

ACC FLEXIBLE FILM RECYCLING GROUP

Key Objectives:

- Increasing public awareness and recycling of plastic film;
- Maintaining recyclability claim and expanding recycling access;
- Expanding end markets for PCR film and supporting circularity.

WRAP: Our Hallmark Initiative



PLASTIC FILM RECYCLING CHALLENGES

Insufficient Education, Access & Markets



- Most people don't know...
 - Plastic bags and wraps are recyclable
 - Through store takeback programs, generally not in curbside recycling
- Retail collection programs declining
- Supply vs. demand imbalance, material quality

SCALING PUBLIC AWARENESS & ENGAGEMENT



NATIONAL EDUCATION & OUTREACH INITIATIVE



Focus Areas

Education

Consumers - Recycle right, recycle now

Consumers & Business - Buy recycled

Value chain - Importance & support for retail collection

Special Projects

Value Chain Demonstration Pilots

Call-To-Action:

Become a WRAP Champion or Partner!

- **WRAP Champions** - share film recycling information & resources
- **WRAP Partners** - engage in projects or campaigns promoting film recycling, provide data
- Buy Recycled/Support Demand Challenge
- Subscribe to WRAP E-newsletter

