Environment, energy and climate

Circular Economy and Packaging Recyclability (PPWR)

One day to prepare your packaging for Regulation (EU) 2025/40 on packaging and packaging waste (PPWR), applicable since 12 August 2026 with staggered obligations. Recyclability, recycled content, packaging reduction, substances, reuse, labelling and documentation: you learn what your European customers will ask of you and you assess a range from your site.

Duration : 1 day

Objectives

1. Explain the logic of the PPWR and its staggered timetable for a supplier established outside the European Union
2. Identify the obligations that affect your packaging: recyclability, recycled content, reduction, substances, reuse, labelling
3. Assess the recyclability of a package using design-for-recycling principles
4. Distinguish the responsibilities of manufacturer, importer and customer in the chain
5. Build an adaptation plan for your packaging range

Programme

Day 1 — morning

• From waste to resource: circular economy principles applied to packaging

• Regulation (EU) 2025/40: purpose, scope, entry into application and staggered obligations

• Operators and responsibilities: manufacturer, importer, distributor; what a Moroccan exporter will be asked

• Recyclability: design for recycling, mono-materials, inks, adhesives, labels and lidding films

Day 1 — afternoon (workshop)

• Recycled content of plastic packaging, weight and volume reduction, empty space

• Substances of concern and food-contact packaging; technical documentation and declaration of conformity

• Reuse, harmonised labelling expected from August 2028 at the earliest, user information

• Workshop: review of three packages from your range and adaptation plan; knowledge test

Teaching methods

• Examination of real packaging brought by participants

• Recyclability review grid handed out and applied in the workshop

• Analysis of European customers' questionnaires on packaging

• Group work with packaging, purchasing, quality and sales

• Final test on PPWR obligations and recyclability criteria

Assessment and documents

Knowledge test at the end of the day, feedback survey at D+1. Numbered training certificate, verifiable online, for each participant; the company receives the training report and the review of three packages carried out in the workshop.

Bilingual materials for every participant; each classroom course comes with its digital twin on OmniLearn.

Good to know

To reduce packaging impact from the design stage, see “Ecodesign: ISO 14006:2020 (formerly ISO/TR 14062)”. For circular economy principles at company level, see “Circular Economy: ISO 59004, ISO 59010 and ISO 59020”.

Practical information

Duration	1 day
Audience	Packaging managers, R&D, purchasing, quality, export and key account sales
Prerequisites	No prerequisites
Group size	Groups of 6 to 12 participants, in-company
Format	In-company, face to face on your site
Language	French, Darija or English; bilingual materials
Funding	OFPPT special training contracts (TFP), GIAC, Maroc PME: we prepare the applications with you, at no extra cost.
Programme customisation	Programme adapted to your procedures, your equipment and your audience

Frequently asked questions

Does the PPWR concern a Moroccan company?

The regulation targets packaging placed on the market of the European Union. Your European customers and importers carry obligations and pass them on to you through their specifications; depending on how your sales are organised, some may also fall directly on you.

Do all obligations apply since August 2026?

No. The regulation has applied since 12 August 2026, but its obligations are staggered: some are already in force, others depend on implementing acts or later dates. The course presents the timetable as checked at the date of the session.

Is the course suitable for a packaging manufacturer as well as a packer?

Yes. The packaging manufacturer finds design and documentation criteria; the agri-food or industrial packer finds the questions to put to its suppliers and the answers to prepare for its customers.

How does it differ from the course “Circular Economy: ISO 59004, ISO 59010 and ISO 59020”?

This day is centred on one regulation and one specific object, packaging. The ISO 59004 course treats the circular economy at organisation level: principles, business models, measurement of circularity.