

# INNOVAZIONI NELLA VISIONE E TRACCIABILITÀ INDUSTRIALE

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# TRACING THE PRODUCTION CHAIN IS FUNDAMENTAL

**Tracing the supply chain** allows

- identifying and countering **human rights violations**,
- identifying the main causes of **environmental impact**,
- managing **reputational risks**.

**Traceability has become essential** because:

- It is a **preparatory tool for risk mitigation**, for example:
  - *Adidas, Nike and H&M greenwashing scandal*
  - *Alviero Martini case*
  - *Loro Piana case*
- Due to **external pressures**:
  - *Digital Product Passport*
  - *Due Diligence Directive*
  - *Uyghur Forced Labor Prevention Act*
- Transparency has become a tool for proactive communication towards **consumers**:
  - *more than half of consumers (56%) considers supply chain transparency and traceability an important factor in their purchases (PwC study)*



## GREENWASHING SCANDALS

ZARA

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Companies knew for decades recycling was not viable but promoted it regardless, Center for Climate Integrity study finds



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7 February 2023  
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Features correspondent  
**Why fabric fraud is so easy to hide**

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## Amazon's Biggest Delivery: Millions of Pounds of Plastic Pollution

By Mia DiFelice

Published Jul 3, 2024 CLIMATE AND ENERGY





# MAIN CHALLENGES TO REDUCE PLASTIC POLLUTION

## Background:

- The **textile industry** is a major contributor to plastic pollution due to synthetic fibers (e.g., polyester, nylon, acrylic), which release **microplastics** into the environment.
- Over **60% of global textiles are synthetic**, leading to persistent pollution in waterways and oceans.
- Fast fashion and **lack of traceability** exacerbate waste and environmental impact.



## Main challenges in Tackling Plastic Pollution:

- Limited transparency in supply chains makes it difficult to track plastic usage.
- Consumers lack information about textile composition and recyclability.
- Inefficient recycling processes due to inadequate sorting and identification.



## 1. Material Transparency:

- Provides detailed **information** on fiber composition and plastic content.
- Helps consumers and businesses make **informed decisions about sustainability**.

## 2. Enhanced Traceability:

- **Tracks** the entire **lifecycle** of a textile product, from raw material sourcing to disposal.
- Enables **monitoring of plastic waste** in supply chains.

## 3. Facilitating Recycling & Circular Economy:

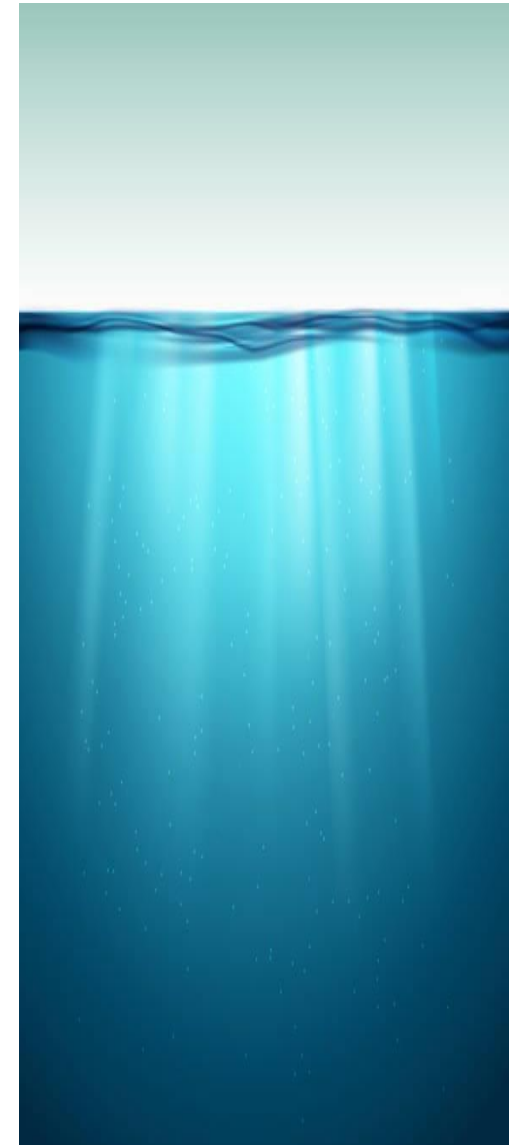
- Helps **sorting** facilities accurately identify plastic-containing textiles for proper **recycling**.
- Encourages **design for recyclability and reuse**, reducing plastic waste.

## 4. Consumer Awareness & Responsibility:

- Provides **washing care recommendations** to minimize microplastic shedding.
- **Educates** consumers on proper disposal and recycling options.

## 5. Regulatory Compliance & Industry Standards:

- Supports **adherence to emerging regulations** on textile sustainability.
- Encourages brands to **adopt eco-friendly materials** and **circular practices**.



- The **DPP is equipped with data support**, which is associated with a **persistent unique identifier** for the product, a string of characters that identifies the **subjects, places, or buildings** involved in the product's value chain.
- The data support is **physically present** on the product, its **packaging**, or the **documentation** accompanying the product.
- **3 possible levels of segregation:**
  - product model,
  - batch,
  - item;
- The DPP is based on a **decentralized approach for data storage**.
- Access to DPP data is based on the “need to know” principle (public data / confidential data).
- All data contained in the DPP are based on **open standards**, developed in an interoperable format, machine-readable, structured, accessible, and transferable.
- Economic operators must also make a **backup copy** of the DPP available through a service provided by an independent and **certified third party**.

## SEVERAL POINTS ARE YET TO BE DEFINED, SUCH AS:

- ✓ **Standardization of the data support** to be used (e.g., linear barcode, two-dimensional symbol, or other means of automatic identification and data capture readable by a device).
- ✓ **Configuration** of the data support and its **location**.
- ✓ **Entities that must have access** to the data and the specific data they should have access to.
- ✓ **Period during which the DPP must remain available**, which corresponds to at least the expected lifespan of a product.
- ✓ **Standardization of information sharing**.

Currently, the list of **data to be included in the DPP for textile products** will be defined in **specific Delegated Acts**.

Pending the adoption of sector-specific regulations, Article 7 of the Regulation mandates the inclusion of the following information:

- **Product Performance:** e.g., carbon or environmental footprint.
- **Installation, Use, Maintenance, and Repair Instructions.**
- **Collection for Reconditioning or Remanufacturing:** and details about return or end-of-life treatment methods, including dismantling, reuse, reconditioning, recycling, or disposal.
- **Other Relevant Information:** influencing sustainable product choices for customers and how the product should be treated by entities other than the manufacturer (e.g., proper use, value preservation operations, and end-of-life treatment).
- **Presence of Concern Substances:** as per the REACH Regulation (1907/2006) and/or CLP (1272/2008).





# DPP - TECHNICAL INFORMATION REQUIREMENTS

Annex III also establishes that the following technical information should be included to identify the product, manufacturer, any other involved parties, and provide safety instructions:

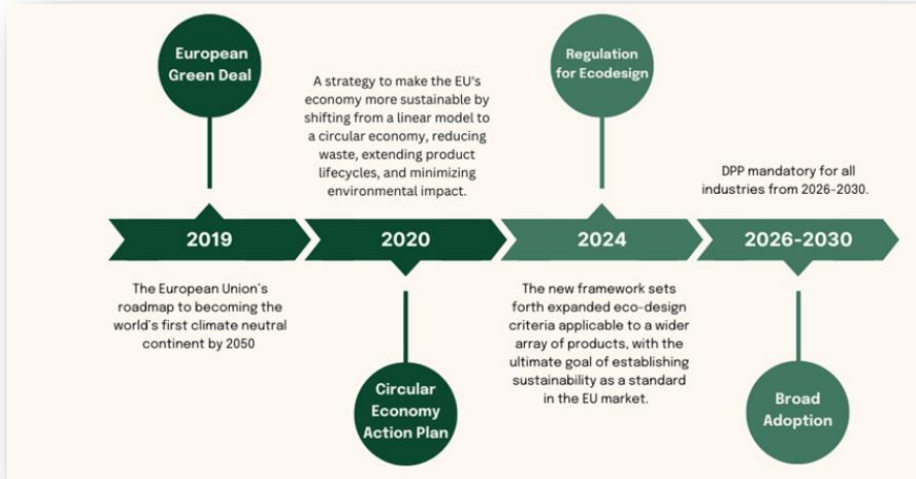
- **Product Identification Information:** including name, model, serial number, and any other characteristics to uniquely identify the product.
- **Compliance Documentation.**
- **GTIN (Global Trade Identification Number):** as per ISO/IEC 15459-6 or equivalent for products or their parts.
- **Relevant Merchandise Codes.**
- **User Manuals, Instructions, Warnings, or Safety Information.**
- **Manufacturer Information:** or details for operators other than the manufacturer, through unique identifiers.
- **Unique Site Identifiers.**
- **Importer Information.**
- **Service Provider Reference:** for the backup copy of the DPP.



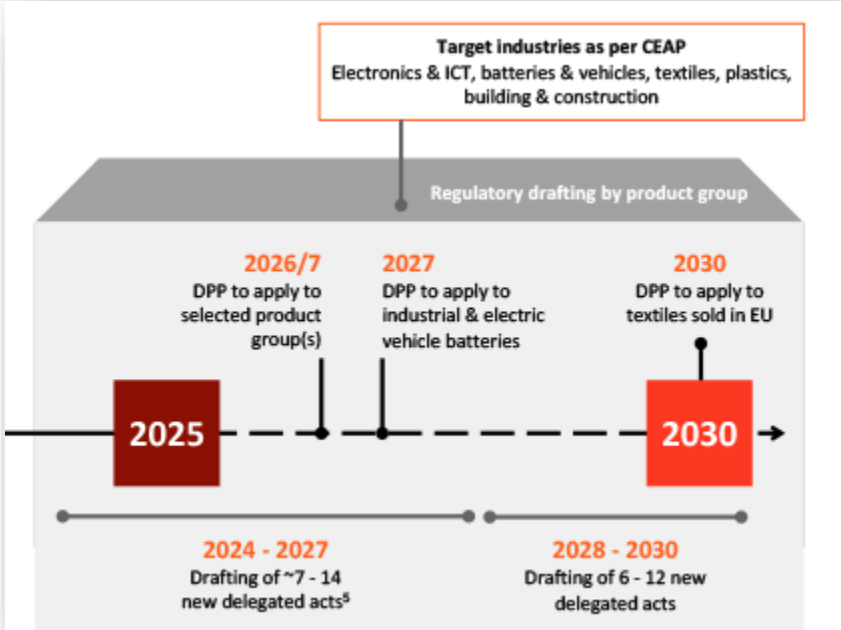


# TIMELINE FOR THE ADOPTION OF DPP

The **European Commission** will adopt the relevant Delegated Acts **by the end of 2025**.



DPPs will be introduced **starting in 2026**, with a **progressive implementation** based on product categories, with **textiles as the priority sector**.

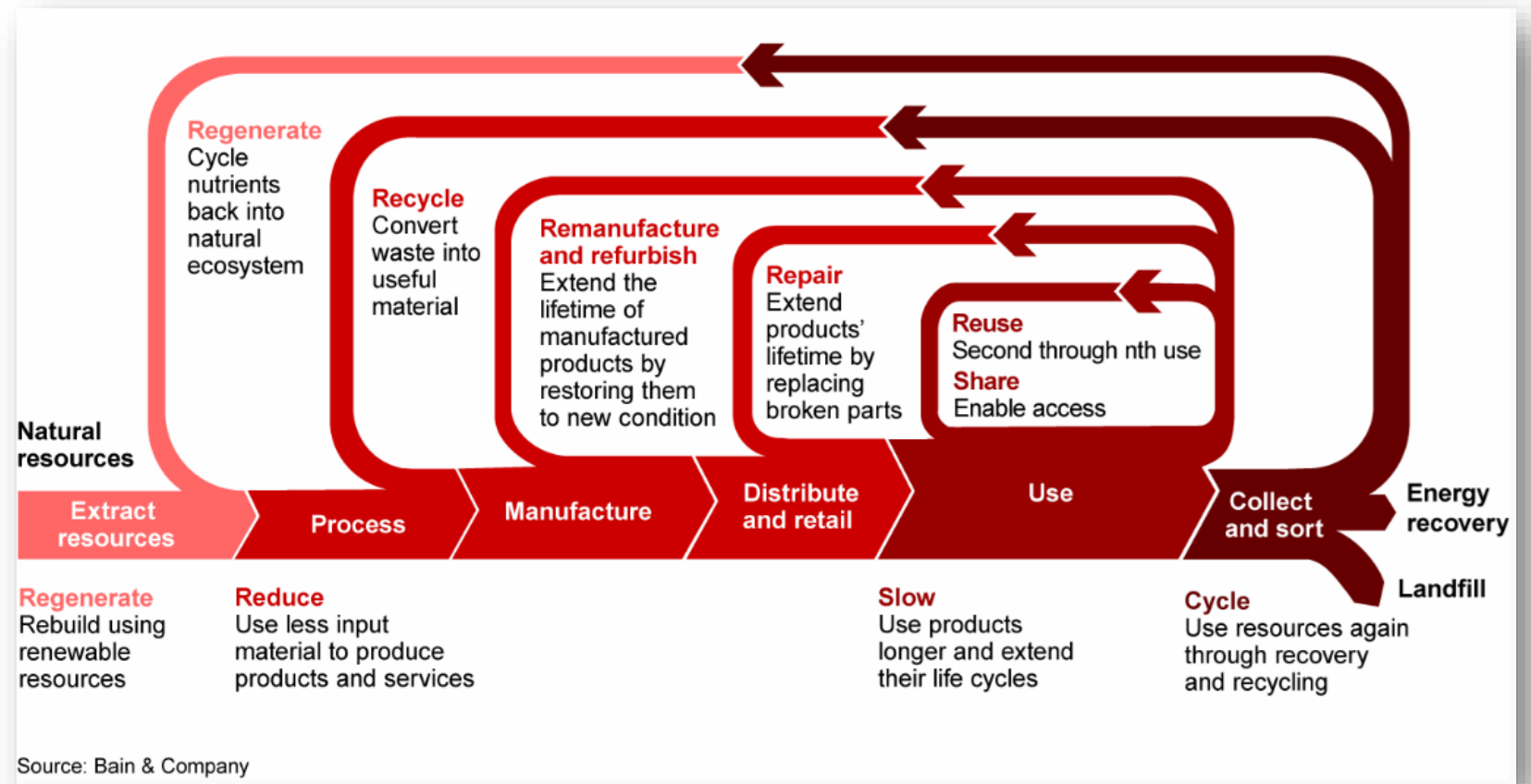


Until then, companies can voluntarily adopt the digital passport for their products.

The **traceability** of products is becoming **increasingly complex**. The purpose of our platform is to **track all transformations** by gathering information from various companies and stakeholders, and to **provide different services** based on the needs of our clients.

**Traceability** is **not an end in itself**, but rather **a means** to achieve broader objectives.

We need to focus on the roles within the supply chain and **be a response** to their needs.



**FROM A LINEAR VISION TO A CIRCULAR VISION**  
**Innovazioni nella visione e tracciabilità industriale**

THANK YOU FOR THE ATTENTION

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