

SPC Impact 2025 – Seattle

FULL PROGRAM

EVENT DAY 1 – APRIL 28TH 2025

7:50 am - 12:00 pm Offsite Tour	Tour Pioneer Recycling Services Join the Pioneer Recycling Services tour for a behind-the-scenes look at the process flow of materials received from residential and commercial recycling programs in the Washington Area. Witness the magic for yourself and see how commingled streams are separated by commodity types through human, mechanical and AI interaction. This is a unique opportunity to see how recyclables are transformed and prepared for a more sustainable Washington!
8:00 am - 1:15 pm Offsite Tour	Tour Amazon Packaging Lab and Fulfillment Center and Climate Pledge Arena This two part tour will go to Amazon's Packaging Lab and Fulfillment Center followed by Climate Pledge Arena, home of the Seattle Kraken and Seattle Storm. First, Amazon invites you to an insider's look at Amazon's packaging innovation and sustainability efforts. During this tour, you'll explore sustainable packaging solutions, including the Ship in Product Packaging (SIPP) program and packaging redesigns that reduce waste. You'll witness the ISTA 6A-certified lab in action, with demonstrations of drop, vibration, and compression tests that ensure package integrity. Learn how Amazon collaborates with brands to adapt packaging for online retail, often eliminating excess materials. You'll also observe Sort FC operations, where advanced robotic systems process diverse package types at scale. Throughout the tour, you'll discover how Amazon balances product protection, customer experience, and environmental responsibility in its packaging strategies. Following the Amazon visit, the group will head to Climate Pledge Arena, "the most progressive, responsible, and sustainable arena in the world". The arena tour will focus on sustainability, history of the building and re-design, sports and music. You won't want to miss this one!
8:00 am - 8:45 am Breakout Theme: Member Services Sponsor: CAA	Guided Networking Session Get to know the Sustainable Packaging Coalition Embark on your journey with the Sustainable Packaging Coalition (SPC) by exploring the foundational elements of your membership. This introductory session will provide a comprehensive overview of the benefits, resources, and opportunities available to you as an SPC member. Learn how to navigate the SPC community, access valuable tools, and leverage your membership to achieve your sustainability goals. Perfect for new members or those seeking a refresher, this session will set the stage for a successful and impactful SPC experience. Leads: Sheila Anzures, SPC Stakeholder Engagement Manager, GreenBlue Allyson Wingert, CRM & Membership Manager, GreenBlue

8:15 am - 3:30 pm Offsite Tour	<p>Tour From Waste to Wonder: A Journey Through Composting & Campus Sustainability</p> <p>Explore food waste and composting on a two-stop tour: Cedar Grove Composting and the University of Washington. See how Cedar Grove diverts 350,000+ tons of organic waste annually, producing nutrient-rich compost and testing certified compostable packaging. Then visit UW's sustainable campus spaces, dining operations reducing food waste, and the Bioresource Lab, where thermoforming, papermaking, and nanocellulose research showcase the future of bio-based packaging. Meet faculty and students and get an up-close look at innovative sustainability in action.</p>
9:00 am - 12:00 pm Breakout Theme: Member Services	<p>How2Recycle Member Meetings Member Services with Monica Rosquillas</p> <p>The Member Services team will offer dedicated meeting times for current How2Recycle members and those interested in joining. These sessions will provide information about the program, answer general questions, and give prospective members an opportunity to learn more about the benefits of How2Recycle.</p>
9:00am - 9:30 am Breakout Theme: Event Information Sponsor: CAA	<p>Guided Networking Session Event Essentials: Kickstart your SPC Journey!</p> <p>Dive into the essentials of making a lasting impression at your first SPC event. This session will equip you with strategies to network effectively, engage with industry leaders, and make the most out of every opportunity. Whether you're looking to build connections or learn from the best, this session will set you on the path to success.</p> <p>Lead: Allyson Wingert, CRM & Membership Manager, GreenBlue Olga Kachook, Director SPC, GreenBlue</p>

9:25 am - 12:00 pm Offsite Tour	<p>Tour Waste Management Cascade Recycling Center</p> <p>WM's Cascade Recycling Center combines advanced technology with WM's proprietary design to capture more recyclables and advance sustainability for communities and businesses across Western Washington. Rebuilt in 2023, this state-of-the-art facility uses cutting-edge technology to power efficient and high-tech recycling. The result is less material going to landfills and more recyclables for new products.</p>
9:45 am - 3:15 pm Offsite Tour	<p>Tour Sustainability In Style at REI and Armoire</p> <p>Join this tour for an exclusive behind-the-scenes look at sustainable fashion practices at REI and Armoire! First, the tour group will go to REI's DC in Sumner. The tour will explore key areas where the Co-op is making strides to limit waste, and gain insights from REI's Sustainability Team on initiatives like reducing and recycling plastic poly bags and embracing bagless retail. After grabbing a quick bite, the group will head back North to the Armoire Warehouse. Armoire is a Seattle-based clothing rental company that is founded and led by women. Guests will get an inside look at Armoire's 30,000 square foot SODO warehouse (aka the "BIG closet") and learn how they power our circular fashion model with innovative reverse logistics systems and homegrown proprietary technology.</p>
10:15 am - 2:00 pm Offsite Tour	<p>Tour Recycling in Action: Discover King County's Recology MRF</p> <p>At Recology King County's state-of-the-art MRF, participants will embark on an insightful journey to see firsthand how paper, plastics, and other materials are sorted through a series of conveyor belts, mechanical innovations, and hand-sorting. Recology's facility utilizes advanced</p>

	<p>technology to ensure efficient processing, helping to create a cleaner environment and support the circular economy. During the visit, attendees will learn about the intricacies of the recycling system and discover how their everyday actions impact this vital process. We will grab a quick bit after at the nearby Conscious Eatery.</p>
11:15 am - 2:45 pm Offsite Tour	<p>Tour Revolutionizing Reuse: A Behind-the-Scenes Look with Starbucks HQ & Bold Reuse's Wash Hub</p> <p>In this two-part tour, attendees will get to visit Seattle's Starbucks HQ and BOLD Reuse's Wash Hub Facility. The first stop will be at the Starbucks Support Center, where you will learn more about their efforts to reduce waste through reusable packaging for both our customers and partners. They'll discuss their wide-ranging efforts in the reusables space, including their latest tests, and showcase how they are already making an impact in Starbucks stores and offices. After grabbing a quick bite to eat, guests will get an exclusive behind-the-scenes look of Bold Reuse's Seattle Wash Hub Facility. Witness how their innovative operations have eliminated over 5 million pounds of single-use waste by providing services to make reuse at scale possible. This guided tour will take you through Bold Reuse's collection, cleaning, and quality control processes, showcasing how they maintain the highest standards for safety and reuse.</p>

1:00 pm - 1:30 pm Breakout Theme: Member Services Sponsor: CAA	<p>Guided Networking Session Event Essentials: Kickstart your SPC Journey!</p> <p>Dive into the essentials of making a lasting impression at your first SPC event. This session will equip you with strategies to network effectively, engage with industry leaders, and make the most out of every opportunity. Whether you're looking to build connections or learn from the best, this session will set you on the path to success.</p> <p>Lead: Jeremiah Wayman, Associate Director, Marketing and Communications, GreenBlue Lauren Francis, Senior Manager, Events, GreenBlue Allyson Wingert, CRM & Membership Manager, GreenBlue Barbara Fowler, Director of Marketing and Communications, GreenBlue</p>
1:30 pm - 4:00 pm Breakout Theme: Member Services	<p>How2Recycle Member Meetings R&D with Nyssa Thongthai</p> <p>The R&D team will host 30-minute office hours for current How2Recycle members, offering one-on-one support on topics such as label request questions, recyclability assessments, technical inquiries, and test methodology reviews. Members are encouraged to sign up in advance to secure a time slot, but walk-ins are welcome if space is available.</p>
2:00 pm - 3:20 pm Offsite Tour	<p>Tour Recycling in Action: Tricky to recycle? Ridwell can do it!</p> <p>Visit Ridwell's Warehouse in South Seattle to see where the magic happens. Ridwell is a doorstep collector of hard-to-recycle items that do not have a home in the blue bin - think textiles, batteries, plastic film and granola bar wrappers. Half of what Ridwell works on is items that are for reuse in the community. Don't miss out on this chance to deepen your understanding of recycling and its importance in our community!</p>
2:00 pm - 2:45 pm Breakout Theme: Collaboratives	<p>Guided Networking Session Packaging EPR Collaborative</p> <p>Come get to know your fellow Packaging EPR Collaborative members! This session will feature a fun networking activity as well as a listening session for the Collaborative members to share their feedback with the SPC team. Don't miss this opportunity to get to know the faces behind the screen.</p>

Sponsor: CAA	Lead: Sheila Anzures, Manager of Stakeholder Engagement, SPC, GreenBlue Lucy Pierce, Senior Project Manager, SPC, GreenBlue
2:45 pm - 6:00 pm Offsite Tour	Tour and Volunteering Furniture Repair Bank Furniture Repair Bank gives unwanted furniture a second life—supporting families, reducing waste, and creating local impact one piece at a time. On this behind-the-scenes tour and volunteer day, you'll learn how it works, get a safety briefing, then roll up your sleeves to help restore furniture through sanding, painting, reupholstering, and more. All tools, gear, and guidance are provided—plus great music and a chance to come together at the end to celebrate a day well spent.

3:00pm - 3:45 pm Breakout Theme: Collaboratives Sponsor: RLG	Guided Networking Session Weighing your Options for Packaging EPR Compliance Connect with stakeholders who have been affected by packaging Extended Producer Responsibility (EPR) laws, and discover how other companies are structuring compliance obligations. Join us as we weigh the pros and cons of various methods, helping you determine your best path forward. Plus, engage in a fun networking activity related to packaging data. Perfect for CPG brands, retailers, and entities that must report packaging data under EPR laws. Leads: Les Griffith, Senior Director, Business Development at RLG, and Rebecca Schwartz Altholz, Business Development Manager at RLG
3:00 pm- 3:45pm Breakout Theme: Education Sponsor: CAA	Guided Networking Session Test your knowledge on the Knowledge Library Join us for an interactive session that puts your knowledge on all things sustainable packaging to the test! Whether you're an expert or a curious learner, this is a great opportunity to showcase your skills, discover new insights, and connect with others. Prizes await top performers, so bring your curiosity and competitive spirit! Lead: Sheila Anzures, SPC Stakeholder Engagement Manager, GreenBlue
3:15 pm - 6:00 pm Offsite Tour	Tour The Journey of Reuse, hosted by r.World in partnership with Reuse Seattle at iconic venue The Showbox In this two-part tour, participants will experience the journey of reuse, starting at Seattle's iconic Showbox ballroom located across the street from Pike Place Market. It all starts in the lobby, where guests will get served drinks in r.World reusables to keep them refreshed during this exclusive backstage venue tour. Get tips on how to select the best reuse partner, see what an implementation looks like from ordering to delivery to storage to service to collection, learn how to achieve high return rates and more, followed by a Q&A with Showbox, Reuse Seattle and r.World. Next, take a short ride to the r.World Wash Hub facility, for a behind-the-scenes look at the sanitization and operations center that keeps reuse running smoothly, followed by an operational and service-focused Q&A. To top it all off, you'll leave with tickets to return to Showbox for a night of music with R&B/Hip Hop artist Mereba - plus the knowledge and inspiration to bring reuse to your corporate campus, events, or food service locations.
4:00 pm - 4:45 pm Breakout Theme: Collaboratives	Guided Networking Session Compostable Packaging Collaborative Come get to know your fellow Compostable Packaging Collaborative members! This session will feature a fun networking activity as well as a listening session for the Collaborative members to share their feedback with the SPC team. Don't miss this opportunity to get to know the faces

Sponsor: CAA	behind the screen. Lead: Sheila Anzures, Manager of Stakeholder Engagement, SPC, GreenBlue Olga Kachook, Director of SPC, GreenBlue
6:00pm - 8:30pm Evening Social Sponsor: TRP	TRP Evening Social Get ready for a fantastic evening of networking, great food, and drinks at Steelheads Alley & Patio at Victory Hall at the Boxyard Seattle, proudly sponsored by TRP. This event is the perfect opportunity to connect with fellow conference attendees in a lively and welcoming atmosphere. Located in the heart of Seattle, Steelheads Alley & Patio offers a unique blend of craft beer, delicious bites, and an energetic social setting. Come and unwind after a full conference day whilst making meaningful connections. Raise a glass, enjoy some fantastic company, and experience the vibrant spirit of Victory Hall at the Boxyard. We can't wait to see you there!
6:30 pm - 8:30 pm Evening Social Sponsor: Impermea Materials	Evening Social at Fremont Brewing Join us for a memorable evening at Fremont Brewing's Urban Beer Garden Private Event Space. Since 2009, Fremont Brewing has been bringing the craft of brewing to life with a focus on quality, creativity, and community. This event invites you to sip on an eclectic range of their expertly crafted beers, from hop-forward IPAs to smooth, session-worthy brews. Mingle with fellow beer lovers while enjoying delicious bites and soaking in the vibrant atmosphere of Fremont's innovative brewery. With a spacious outdoor patio, stunning views of the brewing operation, and a welcoming neighborhood vibe, this is the perfect spot to connect, relax, and toast to the art of craft beer.

EVENT DAY 2 – APRIL 29TH 2025

7:15 am - 7:45 am Breakout Theme: Wellness Sponsor: ProAmpac	Morning Yoga Start the day off with a morning flow to get you energized for your day. Datza Studios presents their signature Earth Class, a Hatha yoga session focused on grounding, including breathwork and ending with one Yin pose for deep relaxation. This class is suitable for all levels of experience, so please feel free to join us, whether you are a seasoned yogi or a complete beginner. Mats will be provided, please bring your reusable water bottle.
8:00 am - 9:00 am	Breakfast with GreenBlue's Executive Director, Paul Nowak Grab some breakfast and a coffee from Regency Ballroom (Exhibit Hall) and head over to Elwha Ballroom A on the 5th floor for a time to ask our Executive Director, Paul Nowak, all your questions: his vision for our programs, future trends, consumer education, policy and more.
8:30 am - 9:00 am Breakout Theme: Collaborative Sponsor: RLG	Guided Networking Session Recovery Technologies Collaborative Interested in discovering where attendees are from and learning about the unique features of collection systems in their regions? Come and join us! This session will explore similarities and differences in collection programs across states and countries, while getting to know new industry colleagues located in different areas. Lead: Sheila Anzures, Manager of Stakeholder Engagement, SPC, GreenBlue Paula Leardini, SPC Manager Circular Plastics, GreenBlue

9:00 am - 10:30 am Breakout Theme: Policy	<p>Workshop From Waste to Wealth: Transforming PET waste for a sustainable and secure future</p> <p>Each year, the U.S. sends \$7 billion of PET to landfills. This session unpacks new findings from Systemiq and exclusive Eastman research to show how advanced recycling, voter engagement, and EPR could cut virgin PET use, boost recycling, reduce emissions, and create jobs—while accelerating plastics circularity.</p> <p>Moderator: Justin Coates, Head of Global Market Research & Consumer Insights, Eastman Panelists: Jonathan Quinn, CEO, U.S. Plastics Pact Michael Wasserman, Senior Consultant, Eunomia Research and Consulting Katherine Huded, Executive Director, Material Systems, The Recycling Partnership</p>
9:00 am - 10:30 am Breakout Theme: Member Services	<p>How2Recycle Member Meetings Member Services with Monica Rosquillas</p> <p>The Member Services team will offer dedicated meeting times for current How2Recycle members and those interested in joining. These sessions will provide information about the program, answer general questions, and give prospective members an opportunity to learn more about the benefits of How2Recycle.</p>
9:00 am - 9:45 am Breakout Theme: Recovery	<p>Presentation Unpacking Common Recycling Misconceptions & Resident Beliefs</p> <p>As circularity goals and sustainable packaging initiatives evolve, understanding public perception is critical to behavior change. Join Jeff Galad from Recycle Coach to hear insights on resident engagement data to help illuminate behaviors surrounding food packaging materials. Attendees will gain a deeper understanding of resident recycling attitudes, how these beliefs impact outcomes, and actionable strategies for dispelling common misconceptions.</p> <p>Moderator: Ross Bergman, Director RMS, GreenBlue Speaker: Jeff Galad, President, Recycle Coach</p>
9:00 am - 9:45 am Breakout Theme: Innovation Sponsor: Berry Global	<p>Presentation The ABC's of EPR – from the consumer perspective</p> <p>Everyone's talking about EPR compliance—but not about consumers. New research from ERM Shelton shows that while consumers don't know the term, they do expect brands to take responsibility for packaging. This session explores how those insights can inform smarter marketing and communication strategies.</p> <p>Speaker: Suzanne Shelton, Senior Partner, ERM Shelton Susannah Enkema, VP of Research and Insights, ERM Shelton</p>
9:00 am - 9:40 am Breakout Theme: Innovation Sponsor: AirCarbon	<p>Panel Investigating the Use and Impacts of Emerging Alternative Materials</p> <p>In this introductory session, learn more about the variety of non-traditional materials emerging in the package industry, including bio-derived plastic alternatives and non-wood fiber sources. Understand how these materials impact the packaging life cycle and applications they may be best suited for. This session will dig into life cycle assessment data for these materials so attendees can better understand environmental tradeoffs and how to analyze these materials for environmental and social impact.</p> <p>Moderator: Brad Kurzynowski, SPC Manager, Fiber, GreenBlue Speakers: Emily Wynne, Senior Sustainability Expert, Plastics & Packaging, Quantis Amanda Lim, Environmental and Sustainability Lead, Nature Fresh Farms</p>

9:00 am - 9:40 am Breakout Theme: Recovery	<p>Presentation 1,000 foot view: Evolution of global dynamics in recycled plastics markets</p> <p>As demand for recycled plastics continues to grow across the globe, markets have become increasingly interconnected as players navigate local hurdles. In this session, gain insight into regional capacities and forecasted demand growth, while exploring key drivers for future market acceleration, including impending regulation and investment in infrastructure.</p> <p>Moderator: Paula Leardini, SPC Manager Circular Plastics, GreenBlue Speaker: Corbin Olson, Senior Analyst/Researcher – Plastics Recycling, ICIS</p>
9:00 am - 9:40 am Breakout Theme: Behavior Change and Consumer Education Sponsor: Veritiv	<p>Panel Finding Alignment in Reusable Packaging Categories</p> <p>In this panel, the Sustainable Packaging Coalition, WWF and Upstream will discuss their recommendations to best-fit categories for reusable packaging and why they have the best chance to scale and increased adoption rates by consumers.</p> <p>Moderator: Olga Kachook, SPC Director, GreenBlue Panelists: Crystal Dreibach, CEO, Upstream Jessica Zeuner, Senior Program Officer, Plastic & Material Science, WWF Julia Koskella, Director - Packaging Innovation & Reuse, SYSTEMIQ</p>
9:00 am- 9:40 am Breakout Theme: Education	<p>Knowledge Library Session Understanding sustainability: Introduction to Life Cycle Assessment and Bioplastics</p> <p>New to life cycle assessments and bioplastics and don't know where to start? This session condenses the SPC Knowledge Library topics on Life Cycle Assessment (LCA) and Bioplastics into one introductory primer. Learn how LCA is being used to better understand the environmental impacts of packaging, examine the important assumptions and limitations of LCA, and how to best communicate LCA results. This session will also dive into the diverse family of bio-based and biodegradable plastics, covering sourcing and end-of-life considerations, as well as standards and certifications relevant to marketing claims.</p> <p>Speaker: Julie Rice Suggs, PhD, Academic Director, The Packaging School</p>
9:00 am - 9:25 am Breakout Theme: Climate Tech and Packaging	<p>Presentation Improving Packaging Circularity with AI and Robotics</p> <p>Operational inefficiencies in the recycling value chain result in a shortage of recycled feedstock, causing instability in end markets for recycled commodities. New legislation, like Extended Producer Responsibility (EPR) and corporate packaging commitments, will only increase the strain on this value chain. New technologies can be placed into recycling facilities to enhance the efficiency of the recycling process and increase the recovery of recyclable materials, therefore increasing the supply of recycled feedstock for packaging. In this presentation, JD Ambati, CEO and Founder of EverestLabs, will discuss how AI solutions are propelling the circular supply chain forward at each step of the way with data, automation, and insights on packaging recovery.</p> <p>Moderator: Adam Gendell, Director of System Optimization, The Recycling Partnership Speaker: Apurba Pradhan, Head of Product and Marketing, Everest Lab</p>

9:30 am - 10:00 am Breakout Theme: Climate Tech and Policy	Presentation Alternative Collection 101 - Opportunities In and Out of an EPR Ridwell has grown rapidly by making it easy for households to recycle items curbside programs can't. This session features Ridwell VP Caleb Weaver on how alternative collection models can keep hard-to-recycle materials out of landfills and play a valuable role in EPR systems. Moderator: Adam Gendell, Director of System Optimization, The Recycling Partnership Speaker: Caleb Weaver, Vice President, Ridwell
9:45 am - 10:30 am Breakout Theme: Policy	Presentation EPR and Compostables: Unlocking Support For Compostable Packaging As Extended Producer Responsibility (EPR) laws evolve in five states and counting, compostable packaging will need to find equal footing in these laws in order to properly fund collection and composting infrastructure. How do the current laws stack up with this goal? Will fees collected on compostable packaging actually go towards new composting infrastructure? In this presentation, BPI's policy expert will share how new EPR legislation is addressing compostable materials, how fees will be managed for these packages, and whether composting infrastructure and end markets are being adequately addressed. Learn how companies can best engage with rule-making in states with EPR to more effectively influence this process and ensure that compostable packaging is effectively included in these laws. Moderator: Lucy Pierce, Senior Manager SPC, GreenBlue Speaker: Alex Truelove, Legislation and Advocacy Manager, Biodegradable Products Institute (BPI)
9:45 am - 10:30 am Breakout Theme: Policy Sponsor: CarbonQuota	Presentation Data Collection Best Practices: What to Collect, How to Get It, and What to Do With It Collecting packaging data to comply with Extended Producer Responsibility (EPR) laws requires seamless coordination and communication among a wide range of stakeholders. Missteps in the data collection process can lead to inaccuracies, delays, and non-compliance risks. In this session, the EPR data experts at RLG will guide you through essential best practices to streamline the data collection process. You'll gain insights into proven strategies for minimizing errors, improving data reliability, and ensuring timely submission of your packaging reports. Whether you're new to EPR or looking to enhance your existing processes, this session provides valuable tools to set you on the path to successful compliance. Speakers: Rebecca Schwartz Altholz, Business Development Manager, RLG
9:45 am -10:30 am Breakout Theme: Innovation	Presentation Packaging, Prototyping & Partnerships James and Chris share their insight and experience in designing sustainable packaging innovations. They'll discuss multi stakeholder tensions, enabling approaches and the fine margins between success and failure. This will include the important role of iterative prototyping and testing in the development process and how crucial collaborative partnerships are in bringing sustainable packaging to the market. Moderator: Tom Pollock. Director of Strategic Partnerships, GreenBlue Speakers: James Harmer, Planning and Innovation Strategy Leader, Cambridge Design Partnership Chris Houghton, Director, Head of FMCG, Cambridge Design Partnership

9:45 am - 10:25 am Breakout Theme: Recovery	<p>Workshop The Economics of Residential Recycling</p> <p>This workshop will introduce attendees to the fundamental economics of municipal recycling, including what goes into the costs of collection & processing, how value of commodities impact the rates that residents ultimately pay and the MRF's bottom line, how commodities values and volumes fluctuate over time. The workshop will also cover how these economic factors influence how municipalities and MRFs make decisions about what to accept in a program and when and what to upgrade in a facility. Finally, it will look at the role that multifamily, commercial and industrial volumes impact curbside residential recycling economics.</p> <p>Moderator: Ross Bergman, Director Recycled Material Standard, GreenBlue Speakers: Susan Robinson, Owner, Susan K. Robinson Consulting Natalie Messer Betts, AVP Sustainability, Recycled Materials Association</p>
9:50 am - 10:30 am Breakout Theme: Recovery	<p>Presentation Closing the Loop from Curb to Clean: Recycling Mixed Curbside PET into Food and Beverage Packaging</p> <p>Learn how rPlanet Earth is redefining the recycling process by using curbside-collected PET, including recycled thermoform streams, to produce food- and beverage-grade packaging of unparalleled quality. This session will delve into rPlanet Earth's vertically integrated recycling and manufacturing operation that transforms any grade PET feedstock into high quality material – at the lowest carbon footprint. This session will dive into the journey of transforming curbside PET into high-performance packaging solutions, the environmental impact of high post-consumer recycled content, and how these innovations help brand owners meet circular economy goals while promoting our domestic recycling infrastructure.</p> <p>Moderator: Nina Goodrich, Advisor Navigate, GreenBlue Speaker: Andy Laible, VP of Sales & Marketing, rPlanet Earth</p>
10:00 am - 10:30am Breakout Theme: Innovation Sponsor: LG Chem	<p>Presentation Paper and Poly: Making the Best Material Choices for Your Business</p> <p>As companies respond to the increasing consumer demand for sustainable solutions and the growing complexity of packaging regulations, the pressure to adapt swiftly can be considerable. However, taking a strategic, thoughtful approach to evaluating material options can lead to significant long-term benefits, including cost savings, enhanced operational efficiency, and strong sustainability outcomes, all while ensuring your choices align with your business objectives.</p> <p>Moderator: Adam Gendell, Director of System Optimization, The Recycling Partnership Speaker: Eva Caspary, Sustainable Packaging Specialist, Pregis</p>
10:30 am - 11:15 am	<p>Networking Break in Exhibit Hall; Sponsor: Brook + Whittle</p>
11:00 am - 12:00pm Breakout Theme: Member Services	<p>How2Recycle Member Meetings R&D with Marina Solis</p> <p>The R&D team will host 30-minute office hours for current How2Recycle members, offering one-on-one support on topics such as label request questions, recyclability assessments, technical inquiries, and test methodology reviews. Members are encouraged to sign up in advance to secure a time slot, but walk-ins are welcome if space is available.</p>

11:15 am - 12:00 pm Breakout Theme: Policy	<p>Panel Extended Producer Responsibility for Packaging in Washington State</p> <p>EPR will be in Washington's 2025 legislative session once again. Come to hear a hot-off-the presses take on what happened, what didn't, what we can learn from it, and where it's headed next.</p> <p>Moderator: Jessica Branon-Zwick, Partner and Director, Cascadia Consulting Group Panelists: Liz Berry, State Representative, Washington State House of Representatives Kara Steward, Recycling Market Development Center Coordinator, Washington Department of Ecology Preston Peck, Senior Sustainability Analyst, City of Tacoma Heather Trim, Executive Director, Zero Waste Washington</p>
11:15 am - 12:00 pm Breakout Theme: Innovation Sponsor: Kwik Lok	<p>Presentation + Panel Exploring the New Performance Capabilities of Bioplastics</p> <p>Compostable bioplastics have come a long way. This panel examines how these materials now perform across a range of applications, their role in the circular economy, and where they make the most sense today.</p> <p>Moderator: Olga Kachook, SPC Director, GreenBlue Speakers: Dr. Eleftheria Roumeli, Assistant Professor Materials Science & Engineering, University of Washington ; Dr. Jin Gu, Research Scientist, World Centric; Leah Ford, Marketing Director, CJ Biomaterials</p>
11:15 am - 12:00 pm Breakout Theme: Innovation	<p>Panel Reuse in Action in the City of Seattle</p> <p>The City of Seattle has taken the lead in reusable systems and program implementation across the city, involving a variety of businesses, venues, institutions and communities. In this session, we will discover how creating systems of collection, transportation, washing and digital infrastructure is going, what challenges have they faced, the adoption rate and response from the community.</p> <p>Moderator: McKenna Morrigan, Strategic Advisor, Waste Prevention and Product Stewardship, City of Seattle, Seattle Public Utilities Panelists: Heather Watkins, Co-founder and CRO, Bold Reuse Hannah Johnson, Founder, CEO, Perennial Zero Waste</p>
11:15 am - 12:00 pm Breakout Theme: Innovation Sponsor: Packaging Europe	<p>Panel Mapping the International Innovation Landscape</p> <p>This panel will explore the regulatory, technological, and business factors that shape the modern landscape of sustainable packaging innovation, revealing both the challenges and opportunities for transformative change. Panelists will share their strategic insights on what it takes for businesses to build scalable, impactful innovations, exploring the external conditions that drive their success and the criteria for measuring sustainability impact.</p> <p>Moderator: Tim Sykes, Brand Director, Packaging Europe Panelists: Neil Cameron, Partner, Emerald Technology Ventures Linda Roman, Director, NA R&D Fellow, Packaging R&D, Kraft Heinz Company</p>

11:15 am - 12:00 pm Breakout Theme: Policy	<p>Presentation Harmonization barriers and the impact of fragmentation within the EPR framework</p> <p>As EPR reporting begins in Oregon and Colorado, producers face complex differences in definitions, material categories, and fees across states. This session breaks down the biggest challenges—and where alignment across Western states can ease compliance.</p> <p>Moderator: Lucy Pierce, Senior Manager SPC, GreenBlue Speaker: Jason Bergquist, VP US Operations, RecycleMe</p>
11:15 am - 12:00 pm Breakout Theme: Policy Sponsor: CHOCAL Packaging Solutions	<p>Presentation Harmonizing Packaging Design Guidance in the Paper Space</p> <p>With the continued development of innovative paper formats, brands and converters are wondering where to turn for guidance on how to ensure their new paper packaging is designed to be recovered. How much coating is too much coating? What package features can be problematic through the paper recycling chain? In this session, attendees will learn about available paper packaging design guidance resources and how each can be utilized to ensure their packaging is designed for our current paper recycling systems.</p> <p>Speakers: Brad Kurzynowski, SPC, Fiber, GreenBlue Bret Biggers, Senior Economist, ReMA</p>
11:15 am - 12:00 pm Breakout Theme: Behavior Change and Consumer Education Sponsor: LyondellBasell	<p>Presentation Unpacking Sustainability: Do Consumers Really Understand Packaging Claims? Bridging the Gap Between Understanding and Opportunity</p> <p>Sustainable packaging claims are growing fast—but consumer confusion remains. As EPR regulations intensify, this session examines consumer behavior, the most effective sustainability claims, and state-level data to show how packaging sustainability influences sales in a changing regulatory environment.</p> <p>Moderator: Tom Pollock, Director of Strategic Partnerships, GreenBlue Speaker: Kasra Eskandari, Packaging Associate Director, NielsenIQ Rachel Bonsignore, Vice President of Consumer Life & Green Gauge, NielsenIQ</p>
11:15 am - 12:00 pm Breakout Theme: Education	<p>Knowledge Library Session Understanding sustainability: Strategies for Packaging and Goal Setting</p> <p>What are the big questions related to sustainable packaging? What makes a good corporate sustainability goal? This session will combine the SPC Knowledge Library topics: Packaging and Sustainability and Setting Sustainability Goals. Get an introduction to systems thinking and the circular economy to understand how to optimize packaging for sustainability. This session will also explore the important considerations around what makes a good sustainability goal and outline the process for crafting meaningful goals that can drive change.</p> <p>Speaker: Julie Rice Suggs, PhD, Academic Director, The Packaging School</p>
12:00 pm - 1:20 pm	<p>Lunch for all attendees in Exhibit Hall; Sponsor: Novolex</p>

1:00 pm - 1:30 pm Room: 301 Ashnola Breakout Theme: Networking Sponsor: RLG	Guided Networking Session Sustainability Simplified: Everyday Sustainable Focused Living Discover practical ways to incorporate sustainability into your daily life. This session will explore simple yet impactful habits that can make a difference. From reducing waste to choosing sustainable products, learn how to live green without compromising on convenience or comfort. Lead: Allyson Wingert, CRM & Membership Manager Nyssa Thongthai, Senior Project Manager, How2Recycle, GreenBlue
1:30 pm - 3:25 pm Breakout Theme: Main Stage Sponsor: Tetra Pak	1:30 pm - 1:50 pm Opening Remarks Paul Nowak, Executive Director, GreenBlue 1:50 pm - 2:35 pm Keynote The Future of the Future In a rapidly changing world, foresight is a critical skill. Greg Lindsay delivers a practical crash course on anticipating change, identifying opportunities, and designing solutions for emerging needs. Speaker: Greg Lindsay, Urbanist, Futurist, Urban Tech Fellow at Cornell Tech's Jacobs Institute; Chief Communications Officer at Climate Alpha; Senior Fellow of MIT's Future Urban Collectives Lab 2:45 pm - 3:25 pm Keynote Documenting Climate Change and Earth's Fragility, Through the Lens Daniel Beltrá's award-winning aerial photography exposes the beauty and vulnerability of our planet. In this keynote, he shares iconic images—and the stories behind them—from three decades documenting climate change around the world.Speaker: Daniel Beltra, Photographer Moderator: Paul Nowak, Executive Director, GreenBlue
2:25 pm - 3:25 pm Breakout Theme: Member Services	How2Recycle Member Meetings R&D with Nyssa Thongthai The R&D team will host 30-minute office hours for current How2Recycle members, offering one-on-one support on topics such as label request questions, recyclability assessments, technical inquiries, and test methodology reviews. Members are encouraged to sign up in advance to secure a time slot, but walk-ins are welcome if space is available.
3:25 pm - 4:00 pm	Networking Break in Exhibit Hall; Sponsor: Flexible Packaging Association
4:00 pm - 5:00 pm Breakout Theme: Member Services	How2Recycle Member Meetings R&D with Marina Solis The R&D team will host 30-minute office hours for current How2Recycle members, offering one-on-one support on topics such as label request questions, recyclability assessments, technical inquiries, and test methodology reviews. Members are encouraged to sign up in advance to secure a time slot, but walk-ins are welcome if space is available.

4:05 pm - 4:50 pm Breakout Theme: Main Stage Sponsor: Tetra Pak	<p>4:05 pm - 4:45 pm Presentation & Panel Goodwill's Collaborative Approach to Tackling Hard-to-Recycle Plastics and Textiles</p> <p>Join for an engaging session on how Goodwill is expanding its role in recycling through innovative national and local collaborations and initiatives. This collaborative effort aims to tackle the grand challenge of building infrastructure for donated end-of-life materials that are difficult to recycle, such as textiles and film plastics. Learn how Goodwill is partnering with recycling companies and organizations in North America to create scalable solutions for a more sustainable future, while keeping their mission of empowering people through the power of work at the forefront.</p> <p>Moderator: Paul Nowak, Executive Director, GreenBlue</p> <p>Speakers:</p> <p>Sydney Muñoz, Manager of Sustainability, Goodwill Industries International Catherine Meloy, CEO, Goodwill of Greater Washington Lisa Rusyniak, CEO, Goodwill of the Chesapeake (Baltimore) Colleen Morrone, CEO, Goodwill of Delaware and Delaware County</p> <p>4:45 pm - 4:50 pm Closing Remarks for the day</p> <p>Paul Nowak, Executive Director, GreenBlue</p>
6:00 pm - 8:00 pm Evening Social	<p>Evening Social at Reubens Brews - The Barrel House</p> <p>Join us for a lively evening social at The Barrel House at Reuben's Brews, proudly sponsored by Eastman. Since 2012, Reuben's Brews has been crafting beers with passion, from the glass backwards: designing each beer with intention, unbound by constraints. This event offers a unique opportunity to enjoy a variety of drinks and delicious bites while surrounded by the atmosphere of a working brewery. Sip on innovatively crafted beers, explore the rustic charm of oak barrels and modern fermentation tanks, and discover new favorites in a setting that is guaranteed to deepen your love of beer.</p>
6:00 pm - 8:00 pm Good Bar Seattle Evening Social Sponsor: Amcor	<p>Evening Social at Good Bar Seattle</p> <p>Join us for a night of fun at Good Bar Seattle, proudly sponsored by Amcor. This event is the perfect opportunity to network with fellow conference attendees while enjoying some drinks and delicious bites. Committed to honoring the beauty of its historic surroundings, Good Bar pairs its comfortable atmosphere with a menu of creative and approachable cuisine and drink selections. Join us in celebrating the spirit of community in this charming and welcoming space!</p>
6:00 pm - 8:00 pm Evening Social Sponsor: Specright	<p>Evening Social at PACCAR Pavilion - Olympic Sculpture Park</p> <p>Join us for an unforgettable evening social at the PACCAR Pavilion - Olympic Sculpture Park, proudly sponsored by Specright. This is the perfect opportunity to connect with fellow conference attendees in a striking setting that blends art, nature, and breathtaking views of the Puget Sound.</p>

EVENT DAY 3 – APRIL 30TH 2025

7:15 am - 7:45 am	Morning Yoga
8:15 am - 8:45 am	Breakfast/Townhall with How2Recycle Grab some breakfast and a coffee from Regency Ballroom (Exhibit Hall) and head over to Elwha Ballroom A on the 5th floor for a time to ask members of our How2Recycle team your questions on all things on-pack labeling, R&D, innovation, testing, policy.
8:30 am - 9:00 am Breakout Theme: Networking	Guided Networking Session: SDO Film Recovery Collaborative Come get to know your fellow SDO Film Recovery Collaborative members! This session will feature a fun networking activity as well as a listening session for the Collaborative members to share their feedback with the SPC team. Don't miss this opportunity to get to know the faces behind the screen. Lead: Sheila Anzures, Manager of Stakeholder Engagement, SPC, GreenBlue Paula Leardini, SPC Manager Circular Plastics, GreenBlue
9:00 am- 10:30 am Breakout Theme: Innovation	Workshop Sustainable Game Show Competition An engaging and interactive workshop utilizing audience polling and audience participation to review public perception versus data-based packaging sustainability. This session will focus on the environmental impact of packaging covering key topics such as lightweighting, types of materials, shelf life and product waste. Get ready to participate and join in the "Sustainable Feud" fun and learning workshop! Speakers: Sal Pellingra, VP Global Package Design, Applications and Business Development, ProAmpac CIC Chaz Gamache, ProAmpac CIC Jenni Robley, ProAmpac CIC
9:00 am - 10:30 am Breakout Theme: Recovery	Workshop Labels, Pumps, Black Plastics – Oh My! Tackling Common Recyclability Hurdles through Innovative Design Join us for a comprehensive workshop where we will explore advancements in packaging design to address common hurdles. This session will cover: NIR-sortable black plastics, ensuring labels do not have an impact on container recyclability, and new innovations in recyclable pumps. Understand how to incorporate these developments into designing more recyclable product options across consumer goods. Moderator: Marina Solis, Project Manager How2Recycle, GreenBlue Speakers: Kelly Murosky, Senior Packaging Manager - Health and Wellbeing, Unilever Jonathan Quinn, CEO, US Plastics Pact Julia Mangin, Director of Sustainability and Affairs, Recology
9:00 am - 10:30 am Breakout Theme: Member Services	How2Recycle Member Meetings R&D with Nyssa Thongthai The R&D team will host 30-minute office hours for current How2Recycle members, offering one-on-one support on topics such as label request questions, recyclability assessments, technical inquiries, and test methodology reviews. Members are encouraged to sign up in advance to secure a time slot, but walk-ins are welcome if space is available.

9:00 am - 9:45 am Breakout Theme: Innovation	<p>Panel Connecting Solutions to Circularity Challenges</p> <p>As recycling rates continued to drop and the waste generated per person continued to grow, Washington Department of Ecology decided to enter the business accelerator community, supporting the NextCycle Washington initiative, with the goal of discovering and supporting innovations to solve circularity challenges. In this session, we will hear from the Department of Ecology and from entrepreneurs on the advances from the program and the solutions they are working on.</p> <p>Moderator: Tina Schaefer, Lead Planner Recycling Development Center, Washington State Department of Ecology</p> <p>Panelists:</p> <p>Johan Kers, Co-Founder and CEO, Birch Biosciences</p> <p>Mike Waggoner, CEO and Founder, Corumat</p> <p>Brandon Fortino, Co-Founder, NewType Group</p> <p>Emily Chueh, Co-Founder, Okapi Reusables</p>
9:00 am - 9:45 am Breakout Theme: Recovery	<p>Presentation Unlocking Curbside Recycling for Flexible Films: What Must Be True</p> <p>What would need to be true for Material Recovery Facilities (MRFs) to accept flexible films in curbside recycling bins? Join experts from GreenBlue Navigate as they share insights from their latest research answering this question.</p> <p>Discover the key barriers preventing MRFs from collecting, and processing flexible film materials. Leave this session with practical steps that catalyze successful curbside recycling of flexible films.</p> <p>Speakers:</p> <p>Nina Goodrich, Advisor - Navigate, GreenBlue</p> <p>Susan Robinson, Advisor - Navigate, GreenBlue</p>
9:00 am - 9:45 am Breakout Theme: Behavior Change and Consumer Education Sponsor: Pregis	<p>Workshop Unlocking Sustainable Consumer Behavior</p> <p>Join Behavioral Design Expert Sille Krukow for an engaging workshop tailored for brand and consumer industry professionals focused on sustainability in product, packaging, and in-store design. This interactive session will reveal how applied behavioral science can drive actionable and measurable change in sustainability efforts. Through hands-on exercises and real-world examples, participants will learn how strategies rooted in human psychology and design thinking can influence consumer behavior, streamline sustainable practices, and empower lasting change across the brand and retail sectors. Participants will leave inspired with concrete behavior change strategies to implement in their organizations—strategies that drive impactful, large-scale sustainability actions in the consumer industry.</p> <p>Moderator: Tom Pollock, Director of Strategic Partnerships, GreenBlue</p> <p>Speaker: Sille Krukow, Nudge & Behavioral Design Expert, Krukow</p>
9:00 am - 9:45 am Breakout Theme: Innovation	<p>Presentation Filling LCA Data Gaps for Renewable Materials</p> <p>The evaluation of renewable resources via life cycle assessment is often associated with a lack of available information, methodologies assumptions, or use of proxy data, leading organizations to question the validity of evaluating these materials in comparison to those traditionally used in the packaging space. In this session, hear about the steps taken to fill data gaps associated with renewable materials and how this improved data can benefit organizations who are considering implementing these materials in their packaging portfolios</p>

	<p>Moderator: Brad Kurzynowski, SPC Manager, Fiber, GreenBlue Speakers: Megan Jorgensen, Sustainability Maven, Ecoprodcts Leah Ford, Marketing Director, CJ Biomaterials</p>
9:00 am - 9:40 am Breakout Theme: Recovery	<p>Presentation Supply, Demand and Pricing: The eternal battle between recycled and virgin resins</p> <p>Though sustainability remains a top priority for many plastic converters and consumer goods companies, not all recycled resins are created equal and neither are corporate sourcing strategies. In this session, explore the convergence and divergence of recycled and virgin plastic pricing and demand, amid the backdrop of growing consumer pressure and volatile macroeconomic conditions. As buyers balance voluntary and regulatory recycled content targets, bottom-line pressure and sourcing risk, recycled resins continue to see direct and indirect impact from virgin markets.</p> <p>Moderator: Paula Leardini, SPC Manager Circular Plastics, GreenBlue Speaker: Emily Friedman, Recycled Plastics Senior Editor, ICIS</p>
9:45 am - 10:30 am Breakout Theme: Policy Sponsor: Sparck Technologies	<p>Panel Early Lessons & insights from the first U.S. Packaging EPR Programs</p> <p>The U.S. has entered a new era of packaging EPR. Producers selling consumer goods into Oregon are poised to report data to be used to develop packaging EPR program fees by March 31, 2025. At the same time, the Colorado EPR Advisory Board is now reviewing the program plan submitted by Circular Action Alliance (CAA), the nation's first and only packaging PRO. CAA was also just appointed as the PRO in California, and you may have heard that the packaging EPR rulemaking took an unexpected turn in March so you'll want to join us to hear the latest updates on SB54. This session will bring together leaders from states at the forefront of EPR implementation—alongside CAA. Panelists will explore the rationale behind key program components, shedding light on the decisions shaping each state's efforts. CAA will provide valuable insights into their role in harmonizing program requirements across states, a critical step in reducing complexity for producers and ensuring effective program rollouts.</p> <p>Moderator: Darla Arians, Director of Policy & Programs, Product Stewardship Institute Panelists: Shane Buckingham, EPR Program Planning Lead, Circular Action Alliance Nicole Portley, Program Plan Lead, Oregon Department of Environmental Quality Doug Kobold, Executive Director, California Product Stewardship Council</p>

9:45 am - 10:30 am Breakout Theme: Recovery	<p>Panel Let's Talk About Litter</p> <p>Litter has an important impact not only for your brand, but also for circularity, the availability of recycled materials, and the cost of EPR systems. Learn about the latest innovations and collaboration in litter-related research, featuring practitioners with decades of first-hand experience characterizing littered items and associated behaviors as well as entrepreneurs leveraging technologies such as AI and GIS to more effectively and efficiently capture litter-related data and integrate with behavior change and policy applications.</p> <p>Moderator: Amity Lumper, Co-President & Co-Owner Cascadia Consulting Group</p> <p>Panelists:</p> <p>David Scott, Senior Vice President, Impact and Analytics, Keep America Beautiful</p> <p>Amber Smith, Statewide Litter Prevention Coordinator, Washington State Department of Ecology</p> <p>Heather Trim, Executive Director, Zero Waste Washington</p> <p>Emin Israfil, Founder and CEO, Rubbish AI</p>
9:45 am - 10:30 am Breakout Theme: Recovery Sponsor: Packaging Europe	<p>Panel Global Circular Plastics</p> <p>Plastic pollution continues to escalate in the natural environment, despite business pledges and intergovernmental action. This session will explore emerging research and innovative models, uncovering actionable strategies businesses can use to drive and scale circular solutions.</p> <p>Moderator: Tim Sykes, Brand Director, Packaging Europe</p> <p>Panelists: Julia Koskella, Director, SYSTEMIQ</p> <p>Vikas Chhajer, Chief Sustainability & Strategy Officer, Gemini Corporation</p>
9:45 am - 10:30 am Breakout Theme: Behavior Change and Consumer Education	<p>Workshop Generating Leadership Influence to Put Sustainability at the Top of your Organization's Agenda</p> <p>While most leading organizations at least pay lip service to the notion that sustainability is essential, too few have truly embedded sustainable design into their packaging, manufacturing, product development, and other core aspects of their business model. This session will focus on strategies for generating influence to advance sustainability goals in organizations. Drawing on insights from the science of persuasion and real world case studies of sustainability coalition-building, we will share practical steps you can take to articulate your sustainability goals in ways that resonate with cross-functional stakeholders, and build networks of support in service of those goals.</p> <p>Speakers:</p> <p>Derek Newberry, Head of Organization and Culture, co:collective</p> <p>Sarah Fischer, Senior Strategist, co:collective</p>
9:45 am - 10:30 am Breakout Theme: Innovation	<p>Presentation Illuminating the Future of Packaging: Macro Trends to 2050</p> <p>Join Gillian for a ground-breaking session as she unveils Aura's exclusive proprietary research! With insights from over 40 industry experts, this research is designed to empower retailers and brands to overcome the challenges of an ever-evolving landscape. Gillian will dive into key global shifts across demographics, economics, technology, AI, and the environment, mapping out four insightful 'packaging futures'. Each future holds major implications for the decades ahead. Don't miss out on this informative session.</p> <p>Speaker: Gillian Garside-Wight, Consulting Director, Aura</p>
10:30 am - 11:15 am	<p>Networking Break in Exhibit Hall; Sponsor: PaperWorks</p>

11:00 am - 12:00 pm Breakout Theme: Behavior Change and Consumer Education	<p>Workshop The Grief of Innovation</p> <p>Innovation and sustainability both demand new ways of thinking and operating. But brands and businesses, so focused on moving forward, often forget the attachments that people can have with the way things used to be. What can we do to make these transition periods feel less difficult? More importantly, what can we do to bring customers into our vision of progress? In this workshop, SYLVAIN Strategy Partner Aaron Powers will lead teams through a series of exercises that help them uncover actionable ways to navigate big changes in ways that feel achievable for them—and palatable for consumers.</p> <p>Moderator: Pat Kaufman, Commercial Program Manager, Seattle Public Utilities Speaker: Aaron Powers, Partner, Strategy, SYLVAIN</p>
11:00 am - 12:00 pm Breakout Theme: Member Services	<p>How2Recycle Member Meetings Member Services with Monica Rosquillas</p> <p>The Member Services team will offer dedicated meeting times for current How2Recycle members and those interested in joining. These sessions will provide information about the program, answer general questions, and give prospective members an opportunity to learn more about the benefits of How2Recycle.</p>
11:15 am - 12:00 pm Breakout Theme: Policy	<p>Presentation From Planning to Action: The Packaging EPR Journey</p> <p>With the nation's first packaging Extended Producer Responsibility (EPR) program launching in Oregon this summer, the transition from planning to implementation is in full swing. Join Circular Action Alliance (CAA) for a timely discussion that explores early lessons learned and examines what's next for packaging EPR in the U.S. CAA experts Shane Buckingham and Geoff Inch will share insights on navigating this new era of producer responsibility and discuss how producers, policymakers, and other stakeholders can collaborate to ensure a successful and sustainable transition.</p> <p>Speakers: Shane Buckingham, Chief of Staff, CAA Geoff Inch, SVP of Producer Services, CAA</p>
11:15 am - 12:00 pm Breakout Theme: Policy	<p>Workshop One Down, More to Go: Preparation for the next waves of US packaging reporting</p> <p>With the first steps into US packaging reporting behind us, we will cover what producers might expect in terms of additional reporting complexity and what strategies they can use to best prepare and navigate divergent requirements and expectations. This interactive session will cover how the learnings and steps taken to prepare for the first US state packaging reporting can be leveraged to manage reporting for California and Colorado, potential future EPR states as well as states that currently have PCR reporting requirements. Looking ahead to some challenging new reporting topics of Source Reduction, PCR and Reuse, this session will give practical exercises and examples to illustrate differences and ensure companies are ready for the next phase of EPR roll-out.</p> <p>Speakers: Michelle Carvell, COO, Lorax EPI Gabriela Dobrot, Consulting Director, Lorax EPI</p>

11:15 am - 12:00 pm Breakout Theme: Recovery Sponsor: Peel Plastics	Panel Pathways to Packaging Recyclability The packaging and recycling communities have made significant progress in recent years on assessing whether something is recyclable—from How2Recycle's labeling, to ReMA's Fiber Recycling Readiness Tool, and The Recycling Partnership's Circular Packaging Assessment. There's also been great progress in creating design guides for various packaging formats, such as APR's Design Guidelines. But if a package is designed for recyclability, but still not considered widely recyclable—what's the path forward? This panel will share various industry efforts to better understand the full process of converting a packaging format from non-recyclable to recyclable. Moderator: Natalie Betts, AVP Sustainability, Recycled Materials Association Panelists: Marina Solis, Project Manager R&D How2Recycle, GreenBlue Jonathan Quinn, CEO, US Plastics Pact Jessica Weninger, Director of Sustainability, Reynolds Dan Domonoske, Executive Vice President, Potential Industries
11:15 am - 12:00 pm Breakout Theme: Recovery	Panel 372 Community Programs + 1 Set of Best Practices: Harmonizing Recycling in Washington A new effort is underway to unify the approach to residential recycling across Washington communities, confronting the disjointed practices and messages among hundreds of distinct community recycling programs in the Evergreen State. Hear how the WA Department of Ecology is building a new resource for local governments to receive centralized guidance using sound recycling market data and intel, and learn about the conversations sparked when regional and state lenses are applied to community-level operations in a pre-EPR environment, including a constructive investigation on polypropylene. Moderator: Michelle Metzler, Executive Director, Participation & Capture, The Recycling Partnership Panelists: Dan Weston, Statewide Recycling Coordinator, Washington State Department of Ecology Travis Dutton, Policy Coordinator, Washington State Association of Counties
11:15 am - 12:00 pm Breakout Theme: Innovation	Presentation + Panel Dynamics of Sustainable Barriers in Paperboard Packaging Paperboard barrier innovation is addressing plastics, additives, emissions, and recyclability. This session explores emerging technologies and real-world applications, with case studies and insights from brands and converters. Moderator: Brad Kurzynowski, SPC Manager Fiber, GreenBlue Speakers: Steve Fuller, Senior Brand Sales Executive, Billerud Chris Mitchell, Senior Vice President of Sales/Marketing, PaperWorks Jeff Carew, President, Coating Business Unit, Progressive Converting

1:20 pm - 2:30 pm Breakout Theme: Main Stage Sponsor: Quad	1:30 pm - 1:40 pm Opening Remarks Olga Kachook, Director SPC, GreenBlue 1:40 pm - 2:05 pm Keynote Designing Consumer Behavior for Measurable Sustainability Impact As U.S. consumers increasingly express a desire to live more sustainably, the challenge lies in transforming good intentions into impactful actions. The Extended Producer Responsibility (EPR) regulations are reshaping how brands address recycling, making it more crucial than ever to understand consumer behavior in order to meet these standards effectively. In this 15 min talk, Behavioral Design Expert Sille Krukow will provide insights into the psychology of consumer decision-making and the role of behavioral triggers in packaging, product, and in-store design. Through inspirational examples, she will illustrate how strategic design can drive measurable sustainability outcomes, helping brands to align with EPR regulations, bridge the gap between consumer intention and action, and create a lasting impact. Moderator: Paul Nowak, Executive Director, GreenBlue Speaker: Sille Krukow, Nudge & Behavioral Design Expert, Krukow 2:05 pm - 2:30 pm Keynote The Grief of Innovation Innovation and sustainability both demand new ways of thinking and operating. But brands and businesses, so focused on moving forward, often forget the attachments that people can have with the way things used to be. What can we do to make these transition periods feel less difficult? More importantly, what can we do to bring customers into our vision of progress? In this talk, SYLVAIN Strategy Partner Aaron Powers will provide ways for the worlds of brand, marketing, and packaging to navigate periods of positive change without leaving customers behind. Speaker: Aaron Powers, Partner, Strategy, SYLVAIN Moderator: Paul Nowak, Executive Director, GreenBlue
1:30 pm - 2:30 pm Breakout Theme: Member Services	How2Recycle Member Meetings R&D with Nyssa Thongthai The R&D team will host 30-minute office hours for current How2Recycle members, offering one-on-one support on topics such as label request questions, recyclability assessments, technical inquiries, and test methodology reviews. Members are encouraged to sign up in advance to secure a time slot, but walk-ins are welcome if space is available.
2:30pm - 3:10 pm	Networking Break in Exhibit Hall; Sponsor: NatureWorks

3:10 - 5:00 pm Breakout Theme: Main Stage Sponsor: Quad	<p>3:10 pm - 3:20 pm Main Stage Talk SPC's 2025 Innovation Trends Report SPC's Innovation Trends Report is back! In this talk, hear which five sustainable packaging trends we're predicting will make big leaps in 2025, learn how members are already plugging into these innovations, & get an update on how last year's trends continue to shape the packaging industry.</p> <p>Speaker: Olga Kachook, SPC Director, GreenBlue</p>
	<p>3:20 pm - 3:40 pm Keynote Reducing Packaging Waste: Amazon's Innovative Approach to More Sustainable Solutions Pat Lindner, VP of Mechatronics & Sustainable Packaging at Amazon, will share how the company is driving innovation across their packaging on behalf of customers & the environment. Lindner will explain how Amazon avoided 446,000 metric tons of packaging in 2023 alone through programs like their Ships in Product Packaging & by leveraging machine learning to identify the right packaging solution for their ever-growing product catalog. He'll share how Amazon was able to make their biggest reduction in plastic packaging in North America in 2024 by transitioning from plastic air pillows to paper filler along with new automation that is helping the company transition to more made-to-fit, paper-based solutions.</p> <p>Moderator: Olga Kachook, SPC Director, GreenBlue</p> <p>Speaker: Patrick Lindner, VP Mechatronics & Sustainable Packaging, Amazon</p>
	<p>3:40 pm - 4:00 pm Main Stage Talk Chasing the Holy Grail: Finding the Balance in Packaging Materials Over the past few years, the conversation around packaging materials & waste has evolved from a rational exchange of pros & cons into something resembling a crusade. Nearly every packaging material has faced criticism, accused of contributing to global warming, posing health risks, or creating indestructible waste. What began as scientific scrutiny of specific materials has devolved into a conflict fueled by alternative facts. But is this the right approach? Isn't there a valid justification for nearly every packaging material in use today, depending on the packaging purpose & the goods being protected? If we truly aim to bring about meaningful change, we must move beyond this polarized debate. It is crucial to collaborate & develop solutions that not only address current challenges but also create a better future for our children & grandchildren. Asking people for simple answers to complex problems might only lead to a short-sight vision.</p> <p>Moderator: Paul Nowak, Executive Director, GreenBlue</p> <p>Speaker: Dr. Martin Zahlbruckner, CEO, Delfort</p>
	<p>4:00 pm - 4:10 pm Main Stage Talk Circularity Unlocked: Building Trust in a New Era of Sustainability Consumers want trust, the economy demands circularity. Learn how rethinking supply chains and adopting circular systems can recover and reuse packaging, strengthen brand loyalty, and turn sustainability into a competitive advantage.</p> <p>Speaker: Mark Armen, Founder & CEO of Replenish</p>
	<p>4:10 pm - 4:20 pm Main Stage Talk How to Build a World Without Single-Use Throwaway products & habits are second nature in our society thanks to ever-present systems that make a culture of waste easy. Every part of single-use is institutionalized, from design to</p>

	<p>production to movement of goods to disposal. Corporations profit from endlessly chasing efficiencies; governments, businesses, & institutions buy in; & consumers are subjected to it all. But what if that wasn't the case? Wide-reaching demand for the alternative exists. Examples of successful reuse & recirculation programs for products & packaging are multiplying worldwide. Infrastructure and logistics have been designed, markets identified, lessons learned and applied, and systems are ready to grow. But for reuse and recirculation to become the norm, we must now achieve four pivotal but attainable objectives.</p> <p>Speaker: Crystal Dreisbach, CEO of Upstream</p> <p>4:20 pm - 4:40 pm Fireside Chat Harmonizing EPR Programs Implementation in the US</p> <p>Tune in to this Fireside Chat with Jeff Fielkow, CEO of Circular Action Alliance (CAA), as he discusses how CAA is working with CPGs to harmonize EPR programs across the nation. With EPR laws varying by state, Jeff will highlight how collaboration with producers helps navigate these complex regulations. Discover how CAA bridges diverse state compliance rules with strategies that promote sustainability and advance the goals of EPR.</p> <p>Moderator: Paul Nowak, Executive Director, GreenBlue</p> <p>Speaker: Jeff Fielkow, CEO, Circular Action Alliance</p> <p>4:40 - 5:00 pm Keynote Journey to Zero Waste in Packaging</p> <p>Join us for a presentation on Microsoft's journey to achieve zero waste in product packaging, focusing on their commitment to ensuring all products and packaging are 100% recyclable by 2030 and eliminating all single-use plastics from packaging by the end of 2025. The presentation will reflect on strategies, development approaches and collaborative efforts within and outside the organization to make progress towards their goals.</p> <p>Moderator: Tom Pollock, Director of Strategic Partnerships, GreenBlue</p> <p>Speaker: Julian Duffy, General Manager of Packaging and Content, Microsoft</p>
4:00 pm - 5:00 pm Breakout Theme: Member Services	<p>How2Recycle Member Meetings R&D with Marina Solis</p> <p>The R&D team will host 30-minute office hours for current How2Recycle members, offering one-on-one support on topics such as label request questions, recyclability assessments, technical inquiries, and test methodology reviews. Members are encouraged to sign up in advance to secure a time slot, but walk-ins are welcome if space is available.</p>

EVENT DAY 4 – MAY 1ST 2025

7:15 am - 7:45 am Breakout Theme: Wellness	<p>Morning Yoga</p> <p>Start the day off with a morning flow to get you energized for your day. Datza Studios presents their signature Fire Class, a dynamic mix of strength and flexibility, incorporating elements of barre, Pilates, and yoga for an energizing workout.</p> <p>Sponsor: Billerud</p>
8:00 am - 9:00 am	<p>Breakfast in the Exhibit Hall; Sponsor: Centric Software</p>

8:30 am - 10:00 am Breakout Theme: Member Services	How2Recycle Member Meetings R&D with Nyssa Thongthai The R&D team will host 30-minute office hours for current How2Recycle members, offering one-on-one support on topics such as label request questions, recyclability assessments, technical inquiries, and test methodology reviews. Members are encouraged to sign up in advance to secure a time slot, but walk-ins are welcome if space is available.
8:30 am - 9:00 am Breakout Theme: Networking	Guided Networking Session: Paper Packaging Recyclability Collaborative Come get to know your fellow Paper Packaging Recyclability Collaborative members! This session will feature a fun networking activity as well as a listening session for the Collaborative members to share their feedback with the SPC team. Don't miss this opportunity to get to know the faces behind the screen. Lead: Sheila Anzures, Manager of Stakeholder Engagement, SPC, GreenBlue Brad Kurzynowski, SPC Manager, Fiber, GreenBlue
9:00 am- 10:00 am Breakout Theme: Main Stage Sponsor: Metsa Board Americas	<p>9:10 am - 9:30 am Fireside Chat Where Does the Industry Go From Here? The sustainable packaging world is rapidly changing as we see policy take hold and further challenges to commonly used materials. The rapid retirement rate and loss of institutional knowledge is intersecting with this change at a time organizations need this leadership the most. What can established companies, particularly manufacturers and converters, do in the face of significant threats to their core businesses? GreenBlue's past and current Executive Directors will draw on their decades of industry experience to give insights into how we should be interpreting the "writing on the wall" and innovating towards a radically different way to doing business.</p> <p>Speakers: Paul Nowak, Executive Director, GreenBlue Nina Goodrich, Former Executive Director, GreenBlue and Navigate Advisor, GreenBlue</p> <p>9:30 am - 9:50 am Fireside Chat Brewing Innovation: How Starbucks is Prioritizing Sustainability One Cup at a Time Join us for an engaging Fireside Chat with Amelia Landers, Vice President of Product Experience Innovation at Starbucks, as we explore how the global coffee giant is redefining its iconic cups and packaging to champion sustainability. From strawless lids to lightweight cups, recycled content, compostable materials and reusable cup initiatives, Amelia and her team are at the forefront of creating sustainable solutions that align with customer values.</p> <p>Moderator: Olga Kachook, SPC Director, GreenBlue Speaker: Amelia Landers, VP of Product Experience Innovation, Starbucks</p> <p>9:50 am - 10:00 am Main Stage Talk Building the Bridge from Upstream to Downstream Hear the recycler's perspective on collaboration with brands, packaging, and retailers. This keynote highlights daily operations, challenges, and opportunities that drive success across the recycling value chain.</p> <p>Speaker: Robin Wiener, President, Recycled Materials Association</p>
10:00 am - 10:30am	Networking Break in Exhibit Hall; Sponsor: RecycleMe

10:30 am - 12:00pm	10:30 am - 10:50 am Fireside Chat Climate Tech for Packaging: AI, Robotics and their potential to reduce landfill waste and increase the use of recycled materials in packaging
Breakout Theme: Main Stage	In this session we will hear from Glacier, an AI and robotics startup whose robots work to automate the sorting of recyclables and collect real-time data on recycling streams for recycling companies and consumer brands and their partnership with Amazon.
Sponsor: Metsa Board Americas	Moderator: Tom Pollock, Director of Strategic Partnerships, GreenBlue
	Speakers:
	Rebecca Hu-Thrams, Founder and CEO, Glacier
	Nick Ellis, Principal, Amazon Climate Pledge Fund, Amazon
	10:50 am - 11:20 am Keynote Building Momentum for Climate Action During Trying Times
	Solitaire Townsend, Co-founder & Chief Solutionist at Futerra, will explore how we can harmonize to drive meaningful change despite continued challenges with climate action, including the stalled Global Plastics Treaty, carbon tracking, meeting company sustainability goals, lacking trust in the recycling systems, and the 4 years ahead of the Trump Presidency in the US. In a time of uncertainty, how do we hone in collectively and build momentum to push this mission forward?
	Moderator: Paul Nowak, Executive Director, GreenBlue
	Speaker: Solitaire Townsend, Co-founder & Chief Solutionist, Futerra
	11:20 am - 11:40 am Closing Remarks
	Paul Nowak, Executive Director, GreenBlue