



FLEXIBLE FILM RECYCLING ALLIANCE





FLEXIBLE FILM RECYCLING ALLIANCE

## Purpose

Represent the end-to-end flexible plastic film value chain, serving as the central forum to promote and improve the flexible film recycling ecosystem.

## Program Overview

The Flexible Film Recycling Alliance (FFRA) is committed to driving a circular economy for flexible films by ensuring their effective collection, processing, and reuse. The alliance envisions a future where flexible film packaging is recognized as a valuable resource within the packaging ecosystem. To support this vision, the FFRA aims to demonstrate the success of its initiatives through third-party verification and assurance.

# 2025 Initiatives

- 1

Launch store audit program
- 2

Deploy consumer education programs in 5 states or regions
- 3

Continue engaging policymakers in California and other key states to promote collaboration and preserve access
- 4

Expand retail and other collection partners for film
- 5

Increase supply chain initiatives and new end market pilots

# 2025 FFRA Member Dues

		Non-Member
Material Supplier	Above \$3 billion	\$250,000
	Below \$3 billion	\$125,000
Processor	Above \$1 billion	\$125,000
	Below \$1 billion	\$65,000
Recycler		\$20,000
Equipment Provider		\$20,000
CPG*		\$30,000
Retailer**		\$0
Associates**		\$25,000

Discounts in membership are available for PLASTICS members.

Based on global plastics sales

\* Must not produce flexible film products or packaging

\*\* No fee if supporting the Directory with location and reporting details

# Objectives

- Operate a **best-in-class plastic film recycling directory** for use by consumers and industry.
  - Establish a 3<sup>rd</sup> party verification program to ensure data, validity, and robustness for retailers and recyclers.
  - Publicly report on program success through annual reports.
- Educate consumers and policymakers on the benefits of flexible plastic film products to **maintain the license to operate**.
- Support and leverage **existing consumer recycling labels**.
- Promote the **responsible use and recycling** of flexible plastic film products.
  - Increase recycling opportunities.
  - Develop end markets for recycled plastic film.
- Educate consumers on **how to recycle** flexible plastic film products.

# Metrics of Success

The FFRA will look to the following metrics and as indicators of success and as a directive to help guide and refine our strategy.

- Increase in recycling rate
- Decrease in contamination rate
- Diversity in end markets
- Increase in tonnage of drop-off materials collected
- Measure consumer awareness of film recycling

# Membership

All companies who are active in the manufacturing, use, and recycling of flexible films and bags are eligible to participate in the FFRA. All funders can participate in the development of the priorities, strategy, and messaging of the initiative, and an Executive Committee of 10 companies comprised of representation across the supply chain approves budgets and use of resources.

The FFRA is a self-funded initiative of the Plastics Industry Association (PLASTICS), the trade association that represents the full plastics value chain.



The Plastic Film Recycling Directory was launched in early 2025 with two goals in mind:

1. Increase accessibility to plastic film and recycling collection points.
2. Support industry-led consumer education on plastic films recycling.

The directory compiles 20,000+ locations from 50+ retailers and is only growing.

In collaboration with the Sustainable Packaging Coalition and other key stakeholders, FFRA is also developing a robust verification program to ensure material recycled correctly will be transformed into new materials.



[plasticfilmrecycling.org](https://plasticfilmrecycling.org)

**For further information on program goals and  
membership, please contact:**

**Kurt Kurzawa**

[kkurzawa@ffra.org](mailto:kkurzawa@ffra.org)

**Kyla Fisher**

[kfisher@plasticsindustry.org](mailto:kfisher@plasticsindustry.org)

**FFRA.org**

To view the directory, go to:

**[plasticfilmrecycling.org](http://plasticfilmrecycling.org)**