



From Entrepreneur to Market Shaper

Entrepreneurship:

A digital entrepreneur since the early 2000s, starting in the print-on-demand sector. Multiple founder and business angel, today serving as CEO of Narravero.

Setting Standards:

Focused on developing the practical frameworks that make standards work in the real world – from clear product identifiers and system interoperability to data formats and interfaces.

Co-Chair, CEN-CENELEC JTC 24

Vice Chairman, German Standardization (DIN / DKE)

CEO, Narravero

Chair, State Commission “Digital Innovation & Transformation”,
Wirtschaftsrat NRW

Thomas L. Rödding

Co-architect of Europe’s new digital market framework.

Products are going digital — to combat greenwashing and counterfeiting while enabling consumer-oriented circular systems.

Europe is shifting market rules into the digital realm, with the Digital Product Passport becoming a new gateway to the EU market.

Thomas Rödding sheds light on what truly lies behind the headline “Digital Product Passport” and how responsibility and power are being redistributed among manufacturers, retailers, AI systems, platforms, certification bodies, and consumers.



Committees & Advisory Roles

Vice Chairman, Digital Product Passport, DIN / DKE (German Standardization)

Co-Chair, CEN-CENELEC Joint Technical Committee 24 – European Standardization Committee for the Digital Product Passport

Chair, State Commission “Digital Innovation & Transformation”, Wirtschaftsrat der CDU e. V., North Rhine-Westphalia

All roles are held on a voluntary basis and performed in a neutral capacity.

Implementation:

Turning standards into market reality – by enabling operational processes, cross-system data flows, and the new business models that emerge from them.



Recent Statements

TAGESSPIEGEL BACKGROUND

“More bureaucracy through the Digital Product Passport? The opposite is true.”

Thomas Rödding, Tagesspiegel, Sept 3, 2025

[Read more](#)

GREEN WORKS

“The Digital Product Passport will become part of Europe’s value creation architecture.”

Thomas Rödding, Green Works, 26 Jan, 2026

[Read more](#)

INSIDE IDEAS

with Marc Buckley

“The DPP is not a sustainability tool. It is Europe’s data infrastructure for products and a foundation for new industrial sovereignty.”

Thomas Rödding with Marc Buckley in the podcast Inside Ideas, May 29, 2024

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Insights on international stages

GENEVA, SWITZERLAND

International Policy & Multilateral Forums

United Nations: Rödding [advises UN bodies](#) on the role of the Digital Product Passport as a key infrastructure for advancing EU Green Deal objectives, enabling transparency in global supply chains, and supporting the transition to a circular economy.

NEW YORK, USA

Transatlantic Dialogue & Climate Policy

Climate Week 2025: Through discussions, interviews, and panel appearances, Rödding [highlights](#) how the EU’s Digital Product Passport is reshaping international markets, transatlantic supply chains, and the industrial dimension of climate policy.

BANGKOK, THAILAND

Industry, Trade & Technology in a Competitive Context

Techsauce Global Summit 2024 & 2025:

[Speaker](#) at Southeast Asia’s leading technology conference, highlighting the Digital Product Passport (DPP) as a new business infrastructure – covering requirements, opportunities, and its role in scaling international trade.

COPENHAGEN, DENMARK

Digital Identification & International Standards

AIDC Conference 2025: At the leading Nordic conference for Auto-ID, RFID, and IoT, Rödding [outlines](#) how international data standards and interoperable identification systems are becoming the foundation of digital product ecosystems.

Let’s talk – with Thomas L. Rödding

Interviews, quotes, or expert commentary?

Get in touch with Inga. You’ll receive a response within 24 hours.



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Chief Communication Officer

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