

Sustainable Packaging Innovation Forum

March 10th-11th 2026 | Amsterdam

*Time to align:
From risk management to value creation*

Gold sponsors:



Co-sponsor:



For more information or to get involved, please contact [Lia Da Giau](#).

Speakers

1. Alexander Cramwinckel, global circularity strategy lead, **Heineken**
2. Alina Marm, head of global sustainability and circular economy, **Siegwerk**
3. Betül Türel Erbay, chief innovation and sustainability officer, **Koroza**
4. Carolina Gregorio, sustainability policy and advocacy strategy director, **Dow**
5. Caroline Elms, director global packaging procurement, **pladis Global**
6. Carsten Wachholz, business-policy engagement lead, **Ellen MacArthur Foundation**
7. Chloe Barnicoat, sustainability manager EMEA, **Tosca**
8. Dana Mosora, senior advisor, **CEFLEX**
9. Daniel Lopez, global head of disruptive innovation, **Brambles**
10. Debra Goulding, head of sustainable packaging programme, **Foodstuffs New Zealand**
11. Eilidh O'Connor, head of environmental, **Vegware**
12. Etienne Cabane, engagement director, **Food Packaging Forum**
13. Feng Wang, coordinator of UNEP Plastics Initiative, **United Nations Environment Programme**
14. Flávio Ferreira, packaging innovation director – capabilities, **Reckitt**
15. Iuliia Konko, packaging sustainability specialist, **Merck Life Science**
16. Ivan Tučník, group sustainability lead, **Asahi Europe and International**
17. Jacob Rougnaugh, vice president public affairs, head of global engagement, **Tomra**
18. Jan-Willem Donkervoort, franchise owner, **Jumbo Langerak**
19. Jaroslav Jelinken, vice president – product management, **Vioneo**
20. Jérôme de la Chambre, circularity strategy lead, **McDonald's**
21. Joachim Quoden, managing director, **EXPRA**
22. Keiko Tago, head packaging sustainability, **Bayer**
23. Leontien Hasselman-Plugge, CEO, **ImpactBuying**
24. Lieven Capon, program manager sustainable packaging, **Fost Plus**
25. Lucie Charbonnel, sustainability director EMEA, **Amtor**
26. Lucie Ladigue, partnerships and policy manager, **Cradle to Cradle Products Innovation Institute**
27. Marco Volpi, global packaging data lead, **Nestlé**
28. Mathilde Taveau, public and regulatory affairs manager, **Plastics Recyclers Europe**
29. Mireia Vilalta Rius, EU R&I packaging sustainability leader, **Danone**
30. Monica Battistella, group sustainability manager, **Taghleef Industries**
31. Monica Gross, ecosystem engagement manager, **Avery Dennison**
32. Naheed Noori, packaging development manager, **Little Moons**
33. Nico Van de Walle, portfolio and circular economy manager, **MCC Global IML**
34. Nienke Nijholt, reuse programme lead, **Enviu**
35. Richard Akkermans, European R&D packaging sustainability manager, **Mondelēz International**
36. Silvana Velasco, head of packaging R&D and procurement, **Idilia Foods**
37. Sophie van der Zand, brand development manager, **Walraven Sax**
38. Stanley Onwuamaeze, sustainable packaging manager, **Henkel**
39. Stijn Efftig, brand owner manager EMEA, **LyondellBasell**
40. Tom Szaky, CEO, **TerraCycle**

Moderators

41. Axel Darut, circular economy policy advisor, **independent**
42. Cait Green, Pact4Good brand engagement manager, **Canopy**
43. Carel Oskam, strategic packaging innovation leader, **independent**
44. Cédric Dever, director of the Plastic Waste Coalition of Action, **The Consumer Goods Forum**
45. Daniel Enzer, project manager - Packaging Data Hub, **Systemiq**
46. Ian Welsh, chair and co-founder, **Innovation Forum**
47. Iara Beekma Reis, head of business development, **New European Reuse Alliance**
48. Lia Da Giau, project manager – sustainable packaging, **Innovation Forum**
49. Mattia De Dominicis, SVP R&D and Innovation
50. Zhanar Baishakova, design for sustainability and packaging innovation expert, **independent**

For more information or to get involved, please contact [Lia Da Giau](#).

Day 1, March 10th Unpacking the challenge: the 'why' and 'how' of sustainable innovation

9:00am-9:20am **Breakthrough by design: How R&D innovation turns challenges into business opportunities**

Innovation in packaging sustainability is all but a siloed process. From understanding the key drivers to developing a viable strategy and delivering on implementation, market-scale adoption of solutions requires a huge effort in coordination. This is true both internally—involving experts from packaging development and sourcing, to regulatory, logistics, and marketing—and amongst stakeholders in the value chain—with business, finance, industry, waste management and civil society groups at large all playing a crucial role.

In this Q&A, we'll look at the 'why' and 'how' behind packaging innovation, reflecting on how sustainability strategy plays an essential role in building brand value and meeting core business goals.

Speakers

— Caroline Elms, director global packaging procurement, **pladis Global**

Moderator: Ian Welsh, chair and co-founder, **Innovation Forum**

9:20am-10:05am **The PPWR implementation playbook: Is the effort going to be worth it?**

The Packaging and Packaging Waste Regulation has been in force since early 2025, and will fully enter the implementation stage from August 2026. Looking ahead to 2030, companies will have to meet requirements ranging from minimum reuse rates and recycled content requirements to recyclability classifications, material composition, and the phasing out of certain chemicals or packaging formats. This session acts as a pragmatic checkpoint, but also asks the critical question: are we truly committed to making PPWR work?

We'll assess what's needed to be ready in the short- and long-term, discussing the solutions that are emerging at the intersection between regulatory pressure and innovation opportunities:

- **Essential requirements and timelines:** Who is responsible for what, when? An overview of upcoming deadlines, critical data to collect now, and 5-year requirements to start preparing for today
- **Building capacity for compliance:** Are we building the foundations PPWR compliance needs? An honest look at what it takes to meet design and recyclability requirements, and what are the gaps across the region
- **Making it happen:** Solutions for effective supply chain data alignment, and which innovation pathways are more promising for effective compliance

Speakers:

— Leontien Hasselman-Plugge, CEO, **ImpactBuying**

— Mireia Vilalta Rius, EU R&I packaging sustainability leader, **Danone**

— Betül Türel Erbay, chief innovation and sustainability officer, **Korozo**

Moderator: Ian Welsh, chair and co-founder, **Innovation Forum**

10:05am-10:45am **Right-sizing packaging sustainability: Why performance is still king**

While compliance can drive investment in packaging sustainability, it's only part of the equation. Packaging must first fulfil its core functions—protecting products, ensuring safety and enabling distribution—all while managing costs and meeting business goals. Being strategic in sustainability means finding solutions that work within these real-world constraints, not despite them. In this session we'll discuss:

- **How to tailor solutions to context:** Why one-size-fits-all sustainability strategies fail, and how product categories, distribution, operations and shelf-life requirements, and consumption patterns demand different packaging approaches
- **Decision-making frameworks that balance trade-offs:** What assessment tools and criteria leading companies use to evaluate packaging options, to find solutions that optimize across multiple functions
- **Consumer acceptance:** Which solutions really address behavioural friction, for example around returning packaging, sorting materials, accepting appearance changes, or paying premiums

Speakers:

- Monica Gross, ecosystem engagement manager, **Avery Dennison**
- Flávio Ferreira, packaging innovation director – capabilities, **Reckitt**
- Chloe Barnicoat, sustainability manager EMEA, **Tosca**

Moderator: Cait Green, Pact4Good brand engagement manager, **Canopy**

10:45am-11:15am *Networking break*

11:15am-12:00pm **The flexible problem: Are there really sustainable solutions for flexible packaging?**

Through the years, the move from rigid to flexible packaging across product categories led to a growth for the sector that is expected to increase at compound annual growth rate of 2.12% through 2029 ([Research and Markets, 2024](#)). While flexibles and films stand out for their performance, convenience and cost-effectiveness, concerns have emerged around end-of-life scenarios.

New technologies and material advancements have proven technically viable in industrial trials, but technical proof isn't enough. Scaling innovation requires moving from cross-industry pilots to intentional, coordinated implementation. This session examines how brands, retailers, and system innovators are navigating the journey from promising technology to operational reality in flexible packaging recycling.

- **From proof-of-concept to market readiness** - Understanding what trials revealed about solutions' technical viability, and the critical gap between "it works in trials" and "it works at commercial scale"
- **Collaboration to de-risk emerging technologies** - How clear problem definition, aligned incentives, and collective action can navigate bottlenecks (infrastructure gaps, cost allocation, standardization needs) and anticipate unintended consequences
- **Advancing flexibles recycling** - Concrete next steps for different value chain actors: what brands need to commit to, what infrastructure investments sorting facilities require, what policy support enables scale

**Speakers listed in the following page*

For more information or to get involved, please contact [Lia Da Giau](#).

Speakers:

- Richard Akkermans, European R&D packaging sustainability manager, **Mondelēz International**
- Stijn Effting, brand owner manager EMEA, **LyondellBasell**
- Dana Mosora, senior advisor, **CEFLEX**

Moderator: Cédric Dever, director of the Plastic Waste Coalition of Action,
The Consumer Goods Forum

12:00pm-12:30pm **It's not a silver bullet: What is recycling's evolving, realistic role?**

While we can't recycle our way out of the packaging waste crisis, it is still an important part of packaging's circular transition. Yet the business model is showing cracks. Recent closures of European recycling facilities and industry warnings about a collapse in competitiveness raise uncomfortable questions: if recycled materials can't compete with virgin, and if brands opt for cheaper imports over local recycle, to what extent can a recycling-dependent strategy meet business needs and deliver on sustainability goals? Our speakers will address:

- **The recycled price gap:** Why do recycled materials struggle to compete economically? Can current PCR mandates alone bridge this competitiveness gap, or does the model need fundamental restructuring?
- **Supply, demand, and misaligned incentives:** The disconnect between regulatory requirements for recycled content, recycling rates and market realities, and what key actors are doing to bridge the gap

Speakers:

- Jérôme de la Chambre, circularity strategy lead, **McDonald's**
- Mathilde Taveau, public and regulatory affairs manager, **Plastics Recyclers Europe**

Moderator: Ian Welsh, chair and co-founder, **Innovation Forum**

12:30pm-1:30pm *Lunch*

Solutions hub breakouts – Time to align: Upstream meets downstream

At Innovation Forum, we take a unique, participatory approach to our breakout sessions. Panellist and attendees exchange expertise through diverse learning formats, where everyone contributes to the discussion.

The Solutions hubs are breakout sessions that combine best practice from leading organizations with tangible insights to apply in your work.

Each 60-minute session includes a 30-minute panel to set the context, followed by group discussion for deeper engagement. You can choose one of three Solution Hubs each round.

1:30pm-2:30pm **Solution hubs 1**

a. Food contact packaging innovation: Solutions that balance circularity and performance (UvA 1)

Speakers:

- Monica Battistella, group sustainability manager, **Taghleef Industries**
- Eilidh O'Connor, head of environmental, **Vegware**

Moderator: Mattia De Dominicis, SVP R&D and innovation

b. Better data, better decisions: Why quality of end-of-life data matters for circularity strategies and reporting (UvA 2)

Speakers:

- Marco Volpi, global packaging data lead, **Nestlé**
- Lucie Charbonnel, sustainability director EMEA, **Amcor**

Moderator: Daniel Enzer, project manager - Packaging Data Hub, **Systemiq**

c. The innovation pipeline: Cross-functional approaches to integrate efficiency, compliance and sustainability in packaging strategy (UvA 3-4)

Speakers:

- Keiko Tago, head packaging sustainability, **Bayer**
- Silvana Velasco, head of packaging R&D and procurement, **Idilia Foods**

Moderator: Carel Oskam, strategic packaging innovation leader, **independent**

2:30pm-3:00pm *Afternoon break*

3:00pm-4:00pm **Solution hub 2**

a. From source to shelf: How packaging storytelling translates sustainability into brand value (UvA 1)

Speakers:

— Alina Marm, head of global sustainability and circular economy, **Siegwerk**

Moderator: Mattia De Dominicis, SVP R&D and innovation

b. Understanding EPR fees: Packaging choices that save money and maximise sustainability impact (UvA 2)

Speakers:

— Joachim Quoden, managing director, **EXPRA**

— Nico Van de Walle, portfolio and circular economy manager, **MCC Global IML**

Moderator: Lia Da Giau, project manager – sustainable packaging, **Innovation Forum**

c. Making reusable glass work: Lessons from European partnership models (UvA 3-4)

Speakers:

— Nienke Nijholt, reuse programme lead, **Enviu**

— Sophie van der Zand, brand development manager, **Walraven Sax**

— Jan-Willem Donkervoort, franchise owner, **Jumbo Langerak**

Moderator: Ian Welsh, chair and co-founder, **Innovation Forum**

4:00pm-4:30pm **The path to scale: From innovation theatre to operational success (UvA 3-4)**

There's plenty of exciting innovation and good intention out there. But how do we really make the at-scale breakthroughs? How do we get consumers excited about them? The "move fast and break things" era is over. Today's packaging innovation demands something harder: intentional breakthroughs that create value for the business, while managing impact across the product's lifecycle from day one.

This session examines what it takes to get the job done. We'll explore the strategic business case for integrated innovation ecosystems – not just the "what" of sustainability goals, but the "why" that drives lasting value creation.

- **What's possible vs what works:** How leading companies balance technical possibility with consumer perception, navigating the critical gap between innovations that build trust and those that trigger scepticism or greenwashing concerns.
- **The scale challenge:** How can we transform isolated pilot successes into changes that take consumers on board? What is it that separate one-off wins from business-as-usual transformation? Between competitive advantage and business resilience, what governance structures and cultural shifts enable sustainable innovation?

Speakers

— Daniel Lopez, global head of disruptive innovation, **Brambles**

— Caroline Elms, director global packaging procurement, **pladis Global**

Moderator: Ian Welsh, chair and co-founder, **Innovation Forum**

4:30pm-5:30pm *Networking drinks*

For more information or to get involved, please contact [Lia Da Giau](#).

Day 2, March 11th One step ahead: understanding and shaping industry transitions

9:00am-9:40am **Targets and regulations: What does it take to move from good intention to effective implementation?**

Ambitious but well-designed sustainability strategies designed can help companies adapt to supply chain and geopolitical volatility, AI integration, circularity, and climate adaptation. Yet, as regulatory frameworks tighten and shift, and market realities differ, a critical gap persists between ambition and effective action.

This session explores how companies can move beyond statements of intent to generate tangible returns on investment from sustainability.

- **Compliance as floor, not ceiling:** Are companies treating regulatory requirements as the endpoint, or as a springboard for more ambitious sustainability strategy that delivers competitive differentiation and socioeconomic value?
- **Voluntary frameworks in a regulated world:** As mandatory targets proliferate, a look at what happens to existing voluntary commitments and industry-led schemes. Will they complement, compete with, or be absorbed by regulatory requirements?

Speakers:

- Alexander Cramwinckel, global circularity strategy lead, **Heineken**
- Carsten Wachholz, business-policy engagement lead, **Ellen MacArthur Foundation**
- Keiko Tago, head packaging sustainability, **Bayer**

Moderator: Ian Welsh, chair and co-founder, **Innovation Forum**

9:40am-10:30am **The circular conundrum: Can regulation drive better practices?**

Set for adoption in 2026, the EU Circular Economy Act aims to establish a Single Market for secondary raw materials, accelerate circularity, and position Europe as the global leader in the circular economy by 2030. Beyond Europe, circular economy policies are proliferating globally, from Extended Producer Responsibility schemes to Deposit Return Systems and beyond – making the circular economy discussion relevant for businesses operating across geographies.

This session brings together regulatory experts and industry leaders for a two-way dialogue on how companies can proactively shape, and prepare for, this evolving framework without becoming overwhelmed by compliance demands, and ensuring a just transition for the industries involved.

- **Framing the debate in Europe:** How will the Circular Economy Act integrate with the PPWR, Ecodesign for Sustainable Products Regulation, and Extended Producer Responsibility (EPR) schemes to create a coherent regulatory landscape?
- **Clarity, harmonisation and proactive engagement:** On a local to global level, how can businesses engage meaningfully now and collaborate for effective implementation of solutions in the long term?

Speakers:

- Carolina Gregorio, sustainability policy and advocacy strategy director, **Dow**
- Feng Wang, coordinator of UNEP Plastics Initiative, **United Nations Environment Programme**
- Jacob Rougnaugh, vice president public affairs, head of global engagement, **Tomra**

Moderator: Axel Darut, circular economy policy advisor, **independent**

For more information or to get involved, please contact [Lia Da Giau](#).

10:30am–11:00am *Networking break*

11:00am–12:00am **Reuse at retail scale: Cross-border lessons for interoperable reuse systems**

There are concrete efforts to move reuse systems from pilot programs to operational reality, but the economics remain challenging. Real-world implementations reveal critical questions: can return rates offset losses from unreturned packaging? Do washing and logistics costs outweigh single-use alternatives? How do retailers fit reuse infrastructure into smaller store formats?

This session brings together key actors creating enabling frameworks for reuse, to share practical lessons learned across product categories and geographies.

- **The economics of reuse at scale:** How do logistics, materials and infrastructure costs compare to single-use alternatives? What return rates, loss management strategies, and operational efficiencies are necessary to make reuse systems economically viable?
- **In-store experience and consumer behaviour:** How are retailers adapting reuse infrastructure to changing consumer shopping patterns? What design choices maximize customer participation?
- **Cross-border lessons:** Practical insights from across geographies about what drives success or failure in the real-world

Speakers:

- Tom Szaky, CEO, **TerraCycle**
- Daniel Lopez, global head of disruptive innovation, **Brambles**
- Debra Goulding, head of sustainable packaging programme, **Foodstuffs New Zealand**
- Lieven Capon, program manager sustainable packaging, **Fost Plus**

Moderator: Iara Beekma Reis, head of business development, **New European Reuse Alliance**

12:00pm–12:40pm **Waste pollution and climate action: Innovation across net zero and zero waste**

Material and design choices sit at the intersection of two urgent policy agendas: achieving net-zero emissions and building a circular economy. Decisions about feedstock and material recovery technologies carry implications for both carbon and resource efficiency. But often, the two conflict.

With European packaging on track to increase CO2 emissions by 40 million tonnes annually by 2050 under current systems (Systemiq, 2025), this session examines how innovation in materials and systems can advance both climate and circularity goals.

- **Reconciling climate and circularity:** Are net-zero and circular material goals inherently in tension, or can feedstock strategies be designed to deliver on both? What does carbon accounting reveal about the true lifecycle impacts of virgin versus secondary raw materials?
- **Investment priorities:** Where should Europe direct capital investment in innovation to optimize for both emissions' reduction and resource security?

Speakers:

- Jaroslaw Jelinken, vice president – product management, **Vioneo**
- Ivan Tučník, group sustainability lead, **Asahi Europe and International**
- Iuliia Konko, packaging sustainability specialist, **Merck Life Science**

Moderator: Zhanar Baishakova, design for sustainability and packaging innovation expert, **independent**

12:40pm-1:40pm *Lunch*

1:40pm-3:10pm **Roundtables**

These roundtable discussions are focused workshop, where participants and speakers come together to exchange expertise and discuss practical solutions to shared challenges.

The roundtables will all take place in the same room, and you can choose on the day which discussions to take part in. We'll run 2 x 40-min rounds of each roundtable.

Roundtable A – **Designing out waste: How to leverage verified performance to signal leadership in innovation**

— Lucie Ladigue, partnerships and policy manager, **Cradle to Cradle Products Innovation Institute**

Roundtable B – **Reduce first: Decision making frameworks for minimising packaging impact**

— Naheed Noori, packaging development manager, **Little Moons**

Roundtable C – **The ROI of resilience: How can we quantify the business impact of sustainability?**

— Stanley Onwuamaeze, sustainable packaging manager, **Henkel**

Roundtable D – **AI and Automation in sustainable packaging: Industry applications and strategic opportunities**

— Marco Volpi, global packaging data lead, **Nestlé**

Roundtable E – **'Is that toxic?': Addressing consumer concerns around health and safety**

— Etienne Cabane, engagement director, **Food Packaging Forum**

3:10pm-3:25pm **What's next for packaging sustainability? Roundtables wrap-up and key takeaways**

Moderator: Ian Welsh, chair and co-founder, **Innovation Forum**