



## **Sustainable Packaging Summit 2024: next steps**

*Attendees were invited to put forward suggestions as to how we, as a community, can mobilize ideas discussed at the Summit. We have organized the responses thematically and share them below for your consideration. Meanwhile, the Packaging Europe team will consider ways in which we can help realize the ideas proposed by delegates, both through next year's event and in our year-round activities. We welcome further engagement from you in this process.*

### **1. Platforms, groups or actions that could be created by industry or facilitated by Packaging Europe**

- Enabling the platform as an experiment/trial laboratory! Bringing current challenges and people can team up and finding solutions (similar to shark tank)
- Publish the “wins” in the community and share for the members
- Take initiative as Packaging Europe to call for partners to jointly solve issues instead of waiting for companies to start.
- Follow-up sessions to share results
- In Canada we have a food industry platform called CFIN where people share ideas if you don't have this already might be helpful.
- Dana Mosora (CEFLEX): Create communication platforms for key demonstration projects.
- Set up an expert/collaboration platform
- BOTTA EcoPackaging: create open collaboratives for members of the community, much the same as SPC does, but among Europeans who have different concerns.
- Find meaningful short projects which brands, converter, recycler and authorities can partner and deliver to show an example that if we collaborate. It is possible to deliver quick results as people often believe we are much delayed in taking action.
- Facilitate continuous open innovation
- Collective technology scouting and validation
- More room for start-ups
- Focus on collection projects
- I would like to see more real business cases where a packaging company has collaborated with a brand owner (and maybe with another organization too like NGOs) around a real Sustainability issue. I would also like to have workshops with strategic discussions around what we can effectively do to keep pushing the sustainability agenda. Thank you!
- Connect outside of the event with value chain partners to progress the discussions.
- Coordinate all the existing initiatives

- Based on presentations, you have the ability to connect common grounds (companies working at same Projects/same area) and create even broader synergies.

## **2. Areas requiring greater alignment or commitment**

- We are talking about actions and engagement to make it happen. How can we get a significant number of major brand owners participating in the holy grail market demonstration initiatives to spread the costs and accelerate the results delivery?
- Develop a holistic end-to-end collection / sorting vision and strategy across all materials  
With CEOs support
- We need to invest at any value chain level, be able to take some risks and accept some compromises at any level (cost, properties..). Everything through an honest collaboration.
- Checking the full compatibility of the solutions on the entire value chain in order to have blocking point on value chain.
- Data strategy across value players
- Harmonized recycling marks

## **Big ideas**

- Support in alignment with cities
- Anthony: Building a super data highway
- Anthony: Work with GS1 to create a standard, open source, free, packaging specification template.

## **Regulation and EPR**

- Lobbying governments to 'fast track' innovation. There are many amazing innovations that may disappear as processes e.g. permitting, EIS APPROVAL, taking way too long
- Group Advocacy on secondary legislation PPWR
- Address the need for viable business cases with the national PRO's. Get them on board to support closed loop recycling.
- Steve Claus: Develop genuine EPR principles and enshrine them in legislation
- Value chain approach to EPR rate establishment & investment into collection, sorting, reprocessing.
- Invite cities and governments to this conference

## **Reuse**

- Reusable And Refill solutions at home
- Focus on where next for reusables: multi brand, multi retail multi enabler collaborations on scalable few solutions
- Few and bigger battles.
- Michael: Focus on the specific few opportunities for reuse: multi brand, multi retailer, multi enabler

- Reusable pack for e-commerce
- Private sector reuse & refill fund to funnel investment into system design

### **Core principles**

- Avoid fragmentation of initiatives! We need a critical mass around the plenty of ideas already under testing and or implementation
- Not waiting for SPS next year to action on all the ideas and connect with experts to keep the ball rolling, collaborate and truly come together to solve common challenges.
- Drink a beer with Von der Leyen
- Pre-competitive environment of trust
- We all have business objectives at work, I think it would be really powerful if we could get all participants to also commit to do a personal objective, outside work, that would positively impact sustainability.
- Keep going with connecting the players. This is the way!
- Carry on having these conversations and inspiring each other
- Bring decision makers together
- Collaborative education