

What to look forward to at the Sustainable Packaging Summit 2025

This year's [Sustainable Packaging Summit](#) takes place in Utrecht on the 10th-12th November and is packed full of panels, round tables and breakout sessions tackling everything from the roadmap to 2045, global packaging sustainability legislation, EPR and infinite materials to scaling up reuse systems.

In this article, we outline the upcoming highlights of this year's event. Read on to discover more about the discussions, innovations and opportunities awaiting attendees in just a few months' time!

Day 1

Futurism

The Sustainable Packaging Summit commences Monday afternoon thinking BIG. So many companies today are preoccupied with meeting short-term goals in the form of 2030 pledges and binding targets - but 2030 is just a stepping stone. In the opening panel, we take a step back to consider the end point of our sustainability journey and the roadmap to 2045, featuring [Reloop's](#) Clarissa Morawski.

Uncertainty for circularity

How do we iron out the wrinkles in the circular economy? In Europe we're not collecting enough waste to recycle, and meanwhile recyclers are experiencing a recession. In successive panels we explore the regulatory and EPR levers that could accelerate increased recycling, the opportunities and tensions in global trade in PCR – and the keys to ensuring that it drives genuine circularity rather than stifling regional recycling industries.

Reuse: from success stories to scale

Despite many impressive projects, much of today's new projects in reuse are confined to pilots and niche applications. Dagny Tucker and Tom Domen explore the commonalities and contrasts between their experiences scaling up implementation of reuse systems. Stimulating ideas to discuss at the ensuing international block party!

Day 2

Strategic outlook: leaders of business and regulation

These are particularly volatile times: geopolitically, macroeconomically and in trade. Decades of globalization have stalled and perhaps reversed. Cooperation and harmonization encounter new forces of fragmentation and isolationism. Meanwhile, as much of the world looks to Europe for leadership in transformation of manufacturing, the Draghi report outlined a stark warning of deindustrialization.

Is business and political leadership as committed to sustainable development as it appeared two or three years ago? In what ways does protectionism

impact the green revolution? How does industrial policy fit into this picture? Senior FMCG business leaders and Jessika Roswall, European Commissioner for the Environment, explore the strategic landscape that contains and constrains our packaging sustainability community.

Paper bottles round table

Few packaging innovations have generated greater interest in the last decade than paper bottles - but in reality, the launch of these formats was the beginning of an innovation journey. We catch up with the innovators (including Jamie Stone of [PA Consulting](#) and Alvin Lim from [NBCo](#)) to assess how far they have come in terms of balancing functional and environmental performance, and whether we'll eventually see paper bottles outside of niche applications.

Global regulatory briefing and Q&A

What does the global regulatory landscape look like? In this session, we assemble experts from around the world to brief the audience on the packaging sustainability legislation, regulation, EPR and industry pacts in the pipeline in their regions - and to map out what is getting banned, where and when!

Sustainability Awards 2025

The "Nobel Prize" for packaging sustainability isn't just about revealing winners of the prestigious trophy but taking a snapshot of the state of global innovation. During this awards evening and networking party, we'll get acquainted with all [51 finalists](#) selected by the global jury. There will also be food, drink and (according to rumours) dancing.

Day 3

Rethinking paper

Paperization is undoubtedly the big international trend in packaging sustainability. In two panels on Wednesday morning, we explore the implications. How much further can innovation push the functional boundaries of fibre-based packaging while delivering net gains for sustainability? Meanwhile, as volumes of paper and board in packaging grow thanks to market enthusiasm, what's the impact on forestry, should we be diversifying feedstocks for fibres, and what are the opportunities we can grasp?

Reporting round table

As businesses make adaptations to meet their regulatory demands, the elephant in the room is the complexity of the associated requirement to transparently report on compliance. For many businesses, this involves developing entirely new competencies and strategies – and many lag behind the curve. In this session we bring together enterprises to share their practical experience of emerging best practice and the pitfalls they have encountered along the way.

What's on the Innovation Horizon?

Hear from R&D leaders, VCs and incubators about the state and trajectory of sustainable packaging innovation today – and meet their curated selection of what they consider to be the most exciting start-ups around the world that are poised to become a feature of our packaging landscape.