

STRATEGIC PLAN FRAMEWORK 2024–2027

AMERIPEN is a trade association dedicated to improving packaging and the environment. We are the only material-inclusive packaging industry trade association in the United States representing the entire packaging supply chain. This includes materials suppliers, packaging manufacturers, retailers, consumer packaged goods companies, and end-of-life materials managers. Our membership also includes a robust array of industry, material, and product-specific trade associations who are essential to the AMERIPEN fabric. We focus on science and data to support our public policy positions, and our advocacy and policy engagement is based on rigorous research rooted in our commitment to achieve sustainable packaging policies.

MISSION

To be the leading voice for the packaging industry, using science to inspire, create and advocate for sustainable solutions for the packaging value chain.

VISION

Packaging is recognized for all its benefits, including preventing waste and driving a circular economy.

CORE VALUES

- Collaborative.
- Dedicated to sustainability.
- Honest and trustworthy.
- Inclusive – materials, products, members, processes.
- Data driven and future focused.

PURPOSE WHY WE DO IT

Enable the packaging value chain to enhance the quality of life and protect the planet.

VALUE PROPOSITION WHAT WE DO

AMERIPEN employs evidence-based advocacy, collaborative networking, and sustainable packaging solutions to position industry leaders and policymakers to support public policy initiatives that recognize the value of packaging.

NEW OUTCOMES WHERE WE ARE GOING

- Secure enactment of model industry state or federal bill led by **AMERIPEN**.
- Issue annual **AMERIPEN** State of Packaging Policy report that becomes seminal by 2027.
- Increase **AMERIPEN** membership strategically across the value chain and in the right places that support our approach and values.
- Increase engagement with stakeholders using, but not limited to, media, email, website, meetings and forums.



Advocacy and Policy

AMERIPEN will aim to lead in evidence-based advocacy, influencing public policies that strike a balance between industry needs and environmental responsibility, fostering a sustainable and competitive landscape for packaging.



Communication and Education

AMERIPEN will prioritize cooperation through strategic networking, effective communication, and educational initiatives to empower industry leaders and policymakers with the knowledge and tools needed for sustainable packaging solutions.



Innovation and Research

AMERIPEN will continue to invest in fostering innovation and research within the packaging industry, supporting the development and adoption of cutting-edge, sustainable policies, practices and technologies that align with industry goals.



Industry Collaboration

AMERIPEN will actively collaborate with diverse sectors of the packaging value chain, including material suppliers, manufacturers, brand owners, retailers, recyclers and other stakeholders to create a cohesive and united front for advancing sustainable packaging practices and advocating for responsible public policies.



Public Awareness and Perception

AMERIPEN will focus on raising public awareness and shaping positive perceptions of the value of sustainable packaging, emphasizing its benefits to consumers and promoting responsible packaging consumption and end-of-life habits.



Capacity Building for Members

AMERIPEN will be dedicated to growing and maintaining the capacity of its membership by providing resources and support to enable those members to effectively develop and implement sustainable packaging practices.