

The Future of Plastics and Packaging

3rd-4th October 2023 | Amsterdam

Understand impact, drive innovation - and turn materials risk into business opportunity

Gold sponsor:

EASTMAN

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sagentia
innovation

Confirmed Speakers

1. Lisa Erdle, director of science and innovation, **5 Gyres**
2. Hugo Lynch, sustainability lead, **Abel & Cole**
3. Martyn Tickner, chief advisor circular solutions, **Alliance to End Plastic Waste**
4. Lucie Charbonnel, senior sustainability manager, Amcor flexibles EMEA, **Amcor**
5. Sophie Lees-Millais, UK sustainable packaging lead, **Anthesis**
6. Iryna Garkushyna, director global strategic innovation, **Avery Dennison**
7. Claudia Bierth, european sustainability and public affairs manager, **Ball Corporation**
8. Mani Vajipey, co-founder and chief executive officer, **Banyan Nation**
9. Katy Ogundiya, sustainable & thematic research, **Barclays**
10. Mike Baxter, external affairs director, **Berry Global**
11. Rafael Seixas, senior membership manager, **Bonsucro**
12. Shameem Kazmi, director of research & development and innovation, **Britvic**
13. Emmanuelle Bautista, head of international and european affairs, **Citeo**
14. Charles van Reij, global lead packaging, paper and print, **Cradle to Cradle**
15. Matthias De Vel, group leader technology, specialty plastics EMEA, **Eastman**
16. Saskia Hornivius, market development manager, **Eastman**
17. Lauren Weir, senior ocean campaigner, **Environmental Investigation Agency**
18. Fredric Petit, partner, **Emerald Technology Ventures**
19. Dieuwertje Nelissen, chief program officer, **Enviu**
20. Guillaume Gras, investment director, **European Circular Bioeconomy Fund**
21. Monika Romenska, regulatory & public affairs manager, **EXPRA**
22. Erica Ording, lead, sustainable packaging, **FrieslandCampina**
23. Jan Berbee, chief executive officer, **Grown Bio**
24. Conor O'Neill, head of packaging development and design, **GSK**
25. Sabine Strnad, global lead circular economy & packaging, **Henkel**
26. Rosie Shar, creative partner - plastics & packaging, **Hubbub**
27. Tatiana Glad, executive director, **Impact Hub**
28. Ian Welsh, publishing director, **Innovation Forum**
29. Toby Webb, founder, **Innovation Forum**
30. Catie Ball, project manager, **Innovation Forum**
31. Fiona Powell, head of sustainability, **IGD**
32. Natasha Maynard, sustainability programme manager, **IGD**
33. Marylène Lombardi, global head of packaging procurement, **Kraft Heinz**
34. Yasmine Mili, co-founder, **Moro Essentials**
35. Jodie Roussell, global public affairs lead, packaging & sustainability, **Nestlé**
36. Karen van de Stadt, sustainable packaging expert, **Netherlands Institute for Sustainable Packaging**
37. Guilhem Baschet, chief operating officer, **Papkot**
38. Hanna Kalliomäki, chief sustainability officer, **Paptic**
39. Thalia Bofiliou, senior investment analyst (plastic), **Planet Tracker**
40. Steve Hardman, chairman & co-founder, **Plastic Collective**
41. Caroline Potter, vice president of sustainability, **Sagentia**
42. Laura Schacht, head of sustainability and external affairs, **Suntory Beverage & Food Europe**
43. Michelle Norman, director of sustainability and external affairs, **Suntory Beverage & Food Europe**
44. Christine, Goulay, founder, **Sustainabelle**

45. Daniel Katz, lead environmental advisor & board chair at Rainforest Alliance, **The Overbrook Foundation**
46. Karin Witton, global sustainability director, **Tosca Packaging**
47. Jenny Wassenaar, chief sustainability officer & SVP global R&D, **Trivium Packaging**
48. Llorenç Milà i Canals, programme officer, **United Nations Environment Programme**
49. Jan Raes, lead finance and plastics, **UNEP Finance Initiative**
50. Jolanda de Rooji, senior manager sustainability – circular economy, **Unilever**
51. Tom Smith, director, global government affairs and business diplomacy, **Walmart**
52. Sebastian Munden, chair, **WRAP**

Day 1 – Tuesday 3rd October

9:00-9:25 **Q&A: Drivers for action: The latest climate impacts and key trends shaping the future of packaging**

- Climate impact: What do we know about the impacts of packaging waste on wildlife, ecosystems and biodiversity?
- Key trends: How will the key drivers on packaging and packaging waste evolve and accelerate in the next five years?

Speaker:

- Jodie Roussel, global public affairs lead, packaging & sustainability, **Nestlé**

9.25-10.20 **Policy brief: How incoming and evolving legislation will impact packaging strategy, and how businesses are responding**

- How is the global legislative landscape evolving and how will incoming regulation fit together for business operating across markets and jurisdictions?
- What can we expect from the Global Plastic Treaty's INC-3 in terms of expectations, actions, and sticking points? How will the EU's Packaging and Packaging Waste Regulation will impact business operations now, and by 2030?
- In the short-term, what can business do to prepare for the likely impacts of incoming legislation
- How business can take a proactive approach to keep ahead of the regulatory curve, across markets and on a global scale
- Where are the gaps, blind spots and unintended consequences in the current legislation that need to be addressed?

Speakers

- Llorenç Milà I Canals, programme officer, **United Nations Environment Programme**
- Tom Smith, director, global government affairs and business diplomacy, **Walmart**
- Laura Schacht, head of sustainability and external affairs, **Suntory Beverage & Food Europe**

10.20-10.50 **Networking Break**

10.50-11.45 **The roadmap beyond 2025: How can we align actors and approaches to ensure a realistic route to packaging targets**

- What is still standing in the way of brands achieving their 2025 packaging targets?
- Is there a disconnect within packaging value chains? How can we align different actors to ensure more effective progress towards reduced packaging footprints?
- What lessons can be learnt from the most successful approaches to date, and what can be learnt from those that weren't so successful?
- How to ensure accountability is shared across different actors to deliver a more coordinated approach to net zero goals

Speakers

- Caroline Potter, vice president of sustainability, **Sagentia**
- Sabine Strnad, global lead, circular economy & packaging, **Henkel**
- Marylène Lombardi, global head of packaging procurement, **Kraft Heinz**

11.45-12.30 **Business model innovation: Reuse, refill and the alternative business models that are the future of retail**

- What are the applications and limitations in the future of retail?
- Case studies and practical examples of successes, failings, and what we can learn from both
- How business can ensure packaging sustainability is a priority for R&D, operations and leadership teams
- Sustainability, scalability, profitability: Beyond pilots, which initiatives can really demonstrate this 'holy trinity'?

Speakers:

- Dieuwertje Nelissen, chief program officer, **Enviu**
- Jolanda de Rooji, senior manager sustainability – circular economy, **Unilever**

12.30-13.30 **Lunch**

13.30-16.30 **Breakout Sessions**

Sustainable design	Closing the loop	Data, tech and innovation
<p>A blueprint for innovation: How do we ensure sustainability is placed at the forefront of R&D?</p> <p>Speakers</p> <ul style="list-style-type: none"> • Jenny Wassenaar, chief sustainability officer & SVP, global R&D Trivium Packaging • Shameem Kazmi, director of research & development and innovation, Britvic 	<p>Reuse and refill: What do the numbers tell us on impact, sustainability and scalability?</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Rosie Sharp, creative partner – plastics & packaging, Hubbub • Hugo Lynch, sustainability lead, Abel & Cole • Natasha Maynard, sustainability programme manager, IGD 	<p>Data dilemmas and material choices: How to navigate complex and conflicting data points</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Sabine Strnad, global lead, circular economy & packaging, Henkel
<p>Designing for circularity: The practical steps to integrate circular design principles into decision making</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Karin Witton, global sustainability director, Tosca Packaging • Conor Oneill, head of packaging development and design, GSK • Matthias De Vel, group leader technology, specialty plastics EMEA, Eastman 	<p>Extended Producer Responsibility: An overview of the latest developments and what they mean for business</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Monika Romenska, regulatory & public affairs manager, EXPRA • Emmanuelle Bautista, head of international and european affairs, Citeo • Lauren Weir, senior ocean campaigner, Environmental Investigation Agency 	<p>Biobased materials: A look at the applications, the limitations and the impact of biobased packaging</p> <p>Speakers:</p> <ul style="list-style-type: none"> • Hanna Kalliomäki, chief sustainability officer, Paptic • Rafael Seixas, senior membership manager, Bonsucro
<p>Sustainable food packaging: An in-depth look at the barriers, the solutions and the future for circular food packaging</p> <p>Speakers:</p>	<p>The market for recycled materials: What's getting in the way of supply and what's preventing demand?</p> <p>Speakers:</p>	<p>Demonstrating progress: How to measure, manage and truly understand the impact of your sustainable packaging strategy</p> <p>Speakers:</p>

<ul style="list-style-type: none"> • Guilhem Baschet, chief operating officer, Papkot • Karen van de Stadt, sustainable packaging expert, Netherlands Institute for Sustainable Packaging 	<ul style="list-style-type: none"> • Mike Baxter, external affairs director, Berry Global • Marylène Lombardi, global head of packaging procurement, Kraft Heinz • Mani Vajipey, co-founder & chief executive officer, Banyan Nation 	<ul style="list-style-type: none"> • Sophie Lees-Millais, UK sustainable packaging lead, Anthesis • Fiona Powell, head of sustainability, IGD
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16.30-17.10 **Does the emperor have no clothes? A debate on the value, trade-offs and future of brand collaboration on packaging**

In sustainability, collaboration is critical to deliver on targets and drive systemic change. But for all the talk of its importance, there is often a frustrating unwillingness to...collaborate.

Recently, Planet Tracker released a report that challenged the credibility of the Alliance to End Plastic Waste. The report cited the potential of ‘greencrowding’ (i.e. hiding in the group and moving at the speed of the slowest adopter). Whilst the results of this report can be debated, this is a risk in any collaborative initiative.

In this session, we will assess collaborative efforts in their current form. We’ll discuss in practical terms how business, industry groups and other key stakeholders can break down the barriers, silos and reluctance to cooperate more effectively.

We know collaboration is absolutely necessary. So how can we get it to work?

Speakers:

- Martyn Tickner, chief advisor circular solutions, **Alliance to End Plastic Waste**
- Iryna Garkushyna, director global strategic innovation, **Avery Dennison**

17.10-18.30 **Drinks reception**

Day 2 – Wednesday 4th October

9.00-9.50 **Material innovation in action: Practical examples of brands collaborating to implement sustainable design**

In this session, we'll provide a number of practical case studies that showcase sustainable packaging design in practice. We'll assess the process that brands must go through to identify the right opportunities and overcome the key challenges to ensure packaging works the consumer, the environment and business reality.

Our case studies will include:

- Labelling
- Downsizing
- Alternative materials

Speakers:

- Tatiana Glad, executive director, **Impact Hub**
- Charles van Reij, global lead packaging, paper and print, **Cradle to Cradle**
- Jan Berbee, chief executive officer, **Grown Bio**
- Yasmine Mili, co-founder, **Moro Essentials**

9.50-10.40 **Financing the transition: How investors can accelerate and scale solutions to sustainable packaging**

- What financing mechanisms exist today, and how can these evolve to tackle the some of the challenges that can inhibit innovation?
- The role of investors in supporting and scaling solutions
- How can investors really play their part in driving systemic change and accelerating the transition to a circular economy?

Speakers:

- Guillaume Gras, investment director, **European Circular Bioeconomy Fund**
- Jan Raes, lead finance and plastics, **United Nations Environment Programme Finance Initiative**
- Fredric Petit, partner, **Emerald Technology Ventures**

10.40-11.10 **Networking Break**

11.10-11.25 **Q&A: Perception vs. practicality: How viable are deposit return schemes?**

- Reloop has said there is no definitive evidence suggesting DRS negatively impacts sales. Is this fear the greatest obstacle deposit return schemes face? How can we better educate consumers to participate?
- Are there unintended consequences of DRS? How can we work to overcome these?
- What key stakeholder partnerships are key to ensure a successful implementation?
- What KPIs should be tracked to understand the success of the scheme?

Speakers:

- Claudia Bierth, european sustainability and public affairs manager, **Ball Corporation**

11.25-12.15 **Advanced recycling: The potential, the drawbacks and the role of chemical recycling in a net-zero world**

- Insight into the latest technologies, the applications and the potential to transform packaging waste
- What are the criticisms of new technologies and can these be addressed in a way that delivers for all stakeholders?
- How to account for the carbon cost associated with advanced recycling methods to ensure the 'solutions' consider the full impact

Speakers:

- Katy Ogundiya, equity research analyst, **Barclays**
- Erica Ording, lead, sustainable packaging, **Friesland Campina**
- Saskia Hornivius, market development manager, **Eastman**

12.15-13.15 **Lunch**

13.15-13.35 **Q&A: Plastics neutrality: Are plastics credits a steppingstone or a get out of jail free card?**

- Is 'net zero' a credible objective in plastics?
- When are plastics credits the right option for business? And when are they not?
- How we can ensure schemes are set up in a way that really delivers for local communities and the environment

Speakers:

- Steve Hardman, chairman & co-founder, **Plastic Collective**

13.35-14.00 **Green claims and red flags: How to avoid a reputation for greenwashing**

Greenwashing is more than just bad practice – it can damage brand reputation and lead to hefty fines from regulatory bodies.

According to the EU Commission, half of all green labels offer weak or unsubstantiated claims, resulting in confusion and distrust from consumers. Under the Directive on Green Claims, brands will be required to prove their claims via third-party accredited verifiers.

In this session, we will unpack how your green claims could be damaging your corporate reputation and be putting you at financial and legal risk. Speakers will discuss how you can leverage supply chain data to verify your claims, and debate how best to communicate your sustainable initiatives to consumers.

Speakers:

- Thalia Bofilio, senior investment analyst (plastic), **Planet Tracker**
- Jodie Roussel, global public affairs lead, packaging & sustainability, **Nestlé**

14.00-14.50 **Myth busting packaging: How brands can tackle common misconceptions to educate consumers, protect brand value and drive more sustainable consumption**

- What are the common packaging misconceptions that can drive unsustainable purchasing practices? How can we communicate this complexity?
- When plastic is the best choice, how can we communicate that nuance to consumers?
- Old habits die hard: How to educate and incentivise consumers to enable more sustained behaviour change and drive more widespread adoption

Speakers

- Lucie Charbonnel, senior sustainability manager, Amcor flexibles EMEA, **Amcor**

- Michelle Norman, director, sustainability and external affairs, **Suntory Beverage & Food Europe**
- Sebastian Munden, chair, **WRAP**

14.50-15.00 **Conference wrap-up**

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