



# engage

## DOWNLOADABLE PROGRAM.V4

Amsterdam | November 11 | 2024

### HARMONIZING ACTION

*GreenBlue's Sustainable Packaging Coalition is excited to announce its partnership with Packaging Europe to co-locate the SPC Engage 2024 event with the Sustainability Summit at the Beurs van Berlage in Amsterdam. SPC Engage will be on Monday, November 11, 2024 and the Sustainable Packaging Summit will be on November 12-13, 2024.*

*SPC Engage will be centered around **Harmonizing Action**. The program will include session themes such as Unifying How Companies will Meet Sustainable Packaging Targets; Less Variation, More Sustainability: The Benefits of Harmonizing Packaging Design; Reduction: Changing Business Models; Connecting Innovations on a Global Scale to Solve Big Problems; Harmonizing the Industry's Understanding of the Best Product Categories for Reusable Packaging; The Intersection Effect: Regional Lessons for Better Policy and Regulation Implementation in North America and Europe and more.*



FRIDAY, NOVEMBER 8TH, 2024

# DAY TRIP TOUR

ALL DAY

DAY TRIP

## PREZERO ZWOLLE & POLYMER SCIENCE PARK

PreZero's modern plastic packaging material sorting plant in Zwolle can process over 85,000 tons of plastic packaging, cans and drinking cartons per year and sorts as many as 14 materials. By using the latest technology, they can sort even better, purifying streams and making an important contribution to the circular economy.

Polymer Science Park is the innovation centre for applied plastics technology. They support companies in developing sustainable and circular plastics products and technologies.



SUNDAY, NOVEMBER 10TH, 2024

# TOURS + EVENING SOCIAL

8:30 AM -  
1:30 PM

TOUR

## ANNE FRANK & THE JEWISH HISTORY OF AMSTERDAM TOUR

Travel back in time and learn about the life of Anne Frank and the Jewish history of Amsterdam. Starting in the 16th century, Amsterdam became the safe place for Jewish families fleeing from Southern and Eastern Europe. This tour starts in the historic Jewish Quarter where in the 16th Century Jews from the Iberian peninsula fled to Amsterdam to avoid persecution. Together, attendees will explore the rest of the old Jewish Quarter. On the route, you'll discover several hidden gems along the canals, as the guide shares stories that will make history feel within arm's reach. Following our arrival at Westerkerk, the building that Anne could see from the attic window, the group will then enter the house for an audio guided tour.



9:00 AM -  
10:00 AM

TOUR

## TONY'S CHOCOLONELY

So you wanna know more about Tony's Chocolonely? During this tour, you will learn all about Tony's story and mission of, together, making 100% slave free the norm in chocolate. Plus, you will get the opportunity to make your Tony's Unlimiteds bar and check out their Choco machine. You won't want to miss it!



4:30 PM -  
7:00 PM

TOUR

## HEINEKEN BROUWERIJ

The Heineken Experience is a brand experience within Heineken®'s oldest brewery, in the heart of Amsterdam. In 1988 the former brewery closed down, because we got too big for our boots. Today, the historical building serves as a venue where you can learn all about our Heineken® heritage, the brewing process, our sometimes crazy innovations, our sponsorships and the story behind the star. You'll also learn about the best way to taste and enjoy your Heineken® beer.



7:00 PM -  
9:00 PM

EVENING SOCIAL

## EVENING SOCIAL | HOUSE OF BIRD

House of Bird is Bird Brewery's tasting room in the Diemerbos. A place where passion for beer and nature come together. For every litre of Bird Brewery beer poured, one tree is planted. More than 140,000 trees have already been planted in this way. With this initiative, we make the world a little greener for people and birds.



MONDAY, NOVEMBER 11TH, 2024

# PROGRAM AT A GLANCE

**8:00 AM - CHECK-IN, REGISTRATION, AND MORNING REFRESHMENTS | BEURS FOYER**  
**8:30 AM**

**8:30 AM - SESSIONS | EFFECTENBEURSZAAL**  
**10:25 AM**

**10:25 AM - NETWORKING BREAK | EFFECTENBEURSZAAL**  
**10:55 AM**

**10:55 AM - SESSIONS | EFFECTENBEURSZAAL**  
**11:55 AM**

**11:55 AM - LUNCH | EFFECTENBEURSZAAL**  
**12:45 PM**

**12:45 PM - SESSIONS | EFFECTENBEURSZAAL**  
**2:40 PM**

**2:40 PM - NETWORKING BREAK | EFFECTENBEURSZAAL**  
**3:10 PM**

**3:10 PM - SESSIONS | EFFECTENBEURSZAAL**  
**5:00 PM**

**6:00 PM - EVENING SOCIAL | FASHION FOR GOOD**  
**8:00 PM**

# MORNING OF MONDAY, NOVEMBER 11TH, 2024

## SESSIONS



EFFECTENBEURSZAAL

8:30 AM -  
8:45 AM

### OPENING REMARKS

#### OPENING REMARKS

**Speakers:** Paul Nowak, Executive Director, GreenBlue and Olga Kachook, SPC Director, GreenBlue

8:45 AM -  
9:15 AM

### KEYNOTE

#### KEYNOTE | LANDSCAPES OF THE FUTURE: AN INNOVATOR'S VISION OF BEAUTY FOR A MORE HARMONIZED WORLD

Dutch artist and innovator Daan Roosegaarde has a clear vision: beauty as a starting point for a better, more balanced world. Roosegaarde will take us on a trip to his 'Landscapes of the Future', highlighting his innovative practice which merges people, technology, and space to create a future-proof planet. Virtual floods, smog sucking towers, and his more recent project SPARK, which illuminates the sky with organic fireworks; Roosegaarde pulls technology out of the screens to explore the social role of design in our world and activate solutions to improve life in urban environments. As an innovative thought leader, Roosegaarde shows the importance of "Schoonheid" (a Dutch word meaning both beauty and cleanliness) as our new value, along with his vision for a planet in greater harmony.

**Speaker:** Daan Roosegaarde, Artist and Innovator, Studio Roosegaarde

9:15 AM -  
9:35 AM

### KEYNOTE

#### KEYNOTE | DESIGNING CONSUMER BEHAVIOR FOR MEASURABLE SUSTAINABILITY IMPACT

As consumers increasingly express a desire to lead more sustainable lives, the challenge lies in turning these good intentions into impactful actions. According to behavioral science, the key to change and transformation lies in a deep understanding of decision-making processes and the strategic use of behavioral triggers within packaging and product design. In this session, renowned Behavioral Design Expert Sille Krukow offers critical insights into consumer psychology and the mechanisms of behavior change. Drawing from her compelling case studies, she will reveal how well-crafted packaging, product, and in-store designs can drive significant sustainability outcomes, ultimately bridging the gap between consumer intention, action, and impact.

**Moderator:** Paul Nowak, Executive Director, GreenBlue

**Speaker:** Sille Krukow, Nudge and Behavioral Design Expert, Krukow

9:35 AM -  
10:00 AM

### KEYNOTE

#### KEYNOTE | BRIDGING BORDERS: AMAZON'S APPROACH TO HARMONIZING SUSTAINABLE PACKAGING TARGETS

To achieve true harmonization, efforts must be scaled across borders. Discover how a mega company like Amazon aligns its sustainable packaging targets between their European and American teams. Thais Blumer, Head of Sustainable Packaging Europe at Amazon, will share Amazon's successes in navigating diverse regulations between both EU countries and in the US, enhancing consumer education and experience, and implementing innovative initiatives across the company. She will also dive into forward-thinking strategies, uncovering the power of knowledge sharing and prioritization of projects to advance various sustainable packaging strategies.

**Moderator:** Paul Nowak, Executive Director, GreenBlue

**Speaker:** Thais Blumer, Head of Sustainable Packaging Europe, Amazon

10:00 AM -  
10:25 AM

### FIRESIDE CHAT

#### FIRESIDE CHAT | UNIFYING HOW COMPANIES WILL MEET SUSTAINABLE PACKAGING TARGETS

Companies around the world have set similar sustainable packaging goals to be implemented in the next 5-10 years. These goals or packaging targets include increased recyclability, PCR content and/or the deployment of new packaging materials (biobased, compostable) and programs such as reusable and refillable packaging. In this session we will explore where we can find common ground across regions and whether, if we all have the same targets, we can get there faster?

**Moderator:** Tim Sykes, Brand Director, Packaging Europe

**Speakers:** Olga Kachook, SPC Director, GreenBlue

Michelle Gibbons, Director, European Brands Association

# MORNING OF MONDAY, NOVEMBER 11TH, 2024

## SESSIONS



EFFECTENBEURSZAAL

**10:25 AM -** NETWORKING BREAK

**10:55 AM** NETWORKING BREAK | EFFECTENBEURSZAAL

**10:55 AM -** PANEL

**11:25 AM** PANEL | LESS VARIATION, MORE SUSTAINABILITY: THE BENEFITS OF HARMONIZING PACKAGING DESIGN

Packaging design has the unique job of needing to meet all the targets: consumer engagement, product protection and promotion, brand recognition, user experience and to serve as a tool to communicate sustainability and recyclability instructions. In this session we will discuss how harmonizing packaging design worldwide could help solve recyclability challenges, food waste, plastic pollution, collection and reprocessing - while at the same time unify packaging materials trends.

**Moderator:** Olga Kachook, SPC Director, GreenBlue

**Panelists:** Dr. Feliks Bezati, Global Circular Packaging Director, Mars

Erica Ording, Sr Expert Sustainable Packaging, FrieslandCampina Innovation Centre

**11:25 AM -** PANEL

**11:55 AM** PANEL | REDUCTION: CHANGING BUSINESS MODELS

Packaging and Source Reduction is an effective avenue to reduce carbon emissions associated with packaging. Brands around the world have deployed initiatives to fulfill this goal - in this session we will showcase successful examples of bold change in product portfolio reduction, packaging reduction and how this has been communicated (and received by) consumers.

**Moderator:** Tom Pollock, Director of Strategic Partnerships, GreenBlue

**Panelists:** Paul Gabie, CEO, EcoSpirits

Alba Santmarti, R&D Manager Packaging Sustainability, Henkel Consumer Brands

Flavio Ferreira, Global Packaging Sustainability Director, Reckitt

**11:55 AM -** LUNCH

**12:45 AM** LUNCH | EFFECTENBEURSZAAL

**12:45 PM -** FIRESIDE CHAT

**1:05 PM** FIRESIDE CHAT | CONNECTING INNOVATIONS ON A GLOBAL SCALE TO SOLVE BIG PROBLEMS

Brands and retailers are constantly assessing innovations in the packaging industry to meet their packaging, materials and sustainability needs. In this session, we will hear about how accelerator programs have effectively promoted sustainable packaging innovation, finding solutions for specific challenges.

**Moderator:** Paul Nowak, Executive Director, GreenBlue

**Speaker:** Dr. Giorgia Scetta, Materials Science and DEI Lead, MassChallenge

**1:05 PM -** FLASH TALK

**1:20 PM** FLASH TALK | BOOSTING RECYCLING OF BIOWASTE BY COMPOSTABLE PACKAGING

Compostable packaging can boost the organic recycling of biowaste and increase the quantity and quality of the compost produced. There is a need to collaborate across the value chain to improve the circularity of materials that are contaminated with food waste or likely to be disposed with biowaste, and to establish pathways for those materials to be processed by the right technology provider and infrastructure. In this Flash Talk you will learn about Compostable by Design Platform that is a cross value chain platform for collaboration and innovation in compostable materials, technologies and processes, aiming to ensure compostable packaging is designed for recycling and recycled at scale in Europe.

**Speaker:** Maria Holopainen, Business Lead on Circular Economy, Stora Enso

# AFTERNOON OF MONDAY, NOVEMBER 11TH, 2024

# SESSIONS



EFFECTENBEURSZAAL

1:20 PM -

1:45 PM

PANEL

## PANEL | HARMONIZING THE INDUSTRY'S UNDERSTANDING OF THE BEST PRODUCT CATEGORIES FOR REUSABLE PACKAGING

Reusable and refillable packaging has taken hold as an integral and growing part of sustainable packaging strategies. There's still work and standardization to be done to move beyond pilots to more established projects. City-wide programs in different regions have sparked the need for guidance, standards, regulation and to define best practices from key organizations working in the space. In this session, we will hear from the Sustainable Packaging Coalition and SYSTEMIQ as they provide insights on the best product categories for reusable and refillable packaging around the globe.

**Panelists:** Olga Kachook, SPC Director, GreenBlue

Julia Koskella, Director Packaging Innovation and Reuse, SYSTEMIQ

1:45 PM -

2:00 PM

FLASH TALK

## FLASH TALK | CIRCULARITY IN FASHION PACKAGING: THE FASHION FOR GOOD'S PACKAGING PROJECTS

The session will introduce Fashion for Good, offering an overview of the organization and its mission. It will then delve into the rationale behind recent projects and research, highlighting the opportunities identified for change and innovation within the fashion industry. The session will provide valuable insights into the potential for adopting more sustainable and circular approaches to fashion packaging.

**Speaker:** Marianne Connolly, Innovation Analyst, Fashion for Good

2:00 PM -

2:40 PM

PANEL

## PANEL | THE INTERSECTION EFFECT: REGIONAL LESSONS FOR BETTER POLICY AND REGULATION IMPLEMENTATION IN NORTH AMERICA AND EUROPE

Policy and Regulation regarding EPR, recovery, labeling, green claims continue to evolve and be implemented in North America and Europe. In this session we will share the most recent and most significant changes in each region, what has been a challenge to accomplish, how stakeholders are involved in the process, the role of coalitions, and what can be learned from each region to promote harmonization in the long run.

**Moderator:** Michelle Carvell, COO, Lorax EPI

**Panelists:** Stephanie Kersten-Johnston, VP Innovation, The Recycling Partnership

Olivia Barker, Vice President, Clear Strategy

Joachim Quoden, Managing Director, EXPRA

Robbie Staniforth, Innovation and Policy Director, Ecosurety

2:40 PM -

3:10 PM

NETWORKING BREAK

## NETWORKING BREAK | EFFECTENBEURSZAAL

3:10 PM -

3:40 PM

PRESENTATION + FIRESIDE CHAT

## PRESENTATION + FIRESIDE CHAT | ON-PACK LABELING PARALLELS AND IN NORTH AMERICA AND THE UK

In this session we will hear from the leading on-pack labeling systems, OPRL in the UK, and How2Recycle in North America, about the newly formed partnership to share best practices and learnings to improve recycling across the board. We'll hear about their approaches to defining and assessing recyclability; the commonalities and differences of the two programs based on their regions; the effect of policy and how they are preparing for it; and the results from consumer research and what it shows about how to approach on-pack communication tools for recycling in the UK and North America.

**Moderator:** Tom Pollock, Director of Strategic Partnerships, GreenBlue

**Speakers:** Jude Allan, Managing Director, OPRL

Paul Nowak, Executive Director, GreenBlue

# AFTERNOON OF MONDAY, NOVEMBER 11TH, 2024

# SESSIONS



EFFECTENBEURSZAAL

3:40 PM -  
4:10 PM

PANEL

## PANEL | THE EVOLUTION OF ON-PACK LABELING

Dynamic Labeling, Packaging Specifications Systems, AI, Digitalization, Watermarking, and Scannability are some of the innovations on the horizon as on-pack labeling systems continue to evolve. In this session, we will hear from the leading on-pack labeling systems and their partners on the evolution of their programs, what the future holds for harmonizing data and approaches, and ongoing efforts to develop a recycling infrastructure that provides clear and actionable information for the consumer.

**Moderator:** Tom Pollock, Director of Strategic Partnerships, GreenBlue

**Panelists:** Alice Harlock, Director of Technical and Member Services, OPRL

Paul Nowak, Executive Director, GreenBlue

Gillian Garside-Wight, Consulting Director, Aura

Kevin Vyse, Head of Technical – ProAmpac RAP, ProAmpac

4:10 PM -  
4:30 PM

PRESENTATION

## PRESENTATION | FLEXIBLE PACKAGING RECYCLING STRATEGY IN EUROPE

CEFLEX's Graham Houlder will share the latest on the organization's flexible packaging recycling strategy, focusing on which end markets can and can't use these recycled materials, the role of optimal design for recyclability and how this data is key in shaping recycling infrastructure, investment.

**Speaker:** Graham Houlder, Coordinator, CEFLEX

4:30 PM -  
4:55 PM

PANEL

## PANEL | SCALING FLEXIBLE PACKAGING RECOVERY TO MEET RECYCLED CONTENT TARGETS

Recycled content and increased recyclability for flexible packaging continue to be primary goals for brands and retailers in North America and Europe. In this session, we will share perspectives, goals and learnings of working to find solutions that can be scaled globally.

**Moderator:** Olga Kachook, SPC Director, GreenBlue

**Panelists:** Graham Houlder, Coordinator, CEFLEX

Teo Medellin, Director Corporate Packaging Sustainability, P&G

Freek Baker, Director Value Chain Plastics, PreZero

Erwin Zant, Project Leader, Polymer Science Park

4:55 PM -  
5:00 PM

CLOSING REMARKS

## CLOSING REMARKS

**Speakers:** Paul Nowak, Executive Director, GreenBlue

6:00 PM -  
8:00 PM

EVENING SOCIAL

## EVENING SOCIAL | FASHION FOR GOOD

Fashion for Good is a global initiative that drives sustainable, innovative solutions in service of making fashion a force for good in the world. In the past, SPC and Fashion for Good have collaborated on reusable packaging and polybag reports, and now, we're happy to be hosting our Evening Social in their Amsterdam HQ Event Space. Fashion for Good is housed a short walk away from the venue in the heart of Amsterdam's city centre. Join us for an evening filled with hors d'oeuvres, local beers, delightful wines, and great company.

