

TERMS OF REFERENCE AND TECHNICAL SPECIFICATIONS

In the framework of the European Union (EU) funded CIRCULAR project, Expertise France is seeking a **qualified Consultant/s to design and deliver an awareness-raising seminar on the EU Packaging and Packaging Waste Regulation (PPWR)**, targeting Sri Lankan food sector exporters to EU and related ecosystem stakeholders.

General information

Assignment name	Awareness-raising seminar on the EU Packaging and Packaging Waste Regulation (PPWR) for Sri Lankan food sector exporters to EU and related ecosystem stakeholders.
Country	Sri Lanka
Target beneficiaries	Sri Lankan food exporters, packaging companies, regulatory authorities, certification bodies, and other ecosystem stakeholders
Expected starting date of the contract	27 May 2026

I. Context and justification of the need

The European Union's Packaging and Packaging Waste Regulation (PPWR) is a key legislative initiative under the European Union's circular economy agenda, aimed at reducing packaging waste, which will have direct implications for Sri Lankan exporters. As a binding regulation, it will apply to all products placed on the EU market, including imports. This means that Sri Lankan exporters, including those in the food, beverage, FMCG, and other product sectors, as well as local plastic packaging manufacturers supplying these value chains, will need to ensure that their packaging meets EU requirements on recyclability, reduced material use, and sustainability standards. Non-compliance could result in restricted market access.

The regulation entered into force in February 2025 and will come into enforcement from August 2026. From then on, all packaging in the EU must meet design, recyclability, and safety standards. By 2030, packaging must be fully recyclable with mandatory recycled plastic content. The regulation sets waste reduction targets of 5% by 2030, 10% by 2035, and 15% by 2040, plus harmonised labelling and extended producer responsibility. Exporters and related industries should start aligning with these requirements.

At present, awareness and understanding of PPWR within Sri Lanka's private sector remain limited and fragmented. Businesses lack clarity on how regulatory requirements translate into operational and strategic decisions, creating a risk of delayed or reactive responses that may affect competitiveness and market access. In addition, Sri Lanka has limited access to scalable alternatives to single-use plastics, particularly for the food sector, where packaging solutions must also comply with strict food safety, hygiene, shelf-life, and PPWR requirements. This assignment is therefore required to support a structured awareness-raising intervention that translates PPWR requirements into practical business implications and to strengthen the preparedness of Sri Lankan Food Exporters to EU and related ecosystem actors to navigate the evolving EU regulatory landscape while minimizing the risk of business disruption.

1. Expertise France

Expertise France is the French Public Agency For International Technical Cooperation. As a subsidiary of the Agence Française de Développement Group (AFD Group), it designs and implements projects which aim to contribute to the balanced development of partner countries, in line with the Sustainable Development Goals (SDGs) of the 2030 Agenda and the priorities of France's external action

The agency achieves this goal by implementing national- or regional-scale projects in major areas of public action:

- Democratic, economic and financial governance
- Peace, stability and security
- Climate, agriculture and sustainable development
- Health and human development.

Expertise France promotes international solidarity by facilitating the transfer of skills, fostering peer dialogue, and mobilizing experts to support development cooperation aligned with the rule of law, human rights, and France's Official Development Assistance priorities. For more information: www.expertisefrance.fr

2. CIRCULAR Project

"Circular Economy in the Food Sector (CIRCULAR)" project is a threefold umbrella "CIRCULAR" programme funded by the European Union (EUD-Sri Lanka), for 36 months (2024-2027). It is implemented by three Implementing Organisations (IOs): Expertise France (EF), the Food and Agriculture Organization (FAO), and the Gesellschaft für Internationale Zusammenarbeit (GIZ). CIRCULAR takes an integrated approach to "promote a circular economy in the food sector" in Sri Lanka, especially aiming at the reduction of food waste and loss, as well as the reduction of Single-Use-Plastic.

The Specific Objectives (outcomes) of the Action are:

Specific Objective 1 (SO1): to increase recovery, processing and supply of edible and safe food surplus and/or waste for the benefit of vulnerable consumers and/or food producers.

Specific Objective 2 (SO2): to enhance effectiveness of the sustainable production, distribution and consumption models related to food waste/loss and single-use plastic (SUP) food packaging.

Expertise France works on SO2: With a focus on reducing SUP in the food sector by raising awareness of actors along the SUP, supply chain via Output;

2.1 Increased awareness (and behavioural changes) among the general public, economic operators, consumers and civil society about public incentives, sustainable products, solutions and services on the market

Through Output 2.1, Expertise France aims to advance a circular economy in Sri Lanka's food sector, with a particular emphasis on reducing single-use plastic (SUP) waste. This will be achieved by fostering awareness and driving behaviour change among consumers, businesses, civil society, and the public. Under this output, Expertise France will implement targeted activities to generate evidence-based knowledge and influence consumer behaviour, policy frameworks, and regulatory measures, ultimately supporting the transition to more sustainable production and consumption practices.

II. Objectives of this assignment

The objective of this assignment is to raise awareness among Sri Lankan food exporters and related ecosystem actors on the forthcoming EU Packaging and Packaging Waste Regulation (PPWR) and to strengthen their preparedness to navigate the evolving EU regulatory landscape while minimising the risk of business disruption.

Key activities:

- Designing and delivering an awareness session on PPWR requirements, scope, and timelines
- Clarify the operational, legal, financial, and supply chain implications of the PPWR provisions for businesses
- Providing practical guidance on packaging design, material selection, and compliance requirements
- Supporting initial identification of compliance gaps, challenges and transition pathways

Through these activities, the assignment will contribute to strengthening the readiness of Sri Lankan food exporters and wider ecosystem stakeholders, enabling them to better prepare for and navigate the transition towards meeting evolving EU market requirements.

III. Description of the assignment

Expertise France seeks to engage a qualified technical expert or a team of technical experts to design and deliver a comprehensive awareness-raising seminar on the EU Packaging and Packaging Waste Regulation (PPWR) for Sri Lankan businesses exporting to the European Union, as well as relevant ecosystem stakeholders. The seminar is intended to serve as a cross-sectoral awareness programme that provide participants with a practical understanding of PPWR obligations and their implications for business operations, packaging design and sourcing, regulatory compliance, and continued access to EU markets.

The assignment primarily entails the design and delivery of a two-day awareness-raising seminar in Sri Lanka. The selected consultant(s) will be responsible for the preparation of seminar content and materials, delivery and facilitation of the seminar sessions. And to submit a final activity report summarizing the activity delivered, participant engagement, key discussion points, and recommendations, together with a subject-specific way-forward paper or practical guidance note for businesses.

In addition to the indicative topics outlined below, the consultant(s) shall identify and address any relevant knowledge gaps among industry stakeholders during the preparatory phase of the assignment and propose an agenda tailored to the needs of the local audience.

Topic	Description
PPWR overview and strategic implications	<ul style="list-style-type: none">• What is PPWR and why it matters• Key requirements: recyclability, reuse, reduction, labelling

	<ul style="list-style-type: none"> • Timelines and compliance milestones (2025–2030) • Implications for Sri Lankan exporters
Packaging design and innovation for compliance	<ul style="list-style-type: none"> • Designing for recyclability and reuse • Material choices and trade-offs • Minimizing packaging while maintaining product integrity • Responding to buyer requirements
Legal, regulatory, and compliance Frameworks	<ul style="list-style-type: none"> • Legal obligations under PPWR • Alignment with EU directives and national regulations (which EU countries are enforcing the regulations strictly) • Contractual implications with EU buyers • Risk of non-compliance and liability
Supply chain and operational Impacts	<ul style="list-style-type: none"> • Changes in sourcing and procurement • Supplier compliance and traceability • Logistics and transport packaging requirements • Role of circular economy models in compliance • Data and reporting systems
Audit, certification, and reporting	<ul style="list-style-type: none"> • Role of auditors and certification bodies • Verification of recyclability and compliance • ESG and sustainability reporting alignment
Financial implications and investment needs	<ul style="list-style-type: none"> • Cost of compliance vs cost of non-compliance • Impact on pricing, margins, and competitiveness • Investment readiness for packaging transitions.

Given the multidisciplinary nature of PPWR, the assignment may require the involvement of several subject matter experts with demonstrated experience in delivering PPWR awareness programmes in other countries.

While an individual expert may cover more than one thematic area, the seminar is expected to be delivered by **a team of two to three experts** to ensure adequate technical expertise and effective participant engagement throughout the seminar.

A lead consultant or a designated team leader shall be assigned to oversee the overall coordination of the technical component of the assignment, including collaboration with the subject matter experts to ensure the design and delivery of a coherent, practical, and well-structured seminar.

The seminar is tentatively scheduled to take place in Sri Lanka in late June or early July. Consultants are expected to deliver the awareness-raising seminar in person. However, if on-site delivery is not feasible, selected sessions may be conducted virtually, subject to prior agreement with EF.

All seminar sessions, presentations, and related activities conducted under this assignment may be recorded and documented to support future knowledge-sharing and dissemination to wider stakeholder audiences under the project. Expertise France will retain the right to use, reproduce, disseminate, and archive all consultancy deliverables produced under the assignment, including

The Expertise France Technical Team will be responsible for all logistical and administrative arrangements related to the event, including participant outreach and invitations, venue coordination, attendance

management, and post-event feedback collection. Expertise France will also arrange travel and accommodation for the consultant team, as applicable.

IV. Anticipated deliverables and timeline

Activity	Tasks	Deliverables	Timeline
1. Assignment Preparation	<p>1.1 Facilitate the inception meeting with Expertise France Technical Team</p> <p>1.2 Submit a tailored seminar programme (concept note) and agenda for Expertise France approval.</p> <p>1.3 Revise concept note and agenda with Expertise France feedback.</p>	<p>1.3.1 Validated seminar concept note</p> <p>1.3.2 Validated seminar agenda</p>	0+2 Week
2. Delivery of seminar	<p>1.4 Prepare and submit seminar materials, including a slide deck per each seminar session/topic, for review and prior approval by Expertise France.</p> <p>1.5 Deliver the assigned seminar sessions and effectively facilitate discussions with participants.</p> <p>1.6 Submit a final activity report summarizing the course of the seminar and key discussion points.</p> <p>1.7 Draft a subject-specific way-forward paper or practical guidance note for businesses.</p>	<p>1.4.1 Validated seminar materials, including a slide deck.</p> <p>1.6.1 Final activity report using Expertise France template</p> <p>1.7.1 Practical guidance note for businesses.</p>	0+4 weeks

V. Experience and skills required from applicants

All experts should possess following minimum requirements:

1. Advanced university degree (Master’s level or higher) in Environmental Science, Packaging Engineering, Law, International Trade, Supply Chain Management, Economics, Sustainability, or a related discipline.
2. Demonstrated expertise in conducting awareness-raising programmes on the EU Packaging and Packaging Waste Regulation (PPWR), including proven capacity to interpret the regulatory framework and provide guidance on related compliance requirements and obligations.
3. Minimum 15 years of relevant professional experience in at least one of the assigned thematic areas.
4. Experience delivering capacity building programmes, workshops, or technical briefings to multi-stakeholder audiences.
5. Demonstrated ability to contribute to training materials, technical reports, and policy briefs.

6. Experience working in or with Sri Lankan or South Asian export value chains will be considered an advantage.

Interested consultant should submit:

1. A **technical proposal** outlining methodology and relevant experience;
2. A **financial proposal** in **Euros (EUR)**, with costs clearly broken down by deliverables and corresponding activities, as indicated in **Section IV above**. **The total amount shall be presented excluding taxes, with the amount of taxes clearly indicated separately, as well as the total including taxes.**

Costs of flights and accommodation will be covered by Expertise France. All other expenses incurred by the technical team are to be included in their financial proposal.

The seminar venue and logistical arrangements will be covered by Expertise France.

The applications must be submitted on Expertise France platform through the following link:
https://expertise-france.gestmax.fr/15454/1/consultancy-opportunity-sri-lanka-eu-packaging-and-packaging-waste-regulation-ppwr-h-f/en_US

and sent by e-mail to: amila.bogahawatta@expertisefrance.fr

CC: khema.wijegoonawardane@expertisefrance.fr

Application deadline: 25/05/2026

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