



**Bringing Brands Together to
Move Markets Forward**

SB | 2026 | **SAN DIEGO**

June 8-10 | Town & Country Resort

SB Member Network Events

SB'26 Program Overview - Member Engagements

Monday:

- **8:00-9:00 AM** SB Member Orientation Breakfast (*Sunset 1&2*)
- **3:00-4:00 PM** Scaling Future Fit Materials Working Group Recap (*Palm 5&6*)
- **7:00 PM** Brand / Retailer Business Integration Cohort Meet up at *Arlo Restaurant*

Tuesday:

- **12:30-1:30 PM** The Good Life Survey Lunch Panel (*Sunset 1&2*)
- **7:00 PM** AI for Sustainability Cohort Meet up at *Arlo Restaurant*

Wednesday:

- **12:30-1:30 PM** SB Member Network Lunch (*Martini Lawn*)

SB'26 Member Lounge

Sunset Rooms 1&2

Monday 10:00AM–5:00PM

Tuesday 8:00AM–5:00PM

Wednesday 8:00AM–4:00PM

Amenities

- All SB Members welcomed
- Water station, snacks, coffee, charging stations, WiFi
- Need a space to take a call, catch up on work, gather informally, unplug for a bit?
- Use the SB Member Network Lounge!



SB Member Breakfast

Sunset Rooms 1 & 2

Monday 8:00AM–9:00AM

Overview

Kick off the week alongside new and established SB Members to preview events ahead at SB'26.

This is a great opportunity to network with members across sectors and functions and learn more about the new and exciting offerings from your SB Membership moving forward.

Scaling Future Fit Materials Working Group Insights and Playbook Review

Overview

A cohort of Sustainable Brands Members, including P&G, Target, Eastman, The Estee Lauder Companies, and IFF have come together through the SB Scaling Future-Fit Materials Working Group to tackle one of the most complex challenges in sustainable product / brand transformation: how to transition away from harmful chemicals and legacy inputs toward materials that are safer for people and planet without sacrificing performance, and while building the business case and a path to delivering enhanced business value.

Palm Room 5 & 6

Monday 3:00PM–4:00PM

This interactive session will introduce the working group's mandate and share out core insights surfaced during the development of its first deliverable, the Scaling Future-Fit Materials Playbook. The playbook includes a walkthrough of business value drivers, insights surfaced via the SB Business Transformation Roadmap (BTR), decision frameworks, case examples, and priority actions companies can take now to advance materials innovation. Designed as a practical guide for sustainability, product, innovation, procurement, and R&D leaders, the playbook translates ambition into actionable operational next steps.

Ample time will be dedicated to discussion, inviting participants to reflect on how the findings apply within their own organizations, where roadblocks remain, and what collaborative action may require next.

Open Cohort Meetup

Arlo Restaurant

Monday 7:00PM - Brand / Retailer
Business Integration Cohort

Tuesday 7:00PM - AI for
Sustainability Cohort

Overview

All SB Members are invited to join our Open Cohort Dinner Sessions. It is the perfect opportunity to explore our specialized cohort tracks in Business Integration and AI for Sustainability.

Whether you are looking to join a cohort for the first time or want to continue ongoing discussions with peers, this open session is for you. You are invited to join one session or both!

Sign up to reserve your spot in the SB Member Lounge.

Good Life Survey - Open Discussion & Lunch

Sunset 1 & 2

Tuesday 12:30PM–1:30PM

Overview

Join fellow Members for a closed research session where we'll dive into the Good Life Survey data alongside the team from FINN Partners. We're looking forward to a collaborative dialogue on the new insights this research reveals along with exploring the deeper questions this raw data sparks for our collective work.

SB'26 Member Lunch

Martini Lawn

Wednesday 12:30PM

Overview

Cap off a full conference week and join your SB Member group for a networking lunch under the beautiful San Diego sun. Reconnect with familiar faces, while meeting new SB Members for an interactive dialogue around what drives each of us to continue our personal and professional work to create the regenerative future we envision.

SB[®] MEMBER NETWORK

Collaborative & Insight-Rich

Where Brand and Sustainability Professionals can:

- Find a roadmap for brand transformation
- Access insights and intelligence to improve decision making
- Pursue market leadership through good growth
- Establish partnerships with peers
- Collaborate and co-create solutions that advance all

“Sustainable Brands is the most important gathering of sustainability executives on the planet. And the reason that is, is that brand name executives and brand name companies have the capacity to make changes that no one else can.”

–Bill Shireman,
CEO & President, Solution Citizen / President & Founder, Future 500

Question?

Feel free to reach out!



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We look forward to making your experience at SB'26 San Diego
smooth and rewarding!