Throughout 2019, AMERIPEN led a salon series at which industry stakeholders explored the many challenges facing the packaging sector. AMERIPEN is using the insights from these sessions to create innovative solutions and further these valuable discussions. Here are a few of the insights, and how we plan to address them.

1. **When addressing challenges facing the packaging industry, a package’s entire lifecycle must be considered. Looking across the value chain is essential to help minimize unintended consequences.**

   **ACTION** AMERIPEN supports lifecycle thinking, including the role packaging plays in product protection and the importance of recycling. Recognizing the value of soliciting input and advice from a diverse group of industries and stakeholders, AMERIPEN will continue to convene events where proactive solutions can be conceived and planned in a collaborative setting.

2. **The packaging industry needs to provide clearer goals and visions to help stakeholders understand its plans to address challenges.**

   **ACTION** In recognition that plastic packaging helps protect food against spoilage yet also contributes to marine debris, AMERIPEN will remain focused on the intersection of food waste and packaging policy while supporting our plastics industry peers as they lead efforts to reduce marine debris.

3. **There is widespread agreement that the domestic recycling system needs support, but not everyone agrees where and how to best intervene.**

   **ACTION** AMERIPEN recently launched a task force to identify financial mechanisms and complimentary policies that would be best suited to support recycling system goals. An initial proposal for multi-industry stakeholder review is scheduled for early 2020.

4. **Package designers and recyclers should work together to identify emerging trends that may adversely impact municipal recycling programs and discuss recovery needs for packaging.**

   **ACTION** In 2020, AMERIPEN will pilot a workshop at which packaging designers and recycling managers can share perspectives and discuss trends that might affect each industry.