



CONVERGE
PACKAGING SUSTAINABILITY FORUM
VIENNA AUSTRIA >>> JULY 14-16 2026

Request to Attend: Converge 2026 | Vienna, AT | July 14 - 16, 2026

Event Summary: Converge is a global event hosted by GreenBlue and the United Nations Industrial Development Organization, convening leaders across regions to advance global pathways toward sustainable packaging systems. Converge will take place in Vienna, with tours on July 14 and the full program on July 15 and 16.

Attendees will join leaders shaping how packaging is designed, regulated, and recovered across international markets. The program will provide actionable insights on international packaging policies, design innovations, and recovery systems. Together, attendees will scale regional solutions to build a cohesive, globalized circular packaging system.

Goals & Learning Objectives:

- Navigate global packaging regulations, including PPWR, EPR programs, and emerging policies in and beyond the Global South
- Evaluate which sustainable packaging materials and innovations (e.g., paper packaging, seaweed, AI-enabled design) are viable at global scale
- Learn how recovery systems ranging from informal sector models to reverse vending machines are evolving across global markets

Who Else is Attending? Converge brings together global leaders across the packaging system, including brands and retailers, policymakers and NGOs, manufacturers and innovators, recyclers and recovery operators, and research and consulting partners.

Attendees Include: Amazon, Bain & Company, ECOS, Ecosurety, Ellen MacArthur Foundation, Mars, McDonald's, McKinsey & Company, Mondi Group, Notpla, OPRL, Packaging Europe, Petco, World Economic Forum, World Packaging Organisation, WRAP UK.

Takeaways for Our Team:

- A clear view of how global policy and market shifts are reshaping packaging requirements across regions
- Practical strategies for scaling packaging solutions across different regulatory and infrastructure contexts
- Insights into which materials, formats, and systems are working globally, and where compliance tradeoffs exist
- Connections with global partners to support compliance, design, and recovery initiatives across markets

Estimated Cost of Investment:

- Member Ticket: \$715 before June 6; \$850 after June 6
- Non-member Ticket: \$815 before March 6; \$950 after June 6
- Tours, lodging, and travel fees vary for attendees



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