



2025 IMPACT REPORT



About Us



Who we are

The Food and Beverage Recycling Alliance (FBRA) is a not-for-profit Producer Responsibility organization set up in line with NESREA's Extended Producer Responsibility (EPR) mandate for producing and manufacturing companies, in the Food, Beverage and Tobacco Industry to enable the collection, recovery and recycling of post-consumer packaging waste in the environment.

Our Vision

To be the leading Extended Producer Responsibility (EPR) programme and industry compliance model in Nigeria.

Our Mission

Enabling a thriving, sustainable, circular economy in food and beverage packaging sector through market-making, advocacy and partnership within the ecosystem

Our Strategic Pillars



Public
Awareness
Campaigns



Policy Drive,
Engagement and
Thought Leadership



Enabling
Collection and
Recycling



Our Members



Chairman's Speech

Distinguished Stakeholders and Partners, I am delighted to address you as Chairman of the Food and Beverage Recycling Alliance, a role I assumed in July 2025 and grateful for the trust placed in me. Overall I am proud of the collective progress recorded by the Alliance during the year. The 2025 Impact Report reflects a year of consolidation, growth and renewed momentum. Building on the strong foundations established in previous years, FBRA continued to reinforce its role as a facilitator within Nigeria's recycling ecosystem, with focused efforts on infrastructure expansion, strengthening collaboration across the value chain and advancing sustainable market development for post-consumer packaging materials across the country. Despite the complexities of the operating environment, the Alliance demonstrated resilience and adaptability. We learned, evolved and advanced our strategy, supported by the unwavering commitment of our members and stakeholders.

Some notable achievements in 2025 include:

- 25% increase in membership reflecting growing industry confidence
- A 225% expansion in collection and recovery infrastructure, with collection centres now active across all six geopolitical zones in Nigeria
- Advancement of the partnership with UNIDO on the Completion of the initial UNIDO project on promoting sustainable plastics value chain
- Strengthened partnership across the ecosystem, including the Recyclers Association of Nigeria (RAN) and Waste Pickers Association of Nigeria (WAPAN).
- Increased rPET uptake and making significant strides toward circularity.

These achievements reaffirm FBRA's position as a leading Extended Producer Responsibility Organisation in Nigeria. As we look ahead, we remain committed to driving a self-sustaining waste management system by stimulating both demand and supply, deepening partnerships and scaling our impact nationwide. Our focus remains for a long-term sustainability, innovation and inclusive growth across the recycling ecosystem.

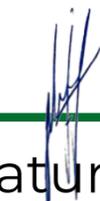
I am confident about the future because we share a clear unified vision, strong leadership and the collective determination to drive meaningful change.

Together, we are not just strengthening an Alliance, we are shaping a more sustainable Nigeria.



Wassim ElHusseini

Chairman
Food and Beverage Recycling Alliance
December, 2025


Signature



Summary



2026 Strategy

Market Making

Creating markets for the recycling ecosystem through strategic partnerships with State Governments, targeted subsidies, provision of equipment, tools and PPEs, and structured collaborations with industry associations.

Operational Excellence

Continuously improving performance through nationwide M&E of collection centres, annual volume recovery reporting for members, and implementation of a centralized database management system.

Thought Leadership

Strengthening industry leadership through multi stakeholder engagement, cross sector capacity building, member knowledge exchange, and strategic collaboration with government and international development members..

Facilitation

Enabling members to integrate EPR into CSR and sustainability initiatives 'and supporting implementation' while driving evidence based advocacy through research, studies and position papers.

Cohesion

Driving rPET adoption among members, developing a centralized FBRA database, and fostering structured project partnerships to enhance collaboration and collective impact.

Communication

Establish FBRA as a distinct facilitator brand while driving widespread behavioral change towards recycling and circular economy practices.

Advocacy

Driving nationwide recycling participation through school programs, youth engagement, incentivized buy back initiatives, and sustained community awareness campaigns.

2025 NEW MEMBERS



AWARDS & RECOGNITION



THE FOOD & BEVERAGE
RecyclingAlliance

RAN RECYCLERS
ASSOCIATION OF NIGERIA

RECYCLING INDUSTRY ENABLER OF THE YEAR

2024/2025

In recognition of our leadership, collaboration, and lasting impact on Nigeria's recycling ecosystem.

RAN
RECYCLERS
ASSOCIATION OF NIGERIA

RECYCLING INDUSTRY
ENABLER
OF THE YEAR

2024/2025
FBRA
Congratulations

f x @ in fbralliance www.fbranigeria.ng



THE FOOD & BEVERAGE
RecyclingAlliance

GB GLOBAL
BRANDS

CELEBRATING EXCELLENCE

A recognition by **Global Brands Magazine** as the “**Leading Circular Economy Enabler – Nigeria – 2025**”

Leading Circular Economy Enabler

Nigeria

FBRA

Leading Circular Economy Enabler

Nigeria

The Food and Beverage Recycling Alliance (FBRA)

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MILESTONE ACHIEVEMENT



1000K

METRIC TONS

Post-consumer
**Packaging Waste
Recovered!**

We have officially recovered 100,000 metric tons of post-consumer packaging waste! ♻️

That is 100 million kilograms!



Public Awareness Campaigns



- **Public Awareness Campaigns**

- **Policy Drive, Engagement and Thought Leadership**

- **Enabling Collection and Recycling**

The Food and Beverage Recycling Alliance conducted and participated various public awareness and campaign in 2025

Building a Sustainable Future Through Students Engagement

In 2025, the Food and Beverage Recycling Alliance (FBRA) strengthened its commitment to sustainability by engaging children and students through targeted environmental education campaigns across Nigeria. Through school advocacy programmes in Enugu and Lagos, Children's Day engagements with NESREA, and participation in state-led education platforms, FBRA educated students on recycling, responsible waste management, and environmental stewardship.

These efforts were complemented by practical support including the donation of recycling education materials, waste segregation tools, and the expansion of recycling infrastructure during World Environment Day activities. Collectively, FBRA's children-focused initiatives are shaping environmentally conscious behaviours early, empowering young Nigerians to become active contributors to a cleaner, more sustainable future.



FBRA Drives Youth and Community Environmental Action with NESREA CDS Collaboration

In mid 2025, the Food and Beverage Recycling Alliance (FBRA), in partnership with NESREA and the National Youth Service Corps (NYSC), delivered targeted environmental advocacy and capacity-building initiatives across Lagos State.

At the NYSC Orientation Camp in Iyana Ipaja, FBRA supported environmental education sessions and the launch of the NESREA Community Development Service (CDS) group, engaging corps members on recycling, waste management, and sustainability. The initiative inspired strong youth participation and commitment to environmental action within host communities.

FBRA further strengthened impact through upcycling training for CDS members, equipping them with practical skills to transform waste into value. Advocacy efforts also extended to Muritala Ajadi Animashaun Community School, Surulere, where students were sensitised on environmental responsibility and sustainable practices.

At the grassroots level, FBRA joined NESREA and NYSC for a market sensitisation and sanitation programme at Census Market, Surulere, combining education with action through the donation of a giant recycling bin and cleaning equipment.

These engagements underscore FBRA's commitment to youth empowerment, community partnerships, and sustainable waste management across Lagos.



Global Recycling Day 2025

To mark Global Recycling Day 2025, FBRA expanded its footprint by commissioning two high-capacity collection centers across Southern Nigeria; in Abia, Ebonyi states and recommissioning its collection centre in Delta State, each with a **200MT** annual capacity, while also conducting an awareness program in Edo State.

These initiatives, executed in partnership with government agencies like ASEPA and NESREA, reflect FBRA's commitment to strengthening recycling infrastructure through the extended producer responsibility. With active participation from member companies and government stakeholders, the events reached over **600** students in Agbara and other participants.



World Environment Day 2025

To celebrate World Environment Day 2025, FBRA carried out a series of impactful initiatives across Nigeria to promote environmental sustainability and drive Extended Producer Responsibility (EPR). Activities included a school advocacy program with over 600 students at Lagos Mainland High School, an awareness walk and buy-back exercise in Ikeja's Adekunle Village, where over **102.5kg** of recyclables were recovered and the launch of **two (2) 200MT collection centers** in Abuja and Nasarawa. These efforts reflect FBRA's commitment to advancing a circular economy, empowering communities, and strengthening recycling infrastructure nationwide.



FBRA 2025 Awareness Walks

Adekunle Village, Ikeja



Somolu



Delta State



Ikosi-Ketu



FBRA 2025 Buybacks

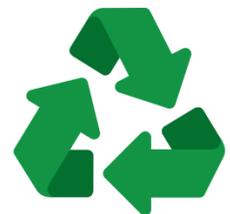
Adekunle Village, Ikeja



Somolu



Ketu



- 3.3MT Post-Consumer
Packaging Waste **RECOVERED**

FBRA 2025 Christmas Awareness Walk and BuyBack impacts over 240 families in Somolu, recovers 1.8MT

The FBRA 2025 Christmas BuyBack in Somolu recorded strong community turnout and active participation, from early morning engagements to sustained involvement throughout the day. The Recycling Unit led an awareness walk, educating residents on the importance of source segregation and the value of recyclable materials.

Through the BuyBack initiative, recyclables of **1.8 metric tons** were recovered from the community were exchanged for food items, encouraging cleaner waste habits while providing practical support to households during the festive season. The event successfully diverted recyclable waste from the streets, raised environmental awareness, and reinforced collective action toward building a cleaner and more sustainable Lagos.



Other Key Public Awareness Initiatives



FBRA donated recycling bags to 50 participants at the “Waste to Wealth” Initiative to support the start of micro-recycling ventures in their communities with IVLP International Visitors Leadership Program.



FBRA Deepens EPR Collaboration with Ogun State Government and collaboration on 100 new collection centers under the state’s Ignite Ogun youth initiative.



FBRA Champions SME Inclusion in Sustainability at Lagos Green Economy Forum driving inclusive and impactful sustainability conversations across Nigeria.



FBRA Advocates EPR Awareness at BASEL Plastic Waste Forum in Ibadan engaging students and graduates for a cleaner, more sustainable future.



FBRA Partners with Nestlé Nigeria to Train Plastic Waste Workers on Safety and Health



FBRA joined Tetra Pak at an inspiring school awareness program at Vetland Senior Grammar School.



Policy Drive, Engagement and Thought Leadership



- Public Awareness Campaigns

- Policy Drive, Engagement and Thought Leadership

- Enabling Collection and Recycling

In the year 2025, the Alliance took part in several Engagements, Policy Drives, and Thought Leadership initiatives

FBRA sponsored and Participated at the Association of Waste Managers of Nigeria Conference and Gala Night contributing to critical discussions on advancing waste management practices in Nigeria.



FBRA Bolsters Sustainable Waste Management at Tetra Pak's Waste Policy Workshop



FBRA, represented by its Executive Director, participated in a U.S. Consulate-hosted roundtable on Lagos' upcoming single use plastics ban, engaging key circular economy stakeholders on sustainable waste management solutions and reinforcing FBRA's commitment to thought leadership and responsible packaging.



FBRA actively participated in the 2025 WAMASON Eko Waste Summit, where its Executive Director moderated a high-level panel with member companies and facilitated a session on scaling Extended Producer Responsibility (EPR) systems.

FBRA Advocated EPR Awareness at MAN Strategic Dialogue Session



FBRA-UNIDO Collaboration

In 2025, the Food and Beverage Recycling Alliance (FBRA) strengthened its collaboration with the United Nations Industrial Development Organization (UNIDO) as part of a broader multi stakeholder initiative alongside LAWMA to advance circular economy practices in Lagos State.

The collaboration focused on promoting inclusive and sustainable waste management systems, with emphasis on post consumer packaging waste including PET, Tetra Pak, glass, and other recyclable materials. Through this partnership, FBRA contributed its industry expertise, on ground implementation capacity, and communication leadership to support UNIDO's objective of improving resource efficiency and strengthening recycling value chains.

Highlights of key activities:

Successful Circular Economy Awareness Seminar by FBRA and Partners



Advancing Circular Economy Learning in Nairobi, with FBRA Executive Director Facilitating Session at UNIDO Training Workshop



Seminar on Implementation Guidelines for the National Policy on Plastic Waste Management, organized under the UNIDO and Embassy of Japan project on sustainable plastic value chains.





FBRA at the Y2025 STEAM Event, Government College Lagos

FBRA was live at Government College Lagos for the Y2025 STEAM event hosted by the Lagos State Government Ministry of Basic and Secondary Education. The engagement provided an opportunity to promote environmental responsibility and practical waste management among students and educators.

As part of our contribution, FBRA donated two giant waste bins and twenty giant waste bags to support proper waste segregation and a cleaner school environment, reinforcing our commitment to sustainability education and action at the grassroots level.

FBRA and Perfetti Van Melle Launch Sweet Wrap Receptacles at LASU and LASUED

FBRA, in partnership with its member company Perfetti Van Melle, successfully launched the Sweet Wrap Receptacles at Lagos State University, Ojo, University of Lagos and Lagos State University of Education, Ijanikin Campus, reinforcing efforts to promote responsible waste disposal and recycling on campuses. The initiative also included the donation of six (6) sweet wrap receptacles and two (2) giant bins to support the collection of other recyclable materials.

The momentum continues as we work to embed sustainability into everyday habits and make sustainability a lifestyle.

FBRA at the Lagos Climate Change Summit

FBRA participated in 2-day conference of the Lagos Climate Change Summit as part of our continued commitment to advancing sustainable environmental practices and promoting circular economy solutions in Nigeria.

Our engagement at the summit reinforced our dedication to building strong partnerships that accelerate climate action, encourage responsible production, and strengthen post consumer waste management systems. These efforts remain central to our vision of a cleaner, greener, and more resilient Lagos.

FBRA at the 9th MSME Development Ecosystem Engagement

FBRA joined key stakeholders at the 9th MSME Development Ecosystem Engagement, themed Smart Growth: Unlocking Green Opportunities through Digital Inclusion and Green Financing. The engagement spotlighted practical pathways for MSMEs to harness digital tools, access green financing, and adopt circular economy practices to drive sustainable business growth while contributing to a cleaner and more resilient environment.



FBRA convened its member companies and stakeholders for the Annual General Meeting, reaffirming a shared commitment to advancing recycling, sustainability, and environmental stewardship.

FBRA Joins Leaders at 2025 International Sustainability Conference to Champion Sustainable Supply Chains



The Food & Beverage Recycling Alliance (FBRA) actively participated in the 2025 International Sustainability Conference, hosted by @lbsnigeria (Lagos Business School). The event brought together industry leaders to explore how organisations can effectively drive sustainability, enhance supply chain traceability, and deliver meaningful local impact.

Through its engagement, FBRA reinforced its dedication to promoting sustainable practices throughout the entire value chain while continuing to support Nigeria's broader national environmental objectives.

FBRA Hands Over Giant Recycling Bins to Ikeja Local Government, Expands Commitment to School Recycling



The Food & Beverage Recycling Alliance (FBRA) has officially handed over giant recycling bins to the Executive Chairman of Ikeja Local Government Area. This milestone marks a significant advancement in promoting responsible waste management within the community. FBRA is particularly excited by the Chairman's request to provide similar giant recycling bins to all nine public schools under the Ikeja LGA. This development represents a major step forward in fostering cleaner environments and building a culture of sustainability and environmental responsibility across schools and the wider community.

FBRA Positions Sustainability Leadership at Lagos Waste Forum 2025



FBRA participated in the Lagos Waste Forum 2025, reinforcing its role as a leading voice in Nigeria's sustainability and circular economy landscape. A major highlight of the forum was a thought leadership session delivered by FBRA's Executive Director, who shared strategic insights on sustainable waste management, circular economy practices, and the role of multi stakeholder collaboration in driving lasting environmental impact.

The session underscored FBRA's expertise in post consumer waste management and policy aligned sustainability solutions, while sparking meaningful conversations among industry players, regulators, and development partners. FBRA's presence at the forum further strengthened its positioning as a trusted advocate and thought leader shaping the future of waste management and sustainability in Lagos and beyond.



Enabling Collection and Recycling



- Public Awareness Campaigns

- Policy Drive, Engagement and Thought Leadership

- Enabling Collection and Recycling

In the year 2025, the Alliance worked towards collecting and enabling recycling across the Country through infrastructure support

FBRA Supports RAN with Tools to Strengthen Recycling Efforts

FBRA donated four collection tricycles, jumbo bags, 25 receptacles, and buy-back products to the Recyclers Association of Nigeria (RAN) to boost recycling efficiency and material recovery. The initiative enhances recyclers' capacity, supports livelihoods, and advances Nigeria's circular economy. Together with RAN, FBRA continues to champion a cleaner and more sustainable future.



FBRA Strengthens Ties with Lagos Recyclers Association (LAGRA)

FBRA hosted the new executives of the Lagos Recyclers Association (LAGRA) – led by Dr. Rasheed Bakare, Omoh Alokwe, and Oreoluwa Shafar – at its secretariat to discuss enhanced collaboration on recycling initiatives in Lagos. The meeting focused on empowering recyclers, deepening impact, and advancing the effective implementation of Extended Producer Responsibility (EPR). Both parties look forward to executing key action points toward a more circular and sustainable future.



Business Support



Project Partnerships

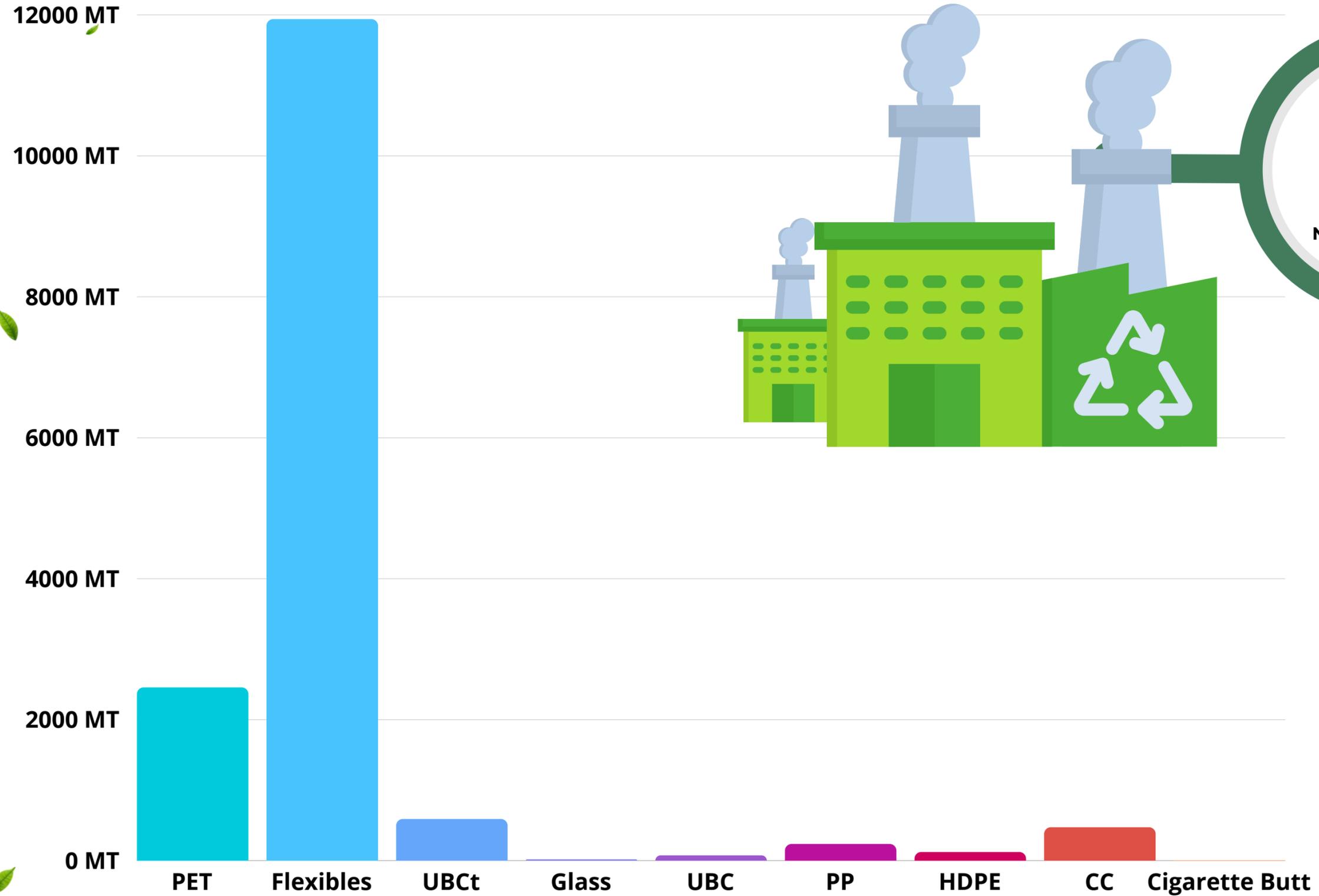
- Ukaro Concept Company
- Bohia Environmental Services Limited
- Green Wave for Sustainable Sourcing Limited (GWSS)
- EcoPlastic & Aluminium Limited
- Trash Mongers Limited

States Covered



- | | | |
|----------|------------|-----------|
| ● Lagos | ● Nasarawa | ● Adamawa |
| ● Ogun | ● Edo | ● Rivers |
| ● Eboyni | ● Delta | ● Oyo |
| ● Abia | ● Osun | ● Ondo |
| ● FCT | ● Kano | ● Borno |

Collection Reports



Collection Centres



Our Impact Stories

“ Over the past year, ecobarter has received food and household supplies support from FBRA and these have significantly enhanced our ability to drive community engagement and reward consistent recyclers.

By incorporating these items into our incentive-based recovery programs, we've been able to celebrate and motivate more individuals to embrace recycling. These thoughtful rewards created excitement among users, strengthened community participation, and deepened the sense of value people place on sorting at source.

17 recycling households got rewarded with these supplies, directly accounting for recovery of 2,667.82 kg of recyclables (75% PET plastics) and an estimated 5,900 kg of CO₂ emissions.

Indirectly, this has contributed to an improved collection volumes across the zones that we cover in Abuja.

”

“ In Abeokuta, Ogun State, Orange Strategy Limited has collected over 94,000 kg of recyclables from January to June 2025, advancing sustainable waste management. Backed by the Food and Beverage Recycling Alliance (FBRA), the company diverts packaging waste from landfills and drainage systems, supporting Nigeria's circular economy. FBRA's facility, equipped with baling machines, enables Orange Strategy to efficiently process PET bottles and beverage cans into valuable commodities. This reduces reliance on virgin materials and boosts company revenue. Employing 17 people—70% women—and supporting a network of waste collectors, Orange Strategy fosters economic empowerment. Through community outreach and awareness campaigns, the company promotes recycling, demonstrating sustainability's inclusive and impactful potential.

”

“ In the first half of 2025, VICABIM Integrated Services, with support from the Food and Beverage Recycling Alliance (FBRA), recovered over 25,000 kg of recyclable waste in Akure, Ondo State—helping reduce pollution, prevent landfill overflow, and protect the environment. Through FBRA's support with logistics and containerization, VICABIM scaled its Waste Wise Buy-Back Program, improving recovery efficiency and environmental outcomes. The initiative empowered over 30 waste aggregators, created 12 new jobs, and generated more than ₦4.8 million in recyclable value. VICABIM also led awareness campaigns during World Environment Day, reaching thousands through radio programs, rallies, and community outreach. With rising public interest, VICABIM is set to expand its impact across more communities—proving that with the right partnership, waste recovery can drive real environmental, social, and economic change.

”

Our Partners



GALLERY





