

SPC Impact 2026 – Nashville

FULL PROGRAM

EVENT DAY 1 – APRIL 21ST 2026

7:30 am - 2:45 pm	Tour Check-In and Registration Open
8:00 AM - 11:20 AM Offsite Tour	<p>Tour The Compost Company</p> <p>Hosted by the team at The Compost Company, this site tour will highlight the process of industrial composting at scale. Topics for discussion will include operating a compost collection service for commercial clients as well as processing food scrap, green waste and industrially-compostable service ware and packaging. We will discuss the unique methodology employed at The Compost Company while company staff demonstrates grinding, screening, and quality-control practices in real time. Participants should expect to walk over uneven terrain and, in case of inclement weather, should dress appropriately. Close-toed shoes required. Additional PPE Provided.</p>
9:30 AM - 11:50 AM Offsite Tour	<p>Tour Smurfit WestRock Nashville Recycling Plant</p> <p>In this tour, attendees will kick off their visit by learning about the facility, its workforce. The tour will then begin in the SOP and Over Issue News processing areas where attendees will get to see how they receive SOP, OI News and Hogged Book Materials; how the sorting process works through the hogger and single ram baker; and how that material is shipped out of the facility. After this, the group will proceed to the OCC processing area to view to they receive and process OCC and Commercial Dry Mix. The final stop of the tour will include seeing the commercial sortline for commercial and residential single stream and material handling. At the end attendees will get a chance to have a Q&A with the facility's team. Dress code: attendees will need close-toed shoes. Smurfit WestRock will provide PPE for everyone, which will include hard hats, vests, and safety glasses.</p>
9:30 AM - 12:15 PM Offsite Tour	<p>Tour MSS Optical Sorting</p> <p>Join us for an educational tour showcasing the power of sensor-based technologies in detecting and automatically sorting plastics. You'll gain valuable insights into the latest advancements in artificial intelligence (AI), NIR, Color and Metal sensing technologies as well as robotic and air jet extraction systems. This experience will conclude with a live demonstration of different pieces of optical sorting equipment. No PPE required but closed toes shoes are required.</p>
10:10 AM - 12:30 PM Offsite Tour	<p>Tour Opry House Tour</p> <p>Attendees will get to experience the Opry House's theater as the entire room comes to life with music, state-of-the-art special effects, 3D film images, priceless archival footage, and superstar hosts Garth Brooks and Trisha Yearwood. They will learn stories about the Opry, and country music greats, past and present, and see the artist entrance where legends, superstars and new artists alike walk into the Opry</p>

	<p>House on the night of a show. They may even have the chance to step on stage and into the famed wooden circle as generations of artists have done. Tours may also make a stop in Studio A, a live television studio and former home of Hee Haw.</p>
11:50 AM - 2:00 PM Offsite Tour	<p>Tour Hatch Show Print Block Party 1</p> <p>Come to our Block Party! Hand-ink and print on paper and fabric using some of Nashville's most recognizable imagery, cut into printing blocks by the designers at Hatch Show Print. As one of the oldest poster and design shops in America, we're still printing show posters for your favorite musicians, bands, and performers, one at a time, via letterpress printing. At the Block Party, adults work with a selection of hand-carved printing blocks and become familiar with the process of relief printing. Instructors will cover the basics of composing an image, with consideration given to creating layers and using color. You will learn how we sling the ink, roll the brayers, and design like it's 1879, making each piece by hand. (Don't worry, we're there and happy to help.) The final reveal is a "Wow!" moment.</p>
2:20 PM - 4:30 PM Offsite Tour	<p>Tour Hatch Show Print Block Party 2</p> <p>Come to our Block Party! Hand-ink and print on paper and fabric using some of Nashville's most recognizable imagery, cut into printing blocks by the designers at Hatch Show Print. As one of the oldest poster and design shops in America, we're still printing show posters for your favorite musicians, bands, and performers, one at a time, via letterpress printing. At the Block Party, adults work with a selection of hand-carved printing blocks and become familiar with the process of relief printing. Instructors will cover the basics of composing an image, with consideration given to creating layers and using color. You will learn how we sling the ink, roll the brayers, and design like it's 1879, making each piece by hand. (Don't worry, we're there and happy to help.) The final reveal is a "Wow!" moment.</p>
2:45 PM - 5:00 PM Offsite Tour	<p>Tour Country Music Hall of Fame and Museum</p> <p>Elevate your Museum visit with a 1-hour Guided Tour of the Country Music Hall of Fame and Museum. This docent-led experience transports guests through country music history with engaging narratives about the people, places, songs, and stages that have played a part in the sound's storied history – supplemented by priceless instruments, dazzling stage wear, and iconic artifacts. After the tour, you will have time to go back and visit parts of the museum where you are most interested until 5pm.</p>

EVENT DAY 2 – APRIL 22ND 2026

7:00 am – 5:00 pm	Check-In and Registration Open
7:15 am - 8:00 am Wellness Sponsor: Henkel Location: Cumberland 3-4	Morning Yoga Gentle Flow Yoga - This soothing, slower-paced class is designed to gently ease tension, quiet the mind, and support overall well-being. Through smooth, intentional movements and mindful breathing, you'll be guided through a series of accessible postures that promote relaxation, flexibility, and balance. Suitable for all levels, mats will be provided.
8:00 am - 5:00 pm	Exhibit Hall Open
8:00 am - 9:00 am Sponsor: PepsiCo Location: Broadway A-F	Breakfast with the Exhibitors
9:00 am - 9:40 am Breakout Session Location: Legends ABC	<p>Panel Finding the Onramps: Paving the way for Poly Coated Paper in the EPR Landscape</p> <p>As states begin rolling out EPR programs, ensuring that poly coated paper is recovered and recycled at scale has become an increasingly urgent priority. That's where the Poly Coated Paper Alliance (PCPA) comes in. In 2023, the alliance reaffirmed its commitment to advancing widespread end-market acceptance for poly coated paper with a focus on navigating new policy realities. To advance this mission, PCPA has conducted the field work, bale audits, and flow studies needed to demonstrate the material's circularity. In this session, get key insights from PCPA's research, hear how the alliance is supporting recovery infrastructure, and learn how they're getting poly coated materials onto community collection lists in and beyond EPR states.</p> <p>Moderator: Brad Kurzynowski, SPC Manager Fiber, GreenBlue Speakers: Scott Byrne, VP, Global Sustainability, Sonoco Teo Medellin, Director, Global Corporate Packaging Sustainability, Procter & Gamble Jason Pelz, VP Recycling Projects, Carton Council of North America Lena Zodda, Sr. Manager of Government Affairs, Graphic Packaging International</p>
9:00 am - 9:40 am Breakout Session Location: Legends D	<p>Presentation Harmonizing Recycling Education: CAA's Approach to E&O Under EPR</p> <p>With extended producer responsibility (EPR) programs launching in multiple states, education and outreach must be both locally relevant and nationally consistent. This session will explore how Circular Action Alliance is meeting that challenge through collaboration and shared learning - partnering with interest holders leading E&O in their communities to identify effective practices and explore new approaches. Eric Dennis will share early lessons, emerging best practices, and</p>

	<p>what's ahead as CAA builds a harmonized approach to recycling education across jurisdictions, informed by behavioral insights and supported by scalable strategies and tools like RecycleOn to unify messaging and drive measurable change.</p> <p>Moderator: Dr. Jon Smieja, Director Circularity and EPR, WAP Sustainability Consulting</p> <p>Speaker: Eric Dennis, Recycling Education & Outreach Director, Circular Action Alliance</p>
<p>9:00 am - 9:40 am</p> <p>Breakout Session</p> <p>Location: Legends EFG</p>	<p>Presentation Flexible Film Recovery: The Who, the Why, and Where to Engage</p> <p>Flexible film packaging is used for everything from bread bags to beverage overwraps, but despite its share of the packaging marketplace, film recovery leaves room to be desired. That's where the USFFI comes in. And CalFFlex. And there's also the Film and Flexibles Recycling Coalition. And don't forget about the FPF overseas, either. Okay, so there's a lot of acronyms for a lot of groups working to advance flexible packaging recovery. Who's the right group for your goal? And why? In this session, General Mills' Patrick Keenan will highlight how flexible film recovery initiatives fit together across the supply chain, what key groups are focused on advancing, and where companies can plug in to accelerate progress.</p> <p>Moderator: Paula Leardini, SPC Manager Circular Plastics, GreenBlue</p> <p>Speaker: Patrick Keenan, R&D Principal Engineer, General Mills</p>
<p>9:00 am - 9:40 am</p> <p>Breakout Session</p> <p>Location: Broadway JK</p>	<p>Presentation Uncommon or Untapped Potential? New Data on Home Composting Behaviors</p> <p>As more and more brands experiment with home compostable packaging, some big questions remain unanswered, including, just how many consumers actually compost at home? Little is known about how well the average consumer understands and uses home composting systems in their daily lives. Misconceptions, confusion, and ingrained habits can limit the end-of-life benefits of home compostable packaging. To address this gap, the SPC partnered with Provoke Insights to conduct consumer research to help the packaging industry better understand how familiar people are with home composting methods, how it fits into their existing household routines, what consumers believe "home compostable" means, and where they really dispose of these products today. Join this session to hear about results of the research and what it means for continued R&D in the home compostability landscape.</p> <p>Speakers:</p> <p>Olga Kachook, SPC Director, GreenBlue</p> <p>Carly Fink, President and Head of Market Research & Strategy, Provoke Insights</p>
<p>9:00 am - 10:00 am</p> <p>Breakout Session</p> <p>Location: Broadway GH</p>	<p>Workshop The Sustainable Narrative Index: Resonance and Responsibility for Regenerative Futures</p> <p>How can the stories we tell about packaging become catalysts for both innovation and regeneration? This interactive workshop introduces the Sustainable Narrative Index, a framework that helps participants explore how cultural relevance and sustainability alignment intersect in the ways we design, communicate, and bring packaging materials to life.</p>

	<p>Through guided reflection and collaborative exercises, participants will evaluate how their materials, messages, and design choices align resonance with responsibility, and uncover opportunities to strengthen brand integrity, inspire collaboration, and support long-term, regenerative innovation. Attendees will leave with practical tools to assess and enhance their storytelling approach, ensuring their packaging strategies foster trust, connection, and cultural longevity while advancing more regenerative and meaningful forms of innovation.</p> <p>Speaker: Diandra Marizet Esparza, Co-Founder and Director of Impact, Intersectional Environmentalist</p>
9:45 am - 10:30 am Breakout Session Location: Legends ABC	<p>Panel Paper Packaging for Prescriptions and Over-the-Counter Medications and Supplements</p> <p>Have you been tracking packaging innovations in the pharmaceutical and nutraceutical industries? New options for fiber-based closures and blister packs are changing how supplements and medications are packaged, and consumers are finding these solutions to be more user-friendly and more sustainable compared to traditional plastic options. In this session, learn about recent commercial implementations of paper screw caps made from over 95% FSC-certified fibers that can be recycled in standard paper streams while maintaining product integrity. Hear how fiber blister packs and other formats are replacing problem plastics like PVC while also meeting evolving EU regulations.</p> <p>Moderator: Dr. Jon Smieja, Director of Circularity and EPR, WAP Sustainability Consulting</p> <p>Panelists:</p> <p>Jamie Stone, Partner, Co-Lead of PulPac, Head of Design for Sustainability Practice, PA Consulting</p> <p>Melinda Su-En Lee, Co-Founder and CEO, Parcel Health</p>
9:45 am - 10:30 am Breakout Session Location: Legends D	<p>Presentation Packaging Power Play: Turning Insight into Impact</p> <p>From consumer expectations to global compliance - discover the data, strategies, and solutions that will transform your packaging decisions.</p> <p>What do consumers really want from packaging, and how does this vary by geography, gender, and age? Using Aura's proprietary consumer research, this session will explore the trends shaping expectations and whether these preferences are reflected in Extended Producer Responsibility (EPR) policies in the U.S. and globally. As packaging leaders, the challenge is clear: how do we ensure we're making the right choices in an increasingly complex landscape? With growing reporting requirements and the need for accurate packaging data, the pressure has never been greater. But there is hope. Together, we can lighten the load. This session will share practical solutions to navigate complexity, align with consumer expectations, and turn packaging into a strategic advantage for your business and the planet.</p> <p>Moderator: Lucy Pierce, Senior Project Manager SPC, GreenBlue</p> <p>Speaker: Gillian Garside-Wight, Director of Consulting, Aura</p>

9:45 am - 10:30 am Breakout Session Location: Legends EFG	Panel What is the ultimate goal for film recovery? Strategic partners insights and initiatives on film collection SPC and its strategic partners have been joining forces to make film curbside recyclable in the U.S. While this is not yet a reality, we are together exploring alternative collection methods, such as Store Drop-off, drop-off, and subscription services. Join us for a lively discussion about whether and how soon films may become curbside recyclable. Moderator: Tom Pollock, Director of Strategic Partnerships, GreenBlue Speakers: Neil Menezes, VP Material Services, Circular Action Alliance Kurt Kurzawa, Senior Director Sustainability and Packaging, Flexible Film Recycling Alliance (FFRA) Paul Nowak, Executive Director, GreenBlue
9:45 am - 10:30 am Breakout Session Sponsor: CJ Biomaterials Location: Broadway JK	Presentation Extended, For Now: An Update on CalRecycle's Organics Requirements and BPI's Petition Process Key legal requirements for compostable packaging in CA changed last year - have you been able to keep up? CalRecycle granted an extension for a key requirement for "compostable" and "home compostable" products that was set to take effect in 2026. Originally, CA's AB 1201 required that after January 1, 2026, compostable products had to be "an allowable agricultural organic input" under the requirements of the USDA's National Organic Program [(NOP)]." This has now been extended to June 30, 2027 - and the industry group BPI has been hard at work to make sure manufacturers and brands can continue to sell compostable packaging in CA. In this session, hear the latest on BPI's petition process and what options exist for the industry if this de-facto ban were to go into effect. Moderator: Olga Kachook, SPC Director, GreenBlue Speaker: Rhodes Yepsen, Executive Director, BPI
10:05 am - 10:30 am Breakout Session Location: Broadway GH	Presentation Beyond Carbon: Understanding Social Impacts through LCA Social LCA (ISO 14075) is used to assess the social impacts of products, packaging, and services and can examine both positive and negative outcomes. With a greater consumer focus on community impacts, there is an increasing urgency to understand packaging impact across the life cycle stages. While this is a developing area of study, social LCA can provide vital information about hotspots and can be used with environmental LCA to examine overall impacts and tradeoffs. Moderator: Paula Leardini, SPC Manager Circular Plastics, GreenBlue Speaker: Elizabeth Avery, Sustainability Consulting Manager, Trayak
10:30 am - 11:15 am Sponsor: Peel Plastics	Networking Break with the Exhibitors
11:15 am - 12:00 pm Breakout Session	Panel Testing, Learning, Leading: KIND's Journey to Recyclable Snack Wrappers The brands making real progress in sustainable packaging aren't waiting for perfect

Location: Legends ABC	<p>solutions — they're testing, learning, and iterating the path forward for our industry. This process is exactly how KIND Snacks decided to tackle one of the industry's most persistently hard-to-recycle formats. In this session, learn how KIND, Printpack, and Whole Foods Market turned a small-scale pilot into the first curbside recyclable paper wrapper for snack bars. Together, we'll hear from the experts behind the breakthrough to learn how they balanced recyclability with performance, how partnerships can accelerate innovations, and how your brand can move from pilot to production.</p> <p>Moderator: Paul Nowak, Executive Director, GreenBlue</p> <p>Panelists:</p> <p>Kerri Clark, VP of Packaging R&D, KIND</p> <p>Sandra Lewis, Principal Packaging Advisor, Whole Foods Market</p> <p>Christina Boyd, Product Stewardship Manager, Printpack</p>
11:15 am - 12:00 pm Breakout Session Location: Legends D	<p>Panel Recycled Content Gets Real: Understanding PCR Mandates in the New Policy Era</p> <p>Minimum recycled content laws are moving from ambition to enforcement, with 2024–2026 deadlines driving higher PCR requirements and 2030 targets in the 40–50% range looming large for brands. But PCR mandates aren't the only policy game in town—Extended Producer Responsibility (EPR) laws have entered the scene, bringing new layers of implementation, reporting, and compliance complexity. Join this panel to explore how PCR and EPR policies intersect, what's changing in 2025–2026, and how companies can prepare for the future of PCR policy. The SPC will share the PCR Mandates data hub and the panelists will share insights from those working at the front lines of policy, compliance strategy, and packaging design.</p> <p>Moderator: Lucy Pierce, Senior Project Manager SPC, GreenBlue</p> <p>Panelists:</p> <p>Harrison Nix, VP, Green Group Consulting</p> <p>Kate Bailey, Chief Policy Officer, APR</p>
11:15 am - 12:00 pm Breakout Session Location: Legends EFG	<p>Fireside Chat The Transatlantic Recycling Gap: Lessons in Film Recovery from the EU</p> <p>EU recycling rates for flexible packaging are substantially higher than U.S. rates — up to 18x higher by some estimates. What are they getting right? Recently, industry leaders traveled from North America to Europe to learn about the EU's best practices on flexible packaging recovery and recycling. In this panel, experts will share key insights from their exploration of the EU's comprehensive circularity agenda for flexible packaging as well as their tried-and-true methodologies for film collection, sorting, and reprocessing. Join the session to hear from European experts on the real-world case studies and innovative solutions that we can bring across the Atlantic to improve flexible packaging recovery.</p> <p>Moderator: Tim Sykes, Brand Director, Packaging Europe</p> <p>Speaker: Mike Jefferson, Head of Circular Economy Implementation, CEFLEX</p>
11:15 am - 12:00 pm	<p>Presentation Navigating Stakeholder Alignment: The Key to Scaling Sustainable Packaging Innovation</p>

Breakout Session	<p>Packaging legislation, changing trade policies, and escalating expectations for sustainability are accelerating the need for material changes and innovation. Yet true sustainability requires balancing environmental goals with the third pillar: profit, which brings more internal stakeholders into the conversation than ever before.</p> <p>Advancing early-stage sustainable packaging concepts into real world execution demands alignment across procurement, operations, marketing, and leadership. In this session, Eva will demonstrate how grounding your design approach in stakeholder priorities can unlock early organizational buy-in and drive sustainable innovations from idea to implementation.</p> <p>Moderator: Brad Kurzynowski, SPC Manager Fiber, GreenBlue Speaker: Eva Caspary, PhD, Sustainable Packaging Specialist, Pregis</p>
11:15 am - 12:00 pm Breakout Session	<p>Workshop Scenario Modeling to Uncover Costs and Opportunities</p> <p>It's time to zoom out and look at the bigger picture – the opportunity to unlock other materials and formats when the full cost of EPR fees is considered. In this workshop, we'll be using mock global packaging portfolios to play with three packaging design and EPR compliance scenarios – a status quo scenario that involves minimal redesign and high fees, a middle-road scenario with some redesign to lower-fee materials like paper, and a system redesign scenario that uses avoided fees to fund a transformation to reusable and biobased packaging.</p> <p>Moderator: Olga Kachook, SPC Director, GreenBlue Speaker: Jason Bergquist, CEO North America, RecycleMe</p>
12:00 pm - 1:00 pm Lunch	Lunch will be served for attendees
1:00 pm - 1:20 pm Exhibit Hall Networking	Time to visit the Exhibitors
1:20 pm – 1:30 pm	Attendees make their way to CMA Theater
1:30 pm - 3:15 pm Main Stage Session	<p>Main Stage Day 1: Block 1</p> <p>1:30 pm - 1:45 pm Opening Remarks Paul Nowak, Executive Director, GreenBlue</p> <p>1:45 pm- 2:25 pm Opening Keynote How To Build A Movement: Packaging for Tomorrow</p> <p>Adam Met PhD, is a multi-platinum musician in the band AJR, playing for millions of fans around the world while simultaneously a professor at Columbia University, a</p>

	<p>policy expert working in Congress, and runs a creative sustainability incubator: Planet Reimagined. This talk will focus on the ways to build an effective movement using strategies learned from his time building a fan base in the music industry. The world of sustainability requires buy-in from many stakeholders. Adam will bridge the worlds of education, community building, innovation, and authenticity to create impactful and engaging narratives for customers and supply chains alike. The world is moving in this direction. Let's build something that everyone wants to be part of!</p> <p>Moderator: Paul Nowak, Executive Director, GreenBlue Speaker: Adam Met, Musician – Band AJR; Professor at Columbia University; Founder and ED, Planet Reimagined; NYT Changemaker and Time Earth Award Winner</p> <p>2:25 pm – 2:50 pm Keynote and Fireside Chat Green Laws in Red States: Building Consensus, Driving Real Environmental Progress</p> <p>This session will explore how state-level action is driving meaningful environmental progress, particularly in red and swing states often overlooked despite significant opportunity. Through case studies and expert insights, we will examine policy approaches that succeed in conservative settings by emphasizing economic and operational benefits, and we will highlight the importance of aligning regulators, industry, local governments, and community stakeholders to build durable, bipartisan coalitions. We will also discuss how NGOs can help states leapfrog toward impactful reforms and outline practical strategies for drafting politically viable legislation and permitting improvements. Participants from government, industry, and advocacy organizations will gain actionable tools for advancing effective, lasting environmental policy even in challenging political environments.</p> <p>Moderator: Tom Pollock, Director of Strategic Partnerships, GreenBlue Speaker: Senator Heidi Campbell, Senate Member, Tennessee General Assembly</p> <p>2:50 pm – 3:15 pm Fireside Chat Producers, Policy, Progress: Unpacking the Patchwork of U.S. EPR Policies</p> <p>EPR isn't a switch that turns on or off; it's a dial that's ramping up — and right now, it's moving at different speeds across seven states. Circular Action Alliance, the PRO of record for five EPR states, is aligning definitions, deadlines, and requirements to turn the patchwork of state policies into effective EPR program plans. In this fireside chat, Michelle Carvell will sit down with CAA CEO Jeff Fielkow and GreenBlue Executive Director Paul Nowak for a candid conversation on how producers can navigate the policy frameworks reshaping the \$270 billion packaging industry. Hear how the PRO is supporting producers during this generational shift in packaging and what it will take to move the 1 in 5 Americans living in EPR states along with us.</p> <p>Moderator: Michelle Carvell, COO, Lorax EPI Speakers: Jeff Fielkow, CEO, Circular Action Alliance Paul Nowak, Executive Director, GreenBlue</p>
3:15 pm - 3:55 pm	Networking Break with the Exhibitors

Sponsor: Schorr Packaging Location: Broadway A-F	
3:55 pm – 4:00 pm	Attendees make their way to CMA Theater
4:00 pm - 5:00 pm Main Stage Session Location: CMA Theatre	<p>Main Stage Day 1: Block II</p> <p>4:00 pm – 4:25 pm Main Stage Talk and Interview 2026 Innovation Trends Report</p> <p>Back for a third year, the SPC's annual Innovation Trends report highlights the major trends we expect to see shape the future of sustainable packaging in 2026. Looking across SPC's four pillars of innovation, design, policy, and recovery, we see that the ongoing shifts in the global economic and sustainability landscapes will affect companies of all sizes, and leaders can start to integrate these trends into their packaging strategy to lower risk and jumpstart innovation. Join us for the big reveal of this year's trends, plus a conversation to dive deeper into where we're seeing early signs of companies making the most of the evolving opportunities for sustainable packaging.</p> <p>Moderator: Cory Connors, Sustainable Packaging Sales and Marketing, Atlantic Packaging</p> <p>Speaker: Olga Kachook, SPC Director, GreenBlue</p> <p>4:25 pm – 4:35pm Main Stage Talk Tomorrow's New Normal: The Sustainable Packaging Innovations Scaling Today</p> <p>In sustainable packaging, innovations that once seemed impossible are already on shelves across the globe. So, what packaging innovations are being built today that will shape the packaging landscape of tomorrow? In this session, The Bottle Collective Co-Founder Jamie Stone will share a global view of today's most promising packaging innovations across paper and more materials. From pharmaceutical packaging to bottles at the pub, join this session to see how design-led innovations are raising the bar and ushering in a new era of global sustainable innovation.</p> <p>Speaker: Jamie Stone, Partner, Co-Lead of PulPac, Head of Design for Sustainability Practice, PA Consulting</p> <p>4:35 pm – 4:45 pm Main Stage Talk Reflecting on Materials, Context & Compliance for Sustainable Packaging Innovation</p> <p>In this Main Stage Talk, James Harmer from Cambridge Design Partnership reflects on three contrasting Sustainable Packaging Innovations to show how different contexts can influence material selection, consumer experience and regulatory compliance.</p> <p>Speaker: James Harmer, Planning and Innovation Strategy Leader, Cambridge Design Partnership</p>

	<p>4:45 pm – 4:55 pm Main Stage Talk What's New in Flexible Films- Retailer Forum Solutions</p> <p>Last year, the SPC's Retailer Forum launched an ambitious call for R&D submissions from suppliers to solve one of retailers' most pressing challenges – difficult-to-recycle flexible packaging with low-barrier requirements. Across the U.S., flexible films are used for everything from cheese packaging to cough drop bags, yet closing the circularity loop for these materials depends on industry collaboration toward innovation. Hear about the submission process, the solutions that came through, and what's next as we evaluate these solutions.</p> <p>Speaker: Brandi Parker, Founder, Parker Brands</p> <p>4:55 pm - 5:00 pm Closing Remarks</p> <p>Paul Nowak, Executive Director, GreenBlue</p>
<p>6:00 pm - 8:00 pm</p> <p>Evening Social</p> <p>Sponsor: Tetra Pak</p>	<p>Evening Social - The Hampton Social</p> <p>Join us for an unforgettable evening of networking and relaxation at The Hampton Social, proudly sponsored by Tetra Pak. Mixing seaside chic with Music City energy, The Hampton Social is the perfect place to enjoy coastal-inspired cuisine with a "Rosé All Day" vibe. Located just minutes away from the bustling Broadway street in Downtown Nashville, this 3-story restaurant is known for its lively dining experience in a beautifully designed atmosphere. This event will give you the opportunity to enjoy handcrafted cocktails and connect with other attendees in a destination that feels like a permanent vacation.</p> <p>RSVPs are required to attend this social and will open closer to the event.</p>
<p>6:00 pm - 8:00 pm</p> <p>Evening Social</p> <p>Sponsor: Specright</p>	<p>Evening Social - 6th & Peabody</p> <p>Join us for a fun evening to kick back and socialize at the distillery and brewery located at 6th & Peabody, proudly sponsored by Specright. 6th & Peabody is home to both Ole Smoky Distillery and Yee-Haw Brewing co in the heart of Downtown Nashville. Bringing the spirit of Tennessee, 6th & Peabody is the place to enjoy cocktails, snacks, distillery beers, and moonshine. With live music, great company, and plenty of space for mingling, this is the perfect spot to unwind, celebrate a successful event, and enjoy a true taste of Nashville's spirited side!</p>
<p>6:00 pm - 8:00 pm</p> <p>Evening Social</p> <p>Sponsor: Amcor</p>	<p>Evening Social - Twelve Thirty Club</p> <p>Join us for an incredible evening of sophistication at The Twelve Thirty Club, proudly sponsored by Amcor. Inspired by 19th century supper clubs, The Twelve Thirty Club is Nashville's premier multi-level venue. We'll mix and mingle with an elevated menu and expertly crafted cocktails, enjoying panoramic views of the city lights and celebrating a successful event with style and elegance. This social promises to be a memorable night out in a truly exclusive setting, providing a perfect blend of high-end dining and lively Nashville entertainment.</p>
<p>6:00 pm - 8:30 pm</p> <p>Evening Social - Ole Red</p>	<p>Join us for a true taste of Music City at Ole Red, proudly sponsored by Aura. Located</p>

Evening Social Sponsor: Aura	right on the Honky-Tonk highway, Ole Red is the full country experience with food and drinks to get your taste buds boot scootin' with live country music for a "glam-meets-grit" atmosphere. At this event, we'll enjoy a lively evening of food and drinks and stunning views over Lower Broadway. It is the perfect place to celebrate SPC Impact 2026 with an unforgettable evening of music and mingling with delicious food and drinks.
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EVENT DAY 3 – APRIL 23RD 2026

7:00 am – 5:00 pm	Check-In and Registration Open
7:15 am - 8:00 am Wellness Location: Cumberland 3-4	Morning Yoga Restorative Yoga - A deeply relaxing practice designed to support the body and calm the nervous system. Using props blocks, each pose is fully supported to encourage complete rest and ease. This gentle class promotes healing, reduces stress, and creates space for quiet reflection, allowing you to leave feeling grounded, restored, and refreshed.
7:40 am - 9:05 am Offsite Tour	Tour: Ryman Sunrise Tour The guided tour is designed to provide an immersive experience that offers visitors more time, more access, more star power, and more stories from the Ryman's rich music history. An expert guide will share insider accounts of iconic performances and legendary artists who've graced the Ryman stage.
8:00 am - 5:00 pm	Exhibit Hall Open
8:00 am - 9:00 am	Breakfast with the Exhibitors
9:00 am - 9:30 am Breakout Session Location: Broadway GH	Presentation Raise Your Glass to Reduced Carbon: The Latest on Paper Bottles How's an ice-cold glass of reduced carbon emissions and widespread recyclability sound? As companies look to reduce carbon emissions without compromising recyclability, the Bottle Collective has been a pioneering force taking fibers to new formats, like beverage bottles. In this session, The Bottle Collective Co-Founder Jamie Stone will break down key insights on how paper bottles can keep carbon emissions lower than those of PET bottles while also ensuring that bottles are fully recyclable alongside everyday paper products. Join to learn more about the future of fully recyclable, lightweight beverage packaging. Moderator: Dr. Jon Smieja, Director of Circularity and EPR, WAP Consulting Speaker: Jamie Stone, PA Consulting and Co-Founder of the Bottle Collective
9:00 am - 9:40 am Breakout Session Location: Legends ABC	Presentation Paper and Containerboard Market Analysis - What the latest pulp and paper mill closures and industry changes mean for sustainable packaging The paper and containerboard industry is in a state of flux - extended producer responsibility laws may be pushing the packaging industry towards an increased use of fiber-based packaging formats while, at the same time, mills closures have become a staple in industry news. Hear from Bloomberg Intelligence on the current conditions within the paper and container market. This session will explore the changes currently happening within the paper and containerboard market and what these changes mean for sustainable packaging moving forward. Moderator: Brad Kurzynowski, SPC Manager Fiber, GreenBlue Speaker: Ryan Fox, Managing Editor, Green Markets Box Report, Bloomberg Intelligence

9:00 am - 9:40 am Breakout Session Location: Legends D	<p>Panel What makes for good PrePR?</p> <p>While some states were able to dive right into EPR and others are still facing an uphill battle to pass a law, there are those somewhere in the middle with “PrePR” bills. Short for Pre- EPR, these bills essentially lay the groundwork for an EPR bill through a needs assessment, typically directing the state environmental agency to hire a consultant to dig deeper into things like the state’s recycling and composting infrastructure, costs, and systems. Once the data is collected and questions have been answered some feel they are better positioned to know if EPR is a solution for that state. Others see needs assessments fitting easily into the full EPR bill, and see these bills as unnecessary. In this panel we will explore the pros and cons of “PrePR” bills, understand how they impact the greater packaging political landscape in the US, and hear from representatives on lessons learned through their PrePR experience.</p> <p>Moderator: Lucy Pierce, Sr Project Manager SPC, GreenBlue</p> <p>Panelists:</p> <p>Abigail Szein, Executive Director, Recovered Fiber, American Forest & Paper Association</p> <p>Kaitlin Reese, Circular Economy Consultant, Eunomia</p> <p>Jessica Lally, Senior Planner, NE Waste Sector Lead / Solid Waste Planner, HDR</p>
9:00 am - 9:40 am Breakout Session Location: Legends EFG	<p>Fireside Chat Reflections from SPC's Retailers Forum: Opportunities for Private Label Brands</p> <p>Through its Retailer Forum, the SPC has created an essential safe space to address the unique sourcing challenges and opportunities of the Private Brand supply chain. It gives retailers the opportunity to discuss, prioritize and share their goals with packaging converters with one voice, so that converters have clarity on where to focus on innovation and develop important economies of scale in their organizations. In this session, members of the Forum will dive deeper into the massive sustainability needs available for private labels, reflect on the solutions they've seen through the Forum's first round of call for R&D submissions, and talk about what's next and the potential impact that lies ahead.</p> <p>Moderator: Paul Nowak, Executive Director, GreenBlue</p> <p>Panelists:</p> <p>Cheryl Lam, Director of Sustainability and Structural Packaging, Walmart</p> <p>Matt Swenson, Sr. Sustainability Specialist - Waste & Circular Solutions, Worldwide Sustainability Amazon</p>
9:00 am - 9:45 am Breakout Session Location: Broadway JK	<p>Panel Fiber Forward: How Independent Converters and Brands Collaborate to Optimize Sustainable Packaging</p> <p>As brands pursue ambitious sustainability goals, the role of fiber-based packaging is evolving rapidly. This session will explore how independent folding carton converters—through their agility, material expertise, and collaborative approach—can help brands optimize fiber packaging solutions that meet performance, regulatory, and environmental targets.</p> <p>Through real-world case studies and brand-converter dialogue, attendees will gain insight into how material selection, sourcing flexibility, and converter innovation can</p>

	<p>unlock measurable sustainability gains.</p> <p>Moderator: Tom Pollock, Director of Strategic Partnerships, GreenBlue</p> <p>Panelists:</p> <p>Ben Houser, Supply Chain Director, Malnove</p> <p>Mary Hutton, Director of Procurement, Southern Champion Tray</p>
<p>9:30 am - 10:00 am</p> <p>Breakout Session</p> <p>Location: Broadway GH</p>	<p>Presentation From Lifecycle to Portfolio Strategy: AI-Driven Prioritization Across Products</p> <p>Companies rarely have infinite resources to optimize every SKU. This talk will dive into how AI can help prioritize which products to focus on while balancing business value, sustainability impact, and implementation complexity. Topics include weighing tradeoffs, scenario simulation, and pathways toward high impact packaging transformations.</p> <p>Speakers:</p> <p>Nathan McKee, Sustainability Analyst Manager, Trayak</p> <p>Tanvi Jagtap, Product Manager, Trayak</p>
<p>9:45 am - 10:30 am</p> <p>Breakout Session</p> <p>Location: Legends ABC</p>	<p>Panel Should We Be Worried About Food Residue? Results from the SPC's Consumer Research and Mill and MRF Outreach</p> <p>Consumers know how to rinse their plastic peanut butter jars before putting them into the recycling bin, but do they think the same about food residue on paper packaging? And how do facilities sort and reprocess packaging for recycling view food residue? This session will explore the findings of the SPC's Paper Packaging Recyclability Collaborative's research into the impact of food residue on the recyclability of paper packaging. Done in two parts, the project assessed how the How2Recycle label impacts consumer behavior around food residue and interviewed facilities for recycling paper packaging on their views of food residue and its impact on the recycling process.</p> <p>Moderator: Brad Kurzynowski, SPC Manager Fiber, GreenBlue</p> <p>Panelists:</p> <p>Elizaveta Roberts, Director Manufacturing Design, Graphic Packaging International</p> <p>Dr. Andrew Hurley, Associate Professor of Packaging Science, Clemson University</p> <p>Ashley Elzinga, Director of Sustainability and Outreach, Foodservice Packaging Institute</p>
<p>9:45 am - 10:30 am</p> <p>Breakout Session</p> <p>Sponsor: RecycleMe</p> <p>Location: Legends D</p>	<p>Panel The Ripple Effect: Examining the Real Impact of Packaging EPR Laws</p> <p>Stakeholders in many different roles have begun to see the very real effects of the packaging EPR laws that took effect in the United States last year. In this session, panelists will discuss what changes they have experienced—both expected and unexpected—in packaging design, budgeting, producer engagement, recycling, data management, compliance, and more. Panelists will also share how packaging EPR laws have led to creative adaptations in an evolving economic landscape.</p> <p>Moderator: Leslie Griffith, Director Business Development, RLG</p> <p>Panelists:</p> <p>Geoffrey Inch, SVP of Producer Services, Circular Action Alliance</p> <p>Jeff Bezzo, Executive Director Plastics and Packaging Sustainability, SC Johnson</p>

	Amanda Humes, Director Packaging Stewardship, Conagra Brands Brie Seferian, Sr Manager, EPR NA, Mondelez Anders Persson, Regulatory Affairs Leader, IKEA
9:45 am - 10:30 am Breakout Session Location: Legends EFG	<p>Panel The Crucial Need for Packaging Data Consistency</p> <p>At the heart of effective circularity strategies is a persistent challenge: organizations still lack a clear, consistent picture of what actually happens to packaging at the end of life. Collection, sorting and recycling outcomes vary widely across markets; definitions are inconsistent, and data is often incomplete or outdated - making it difficult to set credible targets, design effective interventions, or demonstrate progress. In this session, stakeholders from across the packaging value chain will explore why consistent, comparable end-of-life data is becoming essential, how emerging tools such as AI-enabled measurement can help fill long-standing data gaps in waste and recycling systems, and what it will take to build a shared evidence base that supports better decision-making and circular packaging outcomes across regions.</p> <p>Moderator: Michelle Carvell, COO, Lorax EPI</p> <p>Panelists:</p> <p>Yoni Shiran, Partner, SYSTEMIQ</p> <p>Matthew Wright, Founder and CEO, Specright</p> <p>Vivian Loftin, Co-Founder and CMO, Recyda</p>
9:50 am - 10:30 am Breakout Session Location: Broadway JK	<p>Presentation From 6 to 65 in 7 years: What will it take to increase plastics recycling rates to meet EPR legislative requirements?</p> <p>California's EPR legislation requires a 65% recycling rate for plastics packaging by 2032. New Jersey's will call for a 65% recycling rate for all packaging products by 2036. Meanwhile, the current rate of plastics recycling in the US hovers around 5-6%. So how on earth will we move from 6% to 65% in just seven years? ERM Shelton has parsed its 20 years of consumer insights to deeply understand barriers and opportunities for motivating consumers to recycle AND just completed a study with the Flexible Film Recycling Alliance to decode how to motivate consumers to bring their flexible plastics to drop-off locations for recycling. The firm is also knee-deep into a similar study with the US Plastics Pact focused on understanding what messages and actions can best motivate consumers to simply put their plastics into the recycling bin. Suzanne Shelton, Senior Partner with ERM Shelton will reveal all, and lay out steps for everyone involved in the EPR game to take to get us on the right track to 65%.</p> <p>Moderator: Dr. Jon Smieja, Director of Circularity and EPR, WAP Sustainability Consulting</p> <p>Speaker: Suzanne Shelton, Senior Partner, ERM Shelton</p>
10:05 am - 10:30 am Breakout Session	<p>Presentation From Compliance to Competitive Advantage: How Alternative End-of-Life Design Will Define the Next Packaging Leaders</p> <p>Flexible packaging has long been the industry's go-to solution—lightweight, convenient, and cost-effective. Yet beneath that convenience lies a growing environmental and human health concern. The vast majority of flexible films and</p>

Sponsor: H.B. Fuller Location: Broadway GH	<p>single-use formats today are non-recyclable, destined for landfills, waterways, and oceans where they persist for decades. As they fragment, they release micro and nano plastics that contaminate our soil, water, and food—and increasingly, our own bodies.</p> <p>Recent research, including findings from the Harvard T.H. Chan School of Public Health, has detected microplastics in human bloodstreams, placentas, and organs, raising urgent questions about how materials designed for performance have become a global health challenge. This session will examine the latest science surrounding microplastic pollution, its implications for packaging design, and how advancing material innovation and end-of-life strategies can help the industry mitigate these unintended impacts.</p> <p>Moderator: Tom Pollock, Director of Strategic Partnerships, GreenBlue Speaker: Ashleigh Hotz, Director of Sales and Marketing, SmartSolve</p>
10:30 am - 11:15 am Sponsor: TotalEnergies	Networking Break with the Exhibitors
11:15 am - 12:00 pm Breakout Session Location: Legends ABC	Panel What's next for molded fiber after CA's Recyclability Changes? With the release of California's Material Characterization Study in support of their SB 343 "Truth in Labeling" law, molded fiber has found itself among other paper packaging categories unable to carry a Widely Recyclable label. Long seen by consumers as a recyclable paper format, hear from representatives across the molded fiber packaging value chain on where the industry goes from here. This session will cover current efforts by the molded fiber industry to validate recyclability and where efforts will be focused next. Moderator: Brad Kurzynowski, SPC Manager Fiber, GreenBlue Panelists: Michael Hodges, VP Sustainability and Communications, Huhtamaki Tom Hendrickson, Industry Affairs Manager, International Molded Fiber Association Dustin Ziegelman, Director of Engineering Pulp and Paper, Sabert Corporation
11:15 am - 12:00 pm Breakout Session Location: Legends D	Panel How to Actively Shape EPR Programs: Lessons from State EPR Advisory Boards EPR isn't a spectator sport. The best way to manage your response to EPR policies is to participate in shaping them. In this session, representatives from state EPR Advisory Boards in Colorado, Minnesota, California, Oregon, and Maryland will share how stakeholders can actively influence — not just respond to — EPR program development. Join this session to learn about the role these mandated Advisory Boards play, their key advocacy priorities, and the strategies needed to build cross-value-chain collaboration on EPR. Moderator: Patrick Keenan, R&D Principal Engineer, General Mills Panelists: Scott Byrne, VP, Global Sustainability, Sonoco and Oregon Advisory Board Member Miriam Holsinger, Co-President and COO, Eureka Recycling and Minnesota Advisory Board Member

11:15 am - 12:00 pm Breakout Session Location: Broadway GH	Panel Putting Compostable Packaging Into Practice Across Hospitality Venues In hospitality, back-of-house realities don't always match front-of-house expectations — and when it comes to compostable packaging in hospitality venues, we're seeing a similar expectations-reality gap. Even though compostable options have evolved, material innovations alone aren't enough to scale compostable formats across venues. In this session, panelists will explore the key to unlocking composting in hospitality: collaboration. Learn how efforts from industry, suppliers, and waste partners are accelerating the testing and implementation needed to scale compostable packaging in hospitality settings. Moderator: Olga Kachook, SPC Director, GreenBlue Panelists: Joe Jankowski, Business Development Manager, TotalEnergies Corbion Stuart MacDonald, Senior Advisor, Carbios Rich Rowley, VP Sales, Avolutions JT Turner, Commercial Development Manager, Heritage Plastics
11:15 am - 12:00 pm Breakout Session Location: Legends EFG	Presentation Today's Decisions, Tomorrow's Budget: Planning for Source Reduction and Eco-Modulation Under EPR With EPR eco-modulation schemes coming online, the packaging decisions you make today will determine what you pay tomorrow. In this session, Lorax EPI's Michelle Carvell will explain how companies can turn eco-modulated fees into a competitive advantage by enhancing their EPR reporting and planning for long-term source reduction. Join to dive deeper into the practical considerations behind everyday packaging decisions, including how to evaluate design and material trade-offs, improve data quality, and connect these choices to real compliance and cost outcomes. Speakers: Michelle Carvell, COO, Lorax EPI and Gabi Dobrot, Compliance Director, Lorax EPI
12:00 pm - 1:00 pm	Lunch Will Be Served For Attendees
1:00 pm - 1:20 pm Exhibit Hall Networking	Time to Visit the Exhibitors
1:20 pm - 1:30 pm	Attendees Make Their Way to CMA Theater
1:30 pm- 2:55 pm Main Stage Session Location: CMA Theater	Main Stage Day 2: Block I 1:30 pm - 1:40 pm Opening Remarks for the day Paul Nowak, Executive Director, GreenBlue 2:10 pm – 2:20 pm Main Stage Talk When Design Does the Heavy Lifting: IKEA's Packaging Approach At IKEA, good design means more than flat-pack furniture. It means scaling packaging that protects products, delights customers, and strengthens the planet.

	<p>In this session, IKEA's Anders Persson will share how the company's design principles and core values shape packaging as a system-level enabler of efficiency, affordability, and sustainability on a global scale. Join to learn about everything from IKEA's Plastics Out project to the role EPR plays in the furniture leader's packaging plans for the years to come.</p> <p>Speaker: Anders Persson, Regulatory Affairs Lead, IKEA</p> <p>2:20 pm – 2:30 pm Main Stage Talk 171 Trillion Little Problems — and What We Can Do to Stop Them</p> <p>Microplastics are everywhere, from Mount Everest to the Mariana Trench, fueled in part by the small-format flexible packaging contributing to an estimated 171 trillion microplastic particles in our oceans. To meet the UN Environment Programme targets of 10% reduction in single-use plastics by 2027 and 80% by 2040, we'll need to replace difficult-to-recycle plastics with bio-based, recyclable, and biodegradable alternatives. In this session, learn how renewable feedstocks like seaweed can replace hard-to-recycle packaging and help businesses and consumers alike rethink packaging on the path to a circular future.</p> <p>Speaker: Hugo Adams, CEO, Kelpi</p> <p>2:30 pm – 2:55 pm Main Stage Talk and Interview Newsflash: That's Trash": How2Recycle's Creative Campaign to Make Recycling Instructions Stick</p> <p>What's the "Smokey the Bear" for recycling? Despite dozens of studies on consumer recycling behaviors, we've never had the strategic creative to unlock good disposal behaviors at scale. Enter: How2Recycle's partnership with Vault49. In this session, you'll hear from award-winning creative agency Vault49's John Glasgow on the landmark campaign designed to solve a deceptively simple question: How do we get consumers to notice the How2Recycle label, follow its instructions, and get materials into the right stream? Join this session to hear from Glasgow, followed by a conversation with GreenBlue's Paul Nowak, on how smart strategy and bold creative can finally make recycling right feel rewarding, motivating — and, yes, even a little cool.</p> <p>Moderator: Paul Nowak, Executive Director, GreenBlue John Glasgow, Founder, Vault49</p>
3:00 pm - 3:40 pm	Networking Break with the Exhibitors
Sponsor: Stora Enso	
3:40 pm - 3:45 pm	Attendees Make Their Way to CMA Theater
3:45 pm - 5:00 pm	<p>Main Stage – Day 2: Block II</p> <p>3:45 pm – 4:15 pm Panel Accelerating alternatives to flexible plastic packaging with industry coalitions</p> <p>Flexible plastics remain one of the most challenging packaging formats to replace, yet collaborative innovation is opening new pathways forward. In this session,</p>

Location: CMA Theater	<p>panelists will share real-world insights on navigating the complex matrix of considerations that any alternative must address: responsible sourcing of raw materials, end-of-life solutions including recyclability and compostability, compatibility with existing manufacturing and distribution infrastructure, and integration with the diverse collection and recovery systems that operate globally—including the often-overlooked informal waste sector that plays a vital role in many regions. Hear from leaders driving pre-competitive collaboration across the value chain—from major brands and material suppliers to NGOs and breakthrough initiatives like XPrize—to accelerate the development and deployment of viable alternatives.</p> <p>Moderator: Tim Sykes, Brand Director, Packaging Europe</p> <p>Speakers:</p> <p>Allison Lin, Global VP Healthy Planet, Mars</p> <p>Lauren Greenlee, Executive VP, XPrize</p> <p>Rob Opsomer, Executive Lead Plastics and Finance, Ellen MacArthur Foundation</p> <p>4:15 pm –4:25 pm Main Stage Talk New day, new label: The Newest H2R Label for Other Collection Modalities</p> <p>What if brands and consumers had more options for disposal? As EPR program implementation kicks off and other waste streams beyond curbside recycling start to receive attention, the time is ripe for innovation. In 2025, the SPC set out to develop the next iteration of a SDO label for How2Recycle that can include a wider variety of disposal methods, including Store Drop-off as well as subscription-based recycling service, mail-back, and municipal drop-off. With the help of a talented group of individuals from member companies, we led a creative search for this new label look and feel, including naming and iconography. Don't miss the new label debut at this session!</p> <p>Speaker:</p> <p>Brandi Parker, Founder, Parker Brands</p> <p>4:25 pm – 4:35 pm Main Stage Talk Are We Sorting Too Late? Lessons from Compostable Packaging</p> <p>Investments in plastics recycling have reached new heights, but what if we're solving the wrong problem too late? What if material identification happened before packaging even reaches consumers? That's already the case for compostable products with third-party certifications like BPI, TUV Austria, and DIN CERTCO. Certified compostable materials are pre-screened for eco-toxicity, PFAS, and heavy metals — plus, they're tested to ensure they don't shed microplastics. The result? A stream of materials that composters can seamlessly process alongside food scraps. Join this session to see how pre-screening and certification, rather than separation, can be our first line of defense for material recovery.</p> <p>Speaker: Leah Ford, Marketing Director, CJ Biomaterials</p>
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4:35 pm – 4:45 pm Main Stage Talk | A prescription for change: The latest analysis for rethinking plastics in healthcare

Healthcare is now one of the most plastic-dependent sectors – and one of the most overlooked in global circularity and decarbonization agendas – as it is often exempt from the sustainability standards and regulations applied to other industries. Plastic use continues to climb unchecked. In the latest report from Systemiq and Eunomia, hear about how efforts the sector has taken around the world, including piloting reusable gowns and surgical trays and redesigning packaging for recyclability. Learn about the first systems-level assessment of single-use plastics in healthcare - integrating material flow modelling, scenario analysis, and real-world case studies to chart a strategic path forward.

Speaker: Yoni Shiran, Partner, SYSTEMIQ

4:45 pm – 5:00 pm Closing Remarks

Paul Nowak, Executive Director, GreenBlue and Olga Kachook, SPC Director, GreenBlue