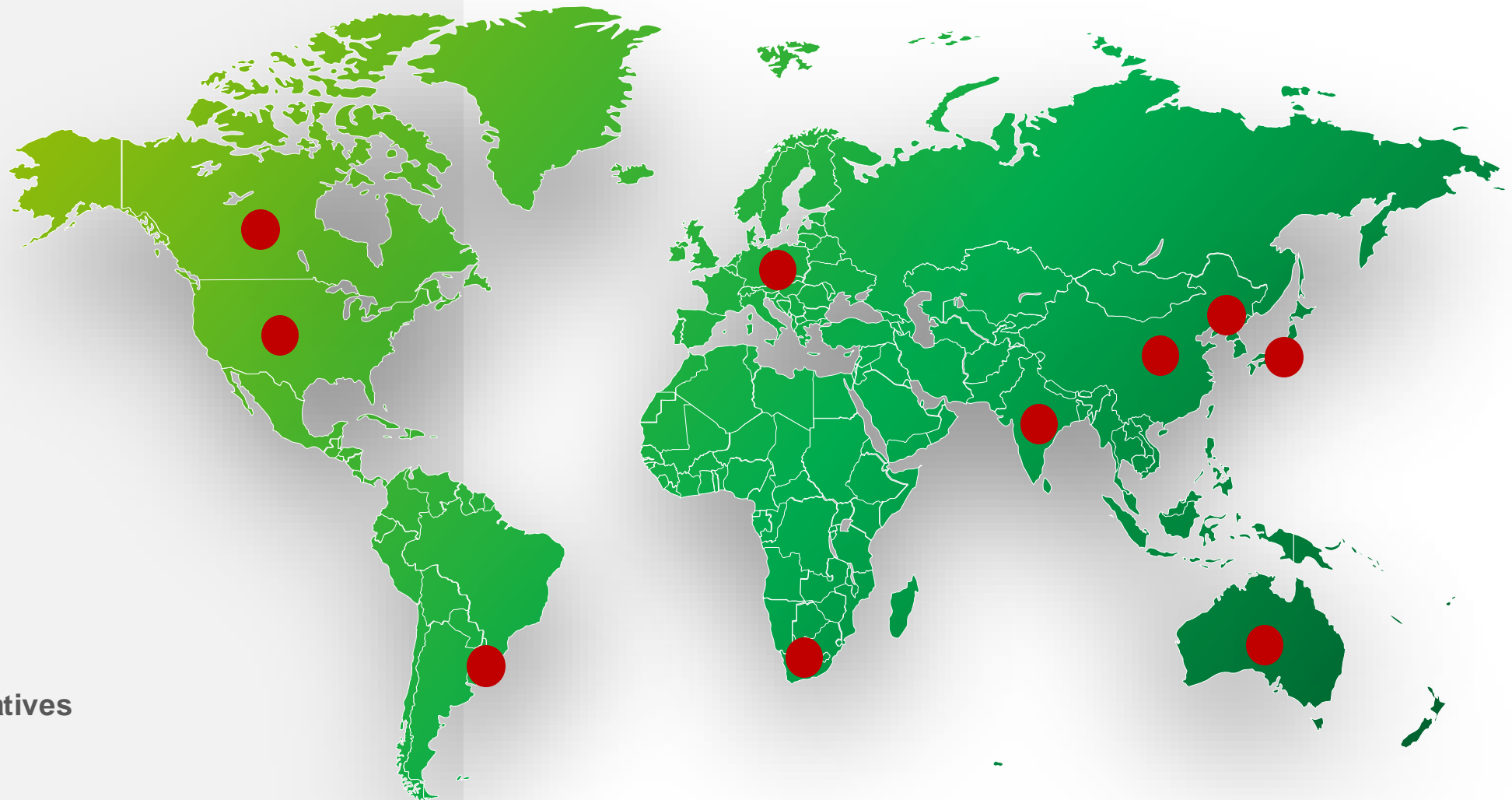
# Digital Product Information Systems to drive transparency



- Leverages digital technologies
- Regulation tool for circular economy
  - Sustainable consumption and production
- End users: companies, authorities, consumers

The time is  
now

Multiple emerging initiatives



Keep the focus on...

**Sustainability**



**Harmonization**



**Consumers**



**SMEs and  
competitiveness**





# IMPACT INITIATIVE Digitalization 4 Circular Economy

## MISSION

To influence the trajectory of digital transformation so that it accelerates and scales environmentally and socially inclusive circular economy





# OPN and D4CE workstreams



**Sectoral standards**



**Global framework for  
Digital Product  
Information Systems**

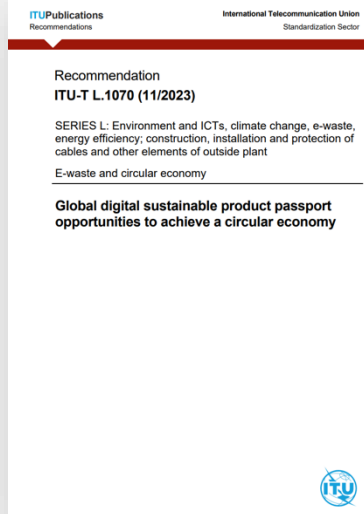


**Pilot testing for ICT  
sector**

# ITU-T standards driving circular economy

## Digital Product Passport Opportunities ITU-T L.1070

Provides an overview of global and common opportunities to represent sustainability, mainly environmental-related, details about digital technology products



## Digital Product Passport Information on sustainability and circularity ITU-T L.1071

Provides a structured collection of information items organised to represent circularity and environmental sustainability information in accordance with relevant standards of ICT products for various actors during the product lifespan up to final recycling.



## New Work Item

L.DPP4C - Consumer-oriented environmental information and reversed value chain information about ICT goods on digital product passports

- Will analyse the use of DDP to provide information to consumers and how this information needs to be conveyed to consumers.
- Will define which product information is useful to be included in DPP with particular attention to the reverse value chains and how to present it.



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# Guidelines for Product Sustainability Information



Contribute to the **achievement of SDG 12**



**Improve** the **reliability** of consumer information for sustainable consumption through international consensus



Set a **common ground** of minimum requirements to remove potential for greenwashing



Actively **encourage** organizations to take **leadership** and communicate quality, useful information to consumers



**THE GLOBAL GOALS**  
For Sustainable Development

**12 RESPONSIBLE  
CONSUMPTION  
AND PRODUCTION**



**Guidelines for Providing  
Product Sustainability  
Information**



**One planet**  
inform with care

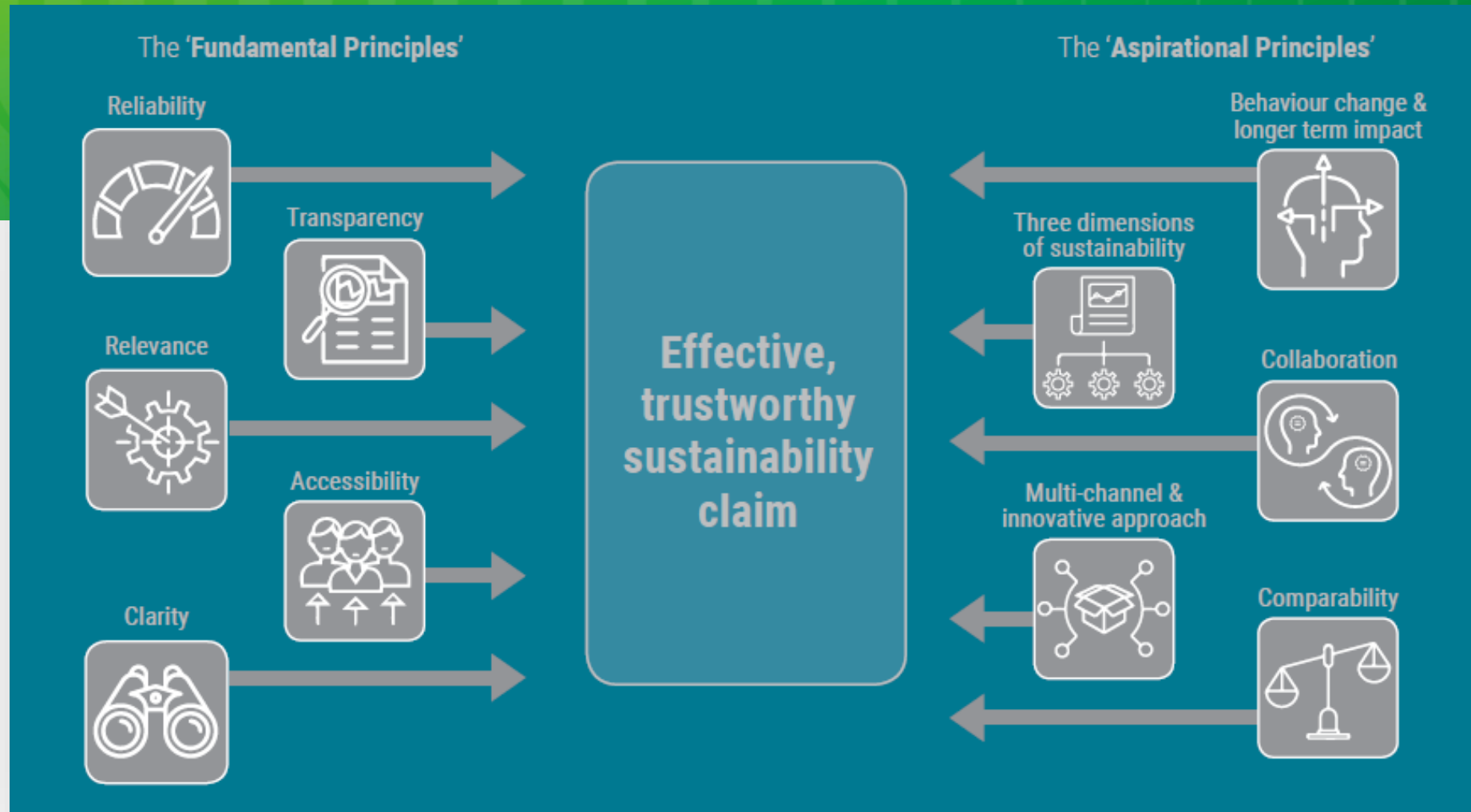
# What kind of information do the Guidelines cover?

All tools and systems that seek to **guide consumers** to make more **sustainable choices** on goods and services:

- ❖ E.g.: ecolabels, voluntary standards, product declarations, marketing claims, foot printing, and other ways of **communicating** with consumers on **environmental, social and economic** issues connected to products



# The Principles



# The Mindset



## Life Cycle Thinking



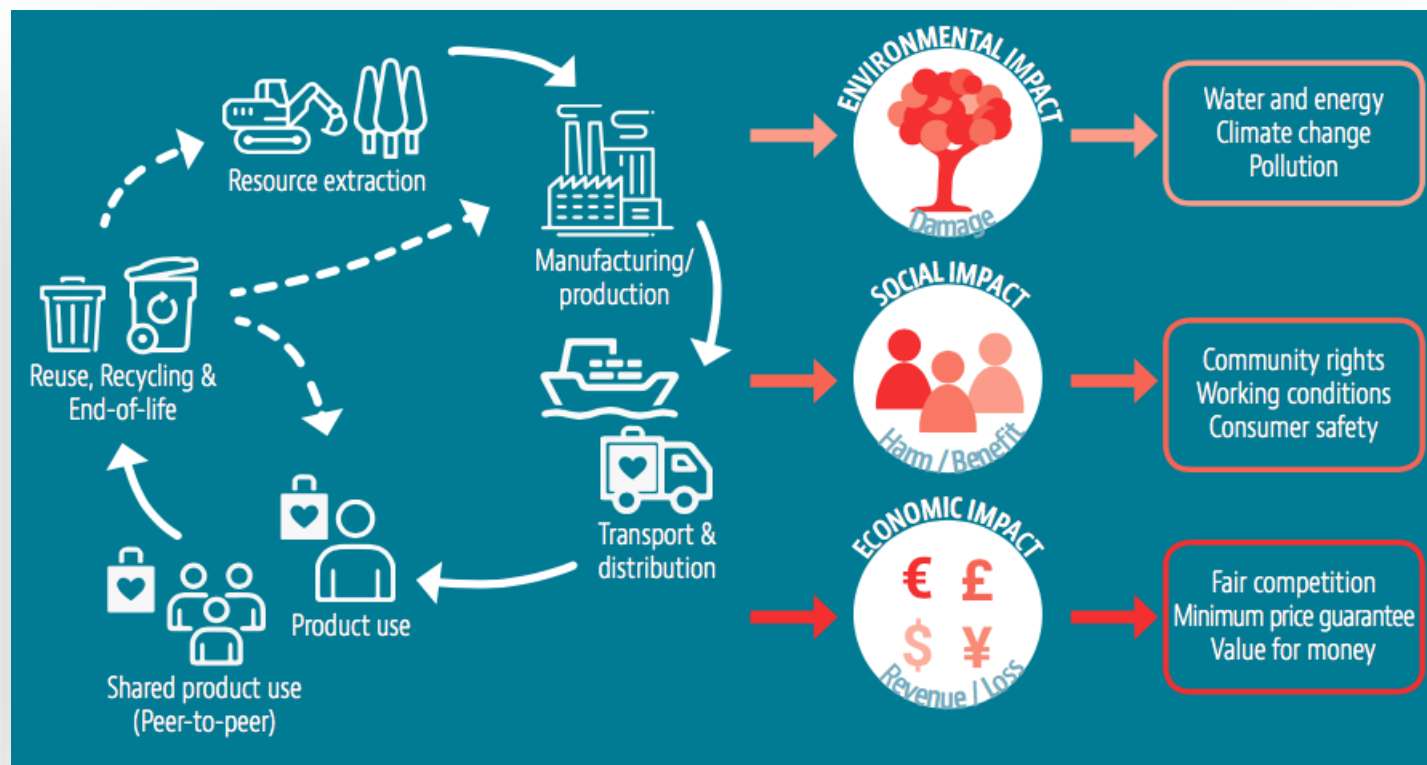
## Hotspots Analysis Approach

To identify the most impactful or relevant stages, activities, material and energy flows and impacts within a product's life cycle.



## Mainstreaming Sustainability

To integrate the product-related sustainability claim into an entire decision-making and management process.



*The life cycle of a consumer product and examples of environmental, social and economic impacts & benefits*



## Governance issues:

- ‘Need to know’ rule for Digital Product Information Systems
  - What is the information needed by consumers?
- Verifiable and trustworthy information
- Access rights and validation/monitoring mechanisms



# Framework Content – Individual Items:

a. Main Functionalities

e. Relevant Global Standards

b. Main Technical System Components

f. Financial Mechanisms and Incentives

c. Governance and Policy

g. Capacity Building and Skill Development

d. Data Categories



- Product information
- Materials and Composition
- Usage information
- Environmental Life Cycle Assessment
- Downstream R-Strategies
- Compliance
- Supply Chain
- Social Life Cycle Assessment

2025



**Global Framework  
development**



**Pilot testing in the  
ICT sector**

Thank you