

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

## Information

**Description:** 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.

**Target group:** 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.

**Level:** **Level 2** - Previous knowledge is helpful, but not required

**Further information:** duration: 1:00h  
4 downloads

**Event code:** **INE-02-26**