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Sustainable Packaging Innovation Forum 2026

North America

27-28 October | Chicago

From risk to ROI: How to leverage packaging innovation for new value creation

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For more information or to get involved, please contact Lia Da Giau at lia.dagiau@innovationforum.co.uk

Speakers:

1. Adam Snyder, North America EPR finance lead, **Unilever**
2. Allison Thompson, manager of product sustainability, **Ahold Delhaize USA**
3. Amy Senter, global vice president, sustainability, **Martin Brower**
4. Alyssa Harben, sustainable packaging teaching specialist and researcher, **Michigan State University**
5. Amanda Marti, US circularity lead, **McDonald's**
6. Ame Igharo, senior director sustainability strategy, **Ulta Beauty**
7. Amy Merli, sustainability specialist, **Lush**
8. Ashish Datt, senior manager, innovation and sustainability, **Siegwerk**
9. Brooke Anderson, director of public affairs, circular concept advisory, **Tomra**
10. Cait Green, Pact4Good brand engagement manager, **Canopy**
11. Carly Snider, executive director, **Pact Collective**
12. Carrie Lanman, manager of environmental metrics and reporting, **The Walt Disney Company**
13. Chris Coady, director of funder engagement, **The Recycling Partnership**
14. Cynthia Leon, senior regional manager, **International Paper**
15. David Clark, chief sustainability officer, **Amcor**
16. David Emsheimer, managing director development, **Clean Earth Renewables**
17. David Latimer, director of new product development, **Dart Container**
18. David Lickstein, senior director, global head of packaging innovation, sustainability and experience, **Kenvue**
19. Don Sparaco, president, US and Canada corrugated packaging, **Smurfit Westrock**
20. Ellen Jackowski, chief sustainability officer, **Mastercard**
21. Heather Turner, North America sustainability director, packaging and specialty plastics, **Dow**
22. Jaclyn Bukas, sustainability manager, **ALDI USA**
23. Jamal Booker, vice president global public affairs, communications and sustainability, McDonald's division, **The Coca-Cola Company**
24. Jason Bergquist, CEO, **RecycleMe**
25. John Garnett, senior vice president, technology, sustainability, and innovation, **Charter Next Generation**
26. Jonghun Park, director of The Centre for Packaging Innovation and Sustainability, **Toronto Metropolitan University**
27. Jordan Fengel, president, **Carton Council**
28. Karin Witton, global head of sustainability, **Tosca**
29. Kevin O'Donnell, vice president, sustainability, **Imperial Brady**
30. Kristin Hayman, head of sustainability, **The Pokémon Company International**
31. Kristy Thomson, director of packaging engineering, **Floor and Décor**
32. Kyle Gitchell, circular economy development director, **Washington State Department of Commerce**
33. Leah Karrer, executive director, Americas, **WRAP**
34. Mackenzie Crigger, sustainability manager, **International Paper**
35. Marisa Damman, expert packaging engineer, sustainability, **Ferrara Candy Company**
36. Mark Huber, vice president of business development, **iSustain**
37. Matt Saunders, managing partner, **New Earth Ventures**
38. Maurizio Carano, innovation and marketing director, **MCC Global IML**
39. Naama Brenner-Abramovitch, recycling specialist, **Napa County Recycling**
40. Nathan McKee, sustainability analyst manager, **Trayak**
41. Neha Mallik, senior director of product management, future coffee systems, **Keurig Dr Pepper**
42. Olga Kachook, Sustainable Packaging Coalition director, **GreenBlue Org**
43. Patricia Bonaguro, global sustainability manager, **Crown Holdings**

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44. Paul Harris, product strategy and growth lead, **O-I**
45. Phoebe Leppla, senior manager, R&D packaging development, **Molson Coors**
46. Rachel Taplinger, head of sustainability, L'Oréal Dermatological Beauty USA, **L'Oréal**
47. Rishi Banerjee, senior director and SmartLabel lead, **Consumer Brands Association**
48. Roxanne Sharif, director of sustainability, **Can Manufacturers Institute**
49. Ryan Laddey, lead corporate compliance counsel, **Ralph Lauren**
50. Sabrina Dixon-Ridges, director technology and development, consumer packaging, **Sonoco**
51. Sarah Kircher, vice president sustainability, **Novolex**
52. Steven Saco, senior manager of technical packaging and supply chain engineering, **Disney Consumer Products**
53. Tina Nguyen, commercial development manager, **Reverse Logistics Group**
54. Tom Szaky, CEO, **TerraCycle**
55. William Singleton, director global packaging, innovation and sustainability, **Mars**
56. Xinnan Li, vice president, analyst packaging and logistics, Raboresearch, **Rabobank**
57. Yelena Mogelefsky, senior vice president of sourcing and production, **Komar Brands**
58. Zach Patterson, global Exxtend marketing manager, **ExxonMobil Signature Polymers**
59. Zoe Heller, director, **CalRecycle**

Moderators:

1. Amy Larkin, co-founder, **PR3**
2. Alchemy Graham, policy director, **EPR Leadership Forum**
3. Brendon Steele, vice president, **Future500**
4. Christine Yeager, impact consultant
5. Conor Carlin, president**, Institute of Packaging Professionals**
6. Cory Connors, podcast founder and host, **Sustainable Packaging Podcast with Cory Connors**
7. Ian Welsh, co-founder and chair, **Innovation Forum**
8. Laura Stewart, executive director, **NAPCOR**
9. Lia Da Giau, senior project manager, sustainable packaging, **Innovation Forum**
10. Shannon Hess, strategic initiatives lead, **Independent Beauty Association**
11. Shira Lane, founder and CEO, **Atrium 916**
12. Suzanne Shelton, sustainability communications consultant

Pre-conference visit – 26th October

12:00pm-4:00pm **Visit to TerraCycle's sorting facility and operations center**

Join us for an exclusive on-site visit to TerraCycle's new North American Operations Center in Aurora. We'll tour the site, seeing how they sort through the waste they receive through their free recycling programs, Zero Waste Boxes, and Commercial recycling business.

Attendees will be divided into smaller groups, each cycling through three distinct stages of the visit. The experience begins with an introductory video on TerraCycle's recycling processes, offering a behind-the-scenes look at how materials are handled from collection to recovery. Groups will then move on to a guided tour of the facility itself, exploring firsthand how end-of-life products are sorted and processed across various waste streams. To round off the visit, attendees will have the opportunity to connect over refreshments, a chance to share reflections and build connections ahead of the event.

Please note that only registered conference attendees can take part in this visit. Please register your interest via the form in the booking confirmation, or contact Lia Da Giau.

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Day 1 – 27th October

8:45am-8:55am **| *Welcome words*** *by Ian Welsh, co-founder and chair,* ***Innovation Forum*** *and Conor Carlin, president,* ***Institute of Packaging Professionals***

8:55am-9:15am **| *Fireside chat***
Sustainable packaging innovation: What it means today for industry and consumers

Regulations like EPR have moved packaging sustainability onto the priority list. The companies leading the way treat sustainability as a commercial lever, not a compliance burden: this means working on innovation, stronger customer relationships, and getting ahead of costs before they're forced on you. But doing so requires organizations to change how they operate, often faster than their structures are built for.

Don Sparaco, president of US and Canada corrugated packaging at Smurfit Westrock, has spent much of his career aligning strategy, culture and teams. In this fireside chat, we'll discuss with him change management and leadership challenges. We'll reflect on how to advance sustainability in packaging, starting from a grounded read on where the sector stands today. We'll look at:

- **The state of the industry:** What's the operational reality right now? We'll look at trends, opportunities, and pressures on the supply chain.
- **Innovation under pressure:** Rising regulatory expectations create an opportunity for innovation, but cost is still a barrier. Where should companies direct efforts, and how to spot the right solution?
- **Leadership and change management:** Embedding sustainability in packaging strategy, from products to governance, helps organizations respond to regulatory and cost pressures. What does leadership need to get right, to support the change and respond proactively?

— Don Sparaco, president, US and Canada corrugated packaging, **Smurfit Westrock**

Moderator: Suzanne Shelton, sustainability communications consultant

9:15am-10:00am **| *Panel***
EPR compliance infrastructure: What do the rules require and what can the market deliver?

Seven bills for Extended Producer Responsibility (EPR) on packaging have now passed in the U.S, and the framework is no longer hypothetical. Producers are being asked to navigate a patchwork of requirements that vary state by state, and join collective producer responsibility organisations to fund the end-of-life management of their packaging. This session cuts through the complexity, looking at what role actors across the value chain play to make EPR systems work, and where the gap between regulatory ambition and market reality is more evident.

- **How to stay on top of requirements:** Fee structures, eco-modulation, covered product definitions make EPR compliance very technical. With inconsistencies in how this is implemented across jurisdictions, how are businesses getting on top of requirements without drowning in complexity?
- **Infrastructure for compliance:** EPR programs assume recycling collection, sortation and end markets are there to absorb what producers put into the system. In many cases, they aren't yet. How do businesses plan around an infrastructure gap that isn't only theirs to solve, but is theirs to navigate?

- **From cost center to strategic lever:** EPR compliance carries real financial exposure, particularly for difficult-to-recycle materials and formats. How are businesses getting ahead of fee increases through smarter packaging design?

Speakers:

— Jason Bergquist, CEO, **RecycleMe**
— Chris Coady, director of funder engagement, **The Recycling Partnership**
— Jaclyn Bukas, sustainability manager, **ALDI USA**
— Adam Snyder, North America EPR finance lead, **Unilever**

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

10:00am-10:45am **|** ***Panel***
How to leverage packaging as an asset: Data, materials and what actually drives ROI

The question facing every packaging team today isn't whether to innovate, but how to identify what's commercially viable, compliant, and genuinely better for their portfolio — under cost and compliance pressures. Brands and retailers have doubled down on switches to paper, aluminum and glass packaging, but material substitution is just one piece of the puzzle. As regulations give some direction for what's possible or required, the innovation agenda has expanded; formats are being reimagined, balancing design and performance considerations with the right logistics and recycling solutions.

How do businesses cut through the noise and make packaging decisions grounded in evidence rather than perception, and complement material switches with other solutions? Considering both risk factors and opportunities, we'll discuss:

- **Data as a strategic asset**: How can brands use data more effectively to reduce EPR fees, and make packaging decisions that hold up commercially?
- **(Re)design choices:** How to best design for today's operational realities, while building the data foundations to adapt as regulations and infrastructure evolve?
- **Making the business case:** Packaging innovation and sustainability compete for budget against other business priorities. Which metrics actually resonate with the boardroom, and how to build a financial case that mitigates risk while generating value?

Speakers:

— Tina Nguyen, commercial development manager, **Reverse Logistics Group**
— William Singleton, director global packaging, innovation and sustainability, **Mars**
— Allison Thompson, manager of product sustainability, **Ahold Delhaize USA**

Moderator: Olga Kachook, Sustainable Packaging Coalition director, **GreenBlue Org**

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

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11:15am-11:40am **| *Q&A***

'Design for recycling': Why we need more dialogue between upstream and downstream

'Design for recyclability' is on everybody's mind. Ecomodulation criteria and EPR fees are pushing brands to move towards packaging materials and formats with more established recycling pathways. Collection, sorting and recycling infrastructure are different across geographies, which makes it hard for companies to implement universal design guidelines consistently across markets. While there is still disconnect between those designing packaging and those processing it at end-of-life, this is beginning to change: early examples show brands working directly with recyclers to identify pain points, so which components contaminate or block processing, and feeding those insights back into design decisions.

The challenge now is scaling that dialogue. Treating the waste sector as part of the value chain, not just the end of the supply chain, could drive more effective collaboration on both material innovation and infrastructure development. Starting with concrete examples from Kenvue's journey towards packaging sustainability, we'll discuss how brand owners and downstream actors can collaborate more effectively to substantiate recyclability claims and design better solutions.

- David Lickstein, senior director, global head of packaging innovation, sustainability and experience, **Kenvue**
- *Moderator:* Cory Connors, podcast founder and host, **Sustainable Packaging Podcast with Cory Connors**

11:40am-12:20pm **| The right tech for the right material: How to advance a more circular economy for plastics**

Plastic waste is projected to almost triple by 2060 from a 2022 baseline (OECD's Global Plastics Outlook). There's clearly a need for increased capacity to deal with existing waste, yet no single technology can address every plastics stream. In order to scale plastics circularity, materials must be matched with the right end-of life solutions, both supply and demand for recycled materials must increase, and increased collaboration is required across the full value chain. In this panel, we'll hear from leading recyclers on how complimentary technologies can work together to create scalable circular solutions. Our speakers will assess:

- **Feedstocks and end-use applications:** Where and how does advanced recycling complement mechanical recycling?
- **Regulatory clarity:** What's missing to drive investment in recycling technologies and infrastructure?
- **Looking forward:** What's needed to provide brand owners and converters the confidence to incorporate non-mechanical recycled materials in packaging? What innovative solutions are available to help support PCR integration in sensitive applications?

Speakers:

- Zack Patterson, global Exxtend marketing manager, **ExxonMobil Signature Polymers**
- David Clark, chief sustainability officer, **Amcor**
- Mark Huber, vice president of business development, **iSustain**

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

12:20am-12:30am **| *Lightning talks***

'We can't recycle our way out of the problem': What solutions really matter to advance circularity?

- *Speaker:* Tom Szaky, CEO, **TerraCycle**

For more information or to get involved, please contact Lia Da Giau at lia.dagiau@innovationforum.co.uk

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.

Room	***Drafting Room 1***	***Drafting Room 2***	***Drafting Room 3***	***Studio 1***
1:30pm-2:15pm	**Preparing for EPR in 2027:** Trends and key policy levers - Ryan Laddey, lead corporate compliance counsel, **Ralph Lauren** - Cynthia Leon, senior regional manager, **International Paper** *Moderator:* Alchemy Graham, policy director**, EPR Leadership Forum**	**The role of labels**: Traceability, compliance and consumer education - Yelena Mogelefsky, senior vice president of sourcing and production, **Komar Brands** - Rishi Banerjee, senior director and SmartLabel lead, **Consumer Brands Association** *Moderator:* Ian Welsh, founder and chair, **Innovation Forum**	**Paperization trends:** A pragmatic look at the 'why' and 'how' - Sabrina Dixon-Ridges, director technology and development, consumer packaging, **Sonoco** - Cait Green, Pack4Good brand engagement manager, **Canopy** *Moderator:* Lia Da Giau, senior project manager, sustainable packaging, **Innovation Forum**	*The Other Room* **Test the claim: 'Reuse will never work in the US'** Discussion lead: Shira Lane, CEO and founder, **Atrium 916**
2:15pm-3:00pm	**Future-proofing packaging portfolios:** Format changes that work across the value chain - Karin Witton, global head of sustainability, **Tosca** - Kristy Thomson, director of packaging engineering, **Floor and Décor** *Moderator:* Conor Carlin, president, **Institute of Packaging Professionals**	**Cut emissions, not margins:** Cost-effective pathways to decarbonise packaging manufacturing - David Emsheimer, managing director development, **Clean Earth Renewables** - Patricia Bongaguro, global sustainability, **Crown Holdings** - Kevin O'Donnell, vice president, sustainability, **Imperial Brady** *Moderator:* Ian Welsh, co-founder and chair, **Innovation Forum**	**R&D priorities:** How to innovate under cost and compliance pressures - Phoebe Leppla, senior manager, R&D packaging development, **Molson Coors** - David Latimer, director of new product development, **Dart Container** - Ashish Datt, senior manager, innovation and sustainability, **Siegwerk** *Moderator:* Cory Connors, podcast founder and host, **Sustainable Packaging**	*The Other Room* **Sustainability under scrutiny: How to manage risk and communicate with integrity?** Discussion lead: Lia Da Giau, senior project manager, **Innovation Forum**

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			Podcast with Cory Connors	

3:00pm-3:30pm **|** *Networking break*

3:30pm-4:15pm **|** ***Solution hubs and case studies***

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.

Room	***Drafting Room 1***	***Drafting Room 2***	***Drafting Room 3***	***Studio 1***
3:30pm-4:15pm	**Hard-to-recycle packaging**: Lessons for cross-industry collaboration - Rachel Taplinger, head of sustainability, L'Oréal Dermatological Beauty USA, **L'Oréal** - Ame Igharo, senior director sustainability strategy, **Ulta Beauty** - Carly Snider, executive director, **Pact Collective** *Moderator:* Christine Yeager, impact consultant	**From product protection to brand value**: Packaging storytelling strategies - Carrie Lanman, manager of environmental metrics and reporting, **The Walt Disney Company** - Steven Saco, senior manager of technical packaging and supply chain engineering, **Disney Consumer Products** *Moderator:* Brendon Steele, vice president, **Future500**	**Closing the loop:** How to develop viable end markets for secondary materials - Jordan Fengel, president, **Carton Council** - Roxanne Sharif, director of sustainability, **Can Manufacturers Institute** - Laura Stewart, executive director, **NAPCOR** *Moderator:* Ian Welsh, co-founder and chair, **Innovation Forum**	*The Other Room* **Between litigations and infrastructure gaps: What if EPR doesn't pass the test to scale?** Discussion lead: Lia Da Giau, senior project manager, **Innovation Forum**

Room	***Drafting Room 1***	***Drafting Room 2***	***Drafting Room 3***	***Studio 1***
4:15pm-5:00pm *Solution hubs*	**The new packaging brief:** Right-sizing for sustainability across the full lifecycle - Paul Harris, product strategy and growth lead, **O-I** - Maurizio Carano, innovation and marketing director, **MCC Global IML** *Moderator:* Shannon Hess, strategic initiatives lead, **Independent Beauty Association**	**Internal buy-in:** Practical approaches to show the ROI from sustainability - Amy Merli, sustainability specialist, **Lush** - John Garnett, senior vice president, technology, sustainability, and innovation, **Charter Next Generation** *Moderator:* Brendon Steele, vice president, **Future500**	**From LCA to business case:** How impact assessments drive decisions beyond reports - Mackenzie Crigger, sustainability manager, **International Paper** - Jonghun Park, director of The Centre for Packaging Innovation and Sustainability, **Toronto Metropolitan University** *Moderator:* Lia Da Giau, senior project manager, **Innovation Forum**	*The Other Room* **Planning for turbulent times: Is 'business as usual' still an option today?** Discussion lead: Amy Larkin, co-founder, **PR3**

5:00pm-6:00pm **Networking drinks**

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Day 2 – 28th October

8:45am-8:55am **| *Opening remarks*** *by Ian Welsh, co-founder and chair,* ***Innovation Forum*** *and Conor Carlin, president,* ***Institute of Packaging Professionals***

8:55am-9:40am **| *Case study panel***
The network effect: What happens when the value chain moves together

As the Ellen MacArthur Foundation's 2030 Plastics Agenda makes clear, businesses face systemic barriers they cannot overcome alone in the redesign of the packaging system (Ellen MacArthur Foundation, 2025). Infrastructure gaps, regulatory requirements, and the question of how to innovate under cost pressures are shared problems. The companies making the most progress are those investing in pre-competitive collaboration to solve them collectively.

The challenge is knowing where to pool resources and where to compete - to keep the consumer experience diverse, engaging and brand-led while the system underneath gets simpler and more circular. This session explores what effective cross-industry collaboration looks like in practice, and how to engage without losing competitive edge.

- **Where collaboration creates value:** Which areas of the packaging system genuinely benefit from a pre-competitive approach, and how do businesses structure those partnerships without running into commercial or legal roadblocks?
- **Keeping the consumer experience alive:** As value chains collaborate to simplify backend systems, how do brands ensure the consumer-facing experience stays differentiated, innovative and engaging, rather than converging toward a lowest-common-denominator solution?
- **From working groups to real-world outcomes:** Cross-industry initiatives are only as good as what they deliver. What separates the collaborations that drive systemic change from the ones that stop at good intentions?

Speakers:

— Amanda Marti, US circularity lead, **McDonald's**
— Sarah Kircher, vice president sustainability, **Novolex**
— Jamal Booker, vice president global public affairs, communications and sustainability, McDonald's division, **The Coca-Cola Company**

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

9:40am-10:00am **| *Q&A***
In conversation with CalRecycle: What's the state of play in the largest US market?

We'll be joined by director Zoe Heller from CalRecycle, California's Department of Resources Recycling and Recovery overseeing the state's efforts to scale a circular economy and reduce waste pollution.

Director Heller will provide an overview of the state of play in California's EPR implementation journey, followed by a live Q&A with the audience.

Speaker: Zoe Heller, director, **CalRecycle**
Moderator: Ian Welsh, co-founder and chair, **Innovation Forum**

10:00am-10:10am **| *Lightning talks***

'AI and automation in sustainable packaging': Leading industry applications and strategic opportunities

— *Speaker:* Matt Saunders, managing partner, **New Earth Ventures**

10:10am-10:40am *Networking break*

10:40am-11:20am **| *Panel***

Reuse at scale: What works, what doesn't, and pathways forward

California has set one of the most demanding reuse mandates in the world. Under SB 54, a portion of the required 25% reduction in single-use packaging must be achieved specifically through a shift to refillable or reusable systems (CalRecycle, SB 54). Fee obligations kick in from 2027, and packaging redesign cycles typically take three to five years. Yet, for the most part, reuse is still in pilot phase. Getting it to scale means solving for consumer behavior, reverse logistics and unit economics simultaneously.

The US doesn't need to start from scratch: there's a lot to learn from markets and localities where reuse infrastructure is already embedded in the system. This session examines what scaling reuse actually demands, and what it takes to make reuse a market reality.

- **Design for reuse:** Durability, standardization, logistics compatibility: what are the system non-negotiables, and where are organizations already getting it right?
- **Joining the dots:** Collection, cleaning, redistribution and tracking at scale requires coordination across the value chain. How do businesses build a commercially viable reuse system, and who takes ownership of the infrastructure that makes it work?
- **Learnings from markets ahead of the curve:** Examples of reuse systems in Europe and Canada show the real potential of reuse at retail and urban scale. We'll discuss what has worked in those markets, and how transferable the models are in the US context.

Speakers:

— Ellen Jackowski, chief sustainability officer, **Mastercard**
— Brooke Anderson, director of public affairs, circular concept advisory, **Tomra**
— Olga Kachook, Sustainable Packaging Coalition director, **GreenBlue Org**

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

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11:20am-11:50am **| *Panel***

Circular economy as industrial strategy: How to build stronger value chains and local economies

The circular economy has grown to be a valid proposition for the future of industry. Circularity is a lever for supply chain resilience, strengthening domestic supply chains: as The Recycling Partnership reports, better recycling infrastructure alone would generate an estimate of $8.8 billion in secondary materials ready for local use. Investment in circular business models goes deeper than recycling: it's an opportunity to create jobs, open new market pockets, and scale innovation that improves efficiency metrics and elevates the customer experience.

The infrastructure to support the circular transition isn't always missing; in many localities, circular service providers are already operating and driving economic, social and environmental value. For businesses looking to adapt fast and be able to comply with evolving packaging regulation, working with what already exists on the ground may be the smartest first step. This session examines how policy, investment and corporate goals need to work together to generate returns from the circular economy.

- **The market conditions for a circular economy:** What are the key risk factors and opportunities that make circular economic models effective to mitigate current pressures?
- **The challenge:** How can we better understand waste streams, and what's needed to scale circular value chains and business models at a local and global level?
- **The opportunity:** A closer look at the incentives and concrete steps for government and businesses to invest in the transition to a circular economy and support innovation

Speakers

— Kyle Gitchell, circular economy development director, **Washington State Department of Commerce**
— Amy Senter, global vice president, sustainability, **Martin Brower**
— Leah Karrer, executive director, Americas, **WRAP**

Moderator: Amy Larkin, co-founder, **PR3**

11:50am-12:30pm | ***Panel***

Innovation that sells: Translating consumer behavior into new market opportunities

Across 11 countries and more than 11,000 consumers, McKinsey's 2025 packaging survey delivers a consistent message: when people shop, sustainability falls behind value and product quality in decision making (*McKinsey, Sustainability in Packaging 2025*). For packaging teams, that's not a reason to pull back, but a brief to get creative. This session explores how to read consumer data and behavior with purpose, and design packaging innovation that meets people where they are. Starting from case studies as proof points, the discussion will explore what it takes for more sustainable solutions to scale.

- **Beyond the attitude-behavior gap:** Consumers say they care about sustainability, but buying decisions tell a different story. How do businesses design packaging innovation around what consumers actually do, rather than what they say?
- **What consumers really want from packaging**: Safety, shelf life and ease of use often outrank environmental impact as packaging priorities. How do you build a sustainability proposition that leads with the benefits consumers already value?
- **Segmentation as a strategic tool:** Attitudes and habits vary significantly by country, product category and channel. How do brands use granular consumer data to make smarter innovation bets rather than chasing a single global trend?

For more information or to get involved, please contact Lia Da Giau at lia.dagiau@innovationforum.co.uk

Speakers:

- Neha Mallik, senior director of product management, future coffee systems, **Keurig Dr Pepper**
- Xinnan Li, vice president, analyst packaging and logistics, Raboresearch, **Rabobank**

Moderator: Susanne Shelton, sustainability communications consultant

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

1:30pm - 3:20pm | ***Roundtables***

Roundtable A – **Where smarter data cut reporting and compliance costs:** A unified approach to EPR, recyclability, and package design.

- Nathan McKee, sustainability analyst manager, **Trayak**

Roundtable B – **Between emission targets and operational realities:** How to navigate the 'carbon challenge'

Roundtable C – **Safety, quality, convenience**: Can sustainable innovation deliver on what people want?

- Marisa Damman, expert packaging engineer, sustainability**, Ferrara Candy Company**

Roundtable D – **From 'recyclable' to recycled:** How to engage consumers and close the loop

- Naama Brenner-Abramovitch, recycling specialist, **Napa County Recycling**

Roundtable E – **Recycled content integration:** Progress, gaps and emerging technologies

- Heather Turner, North America sustainability director, packaging and specialty plastics, **Dow**

Roundtable F – **Packaging as user-interface:** How consumer behavior data inform packaging strategy

- Alyssa Harben, sustainable packaging teaching specialist and researcher, **Michigan State University**

3:20pm-3:30pm **Closing remarks and key takeaways**

- Ian Welsh, co-founder and chair, **Innovation Forum**
- Conor Carlin, president, **Institute of Packaging Professionals**

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