



PPWR

Packaging and Packaging Waste Regulation

[REGISTER HERE](#)

November 3, 2026

9.00 am to 12.00 pm CET

Online training

Meeting platform Zoom



The new [EU Packaging and Packaging Waste Regulation \(PPWR\)](#) is not a purely environmental topic; it is [a strategic internal market framework with direct implications for market access, product design and international supply chains](#).

The first obligations under the PPWR apply from 12 August 2026, with further obligations phased in through at least 2030. Early preparation on topics such as [recyclability, recycled content, reuse, labelling and producer responsibility](#) – as well as implementation across supply chains – is a must since many obligations are a [precondition for placing packaging on the EU market](#).

This online training will focus on how to become legally compliant and strategically implement the PPWR in your organisation in functions such as product development, procurement and compliance.



Who it is for

- Management / Executive leadership
- Legal and compliance officers
- Managers from product development, procurement, supply chain and sustainability with responsibility for packaging or supply chains in the EU market

Program

Introduction / structure of the Regulation

- Scope of the PPWR
- Key definitions
- Roles and responsibilities of economic operators (manufacturers, distributors, importers, etc.)
- Market access: requirements for placing packaging on the EU market
- Timelines and transitional periods for the new obligations

New requirements for packaging

- Which packaging needs to be adapted?
- Minimisation of weight and volume
- Design-for-recycling, recyclability classes and recycled content
- Conformity requirements and technical documentation
- Ban on certain packaging formats and restriction of hazardous substances
- Reuse targets

Labelling obligations

- Harmonised labelling and consumer information
- Digital information systems

Recommendations for implementation

- Risk analysis of the existing packaging portfolio and supply chain management
- Risk minimisation through proper contract management where packaging becomes a product of its own
- Drafting of contract clauses from setting forth the relevant obligations, choosing the right structure for indemnification all the way to dispute resolution

Background

The [EU Regulation 2025/40 on packaging and packaging waste \(PPWR\)](#) establishes a harmonised internal market regime for packaging and packaging waste. It affects all actors along the supply chain – in particular manufacturers, distributors, importers and fulfilment service providers – and among others sets out the requirements that will become a [precondition for placing packaging on the EU internal market](#) in future.

Among other things, the PPWR governs [packaging minimisation, design-for-recycling requirements and recyclability classes, minimum recycled content requirements](#) especially for plastic packaging, [reuse targets, labelling, and harmonised requirements for extended producer responsibility schemes](#). The PPWR also has a significant impact on international supply chains.

Since English is the language often used in international supply contracts, this online training is held in English. It provides a compact overview of the [structure of the PPWR, the roles, obligations and deadlines, as well as key risk areas and compliance requirements in national and international supply chains](#). This online training helps companies integrate PPWR requirements early and strategically into product design, procurement, supplier management, contract structuring and internal governance structures.

Meet our expert

Dr. Harald Sippel, MBA

Austrian lawyer with an international advisory practice. He supports companies in implementing regulatory requirements across global supply chains – from EU internal market rules to business activities in ASEAN, with a focus on Malaysia and Indonesia.

PPWR – Packaging and Packaging Waste Regulation

3 November 2026 | 9:00 am to 12:00 pm CET | Online training, Meeting platform Zoom

REGISTER HERE

Registration fee (per person)

incl. electronic documents, certificate of participation

€ 305.00 + 20% VAT

Reduced fee for ICC Austria members only:

€ 244.00 + 20% VAT

Get 10% discount p. p. for booking 3 participants of a company at the same time per online training date!