



Sustainable Packaging Innovation Forum USA

October 27th-28th 2026 | Chicago

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

Gold sponsor

Recycle •
Me

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SUSTAINABLE PACKAGING
COALITION®

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

Day 1, Oct. 27th

9:00am-9:30am **Sustainable packaging innovation: what it means today for industry and consumers**

9:30am-10:20am **How to leverage packaging as an asset: materials, operations and what actually drives ROI**

10:20am-11:00am *Break (Loggia)*

11:00-11:40 **EPR compliance infrastructure: what the rules require and what the market can deliver**

11:40-12:30 **From insight to innovation: translating consumer behavior into new market opportunities**

12:30-1:30 *Lunch*

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

- a. Supply chain data: collection, access and use-case**
- b. Every component counts: what it means to design with the full lifecycle in mind**
- c. Future-proofing packaging portfolios: format changes that work across the value chain**

2:30-3:30 *Solution hubs 2*

- a. Procurement strategies: cost-savings and supply security**
- b. LCA and certified performance: reporting for business impact**
- c. R&D priorities: how to innovate under cost and compliance pressures**

3:30-4:00pm *Break*

4:00-5:00pm **Solution hubs 3**

- a. Internal buy-in: practical approaches to show the ROI from sustainability**
- b. AI and automation in sustainable packaging: industry applications and strategic opportunities**
- c. Between targets and operational realities: the strategic opportunities in carbon accounting**

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

Day 2, Oct. 28th

9am-9:30am **Circular economy as industrial strategy: strengthening domestic value chains and local economies**

9:30am-10:10am **Reuse at scale: California's 10% target and what it means for brands**

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

10:40am-11:20pm **Recyclable VS recycled at scale: reality check on technical advancements and gaps**

11:20-12:00pm **The role of labels: traceability, compliance and consumer education**

12:00-12:30pm **Collaborate to simplify, compete to differentiate: playbook for cross-industry collaboration**

12pm-12:30pm *Lunch*

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

Roundtable A – **Alternative feedstocks and new materials: how to reach a common ground on standards and performance?**

Roundtable B – **From product protection to brand trust: packaging storytelling to build brand loyalty**

Roundtable C – **Regulatory harmonization: can we make the economics work?**

Roundtable D – **Safety, quality, convenience: how to deliver on what consumers want?**

Roundtable E – **Between the local and the global: packaging strategies that work across borders**

Roundtable F – **Reuse and refill: closed loop VS retail scale solutions**

Roundtable G – **Infrastructure gaps: what Industry can build, fund or fix**

Roundtable H – **Paperisation trends: a pragmatic look at the 'how' and 'why'**

3:00pm-3:20pm **Roundtables wrap-up: Participatory closing session**