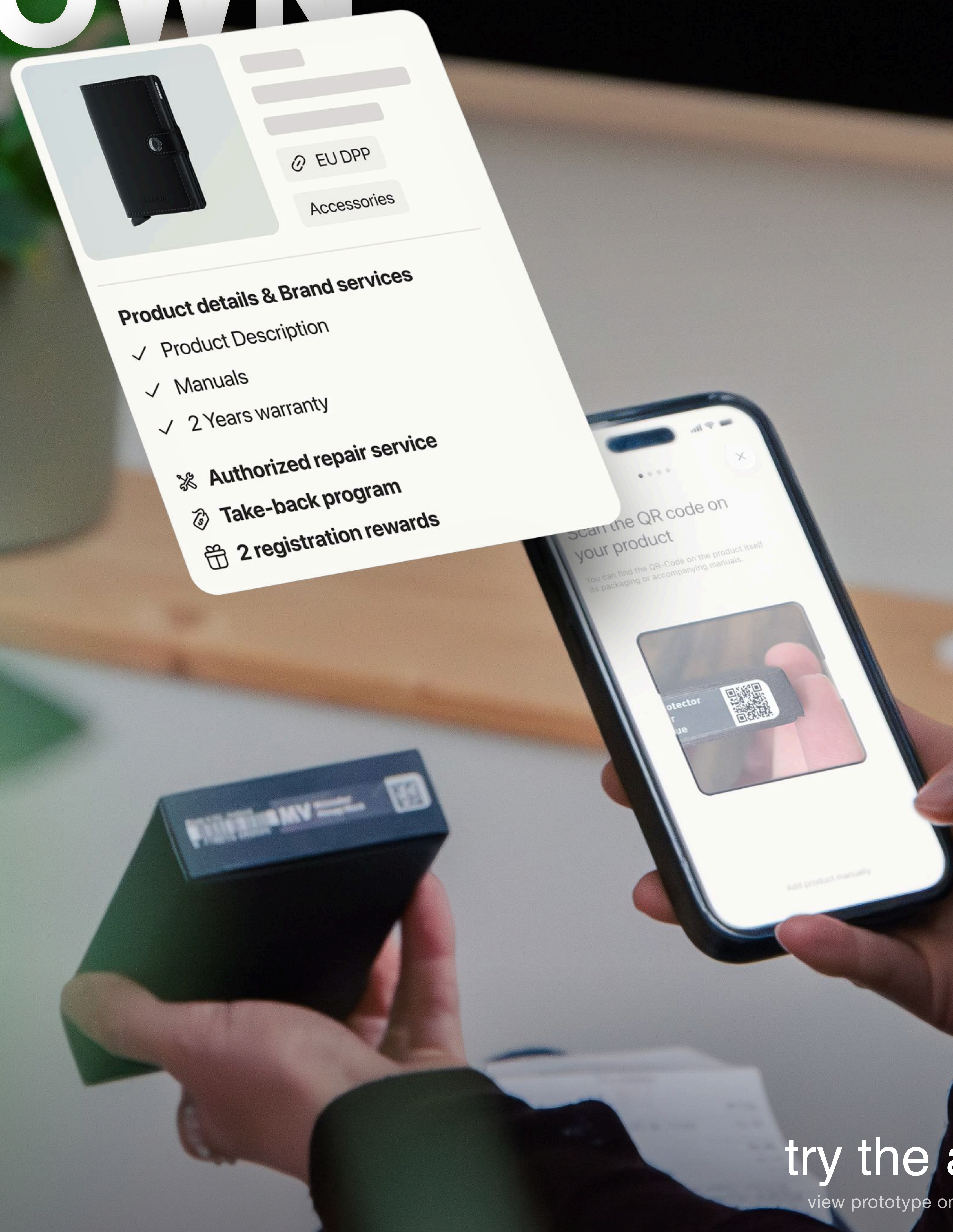


GET MORE OUT OF WHAT YOU OWN



 Keep it

try the app
view prototype on desktop



TOWARDS CIRCULAR CONSUMPTION

The EU introduced the **Digital Product Passport (DPP)** with the goal to inform more sustainable consumption decisions of consumers. The DPP contains product specific information, such as materials, footprint, or manuals, accessible via a QR code on the product or its packaging. However, is information enough to actually move consumers towards purchasing second hand, repairing, or reselling products?

This thesis identifies a two-sided problem space: Consumers face multi-faceted barriers that go beyond a lack of information, such as high effort and limited access to services, and hinder them from acting circularly.

On the other side, manufacturers, who are legally mandated to provide the DPP, bear the implementation costs but gain little in return.

The result is **Keep It**, a DPP-enabled service platform, which reconnects consumers with brands. Consumers scan a product's DPP and add it to their collection. From there, Keep It helps them to make the most out of what they own: It centralizes manuals, receipts and warranties and integrates repair services, care guidance, and resale options offered by brands. In return, brands gain a direct consumer channel to distribute their services, engage with their customers, and access product lifecycle data through a brand dashboard.

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Facilitating circular consumer actions through a
Digital Product Passport-enabled service platform

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