

# AIP STATE OF INDUSTRY UPDATE WEBINAR: PACKAGING & PACKAGING WASTE REGULATION (PPWR) – BASIC TOOLKIT



## What will PPWR change for you ?


**PACKAGING RESTRICTIONS**

**RECYCLABILITY**

**PREVENTION & MINIMISATION**

**LABELLING**

**REUSE & REFILL**

## WHAT:

**The European Union Packaging & Packaging Waste Regulation (PPWR) officially entered into force on 11 February 2025, replacing the Packaging Directive (Directive 94/62/EC).**

The Packaging & Packaging Waste Regulation (PPWR) aims to:

- **Reduce packaging waste by 15% per person** in each Member State by 2040, compared to 2018 levels. This will be achieved, for example, by cutting down on unnecessary packaging, especially single-use and overpackaged items;
- **Make packaging fully recyclable by 2030**, with specific rules and criteria to enhance recyclability of different materials;
- **Promote reuse or refill** by requiring companies to offer a portion of their products, such as takeaway drinks and meals, in reusable or refillable packaging; and
- **Standardise packaging formats and improve labelling of reusable packaging** making it easier for consumers to make more sustainable choices.

In addition, there will be eco-modulated Extended Producer Responsibility (EPR) fees based on recyclability. These rules and targets apply to all packaged products sold in the EU.

If you export your products to Europe then you need to know about the PPWR.

**This webinar will provide an update on the PPWR and enable attendees to walk away with a basic toolkit for implementation and next steps. Circular Analytics are one of the leading experts in PPWR for packaging designers and technologists so this is a not-to-be-missed webinar.**

**By attending the Packaging and Packaging Waste Regulation (PPWR) Webinar you will:**

- **Be introduced to the PPWR regulatory framework and its key provisions.**
- **Learn about the core objectives, timelines, and compliance milestones.**
- **Better understand how to adopt the PPWR – key actions for brands, suppliers, and manufacturers.**
- **Navigate reporting requirements.**

## WHEN:

**Wednesday 17 September 2025**

## MEET THE SPEAKERS:



**Lina Wimmer**  
Senior Consultant  
Circular Analytics



**Charlotte Neumair**  
Team Lead Circularity  
Circular Analytics

## TIME:

10.00 am AEST

## WHERE:

On-Line Via Zoom

## COST:

FREE to AIP Members, Friends & Industry Colleagues



**CPD  
Accredited  
1 CPP Point**

**BOOK YOUR PLACE TODAY**

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## BOOK ON-LINE, EMAIL, SCAN BACK

**NB:** To reserve your place simply book on-line or scan and email back this form.

### HOW TO BOOK?

#### ON-LINE

To reserve your place [CLICK HERE](#) to book on-line.

#### EMAIL : AIP MEMBERS ONLY

**AIP Members:** Email your registration request to [mark@aipack.com.au](mailto:mark@aipack.com.au)  
Please indicate in your email if you have any additional guests.

#### SCAN BACK

To reserve your place fill in details below, scan and email back to [mark@aipack.com.au](mailto:mark@aipack.com.au)  
If you are an AIP Member simply fill in your name and contact number.

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### REGISTRATION FEES

☐ FREE to AIP Members, Friends & Industry Colleagues

Free to attend

QTY: x  FREE

**Mark Kelton**

**AIP Australasian Office**



**+61 7 3278 4490**



**[mark@aipack.com.au](mailto:mark@aipack.com.au)**