



ADVANCE

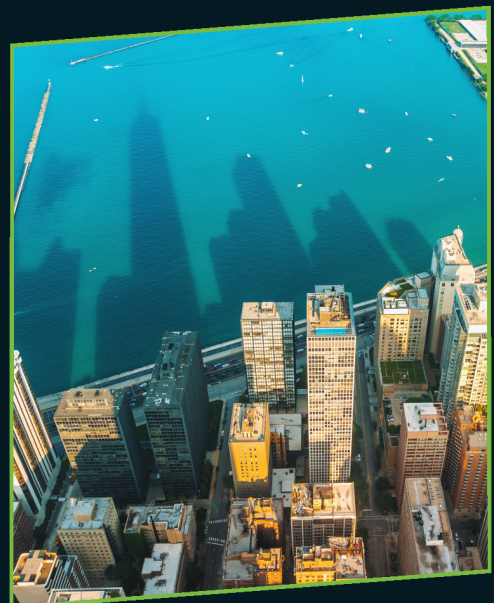
DOWNLOADABLE PROGRAM.V23

Chicago, IL | Sept 30 - Oct 2 | 2024

FURTHER AND FASTER CARBON REDUCTION WITH BETTER PACKAGING

This fall event will build upon our spring's theme: Less Carbon, Better Packaging, expanding on the urgency of moving Further and Faster, on developing, finding and implementing innovative solutions to reduce carbon emissions from packaging.

The SPC Advance program will include sessions based off SPC's Pillars of Innovation, Recovery, Packaging Design and Policy, as well as the Innovation Trends showcased in the recently launched Innovation Trends Report.



AFTERNOON OF SUNDAY, SEPTEMBER 29TH, 2024

TOURS DEPARTURE FROM 8TH STREET SOUTH EXIT

2:00 PM -
3:30 PM

TOUR

CHICAGO ARCHITECTURE: A WALK THROUGH TIME

This 90-minute tour takes a comprehensive look at the city's architectural history by viewing buildings in chronological order, from early skyscrapers to new supertall high rises. On this tour, you'll learn about the city's beginnings on the Chicago River, its rebirth after the Great Chicago Fire of 1871 and its development into a commercial and cultural hub, all while viewing structures in the order they were built. These buildings—including the Page Brothers Building, Old Dearborn Bank, the Chicago Motor Club, the Carbide and Carbon Building, NBC Tower and more—tell the story of how architectural technology evolved over time. You'll see up close how each building has its own unique design, often reflecting the style that was popular or prevalent when it was constructed.



4:00 PM -
5:30 PM

TOUR

MUST-SEE CHICAGO WALKING TOUR

Must-See Chicago is a fast-paced, 90-minute introductory tour to Chicago featuring some of its most famous buildings, including the Wrigley Building, Tribune Tower, the Art Institute of Chicago, Willis (Sears) Tower, and more! Get a brief overview of more than a dozen buildings—as well as Chicago landmarks like Millennium Park, the Loop and the Chicago River—on this whirlwind tour. There are lots of photo opportunities along the way, so be sure to bring your camera!



MONDAY, SEPTEMBER 30TH, 2024

PROGRAM AT A GLANCE

7:15 AM -
7:45 AM

MORNING YOGA | ROOM 4F **LORAX EPI**
Sponsored by Lorax Compliance

7:00 AM -
4:30 PM

REGISTRATION AND CHECK-IN OPEN | NORMANDIE

7:45 AM -
12:00 PM

TOURS | OFF-SITE LOCATIONS

8:00 AM -
4:30 PM

EXHIBIT HALL OPEN | SALON A

8:00 AM -
9:00 AM

BREAKFAST | SALON A

9:00 AM -
12:00 PM

BREAKOUT SESSIONS | VARIOUS ROOMS

10:30 AM -
11:00 AM

MORNING NETWORKING BREAK | SALON A
Sponsored by Clearwater Paper



12:00 PM -
1:20 PM

LUNCH | SALON A

1:30 PM -
5:00 PM

MAIN STAGE SESSION | GRAND BALLROOM
Sponsored by Kraft Heinz



3:05 PM -
3:50 PM

AFTERNOON NETWORKING BREAK | SALON A
Sponsored by Smurfit Westrock



6:00 PM -
8:00 PM

EVENING SOCIAL | RAVINIA BREWING CHICAGO
Sponsored by Amcor



6:00 PM -
8:00 PM

EVENING SOCIAL | STARBUCKS RESERVE ROASTERY CHICAGO
Sponsored by Sappi



MORNING OF MONDAY, SEPTEMBER 30TH, 2024

TOURS DEPARTURE FROM 8TH STREET SOUTH EXIT

Transportation will be provided for all tours.

7:45 AM -
12:00 PM

TOUR

LANZATECH HQ

LanzaTech's carbon recycling technology is like retrofitting a brewery onto an emission source like a steel mill or a landfill site, but instead of using sugars and yeast to make beer, pollution is converted by bacteria to fuels and chemicals! Come find out first hand what future is possible today with LanzaTech technology.



9:05 AM -
11:50 AM

TOUR AND WORKSHOP

PLANT CHICAGO

Challenge your group to think critically about our consumption and solve real world problems! This team oriented workshop shows the feasibility of designing circular systems for communities both big and small. Participants work together to propose ideas for people to minimize 'waste,' increase efficiency, and close resource and energy. The tour will involve seeing Plant Chicago's space we call the "The Firehouse" which features shared-use indoor growing spaces for plants and fungi, indoor and outdoor classrooms, shared growing spaces, a teaching kitchen, and community meeting/event space. It also serves as a hyper local center to collect materials that don't get recaptured in Chicago. Participants will also see living systems in action such as aquaponics, hydroponics, vermicomposting, bee hives, and chickens.



9:10 AM -
11:50 AM

TOUR

THE PLANT

Bubbly Dynamics (owner and operator of The Plant) will showcase how projects within the building repurpose what's conventionally considered waste into a valuable products. We'll discuss how businesses at The Plant collaborate and are creative about repurposing materials, bringing good use to what would ordinarily be considered waste, going beyond fair-trade to "relationship-based", and creating hyper-local products. The systems that are in play at The Plant will be tangible; giving attendees the opportunity to apply what they'll see here into their own personal and professional life. A visit to the Packingtown, whose mission is to preserve, interpret, and present the industrial history and cultural heritage of the Union Stock Yards and surrounding neighborhoods, will also be included in the tour. Themes of the Packingtown Museum include labor, immigration, food production, community development, and the economy. Chicago historian Dominic Pacyga is the curator of the museum, and he has loaned several incredible pieces from his personal collection that are already on display. The museum space is in a former ham freezer on The Plant's second floor, and the original meat rail system that transported pork products through the building is still intact in that space.



MORNING OF MONDAY, SEPTEMBER 30TH, 2024

TOURS DEPARTURE FROM 8TH STREET SOUTH EXIT

Transportation will be provided for all tours.

9:25 AM -
11:30 AM

TOUR

LU SCHOOL OF ENVIRONMENTAL SUSTAINABILITY

To contribute toward Loyola University Chicago's School of Environmental Sustainability's goal of training the next generation of environmental leaders, SES offers an educational group tour of their facilities, including the Searle Biodiesel Lab, the Urban Agriculture Program, and our LEED-certified building.



9:30 AM -
11:30 AM

TOUR

INTELLIGENTSIA COFFEE

Attend our inaugural tour inside Intelligentsia Coffees brand new roasting facility, Chicago's very own pioneer of the specialty coffee movement freshly roasting for over 28 years. Learn how coffee turns from green (from over 19 countries) to freshly roasted and ready to be delivered. Attendees will take home a bag of fresh roasted coffee upon completion.



MORNING OF MONDAY, SEPTEMBER 30TH, 2024

BREAKOUTS BOULEVARD ABC

9:00 AM -
9:45 AM

PANEL



PANEL | SHARING A NEW VALUE PROPOSITION FOR COMPOSTABLE PACKAGING

In 2024, the SPC's Compostable Packaging Collaborative embarked on an effort to communicate the value of composting and compostable packaging to municipalities in an effort to increase the collection of these materials. The Collaborative engaged branding and outreach experts, as well as BPI as an industry partner, to execute a value proposition messaging campaign that articulates the best role for compostable packaging. This session will share the collaborative process of the group, key messaging and creative assets developed for this work, as well as early results from the campaign.

Moderator: Olga Kachook, SPC Director, GreenBlue

Panelists: Leah Ford, Global Marketing & Communications Director, NatureWorks

Rhodes Yepsen, Executive Director, BPI

Erin Cunningham, Head of Brand, Bald Agency

10:00 AM -
10:30 AM

PRESENTATION

PRESENTATION | PR3 REUSE STANDARDS: SUPPORTING AND EMPOWERING THE MOVE AWAY FROM SINGLE-USE PACKAGING

Reuse is a crucial solution to both the plastic and climate crises. For reuse to scale, companies and communities must work toward aligned systems for reuse. PR3 has developed the only global standards to undergird reusable packaging systems. The standards allow a wide range of businesses and communities to easily plug into common infrastructure. Standards also increase public and investor confidence, and can advance social equity, convenience, and environment performance. They empower and accelerate the transition to reuse around the world

Moderator: Lucy Pierce, Senior Project Manager SPC, GreenBlue

Speaker: Claudette Juska, Co-Founder and Technical Director, PR3

10:30 AM -
11:00 AM

NETWORKING BREAK



MORNING NETWORKING BREAK | SALON A

Sponsored by Clearwater Paper

11:00 AM -
11:30 AM

PRESENTATION

PRESENTATION | THE IMPACT OF INSULATION MATERIALS ON MEAL KIT UNBOXING EXPERIENCE

Discover the impact packaging materials have on consumer happiness and product appreciation, focusing on a study involving three types of meal kit insulation: curbside recyclable paper-based liners, poly-packaged denim fiber, and water-soluble starch foam. Through the analysis of 90 consumers' facial expressions during unboxing, we uncover insights into packaging's role in shaping the consumer experience. Discover the latest trends among meal kit consumers and learn how different packaging can enhance satisfaction and emotional engagement.

Moderator: Lucy Pierce, Senior Project Manager SPC, GreenBlue

Speakers: Jed Dutton, VP Marketing and Sustainability, Temperpack

Dr. Andrew Hurley, Associate Professor of Packaging Science, Clemson University

11:30 AM -
12:00 PM

PRESENTATION



PRESENTATION | TURN-ONS AND TURN-OFFS: WHAT ON-PACK SUSTAINABILITY MESSAGING WORKS IN YOUR FAVOR (AND WHAT DOESN'T)

According to NYU Stern's 2023 Sustainable Market Share Index™ products marketed as sustainable were responsible for nearly a third of the growth in consumer packaged goods (CPGs) from 2013 to 2023, and market share growth continues year over year. Products marketed as sustainable now hold an 18.5% share of the market, up 4.8 points since 2015. With sustainable products come sustainable packaging – and the claims to give a consumer a reason to prefer the products and buy them. But what claims actually work? Which ones don't move the needle at all? Which ones could actually be seen as greenwashing and land you in hot water – in the court of public opinion and in an actual court of law?

Speaker: Suzanne Shelton, Senior Partner, ERM Shelton

MORNING OF MONDAY, SEPTEMBER 30TH, 2024

BREAKOUTS WALDORF ROOM

9:00 AM -
9:30 AM

PRESENTATION

PRESENTATION | MID TO LONG TERM RECYCLING MARKET OUTLOOK

Recycling has been gaining ground in the plastics industry driven by legislative incentives, sustainability commitments, investments in infrastructure, and more. Have you ever wondered what the future looks like for plastics recycling? ICIS brings an original overview on the global supply and demand balance for plastics recycling by 2050. They will be touching on the growth of recycling output as a share of total plastics consumption based on a deep understanding of market dynamics. They will be comparing the growth of mechanical vs chemical recycling as well as North America vs other regions.

Moderator: Paula Leardini, SPC Manager Circular Plastics, GreenBlue

Speaker: Andrea Bassetti, Americas Team Lead, Plastics Recycling, ICIS

9:30 AM -
10:00 AM

PRESENTATION



PRESENTATION | A NEW WAY TO VERIFY END MARKETS FOR THE STORE DROP-OFF STREAM

Flexible packaging is not yet curbside recyclable in the US, and instead relies heavily on the store drop-off (SDO) system provided by retailers. However, there is limited visibility into how material collected through SDO is being handled, and concern by brands, eNGOs, and consumers that not all material collected is actually being recycled. Questions include: where is this material going? Is it clean enough to be reprocessed? Who is collecting it, and what does the material get recycled into? Join us to learn about the SPC's projects, and how we are working together with industry partners in supporting SDO systems.

Speaker: Paula Leardini, SPC Manager Circular Plastics, GreenBlue

10:00 AM -
10:30 AM

PANEL

PANEL | CLEAR PARTNERSHIPS IN CIRCULAR GLASS RECYCLING

The 'Don't Trash Glass' pilot program launched in 2021 in the Greater Chicago area. This unique partnership unites the glass industry, brand support, recycling infrastructure and end markets for a circular solution for glass from bars, restaurants and local businesses. Attendees will learn the value of partnerships, the benefit of working collaboratively to keep bottles and containers out of landfills and how the growth of Don't Trash Glass could help with the demand for circular solutions for furnace-ready recycled glass (cullet).

Moderator: Marissa Segundo, Principal & Chief Strategist, Transformations PR

Panelist: Gabriel Opoku-Asare, Director - Environment, Social & Governance (ESG), Diageo North America
Joe Meierhoff, Regional Sourcing Manager, SMI

10:30 AM -
11:00 AM

NETWORKING BREAK



MORNING NETWORKING BREAK | SALON A

Sponsored by Clearwater Paper

11:00 AM -
11:30 AM

PANEL

PANEL | DEMONSTRATING VIABILITY: WHAT RECOVERY OF HEALTHCARE PLASTICS MEANS FOR CHEMICAL RECYCLING

Most healthcare packaging is still considered "hard-to-recycle," even as new case studies demonstrate the opportunity to process these materials with chemical recycling technologies. In this session, you will hear about the Healthcare Plastics Recycling Council's program to recover healthcare plastics from hospitals in the Houston area. In 2024 the SPC's Chemical Recycling Collaborative has been supporting this work by helping to identify and leverage end markets for recovered material, with the ultimate goal of transferring learnings from this program to other types of previously unrecoverable plastic packaging.

Moderator: Paula Leardini, SPC Manager Circular Plastics, GreenBlue

Panelists: Tracy Taszarek, North America Director, Healthcare Plastics Recycling Council
Katherine Hoffman, Sustainability Strategic Initiatives Manager, Eastman

MORNING OF MONDAY, SEPTEMBER 30TH, 2024

BREAKOUTS



WALDORF ROOM

11:30 AM -
12:00 PM

PANEL



PANEL | DESIGNING FOR DESIGNERS: A PREVIEW OF SPC'S NEW RESOURCE FOR CREATIVE PROFESSIONALS

The SPC's Packaging Design Collaborative has been hard at work developing a new resource that guides designers, marketers, and brand builders through the complex choices of material selection, product design, and graphic communication. Hear how this latest resource was created and will serve as the go-to for sustainable packaging development, curated to encourage sustainable decision-making for creative professionals.

Moderator: Brandi Parker, Founder, Parker Brands

Speakers: Amy Rhodes, Co-Founder, Lucid Studio

Sarah Webber, Sustainable Packaging Engineer, Plastic Ingenuity

Felix Gass, Founder, Founder | Director Strategy & Innovation, PSL - Packaging Strategy Lab

MORNING OF MONDAY, SEPTEMBER 30TH, 2024

BREAKOUTS



GRAND BALLROOM

9:00 AM -
9:45 AM

PANEL CARBONQUOTA

PANEL | HOW PACKAGING CAN HELP DECARBONIZE OUR FOOD SYSTEMS

The global food system is the second-biggest contributor to climate change, accounting for 26% of all global greenhouse gas emissions, with food waste contributing 8%. Packaging can be part of the solution, keeping food safe and nutritious for longer. Turning the food system around means rethinking how we create and use packaging and processing solutions. In this session we will hear how packaging producers and brands are focusing on creating innovative solutions such as low-temperature processes, reducing water consumption and encouraging the use of renewable energy sources.

Moderator: Dr. Jon Smieja, VP Circularity, Trellis Group

Panelists: Mat Rutz, Vice President of Contract Manufacturing - U.S. and Canada, Tetra Pak
Brendan Adams, Associate Director, Global Government Affairs, The Kraft Heinz Company
Patrick Shewell, Director Global Packaging Sustainability, Mondelez

9:45 AM -
10:30 AM

PANEL

PANEL | BRINGING VIRGIN PLASTIC REDUCTION TO LIFE ACROSS THE INDUSTRY AND AT KRAFT HEINZ

The journey to reduce virgin plastic and bring innovative, sustainable solutions to market requires industry-wide collaboration. In this panel, you will hear from partners across the value chain including R&D and Procurement from Kraft Heinz, and leaders from the US Plastics Pact and Plastipak Packaging about the journey and partnerships it takes to advance the industry and bring virgin plastic reduction to life – from concept to realization.

Moderator: Tom Pollock, Director of Strategic Partnerships, GreenBlue

Panelists: Jonathan Quinn, CEO, US Plastics Pact

Jack Pacente, Vice President, Global Sustainability, Plastipak

Chris Max, Sustainable Innovation Packaging Lead, Kraft Heinz

Kevin Spenn, Procurement Group Lead - Rigid Packaging, Kraft Heinz

10:30 AM -
11:00 AM

NETWORKING BREAK



MORNING NETWORKING BREAK | SALON A

Sponsored by Clearwater Paper

11:00 AM -
11:30 AM

PRESENTATION

PRESENTATION | THE CARBON CASE FOR CIRCULAR COMMERCE MODELS

In this talk, we will share data around carbon reduction through circular packaging models. We will then highlight packaging reuse scenarios that meaningfully reduce carbon, as well as scenarios where making a carbon case for circularity is more challenging. We will look at carbon "break-even" for various products, ideal material selection for circular models, and the low hanging fruit to reduce Scope 3 emissions via circularity.

Moderator: Brad Kurzynowski, SPC Manager- Fiber, GreenBlue

Speaker: Lindsey Hoell, CEO and Founder, Dispatch Goods

11:30 AM -
12:00 PM

PRESENTATION

Recycle
Me

PRESENTATION | PREPARING FOR EXTENDED PRODUCER RESPONSIBILITY IN OREGON

In 2021, Oregon passed the Recycled Modernization Act (RMA) to implement an Extended Producer Responsibility (EPR) program for packaging, paper products and food serviceware, that would improve local systems throughout the state. Earlier this year, Circular Action Alliance (CAA) became the only Producer Responsibility Organization to submit a program plan. This session will cover the organization's plan to build on the existing system by upgrading facilities and improving public participation, understanding, and equity throughout the state's recycling system. Producers will learn more about the steps they need to take to prepare for data reporting in early 2025 and what to expect in the first year of implementation.

Moderator: Lucy Pierce, Sr Project Manager SPC, GreenBlue

Speaker: Shane Buckingham, EPR Program Planning Lead, Circular Action Alliance

MORNING OF MONDAY, SEPTEMBER 30TH, 2024

BREAKOUTS



WILLFORD ROOM AB

9:00 AM -
9:45 AM

WORKSHOP

WORKSHOP | PACKAGING PERCEPTION: MASTERING CONSUMER ATTENTION THROUGH EYE-TRACKING

Join us for an interactive session where we delve into the eye-tracking of consumers as they interact with packaging, displays, and on-pack elements to learn how to measure attention effectively. We'll discuss how to codify packaging by assigning areas of interest to both structural and graphical attributes. The best part? You'll receive a hands-on worksheet to develop your own custom research plan. We'll cover logistics, survey questions, and A/B research methodologies, ensuring you leave with a comprehensive research plan tailored to your needs. Don't miss this opportunity to enhance your understanding and application of consumer research techniques!

Speakers: Shannon Anderson, Director of Client Research, Package InSight by Quad
Kelly Burt, Vice President of Sales and Business Development - In-Store, Quad

9:45 AM -
10:30 AM

WORKSHOP

WORKSHOP | NAVIGATING REUSABLE PACKAGING: EVALUATING BENEFITS, TRADEOFFS, AND SYSTEMS THINKING

Reusable packaging has gained a lot of attention but carries the risk of unintended consequences. Evaluating the potential benefits and tradeoffs requires system thinking across the entire value chain. Where does reusable packaging make sense instead of single use? Should you go all in or go in stages to meet your business goals? How do you evaluate potential benefits and tradeoffs? How do you find the optimal reuse number? This workshop will help you answer those questions.

Speakers: Nathan McKee Sustainability Analyst Manager, Trayak
Mary Ellen O'Toole, Sustainability Analyst, Trayak
Prashant Jagtap, President, Trayak
Brittney Esch, Sustainability Analyst, Trayak

10:30 AM -
11:00 AM

NETWORKING BREAK



MORNING NETWORKING BREAK | SALON A

Sponsored by Clearwater Paper

11:00 AM -
12:00 PM

ROUND THE ROOM

ROUND THE ROOM | CHANGING THE NARRATIVE IN RECYCLING

In this roundtable discussion, attendees will get guidance from Communications, Recyclers, Behavioral Scientists and discuss with fellow attendees on how to change the narrative in mainstream media, to regain trust in recycling and will gain actionable ideas to take back to their organization on a refreshed messaging.

Moderator: Dr. Jon Smieja, VP Circularity, Trellis Group

Speakers: Carla Fantoni, VP Engagement Strategy, Carton Council and VP Communications, Tetra Pak
Dr. Natalie Hallinger, Behavioral Strategy Advisor, Hallinger Life Management
Marissa Segundo, Principal & Chief Strategist, Transformations PR

MORNING OF MONDAY, SEPTEMBER 30TH, 2024

BREAKOUTS WILLFORD ROOM C

9:00 AM -
9:45 AM

WORKSHOP

WORKSHOP | IMPROVED DATA TO SUPPORT PACKAGING: INTRODUCTION THE US LIFE CYCLE INVENTORY

The National Renewable Energy Laboratory's (NREL) U.S. Life Cycle Inventory Database was created to help life cycle assessment practitioners answer questions about environmental impact. Its included datasets cover commonly used materials, products, and processes to support the use of LCA as a decision-making tool while providing exceptional U.S. data accessibility. This session will explore how building out industry data on the US LCI can support packaging sustainability efforts. Panelists will discuss how to best leverage this opportunity and how packaging designers and brands can support their own LCAs.

This session is not intended to provide an introduction to life cycle assessment. Attendees will be best served if they come into the session with an understanding of the life cycle assessment process and associated terminology.

Moderator: Brad Kurzynowski, SPC Manager, Fiber, GreenBlue

Speakers: Jackie Ebner, Senior Consultant, RRS

Jake Namovich, Environmental Sustainability and LCA Analyst, Franklin Associates

Frances Mazur-Batistoni, Principal Consultant, Packaging Sustainability, Anthesis Group

9:45 AM -
10:30 AM

WORKSHOP

WORKSHOP | TACKLING THE FUNDAMENTALS OF EPR

This workshop will go back-to-basics for people in the packaging industry who are new to the world of EPR (Extended Producer Responsibility). If the terms EPR, PRO and Eco-Modulation send your head into a spin, this session is ideal for you. Participants will gain a fundamental understanding of EPR, learn what is expected of producers, and discover how to effectively prepare for compliance.

Speaker: Michelle Carvell, COO, Lorax Compliance

10:30 AM -
11:00 AM

NETWORKING BREAK



MORNING NETWORKING BREAK | SALON A

Sponsored by Clearwater Paper

11:00 AM -
11:45 AM

WORKSHOP



WORKSHOP | HARMONIZING YOUR EPR PREPARATION WITH YOUR SUSTAINABLE PACKAGING STRATEGY

EPR compliance isn't just a regulatory hurdle—it's a golden opportunity to gather valuable insight and critical data to inform your sustainable packaging strategy. This data collection is essential for EPR reporting and fee calculations, but its potential extends far beyond compliance. It can—and should—become a strategic advantage for your sustainability efforts. Join our dynamic roundtable discussion to glean best practices in data collection and explore how gathering baseline data can revolutionize strategic decision-making and unlock the potential of your packaging data, all while preparing your organization to comply with active and forthcoming legislation. Don't overlook the power and potential of this data; turn it into a springboard for achieving your packaging sustainability goals!

Speakers: Rebecca Schwartz Altholz, EPR Data Consultant, Reverse Logistics Group (RLG)

Mike Tannenbaum, Director of Sustainability Solutions, GreenBlue

AFTERNOON OF MONDAY, SEPTEMBER 30TH, 2024

MAIN STAGE GRAND BALLROOM

KraftHeinz

1:30 PM -
1:50 PM

OPENING REMARKS **KraftHeinz**

OPENING REMARKS

Speaker: Paul Nowak, Executive Director, GreenBlue

1:50 PM -
2:35 PM

KEYNOTE **KraftHeinz**

KEYNOTE | THE SCIENCE OF COLLECTIVE HOPE: A STRATEGIC APPROACH

In her keynote at SPC Impact 2024, Molly Kawahata—former climate advisor to the Obama White House and founder of Systemic Impact Strategies—shared her personal journey of harnessing hope as a strategy to address the world's most pressing sustainability challenges. Molly is returning to the SPC Advance stage again to dive deeper into the intricacies of collective hope—rooted in goals, agency and pathways—offering tactical, actionable steps for implementation. Companies embracing collective hope can achieve remarkable progress, driving public engagement and transforming consumer behavior around sustainability issues.

Moderator: Paul Nowak, Executive Director, GreenBlue

Speaker: Molly Kawahata, Strategist, Advocate, and former Climate Advisor at the Obama White House and Founder of Systemic Impact Strategies

2:35 PM -
3:05 PM

KEYNOTE **KraftHeinz**

KEYNOTE | LEADING IN A TIME OF TRANSFORMATION

Science tells us that wholesale transformation of society is urgent—and that later is too late when it comes to climate action. Alongside solutions like exponential expansion of clean energy and market-shifting movement of capital, we need the most critical infrastructure of all: people. To change “everything, everywhere, all at once” depends on everyone. Melding research, insights, and a framework for wayfinding, Dr. Wilkinson sheds light on how we shape our roles as leaders—and the roles of our organizations—in bridging between the world as it is and the world as it could be.

Moderator: Paul Nowak, Executive Director, GreenBlue

Speaker: Dr. Katharine Wilkinson, Climate Strategist and Co-Founder of the All We Can Save Project

3:05 PM -
3:50 PM

NETWORKING BREAK

NETWORKING BREAK | SALON A

Sponsored by Smurfit Westrock



3:50 PM -
4:20 PM

FIRESIDE CHAT **KraftHeinz**

FIRESIDE CHAT | ADVANCING SYSTEMIC CHANGE BY EMPOWERING RISING LEADERS

The Obama Foundation has a mission to inspire, empower, and connect people to change their world. This mission comes to life through their Global Programs, including the Obama Scholars and Leaders Programs, with a goal of equipping and motivating its members to make change. In this fireside chat, Lilach Shafir, Director of the Leaders Program at the Obama Foundation, and Lily Wang, Co-Founder & CEO of Demi Composting will share the foundation's work around climate, and how leadership training can have an immediate and positive impact in entrepreneurship and community-drive sustainability efforts, that advance better systems.

Moderator: Paul Nowak, Executive Director, GreenBlue

Speakers: Lilach Shafir, Director Global Programs, Obama Foundation
Lily Wang, CEO, Demi,

4:20 PM -
4:30 PM

MAIN STAGE TALK

KraftHeinz

MAIN STAGE TALK | SYSTEMS INNOVATION: REDEFINING CHICAGO'S VIEW ON WASTE

Delta Institute was challenged by the City of Chicago to come up with a new approach to setting goals and prioritize strategies to improve material recovery and increase the recycling rate. Delta staff engaged on a rigorous analysis and applied different methodologies for tackling this challenge. This talk will highlight the processes that Delta utilized, as well as what happened during process and since the plan was finished.

Speaker: Bill Schleizer, CEO, Delta Institute

4:30 PM -
4:40 PM

MAIN STAGE TALK

KraftHeinz

MAIN STAGE TALK | CULTIVATING LOCAL CIRCULAR ECONOMIES

Plant Chicago is a place-based nonprofit on the southwest side of Chicago. Their programs and activities include education, food access, waste diversion, small business and local economic support. This session will explore some on the ground lessons when working on circular economies at the hyper local level.

Speaker: Jonathan Pereira, Executive Director, Plant Chicago

4:40 PM -
4:50 PM

MAIN STAGE TALK

KraftHeinz

MAIN STAGE TALK | REUSE IN ACTION: HOW TO MAXIMIZE RETURN RATES

REUSO is a software system focused on maximizing reuse, starting in the food and beverage space. REUSO has launched their solution in breweries, coffee shops, and museum/zoo campuses; they plan to expand their impact with corporate campuses and universities next. This session will explore the pain points and successes that come with launching reusable systems, as well as best practices to increase adoption among employees and the public.

Speaker: Eva Bugg, Co-Founder and CEO, REUSO

4:50 PM -
5:00 PM

Q&A

KraftHeinz

JOINT Q&A

TUESDAY, OCTOBER 1ST, 2024

PROGRAM AT A GLANCE

7:15 AM -
7:45 AM

MORNING YOGA | ROOM 4F
Sponsored by Futamura



7:00 AM -
4:30 PM

REGISTRATION AND CHECK-IN OPEN | NORMANDIE

8:00 AM -
4:30 PM

EXHIBIT HALL OPEN | SALON A

8:00 AM -
9:00 AM

BREAKFAST | SALON A

9:00 AM -
11:50 PM

BREAKOUT SESSIONS | VARIOUS ROOMS

10:30 AM -
11:00 AM

MORNING NETWORKING BREAK | SALON A



12:00 PM -
1:20 PM

LUNCH | SALON A

1:30 PM -
5:00 PM

MAIN STAGE SESSION | GRAND BALLROOM
Sponsored by Trayak



2:45 PM -
3:30 PM

AFTERNOON NETWORKING BREAK | SALON A

MORNING OF TUESDAY, OCTOBER 1ST, 2024

BREAKOUTS



BOULEVARD ABC

9:00 AM -
9:45 AM

PANEL



PANEL | FIBER INNOVATION IN YOUR BRAND'S PORTFOLIO

The "paperization" era has arrived as brands continue to move towards fiber alternatives that resonate with customers and come from renewable resources. In this session, learn from the companies that are creating innovative new fiber-based products and the companies that are adopting them. Panelists will discuss how they have identified new spaces for fiber-based packaging, learnings from their R&D process, and how to avoid greenwashing when launching alternative fiber packaging.

Moderator: Brad Kurzynowski, SPC Manager, Fiber, GreenBlue

Panelists: Sabrina Dixon-Ridges, Director of Business Alignment - Global Sustainability, Sonoco
Caroline Deloach, Director of Sustainability, Atlantic Packaging
Devin Giles, Manager, Renewable Solutions, International Paper

10:00 AM -
10:20 AM

FIRESIDE CHAT



FIRESIDE CHAT | USPS'S STRATEGIC TRAJECTORY TOWARD 2030 SUSTAINABILITY GOALS

In early 2024, the United States Postal Service announced an ambitious set of sustainability targets for 2030. Their specific goals include curtailing emissions, fostering circularity, and spreading environmental awareness across their operations, spanning from delivery vehicles to facilities and everything in between. In this Fireside Chat, Senior Director Jennifer Beiro-Réveillé will elaborate on the USPS's strategic initiatives currently in place to realize these goals within the coming decade.

Moderator: Brad Kurzynowski, SPC Manager, Fiber, GreenBlue

Speaker: Jennifer Beiro-Réveillé, Senior Director, USPS

10:30 AM -
11:00 AM

NETWORKING BREAK

NETWORKING BREAK | SALON A



BILLERUD

11:00 AM -
11:30 PM

PRESENTATION

PRESENTATION | DE-RISKING PROJECTS THROUGH PRAGMATIC ENVIRONMENTAL JUSTICE STRATEGIES

This presentation introduces a pragmatic, data-driven process to effectively integrate Environmental Justice (EJ) principles into large scale projects (e.g. site development), focusing on de-risking construction and operation phases while fostering meaningful engagement with disadvantaged communities (DACs) for enhanced community benefits. While developed within the energy sector, this approach has broad applicability across industries as a best practice. The process involves identifying EJ indicators directly relevant to the project's activities, assessing whether the project will exacerbate, have no impact on, or alleviate identified EJ issues, and validating geographic areas where DACs consistently face relevant EJ challenges. This information is utilized to determine how the company and its new project can best mitigate local issues in a meaningful way, ensuring benefits reach areas with the greatest community need while achieving corporate sustainability ambitions.

Moderator: Lucy Pierce, Senior Project Manager SPC, GreenBlue

Speaker: LaTorria Sims, Managing Consultant, Ramboll

11:30 AM -
11:50 AM

PANEL

PANEL | NAVIGATING RESPONSIBLE SOURCING IN AT-RISK REGIONS

Responsible sourcing is a strategy for an organization to actively source packaging materials in an ethical, environmentally sustainable, and socially conscious way. How to do this, in practical terms, begins with the area or region where an organization is sourcing materials. The challenges forests and forest-dependant communities face in the U.S. and Canada are different from those faced in Indonesia and China. And, there are also similar challenges such as indigenous people's rights where these regions can learn and share their experiences. Asia Pulp and Paper, along with PEFC International, will share their challenges, lessons learned, and strategies for navigating responsible sourcing in at-risk regions with high-stakes questions.

Moderator: Tom Pollock, Director of Strategic Partnerships, GreenBlue

Panelists: Elim Sritaba, Chief Sustainability Officer, APP

Fabienne Sinclair, Head of Market Engagement, PEFC International

MORNING OF TUESDAY, OCTOBER 1ST, 2024

BREAKOUTS



GRAND BALLROOM

9:00 AM -
9:45 AM

PANEL

PANEL | COLLABORATING TO BRING ONLINE A NEW STORE DROP-OFF DIRECTORY

In early 2024, the Plastics Industry Association (PLASTICS) identified the need for an updated store drop-off (SDO) directory that could be used by retailers, brands, and consumers to strengthen the collection and recovery of film and flexible plastic packaging. Meanwhile, the SPC worked with RRS to develop a rigorous methodology for measuring and substantiating national consumer access to store drop-off collection for PE film and additionally, confirming at a high-level the disposition of collected store drop off films. In this panel, hear about how the stakeholders have worked together to build a robust, verifiable directory that can ultimately drive more collection of this type of material.

Moderator: Tom Pollock, Director of Strategic Partnerships, GreenBlue

Panelists: Paul Nowak, Executive Director, GreenBlue

Anne Johnson, Principal and VP Global Corporate Sustainability, RRS

Patrick Krieger, VP Sustainability, PLASTICS Industry Association

Patrick Keenan, R&D Principal Engineer - Global Sustainability, General Mills

9:45 AM -
10:30 AM

PANEL

PANEL | BEFORE A BILL BECOMES A LAW: HOW ACTORS IN THE SUPPLY CHAIN CAN GET INVOLVED IN THE PACKAGING POLICY DEVELOPMENT PROCESS

What exactly is involved in the policy-making process, and how can companies engage with the new and proposed bills through coalitions and task forces to make their support for effective packaging policies known? In this session, hear from internal government affairs experts as they talk through how they navigate the process, engage with their peers to voice support and drive collaborative conversations with stakeholders.

Moderator: Kate Davenport, Chief Policy Officer, The Recycling Partnership

Panelists: Terry Grill, Director Sustainability, Sealed Air

Anke Boykin, Senior Director Global Environmental Policy, PepsiCo

Jeff Bezzo, Executive Director – Plastics Sustainability, SC Johnson

Megan Lane, Senior Manager – Circularity & Public Affairs, Ball Corporation

10:30 AM -
11:00 AM

NETWORKING BREAK

NETWORKING BREAK | SALON A



BILLERUD

11:00 AM -
11:45 AM

PANEL

PANEL | EPR'S FREE RIDERS AND ENFORCEMENT IN THE US

How do we know if all obligated producers are following the law? If it is the PRO's responsibility to ensure that all OP's are participating, where does the government fit in? What if there is no enforcement funding? Questions about free riders (entities who sell packaging in the market, but are either not obligated to participate in an EPR scheme or do not participate) have been increasing as EPR for packaging and paper solidifies in the United States. This is especially true for online sales environments, which is growing year over year. This session will dive into identifying free riders, how to combat them in the first place, and the role of the PRO, state agency, and producers in ensuring participation in EPR for PPP is fair and legally compliant.

Moderator: Michelle Carvell, COO, Lorax Compliance

Panelists: Philippe Cantin, VP Producer Responsibility, EEQ

Darla Arians, Producer Responsibility Program Lead - Materials Management Unit, Colorado Department of Public Health and Environment

Nicole Portley, Program Plan Lead, Paper and Packaging EPR, Oregon Department of Environmental Quality

MORNING OF TUESDAY, OCTOBER 1ST, 2024

BREAKOUTS



GRAND BALLROOM

11:45 AM -
12:05 PM

FIRESIDE CHAT

FIRESIDE CHAT | TRANSFORMING HOW PACKAGING IS MANAGED, BY A PRODUCER RESPONSIBILITY ORGANIZATION

Paul Nowak, Executive Director of GreenBlue, will sit down in conversation with Circular Action Alliance's new CEO, Jeff Fielkow, to discuss his vision of CAA's growth and evolution, and how U.S. Producer Responsibility Organization (PRO) tasked with implementing the nation's first Extended Producer Responsibility (EPR) laws for paper and packaging is meeting the moment of EPR implementation in several states in the US.

Moderator: Paul Nowak, Executive Director, GreenBlue

Speaker: Jeff Fielkow, CEO, Circular Action Alliance

MORNING OF TUESDAY, OCTOBER 1ST, 2024

BREAKOUTS WALDORF ROOM

9:00 AM -
9:45 AM

PANEL

PANEL | CIRCULAR ECONOMY STRATEGY IN THE GREAT LAKES

The Council of the Great Lakes Region is developing strategies to implement their 5-year circular economy plan. This plan, developed in partnership with regional stakeholders has the goals to boost recycling and eliminate litter, specifically plastics. The action plan highlights three priority areas: cleaning up the Great Lakes and preventing plastic waste from entering the environment, investing in plastics recovery and processing, and facilitating a supply of high-quality plastics for recycling through consumer education and behavior changes. In this session we will hear about the plan development and early implementation.

Moderator: Dr. Jon Smieja, VP Circularity, Trellis Group

Panelists: Mark Fisher, President and CEO, Council of the Great Lakes Region
Holly Kennedy, Loaned Executive, Project Advisor - Americas, Alliance to End Plastic Waste
Paul Benvenuti, Sales Director, Reynolds Consumer Products
Jeffrey Snyder, Director of Recycling, Rumpke Waste & Recycling

9:45 AM -
10:30 AM

PRESENTATION

PRESENTATION | THE AI POWERED TRANSFORMATION OF RECYCLING

Artificial intelligence has taken the recycling industry by storm – and for good reason. When applied correctly, today's emerging AI technologies have transformative powers, driving automation and efficiently enabling more granular sorting of complex material fractions. But they can also be a waste of both time and financial investment if not considered as part of a holistic solution.

Moderator: Paula Leardini, SPC Manager Circular Plastics, GreenBlue

Speaker: Eric Olsson, Plastic Segment Manager, Americas, TOMRA Recycling

10:30 AM -
11:00 AM

NETWORKING BREAK

NETWORKING BREAK | SALON A BILLERUD

11:00 AM -
11:45 AM

PANEL

PANEL | THE FUTURE WILL INCLUDE COMPOST

As humanity works to identify where to reduce, reuse, and recycle, there's a large number of items associated with food that are not compatible with recycling and will therefore need to be redesigned for compostability. This has as much to do with the requirements of food packaging as it does the overall waste stream, where food is the top item being landfilled. In this panel hosted by BPI, hear from experts about this future state of composting.

Moderator: Rhodes Yepsen, Executive Director, BPI

Panelists: Kate Flynn, Co-Founder and CEO, Sun & Swell Foods
Stephanie Katsaros, Founder and President, Bright Beat
Erlene Howard, Founder, Co-op Board President, Collective Resource Compost Cooperative

MORNING OF TUESDAY, OCTOBER 1ST, 2024

BREAKOUTS



WILLFORD ROOM AB

9:00 AM -
9:45 AM

ROUND THE ROOM



ROUND THE ROOM | BINSPIRATION BURST: IGNITING CONSUMER PARTICIPATION IN STORE DROP-OFF PROGRAMS

Join us for a dynamic round table discussion focused on exploring innovative ideas to increase consumer use of store drop-off bins. Engage with fellow attendees as we implement time-tested brainstorming tactics to share thoughts and concepts on promoting the store drop-off program. After the session, everyone in attendance will receive a comprehensive compilation of the collective ideas generated, providing valuable insights to implement in your own initiatives. Don't miss this opportunity to contribute to and learn from a collaborative effort aimed at enhancing consumer participation in store drop-off programs.

Speaker: Dr. Andrew Hurley, Associate Professor of Packaging Science, Clemson University

9:45 AM -
10:30 AM

PRESENTATION

PRESENTATION | HOW EPR SHAPES UP AROUND THE WORLD

EPR for packaging may be a new policy landscape in the US, but it is actively implemented in many other countries, and not just in the packaging sector either. In this presentation, Michelle Carvell of Lorax Compliance will look at EPR from a global perspective, diving deep into multi-market compliance and emerging trends for the future. Attendees will leave this session equipped with valuable lessons and strategies that can be implemented domestically.

Speaker: Michelle Carvell, COO, Lorax Compliance

10:30 AM -
11:00 AM

NETWORKING BREAK

NETWORKING BREAK | SALON A



BILLERUD

11:00 AM -
11:45 AM

PRESENTATION

PANEL

PRESENTATION + PANEL | INSIGHTS FROM GOOGLE'S JOURNEY TO CREATE PLASTIC-FREE, RECYCLABLE PACKAGING

Learn about Google's technical challenges and successes to create recyclable packaging across its consumer electronics portfolio. In this session, leaders will share how they have advanced circular packaging efforts through material analysis, testing, and consumer focused design. Hear about the inspiration behind Google's Plastic-Free Packaging Design Guide and share your thoughts about collaboration in sustainability innovation.

Moderator: Olga Kachook, Director SPC, GreenBlue

Speaker: David Bourne, Lead for Environmental Strategy, Google
Miguel Arevalo, Packaging Innovation Lead, Google
Brian Belew, Director of Design, Lihua Direct

MORNING OF TUESDAY, OCTOBER 1ST, 2024

BREAKOUTS



WILLFORD ROOM C

9:00 AM -
10:30 AM

WORKSHOP

WORKSHOP | CREATING A SUSTAINABLE WORK ENVIRONMENT: ZERO WASTE CREATIVITY 101

Join Fe Amarante, founder & principal at Experimenta, and Brandi Parker, founder at Parker Brands, in an exclusive workshop that will deliver skill-building practices and practical tools aimed at generating a work environment of hyper-humanity, the basis of Zero Waste Creativity - a concept developed by Fe and Brandi that reframes how sustainability can be approached, shifting it from materials and outcomes toward team culture and ways of working first. In this workshop, Fe and Brandi will teach some of the basic concepts of their joined project, Zero Waste Creatives, aimed at illuminating the possibilities of sustainability applied to how we work. Participants will be led through a series of facilitated group activities and share-outs, redefining what a "Sustainable Brief" really means, leaving with:

1. Tools to map their own experience and their team's experience at the beginning of any project, journey, or endeavor.
2. A new definition of Sustainability that is less technical and more human expands the human center toward those doing the work before centering the solution on users or consumers.
3. A new way to engage with sustainability that does not rely on materials or outcomes can begin simply by engaging as groups of humans working together.

Speakers: Fe Amarante, Founder and Principal, Experimenta
Brandi Parker, Founder, Parker Brands

10:30 AM -
11:00 AM

NETWORKING BREAK



NETWORKING BREAK | SALON A BILLERUD

11:00 AM -
11:45 AM

WORKSHOP

WORKSHOP | DESIGNING FOR SUSTAINABILITY: A DEEP DIVE INTO TRENDS, CHALLENGES, AND OPPORTUNITIES

In this interactive workshop, we will explore the latest cross-category packaging trends up close and discuss practical solutions to incorporate sustainable packaging into your innovation roadmap. Hosted by Impacked, participants will have the opportunity to review in-market inspiration from breakthrough brands, discuss common challenges faced when designing for sustainability, and discover market-ready component and material innovations from across the globe.

Speakers: Lisa-Marie Assenza, Co-Founder and CEO, Impacked
James Watson, Growth Manager, Impacked

AFTERNOON OF TUESDAY, OCTOBER 1ST, 2024

MAIN STAGE GRAND BALLROOM



1:30 PM -
1:40 PM

OPENING REMARKS



OPENING REMARKS

Speaker: Olga Kachook, SPC Director, GreenBlue

1:40 PM -
2:10 PM

KEYNOTE



KEYNOTE | ON THE MOVE: HOW CLIMATE MIGRATION WILL RESHAPE AMERICA

There is no place in America that won't be affected by climate change. And large numbers of Americans are beginning to migrate. Research suggests that up to half of all Americans, 160 million people, will face diminishing environmental quality that is in line with past climate-driven migrations. We'll discuss what that transformation means for America -- its costs, its opportunities, the places that will grow and the cultural and political shift that might ensue.

Moderator: Paul Nowak, Executive Director, GreenBlue

Speaker: Abrahm Lustgarten, Reporter ProPublica and Author of "On the Move"

2:10 PM -
2:30 PM

FIRESIDE CHAT



FIRESIDE CHAT | SUSTAINABLE HORIZONS: HOW WE CAN FORGE A STRONGER LINK BETWEEN DECARBONIZATION AND PACKAGING

In this discussion, Dave Ford will dive into a range of current initiatives being pioneered by OPLN, some of which are their resources on reuse/refill for retailers and the Global Plastics Treaty. Through Dave's insights and perspective, we'll gain a deeper understanding of OPLN's ongoing expeditions, the latest on the the UK and Global Plastics Treaty negotiations, and the evolving discourse around climate issues as a whole. All in all, this session will help to uncover how we can forge a stronger link between decarbonization and packaging goals/recovery.

Moderator: Tom Pollock, Director of Strategic Partnerships

Speaker: Dave Ford, Ocean Plastics Leadership Network (OPLN)

2:30 PM -
2:45 PM

MAIN STAGE TALK



MAIN STAGE TALK | LESS PACKAGING, MORE SMILES

Learn how Amazon customers, operators, and Selling Partners are finding savings – both packaging and dollars – by shipping in product packaging.

Speaker: Kayla Fenton, Senior Manager Technical Product Management - Sustainable Packaging, Amazon

2:45 PM -
3:30 PM

NETWORKING BREAK

NETWORKING BREAK | SALON A

3:30 PM -
3:40 PM

MAIN STAGE TALK



MAIN STAGE TALK | MAKING PACKAGING DISAPPEAR WITH SEAWEED

Pierre Paslier is one of the cofounders of Notpla, a London-based sustainable packaging innovator working to restore the health of our planet. Using natural, renewable resources, they created alternative solutions for many single-use plastic packaging items used in our everyday lives. Notpla's materials - made from seaweed and plants - have already displaced 7.3 million items of single-use plastic from entering the environment. They're proud to have been awarded Prince William's Earthshot Prize - recognised as the Nobel Prize for environmental achievements - for their impact in tackling waste at scale across the world. Come and find out more of how they are making single-use packaging disappear!

Speaker: Pierre Paslier, Co-CEO, Notpla

3:40 PM -
3:50 PM

MAIN STAGE TALK



MAIN STAGE TALK | SEAWEED PACKAGING IS SETTING SAIL - BUT HOW TO SCALE?

Momentum towards biobased solutions is only building. Alternative sources for packaging including grasses, mycelium, shrimp shells, coffee grounds, bamboo, agricultural waste and beyond all have immense potential. Among them, seaweed stands out thanks to its low carbon footprint, ecological benefits, widespread availability, and inherent performance characteristics. However, questions linger: What are the best potential use cases for seaweed in packaging? How will seaweed-based biomaterials scale? And how can brands, manufacturers, and distributors foster innovation and adoption? Join Julia Marsh, CEO & Co-founder of Sway, as she sheds light on Sway's collaborative efforts with industry leaders to bring seaweed packaging into the mainstream.

Speaker: Julia Marsh, Co-Founder and CEO, Sway

3:50 PM -
4:10 PM

FIRESIDE CHAT



FIRESIDE CHAT | REDEFINING BIOBASED PACKAGING THROUGH OCEAN-BASED FEEDSTOCKS

Ocean-based feedstocks grow or are found around the world, can be harvested without depletion, grow rapidly without requiring land, freshwater, or synthetic fertilizers, and don't pose problems as microplastics during disposal. In this session, we will explore how seaweed has the potential to be harvested and modified for a versatile range of packaging applications and where the innovations in the space are headed next.

Moderator: Olga Kachook, SPC Director, GreenBlue

Speakers: Julia Marsh, Co-Founder and CEO, Sway
Pierre Paslier, Co-CEO, Notpla

4:10 PM -
4:30 PM

MAIN STAGE TALK



MAIN STAGE TALK | OPENING UP THE SILOS

Shellworks is a materials science and packaging solution startup that is helping brands eliminate plastic from their offering without compromising on performance. Our vision is to eliminate plastic pollution, however, it takes a great deal of resilience to innovate in this industry and this talk hopes to outline the resilience it has required but also aim to educate and reduce the future barriers to solve this issue effectively through more collaboration.

Speaker: Amir Afshar, Co-Founder, Shellworks

4:10 PM -
4:30 PM

MAIN STAGE TALK



MAIN STAGE COLLABORATION TALK | FROM PACKAGE TO PRACTICE: THE SCIENCE OF SUSTAINABLE REUSE IN COLD CHAIN

Success in reuse is more than the design of a single package. It requires setting-up and operating an entire separate supply chain and business model. Predicting success is impossible without simulating key operating parameters. Life Cycle Assessment provides critical insights into making the reusable system work. Join us as we explore how an innovative cold chain reuse system benefited from this approach.

Speakers: Prashant Jagtap, President, Trayak and David Webber, Senior Global Marketing Manager, Cold Chain Technologies

4:30 PM -
4:40 PM

MAIN STAGE COLLABORATION TALK



MAIN STAGE COLLABORATION TALK | COLLABORATING TO CREATE DEMAND AMONG NEW END MARKETS

End-market producers play a critical role in a successful recycling value chain. But what happens when you max out the existing demand? You innovate. Before 2017, food and beverage cartons had typically been recycled into household paper products in North America. But Jan Rayman, CEO of the Upcycling Group, recognized that carton materials offer unique qualities that could serve other purposes. Around the same time, the Carton Council of North America was looking for ways to increase the number of end markets and to find new end markets that could recycle the entire carton. The need and the idea came together, and a new, sustainable building material was developed. Today, the concept has been replicated around the world and has opened up end markets for even more types of materials.

Speakers: Jason Pelz, VP, Sustainability for U.S., Canada, Central America and the Caribbean, Tetra Pak and David Phillips, Vice President of Business Development, North America, Upcycling Group

4:40 PM -
4:50 PM

MAIN STAGE COLLABORATION TALK



MAIN STAGE COLLABORATION TALK | HOW CONNECTED PACKAGING AND CONSUMER-FRIENDLY GRAPHICS CAN EDUCATE CONSUMERS AND INCREASE RECYCLING BEHAVIOR

Are pizza boxes recyclable? Are pizza boxes accepted in your local recycling program? Do you recycle your pizza boxes? The answer to all three questions should be “yes”, but that is not always the case. Join the conversation as we discuss how ‘on the box’ messaging and connected packaging brings awareness, educates and motivates consumers to recycle pizza boxes improving packaging circularity. We will also highlight the benefits of using connected packaging for educational purposes and provide recommendations for future research and practice.

Speakers: Emily True, Senior Global Sustainability Manager, Pizza Hut
Lisa Bowles, Sr. Segment Marketing Manager, Smurfit WestRock

4:50 PM -
5:00 PM

CLOSING REMARKS



CLOSING REMARKS

Speaker: Paul Nowak, Executive Director, GreenBlue

WEDNESDAY, OCTOBER 2ND, 2024

PROGRAM AT A GLANCE

7:15 AM - MORNING YOGA | ROOM 4F
7:45 AM

7:00 AM - REGISTRATION AND CHECK-IN OPEN | NORMANDIE
4:30 PM

8:00 AM - BREAKFAST | SALON A
9:00 AM

9:00 AM - MAIN STAGE SESSION | GRAND BALLROOM
12:00 PM Sponsored by Tetra Pak



10:15 AM - MORNING NETWORKING BREAK | SALON A
10:50 AM

MORNING OF WEDNESDAY, OCTOBER 2ND, 2024

MAIN STAGE



GRAND BALLROOM



9:00 AM -
9:10 AM

OPENING REMARKS



OPENING REMARKS

Speaker: Paul Nowak, Executive Director, GreenBlue

9:10 AM -
9:30 AM

MAIN STAGE TALK + INTERVIEW



MAIN STAGE TALK + INTERVIEW | NATURE-BASED SOLUTIONS ON INDIGENOUS LAND

Historically, the pressure for tribal nations and tribal member landowners to develop income from their land took the form of natural resource extraction such as minerals, oil, natural gas, timber, pastures, and water. These activities primarily benefited corporations off the reservation and often conflicted with the tribal nation's ability to retain a healthy environment as well as decision-making control over their land.

As new economic opportunities emerge in response to climate change, tribal land which may have been underutilized has become more valuable. It is critical that tribal nations not let their natural resource assets benefit others before it benefits their communities. Formed by the Indian Land Tenure Foundation (ILTF) and the Intertribal Agriculture Council (IAC), NICC is a tribally led non-profit program that helps tribal nations and indigenous communities take advantage of nature-based solutions to enter into environmental commodities markets through the development of carbon sequestration projects.

Moderator: Paul Nowak, Executive Director, GreenBlue

Speaker: Bryan Van Stippen, Program Director, National Indian Carbon Coalition

9:30 AM -
10:15 AM

KEYNOTE



KEYNOTE | ZERO WASTE CREATIVE: WE ARE EACH OUR OWN LITTLE EARTH

This keynote is about a story that needs to be told: how, through our journeys of burnout and depletion, we discovered that the future of design is not in AI and tech but in the human hearts of us creative makers. By recovering our own humanity, we uncovered the unexplored parallel concept between the finite resources of 'spaceship Earth' and the finite resources in our humanity as creativity-filled beings. And now, joining forces in our Zero Waste Creatives personal project, we're on a relentless mission to spread this idea to as many people as possible so they can see what we saw, too. This is not just a 'feel good' talk. It's a reality check with a practical and optimistic perspective, highlighting that inside these unexplored parallels is a brand new view of sustainability: Zero Waste Creativity. This new concept, an evolution of design thinking, expands our definition of empathy-driven creativity to a regenerative force within humans creating work, not a performance coming at their expense and burnout.

Moderator: Paul Nowak, Executive Director, GreenBlue

Speaker: Zero Waste Creatives platform co-creators Brandi Parker, founder of Parker Brands
Fe Amarante, founder and principal of Experimenta

10:15 AM -
10:50 AM

NETWORKING BREAK

NETWORKING BREAK | SALON A

10:50 AM -
11:15 AM

MAIN STAGE TALK + INTERVIEW



MAIN STAGE TALK AND INTERVIEW | MAKING THE BUSINESS CASE FOR ESG GOALS IMPLEMENTATION

Sustainability initiatives and ESG goals deployment need buy-in from all parts of the organization. How do we budget to meet our sustainable packaging goals? How do we factor in all the financials and supply chain variables and costs that will affect how goals will be achieved? In this presentation, Jessica Wollmuth from EY will share best practices for communicating and gaining buy-in with the finance function to support implementation of sustainable packaging goals and broader sustainability goals.

Moderator: Paul Nowak, Executive Director, GreenBlue

Speaker: Jessica Wollmuth, Principal - Americas Deputy Leader, Climate Change and Sustainability Services, Ernst and Young LLP



11:15 AM -
11:25 AM

MAIN STAGE TALK



MAIN STAGE TALK | COLLABORATION IN STORYTELLING AND CONSUMER ENGAGEMENT

This joint presentation will discuss how The Guardian US and Procter & Gamble partnered to create a highly successful video campaign that garnered over one million views and resulted in a substantial increase in brand consideration and awareness for Procter & Gamble's Cascade brand. The partnership is an example of successful branding that helped "bridge the gap" between sustainability and the consumer perspective, resonating with consumers and inspiring them to take action. The focus will be on lessons around crafting relatable narratives that both educate and entertain, communication techniques that cut through the noise to drive positive change, and the difference that authentic trustworthy partner voices can make.

Speaker: Alexis Schwartz, Executive Director - Head of Purpose Partnerships, Guardian News & Media
Assile Beydoun, Sustainability Communications Director, Procter & Gamble

11:25 AM -
11:35 AM

MAIN STAGE COLLABORATION TALK



MAIN STAGE COLLABORATION TALK | A TRAILBLAZING PARTNERSHIP: PUSHING DATA UPSTREAM FOR SUSTAINABILITY GOALS

The dynamic partnership between Walmart and Aura is a bold endeavor aimed at minimizing the environmental impact through packaging by leveraging upstream data collection. Walmart's unwavering commitment to sustainable packaging, exemplified by pioneering initiatives like the Gigaton program, drives this collaboration. Aura's program streamlines processes, engages suppliers, and informs decision-making on packaging materials, contributing to Walmart's bottom line and environmental sustainability. The live data at item level allows Walmart to integrate sustainability everyday into its operations. This partnership is crucial for accelerating the adoption of circular packaging, aligning with both companies' core purposes of improving lives and reducing environmental impact.

Speakers: Gillian Garside-Wight, Consulting Director, Aura
Cheryl Lam, Director, Private Brands Sustainability Initiatives, Walmart

11:35 AM -
11:45 AM

MAIN STAGE TALK



MAIN STAGE TALK | SUSTAINABILITY & YOUR INNOVATION ROADMAP: TRENDS, CHALLENGES, AND OPPORTUNITIES

As consumer demand for sustainable packaging grows and EPR laws take effect in the US, brands must rethink the role of packaging in new product launches. In this talk, Lisa-Marie Assenza, CEO of Impacked - the leading online marketplace for primary packaging in North America - will share insights derived from analyzing hundreds of product innovations at shelf, supplier offerings showcased at trade shows across the globe, and online search data from Impacked to reveal the macro trends, challenges, and opportunities at the intersection of new product development and packaging sustainability. This talk will highlight in-market examples of CPG brands and packaging suppliers tackling primary packaging waste through innovative design, and share strategies to incorporate sustainability into your innovation roadmap.

Speaker: Lisa-Marie Assenza, CEO, Impacked

11:45 AM -
12:00 PM

CLOSING REMARKS



CLOSING REMARKS

Speaker: Paul Nowak, Executive Director, GreenBlue