

# Digitalization as the Key to PPWR Compliance - AI & standards Information

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<b>Description:</b>	Why is digitalization essential for meeting the requirements of the EU Packaging and Packaging Waste Regulation (PPWR)? In this Inno-Talk session, we explain how digital standards and intelligent assistance systems can help companies achieve PPWR compliance.
<b>Target group:</b>	This Inno-Talk is aimed at specialists and decision-makers from the fields of packaging manufacturing, brand management, recycling, and regulatory affairs who are actively shaping the circular economy – especially in the context of flexible packaging and the implementation of PPWR requirements.
<b>Level:</b>	<b>Level 2</b> - Previous knowledge is helpful, but not required
<b>Further information:</b>	duration: 1:00h 2 downloads

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<b>Event code:</b>	INE-02-26
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