Cement

The DPP Project Playbook

Cement Data, Declarations and Plant-to-Customer Deployment

From governance and data collection to production activation, rollout, regulatory follow-up and additional business value

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> Practical implementation guidance. This book is not a legal opinion or compliance certification. Check the specific product scope and current legislation before relying on it.

Contents

- Executive playbook
- Product scope and regulatory status
- Make DPP delivery a governed business programme
- Build the evidence and supplier-data foundation
- Evidence, approval and publication quality
- Design identifiers, physical carriers and production activation
- Build a dependable information and integration architecture
- Run the programme with performance indicators
- Onboarding, training and change management
- Rollout from pilot to full portfolio
- Follow-up and EU regulatory evolution
- Create value beyond minimum compliance
- Working templates
- Your first 30 days
- References and maintenance

How to use this book

A Digital Product Passport (DPP) programme is not a website project. It is a controlled operating process that starts with product classification and evidence, crosses procurement, engineering, quality, IT and factory operations, and continues after products leave the factory. Publishing a QR destination is often

the simplest step; keeping every identity connected to correct, approved and accessible information is harder.

This handbook is designed for a manufacturer, importer, brand or supply-chain business preparing a practical project. Use it alongside the GoodsTag industry readiness assessment and checklist. Its implementation recommendations are illustrative engineering and management practices. They are **not** assertions that every practice or data field is currently required by EU law.

Three ways to use the book. If you completed an assessment, start with your lowest-scoring dimensions and map each gap to the evidence and stage gates in the book. If you opened the guide directly from the GoodsTag resources library, complete the scoping worksheet first and follow the generic implementation plan. If you have several product categories, keep separate applicability matrices and production flows even if you use one platform and governance team.

What success looks like. A responsible product owner can identify a marketed product, find the correct evidence and approvals, prove the product-carrier association, show who can access which data, repeat this reliably at industrial scale, and demonstrate a documented way to react when law, products or suppliers change.

1. Executive playbook

Cement is a construction-product use case. The new Construction Products Regulation (CPR) introduces a construction DPP system, but application is phased through delegated and product-family rules. The technical playbook can be built around declarations, formulation, environmental evidence, producing plants and consistent supply documents without assuming that all cement types have one universal DPP start date.

A practical situation. One plant sells four cement classes through both retail bags and ready-mix bulk deliveries. Use a shared evidence set but two carrier/dispatch workflows; ensure every bagged product can reach the appropriate declaration without creating meaningless unit serial numbers.

Management decision: Fund the minimum legally applicable baseline, a representative end-to-end pilot, and a maintained process. Hold optional commercial features in a separately prioritised backlog. A readiness score is useful to sequence tasks; it is not a legal compliance determination.

The five decisions to secure first

1. **Scope:** which exact products, roles and dates are covered?
2. **Identity:** what does one digital record represent — a model, batch or physical item?
3. **Evidence:** what data is required, where it comes from, and who approves it?
4. **Industrial execution:** how is the right QR or other permitted carrier associated with the correct product before release?
5. **Continuity:** who owns updates, security, hosting, legal monitoring and supplier responses after go-live?

2. Product scope and regulatory status

Regulatory snapshot — 5 November 2026. Construction Products Regulation (EU) 2024/3110, especially Articles 75–76 on the construction DPP system, and applicable product-family specifications. CBAM affects some cement imports separately and is not a substitute for the CPR passport.

Applicability triage. Separate bulk cement, bagged cement, blends, specialty products and imports. Check applicable harmonised specifications, declarations, manufacturer/importer status and product-

family transition. Determine whether the identifier refers to product type, plant or delivery; final granularity must follow applicable published rules.

Classification worksheet

Decision	Ask	Record
Product class	What exactly is placed on the EU market?	Catalogue / technical definition
Market role	Who is manufacturer, importer or distributor?	Entity and obligations
Data level	Model, batch or item?	Enacted legal basis or “open”
Carrier	Product, label, packaging, accompanying document?	Legal basis + proposed design
Release date	Which published application date?	Source + regulatory sign-off
Extra products	Do adjacent categories have different obligations?	Separate compliance track

The scope register should record product exclusions and borderline cases as carefully as included products. Review the matrix on each new product launch or relevant regulatory update. Never derive a mandatory date solely from an EU working-plan year.

3. Make DPP delivery a governed business programme

Start with accountable ownership. Appoint one executive sponsor (budget, cross-functional decisions), one DPP programme owner (scope and milestones), a regulatory product owner (legal interpretation), a product-data owner (fields and evidence), an IT architect (interfaces and security) and an operations owner (factory or labelling procedures). For outsourced production, name a corresponding partner owner. A governance meeting without named decision rights is not governance.

Use a single decision log. When stakeholders disagree about identifier granularity, whether a field is public, or when to print a label, write down the options, evidence, approver, date and re-review trigger. The legal decision must be approved by competent counsel or compliance leadership; a software vendor should implement it, not silently decide it.

Suggested working rhythm: a weekly 30-minute delivery review; a biweekly supplier-data and exception review; a monthly steering meeting for budget and risk decisions; a quarterly legal and business-value review after go-live. Set escalation thresholds (e.g. failed factory reconciliation or critical evidence missing) in advance, rather than improvising under launch pressure.

Minimum RACI

Workstream	Accountable	Responsible contributors	Evidence of completion
Regulatory scope	Regulatory leader	Product, legal, sales	Signed applicability matrix
Dataset and provenance	Product-data owner	R&D, procurement, quality	Versioned data dictionary
Identifiers and carriers	Operations owner	Master data, packaging, IT	Approved ID and label specification
System integration	IT owner	ERP/MES/PLM partners	Test and exception report
Supplier onboarding	Procurement leader	Regulatory, suppliers	Supplier evidence tracker

Workstream	Accountable	Responsible contributors	Evidence of completion
Release and audit	Quality leader	Regulatory, production	Signed go-live gate
Regulation monitoring	Regulatory leader	Legal, product owner	Change register and impact decisions

Programme charter — fill this before choosing a platform

- **Products and markets:** [which product families, EU operators, countries and release dates]
- **Mandatory baseline:** [which enacted provisions apply now and from what dates]
- **Preparedness backlog:** [anticipated sector rules and optional business-value extensions]
- **Delivery boundary:** [one pilot site/line, one product family, integrations and suppliers]
- **Success condition:** [measurable product-data, carrier, activation and availability gates]
- **Budget envelope and owner:** [approved figure, contingency, who can change it]
- **Excluded scope:** [what this pilot deliberately will not deliver]
- **Decision to proceed:** [names, date, open conditions]

The charter should explicitly state how to handle ambiguous categories, outsourced operations, new product introductions and markets outside the EU. Otherwise the scope expands until the pilot becomes untestable.

4. Build the evidence and supplier-data foundation

Begin with a data dictionary, not a collection campaign

Take a representative product and list the actual information objects that engineering, procurement, quality, production and customers already use. Label every data item **binding requirement**, **conditional requirement**, **future candidate** or **optional business enhancement**. Ask the regulatory owner to validate the labels; they are not interchangeable.

Sector evidence priorities for a first pilot:

Data/evidence object	Proposed system or owner	Validation to plan
Cement type and strength class	ERP / PLM / MES / QMS / supplier	Correct model, batch or item applicability
Manufacturing plant and product-type ID	Regulatory / engineering / procurement	Approved source, unit, version and access class
Applicable standard / harmonised specification	Regulatory / engineering / procurement	Approved source, unit, version and access class
Declaration of performance and conformity where applicable	ERP / PLM / MES / QMS / supplier	Correct model, batch or item applicability
Constituent proportions and formulation revision	Regulatory / engineering / procurement	Approved source, unit, version and access class
Test outcomes and quality certificates	Regulatory / engineering / procurement	Approved source, unit, version and access class

Data/evidence object	Proposed system or owner	Validation to plan
Environmental performance declarations and source methods	ERP / PLM / MES / QMS / supplier	Correct model, batch or item applicability
Clinker ratio and supplementary cementitious material evidence	Regulatory / engineering / procurement	Approved source, unit, version and access class
Safety and handling instructions	Regulatory / engineering / procurement	Approved source, unit, version and access class
Bag SKU, pallet or bulk shipment association	ERP / PLM / MES / QMS / supplier	Correct model, batch or item applicability

Supplier onboarding playbook

Obtain source evidence for clinker, gypsum, slag, fly ash, limestone and additives. Record moisture, mass balance, plant and calculation period so environmental claims can be checked. Separate trade-secret formulation detail from information legitimately required for public or authority access.

Send suppliers a controlled template, an example filled record and a two-way clarification channel. Request documents with a version, product scope, test method and responsible issuer. Set an SLA and fallback for smaller suppliers. Record “not available” and “not applicable” separately; neither should silently become zero. After approval, changes to materials, sites, process or methodology should trigger a refresh of affected records.

Evidence maturity ladder

Maturity	What it means	Next action
0 — unknown	No owner and no source	Identify product family and owner
1 — manual	Data held in email/PDF/spreadsheet	Version and link to product identity
2 — controlled	Named owner, checks, approval	Standardise taxonomy and updates
3 — integrated	Repeatable imports and validation	Monitor exceptions and supplier SLA
4 — industrialised	Controlled, observable, versioned production	Scale, test recovery and optimise

5. Evidence, approval and publication quality

A record can be complete but wrong. Distinguish **existence**, **validity**, **recency**, **applicability** and **provenance** for every critical field. A declaration dated yesterday is not suitable when it refers to a different formulation, production plant or model. Attach the field to the specific product entity to which the source applies: model, formula revision, material, batch, serial number or facility.

Run an approval workflow with clear states: *draft → supplier or owner review → validated → released → superseded/withdrawn*. The DPP should be published only from released information. Updates should never overwrite the historical basis needed to explain what was presented for a product on a given date. Define who can correct a production incident, what changes require re-approval, and which downstream viewers require notifications.

Data acceptance tests, not just a spreadsheet review:

1. Import data with an incorrect unit and confirm it is rejected or normalised explicitly.

2. Change a product formulation, component or relevant supplier and verify that dependent approvals are invalidated.
3. Withdraw supporting evidence and confirm affected product records enter a review queue.
4. Attempt to publish a record without a mandatory applicable field and observe a blocked release.
5. Retrieve a historical product record with its original approval timestamp and evidence.
6. Test that public, authority, supplier and repairer roles see only the information permitted for them.

A **data contract** should declare field names and types, permissible units, data owner, granularity, validation checks, allowed access class, refresh trigger and evidence location. Where legal acts leave details unsettled, classify the field as proposed rather than mandatory; change the label only after regulatory sign-off.

6. Design identifiers, physical carriers and production activation

From approved information to a physical product

Pilot a bagged-cement line and a bulk-dispatch process separately. Printed bag QR codes need correct product-type and plant mapping even without serialised bags. At product switches, reject wrong bag artwork and verify that the destination points to the approved type/version. Bulk loading records should link truck, product, dispatch quantity and applicable declaration.

Minimum operational sequence: `approve product data → reserve/derive identifier → prepare carrier artwork or print job → bind identifier to intended product identity → verify scan and physical association → publish/activate as legally appropriate → reconcile released output → monitor and update`. The precise order of registry submission, publication and physical commissioning must follow the applicable product law and factory design.

Do not define “activation” as automatically required unit-by-unit in a sector where legal passports are model-based. Where each product bears the same lawful model-level identifier, activation may mean an approved product-to-carrier release and line-level artwork/changeover verification rather than serial commissioning. Conversely, an individual battery passport needs reliable item identity and pairing. This distinction changes the cost model, IT interfaces and factory acceptance plan.

Design for failure — six scenarios

1. **Wrong product:** operator scans a QR belonging to a different model/lot/serial. Hold and correct the unit or batch.
2. **Duplicate ID:** retry or reprint creates a second record or ambiguous pairing. Require uniqueness and idempotent processing.
3. **Supplier change:** source evidence becomes invalid while labels remain available. Invalidate affected release approvals.
4. **Network failure:** MES or publishing service temporarily unavailable. Use an approved store-and-forward and release policy.
5. **Scrap/rework:** a printed carrier is unused, destroyed or moved. Preserve traceable cancellation and authorised reprint.
6. **Later correction:** a post-market fact changes. Apply versioned publication and stakeholder notifications as appropriate.

Commissioning sign-off

Before production release, the operations, IT, quality and regulatory owners must each sign evidence that the proposed identity, carrier location, durability, readability, system access, exception handling and output counts are acceptable for the actual product and law. Supplier print proofs and a browser-based demonstration are not adequate substitutes for line trials.

7. Build a dependable information and integration architecture

Design around a *digital product identity*, not a web page. The identity links the physical product or model to a current, controlled data record. The architecture should separate: (1) source systems and evidence; (2) data standardisation and validation; (3) product identity and genealogy; (4) passport generation and access control; (5) QR/data carrier production and activation; and (6) reporting, monitoring and external interfaces.

Typical sources include ERP for commercial SKUs, PLM/PIM for designs and variants, QMS/LIMS for test evidence, MES/OT for production events, procurement systems for suppliers and manual forms for smaller upstream partners. Avoid assuming that every supplier can implement an API. An authenticated upload and human approval path may be the right initial control, provided it is traceable and scalable.

Key integration decisions. Use stable identifiers and versions so repeated import messages do not create duplicates. Make events idempotent: retrying an activation event must not activate a second identifier. Queue and reconcile events during network outages. Maintain an exception inbox and alert ownership. Design bulk export of passport records, identifiers and evidence mappings in a documented format; this reduces operational lock-in risk. Verify retention, data sovereignty, backup, confidentiality and role-based access against applicable law and contract rather than relying on generic vendor marketing.

Access and integrity. Not every stakeholder should see every field. Implement a field-level audience map, audit who changed material facts, protect credentials used to write records and ensure published data is attributable to the approved source. Plan for QR redirection and URL continuity if branding, product ownership or service provider changes. The relationship between a data carrier, unique identifier, registry entry and DPP content depends on the applicable sector rules; record those dependencies explicitly.

Fallbacks. If the host platform or a factory API is unavailable, the plant needs a documented stop/hold/continue policy. Do not print unregistered identifiers or release products with broken public destinations simply because the line can still run. An approved fallback can include a durable local queue and later reconciliation, but the release criteria must be validated for the legal regime and operation.

8. Run the programme with performance indicators

Separate **leading indicators** (predict a failure) from **release indicators** (prove a gate) and **outcome indicators** (measure lasting value). One dashboard with only “number of passports published” rewards quantity even when data and physical product pairing are unreliable.

Core cross-industry metrics

Measure	Definition / calculation	Example first-pilot target*
Scope classified	In-scope reviewed products / total candidate products	100% before architecture freeze

Measure	Definition / calculation	Example first-pilot target*
Critical data completeness	Approved applicable critical fields / applicable critical fields	100% for released pilot scope
Evidence validity	Current validated evidence objects / required evidence objects	100% for release-blocking evidence
Carrier-pairing correctness	Correct scanned pairings / scanned production pairings	100% in qualification sample
Activation reconciliation	Successfully reconciled activation events / required activation events	100% prior to product release where activation is required
Public access uptime	Successful checks / scheduled availability checks	Service-level target set contractually
Exception resolution	Time between critical issue creation and closure	Define by risk severity
Change implementation lead time	Decision-to-production implementation elapsed time	Baseline then improve

*The figures above are proposed project acceptance criteria, **not legal thresholds**. Confirm statistical sampling, contractual service levels and exact hard-stop rules with the quality, IT and regulatory owners. Track numerators and denominators; avoid percentages that cannot be independently reconstructed.

Dashboard review practice

At every review, show the current value, trend, owner, source-system timestamp, open exception and next corrective action. Slice metrics by plant, supplier, product category and manufacturing line. If a category has not yet launched, display “not measured”, not a fictitious zero or green status. The first reporting period establishes a baseline; only then should management set efficiency-improvement promises.

Additional metrics for Cement

Sector metric	Baseline	Owner / improvement action
Plant/product declaration coverage (%)	Measure in pilot	Assign to process owner; investigate trend and exceptions
Clinker and constituents evidence freshness (%)	Measure in pilot	Assign to process owner; investigate trend and exceptions
Mismatched bag artwork incidents per million bags	Measure in pilot	Assign to process owner; investigate trend and exceptions
Environmental-data calculation traceability (%)	Measure in pilot	Assign to process owner; investigate trend and exceptions
Time to answer a project specification request (hours)	Measure in pilot	Assign to process owner; investigate trend and exceptions
Bulk-delivery product-to-record consistency (%)	Measure in pilot	Assign to process owner; investigate trend and exceptions

9. Onboarding, training and change management

DPP adoption fails when the project team implements a portal but the people who create the evidence, prepare labels or approve substitutions continue working as before. Treat adoption as a controlled operational change across roles, not a one-off webinar.

Start with process observation. Walk one real product through specification, supplier approval, incoming inspection, production, dispatch and after-sales. Record who uses a spreadsheet, who copies a certificate into an email, who changes QR artwork and how production reprints are approved. Design the new SOP around those real tasks before publishing training slides.

A four-role training model

Audience	Must be able to do	Demonstration / proof
Executive / programme owners	Read scores, make gate decisions, own risk	Approve a mock blocked go-live
Regulatory / quality / product owners	Classify, validate, approve and update records	Correct a wrong applicable field
Suppliers / procurement / engineering	Provide evidence with valid scope and version	Complete one full evidence submission
Factory, packaging, service and IT	Print, verify, activate, reconcile and recover	Pass an exception and rework simulation

Onboarding sequence. Nominate one champion per site and function; provide a role-specific quick reference and sandbox; run task-based demonstrations; check knowledge with an observed exercise; allow supervised live use; and audit early records. For suppliers, support both a structured portal and a simple upload path with clear response deadlines. For internal teams, show the *reason* behind each new control: preventing mislabelled products, unapproved claims, shipment holds or untraceable changes.

Change communications. A useful manager message is concrete: “From [date], no new product artwork is released unless the DPP destination and model/lot mapping have passed the checklist. Exceptions go to [owner] within [hours].” An abstract announcement that the company “is digitalising” creates no behavioural change.

Measure adoption by proportion of trained roles passing the observed test, number of supplier responses accepted without rework, share of production changes following the new SOP, and unresolved field-level evidence issues. Schedule refreshers after legal amendments, product redesigns or repeat incidents—not merely every calendar year.

Role-specific coaching for Cement

Train product managers on specification classification; plants on formula/version and packaging changeovers; quality teams on product declarations; and technical sales on supplying credible environmental figures to specifiers.

10. Rollout from pilot to full portfolio

Use the following as a **sequencing pattern**, not a promise that all manufacturers can complete a compliant programme within a fixed number of weeks. Multi-plant, high-volume or heavily regulated portfolios may require longer qualification, validation and procurement.

Phase	Illustrative timebox	Output	Exit gate
0. Frame	Weeks 1–2	Scope, charter, owner, legal tracker	Signed applicability and budget
1. Build evidence	Weeks 3–6	Sources, supplier pilot, dictionary	Critical test records verified
2. Integrate	Weeks 7–10	Identity, carrier, APIs, validation	End-to-end non-production test
3. Qualify	Weeks 11–14	Factory/packaging trial, QA, training	Documented release gate passed
4. Controlled launch	Weeks 15–18	One line/product family, real exceptions	Reconciliation and availability proven
5. Scale	Weeks 19+	Additional products/sites, operating dashboards	Repeatable site rollout playbook

A staged release is safer than a big bang. Choose one product family that exposes meaningful complexity but has engaged owners and accessible evidence. Run parallel operations briefly if needed, compare old and new outputs and document any planned decommissioning. Stop and fix systemic errors before moving to additional sites; do not conceal failures by excluding bad records from the dashboard.

Factory or publication acceptance protocol

- **Identity test:** new, repeated, duplicate, missing and retired IDs behave predictably.
- **Wrong-product test:** the scanner detects the incorrect SKU/model/serial association.
- **Carrier test:** labels remain legible in intended use conditions, with valid, persistent destinations.
- **Data test:** unapproved and expired evidence cannot appear as released facts.
- **Exception test:** scrap, reprint, rework, offline production and recall scenarios are handled.
- **Access test:** public, restricted and authority views respect the approved access matrix.
- **Recovery test:** backup, restoration and export work and are auditable.
- **Operational test:** trained people can run the process without the project team present.

Scale only when the gate is green. Approve the next site after the first has reached sustained stability, named support owners are available, and control performance is recorded. Copy the *process template* across sites, then adapt local equipment, supplier mix, workforce and systems; do not blindly clone a factory integration.

The top five risks to rehearse in this sector

1. **Mixing up plant-specific and group-average environmental data.** Assign an owner; write one preventive check, one detection method, one containment action and one decision to resume normal operations. Include it in the qualification scenario register.
2. **Applying the CPR DPP requirement before product-family rules take effect.** Assign an owner; write one preventive check, one detection method, one containment action and one decision to resume normal operations. Include it in the qualification scenario register.
3. **Letting formulation changes bypass declaration review.** Assign an owner; write one preventive check, one detection method, one containment action and one decision to resume normal operations. Include it in the qualification scenario register.

4. **Using obsolete bag designs after SKU changeover.** Assign an owner; write one preventive check, one detection method, one containment action and one decision to resume normal operations. Include it in the qualification scenario register.
5. **Confusing CBAM reporting with product-specific environmental declarations.** Assign an owner; write one preventive check, one detection method, one containment action and one decision to resume normal operations. Include it in the qualification scenario register.

11. Follow-up and EU regulatory evolution

Regulatory monitoring must be an operating control. Once a DPP is live, a new delegated act, amended product rule, Commission guideline, standard, market-surveillance interpretation or customer procurement specification can affect the recorded data, access classes, retention, QR carrier or product scope. An unlabeled link to an EU website is not a monitoring process.

Establish a regulatory change register with the following fields: source URL, publication date, legal instrument, proposed/adopted/status, products affected, effective date, expected impact, owner, legal opinion if needed, required product-data change, software change, factory/SOP change, supplier notice, verification evidence and completion date. Assign a regulatory lead who decides whether a notice is informational or triggers a controlled change request.

Review official EU sources at least monthly, and immediately after a relevant adoption or application notice. Re-check regulations before each new market/product launch, then run a quarterly compliance architecture meeting that includes legal, operations and IT. Track delegated acts separately from public consultation documents and industry association forecasts. A consultation is not an enacted obligation; a delegated act’s adoption year is not necessarily its application year.

Change-control protocol: detect → triage for product categories → legal interpretation → impact map → budget/priority decision → dataset/version change → technical regression and factory testing → training → controlled release → evidence of completion. Assign a regulatory-version tag to every published passport data profile so a future auditor can reconstruct which rules were applied at launch.

Continuous operations must also cover expiring supplier documents, product redesign, factory changes, access security, service uptime, URL persistence, incident handling, backup restore tests and data export. Define a clear owner and service commitment for each. A production-level failure is a business continuity issue, not simply a missing marketing web page.

Specific change watch for Cement

Monitor CPR construction DPP-system delegated acts, cement product-family harmonised specifications, required environmental indicators and interactions with public procurement/BIM standards; separately track CBAM changes for covered imports.

12. Create value beyond minimum compliance

Use the DPP foundation as a governed product information layer, not a dumping ground for every data set the company owns. Start with a clear legal baseline and add optional customer or operational services in separately governed modules. The same QR or identifier can route users to differentiated content when lawful and appropriate, but mandatory information must remain accessible under the applicable rules.

Prioritise expansion with a benefit case. Estimate the current cost of retrieving compliance evidence, resolving warranty claims, answering customer product questionnaires, replacing paper manuals, handling returns, administering supplier changes or providing recycling instructions. Select one extension with a measurable baseline and a named commercial or operational owner. Do not assume scans equal incremental revenue.

Data-use safeguards. Keep commercial analytics separate from regulatory duties. Be transparent about consumer data collection, obtain valid legal bases for marketing communications and ensure access is not conditional on providing personal data where mandatory information must be free. Avoid unsupported sustainability claims; evidence should be tied to the exact model/batch/item and methodology.

Extension project scorecard

Candidate initiative	Benefit hypothesis	Test before scaling
Digital manuals and service	Less support effort / faster self-service	Compare qualified support requests
Supplier evidence exchange	Fewer chasing emails and errors	Track turnaround and first-pass acceptance
Product authenticity	Fewer disputed products	Measure verified authentication cases
Circular after-sales	More repair/reuse and traceable handoffs	Track completed service transactions
Customer product data API	Faster procurement/specification and retailer data exchange	Time saved by target customers

Expand only after the regulated passport backbone is stable. A poorly controlled extended portal creates fresh cybersecurity, privacy and claims risk on top of the compliance project.

The strongest adjacent-value opportunities for Cement

1. **Automated submittals for construction projects.** Build a small measured pilot only after the mandatory baseline and data entitlements are stable; define the responsible business function and how impact will be measured.
2. **Verified low-clinker product comparison.** Build a small measured pilot only after the mandatory baseline and data entitlements are stable; define the responsible business function and how impact will be measured.
3. **BIM-linked material information.** Build a small measured pilot only after the mandatory baseline and data entitlements are stable; define the responsible business function and how impact will be measured.
4. **Customer portal for current declarations.** Build a small measured pilot only after the mandatory baseline and data entitlements are stable; define the responsible business function and how impact will be measured.
5. **Mass-balance and low-carbon sourcing analytics.** Build a small measured pilot only after the mandatory baseline and data entitlements are stable; define the responsible business function and how impact will be measured.

Portfolio expansion decision rule: An extension is worth funding when it reuses verified product identity, has a direct measurable outcome, does not degrade mandatory access, and has a sustainable owner and cost model. An attractive scan experience without an operational benefit is not a business case.

13. Working templates — copy these into your project workspace

Template A — applicability decision sheet

Field	Fill in for your company
Product/category / product family	[name and defining technical criteria]
EU economic operator / markets	[manufacturer/importer/distributor, countries]
Current binding rule	[instrument and relevant articles]
Future/indicative rule	[draft/working plan; clearly labelled]
Required granularity	[model / batch / item / to be determined]
Carrier/registry/legal start	[what applies; evidence link]
Review/approval	[legal approver, date, next review trigger]

Template B — product data dictionary

For each field document: `field_id | display_name | product_type | granularity | datatype/unit | mandatory_now? | future_candidate? | source_system | supplier_owner | validation_rule | evidence_id | approved_by | valid_from | valid_until | access_class | change_trigger`.

Example: `mass_kg | Net mass | Product model | model | decimal kg | check law | optional | PLM | engineering | >= 0 and unit normalised | TEST-22 | quality | [date] | [date] | defined audience | model revision`.

Template C — supplier evidence request

> Subject: Product evidence for [product family] — [deadline] We are establishing a structured product-information process for [market/product]. Please provide the attached field template and supporting evidence for the specified models/material lots, including the document version, relevant plant or model, test method where relevant, validity date and technical contact. Please identify missing or confidential fields explicitly rather than substituting estimates. We will validate the submission with you and communicate any change requests before approval.

Template D — project risk and exception log

ID / risk	Likelihood / impact	Owner	Preventive control	Contingency / due date
R-01 Mis-scoped product	[L/M/H]	[Regulatory]	Signed scope matrix	Hold launch and review rule
R-02 Missing critical evidence	[L/M/H]	[Procurement]	Supplier SLA and validation	Escalate / alternate evidence
R-03 Wrong label/ product pairing	[L/M/H]	[Production]	Scanner and changeover gate	Quarantine/rework shipment

ID / risk	Likelihood / impact	Owner	Preventive control	Contingency / due date
R-04 Data access breach	[L/M/H]	[Security]	Field-level access policy	Revoke key, investigate, notify if required
R-05 Regulatory rule changes	[L/M/H]	[Regulatory]	Monthly change watch	Impact assessment and requalification

Template E — factory release test record

Record: `test ID | product/model | line | printer | scanner | source record version | identifier | expected response | observed response | evidence screenshot/log | tester | QA approval | issue | retest date`. Include wrong-SKU, duplicate, off-network, rework, reprint, scrap, public URL, restricted access and export/restore tests.

Template F — monthly programme scorecard

Record each KPI with `period | product/site | numerator | denominator | current value | prior value | target | trend | accountable owner | exception tickets | next corrective action`. Keep a commentary column to explain why measured scope changed.

Template G — legal change register

`Source URL | Instrument | Status (proposal/adopted/applicable) | Publication date | Application date | Product family | Relevant articles | Gap vs current data model | IT/line impact | Owner | Decision date | Test evidence | Closure`.

Template H — training and adoption log

`Role | Required SOP | Training version | Learner/group | Date | Practical demonstration | Pass/fail | Remediation | Supervisor sign-off | Refresh trigger`.

Template I — 1-page business case

`Problem measured | Current annual effort/cost | Proposed controlled workflow | One-time project cost | Ongoing cost | Regulatory dependency | Avoided risk | Measurable upside | Owner | Pilot measurement date | Decision gate`.

Template J — handover-to-operations checklist

- [ ] Legal scope and ownership confirmed; open interpretations recorded.
- [ ] Data contract, owners, evidence and access classes versioned.
- [ ] Supplier process, escalation and maintenance SLA operating.
- [ ] Identity, carrier and physical association tests signed off.
- [ ] Monitoring, uptime, export, backups, incident runbook and responsibilities proven.
- [ ] Factory/packaging SOPs trained and practical competency checked.
- [ ] Rollout metrics, exception thresholds and monthly review agreed.
- [ ] Regulatory monitoring cadence active and next legal review scheduled.

14. Your first 30 days — an executable start

Days 1–5: nominate the programme owner and regulatory lead; classify the top revenue/product categories; separate enacted duties from future candidates; gather three representative real products and their data/evidence packages.

Days 6–10: draw the actual product-data flow, identify hidden spreadsheets and document sources, map identifiers used by ERP and factory, and select a pilot plant or outsourced packer. Request representative evidence from two suppliers, including one likely to struggle.

Days 11–20: define the minimum data dictionary, audience/access map, identity scheme, approval chain and printing/activation design. Resolve the biggest risk about product granularity, line integration or missing evidence before buying equipment or redesigning packaging.

Days 21–30: perform a tabletop process simulation using a real SKU/model. Validate a digital destination, test a wrong-product/label incident, draft the rollout scorecard, build the legal change register and submit a signed pilot go/no-go plan.

Decision after day 30: do not ask only “Can we generate a DPP?” Ask “Can we repeatedly deliver the *correct approved product information to the correct physical product*, prove it, and operate the process as law and products change?”

Sector-specific readiness actions from the GoodsTag questionnaire

These six practical checks are aligned with the vertical readiness questionnaire and should be completed with records from an actual product—not answered merely “yes” in a meeting.

Check 1 — Sector control

Diagnostic question: Can you identify cement product type, strength class, plant and relevant lots or deliveries?

Action: Create a stable cement type/plant/lot identity mapping and link it to declarations.

Accountable function: Production / Product
Evidence to retain: Product-type and plant mapping.

Acceptance: the named owner has demonstrated the control with a representative live model, lot or physical item; exceptions and a retest date are recorded.

Check 2 — Sector control

Diagnostic question: Can you trace clinker factor, blending recipe and other constituents when recipes or inputs change?

Action: Link clinker, additions, suppliers, recipes and batch changes to the marketed cement product.

Accountable function: Production / Quality
Evidence to retain: Versioned recipe and constituent record.

Acceptance: the named owner has demonstrated the control with a representative live model, lot or physical item; exceptions and a retest date are recorded.

Check 3 — Sector control

Diagnostic question: Do you have defensible product-specific LCA / EPD data, including A1–A3 GWP where applicable?

Action: Consolidate kiln/fuel, electricity, feedstock and logistics data into an evidenced EPD/LCA process.

Accountable function: Sustainability / LCA
Evidence to retain: LCA/EPD evidence register.

Acceptance: the named owner has demonstrated the control with a representative live model, lot or physical item; exceptions and a retest date are recorded.

Check 4 — Sector control

Diagnostic question: Are conformity, product testing and declaration documents structured and linked to the relevant product type?

Action: Map DoP/DoPC transition, harmonised specifications, testing and associated technical files.

Accountable function: Regulatory / Quality
Evidence to retain: Product declaration and certificate index.

Acceptance: the named owner has demonstrated the control with a representative live model, lot or physical item; exceptions and a retest date are recorded.

Check 5 — Sector control

Diagnostic question: If you import covered cement, are CBAM emissions records and verification duties separately addressed?

Action: Determine CBAM import applicability and reconcile installation evidence and importer reporting, if relevant.

Accountable function: Trade Compliance
Evidence to retain: Documented CBAM applicability and process.

Acceptance: the named owner has demonstrated the control with a representative live model, lot or physical item; exceptions and a retest date are recorded.

Check 6 — Sector control

Diagnostic question: Can downstream concrete producers, contractors and BIM workflows consume product and carbon data digitally?

Action: Test exchange of product type, environmental and conformity information with a customer or BIM workflow.

Accountable function: IT / Sales Engineering
Evidence to retain: Customer data exchange pilot.

Acceptance: the named owner has demonstrated the control with a representative live model, lot or physical item; exceptions and a retest date are recorded.

15. References and document maintenance

Information date: 5 November 2026. Official legislation takes precedence over this practical guide. Verify current consolidated texts, product-family exclusions, applicable dates and any newly enacted measures before taking binding regulatory decisions. Maintain a named internal regulatory owner and record subsequent updates.

Primary sources

- **Commission DPP overview:** https://single-market-economy.ec.europa.eu/single-market/digital-product-passport_en
- **Commission DPP FAQs:** https://single-market-economy.ec.europa.eu/single-market/digital-product-passport/explore-our-faqs_en
- **ESPR Regulation (EU) 2024/1781:** https://eur-lex.europa.eu/eli/reg/2024/1781/oj/eng
- **ESPR Working Plan 2025–2030:** https://eur-lex.europa.eu/legal-content/EN/TXT/?uri=CELEX:52025DC0187
- **DPP Registry announcement:** https://single-market-economy.ec.europa.eu/news/digital-product-passport-registry-now-live-2026-07-20_en
- **Construction Products Regulation (EU) 2024/3110:** https://eur-lex.europa.eu/eli/reg/2024/3110/oj/eng

Version history

Version	Date	Change / owner
1.0	5 Nov 2026	Initial customer-facing edition; legal information subject to subsequent updates
1.x	As required	Record regulatory and operational changes and affected chapters

Next step

Use the Cement Readiness Assessment to prioritise work, or adopt the generic Cement checklist to organise owners, evidence and progress. For complex multi-site or mixed-category portfolios, schedule a design review covering identity, data interfaces, line commissioning and ongoing governance.

GoodsTag · https://www.goodstag.com/ · A practical implementation guide, not a legal compliance certification.