



# IMPACT

**DOWNLOADABLE PROGRAM.V20**

New Orleans, LA | April 2 - 4 | 2024

## LESS CARBON BETTER PACKAGING

*SPC Impact is the flagship spring event of the Sustainable Packaging Coalition. Over 800 packaging and sustainability professionals representing the entire packaging value chain will convene in New Orleans for 3 days to learn, discuss, get inspired and bring back actionable takeaways.*



SESSIONS ARE ORGANIZED BY THE FOLLOWING TRACKS:



**CHANGING  
BEHAVIOURS &  
SYSTEMS**



**STARTING WITH  
REDUCTION**



**STRATEGIC  
SOURCING**



**RECOVERY,  
INFRASTRUCTURE  
& ACCESS**

MONDAY, APRIL 1ST

# PROGRAM AT A GLANCE

**12:00 PM - 2:30 PM** - REGISTRATION AND CHECK-IN OPEN FOR TOUR PARTICIPANTS @ CELESTIN FOYER

**12:20 PM - 5:45 PM** - TOURS @ VARIOUS LOCATIONS



## AFTERNOON OF MONDAY, APRIL 1ST

# TOURS DEPARTURE FROM HYATT TUNNEL ENTRANCE

Transportation will be provided for all tours.

12:20 -  
5:45 PM

TOUR

### DOWN BY THE RIVER BIKE TOUR

Down by the River is a guided group bike ride along River Road in St. Charles Parish. It brings you face to face with two powerful forces in Louisiana: the environmental justice movement and local African-American history. It is an evolution of what has traditionally been called a "toxic tour"-- a drive-by of polluting sites like dumps, refineries, and chemical plants. Down by the River transforms a litany of depressing sites into powerful beacons of resistance, a lens through which the past and present are applied to today's environmental movement. Bicycles and helmets are provided. Participants cycle mostly on the levee, next to the Mississippi River, stopping at six historically relevant sites. Co-led by a community organizer from a local grassroots group and the Bike Ride Manager of the Louisiana Bucket Brigade.



12:45 -  
3:00 PM

TOUR

### COALITION TO RESTORE COASTAL LOUISIANA HQ

The Coalition to Restore Coastal Louisiana is a nonprofit organization whose mission is to unite people in action to achieve a thriving, sustainable Louisiana coast for all. The common vision of these varied and diverse interests is the driving strength of CRCL, the most effective and recognized coastal advocacy organization in the state. Recognizing that Louisiana's coastal land loss will have dramatic impacts on the nation's energy, navigation and fisheries interests, CRCL works at the state, local and federal levels to ensure that restoring and protecting coastal Louisiana is a top priority for our state and the nation. In addition to our role as advocate and watchdog, we also serve as responsible stewards of Louisiana's rich coastal wetlands. We facilitate and fund restoration projects through our Native Plants Program and Oyster Shell Recycling Program, and we work diligently to raise awareness and educate others about the importance of preserving and restoring coastal Louisiana. Participants will tour CRCL's Restoration Headquarters, where we host regular volunteer opportunities through our Oyster Shell Recycling Program and Native Plants Program.



1:15 -  
3:45 PM

TOUR

### LAFITTE GREENWAY CLEAN UP

Friends of Lafitte Greenway (Friends) is the community-driven non-profit organization that works in partnership with the City and the community to ensure the Greenway develops into a safe, vibrant, and active park. Friends formed in 2006, when community members saw an opportunity after Hurricane Katrina to rethink the landscape and transform vacant land into a linear park and trail. What began in the minds of those community members grew into a non-profit and community-wide advocacy initiative to create a new public space that would create economic, environmental, health, and cultural benefits for New Orleans. Attendees will pick up trash while walking the trail, and get to hear about the history and environmental practices of the Greenway.



2:15 -  
3:30 PM

TOUR

### GLASS HALF FULL

Tour Glass Half Full's main drop-off and processing facility in New Orleans. See how we transform glass "waste" into a resource that benefits the local community. Get hands-on with our sustainable sand and gravel and meet the Glass Half Full team!



TUESDAY, APRIL 2ND

# PROGRAM AT A GLANCE

7:15 AM -  
7:45 AM

**MORNING YOGA SESSION**  
Sponsored by SFI



7:30 AM -  
5:00 PM

**REGISTRATION AND CHECK-IN OPEN @ CELESTIN FOYER**

8:00 AM -  
4:30 PM

**EXHIBIT HALL OPEN @ STORYVILLE**

8:00 AM -  
8:50 AM

**BREAKFAST @ STORYVILLE**  
Sponsored by Tetra Pak



9:00 AM -  
12:00 PM

**BREAK OUT SESSIONS @ VARIOUS ROOMS**

10:30 AM -  
11:15 AM

**MORNING NETWORKING BREAK @ STORYVILLE**  
Sponsored by ProAmpac



12:00 PM -  
1:30 PM

**LUNCH @ STORYVILLE**  
Sponsored by Henkel



1:45 PM -  
5:00 PM

**MAIN STAGE SESSIONS @ CELESTIN**  
Sponsored by Metsa Board Americas



3:10 PM -  
3:30 PM

**AFTERNOON NETWORKING BREAK @ STORYVILLE**  
Sponsored by Flexible Packaging Association



5:30 PM -  
8:00 PM

**EVENING SOCIAL @ FAUBOURGH BREWERY**  
Sponsored by Amcor



6:00 PM -  
8:00 PM

**EVENING SOCIAL @ PORT ORLEANS BREWERY**  
Sponsored by UPM Raflatac





MORNING OF TUESDAY, APRIL 2ND

# BREAKOUTS



CELESTIN A-C

STRATEGIC SOURCING

9:00 AM -  
9:45 AM

STRATEGIC SOURCING PANEL

## PANEL | FOREST POSITIVE AS A SUSTAINABLE SOURCING STRATEGY

In this session, key stakeholders spearheading the concept and strategies for Forest Positive will share their vision for brands, retailers and consumer goods companies will share their work on the landscapes approach and how global sustainable sourcing plays an integral role in paper packaging sourcing, healthy ecosystems and net zero targets.

**Panelists:** Laura Hohmann, Associate Director, Sustainable Supply Chains, CDP

Jason Metnick, SVP Customer Affairs, Sustainable Forestry Initiative

Michèle Zollinger, Global Sustainable Sourcing for Pulp and Paper & Climate Forest Lead, Nestlé

**Moderator:** Tom Pollock, Director of Strategic Partnerships, GreenBlue

9:45 AM -  
10:30 AM

STRATEGIC SOURCING PANEL **FreshLock+**

## PANEL | 2024: THE YEAR WE OVERCOME PCR SOURCING CHALLENGES

With 2025 commitments for recycled content and carbon, EPR and Minimum Content policy, and legal action to recycled content claims, it has never been a more necessary but challenging time to source and track PCR utilization in packaging. The issues around data traceability, customer value of claims, and availability of feasible material for sourcing are real but can be solved by working in concert. With representatives from across the supply chain, we'll assess the challenges and offer paths forward that increase certainty, reduce liability, and achieve the vision of recycling we all need: an increase of PCR utility that leads to benefits for sourcing and reduction of material sent to landfill or the environment.

**Panelists:** Wesley Porter, Business Development Director – Sustainability & Innovation, Berry Global

Brooke Anderson, Senior Project Manager, Corporate Responsibility - Packaging and Product Stewardship Keurig Dr

Pepper & Scott Saunders, General Manager, KW Plastics

**Moderator:** Ross Bergman, Director RMS, GreenBlue

10:30 AM -  
11:15 AM

NETWORKING BREAK **ProAmpac**

## NETWORKING BREAK @ STORYVILLE

Sponsored by ProAmpac

11:15 AM -  
12:00 PM

STRATEGIC SOURCING PANEL

## PRESENTATION | PACKAGING INNOVATION AT SCALE THROUGH SUCCESSFUL PARTNERSHIPS

The future for the industry is going to be dependent on true partnerships as well as technological innovation. With a pressing need for more joined up thinking to develop truly sustainable innovation and innovative approaches that work at scale, Cambridge Design Partnership (CDP) has been the 'glue' for commercially successful innovation partnerships. In this presentation we share our learnings from working across industries and sectors and how we see the future in the context of changing business approaches toward 'partnerships' for packaging innovation.

**Speaker:** James Harmer, Planning and Innovation Strategy Leader, Cambridge Design Partnership

Jonathan Morris, Technical Packaging Development Team Leader, Mechanical Engineering, Cambridge Design Partnership

**Moderator:** Charlotte Dreizen, Director Sustainability and Environment, Plastics Industry Association



MORNING OF TUESDAY, APRIL 2ND

# BREAKOUTS



CELESTIN E-D

CHANGING BEHAVIORS  
AND SYSTEMS

9:00 AM -  
9:45 AM

CHANGING BEHAVIORS & SYSTEMS

PRESENTATION

 NatureWorks

## PRESENTATION | THE ROLE OF PACKAGING IN DECARBONIZATION GOALS

For consumer products companies, Scope 3 upstream emissions are the vast majority of the carbon footprint and packaging is one of the biggest components of that footprint. We will discuss:

How to tackle scope 3 decarbonization efforts

How to design packaging that enables circularity

How to link these efforts to redesign product packaging, with a lens on consumer needs, cost, and sustainability

**Speaker:** Abhijit Prabhu, Partner, Bain & Company

**Moderator:** Patrick Krieger, VP of Sustainability, PLASTICS Industry Association

9:45 AM -  
10:30 AM

CHANGING BEHAVIORS & SYSTEMS

PANEL

SPECRIGHT

## PANEL | CONNECTING THE PACKAGING VALUE CHAIN FOR SUCCESSFUL GOALS IMPLEMENTATION

Effective progress towards packaging targets, improved systems and making the most of lessons learned involves all key stakeholders across the packaging value chain. Data and metrics sharing are key to deliver a more coordinated approach to deliver on net zero commitments, packaging reduction and recovery targets. In this session we will hear from a variety of stakeholders representing different parts and roles in the supply chain on how to improve and achieve a more coordinated approach.

**Panelists:** Shannon Moore, Director Sustainable Packaging, Kellanova

Marcu Alexander, Packaging Sustainability Manager, Danone

**Moderator:** Tom Pollock, Director of Strategic Partnerships, GreenBlue

10:30 AM -  
11:15 AM

NETWORKING BREAK

 ProAmpac

## NETWORKING BREAK @ STORYVILLE

Sponsored by ProAmpac

11:15 AM -  
12:00 PM

CHANGING BEHAVIORS & SYSTEMS

WORKSHOP

 ORARA

## WORKSHOP | THE WHY, HOW, AND WHAT OF REUSABLE PACKAGING

Is reuse imperative to tackling the waste, pollution, and climate crisis? How are learnings from reuse pilots shaping the next wave of action? And what's now needed to accelerate reusable packaging to the mainstream?

In this workshop, we'll be unpacking these questions, with insights from the Ellen MacArthur Foundation's global programmes. Together, we'll explore what type of creativity, collaboration and commitment is needed to design reuse systems of the future.

**Speaker:** Mark Buckley, Strategic Design Manager, Ellen MacArthur Foundation

**Moderator:** Dr. Jon Smieja, VP Circularity, GreenBiz Group



MORNING OF TUESDAY, APRIL 2ND

# BREAKOUTS



CELESTIN F-H

RECOVERY  
INFRASTRUCTURE  
AND ACCESS

9:00 AM -  
9:45 AM

RECOVERY INFRASTRUCTURE AND ACCESS

PANEL



## PANEL | EVOLUTION AND EXPANSION OF PET RECYCLING INFRASTRUCTURE

PET is one of the most used plastic packaging materials in the world and its recycling infrastructure continues to expand to allow for multiple sorting PET streams to be recovered, including new sorting technologies by color. In this session, we will learn from key stakeholders from Material Recovery Facilities investing in these expansions on how technology and new infrastructure will increase PET recycling and what this will mean for circularity and sustainable packaging goals.

**Panelists:** Marija Massey, Strategic Sourcing Manager, Circular Feedstocks, Eastman

Jeff Snyder, Director of Recycling, Rumpke Waste & Recycling

Andrew Jolin, Director of Sustainability, Direct Pack Recycling

Mark Agerton, Group Scientist – HairCare R&D, Procter & Gamble

**Moderator:** Adam Gendell, Director of System Optimization, The Recycling Partnership

10:00 AM -  
10:30 AM

RECOVERY INFRASTRUCTURE AND ACCESS

PRESENTATION



## PRESENTATION | UNVEILING PACKAGING TRUTHS: CONSUMER PERCEPTIONS VS. CARBON REALITY

Diving into the chasm between consumer perceptions and real-world environmental consequences, we present the results of Life Cycle Assessments (LCAs) of top-tier meal bar packaging. Our findings illuminate the disparity between consumer convictions and ISO-compliant carbon measurements. Our research emphasizes the preferences consumers display when faced with identical products in compostable, store drop-off, recycle-ready, and landfill-directed packaging, paired with their respective carbon footprints. Join our research team as we unveil how real consumers perceive package design when confronted with the authentic environmental repercussions.

**Speakers:** Dr. Andrew Hurley, Clemson University

David McLain, Senior Director Manufacturing, Printpack

**Moderator:** Adam Gendell, Director of System Optimization, The Recycling Partnership

10:30 AM -  
11:15 AM

NETWORKING BREAK



## NETWORKING BREAK @ STORYVILLE

Sponsored by ProAmpac

11:15 AM -  
12:00 PM

RECOVERY INFRASTRUCTURE AND ACCESS

PANEL

## PANEL | THE ROLE OF RESPONSIBLE END MARKETS IN POLICY

How do markets prepare to meet the developing criteria for “responsible” that might vary from state-to-state? How can states develop criteria that meet their needs but are still harmonized with other states? Are the standards achievable by end markets?

**Panelists:** Pierre Benabides, President, Lichens Recyclability

Eadaoin Quinn, Senior Manager Sustainable Packaging, Mars

Kate Bailey, Chief Policy Officer, APR

**Moderator:** Trina Matta, Director of Policy Implementation, The Recycling Partnership



MORNING OF TUESDAY, APRIL 2ND

# BREAKOUTS



EMPIRE C-D

STARTING WITH REDUCTION

9:00 AM -  
9:45 AM

STARTING WITH REDUCTION

PANEL

## PANEL | (PACKAGING) SOURCE REDUCTION IN EPR PROGRAMS

The concept of source reduction and reuse has been introduced in Extended Producer Responsibility legislation around the country. Incorporating the concept of source reduction has been present in packaging innovations for some time in the form of optimization and lightweighting. In this session we will link those initiatives to the concepts included in legislation and policy and how can source reduction be an active element in meeting new regulations.

**Panelists:** Valentin Fournel, Director, Ecodesign and Reuse, CITEO

Genevieve Dionne, Director, Ecodesign and circular economy, Eco Enterprises Quebec

Ellie Moss, Executive Director, Perpetual

**Moderator:** Trina Matta, Director of Policy Implementation, The Recycling Partnership

9:45 AM -  
10:30 AM

STARTING WITH REDUCTION

PRESENTATION



## PRESENTATION | PACKAGING STRATEGY: WHY A CLEAR LONG-TERM VISION IS CRITICAL TO FUTUREPROOF YOUR BUSINESS/BRAND

80% of a product's impact is defined at the design stage so it's vital to design your packaging right at the start of its lifecycle. Compliance requirements, budget programs and sector roadmap milestones maintain short-term planning cycles for packaging. These factors drive costly, reactive decision-making with high commercial reputational and environmental risk. Global sustainability drivers and mandatory reporting targets, however, required long term plans. So how do you factor in a multitude commercial, environmental and social priorities into your packaging roadmap and ensure you are policy-prepared? Tracy will outline why a more strategic approach to packaging is essential to protect your brand and define clear boundaries within which your brand can innovate.

**Speaker:** Tracy Sutton, Founder and Lead Consultant, Root

**Moderator:** Olga Kachook, SPC Director, GreenBlue

10:30 AM -  
11:15 AM

NETWORKING BREAK



## NETWORKING BREAK @ STORYVILLE

Sponsored by ProAmpac

11:15 AM -  
11:45 AM

STARTING WITH REDUCTION

PRESENTATION

## PRESENTATION | HOW TO REACH THE 2050 CO2 EMISSIONS TARGET SET FOLLOWING THE PARIS AGREEMENT - THE CASE OF HOUSEHOLD PACKAGING IN FRANCE

The Paris Agreement of 2016 has set long-term goals to substantially reduce global greenhouse gas emissions to limit the global temperature increase in this century to 2 degrees Celsius while pursuing efforts to limit the increase even further to 1.5 degrees. Citeo, together with Carbone 4, has conducted a study to identify the levers of action that need to be put in place for household packaging to contribute to these long-term goals. This study shows, through the study of 2 scenarios (a "sobriety" one and a "pro-technology" one) that it is possible with the activation of very ambitious actions that need to be taken starting today.

**Speaker:** Valentin Fournel, Director Ecodesign and Reuse, CITEO

**Moderator:** Olga Kachook, SPC Director, GreenBlue

11:45 AM -  
12:00 PM

STARTING WITH REDUCTION

FIRESIDE CHAT

## FIRESIDE CHAT | DR BRONNER'S JOURNEY TO REFILLABLE PACKAGING

In working towards more reusable and refillable packaging solutions, Dr. Bronner's has gathered important insights from a pilot of a new fiber-based liquid soap refill carton ahead of its national launch with major retailers in 2024. Cartons are an exciting new format for refillable packaging. Hear about Dr. Bronner's journey from pilot to national launch in this fireside chat.

**Speaker:** Karina Tettero, Packaging and Print Production Manager, Dr. Bronner's

**Moderator:** Olga Kachook, SPC Director, GreenBlue



MORNING OF TUESDAY, APRIL 2ND

# BREAKOUTS



IMPERIAL 12

INTERACTIVE LAB

9:00 AM -  
12:00 PM

INTERACTIVE LAB



## INTERACTIVE LAB | YES, YOU CAN - PERFORMING AN LCA FOR YOUR PACKAGE

Life cycle assessments can be an incredibly valuable tool for understanding your package's environmental performance - do you know how to perform one? In this interactive lab, attendees will perform an LCA using free software and datasets such as OpenLCA and US LCIA. After a short overview of what life cycle assessments are, what they can tell us, and what data they rely on, Dr. Absar will teach attendees how to create a simple but useful model of the environmental impacts of a demo package. Attendees can then use the sample model to compare packaging materials and other design choices in scenario modeling, or use build a model specific to their material or package type.

**Speaker:** Dr. Mariya Absar, Sustainability Expert & US Footprint Lead, Quantis  
Emily Wynne, Sustainability Consultant, Plastics & Packaging, Quantis

**Note:** Attendees must pre-register and download in advance the free software, tutorial video, and datasets for this session. A bill of materials for a sample package will be provided; however attendees may also use their own packaging data. Please plan to use your own laptop.

**RSVP Required, due to limited capacity. RSVP will open closer to the event.**

10:30 AM -  
11:15 AM

NETWORKING BREAK



## NETWORKING BREAK @ STORYVILLE

Sponsored by ProAmpac

## TUESDAY, APRIL 2ND

# MEETINGS



IMPERIAL 5A

MEETING

9:00 AM -  
12:00 PM

MEETING

### MEETING | COMMENCE AND CONNECT WITH GREENBLUE NAVIGATE

Unlock the full potential of your sustainable packaging journey in a Commence & Connect Meeting with GreenBlue Navigate. This is your opportunity to sit down with our Navigate Advisors for a focused, 25-minute dialogue. Whether you're grappling with material choices, seeking innovative recycling solutions, or aiming for zero-waste goals, we're here to offer tailored advice. We'll provide you with customized strategies and innovative approaches to help you move the needle forward in your packaging progress. Join us to Commence & Connect!

**RSVP Required, due to limited capacity. RSVP will open closer to the event.**

10:30 AM -  
11:15 AM

NETWORKING BREAK 

**NETWORKING BREAK @ STORYVILLE**  
Sponsored by ProAmpac

## TUESDAY, APRIL 2ND

# MEETINGS



IMPERIAL 5B

MEETING

9:00 AM -  
5:00 PM

MEETING

### MEETING | RMS PATH TO CERTIFICATION ACCELERATOR SESSIONS

Your journey to robust PCR certification is quicker than you think, and you can start making progress at SPC Impact! The Path to Certification program breaks down the steps to getting certified and lets you build your certification program ahead of making a full commitment. In these Accelerator Sessions, we'll introduce the program and kickoff a core analysis, including:

- PCR Claim Identification: Breaking down specific use cases for sourcing certified PCR - On-pack labeling, reporting on goals, meeting minimum content regulations, and more
- Product Portfolio Construction: Product line assessment and exploration of opportunities to maximize across all areas
- Supply Chain Connection: Targeting critical suppliers and customers to build the RMS Chain of Custody

**RSVP Required. Please book your slot on the agenda page of the event website.**

10:30 AM -  
11:15 AM

NETWORKING BREAK

**NETWORKING BREAK @ STORYVILLE**



# AFTERNOON OF TUESDAY, APRIL 2ND

# MAIN STAGE



1:45 PM -  
2:10 PM

OPENING REMARKS  Metsä

## OPENING REMARKS

**Speaker:** Paul Nowak, Executive Director, GreenBlue

2:10 PM -  
2:40 PM

KEYNOTE + INTERVIEW  Metsä

## KEYNOTE + INTERVIEW | LESSONS FROM MY TRAVELS IN WASTELAND

In this opening keynote, Oliver Franklin-Wallis, author of *Wasteland* will share his insights and experiences about how different countries are tackling their waste streams, and what we can learn about from them. From the plastic pickers in India, the secondhand workers in Ghana to the mining waste challenges in North America, each example will give attendees a look into the value of waste, the concept of reuse and the impacts of waste pollution devastating the land.

**Speaker:** Oliver Franklin-Wallis, Award-winning magazine journalist, whose writing has appeared in *WIRED* (where he is a contributing editor), *British GQ*, *The Guardian*, *The New York Times*, *The Times Magazine*, *The Sunday Times Magazine*, *1843*, and many other publications. Author of *Wasteland*

**Moderator:** Olga Kachook, SPC Director, GreenBlue

2:40 PM -  
3:10 PM

TED-STYLE TALK + INTERVIEW  Metsä

## TED-STYLE TALK + INTERVIEW | THE SURPRISING SCIENCE OF COMMUNICATIONS WITH IMPACT

Every decision we make is made with the 1.4kg organ found inside our heads, and yet we know surprising little about the fundamentals of decision making. In this talk you will find out the science behind how we make decisions and the surprising pre-programming that affects how we think in big and small ways. In this talk Dan will cover both that theory as well as real-world examples of using the latest in applied behavioral science to drive impact with some of the worlds stickiest challenges.

**Speaker:** Dan Bennett, Consulting Partner, UK Lead, Ogilvy Growth and Innovation

**Moderator:** Tom Pollock, Director of Strategic Partnerships, GreenBlue

3:10 PM -  
3:30 PM

NETWORKING BREAK  FPA Flexible Packaging Association

## NETWORKING BREAK @ STORYVILLE

Sponsored by Flexible Packaging Association

AFTERNOON OF TUESDAY, APRIL 2ND

MAIN STAGE  CELESTIN



3:45 PM -  
4:00 PM

TED-STYLE TALK



### TED-STYLE TALK | HACKING THE CLIMATE CRISIS: HARNESSING HACKATHONS AS A FORM OF CLIMATE ACTION

Hackathons are typically short, intense programming contests, with roots in the open-source software movement. In recent years, hackathons have become increasingly prevalent on college campuses around the world, offering community-building and experiential learning opportunities for students and professionals alike. We present a discussion of how Earth Hacks seeks to harness the hackathon innovation model to combat climate issues and drive a justice-focused culture shift in the tech space. Through our focus on utilizing the hackathon innovation model, we curate supportive, inclusive, interdisciplinary environmental hackathons as a mechanism for immersive environmental education and as a method to push forward a constellation of small, impactful environmental projects.

**Speaker:** Sanjana Paul, CoFounder and Executive Director, Earth Hacks

4:00 PM -  
4:15 PM

TED-STYLE TALK



### TED-STYLE TALK | WHY A HOLISTIC APPROACH TO INCLUSION, EQUITY, DIVERSITY AND SUSTAINABILITY IS IMPORTANT AND HOW TO ACHIEVE IT

Sustainability has risen fast on the business agenda. However, there is still numerous benefits to unlock and untapped opportunities to seize. We will explore how inclusion, equity, and diversity (IE&D) principles play a crucial role in creating sustainable outcomes, that address challenges like climate change and resource scarcity. It's time to broaden our understanding of sustainability and leverage it, alongside IE&D principles, as a catalyst for positive change in organizations and beyond.

**Speaker:** Ezinne Okoro, Global Chief Client & Culture Strategy Officer, VML

4:15 PM -  
4:30 PM

TED-STYLE TALK



### TED-STYLE TALK | REAL TALK: WHAT IT REALLY TAKES TO ADVANCE SUSTAINABLE PACKAGING THROUGH EXTENDED PRODUCER RESPONSIBILITY POLICIES

Once seen as out of reach in the U.S., Extended Producer Responsibility (EPR) laws are now often described as “inevitable” as a growing number of U.S. states pass or explore EPR policies for packaging and other products. Even regulated industry stakeholders are describing EPR policies as a necessary building block for improving recycling outcomes and advancing packaging design innovations and sustainability. Still, state-level policy proposals face significant headwinds, corporate commitments to action on climate and single-use plastics reduction remain unmet, and local recycling systems continue to experience major challenges. Hear a municipal representative's perspective on what is needed to achieve meaningful and sustainable progress through policy.

**Speaker:** McKenna Morigan, Strategic Advisor, Waste Prevention & Product Stewardship, Seattle Public Utilities

4:30 PM -  
4:45 PM

Q&A



### JOINT Q&A WITH PAUL NOWAK

4:45 PM -  
5:00 PM

FIRESIDE CHAT









### FIRESIDE CHAT | THE POWER OF COLLABORATION BETWEEN THE RECYCLING PARTNERSHIP AND GREENBLUE

**Speakers:** Keefe Harrison, CEO, The Recycling Partnership  
Paul Nowak, Executive Director, GreenBlue

WEDNESDAY, APRIL 3RD

# PROGRAM AT A GLANCE

- 7:15 AM - 7:45 AM** - **MORNING YOGA SESSION**  
Sponsored by Billerud 
- 7:30 AM - 5:00 PM** - **REGISTRATION AND CHECK-IN OPEN @ CELESTIN FOYER**
- 8:00 AM - 4:30 PM** - **EXHIBIT HALL OPEN @ STORYVILLE**
- 8:00 AM - 8:50 AM** - **BREAKFAST @ STORYVILLE**  
Sponsored by PepsiCo 
- 9:00 AM - 12:00 PM** - **BREAK OUT SESSIONS @ VARIOUS ROOMS**
- 10:30 AM - 11:15 AM** - **MORNING NETWORKING BREAK @ STORYVILLE**  
Sponsored by Pregis 
- 12:00 PM - 1:30 PM** - **LUNCH @ STORYVILLE**  
Sponsored by Novolex 
- 1:30 PM - 5:00 PM** - **MAIN STAGE SESSIONS @ CELESTIN**  
Sponsored by Quad 
- 2:55 PM - 3:30 PM** - **AFTERNOON NETWORKING BREAK @ STORYVILLE**  
Sponsored by Berry Global 





MORNING OF WEDNESDAY, APRIL 3RD

# BREAKOUTS



CELESTIN A-C

STRATEGIC SOURCING

9:00 AM -  
10:30 AM

STRATEGIC SOURCING

PANEL

 **Kwik Lok**

## PANEL + WORKSHOP | MATERIALS SCIENCE - UNDERSTANDING AND BALANCING SUSTAINABILITY TRADE-OFFS

There are trade-offs in trying to balance multiple objectives including carbon emissions, water conservation, functionality and end of life objectives. The audience will learn from the panelists' experience and have the opportunity to ask questions. They will leave with an understanding of key concerns, how to measure to optimize progress and the types of tools needed to gain clarity.

**Panelists:** Karen Xiao, Board Member, Kwik Lok and VP Technology, Macro Engineering

Viktoria Pakhnyuk, Sustainable Product Development Manager, Kwik Lok

Tiana Lightfoot Svendsen, Director, Film & Flexible Recycling Advancement, The Recycling Partnership

Nathan McKee, Sustainability Analyst Manager, Trayak

**Moderator:** Dr. Jon Smieja, VP Circularity, GreenBiz Group

10:30 AM -  
11:15 AM

NETWORKING BREAK



**Pregis**

## NETWORKING BREAK @ STORYVILLE

Sponsored by Pregis

11:15 AM -  
12:00 PM

STRATEGIC SOURCING

PRESENTATION

## PRESENTATION | THE EVOLVING WORLD OF CARBON REMOVALS AND OFFSETTING

The carbon market isn't new anymore, but it does seem to continue to rapidly change. What does the evolving world of carbon removals and offsetting mean for forests and forest products? With carbon values increasing and new technologies for carbon capture being developed, what will the impacts be 10 to 25 years from now? This presentation will explore the known, unknowns, trends, and predictions in this changing space, and provide ideas for how companies, consumers, and partners can ensure forests continue to be cared for in ways that sustain the full spectrum of benefits, products, and services.

**Speaker:** Kathryn Fernholz, President and CEO, Dovetail Partners

**Moderator:** Dr. Jon Smieja, VP Circularity, GreenBiz Group



MORNING OF WEDNESDAY, APRIL 3RD

# BREAKOUTS



CELESTIN E-D

CHANGING BEHAVIORS AND SYSTEMS

9:00 AM - 9:45 AM

CHANGING BEHAVIORS & SYSTEMS

PRESENTATION



## PRESENTATION | HOW TO TALK ABOUT PLASTICS

The 'Many Happy Returns' research project at the University of Sheffield collected and analysed over 4.5 million words of everyday language about plastics. Our linguistics team compared the language used by retailers and manufacturers with that used by the general public and found significant differences between how these two groups conceptualise and communicate their experiences with plastic. This talk will present some of our key findings and the recommendations we published for businesses and other organisations in our 'How to Talk About Plastics' guide.

**Speaker:** Dr. Joanna Gavins, Professor of English Language and Literature, University of Sheffield

**Moderator:** Adam Gendell, Director of System Optimization, The Recycling Partnership

10:00 AM - 10:30 AM

CHANGING BEHAVIORS & SYSTEMS

PRESENTATION



## PRESENTATION: USING EYE-TRACKING AND ETHNOGRAPHIC RESEARCH TO UNDERSTAND CONSUMER DISPOSAL BEHAVIOR

What do consumers actually do with packaging once it's in their home, and how does this vary based on materials and messaging? Package InSight by Quad has sought to answer this question with a new study that uses ethnographic experiences to see how consumers dispose of CPG packaging. Participants were given 7-10 empty packages made from different materials, including recyclable packaging with and without H2R labels, compostable packaging, and reusable packaging. They were then asked to dispose of these packages as they would at home and then interviewed on their decision-making process. Hear about how, with the help of eye tracking technology, we are able to observe first-person actions to see what on-pack messaging proves to be most effective at encouraging consumers to make the correct disposal choice.

**Speaker:** Shannon Anderson, Client Research Manager, Package InSight by Quad

**Moderator:** Adam Gendell, Director of System Optimization, The Recycling Partnership

10:30 AM - 11:15 AM

NETWORKING BREAK



## NETWORKING BREAK @ STORYVILLE

Sponsored by Pregis

11:15 AM - 12:00 PM

CHANGING BEHAVIORS & SYSTEMS

PRESENTATION

## PRESENTATION | MAKING PEOPLE BELIEVE IN RECYCLING AGAIN, BY MAKING THEM BELIEVE IN THE STEEL FOOD CAN.

The COVID pandemic brought a surge in canned food purchases — including people who may have actively avoided buying food in steel cans in the past. This created an unheard-of trial period for canned food, which checks many sustainable, health and societal boxes for consumers, as they are looking for packaging that helps reduce food waste and is actually recyclable.

But do consumers understand the sustainability benefits of the steel food can enough, and can they be convinced to change their behavior to buy more food packaged in steel cans?

In this session, Kris Hesson, VP of Market Engagement at ERM Shelton, will share the story of a more than three-year journey to answer this question and the campaign, Canned Good, that was developed to close the gap between intent and action, resulting in increased favorability of the steel food can, familiarity of its sustainability benefits, and preference for purchasing the steel food can in regions where the campaign was piloted.

Kris will walk through the initial research and the formation of The Canned Good Coalition, in 2021, to create meaningful preference for the steel food can package's sustainability benefits. She will talk through how this once-in-a-lifetime snapshot was used to inform a new way of positioning steel food cans as the better choice for sustainable food packaging, and the subsequent pilot campaign and results that show both paradigm and behavioral change, as well as substantial sales increases.

**Speaker:** Kris Hesson, VP of Market Engagement, ERM Shelton

**Moderator:** Trina Matta, Director of Policy Implementation, The Recycling Partnership





MORNING OF WEDNESDAY, APRIL 3RD

# BREAKOUTS



CELESTIN F-H

RECOVERY  
INFRASTRUCTURE  
AND ACCESS

9:00 AM -  
9:45 AM

RECOVERY INFRASTRUCTURE AND ACCESS

PANEL



## PANEL | EXPANDING PAPER CUP RECYCLING PROGRAMS

In this session, the Foodservice Packaging Institute will share the journey to expand curbside paper cup recycling in the states of North Carolina and South Carolina, along with partners and key stakeholders in the region. Learnings and opportunities for increase recycling, better consumer education and less contamination will be discussed as well as how to engage local partners and MRFs.

**Moderator:** Tom Pollock, Director of Strategic Partnerships, GreenBlue

**Panelists:** Ashley Elzinga, Director of Sustainability and Outreach, Foodservice Packaging Institute  
Elizabeth Rhue, Vice President of Global Environmental, Sustainability, and Technical Services, Sonoco  
Wendy Worley, Section Chief Recycling and Materials Management Section, NC DEQ, Division of Environmental Assistance and Customer Service

10:00 AM -  
10:30 PM

RECOVERY INFRASTRUCTURE AND ACCESS

PRESENTATION

## PRESENTATION | COLORADO'S EPR IMPLEMENTATION

Colorado is at the forefront of the packaging and paper products for EPR frontier in the United States and well underway with implementation. Gather some insight on the impacts of Colorado's EPR program, hear reflections from the post-needs assessment landscape, and learn how the four implementing states are collaborating to create consistency in EPR schemes in the US.

**Moderator:** Tom Pollock, Director of Strategic Partnerships, GreenBlue

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

10:30 AM -  
11:15 AM

NETWORKING BREAK



## NETWORKING BREAK @ STORYVILLE

Sponsored by Pregis

11:15 AM -  
12:00 PM

RECOVERY INFRASTRUCTURE AND ACCESS

PANEL



## PANEL | HOW IS THE IMPLEMENTATION OF EPR GOING?

EPR legislation has passed in four states in the United States. In this session, we will hear from key stakeholders on the state of implementation of the legislation in each state and their predictions on when the impacts will be seen in communities and at the MRF level.

**Panelists:** Andriana Kontovrakis, Director of Compliance, RLG

Michelle Carvell, COO, Lorax Compliance

Olivia Barker, Communications & Recruitment Director, Circular Action Alliance

**Moderator:** Scott Cassel, CEO and Founder, Product Stewardship Institute





MORNING OF WEDNESDAY, APRIL 3RD

# BREAKOUTS



EMPIRE C-D

STARTING WITH REDUCTION

9:00 AM -  
9:45 AM

STARTING WITH REDUCTION

PANEL



IPS TESTING

## PANEL | ELIMINATION: CREATIVE WAYS TO MAKE SURE PACKAGING DOESN'T BECOME A PROBLEM

Elimination through better design should be the first step in a company's journey towards sustainability in packaging. In this session, we'll see examples of brands and retailers across geographics and sectors that successfully eliminated packaging, making substantial and lasting progress on their reduction goals. Presenters will share examples of both direct elimination approaches, where packaging that doesn't serve an essential function is directly removed, as well as innovative approaches, where product redesign, technologies, or reformulation help to eliminate unnecessary packaging components.

**Panelists:** Matt Swenson, Manager, Amazon Private Brand Packaging  
Amy Merli, Sustainability Coordinator Retail NA, Lush Fresh Handmade Cosmetics  
**Moderator:** Olga Kachook, SPC Director, GreenBlue

9:50 AM -  
10:30 AM

STARTING WITH REDUCTION

PANEL

## PANEL | UNPACKING SUSTAINABILITY: DECODING THE COMPLEX RELATIONSHIP BETWEEN WASTE AND CARBON IN PACKAGING

In this session, the SPC community will gain a multifaceted understanding of packaging trade-offs, focusing on balancing waste reduction and carbon emissions. Participants will learn how carbon and plastic credits can be used as tools for minimizing environmental impact, and gain insights into evaluating credit quality and supporting sustainable solutions - not all credits are created equal. Our speakers will shed light on the varying degrees of rigor and additionality in plastic credit project development, stressing the importance of demand for post-consumer recycled material in driving the success of material recovery facilities. Additionally, they will emphasize the importance of educating consumers and brands about the production impacts of packaging, including water usage, carbon emissions, material consumption, and the influence of packaging weight on transport carbon footprint. This session will empower brands to optimize packaging for minimal waste and carbon impact, driving next-generation design innovation and effectively communicating this to consumers through multiple channels.

**Panelists:** Valerie Hawks, Director of Production & Sustainability, Interact Brands  
Nicole Sullivan, VP of Sustainability, Cleartrace  
**Moderator:** Olga Kachook, SPC Director, GreenBlue

10:30 AM -  
11:15 AM

NETWORKING BREAK



## NETWORKING BREAK @ STORYVILLE

Sponsored by Pregis

11:15 AM -  
12:00 PM

STARTING WITH REDUCTION

PANEL

## PANEL | SOURCE REDUCTION AND REUSE IN CALIFORNIA: CALIFORNIA'S SB54 SETS ITSELF APART FROM OTHER EPR STATUTES BY REQUIRING SOURCE REDUCTION

In this session we will focus specifically on the State of California and its legislation. How are PROs and their members preparing to meet source reduction goals?

**Panelists:** Dr. Anja Brandon, Associate Director, U.S. Plastics Policy, Ocean Conservancy  
Shane Buckingham, EPR Program Planning Lead, Circular Action Alliance

**Moderator:** Linnea Whitney Skierski, Director of Policy Implementation, The Recycling Partnership

MORNING OF WEDNESDAY, APRIL 3RD

# BREAKOUTS



IMPERIAL 12

INTERACTIVE LAB

9:00 AM -  
9:45 AM

INTERACTIVE LAB

## INTERACTIVE LAB | HOW PACKAGING DATA CAN SHAPE AND DRIVE YOUR BUSINESS

The power and reach of packaging data is relatively uncharted territory for most. From consumer marketing to legislative compliance through to achieving sustainability goals and reducing climate change, packaging data is the key. This workshop will assess the following:

- Current position on your sustainability journey
- Assessment of your current packaging data
- How to unlock your potential to achieve your goals
- Packaging data can trigger many assessments and metrics, from end of life recyclability (by territory), carbon analysis, and legislative risks and bans through to consumer facing communication, achieving business objectives and making responsible fact-based decisions pre-commercialization. RSVP Required, limited capacity

**Speaker:** Gillian Garside-Wight, Consulting Director, Aura

**Note:** *RSVP Required, due to limited capacity. RSVP will open closer to the event.*

9:45 AM -  
10:30 AM

INTERACTIVE LAB

## INTERACTIVE LAB | LEVERAGING SPEC DATA TO ACTION ON SUSTAINABILITY IN MORE WAYS THAN ONE

In this 45-min session, attendees will be able to better understand how their specification data can power their sustainability initiatives. Learn how to digitize product and/or packaging data, build reports that align with ever-changing sustainability regulations/reporting requirements, and make proactive, more sustainable decisions based on that data. The session will not only highlight how to benchmark data, but look at YoY reporting trends, and explore seamless integrations with Lifecycle Assessment and Extended Producer Responsibility tools.

**Speakers:** Linda Garbis, Sales Engineer, Specright  
Katie Exum, Product Manager, Specright

**Note:** *Participants should bring their own laptops (we'll have some in case someone does not have one), an example Bill of Materials (BOM) or Spec (ex: corrugated shipper spec), a completed spec template (provided by Specright)*

**RSVP Required, due to limited capacity. RSVP will open closer to the event.**

10:30 AM -  
11:15 AM

NETWORKING BREAK



Pregis

## NETWORKING BREAK @ STORYVILLE

Sponsored by Pregis

11:15 AM -  
12:00 PM

INTERACTIVE LAB

## INTERACTIVE LAB: SUSTAINABILITY INTELLIGENCE & SCENARIO ASSESSMENTS

Companies will benefit from using deep sustainability intelligence and analytics by baselining their packaging portfolio. This will help uncover hidden opportunities, effective sustainability strategies, and lead towards actionable sustainability goals. The key takeaways from this session are:

- Harness analytics and sustainability intelligence on your company's unique portfolio data
- Leverage smart feedback guidelines to guide your sustainable design decisions
- Simulate what-if scenarios and their impacts on various sustainable strategies
- Participants receive an eBook on sustainable packaging strategies In this interactive lab participants will be organized into groups to examine practical sustainability strategies using case studies.

**Speakers:** Prashant Jagtap, President, Trayak  
Brittney Esch, Sustainability Analyst, Trayak

**Note:** *RSVP Required, due to limited capacity. RSVP will open closer to the event.*

## WEDNESDAY, APRIL 3RD

# MEETINGS



IMPERIAL 5A

MEETING

9:00 AM -  
12:00 PM

MEETING

### MEETING | COMMENCE AND CONNECT WITH GREENBLUE NAVIGATE

Unlock the full potential of your sustainable packaging journey in a Commence & Connect Meeting with GreenBlue Navigate. This is your opportunity to sit down with our Navigate Advisors for a focused, 25-minute dialogue. Whether you're grappling with material choices, seeking innovative recycling solutions, or aiming for zero-waste goals, we're here to offer tailored advice. We'll provide you with customized strategies and innovative approaches to help you move the needle forward in your packaging progress. Join us to Commence & Connect!

**RSVP Required, due to limited capacity. RSVP will open closer to the event.**

10:30 AM -  
11:15 AM

NETWORKING BREAK



**NETWORKING BREAK @ STORYVILLE**  
Sponsored by Pregis

## WEDNESDAY, APRIL 3RD

# MEETINGS



IMPERIAL 5B

MEETING

9:00 AM -  
5:00 PM

MEETING

### MEETING | RMS PATH TO CERTIFICATION ACCELERATOR SESSIONS

Your journey to robust PCR certification is quicker than you think, and you can start making progress at SPC Impact! The Path to Certification program breaks down the steps to getting certified and lets you build your certification program ahead of making a full commitment. In these Accelerator Sessions, we'll introduce the program and kickoff a core analysis, including:

- PCR Claim Identification: Breaking down specific use cases for sourcing certified PCR - On-pack labeling, reporting on goals, meeting minimum content regulations, and more
- Product Portfolio Construction: Product line assessment and exploration of opportunities to maximize across all areas
- Supply Chain Connection: Targeting critical suppliers and customers to build the RMS Chain of Custody

**RSVP Required. Please book your slot on the agenda page of the event website.**

10:30 AM -  
11:15 AM

NETWORKING BREAK



**NETWORKING BREAK @ STORYVILLE**



1:30 PM -  
1:40 PM

OPENING REMARKS 

### OPENING REMARKS

**Speaker:** Paul Nowak, Executive Director, GreenBlue

1:40 PM -  
2:10 PM

FIRESIDE CHAT 

### FIRESIDE CHAT | LEARNING FROM THE PAST TO ELEVATE AND CHAMPION THE BLACK DESCENDANT COMMUNITY

The Descendants Project is an emerging organization committed to the intergenerational healing and flourishing of the Black descendant community in the Louisiana river parishes. The lands of the river parishes hold the intersecting histories of enslavement, settler colonialism, and environmental degradation. Hear from Joy and Jo on their work to champion the voice of the Black descendant community while demanding action that supports the total well-being of Black descendants.

**Speakers:** Joy Banner and Dr. Jo Banner, The Descendants Project

**Moderator:** Tom Pollock, Director of Strategic Partnerships, GreenBlue

2:10 PM -  
2:25 PM

FIRESIDE CHAT 

### FIRESIDE CHAT | THE INTERSECTION OF RESILIENCE AND SUSTAINABILITY FOR THE CITY OF NEW ORLEANS

In this fireside chat, we will hear about the work spearheaded by the Office of Resilience to advance policies and projects to reduce their carbon emissions, increase their recovery efforts and prepare the people of New Orleans for the changing climate.

**Speakers:** Daniel Jatres, Infrastructure Projects Administrator, City of New Orleans

**Moderator:** Paul Nowak, Executive Director, GreenBlue

2:25 PM -  
2:55 PM

FIRESIDE CHAT 

### FIRESIDE CHAT | "RECYCLE DAT" ELEVATES RECYCLING AT MARDI GRAS WITH PARTNERSHIPS AND INNOVATIVE APPROACHES

In the past, the success of Mardi Gras was judged by how much trash went to landfill, and it generates a lot with 2.5 million pounds going to landfill over just 11 days in 2021. That thinking is beginning to change in part due to an initiative called "Recycle Dat" that started in 2023 as a broad partnership to collect aluminum beverage cans, beads, and glass bottles during weekend parades for recycling. In this session, you will hear:

- How this partnership between industry, non-profits, and local government came together and how they all collaborate to execute the initiative
- How the initiative leverages several different ways to engage paraders beyond simply putting out recycling receptacles
- How the initiative is able to attract a variety of earned media
- What have been the lessons learned and how the initiative plans to improve/enhance its impact going forward

**Panelists:** Brett Davis, Director, Grounds Krewe

Kevin Ferguson, Vice President of External Affairs, New Orleans & Company

Anna Nguyen, Public Engagement Director, NOLA Ready

**Moderator:** Scott Breen, Vice President of Sustainability, Can Manufacturers Institute

2:55 PM -  
3:30PM

NETWORKING BREAK 

### NETWORKING BREAK @ STORYVILLE

Sponsored by Berry Global

3:30 PM -  
4:00 PMFIRESIDE CHAT **FIRESIDE CHAT | WORKING IN PARTNERSHIP TO EXTEND CIRCULAR PRACTICES TO THE GLOBAL SOUTH**

Deltterra, Amcor and Mars announced a strategic partnership in 2023 to stem the tide of plastic pollution in the Global South (Indonesia, Brazil and Argentina to start). The goal of this collaboration will be to scale upstream and downstream solutions for a circular plastics economy including data tools to measure plastic footprint, implementing effective recycling programs and innovating material traceability solutions for increased transparency. Hear from the key stakeholders leading this effort on how they are tackling these big goals to solve an ever bigger challenge.

**Panelists:** Allison Lin, Global VP Packaging Sustainability, Mars

Dr. Shannon Bouton, President & CEO, Deltterra

David Clark, VP Sustainability, Amcor

**Moderator:** Charlotte Dreizen, Director Sustainability and Environment, Plastics Industry Association

4:00 PM -  
4:15 PMTED-STYLE TALK **TED-STYLE TALK | DESIGNING OUR WAY TO A REUSE REVOLUTION**

What would it take to move reusable packaging from niche to norm, and why should we make that happen? By making different design choices, we can create a circular economy for packaging where it never becomes waste. In this talk, Mark Buckley, co-author of the Ellen MacArthur Foundation's latest publication 'Scaling returnable packaging', will shed light on how industry and policy makers can have a demonstrable impact on tackling packaging waste and the climate crisis.

**Speakers:** Mark Buckley, Strategic Design Manager, Ellen MacArthur Foundation

4:15 PM -  
4:30 PMTED-STYLE TALK **TED-STYLE TALK | UNLEASHING THE POWER OF PACKAGING DATA**

In this talk Sophie will share lessons learned from the 2+ years of developing the Open 3P standard for packaging data, how it is helping the packaging ecosystem improve the quality, availability and utility of data and support the move to a Circular Economy for packaging and data.

**Speaker:** Sophie Walker, CEO and CoFounder, Dsposal

4:30 PM -  
4:45 PMTED-STYLE TALK **TED-STYLE TALK | DANONE'S DECARBONIZATION MENU**

Like many companies, Danone first committed to Science-Based Targets, and then began figuring out how exactly to meet those targets. With a broad product portfolio from beverages to baby food to yogurt, each different packaging format had a multitude of potential decarbonization pathways. Learn how a team at Danone identified and modeled the most realistic and most radical potential packaging changes to understand the carbon footprint reduction potential and build an ambitious roadmap to a low-carbon packaging future.

**Speaker:** Sam Harrington, Director of Packaging Sustainability, R&I, Danone North America

4:45 PM -  
5:00 PMQ&A **JOINT Q&A WITH PAUL NOWAK**

THURSDAY, APRIL 4TH

# PROGRAM AT A GLANCE

7:15 AM -  
7:45 AM

**MORNING YOGA SESSION**  
Sponsored by Futamura



7:30 AM -  
5:00 PM

**REGISTRATION AND CHECK-IN OPEN @ CELESTIN FOYER**

8:00 AM -  
4:00 PM

**EXHIBIT HALL OPEN @ STORYVILLE**

8:00 AM -  
8:50 AM

**BREAKFAST @ STORYVILLE**

9:00 AM -  
12:00 PM

**BREAK OUT SESSIONS @ VARIOUS ROOMS**

10:30 AM -  
11:15 AM

**MORNING NETWORKING BREAK @ STORYVILLE**

12:00 PM -  
1:30 PM

**LUNCH @ STORYVILLE**

1:30 PM -  
4:00 PM

**MAIN STAGE SESSIONS @ CELESTIN**  
Sponsored by Plastics Industry Association

2:25 PM -  
2:55 PM

**AFTERNOON NETWORKING BREAK @ STORYVILLE** **TRICORBRAUN**  
Sponsored by TricorBraun





MORNING OF THURSDAY, APRIL 4TH

# BREAKOUTS



CELESTIN A-C

STRATEGIC SOURCING

9:00 AM -  
9:30 AM

STRATEGIC SOURCING PRESENTATION

## PRESENTATION | DESIGNING PLASTICS RECYCLING SYSTEMS WITH GHG-EMISSIONS IN MIND TO PROVIDE LOWER IMPACT PCR

The mission is clear, increase PCR content in plastic packaging to prove circularity for plastics is real. The expectations at the same time are incredibly high. PCR has to be free of contamination, transparent in color and food grade for many applications. But how can such a product be delivered in an environmentally sound manner by keeping GHG-emissions in mind? This presentation will compare different recycling technologies & costs including their environmental impact. It will also suggest a collaborative path forward for competing technologies and provide perspectives on using alternative end markets for PCR outside of packaging.

**Speaker:** Hendrik Dullinger, VP Business Development, EFS-Plastics

**Moderator:** Tom Pollock, Director of Strategic Partnerships, GreenBlue

9:30 AM -  
10:00 AM

STRATEGIC SOURCING PRESENTATION

## PRESENTATION | BENCHMARKING PARTNERS FOR RESPONSIBLE SOURCING

Decisions regarding the choice of packaging materials have historically revolved around the trade-offs between functionality, aesthetics, and cost. However, now that brand owners are being held to account for their Scope 3 sustainability impacts the decision-making process has arguably become more complex. As sustainability becomes an increasingly critical aspect of business practices, the question now arises: how can you discern whether a supplier is a suitable partner for sustainable packaging? In this presentation, we will delve into the sustainable packaging goals of leading brands and explore how sustainability benchmarking can help identify best-in-class sourcing partners.

**Speaker:** Katie Mencke, Manager, AFRY Management Consulting

**Moderator:** Tom Pollock, Director of Strategic Partnerships, GreenBlue

10:00 AM -  
10:30 AM

STRATEGIC SOURCING PANEL

## PANEL | PROTECTIVE PACKAGING IN RETAIL, A CASE STUDY IN COLLABORATIVE VALUE CHAIN INNOVATION

In this session key stakeholders representing different parts of the packaging value chain will share their experiences as they work in collaboration to achieve a sustainable packaging goal in protective packaging, to reduce carbon emissions and improve responsible sourcing. Centered on a collaborative project between a retailer of home products and a packaging manufacturer we will hear the intricacies of meeting consumer expectations, sustainability goals and preserving high-value products in transit.

**Panelists:** Amy Leonard, SVP Responsible Sourcing, Crate & Barrel

Jennifer Lawrence, VP of Technology, Pregis

Daché Davidson, Chief Marketing Officer, Pregis

**Moderator:** Tom Pollock, Director of Strategic Partnerships, GreenBlue

10:30 AM -  
11:15 AM

NETWORKING BREAK

## NETWORKING BREAK @ STORYVILLE

11:15 AM -  
12:00 PM

STRATEGIC SOURCING PANEL

## PANEL | ACHIEVING ZERO RESIN LOSS: KEEPING PLASTIC OUT OF THE ENVIRONMENT AND WITHIN THE CIRCULAR ECONOMY

At every stage of the plastic value chain, it's critical that resin is handled securely to prevent loss into the environment. Operation Clean Sweep (OCS) is an industry-led program that supports companies in doing just that, from material suppliers to processors, across more than 60 countries globally. Join three industry leaders in this conversation to learn how they're working towards zero resin loss and how OCS is becoming more robust, including its recently launched, facility-level inspection program.

**Panelists:** John Butow, Environmental Health & Safety Lead Specialist, DuPont EHS Center of Excellence

Larry Josey, Operational Excellence Leader, Braskem

Tiffany Fisher, Americas Sustainability Advisor, Chevron Phillips Chemical Company

**Moderator:** Charlotte Dreizen, Director Sustainability and Environment, Plastics Industry Association





MORNING OF THURSDAY, APRIL 4TH

# BREAKOUTS



CELESTIN E-D

CHANGING BEHAVIORS  
AND SYSTEMS

9:00 AM -  
9:30 AM

CHANGING BEHAVIORS & SYSTEMS

PANEL

## PANEL | PREPARING TO LAUNCH A CITYWIDE REUSABLE CUP PROGRAM IN GALVESTON, TX

Today, there is nowhere you can go in the world to experience an immersive, city-scale reusable foodware system. There are dozens of reusable foodware programs in operation around the U.S. and the world. Yet, we still don't know what interoperable systems of reusable foodware at scale look like since no interoperable reusable foodware ecosystem has been fully implemented. Perpetual and local partner, Turtle Island Restoration Network (TIRN) aim to change this and lead Galveston to become the first city-scale reusable foodware system in the United States. This discussion will delve into the highly anticipated launch of a city-wide reusable foodware system in Galveston. The team aims to share key tools and insights needed to replicate and scale reuse systems across the world.

**Panelists:** Joanie Steinhaus, Ocean Program Director, Turtle Island Restoration Network  
Marty Miles, Galveston Business Engagement Manager, Perpetual

**Moderator:** Ellie Moss, Executive Director, Perpetual

9:40 AM -  
10:25 AM

CHANGING BEHAVIORS & SYSTEMS

PANEL

## PANEL | FROM PANTRY TO BIN: HELPING CONSUMERS RECYCLE MORE

Customers care about the environment so how can we help them be positive contributors? In this panel, you'll hear from CPGs and manufacturers to understand how we can influence change through every part of the supply chain and make considering the end-of-life for a package even easier.

**Panelists:** Sabrina Dixon-Ridges, Director of Business Alignment - Global Sustainability, Sonoco  
Amber Barron, Corporate R&D Scientist, P&G  
Steve Marko, Sr Director R&D, Tillamook  
David Luttenberger, Global Packaging Director, Mintel

**Moderator:** Paul Nowak, Executive Director, GreenBlue

10:30 AM -  
11:15 AM

NETWORKING BREAK

## NETWORKING BREAK @ STORYVILLE

11:15 AM -  
12:00 PM

CHANGING BEHAVIORS & SYSTEMS

PANEL



## PANEL | BUILDING ENERGETIC AND MEANINGFUL PARTNERSHIPS TO DRIVE CHANGE

In this session, two key stakeholders representing different parts of the value chain, will engage in vibrant conversation on the roles of Engineer/Sustainability support (Marks/SGS – Neema) and Product Manufacturing (Perrigo – Steve) during a project. The session will focus on the opportunities and challenges they face as they try to make substantive changes to the packaging we deliver to the marketplace. They will openly discuss the push-pull partnerships at play and be transparent regarding some current actions and focus areas.

**Panelists:** Neema Pourian, Global Head of Engineering, Marks  
Steve Ramus, Vice President, Sustainability & ESG, Perrigo  
Mike Wier, Vice President Store Brands, CVS Health

**Moderator:** Paul Nowak, Executive Director, GreenBlue





MORNING OF THURSDAY, APRIL 4TH

# BREAKOUTS



CELESTIN F-H

RECOVERY  
INFRASTRUCTURE  
AND ACCESS

9:00 AM -  
10:30 AM

RECOVERY INFRASTRUCTURE AND ACCESS

PANEL

## PANEL | PRODUCER TOWN HALL SESSION

Over the last few years, extended producer responsibility (EPR) policies covering packaging have gained significant momentum in the U.S. Four states have enacted packaging EPR laws (Maine, Oregon, California, and Colorado), two states enacted pre-EPR needs assessment laws (Maryland and Illinois), and 11 other states introduced packaging EPR bills in the 2023 legislative session. Effective EPR policies that include consistent elements rely on the collaboration of all key stakeholders – state and local governments, producers, retailers, recyclers, and environmental groups. While it is challenging to find common ground among these stakeholder groups, it is also challenging for each of these groups to find agreement within their own sector. In this session, key stakeholders representing producers from different industry sectors will have an open dialogue regarding:

- Which elements of packaging EPR bills are most important, and of most concern, to producers?
- What are some of the most challenging topics that need to be explored in such a dialogue?
- What factors have led to producers being more engaged, and even accepting, of packaging EPR bills?
- Under what conditions would producers be interested in engaging with other stakeholders in a structured dialogue with the goal of developing a model state or federal bill that results in greater national policy consistency?
- Why do we see so few individual brands visibly support packaging EPR bills? Do you believe that this will change over time?

**Panelists:** Neil Menezes, Packaging Sustainability Policy Manager, General Mills

Dan Felton, Executive Director, AMERIPEN

Carol Patterson, VP Government Relations, Foodservice Packaging Institute

**Moderator:** Scott Cassel, CEO and Founder, Product Stewardship Institute

*Event attendees will get the chance to ask their questions related to these topics during the session.*

10:30 AM -  
11:15 AM

NETWORKING BREAK

## NETWORKING BREAK @ STORYVILLE

11:15 AM -  
12:00 PM

RECOVERY INFRASTRUCTURE AND ACCESS

WORKSHOP

## WORKSHOP | RECYCLABILITY WITH THE RECYCLERS

Come learn the 'why' behind product and packaging recyclability, directly from the recyclers who receive, sort, and process your material. How exactly does material flow through a MRF? Why are certain types of contamination problematic? What happens at the next stage of processing for each material type? What are the processing technologies in use today, and how do they impact recyclability? This session will give the audience an understanding of the facilities and operations throughout the country, and how all their technological capabilities and complexities come together to impact whether a customer is directed to recycle or landfill a package

**Moderator:** Natalie Betts, Assistant VP Sustainability, ISRI

**Speakers:** Stephanie Baker, Director of Market Development, KW Plastics

Katie Drews, Co-President, Eureka Recycling

Phil Slesinski, Product & Innovation Manager, International Paper



MORNING OF THURSDAY, APRIL 4TH

# BREAKOUTS



EMPIRE C-D

STARTING WITH REDUCTION

9:00 AM -  
10:00 AM

STARTING WITH REDUCTION

WORKSHOP

ALPLA

## WORKSHOP | PACKAGING DESIGN FOR REDUCTION: REDUCING CARBON IMPACT BY REDUCING PACKAGING WHILE BUILDING IN SHELF APPEAL, FUNCTIONALITY AND SHELF LIFE

In this workshop, we will cover:

- The implications of reducing packaging starting with the primary packaging weight and volume but also focused on the number of packaging components, secondary packaging, product waste and shelf life.
- Designing in appealing graphics and functionality while reducing packaging
- Real case studies of successful and not so successful transitions as well as include a real time case study with participants

**Speakers:** Sal Pellingra, VP Global Package Design, Applications and Business Development, ProAmpac CIC  
Ben Davis, Director – Product Management, ProAmpac

**Moderator:** Olga Kachook, SPC Director, GreenBlue

10:00 AM -  
10:30 AM

STARTING WITH REDUCTION

PRESENTATION

## PRESENTATION | PACKAGING SUSTAINABILITY 'NORTH STAR' - WHAT MAKES PACKAGING 'SUSTAINABLE' AND HOW BEST TO ASSESS IMPACT

When it comes to packaging, brand owners are facing growing challenges in measuring and prioritizing sustainability characteristics, often leading to contradictory conclusions, such as the choice between plastic and paper packaging. Compounded by the fact that many companies are signaling warnings about their ability to hit previously committed sustainability goals for packaging or overall net zero carbon emissions targets, the industry and vocal stakeholder groups are increasingly becoming concerned. We will discuss in this presentation ideas and a call to action for establishing a common understanding and measurement framework for sustainable packaging. This will include consideration of a comprehensive set of sustainability, financial, social well-being, and circular principles anchored in the idea that carbon emissions is perhaps the most important goal.

**Speaker:** Brent Nelson, TPM Sustainability Lead, Reality Labs, Meta

**Moderator:** Olga Kachook, SPC Director, GreenBlue

10:30 AM -  
11:15 AM

NETWORKING BREAK

## NETWORKING BREAK @ STORYVILLE

11:00 AM -  
12:10 PM

FILM SCREENING

## FILM SCREENING | THE SCALE OF HOPE

Molly Kawahata on climate, climbing and the fight for systemic change.

As a former climate advisor to the Obama White House and an ice climber with dreams of climbing steep mountains, Molly has dedicated her life to taking on seemingly insurmountable challenges. But it's her intimate battle with mental health that gives her a profound understanding of how to harness the power of the human mind to create change. "The Scale of Hope" follows Molly as she sets out on an expedition into the Alaska Range while working to create a new climate narrative that centers her favorite question – "What can I do to help?" – with a surprising answer. It's a story about struggle, hope, and what it will take to solve the greatest issue of our time.

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

MORNING OF THURSDAY, APRIL 4TH

# BREAKOUTS



IMPERIAL 12

INTERACTIVE LAB

9:00 AM -  
9:45 AM

INTERACTIVE LAB

## INTERACTIVE LAB | PRACTICAL STEPS FOR A CIRCULAR ECONOMY APPROACH TO YOUR PACKAGING DATA

Come along to this hands-on session where you'll be guided through the process of adopting Open 3P – either by using the GING data sharing platform or by understanding how you can implement Open 3P in your own systems. Open 3P is a free to use data standard for packaging which is being adopted by a growing number of businesses to help them streamline their data sharing and improve the quality of their packaging data. GING is a not-for-profit data sharing platform built using Open 3P to facilitate the seamless transfer of packaging data along supply chains. Please bring along a sample of your packaging data and a laptop.

**Speakers:** Sophie Walker, CEO and Co-Founder, Dsposal  
Tom Passmore, CIO and Co-Founder, Dsposal

**Note:** *RSVP Required, due to limited capacity. RSVP will open closer to the event.*

9:45 AM -  
10:30 AM

INTERACTIVE LAB

## INTERACTIVE LAB | PACKAGING DATA FOR EPR REPORTING

This interactive Lab will cover the best practice for managing packaging data and converting it to EPR reporting requirements. Whilst this will be US focussed, we will cover a wider focus around the world:

- Data points needed for EPR reporting
- Structure of data needed
- Converting data to EPR reports
- Where to start if you haven't got any data!

**Speaker:** Michelle Carvell, COO, Lorax EPI

**Note:** *RSVP Required, due to limited capacity. RSVP will open closer to the event.*

10:30 AM -  
11:15 AM

NETWORKING BREAK

## NETWORKING BREAK @ STORYVILLE

11:15 AM -  
12:00 PM

INTERACTIVE LAB

## INTERACTIVE LAB | UNPACKING CONSUMER BEHAVIOR: THE INFLUENCE OF SUSTAINABLE PACKAGING CLAIMS ON BUYING DECISIONS

Join us as we delve into the intricate relationship between consumer behavior and sustainable packaging claims. We'll explore the evolving landscape of sustainable packaging claims across various retail categories and unveil key insights into how these claims impact purchasing decisions. Find out the emerging trends in sustainable claims across the store, discern which product categories are leading the sustainability charge, and discover actionable strategies to leverage consumer preferences for sustainable packaging in your business practice.

**Speaker:** Kasra Eskandari, Associate Director of Sales - Packaging, NielsenIQ  
John Robinson, Global Director Packaging, NielsenIQ

**Note:** *RSVP Required, due to limited capacity. RSVP will open closer to the event.*

# THURSDAY, APRIL 4TH MEETINGS



IMPERIAL 5A

MEETING

9:00 AM -  
6:00 PM

MEETING

## MEETING | COMMENCE AND CONNECT WITH GREENBLUE NAVIGATE

Unlock the full potential of your sustainable packaging journey in a Commence & Connect Meeting with GreenBlue Navigate. This is your opportunity to sit down with our Navigate Advisors for a focused, 25-minute dialogue. Whether you're grappling with material choices, seeking innovative recycling solutions, or aiming for zero-waste goals, we're here to offer tailored advice. We'll provide you with customized strategies and innovative approaches to help you move the needle forward in your packaging progress. Join us to Commence & Connect!

*RSVP Required. Please book your slot on the agenda page of the event website.*

10:30 AM -  
11:15 AM

NETWORKING BREAK

## NETWORKING BREAK @ STORYVILLE

# THURSDAY, APRIL 4TH MEETINGS



IMPERIAL 5B

MEETING

9:00 AM -  
5:00 PM

MEETING

## MEETING | RMS PATH TO CERTIFICATION ACCELERATOR SESSIONS

Your journey to robust PCR certification is quicker than you think, and you can start making progress at SPC Impact! The Path to Certification program breaks down the steps to getting certified and lets you build your certification program ahead of making a full commitment. In these Accelerator Sessions, we'll introduce the program and kickoff a core analysis, including:

- PCR Claim Identification: Breaking down specific use cases for sourcing certified PCR - On-pack labeling, reporting on goals, meeting minimum content regulations, and more
- Product Portfolio Construction: Product line assessment and exploration of opportunities to maximize across all areas
- Supply Chain Connection: Targeting critical suppliers and customers to build the RMS Chain of Custody

*RSVP Required. Please book your slot on the agenda page of the event website.*

10:30 AM -  
11:15 AM

NETWORKING BREAK

## NETWORKING BREAK @ STORYVILLE

AFTERNOON OF THURSDAY, APRIL 4TH

# MAIN STAGE CELESTIN



1:35 PM -  
1:40 PM

OPENING REMARKS 

## OPENING REMARKS

**Speaker:** Paul Nowak, Executive Director, GreenBlue

1:35 PM -  
2:25 PM

KEYNOTE 

## KEYNOTE | BUILDING A MORE HOPEFUL SUSTAINABLE PACKAGING INDUSTRY

Hope can be a powerful tool in motivating teams, aligning visions, and taking action on the climate crisis. Communications expert and climate veteran, Molly Kawahata, delves into the fascinating realm of Hope within the workplace, presenting the science behind its potential to transform organizations -- impacting everything from retention to employee wellness. Molly leverages profound insights in behavioral change to empower individuals and organizations to not only envision a brighter future, but also realize their collective power to create it.

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

**Moderator:** Paul Nowak, Executive Director, GreenBlue

2:25 PM -  
2:55 PM

NETWORKING BREAK 

## NETWORKING BREAK @ STORYVILLE

Sponsored by TricorBraun

2:55 PM -  
3:05 PM

FLASH TALK 

## FLASH TALK | SPC'S INNOVATION TRENDS REPORT

SPC's first-ever Innovation Trends Report will highlight the top five innovation trends based on what we're seeing in the sustainable packaging space across a range of formats. In this session, we'll give a preview of the report's innovation categories and showcase examples of the leaders starting to bring these solutions to their packaging.

**Speaker:** Olga Kachook, SPC Director, GreenBlue

3:05 PM -  
3:30 PM

FLASH TALK 

## PANEL | INNOVATION WISH LIST: WHAT'S MISSING AND HOW NEW SOLUTIONS CAN SCALE

Hear the judges of the 2024 SPC Innovator Awards reflect on how far sustainable packaging innovation has come and what's still missing: the packaging designs, materials, technologies, and systems-level changes they'd like to see in the coming years, as well as how existing today's innovations can scale to become mainstream solutions.

**Panelists:** Dr. Andrew Hurley, Clemson University

Camille Corr Chism, Indigo Packaging

Allison Lin, Mars

**Moderator:** Olga Kachook, SPC Director, GreenBlue

3:30 PM -  
3:50 PM

AWARDS CEREMONY 

## 2024 SPC INNOVATOR AWARDS CEREMONY

SPC Member Companies are always hard at work driving innovation in their packaging formats and designs, material choices, and problem-solving for sustainability challenges. The 2024 winners for the SPC Innovator Awards are no exception - join us as we announce the latest crop of winners in packaging materials, recovery practices, and overall packaging system design.

**MC's:** Paul Nowak, Executive Director, GreenBlue and Olga Kachook, SPC Director, GreenBlue

3:50 PM -  
4:00 PM

CLOSING REMARKS 

## CLOSING REMARKS AND CONCLUSION OF EVENT

**Speaker:** Paul Nowak, Executive Director, GreenBlue

