



From Obligation to Ownership

*Building Trust in EPR through
Storytelling*

Interchange
Recycling

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Don't just explain the system. Show it.

We can tell...

What we collect

Where it goes

What producers are responsible for

How the system works

What the recovery rate is



Or we can show...

The collector doing the work

The processor giving material another life

The producer investing in the system

The community creating access

The partnerships behind the results

What Happens in the Gap?



A photograph of an industrial facility, likely an oil refinery or storage terminal, under a clear sky. In the foreground, a worker in a blue safety suit and white hard hat stands between two large oil tankers. The tanker on the left is silver with '15,000' and 'Columbus' visible on its side. The tanker on the right is blue with 'GFL' and 'GENIE S-55' visible. In the background, several large white storage tanks and a tall metal distillation column are visible. The entire image has a blue color overlay.

Their experience is the proof point.

Share stories that are real and relatable.



Thank you

