



BUILD TRUST.
VALUE ORIGINAL.

GUIDELINES OF TEXTILE PRODUCTS TRACEABILITY

Strategic partnership to train
fashion SMEs in the fight against
counterfeits using modern
technologies.



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Cover & Positioning

These Guidelines for Textile Products Traceability provide a practical framework to support organizations in understanding and implementing structured traceability approaches within the textile sector. They are intended to facilitate the collection, management, and exchange of relevant product and supply chain data while promoting consistency, interoperability, and transparency among stakeholders across the textile value chain.

The guidelines highlight the growing role of Digital Product Passports (DPPs) and digital traceability solutions in improving visibility, strengthening anti-counterfeiting measures, supporting circularity practices, and enabling sustainability reporting. They are designed as a practical reference for industry actors seeking to enhance traceability processes and improve data integration throughout textile supply chains.



Disclaimer

This tool is intended as a practical guidance resource and does not constitute an audit, certification, or regulatory compliance verification system.

Introduction & Learning Outcomes

The textile sector is undergoing a major transformation driven by increasing sustainability requirements, consumer demand for transparency, and new European regulations related to product traceability and circularity (ESPR regulation: Ecodesign for Sustainable Products regulation). For many textile SMEs, adapting to these changes can appear complex due to limited resources, fragmented supply chains, and the growing need to manage reliable product information across multiple production stages.

Within this context, the No Fake Fashion initiative promotes a gradual and realistic approach to textile traceability. Rather than requiring immediate full digital transformation, the project encourages SMEs to begin with minimum viable actions that progressively improve data collection, supplier communication, transparency practices, and organisational readiness for future DPP implementation.

COMPETENCY AREA	LEARNING OUTCOME	DIGCOMP REFERENCE
 Data & Information Literacy	1 Identify key components of textile product traceability.	 DigComp 1.1 Browsing, searching and filtering data, information and digital content
 Digital Understanding	2 Explain the purpose and structure of a Digital Product Passport (DPP).	 DigComp 1.2 Evaluating data, information and digital content
 Critical Evaluation	3 Assess current company traceability practices.	 DigComp 1.2 Evaluating data, information and digital content
 Digital Collaboration	4 Request structured origin and certification data from suppliers.	 DigComp 2.4 Collaborating through digital technologies
 Problem Solving	5 Distinguish between basic and advanced traceability solutions for SMEs.	 DigComp 5.2 Identifying digital needs and technological responses
 Innovation & Action	6 Define practical actions to improve product transparency and authenticity.	 DigComp 5.2 Identifying digital needs and technological responses

WHERE DO YOU START?

Start where you are. Build step by step.

This YES/NO flowchart helps you find the right starting point for traceability in your textile products.



MINIMUM VIABLE ACTIONS (Start here)



1. Map your product

List the main materials and components in your product.



2. Identify key suppliers

List your first-tier suppliers (for each main material).



3. Collect basic information

Name, location and type of material supplied.



4. Keep it organized

Store your information in one place you can access and update.

ADVANCED ACTIONS (Build from your foundation)



1. Extend your map

Go beyond first-tier to deeper layers of your supply chain.



2. Improve data quality

Add details (certifications, standards, material specs).



3. Digitize and connect

Use digital tools to collect, share and update data.



4. Measure and improve

Use your data to manage risks, track performance and improve transparency.



DO YOU KNOW WHO MAKES OR SUPPLIES YOUR MATERIALS?

YES

NO



Do you collect and keep information about your suppliers and materials?



Do you know the main materials in your products?

YES

NO

YES

NO



Great!
You have a starting point.

Focus on improving the quality and consistency of your data.

Go to **ACTIONS** on the right.



Start simple.

Begin collecting basic information about your key suppliers and materials.

Go to **ACTIONS** on the right.



Start with what you know.

Map your materials and first-tier suppliers.

Go to **ACTIONS** on the right.



Start with a simple product breakdown.

List the materials in your products as the first step.

Go to **ACTIONS** on the right.

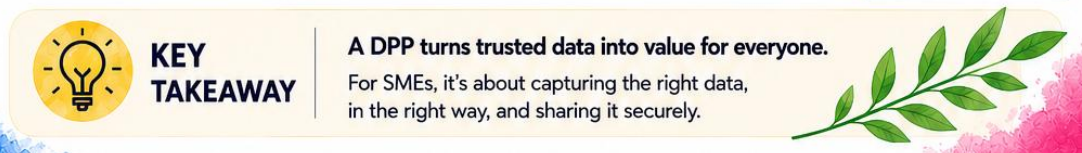
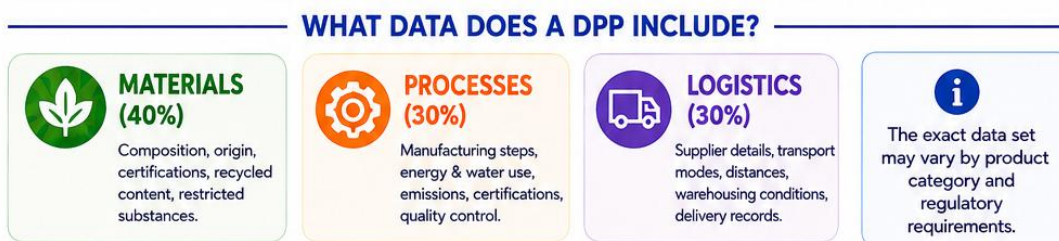
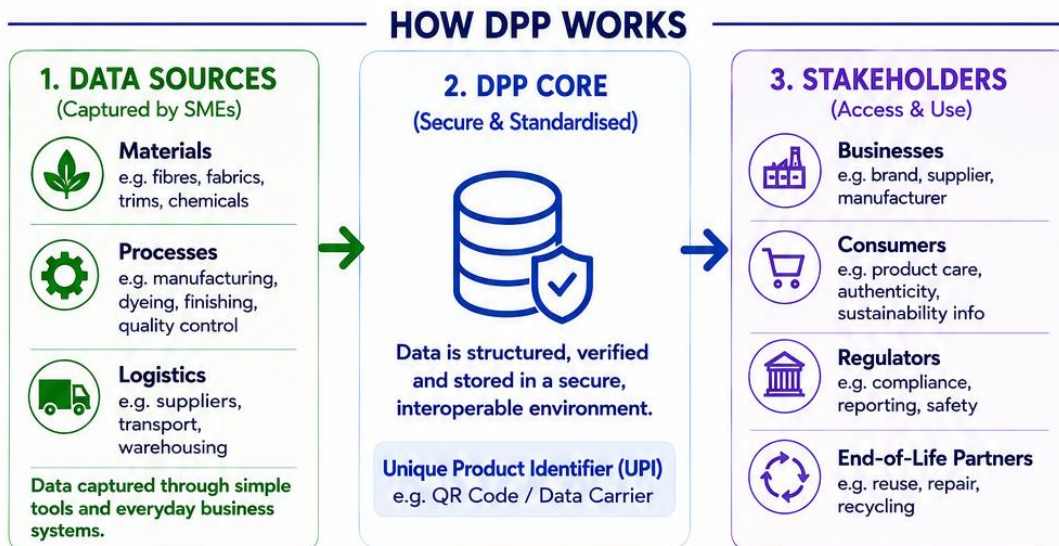
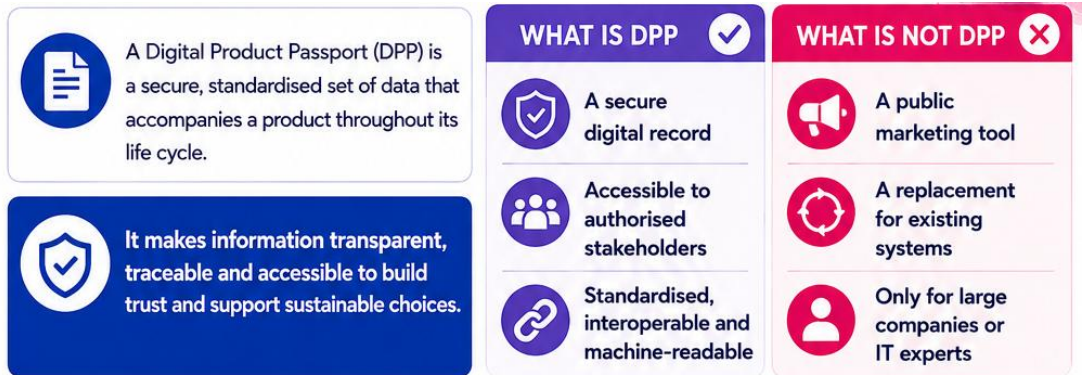


REMEMBER: Traceability is a journey, not a one-time project. Start small. Stay consistent. Improve over time.

HOW A DPP WORKS

(SIMPLIFIED ARCHITECTURE)

Counterfeit fashion damages brands, weakens creativity, trust, and sustainability across the industry. Original fashion design protects cultural identity, supports ethical production, and rewards innovation. Digital technologies and transparent practices are helping designers and brands defend authenticity more effectively than ever before. From traceability systems to legal protection and consumer education, every stage of the fashion value chain plays a role in fighting counterfeits.



DPP BENEFITS

(TRUST, CIRCULARITY, ANTI-COUNTERFEITING)

1 TRUST & TRANSPARENCY



- Customers can easily access reliable information about your product.
- Builds customer confidence and brand reputation
- Shows the real story behind your product
- Supports honest communication and compliance
- Strengthens relationships with buyers and partners

2 CIRCULARITY & SUSTAINABILITY



- DPPs support a more circular and resource-efficient fashion system.
- Promotes responsible sourcing and production
- Facilitates longer use, repair, reuse and resale
- Improves sorting and recycling at end of life
- Helps reduce waste and environmental impact

3 ANTI-COUNTERFEITING & AUTHENTICITY



- DPPs help protect your brand and customers from fake products.
- Makes your products easier to verify
- Helps detect suspicious or fake items
- Protects your intellectual property
- Increases value and credibility of your brand

MYTH VS REALITY

MYTH

- DPP is only for big companies.
- It is too expensive and complex.
- It is only a regulatory requirement.
- My customers don't need this information.
- We must have all data before starting.



REALITY

- DPP can start small and grow with your business. It's scalable and adaptable for SMEs.
- You can begin with minimum information and simple tools (Excel, QR codes, cloud solutions).
- It is a business opportunity: more trust, better efficiency and stronger market position.
- Consumers increasingly value transparency and sustainable choices.
- Start with what you have, improve step by step. Progress is more important than perfection.

Essential Questions for Suppliers

Within the No Fake Fashion project, structured supplier questions help SMEs verify textile origin, processing and transportation through documented, verifiable evidence.



Supplier Traceability Checklist

CATEGORY	KEY QUESTIONS	REQUIRED EVIDENCE
Fibre Origin	Can the supplier identify the country and source of all fibres? Are Tier 2–4 suppliers documented?	Origin declaration, supplier list, traceability records, batch IDs
Certifications	Are fibres or materials certified? Are certifications valid and up to date?	Certificate copies, certification numbers, issuing body verification
Lab Reports	Have materials been tested? Do results match product claims?	Accredited lab reports, test results, compliance documentation
Logistics Documentation	Can the supplier document product movement across the supply chain? Are declared and actual shipments consistent?	Shipping records, invoices, transport documents, customs documents



Key Takeaway

Traceability works when every supplier claim is backed by verifiable evidence. Documented answers help SMEs strengthen authenticity, transparency, and compliance.

What if a Supplier Refuses?

Supplier reluctance to provide traceability data is a common challenge in complex textile value chains.



1. UNDERSTAND THE RISKS

Refusals may indicate transparency gaps, compliance issues, or exposure to counterfeit practices.

Do not treat refusals as isolated incidents.



2. BUILD TRUST AND ENGAGE

Adopt a structured engagement approach that combines trust-building with clear documentation.

Communication and clarity create cooperation.



3. DOCUMENT EVERY STEP

Keep clear records of all requests, responses, decisions, and actions taken.

Good documentation reduces risk and supports decisions.

GRADUAL MEASURES & DOCUMENTATION GUIDANCE

If a supplier continues to refuse or provides incomplete information, apply proportionate and well-documented measures:



STEP 1: FORMAL REQUEST

Submit written requests specifying required documents such as origin, certifications, lab reports, and logistics data.



STEP 2: FOLLOW-UP & CLARIFICATION

Organise meetings or provide simplified templates.



STEP 3: RISK FLAGGING

Record the supplier as “high-risk” and limit critical sourcing.



STEP 4: CONDITIONAL COOPERATION

Continue collaboration under specific conditions.



STEP 5: ESCALATION OR DISENGAGEMENT

If refusal persists, consider contract termination or replacement.



COMMON REASONS FOR REFUSAL & TRUST-BUILDING

- Lack of traceability systems or proper documentation processes
- Non-compliance risks: intentional avoidance due to irregular practices
- Administrative burden, such as complex documentation requirements
- Limited awareness of suppliers about sustainability regulations



KEY TAKEAWAY

A structured, well-documented approach transforms supplier refusals from roadblocks into opportunities to strengthen transparency, reduce risk, and build resilient partnerships.

Case Studies

Case Card 1 - Early-Stage Adoption

A mid-sized apparel brand selling in Europe and North America faced increasing pressure from retailers to provide verified sustainability and origin data. Product information was stored across disconnected systems, and traceability beyond final assembly was limited.

The company launched a pilot DPP programme for a seasonal collection. It began by mapping Tier 1 and Tier 2 suppliers and standardising material data collection templates. QR codes were added to garment labels, linking to a digital product page with basic lifecycle and composition information. Internal teams were trained to manage and validate incoming supplier data.

Data fragmentation was the main challenge, not technology. Supplier onboarding required more time than expected, and smaller suppliers needed additional support to comply with data requests. Starting with a limited collection helped reduce complexity and allowed gradual scaling.

Case card 2 - Sustainability-Driven Implementation

A sustainability-focused outdoor clothing brand already had strong environmental reporting but lacked product-level traceability across its full supply chain. Customers increasingly demanded proof of sourcing claims.

The brand implemented DPPs across all new product lines. It integrated blockchain-based traceability tools with its existing product lifecycle management system. Detailed information on raw materials, certifications and production stages was embedded into each product's digital passport. Supplier contracts were updated to include mandatory data-sharing requirements.

Existing sustainability maturity made adoption easier but system integration was complex. Aligning legal, procurement and IT departments was essential. The brand found that transparency significantly improved customer trust and engagement, especially in premium product categories.

Case card 3 - SME Luxury Brand Collaboration for Digital Identity & Traceability

A small textile manufacturer supplying luxury fashion brands wanted to improve its digital capabilities while responding to growing demands for transparency, authenticity verification and traceability. The company initially relied on manual record-keeping, so it began a gradual digitalisation process using cloud-based tools to organise production, material and supplier data. Larger brand partners supported the transition through training, simplified templates and guidance on Digital Product Passport (DPP) requirements.

As the system developed, the SME started contributing data to DPPs linked to unique digital product identities. These passports included material composition, production origin, repair information and authenticity verification features. Products sold through retail and resale channels could maintain a continuous digital history, helping brands reduce counterfeiting risks while improving customer trust and post-purchase engagement. The collaboration showed that DPPs can create value beyond compliance by improving transparency, storytelling and operational efficiency. However, limited resources and maintaining accurate data across resale channels remained important challenges.

CARE, REPAIR & CIRCULARITY IN DPP



CARE

Clear care instructions help users maintain product quality and extend product life.



REPAIR

Simple repair guidance encourages users to fix minor damage instead of discarding the product.



REUSE

Information on reuse supports resale, donation and second-hand circulation.



RECYCLING

End-of-life guidance helps users sort and dispose of textile products more responsibly.

1 PRACTICAL CARE INSTRUCTIONS



Make care easy to follow with clear, simple guidance.



Support everyday actions that preserve quality.



Reduce wear and damage through proper care.



Extend product life and reduce impact.

2 REPAIR & REUSE SUPPORT



Provide easy repair tips for common issues.



Encourage small fixes instead of replacement.



Promote resale, donation and exchange.



Keep products in use for longer.

3 RESPONSIBLE END-OF-LIFE GUIDANCE



Guide users to sort materials correctly.



Share take-back or collection options.



Improve recycling and material recovery.



Reduce waste and environmental impact.

THE CIRCULAR LIFE OF A PRODUCT



Minimum Viable Actions & Next Steps

Within the No Fake Fashion approach, SMEs can strengthen textile supply chain traceability through practical, scalable actions without immediate full transformation.



1. Build Basic Supplier Visibility

- **Map Tier 1 Suppliers:** Identify direct suppliers and collect basic sourcing and production data.
- **Request Core Documentation:** Gather fibre origin, certifications, lab reports, and logistics data.



2. Standardise Traceability Practice

- **Use a Standard Checklist:** Apply a consistent traceability checklist to all suppliers.
- **Set Up Record-Keeping:** Maintain a simple system to store and monitor supplier information.



3. Prioritise Risk Management

- **Flag High-Risk Suppliers:** Prioritise those with missing data or higher risk exposure.

Minimum Baseline for Supplier Traceability



Key Takeaway

Traceability improvement begins with small, structured actions that reduce counterfeit risk and create a scalable foundation for supply chain transparency.

Preparing Your Company for DPP (Organisation, Processes, Data) Introduction & Purpose

As part of the No Fake Fashion initiative, this Mini-Guide supports textile SMEs in preparing progressively and realistically for the implementation of Digital Product Passports (DPPs). The guide focuses on strengthening organizational readiness, improving transparency, and developing reliable data management practices across the textile value chain.

WHAT TO EXPECT?

This Mini-Guide supports textile SMEs in preparing progressively and realistically for the implementation of **Digital Product Passports (DPPs)**.



It strengthens organisational readiness, improves transparency, and helps build reliable data management practices across the textile value chain.



A gradual and practical approach enables your company to take meaningful steps today and be ready for future DPP requirements and sustainability expectations.



The guide is aligned with DigComp 2.0 competences and connected to the No Fake Fashion micro-credentials pathway to support your learning and growth.

1

ORGANISATIONAL READINESS ASSESSMENT

Evaluate your current readiness to implement DPPs.



2

INTERNAL DATA FLOW MAPPING

Map how product and supply chain data are created, shared and stored.



3

IDENTIFICATION OF TRACEABILITY GAPS

Identify missing information and operational gaps to address.



4

ROLES AND RESPONSIBILITIES ALLOCATION

Define clear roles and responsibilities for DPP management.



5

PROGRESSIVE DPP INTEGRATION PLANNING

Build a step-by-step plan to integrate DPP processes gradually.



6

SUPPLIER COLLABORATION GUIDANCE

Strengthen communication and data exchange with suppliers.



7

DATA COLLECTION AND VALIDATION PRACTICES

Collect, validate and manage reliable data for accurate traceability.



8

STAFF TRAINING AND IMPLEMENTATION ROADMAP

Identify training needs and build your implementation roadmap.



Learning Outcomes

The transition towards Digital Product Passports (DPPs) requires more than the adoption of digital tools. It also involves strengthening internal organisation, improving data management practices, and developing clear responsibilities across the company. For many textile SMEs, one of the main challenges is not the absence of information, but the fragmentation of data across departments, suppliers, spreadsheets, paper-based systems, and disconnected operational processes.

Building the organisational capacity to collect, manage, validate, and update this information is therefore becoming a strategic priority for SMEs seeking to remain competitive, transparent, and compliant in future markets.





SELF-ASSESSMENT: TRACEABILITY MATURITY LEVEL

As a first step, you need to **evaluate your level of readiness**. Understanding where your organisation stands today will help you identify strengths, recognise gaps, and define realistic next actions for improving traceability and preparing for DPP implementation.



This self-assessment is not an audit or compliance verification tool. It is a practical guide to support your continuous improvement.

1

LEVEL 1 GETTING STARTED



Traceability information is fragmented or mainly paper-based. Supplier information may be incomplete and data is often collected only when requested. Responsibilities for traceability are not clearly assigned.

WHAT THIS MEANS FOR YOUR COMPANY

- ✓ Limited visibility across the supply chain
- ✓ Inconsistent documentation
- ✓ Higher risk of errors, counterfeits and non-compliance

RECOMMENDED NEXT STEPS

- ✓ Identify your main suppliers
- ✓ Start collecting basic supplier and material information
- ✓ Create a simple documentation checklist
- ✓ Assign a person responsible for traceability coordination

2

LEVEL 2 DEVELOPING STRUCTURE



Your company already collects some supplier and product information in a more organised way. Spreadsheets or basic digital tools may be used, but processes are not yet fully coordinated across departments.

WHAT THIS MEANS FOR YOUR COMPANY

- ✓ Basic structures are in place
- ✓ Data inconsistencies may occur
- ✓ Information is not fully integrated or validated

RECOMMENDED NEXT STEPS

- ✓ Map your internal data flows
- ✓ Standardise documentation practices
- ✓ Improve communication with suppliers
- ✓ Introduce basic data verification procedures
- ✓ Define a first DPP implementation plan

3

LEVEL 3 DPP-READY ORGANISATION



Traceability processes are integrated into daily operations. Supplier information is systematically collected and validated, and digital tools support transparency and product data management.

WHAT THIS MEANS FOR YOUR COMPANY

- ✓ Strong visibility across key processes
- ✓ Reliable and validated data
- ✓ Better preparedness for DPP and regulatory requirements

RECOMMENDED NEXT STEPS

- ✓ Expand traceability beyond direct suppliers
- ✓ Improve interoperability between systems
- ✓ Integrate circularity and repair information
- ✓ Continue staff training and process improvement
- ✓ Prepare for scalable DPP integration

ASK YOURSELF:



Do we know where our traceability information is stored?



Can we quickly access supplier certifications and product data?



Are responsibilities for traceability clearly defined?



Do departments share information consistently?



Can we verify supplier claims and product information?



Are employees prepared to manage DPP-related processes?



REMEMBER:

Becoming DPP-ready is a gradual process. Small but consistent improvements in data management, supplier communication, and internal organisation can create significant long-term benefits for your company.



FROM TODAY'S
ACTIONS TO
TOMORROW'S
IMPACT

INTERNAL DATA FLOW MAPPING FOR DPP READINESS

Mapping how product data is generated, transferred, stored, and accessed across your organisation and supply chain is essential for Digital Product Passport (DPP) readiness.



Current Situation Analysis

This section supports textile SMEs in conducting a structured internal assessment of their current traceability capabilities as a preparatory step towards the implementation of the Digital Product Passport (DPP). The analysis is not intended as a formal audit or compliance evaluation, but as a self-assessment instrument to identify existing data flows, organisational responsibilities, and critical information gaps.



BUILDING AN INTERNAL DPP PLAN

A simple internal plan helps SMEs integrate traceability and the Digital Product Passport (DPP) into daily operations and create value for customers.



DEFINE & ALIGN

Set the foundation

Define goals, scope and responsibilities. Identify key teams, map the product journey and data needs.

2

PLAN & PREPARE



Build your capabilities

Assess resources, choose the right tools and processes, and ensure data quality. Start simple and scalable.

3

IMPLEMENT & IMPROVE



Act, monitor and grow

Pilot, learn and refine. Monitor performance, engage partners and continuously improve your practices.

ROLES & RESPONSIBILITIES



MANAGEMENT

Approve the plan and resources. Ensure compliance and progress.



SUSTAINABILITY LEAD

Define data needs and ensure DPP requirements are met.



OPERATIONS

Capture accurate production data and ensure traceability.



SUPPLIERS & PARTNERS

Provide required data and collaborate for transparency.



DATA STEWARD

Ensure data quality, security and proper access.

MINIMUM VS OPTIMAL RESOURCES

	MINIMUM (START HERE)	OPTIMAL (GROW HERE)
	1 internal owner (part-time)	Dedicated cross-functional team
	Basic templates (Excel, shared documents)	Integrated digital tools or platforms
	Essential data (materials, origin, batch)	Extended data (environmental, social, end-of-life)
	Basic training & guidance	Continuous training & partner engagement
	Manual checks periodically	Automated monitoring & analytics

SUGGESTED TIMELINE

1

INITIATE 1-4 weeks

Define objectives, stakeholders and data needs.

2

PLAN 1-2 months

Assess resources, design processes and select tools.

3

PILOT 2-3 months

Test on a product line or process. Collect data and refine.

4

DEPLOY 3-6 months

Roll out across products and partners.

5

IMPROVE Ongoing

Monitor results, engage partners and improve continuously.



KEY TAKEAWAY

Start small, keep it simple and focus on quality data. A clear plan, engaged people and continuous improvement will make your traceability and DPP a strong business asset.



How to Collect & Validate Data

Guidelines of Textile Products Traceability – Illustrated

High-quality data is the foundation of traceability and Digital Product Passports (DPPs). By collecting the right information, validating it consistently and keeping internal checks strong, SMEs can ensure transparency, compliance and trust across the value chain.



01

Collect the Right Data

Identify the data you need, define clear sources and responsibilities, and collect information consistently throughout the product lifecycle.



02

Validate the Data

Check accuracy, completeness and reliability using defined validation mechanisms before sharing data in the value chain or publishing in the DPP.



03

Maintain Internal Checks

Establish internal controls, audits and documentation to ensure ongoing data quality, traceability and continuous improvement.

MANDATORY VS OPTIONAL DATA

DATA CATEGORY	MANDATORY DATA (for DPP)	OPTIONAL DATA (value-added)
 Product Identification	Product name, model, unique ID, brand	Collection, colour, size range
 Materials & Composition	Fibre content, %, material origin	Material certifications, innovative materials
 Manufacturing & Supply Chain	Manufacturer info, country of origin, processing steps	Supplier details, transport mode, facility certifications
 Environmental Information	Care instructions, durability, recyclability	Carbon footprint, water use, chemicals management
 End-of-Life Information	Disassembly info, recyclability guidance	Take-back options, reuse potential

VALIDATION MECHANISMS



Document Verification

Verify documents, certificates and records from trusted sources.



Testing & Measurement

Use lab tests and measurements to confirm material composition and performance.



Supplier Validation

Assess and approve suppliers, conduct audits and request evidence.



Cross-Checking

Compare data across systems, process steps and stakeholders.

Collaborating with Suppliers

A structured and transparent communication approach is essential when introducing Digital Product Passport (DPP) requirements to suppliers. Companies should clearly explain the purpose of data collection, expected benefits, timelines and responsibilities.

The topics included in supplier communication are:



Implementing DPP related collaboration across the supply chain requires gradual adoption. Companies that successfully started implementation usually followed phased timelines rather than immediate full deployment.

Risk Management

Implementing Traceability and DPP for SMEs (Non-IT Perspective)

A robust traceability system requires a clear risk management approach, especially when supplier data is incomplete or unreliable. Within the Digital Product Passport (DPP), organisations must be able to identify, document, and address risks while maintaining transparency and compliance. Practical and proportionate risk management helps SMEs respond quickly, improve documentation, and strengthen trust across the textile supply chain.



1. Missing Information Strategy

- Identify critical gaps (e.g. origin, certifications, logistics)
- Prioritise high-risk suppliers or materials
- Request missing data with clear deadlines
- Flag information as 'pending' or 'unverified'
- Escalate unresolved issues when needed

Early identification of gaps helps prevent compliance failures and traceability blind spots.



2. Risk Documentation Template

Supplier:	_____
Location / Tier:	_____
Risk Type:	Missing Inconsistent Non-compliant
Affected Area:	Origin Certification Processing Logistics
Risk Level:	Low Medium High
Actions Taken:	_____
Status:	Open In Progress Resolved

A standard format improves consistency, follow-up, and internal accountability.



3. Corrective Measures

- Request additional evidence or clarification
- Support suppliers with guidance or templates
- Increase monitoring for high-risk cases
- Apply conditions or reconsider cooperation if needed

Corrective action should be proportionate, documented, and linked to risk level.

Risk Response Flow



A simple repeatable process helps SMEs manage uncertainty without overcomplicating traceability work.



Key Takeaway

Risk management is not about perfection from day one. For SMEs, it begins with identifying missing information, documenting risks in a consistent way, and applying corrective actions that are transparent, practical, and scalable.

INTEGRATING CUSTOMER INSTRUCTIONS INTO DPP



1. CUSTOMER INSTRUCTION READINESS CHECKLIST



PRODUCT INFORMATION

- ☐ Fiber composition and material information are confirmed
- ☐ Care label information is correct and up to date
- ☐ Special finishes, coatings or treatments affecting care are recorded
- ☐ Buttons, clips, trims and detachable parts are identified
- ☐ Packaging or accessories connected to the product are listed



CUSTOMER INSTRUCTIONS

- ☐ Care instructions are written in simple language
- ☐ Repair guidance is included where relevant
- ☐ Reuse or second-life options are explained
- ☐ Recycling or take-back information is included
- ☐ Instructions are short and suitable for DPP display



INTERNAL RESPONSIBILITIES

- ☐ Product or design teams verify data for technical information
- ☐ Sustainability or compliance teams review environmental claims
- ☐ Customer service teams check clarity and usability
- ☐ One person or department is responsible for future updates



DPP INTEGRATION

- ☐ DPP fields and content structure are defined
- ☐ Final wording has been internally approved
- ☐ A version date is included
- ☐ An update process has been defined
- ☐ Translations have been checked where needed



2. PREPARING INSTRUCTIONS FOR THE DPP

INSTRUCTION AREA	INFORMATION TO COLLECT	EXAMPLE MESSAGE
CARE	Fiber composition, care label data, finishes and treatments	“Wash at 30°C or lower. Air dry when possible.”
REPAIR	Construction details, spare parts, repair options	“Repair loose buttons or seams before replacing the item.”
REUSE	Resale, donation or take-back possibilities	“If still wearable, resell, swap or donate the product.”
RECYCLING	Material mix, detachable parts, collection routes	“Remove detachable parts and use the correct textile collection system.”



3. BEFORE PUBLISHING IN THE DPP



1. WHAT INFORMATION DATA SUPPORTS THE STATEMENT?

Identify the data that justifies and supports the instruction.



2. WHO APPROVES THE INFORMATION INTERNALLY?

Define the responsible role or team.



3. WHERE WILL THE INSTRUCTION APPEAR IN THE DPP?

Define the section or field in the DPP interface.



4. HOW SHOULD THE INFORMATION BE UPDATED?

Set triggers and frequency for updates.

Staff Training & Implementation Roadmap

Staff awareness and organisational coordination are essential factors of success to prepare for product traceability. Even simple systems require employees to understand how information is collected, validated, stored and communicated across the value chain, and this need increases with Digital Product Passports. For this reason, training should not be understood as a one-time activity, but as a gradual capacity-building process that evolves together with the company's traceability maturity.



IMPLEMENTATION TIMELINE



NFF MICRO-CREDENTIALS PATHWAY

The No Fake Fashion project supports continuous SME upskilling through modular micro-credentials focused on:



These learning pathways help SMEs progressively strengthen digital readiness and implementation capacity.



No Fake Fashion (NFF) is a strategic partnership dedicated to empowering fashion SMEs with the skills, tools and modern technologies needed to fight counterfeits and protect creativity, authenticity and consumer trust.



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