

Sustainable Packaging Innovation Forum

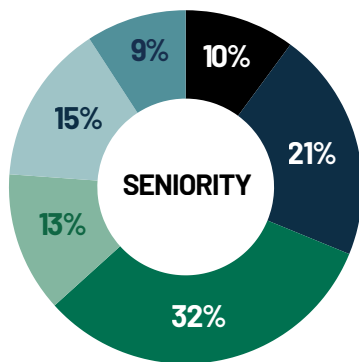
Amsterdam | 10-11 March, 2026

Time to align: From risk management to value creation

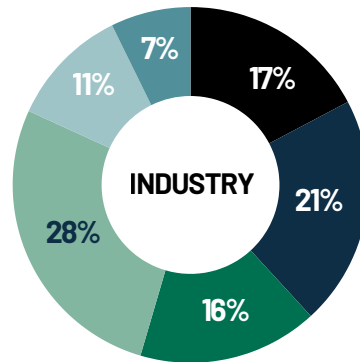


SUSTAINABLE PACKAGING SOLUTIONS • TECHNOLOGY AND MATERIAL INNOVATION
REGULATION, INFRASTRUCTURE AND INCENTIVES • CIRCULAR PACKAGING TRANSITION

2025 Audience breakdown



- C-suite/VP/Founder
- Director
- Senior / Management
- Head of/Lead
- Advisor/Specialist
- Other



- Packaging Companies
- Professional & Advisory Services
- Government, Policy & NGOs
- Retail & Consumer Goods
- Manufacturing & Industrial Operations
- Other

2026 GOLD SPONSORS



2026 CO-SPONSOR



2025 KNOWLEDGE COLLABORATOR



2026 IMPACT PARTNERS



NETWORKING OPPORTUNITIES

Connect with senior manager and C-suite level industry professionals during **six hours** of designated networking during the event.

DAY 01

Registration and breakfast **60 min.**
 Morning break **40 min.**
 Lunchtime **60 min.**
 Afternoon break **30 min.**
 Networking drinks **60+ min.**

DAY 02

Breakfast **60 min.**
 Morning break **40 min.**
 Lunchtime **60 min.**



REGISTER AND NETWORK WITH KEY INDUSTRY STAKEHOLDERS

The conference

This two-day business conference will bring together key industry players to discuss the sustainable packaging solutions that work for consumers, the environment and business reality. We'll assess the impact of evolving legislation and how brands can adapt to leverage the value and commercial advantage in sustainable packaging strategy.

Key themes



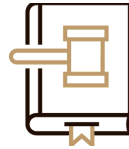
Compliance, advocacy and business resilience

Organisations across the packaging and waste value chain are framing sustainability in terms of risk mitigation, long-term value creation and supply security.



The opportunities in innovation and market transformation

Data and traceability, waste management technologies, and material innovation are becoming increasingly important to inform both compliance and innovation strategies.



End-of-life and design for circularity

Assess how new business models, evolving consumer behaviour, and scaled use of recycled content can move the sector from pilot initiatives to real systemic change in how we use and market packaging.



Sustainability ambitions and operational realities

Packaging sustainability cuts across sourcing, R&D, regulatory, and logistics and operations: innovation demands coordination both internally and with value chain partners.

2026 Agenda highlights

- **Right-sizing packaging sustainability:** Matching packaging solutions to operational realities, business goals and use-case needs
- **The PPWR implementation playbook:** Essential requirements, timelines, and business impact
- **Right-sizing packaging sustainability:** Matching packaging solutions to operational realities, business goals and use-case needs
- **Reality check:** Is the current focus on recycling enough to drive sustainability progress and market value?
- **Food contact packaging, beyond barriers:** How new technologies balance sustainability and performance
- **Future-proofing your portfolio:** Investment strategies for a circular economy
- **Internal alignment:** Cross-functional approaches to advance both sustainability and business goals
- **The consumer is king:** How packaging storytelling transforms sustainability into premium experiences
- **Understanding EPR fees:** Sourcing choices that save money and maximise sustainability impact
- **Supply chain engagement as competitive edge:** Collecting, providing and reporting data effectively
- **From waste stream to resource flow:** Technologies to unlock hidden material value
- **Design thinking for solutions that stick:** How adhesive choices shape circularity outcomes
- **When competitors become co-creators:** Brand excellence and collective breakthrough through R&D partnerships
- **Towards a circular economy:** What the EU Circular Economy Act means for industrial transformation, and what business can do to stay ahead
- **Reuse at retail scale: Consumer-friendly strategies for interoperable reuse systems**
- **Waste management and climate action:** Solutions across net zero and zero waste

[REGISTER NOW AND JOIN THE CONVERSATION](#)

2026 Speakers

Our hand-picked speakers' lineup features senior executives and sustainability experts from across the packaging value chain:



Jérôme de la Chambre

McDonald's

Circularity Strategy Lead



Alina Marm

Siegwerk

Head of Global Sustainability and Circular Economy



Flávio Ferreira

Reckitt

Global Packaging Innovation Director



Jacob Rognhaug

Tomra

Vice President Public Affairs, Head of Global Engagement



Keiko Tago

Bayer

Head Packaging Sustainability



Carolina Gregorio

Dow

Sustainability Policy and Advocacy Strategy Director



Aisha Stenning

Ellen MacArthur Foundation

Lead for Business Action in Plastics



Caroline Elms

pladis Global

Director of Procurement, Global Packaging



More speakers to be announced...

[SEE THE FULL SPEAKER LIST >>>](#)

What's different about this forum?

INNOVATION FORUM IS:

- ✓ **Candid:** Entirely off-the-record discussion that enables open and honest disclosure from speakers and genuine participation from the audience
- ✓ **Practical:** A clear focus on the practical and actionable guidance that can drive change throughout industries and supply chains
- ✓ **Focused:** We provide enough time, resources and expertise to the issues that really matter. We don't skate the surface, but get to the crux of the issues to provide in-depth, constructive discussion

INNOVATION FORUM IS **NOT**:

- ✗ **A PR platform:** Enthusiastic speakers are NOT given free rein to fill a session presenting their companies, allowing no time to actually get to the crux of the issues
- ✗ **A talking shop:** This is NOT an opportunity for a group of people in a room to simply agree with everything said, regardless of outcomes
- ✗ **All promise, no delivery:** We will NOT promise what we can't deliver. The issues covered are complex. They won't be solved at a two-day conference. But we will help deliver progress through in-depth, constructive and practical advice around specific issues



Testimonials

"Very insightful and impactful forum, allowing for good conversations. The topics covered were very relevant, the absence of Powerpoint made discussions very interactive, and my objectives to learn and network were met."

"I was looking to network, have a honest overview of other parts of the industry, and get inspired. I really liked the open format, without slides and lots of time to ask questions, giving the audience the opportunity to contribute to each session."

"Lots of fruitful discussions and so many engaged professionals working to shape a sustainable future for packaging"

"Congratulations on an interesting and well-rounded discussions! I often don't follow all the sessions, but it was clearly the case this time."

"I had a great time discussing the impacts of upcoming and developing legislation of plastic and packaging and probably could've gone on forever, thanks to the brilliant panellists I had the pleasure to join."

Annebeth de Witte
Thai Union Group



Monica Ordegno
Pepsi Lipton



Martin Clemesha
Braskem



Llorenç Milà i Canals
UNEP



Laura Schacht
Suntory beverage and food Europe



Sustainable Packaging Innovation Forum



Amsterdam

10-11 March, 2026

Registration details

Secure your place now for the best price

EARLY BIRDS

FULL PRICE

Save €500

Offer ends 12th December, 2025

Save €400

Offer ends 23rd January, 2026

Save €200

Offer ends 20th February, 2026

After 20th February, 2026

NGO/Academic pass €795	NGO/Academic pass €895	NGO/Academic pass €1095	NGO/Academic pass €1,295
Corporate pass €995	Corporate pass €1,095	Corporate pass €1,295	Corporate pass €1,495
Service provider pass €1,595	Service provider pass €1,795	Service provider pass €1,995	Service provider pass €2,195

[REGISTER HERE >>>](#)

VENUE

Hotel Casa

Eerste Ringdijkstraat 4
Amsterdam
1097
Netherlands



Sponsorship opportunities

This series is now in its tenth year, and happening in Europe in a pivotal moment for the packaging industry in the European market. We'll debate sustainable packaging solutions that work for consumers, the environment and business reality in the evolving regulatory landscape. We'll assess what progress has been made towards circularity targets and highlight leading business practices, product innovations and emerging technologies.

Our network



**Newsletter/
database**

30,000+

sustainability
professionals



Webinars

700-1200+

regular sign-ups



**Website
audience**

110,000+

annual users



**LinkedIn
channels**

20,000+

sustainability
professionals



**Podcast
channel**

8,000+

monthly
downloads



Promote a discussion that aligns with your values, sustainability credentials and leadership position



Engage a highly relevant audience of stakeholders around your sustainability programmes and initiatives



Boost awareness of your programmes through extensive exposure in the months around the conference



Support and drive progress in supply chain innovation, building impactful partnerships and keeping ahead of evolving industry trends.

EXHIBITION AND INNOVATION ZONE

The forum will showcase the leading material innovations and solutions that assist business in leveraging the value in packaging sustainability strategies. These solutions will be positioned in the very heart of the networking area. Exhibitors will make the most of prominent exposure over 6+ hours of dedicated networking time, creating long lasting connections with 100+ decision makers all pre-qualified with specific sustainability challenges in your field.

STAKEHOLDER ENGAGEMENT AND COMMUNICATIONS

Around the forum, we'll be continuing the conversation through sponsored workshops, roundtables and webinars. Created bespoke, these discussions are designed to strengthen dialogue and build relationships with key stakeholders. These engagement opportunities allow business to utilise IF's reputation and network to ensure key insights into policies, programs and initiatives.

[Get in touch for more information >>>](#)

General enquiries: Lia Da Giau | Project manager | lia.dagiau@innovationforum.co.uk

Sponsorships: Emma Goodyer | Business development manager | emma.goodyer@innovationforum.co.uk

Stakeholder engagement: Tanya Richard | Chief operating officer | tanya.richard@innovationforum.co.uk

Partnerships: Lola Hart | Marketing Coordinator | lola.hart@innovationforum.co.uk