



Better quality of life, through
better packaging, for more people

PRESS RELEASE

WPO launches the series 'World Packaging Online Courses'

The first program about Packaging and Packaging Waste Regulations (PPWR) will be on December 03

November, 2024 — The **WPO (World Packaging Organisation - www.worldpackaging.org)** is excited to announce its latest initiative to expand global capacity building in sustainable packaging through the launch of the series 'World Packaging Online Courses'. The first program will focus on the recently adopted Packaging and Packaging Waste Regulation (PPWR). This course is designed to equip professionals across the packaging sector with the knowledge and tools required to comply with evolving regulatory demands and contribute to a more sustainable global packaging landscape.

"With rapid population growth, complex distribution chains, and increased use of packaging, the environmental impact of packaging waste has escalated. In response, regulatory bodies worldwide, including the European Union, are introducing stricter packaging waste regulations. The PPWR, recently adopted by the European Parliament, represents one of the most ambitious regulatory frameworks to date, impacting the entire packaging industry—from manufacturers and brand owners to retailers and logistics providers", explains Kofi Essuman, **WPO** Vice President Education, responsible for the initiative.

Scheduled for December 3, 2024, this 3-hour-paid-course will be led by Lina Wimmer, Senior Consultant at Circular Analytics, and Charlotte Neumair, an expert in packaging sustainability and circularity. Both instructors bring extensive expertise in regulatory frameworks and sustainable packaging practices, ensuring participants receive a well-rounded education on PPWR.

According to Luciana Pellegrino, **WPO** President, "The PPWR course marks the beginning of WPO's virtual learning series on packaging technology and sustainability. Future courses will cover essential topics, including sustainable design guidelines, smart packaging, accessible and inclusive packaging design, and leveraging packaging as a marketing tool. These courses aim to broaden awareness on a global level and foster best practices in sustainable packaging worldwide."

This first paid course is highly recommended for brand owners, packaging manufacturers, suppliers, and retailers; professionals in packaging design, development, and production; environmental and regulatory bodies; e-commerce businesses, recycling companies, and consumer associations. The key topics include:

- overview of the EU Green Deal and PPWR framework;
- detailed examination of PPWR objectives and key regulatory aspects;
- insights on waste reduction, recyclability, and recycling at scale;
- packaging minimization, reuse strategies, and recycled plastic content requirements;
- labelling and compliance obligations for packaging producers and distributors.

Attendees will gain a certificate and be well prepared to meet compliance requirements and implement sustainable practices that align with the new PPWR standards. For more information, send an e-mail to info@worldpackaging.org or contact Kofi Essuman by e-mail k.essuman@worldpackaging.org.

About WPO








World Packaging Organisation (WPO) is a non-profit, non-governmental, international federation of packaging institutes, associations, federations and other interested parties including corporations and trade associations. Its mission is “Better quality of life through better packaging for more people”. WPO joins 84 members, representing 63 countries that includes Full Members, Honorary Members, Affiliate Members and a Regional Federation.

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