

Sustainable Packaging Innovation Forum 2027

Europe

10-11 March | Amsterdam

*Value, resilience, compliance:
A packaging strategy to 2030
and beyond*

Day 1, March 10th | **Packaging strategy**

9:00am–9:30am | **Fireside chat** Packaging strategy, looking forward: What companies need to act on now – despite uncertainty

9:30am–10:10am | **Panel** 7 months of PPWR: What gaps have emerged and how can these be addressed?

10:10am–10:20am | **Lightning talk** Quality in, quality out: What does good supply chain data look like, and how can it be collected at scale?

10:20am–10:50am | *Networking break*

10:50am–11:30am | **Panel** What's on the bill? Balancing compliance fees, sourcing costs and innovation budgets

11:30am–11:45am | **Q&A** Packaging policy to 2030 and beyond: Stakeholders in dialogue

11:45am–12:20pm | **Panel** Sustainable end markets for recycled content: How can we ensure supply security?

12:20pm–12:30pm | **Lightning talk** EPR deep dive: How to navigate fragmentation across markets

12:30pm–1:30pm | *Lunch*

1:30pm–3:00pm | **Breakout sessions**

At Innovation Forum, we take a unique, participatory learning approach to our breakouts. Through diverse learning formats, we foster an intimate environment where everyone in the room contributes to the discussion.

Track a. Materials and formats

Track b. Business resilience and commercial value

Track c. Deep dive: Regulatory landscape

1:30pm–2:15pm	Design-for-recyclability: What the fee structures actually reward	Internal alignment: Blueprint for cross-functional collaboration	UK deep dive: EPR and RAM
2:15pm–3:00pm	Biobased materials: Do they perform, comply and deliver at scale?	Partnerships, scale and ROI: Blueprint for supply chain collaboration	France deep dive: EPR and reuse

3:00pm–3:30pm | *Networking break*

3:30pm–4:15pm | **Case studies and Solution hubs**

In our 'Solution hubs' format, attendees have the chance to hear best practice from leading organizations and contribute insights from their own business reality. Each 45-min session includes an introductory expert panel to set the context, followed by a group discussion for in-depth exchange of expertise.

Track a. Circularity: Reuse and refill

Track b. Communicating impact: Traceability and transparency

Track c. Deep dive: Regulatory Landscape

**please note this agenda is subject to amendments

3:30pm-4:15pm Case study	Pilots that scale: Europe-wide reuse scheme	Traceability and responsible sourcing: why it matters, and how to do it	Belgium – EPR and incentives for recyclers
4:15pm-5:00pm Solution hubs	Refill formats: Lessons on consumer acceptance and sustainability impact	Empowering Consumers Directive: What compliant on-pack sustainability claims look like	PFAS bans: What we hear, what's real, and how to plan

5:00pm-6:00pm **Closing remarks and networking drinks**

Day 2, March 11th | Industry trends

8:15am-9:00am | *The Leadership Room: Breakfast and curated networking*

9:00am-9:30am | **Fireside chat From regulation to consumer demand: What's informing new packaging sustainability goals**

9:30am-9:50am | **Panel Fossil-free materials vs virgin plastic: Can we get to price parity?**

9:50am-10:30am | **Panel Closing the loop: How can we bridge the infrastructure - and behavioural - gaps in reverse logistics?**

10:30am-11:00am | *Networking break*

11:00am-11:45pm | **Panel Packaging changes, sustainability impact, and commercial value: Practical ways to innovate with purpose**

11:45am-12:30pm | **Innovation stage Between materials and technologies: What makes innovation solutions fit for scale?**

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

1:30pm-3:00pm | **Roundtables**

Roundtable A – **AI for packaging R&D: Where is it already delivering?**

Roundtable B – **Understanding waste streams: Materials, people, processes**

Roundtable C – **Global Plastics Treaty / Circular Economy Act**

Roundtable D – **Decarbonisation efforts: What role does packaging play?**

Roundtable E – **Market comparison: Europe and North America**

3:00pm-3:20pm | **Closing plenary Roundtables wrap-up and key takeaways**