



Join the Film & Flexibles Recycling Coalition's CalFFlex Initiative

Validating a Pathway Toward Compliance Under California Law

Objective

CalFFlex, an initiative of The Recycling Partnership's Film & Flexibles Coalition, is building scalable pathways for film and flexible packaging (FFP) to comply with California's SB 54, the Plastic Pollution Prevention and Packaging Producer Responsibility Act. Working with the Circular Action Alliance (CAA), CalRecycle, and key leaders in California, our goal is to prove the viability of increased FFP capture, validate the capacity of end markets, and stimulate the demand for recycled FFP products.

Success Measures as Early as April 2026

1

One viable system pathway demonstrating quantified FFP recycling rate improvements

2

Quantified potential end-market capacity and demonstrated buyer demand from potential responsible end markets (REMs)

3

Replicable details provided to CAA as a scalable blueprint

One-Year Strategy Overview (April 2025 to April 2026)

Objective 1: Validate the Blueprint

CalFFlex will launch one FFP recycling system solution in California with accompanying data assessing the efficacy of the interventions. In the future, CalFFlex will also need to blueprint one to two resident education programs to complement the system solutions it develops and prove out more than one solution to meet its regionally diverse needs, including separate curbside collection and depot.

→ Part I

With one to three test projects, evaluate **hypothesis 1**: Bag-in-bag, in-cart collection, and automated sortation returns higher capture rates at the back of the materials recovery facility (MRF).

→ Part II

With one to three test projects, evaluate **hypothesis 2**: Loose single-stream, in-cart collection, and secondary sortation returns higher capture rates at the back of the secondary sorter and higher quality for potential REMs.

→ Part III

Integrate data from prior Coalition and The Partnership FFP projects and incorporate research from outside the United States.

Objective 2: Link to Potential Responsible End Markets

Quantify potential for up to three scalable REMs and build demand through procurement connections with CalFFlex members.

→ Part I

Leveraging a robust existing pipeline, build a durable product and mechanical end markets database including capacity estimates.

→ Part II

Deliver end-market information and end-product specification sheets to directly connect CalFFlex members with up to three potential REM procurement projects.

→ Part III

Connect Objective 1 projects with potential REMs.

Objective 3: Deliver the Blueprint

Integrate findings and provide input to CAA.

→ Part I

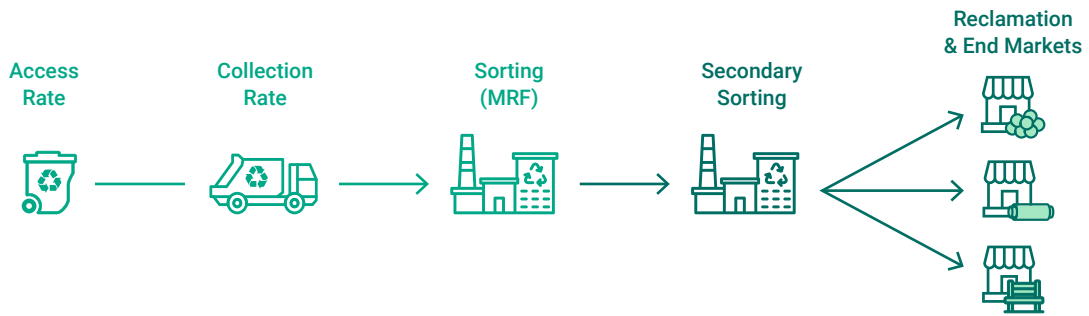
Engage with CAA, CalRecycle, and key California leaders throughout the CalFFlex initiative.

→ Part II

Based on initial results from Objectives 1 and 2, deliver a blueprint that demonstrates scalable pathways and stage gates to reach the performance measures of SB 54 and inform the material compliance plan that CAA may submit to CalRecycle as early as April 2026.

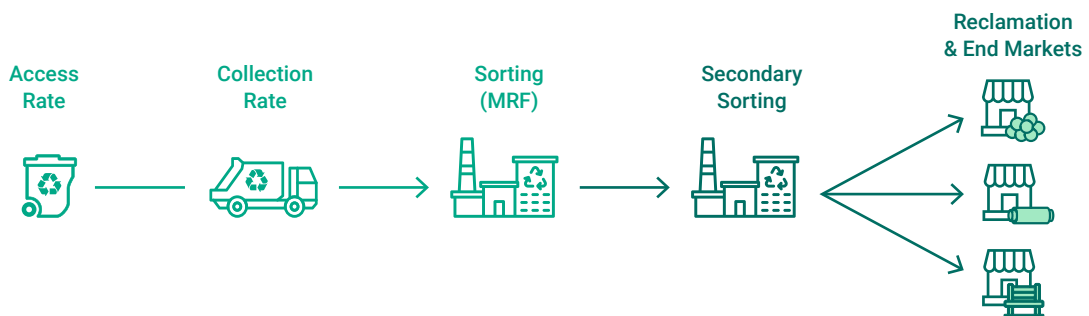
Model Solution Pairing

Hypothesis 1



	Access	Collection	Sortation	Reclamation & End Markets
Hypothesis 1 Delivers higher capture rates at MRF	Film Accepted Curbside* (Northern California)	Bag-in-Bag, In-Cart Collection	CalFFlex Intervention Automated sortation at MRF	CalFFlex Intervention Link to potential REMs for regulation requirements

Hypothesis 2



	Access	Collection	Sortation	Reclamation & End Markets
Hypothesis 2 Delivers higher capture rates at secondary sort, higher quality for REMs	Film Accepted Curbside* (Southern California)	Loose, Single-Stream, In-Bin Collection Process	CalFFlex Intervention Increased throughput, processing, and quality at secondary sortation	CalFFlex Intervention Link to potential REMs for regulation requirements

* Working in communities where film collection is already turned on

Peer Alignment for Momentum and Scale

We work with the following peer networks in the FFP space: Alliance to End Plastic Waste, American Chemistry Council, Association of Plastic Recyclers, Closed Loop Partners, Delterra, Flexible Film Recycling Alliance, Flexible Packaging Association, GreenBlue, U.S. Plastics Pact, and others. The Partnership and the American Chemistry Council were selected to co-lead the Flexible Film Recycling Alliance Peer Collaborative network's California Strategy Charter and provide input into the End Market and Policy Charters to help align industry interventions.

Funding Required

The CalFFlex initiative is supported by nearly 20 companies as of early 2025, putting the initiative well on its way to the **\$5 million** needed to implement this first stage of the strategy. However, additional funding is still needed to complete this first year of work.

Call to Action

FFP recycling in California is an all-hands-on-deck moment for manufacturers and producers, given SB 54's **aggressive timelines and noncompliance fines of up to \$18 million per package per year**. With projects already underway and more in the pipeline, CalFFlex is ready to meet this challenge. [Contact Karen Bandhauer at kbandhauer@recyclingpartnership.org](mailto:kbandhauer@recyclingpartnership.org) to join CalFFlex and our connective networks to secure a scalable pathway for FFP.

Thank you to our partners and founding members.

Steering Committee



KraftHeinz



Coalition Members



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Advisory Committee

