

INFOTEAMDAGENE 2025

Nye muligheter med de nye reguleringene fra EU



Espen Enger

Business Line
Market Unit Director, M3
Columbus



Hans Petter Hübert

Director Strategic Initiatives
Kezzler

18.-19. mars, 2025 | Clarion Hotel & Congress Oslo Airport

Agenda

- Intro - Espen
- Fremtiden, ESG og sporbarhet – Hans Petter



CIRPASS-2

Global Reporting Initiative (GRI): Domain Name System Security Extensions (DNSSEC):

EPCIS

EU Taxonomy:

Corporate Sustainability Due Diligence Directive (CSDDD):

Digital Product Passports (DPP)

ISO 26000

EU Deforestation Regulation (EUDR):

Corporate Sustainability Reporting Directive (CSRD):

EPCIS (Electronic Product Code Information Services):

RFID

Digital Link

ISO 14001

ISO 27001

Ecodesign for Sustainable Products Regulation (ESPR)



- ESG Strategi
- Avgiftsmotor
- ESG Rapportering
- Produkt deklarasjon
- +

Infor M3 Corporate Management

ESG

Environmental, **S**ocial & **G**overnance

Date 2024-04-01

Forsyningskjeden (Supply Chain)

- **Produksjon:**
 - Varenummer (SKU)
 - Produksjonsordre (Batch-nummer)
 - Materiallister (BOM – Bill of Materials)-
 - Produksjonsprosessedata (maskinbruk, energiforbruk)
 - Leverandørinformasjon-
 - Sertifiseringer og standarder (ISO, OEKO-TEX, etc.)
 - Innkjøpsordrer (PO – Purchase Order)
- **Transport:**
 - Leverandører og transportører
 - Transportmiddel (fly, båt, lastebil)
 - Karbonavtrykk fra transport (hvis tilgjengelig)
 - Fraktdokumenter (AWB, Bill of Lading)



Distribusjon

- **Salgs- og distribusjonskanaler:**
 - Salgsordrer-
 - Kundeinformasjon
 - Forhandlere og distributører
 - Lagerlokasjoner
- **Kjøpshistorikk:**
 - Dato for kjøp
 - Første- og andrehåndssalg
 - Retur- og reklamasjonsdata

Ferdig produkt (Finished Product)

- **Produktdata:**
 - Produktbeskrivelse
 - Materialkomposisjon
 - Farge, størrelse, vekt
 - Serienummer / sporingskode
 - Produksjonsdato
- **Kostnader:**
 - Produksjonskostnad (materialer, arbeid, overhead)
 - Lagerverdi
 - Emballasjeinformasjon
- **Evalueringer:**
 - Kvalitetssikring (QA/QC-rapporter)
 - Bærekraftsanalyser (CO₂-avtrykk, sosial påvirkning)
 - Revisjoner (audits)

Bruk (Usage)

- **Kundeopplysninger:**
 - Kunde-ID / lojalitetsprogrammer
 - Bruksdata (hvis IoT eller smart-produkt)
- **Service og vedlikehold:**
 - Reparasjonshistorikk
 - Reservedeler og utskiftninger
 - Garantiinformasjon

GLT – API for Upstream trace

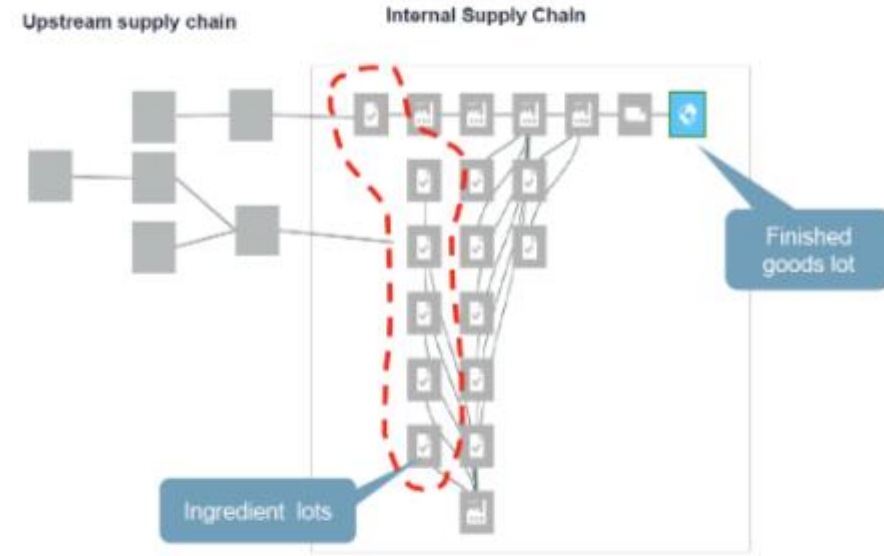
Blockchain technologies maturing and becoming an enabler for global track and trace. ESG initiatives drives the need for transparency in sourcing of critical raw materials.

<p>Problem</p> <ul style="list-style-type: none"> Supply chains get longer and more complex. Regulations related to food safety and recalls is increasing. Expectations from consumers on safe, healthy and transparency on how products are sourced and manufactured is growing. 	<p>Solution</p> <ul style="list-style-type: none"> APIs for supporting global track and trace initiatives like Blockchain (TBC) Faster recalls with extended reports Support FDA/GS1 list of Key Data Elements - KDE Integrated issue management GLT data used for extended sustainability reporting Extended process to speed-up holding of inventory in M3
<p>Benefits</p> <ul style="list-style-type: none"> One point to retrieve complete list of inputs for a finished goods. Easier and more scalable to build integrations to external track and trace solutions. Enabler to support initiatives around Global Field-to-fork Traceability and Transparency related to ESG 	



Planned 25 – and onwards

Change Delivery	CloudNative(s)	Potential Business / Tech. Impact
Configuration option	Chemicals and Food & Beverage	High
Additional Info	Decision maker	Release Training
NA	Compliance Manager	



API is designed for use with individual item/lots when first uploading into an external database.
API is not intended for use when generating larger batches of analytical data based on track and trace.

Bhutan - "Det lykkelige folket"

I 1972 erklærte kongen av Bhutan at "brutto lykke" var viktigere enn "brutto nasjonalprodukt". Siden den gang har de utviklet et system for lykke-måling som brukes mange steder i verden. Bhutan har i stor grad blitt formet av denne tilnærmingen til velstandsmåling, det blide folkeslaget, som bor høyt oppe i fjellene helt øst i Himalaya.





Nye reguleringer, morgendagens muligheter

Med sporbarhet som rød trå inn i fremtiden



Hans Petter Hübert
Director, Strategic Initiatives



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- Intro – om Kezzler
- Regulatorisk Matryoshka
- Hvordan tilnærme seg alt dette?
- Noen praktiske eksempler
- Diskusjon

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Enterprise grade Digital ID Technology for Your Products

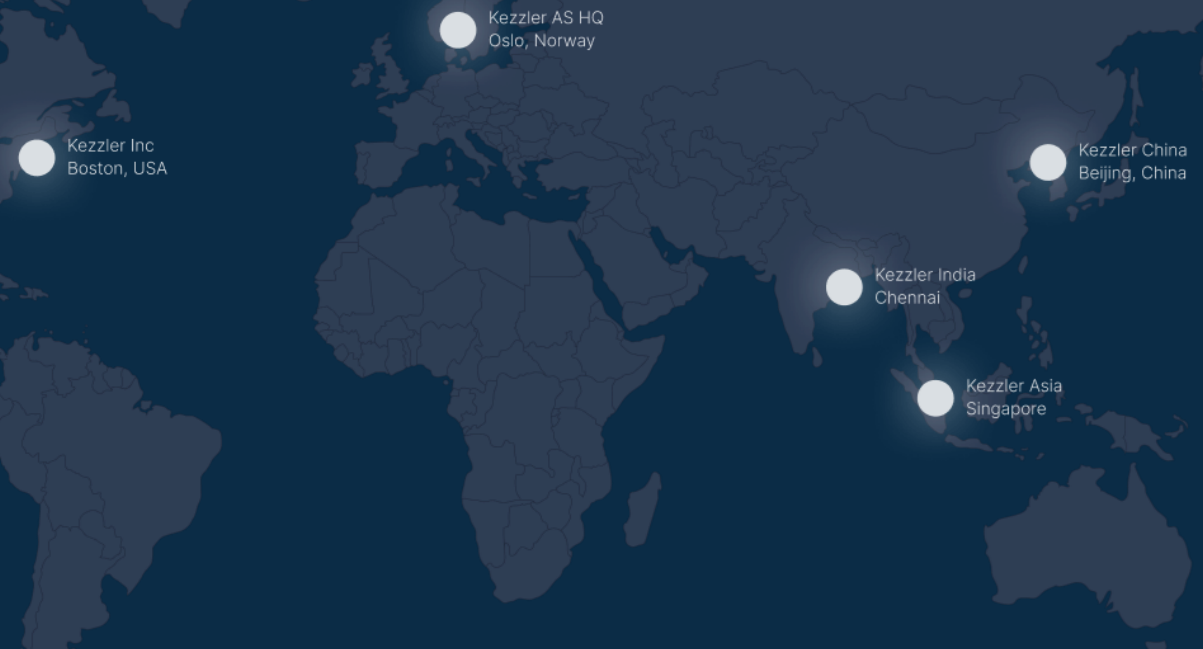
Selected customers



Selected partners



Industry participation

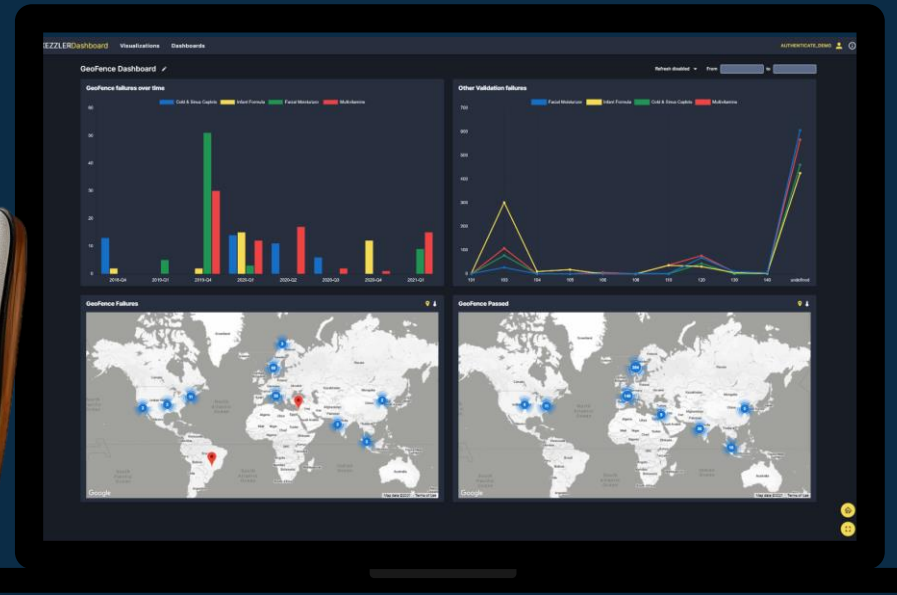
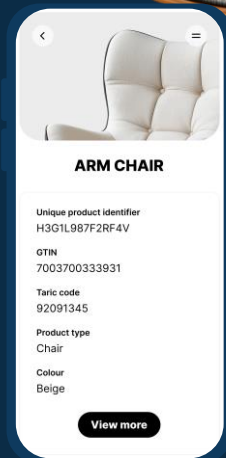
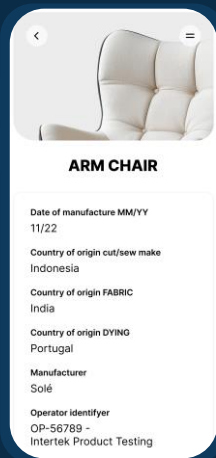
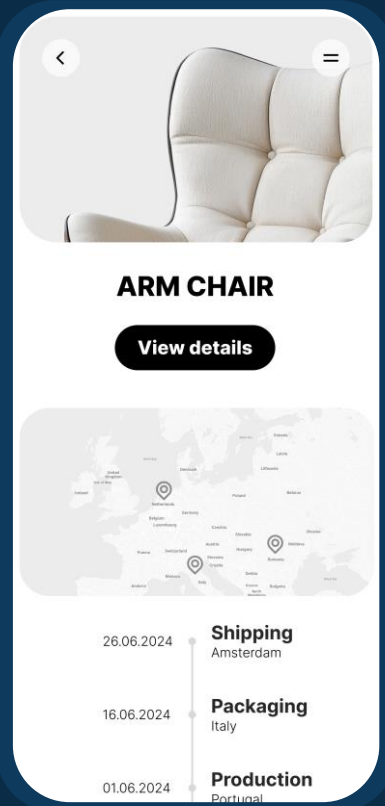


The Kezzler Platform



Digital Product Experience

- Key enabler of EU DPP program
- Foundation of authenticity
- Circularity support • repair
return • rental • resale • recycle



Value Chain Traceability

- Manufacturing control
- Traceability reporting
- Diversion & fraud
- Centralized with EPCIS 2.0

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EU Green Deal – Legislative Matryoshka

EU Green Deal

Circular Economy Action Plan

Eco-design for Sustainable Products Regulation (ESPR)

Digital Product Passport (DPP)

18. Juli 2024
+ 9 mnd
= 19. april 2025
**Working Plan
on Priority
Products**

**'Framework
legislation'**

**Horizontal rules
across all products**





UFLPA
FSMA204
CTSCA
EPR

MSA
ESPR
EU DR
CSR D
AGEC
PPWR
CS3D
EPR ...

EPR

XX DPP?

EPR
CSA

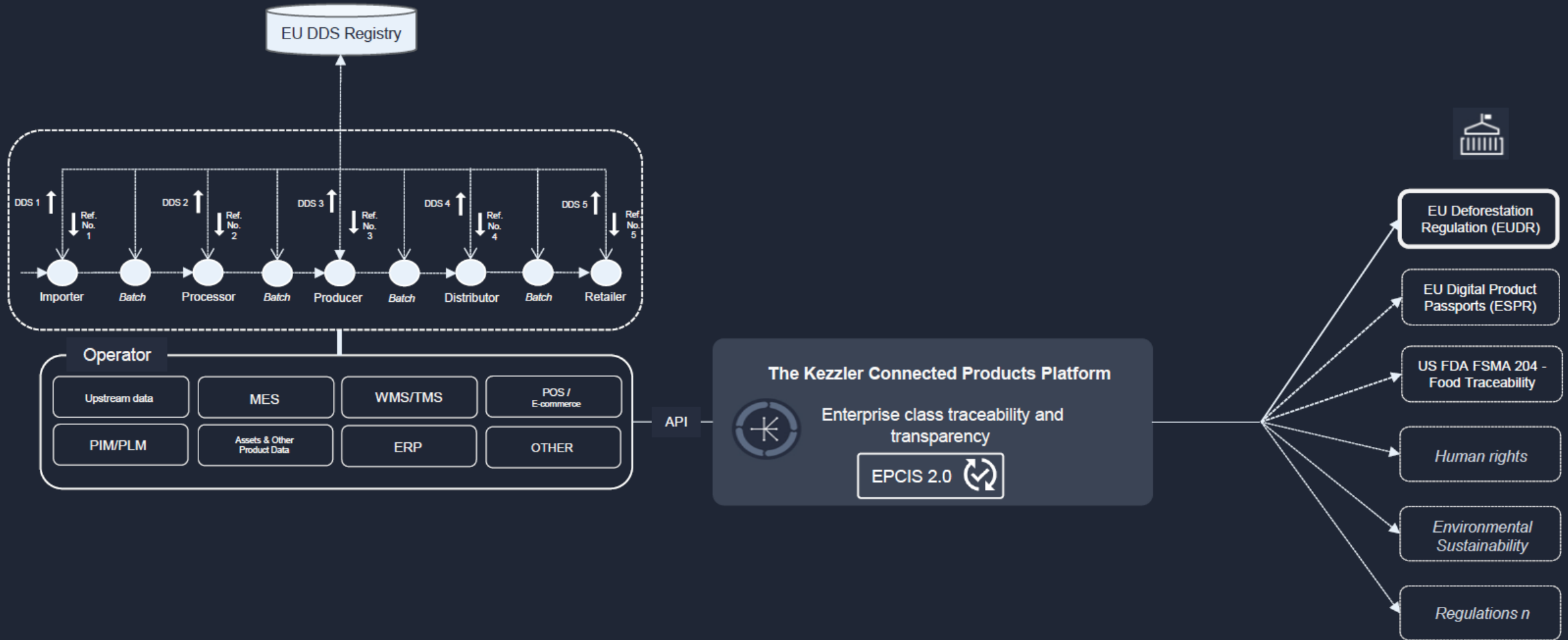
EPR

MSA

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The Kezzler platform for compliance



Setting Strategy

COMPLIANCE



BEYOND COMPLIANCE



- SC VISIBILITY
- LOSS PREVENTION
- REPAIR
- TAKEBACK
- WARRANTY
- RETURNS
- RESALE
- RENTAL
- EOL/RECYCLE
- LOYALTY
- ...

Three levels of Digital Product Experiences

1

Product information

- Product disclosure
- Brand, sustainability story
- Resell, upsell, cross-sell
- Documentation, instructions

Digital ID: Product



<https://qr.to.codes/01/<gtin>/>

2

Product provenance

- Product genealogy
- Batch recall/expiration
- Sustainability information
- Production batch feedback

Digital ID: Batch/lot



<https://qr.to.codes/01/<gtin>/10/<batchid>>

3

Product lifecycle

- Loyalty programs
- Anti-counterfeit, Diversion
- Post purchase use cases
- Deposit return schemes

Digital ID: Item



<https://qr.to.codes/01/<gtin>/21/<serial>>

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Main Pilot Objective

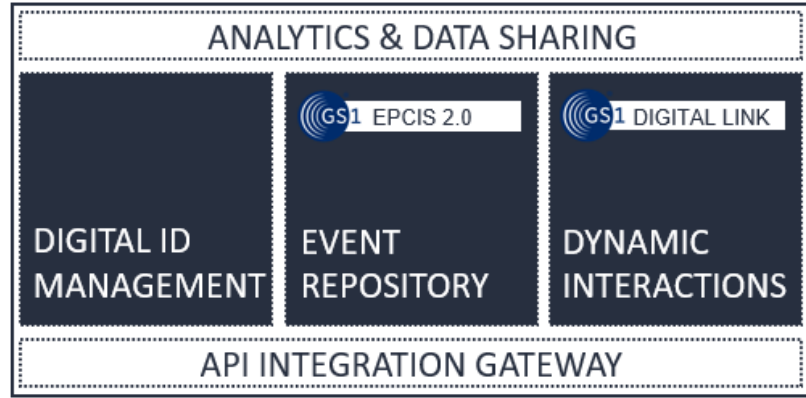
Demonstrate that **both large and small economic operators** can contribute to the **circular economy** by **collaborating** in collecting and sharing data in a **standardized and interoperable manner**. This through Digital Product Passports at an **item level**.

Kezzler will hence pilot “R use cases”, some of them the same, **for both one SME and a large player** within the same lighthouse pilot.

They will both be using the very same **Connected Product Management system**, integrated to their respective existing IT architecture. This to enable “R use case” collaboration through the tools developed by Cirpass-2 **in a proven achievable manner**.



The Kezzler Connected Products Platform



Any DPP granularity level *at scale*
20+ years in the market

Kezzler Core Team



Simen Kjellberg
CPO
WP3 Lighthouse Pilots
WP4 DPP System



Hans Petter Hübert
Director, Strategic Initiatives
WP3 Lighthouse Pilots
WP5 SME Ecosystem



Johan Borg
CTO
WP4 DPP System



Henrikke Sylte
Global Head of MarCom
Communications

Selected Ecosystem Partners



Holzweiler
Line Staxrud Eriksen
Project manager and
CSR



TRIMCO GROUP
Camilla Mielde
Business Development
Director C&C and Sustainability



TOMRA
Louisa Hoyes
Director of Strategic Partnerships
- Textiles





h Trimco

t stories,

soon to

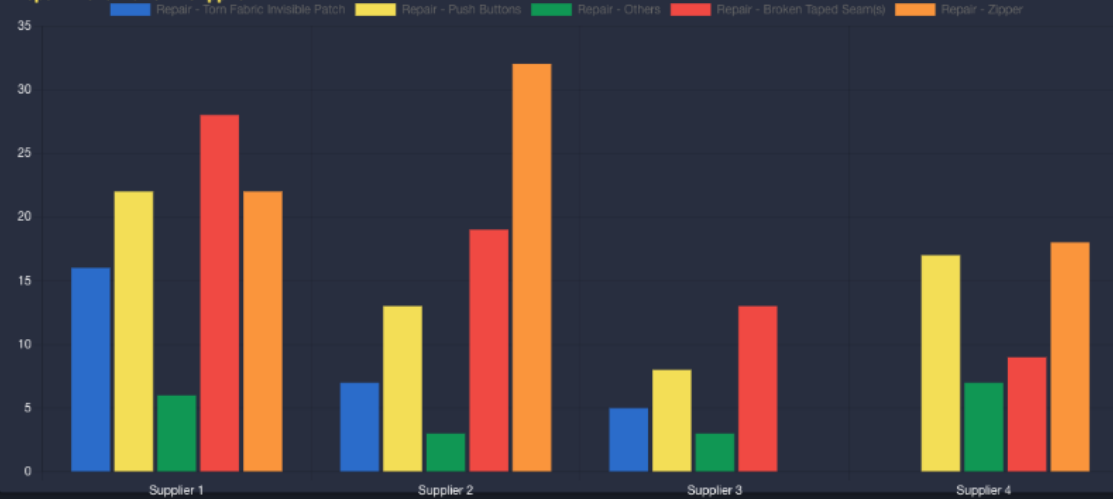
ting RFID
Digital

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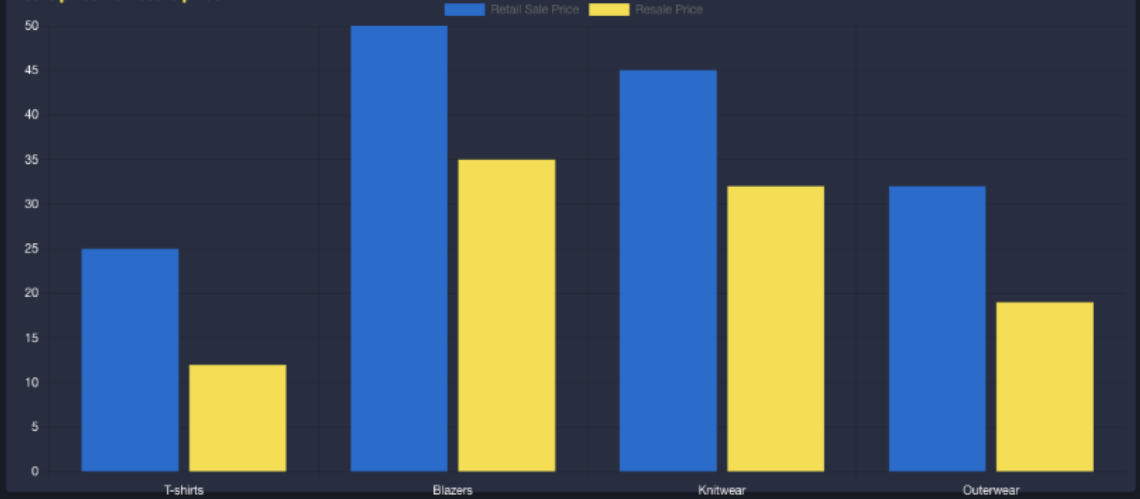
Imagine if you could...

Apparel Dashboard

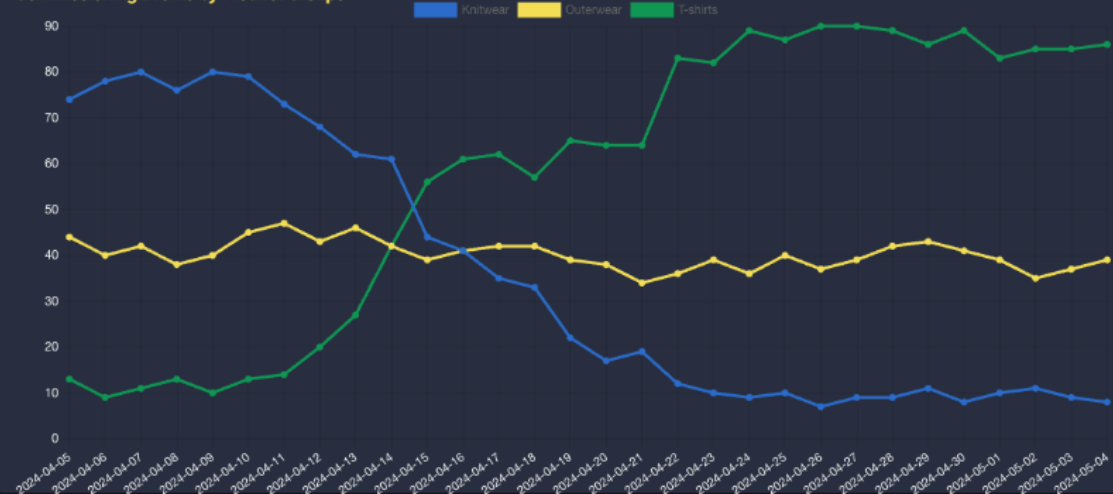
Repair Visualization - Supplier



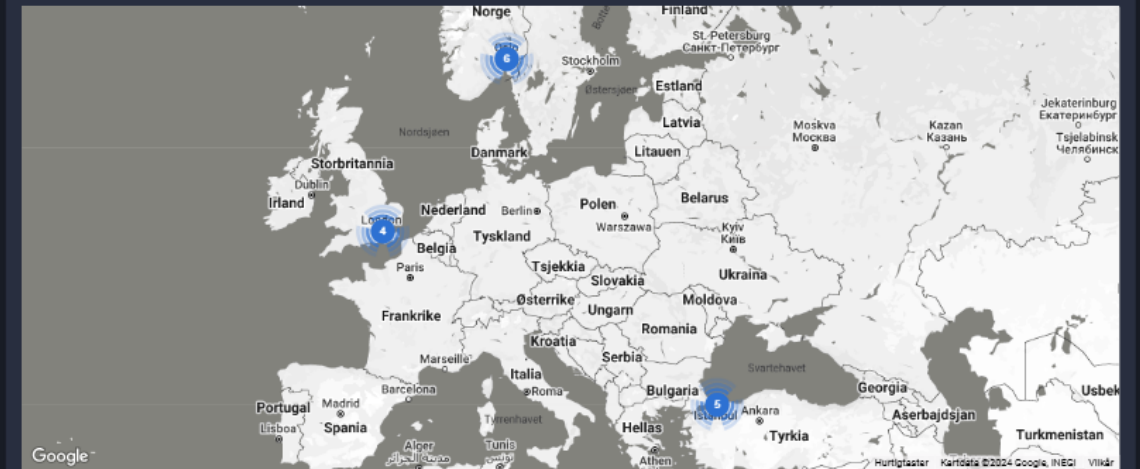
Sale price vs Resale price



Commissioning Events by Product Groups



Validation Map





Top 3 global fashion retailer

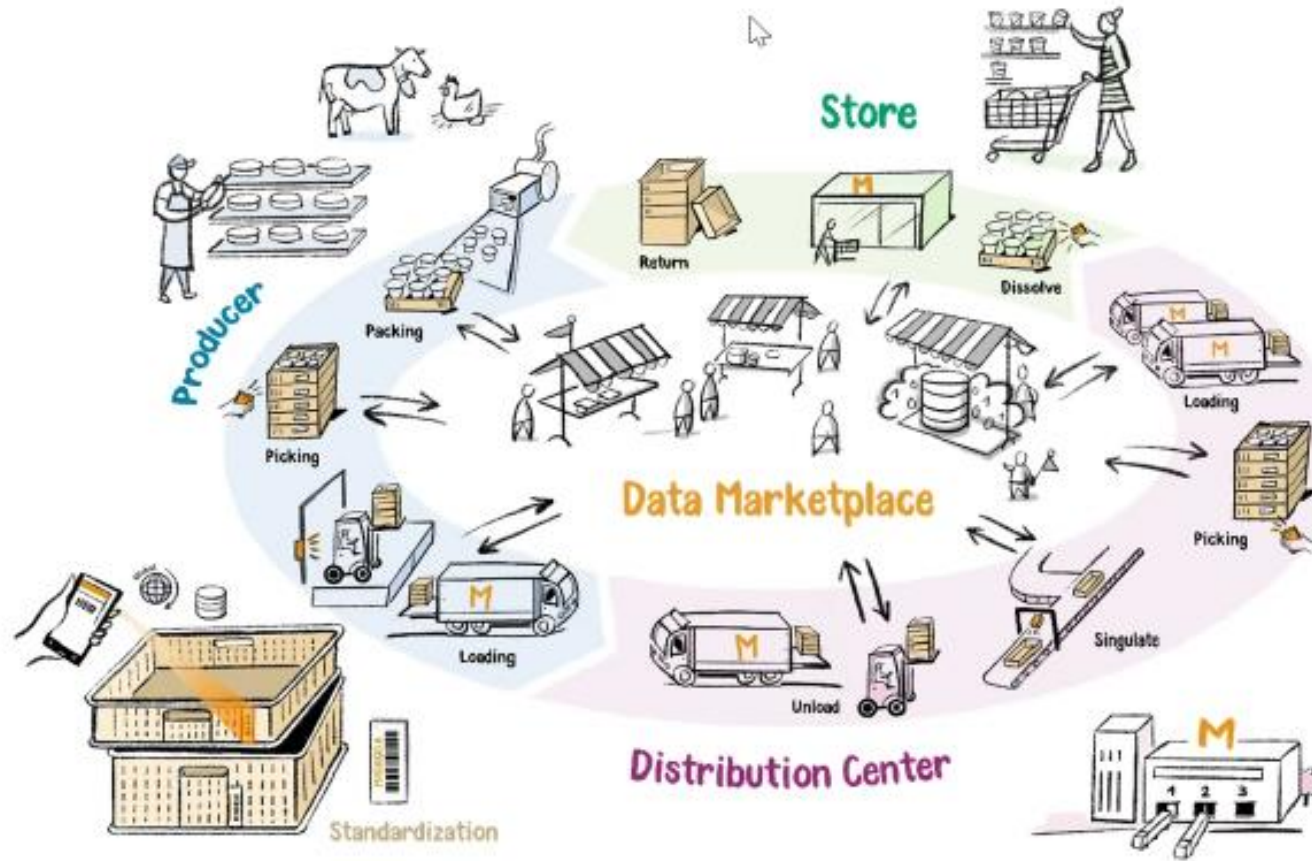
- Currently in global Digital ID rollout on Kezzler Connected Products Platform.
- EPCIS Repository focus – all global event data centralized to one place.
- Multiple Production systems, WMS, RFID platforms operating as input feeds.
- Committed to unique Digital Link QR sewn into product.
- POS integration in 2024.
- Upstream integration to TextileGenesis for Item Level Traceability.
- Aim for 750m tagged products in 2024.





Supply Chain Visibility & Efficiency through GS1 EPCIS

EPCIS – DATA MARKETPLACE



1. Operational cost reduction
2. Enhanced partner collaboration
3. Sustainability and efficiency gains
4. Enhanced quality and risk mitigation
5. Streamlined processes

MIGROS

Reminder on ESPR - why are we doing this?

- To promote more sustainable products.

To facilitate the transition to a circular economy.

ESPR builds on the approach successfully pioneered under the EU's **existing Ecodesign and Energy Labelling Framework**. Though only covering energy-related products, this framework has become a powerful tool for driving energy efficiency, industrial innovation and consumer savings. By way of example, it is estimated in the 2024 Ecodesign Impact Accounting¹ that the existing ecodesign and energy labelling requirements led to a **12% reduction in final energy consumption in 2023**, which is more than the combined final energy consumption of Belgium and Czechia, thus **avoiding 145 million tons of CO₂ emissions that year**. In 2020, they are estimated to have led to an **increase of 346 thousand jobs**, and a **reduction in user expenditure of between €182 and €266 per household**, a figure estimated to increase to between **€473 and €736 per household in 2030**. It has also paid off for business: the energy label is recognised by 93% of consumers when buying labelled products and helps suppliers/retailers increase demand for higher performance/added value products (helping consumers to go beyond a simple focus on acquisition cost). Finally, this framework has influenced production worldwide and stimulated many third countries to introduce similar legislation.



“
We should harness this transformative power of the twin digital and climate transition to strengthen our own industrial base and innovation potential.

URSULA VON DER LEYEN

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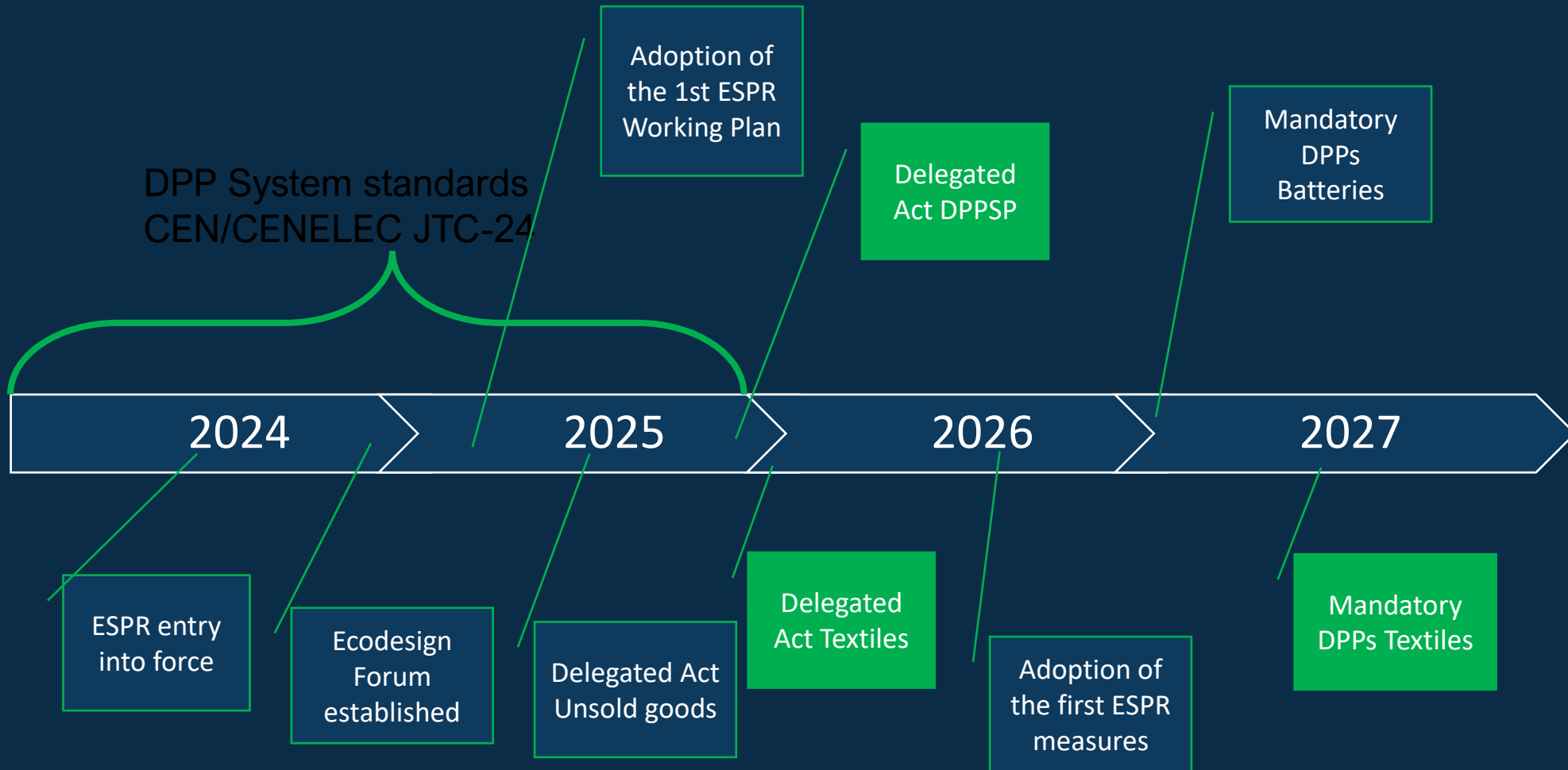


DISKUSJON

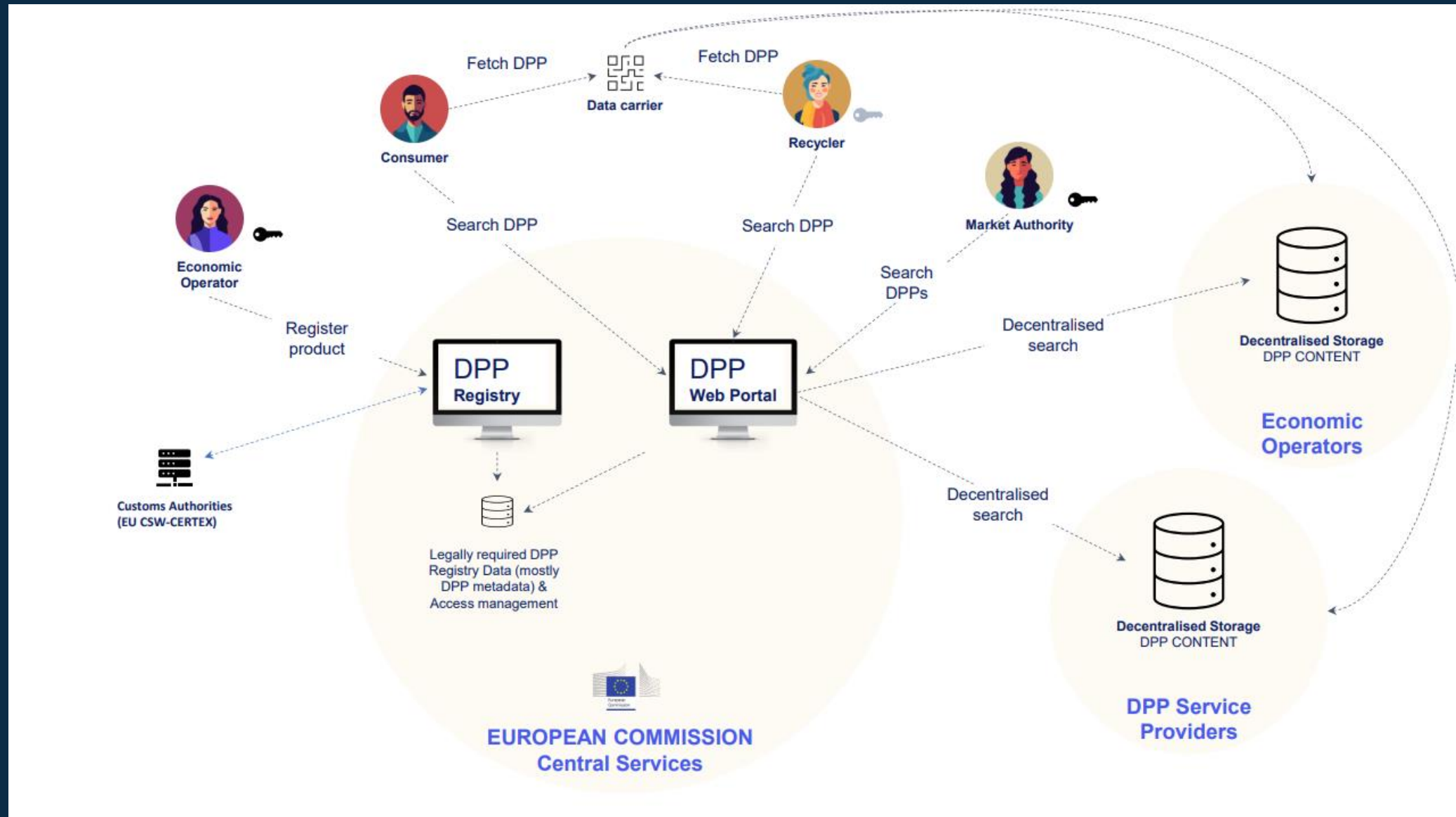
Q & A

Back pockets

When are we doing this (ESPR)



EU DPP Architecture



EU DPP Architecture

- Mandatory...**

...vs value adding non-mandatory parts

