

**Navigating the
unknown**

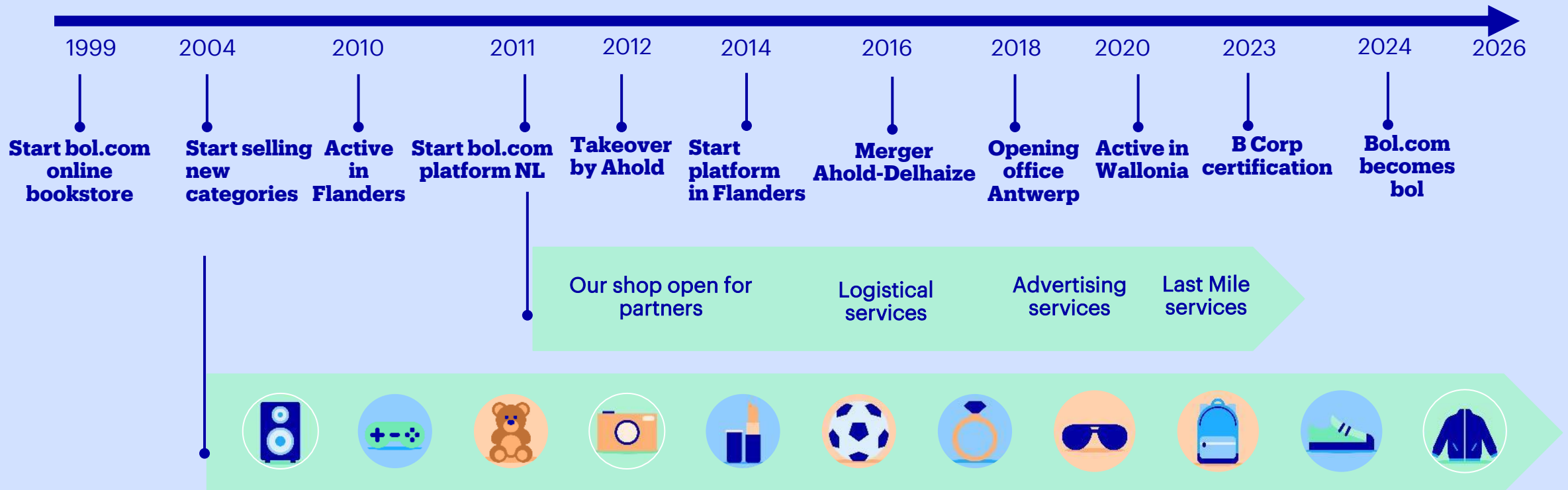
**Bol's journey
into the Digital
Product
Passport**

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-bol**

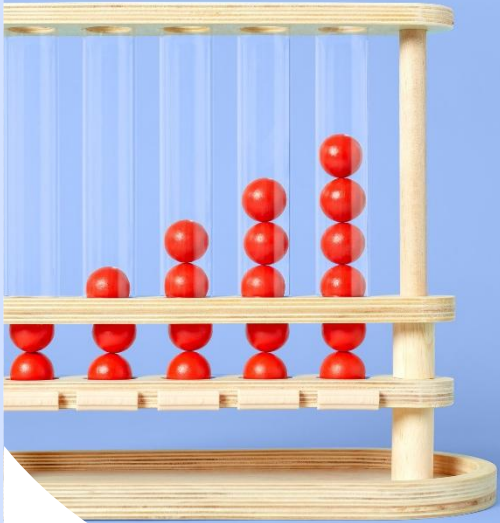


bol.

From online bookstore to BE-NL e-commerce platform



Bol today



**€6b GMV
in NL & BE**



**14m customers,
43.300 partners**



**63m products
for sale**



**3000+ employees,
40% in Tech/IT**

Bol and the DPP

Bol is an online marketplace. Within that role, bol will expose the DPP to the customer, so:

- They can make an informed decision
- Products are easier to repair, and to recycle
- There is more clarity on the sustainability of products

Challenge: How to implement this in a scalable way?



Looking for answers

CIRPASS-2 set up a team of ecommerce experts, to clarify the role of ecommerce within DPP.

The aim was to answer the following questions:

- What must online marketplaces do?
- What can online marketplaces do?
- How would customers benefit from the DPP?

We focussed our research on HOW the DPP should work in online environments to inform and help customers.

and with that, the expert group proposes the following:

How to make pre-sale display scalable

According to CEN/JCT24, a DPP on item, batch and model level will (eventually) be required. Delegated acts will dictate mandatory granularity for their productgroup. Different approaches on HOW will create confusion for customers and retailers on online marketplaces. For marketplaces, this approach is unlikely to be viable at scale.

Presale model Level DPP

Allow for online retail to show the pre-sale DPP at model level; with that information customers can make an informed decision.

Validation of DPP link

Keeping customers safe: only validated DPP links on webpages.

Uniform implementation

Keep the same implementation approach across delegated acts.

How to ensure great fit with customer journey

To ensure the DPP will be found well and is used as intended.

Design for online

For app-based shopping, a tested hyperlink or icon creates more value.

Keep placement flexible

Let the DPP integrate into different customer journeys.



How to use the DPP as one source of truth

Uniform interpretation to improve the use of product data.

Improve customer journey:

allow ecommerce parties to gather reliable and accessible data from the DPP to improve their customer journey.

Reporting obligations:

When several reports are required from ecommerce shops and platforms, allow the relevant data in the DPP to be a source for the reporting that is needed.



Curious about this research?



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