

From obligation to ownership

Building trust in EPR through storytelling

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How do you explain a major transformation of the curbside recycling system

without asking citizens to understand
EPR regulation?

THE EVOLUTION OF BAC IMPACT

2024 2025 2026 2027

2028

Start with **people**, not policy



01 ACTION

What do I do?

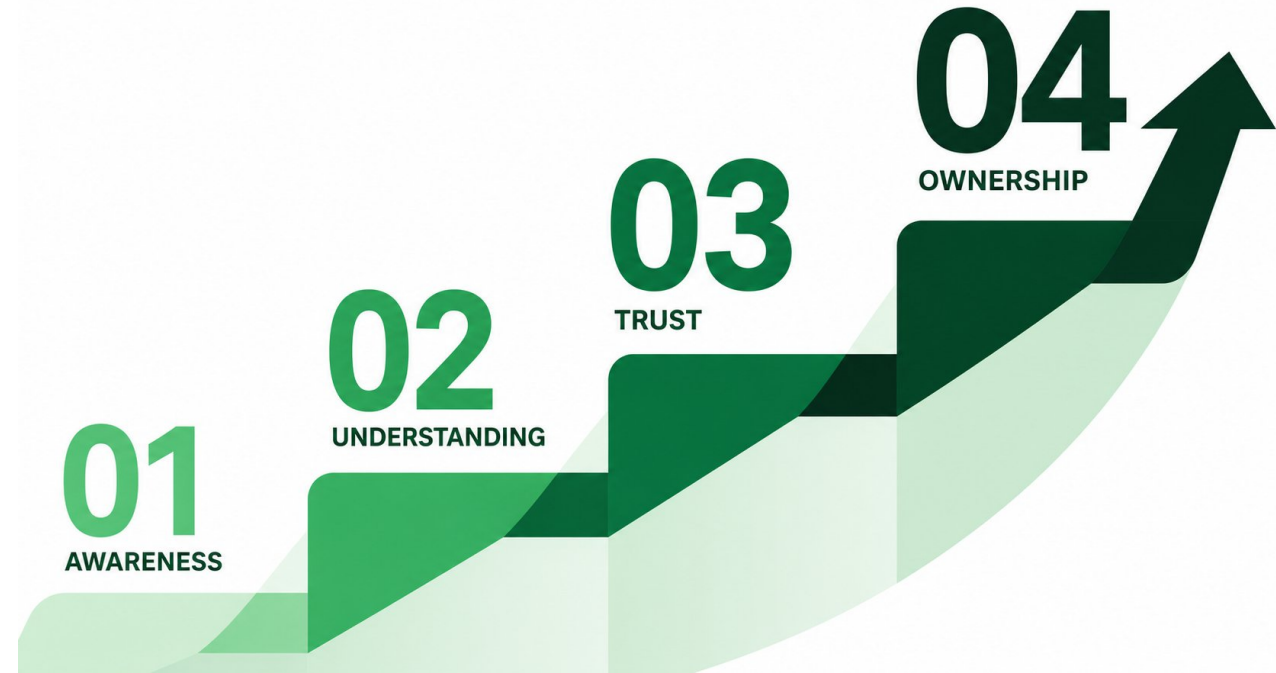
02 MEANING

Why does it matter?

03 PROOF

What happens after collection?

Build trust progressively



Trust grows when the system becomes visible and understandable.

Create a platform, not a campaign



ONE RECOGNIZABLE IDEA

A consistent voice and visual identity

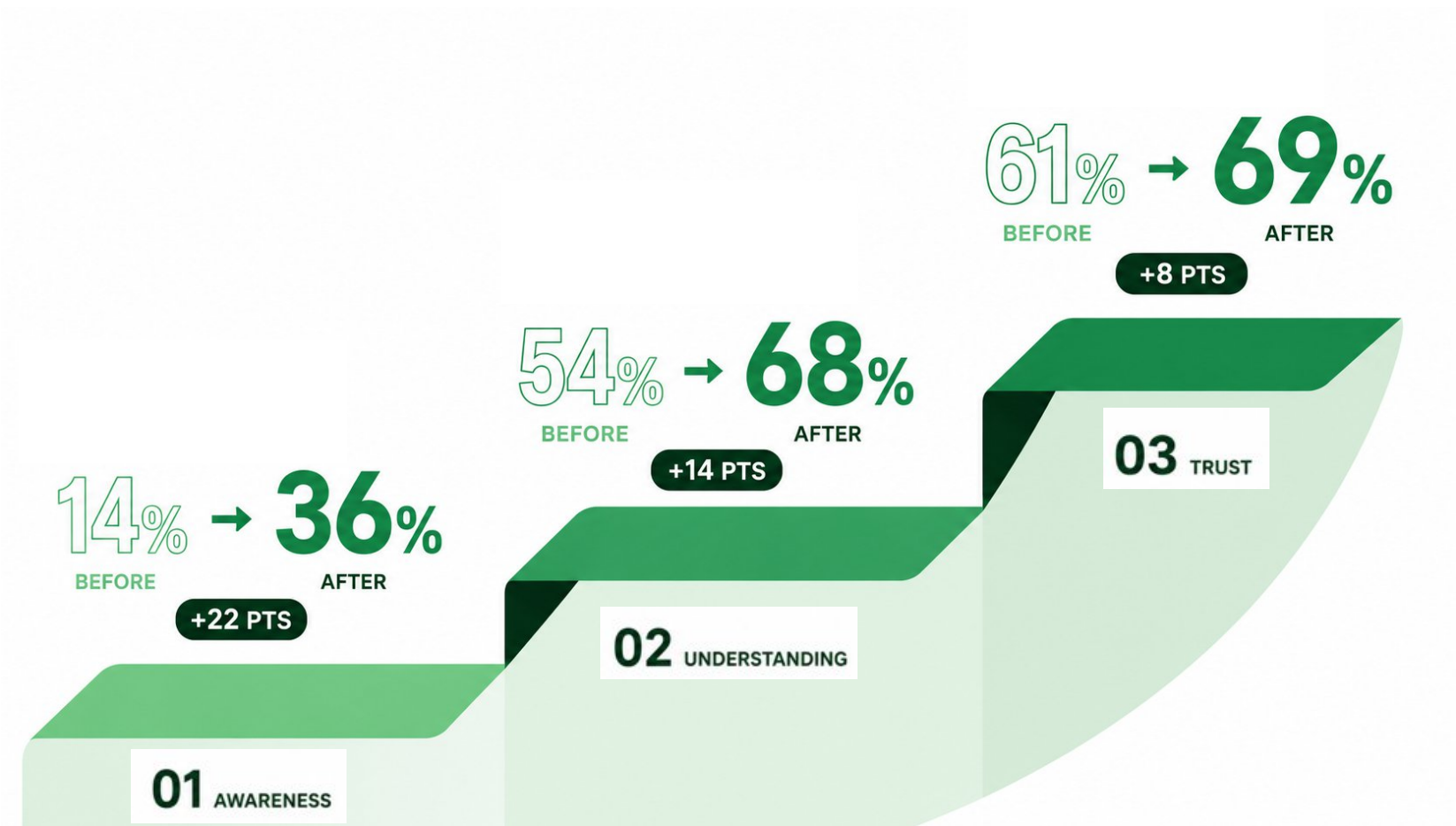
BUILT TO EVOLVE

Room for new materials, behaviours and emerging questions

NO NEED TO START OVER EVERY YEAR

A better return on producers' contributions

Consistency drives results



Make the role clear.
Make the impact visible.

Build trust.

**Make the system visible
and understandable.**