



Normina is an e-learning platform that provides learners with practical knowledge about the new EU Green Deal directives and legislation. Various courses enable students and company employees to develop products and systems in a legally compliant manner.

A structured step-by-step learning path guides participants through all relevant regulations and ensures they gain the necessary competences to effectively implement them in their own application scenarios.



# For Companies

The Normina learning platform currently offers three knowledge modules for businesses:

- **Extended Producer Responsibility (EPR)**
- **Ecodesign for Sustainable Products Regulation (ESPR)**
- **Empowering Consumers (EmpCo)**

These regulations form the legal foundation for every product placed on the European Union market. Therefore, they are essential for companies selling or importing goods in the EU.

The course portfolio for companies is steadily expanding. The following additional courses are currently in development:

- **Right to Repair Directive**
- **Textile Labelling Regulation**
- **Packaging and Packaging Waste (PPWR)**
- **Waste Framework Directive (WFD)**

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# Why act now?

The regulations apply to **ALL** companies that place products on the European market.

This affects manufacturers, importers, brand owners, retailers, and e-commerce businesses. Currently, the focus is on the following product groups: textiles, furniture & interior products, tires, mattresses, and products containing steel or aluminum; preparations are underway to expand the scope.

## WHEN DO THEY TAKE EFFECT?

The next major regulations will take effect in 2026. An excerpt: **ESPR** (in force, being finalized), **Right to Repair** as of July 31, 2026, **PPWR** August 12, 2026, **EmPCo** September 27, 2026

## CONSEQUENCES?

Depending on the regulation and member state, violations may result in sales bans or loss of market access, recall or corrective action requirements, regulatory orders, fines, reputational damage, and in serious cases, criminal consequences or liability for environmental damage.



# Product Compliance Check-Ups

These check-ups provide companies with an assessment of their current product compliance status regarding **EPR and ESPR regulations**.

The results use a traffic-light system about relevant areas and activities within the company, supplemented by recommendations for necessary actions.

## How it works:

- Initial consultation to define the materials and information to be submitted
- Data entry based on a structured questionnaire with guidelines
- Evaluation of the submitted information
- Online presentation of the results reports with assessments and recommendations for next steps

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## Who is Normina for?

Normina for Companies is designed for organizations that require their employees to understand how EU sustainability regulation is changing products, obligations, claims, reparability, and market readiness.

It provides teams with a structured way to build a shared understanding across functions, instead of relying on fragmented internal explanations or occasional legal updates.

### Relevant for:

- **Product and innovation teams**
- **Sustainability and ESG leads**
- **Legal and compliance teams** that need a learning solution for broader internal audiences
- **Marketing and communication teams** working with product claims and consumer information
- **Procurement, packaging, repair, and circularity-related functions**, depending on industry

# Certified Learning

To keep learners engaged and strengthen long-term understanding, Normina combines structured digital learning with quizzes, knowledge checks, and practical exercises, thus creating a learning experience that is dynamic, memorable, and directly connected to real compliance challenges.



University Module 1  
Successfully Completed



University Module 2  
Successfully Completed



University Module 3  
Successfully Completed



- **Visual learning:** short videos, infographics, real-life product examples, and curated legal sources
- **Practical insights:** 100+ examples from fashion and interior-related contexts
- **Interactive structure:** step-by-step learning across **4 modules** with **50 learning units per module**
- **Self-paced & online:** up to **140 learning hours** per course
- **Support tools:** glossary, downloadable checklists, and short knowledge checks
- **Recognition:** badges after each module and a **digital certificate** after successful course completion
- **Bilingual:** available in **English and German**
- **Progress tracking:** available with a **Team Lead seat**, enabling oversight of team module assessment results and reattempts

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# Course: Extended Producer Responsibility (EPR)



- **Find out** how EPR laws shift responsibility for the end-of-life fate of products to manufacturers, including registration, reporting, financing, collection, and recycling.
- **Learn** how product design and material selection impact recyclability, cost structures, and compliance risk.
- **Understand** how environmental fees reward better design and increase pressure on hard-to-recycle products.
- **Discover** how take-back systems, collaborative programs, and traceability tools support compliance throughout the product lifecycle.
- **Practice** working with checklists, material declarations, and reporting logic to make informed business decisions.
- **Develop** the mindset to link product decisions with legal responsibility, operational readiness, and measurable impact.

# Course: Ecodesign for Sustainable Products Regulation (ESPR)



- **Find out** how the Regulation (ESPR) establishes EU-wide design requirements for durability, reparability, recyclability, and product transparency.
- **Learn** how to design more durable products and reduce waste through material efficiency, access to repairs, and modular designs.
- **Discover** practical studio strategies: monomaterial design, zero-waste cutting, and repair-friendly fasteners.
- **Learn** how the Digital Product Passport (DPP) links design data with recyclers, repair shops, and consumers.
- **Discover** what should happen to unsold goods: Reuse, refurbishment, or recycling?
- **Work** with examples from fashion and product design to practice how circularity becomes part of the creative process.
- **Understand** how designers, suppliers, and recyclers collaborate to make sustainability measurable and verifiable.

# Course: Empowering Consumers Directive (EmpCo) In Germany: Act against Unfair Competition (UWG)



- **Learn** which environmental claims are prohibited, which may only be used under strict conditions, and how consumer perception becomes the legal benchmark.
- **Understand** how general claims, compensation-based statements, misleading labels, and an unclear scope of application can create legal risks across all channels.
- **Recognize** how evidence, claim wording, and overall presentation must work together to ensure that environmental communication is clear, precise, and legally sound.
- **Discover** how companies use checklists, claim classification, approval rules, and review processes to manage statements before they reach consumers.
- **Develop** an understanding of how to link sustainability communication with legal review, internal governance, and consistent messaging across packaging, websites, and marketing.
- **Understand** how the EmpCo makes sustainability communication a legal issue under consumer law.



# Showcases

Normina is a dynamic system that includes over 100 fictional and real-world case studies, covering **apparel, workwear, accessories, footwear, and furniture**. These follow a clear structure:

1. **Case Introduction** – Pictures or videos and a short overview of the project. Additional background information about the company.
2. **Challenge** – The main problem the project is facing and trying to solve it.
3. **Strategic Approach** – Explanation for the chosen solution strategy.
4. **Measures** – Elaborative description of implementation.
5. **Results** – Shows what difference the solution made. Wraps up the key results, lessons learned.

Do you have project to share? Get in touch with us and become part of our showcases on the learning platform.

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# Pricing

Product Compliance Check-Up
Product System Assessment
Examination and Assessment using EU Regulations
Check-Ups
Entry version Check-up (EPR + ESPR) €1,500
PPWR €2,000
Textile Labeling €2,000
EMPCO €2,000

License Type	Normina Individual	Normina Starter	Normina Enterprise
Learner	1 Learner	3 Learner	Larger Teams
Features	Checklists Videos Tests, Batches, Glossary Certificate of Completion	Like Individual PLUS: Team Leader access to progress tracking	Like Starter PLUS+: Enhanced functionality
Courses			
EMPCO	€2,500	€5,500	7+ Courses Price on request
EPR & ESPR	€4,500	€9,500	
EPR, ESPR & EMPCO	€6,000	€13,500	

# About Normina

The decision to partner with Normina is the result of a 13-year success story of the Green Product Awards, organized by the agency White Lobster.

For over 13 years, White Lobster has been supporting companies and students through its international network of experts in the development and promotion of sustainable products and services.

As the initiators of the Green Product Awards, we have already reviewed, evaluated, and provided in-depth feedback on thousands of sustainable projects. This knowledge flows directly into Normina's content and tools.

We'd love to support you!

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