

From Obligation to Ownership

Building trust in EPR through storytelling: A beverage container deposit-return perspective

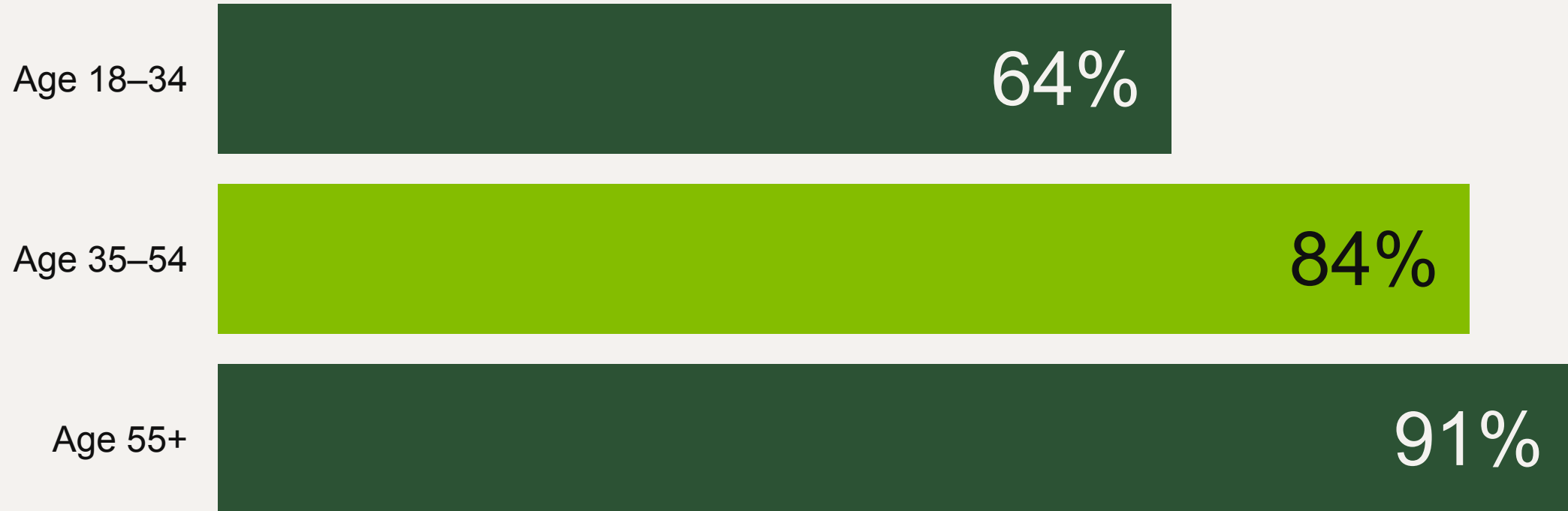
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The Tension: Normal vs. Automatic

Moving from Intent to Habit



The opportunity: move from positive intent to consistent, automatic participation.

The Visibility Gap

Bridging the connection between consumer action and recycling outcomes



- **The Problem**

The sustainability narrative often ends abruptly when the container leaves the consumer's hand, creating a void in user experience.

- **The Need**

Shift focus from complex EPR theory to actionable visibility that builds trust in the recycling process.

- **Research Signal**

People want to understand what happens next — and why their individual action matters.

The Roadmap: Create a transparent narrative connecting: Collection → Processing → Materials → New Life.

The Storytelling Answer

Making participation Normal, Visible, and Meaningful

The Three Pillars of Trust



Normal

Normalize the behaviour by demonstrating that peers are already actively participating.



Visible

Bridge the knowledge gap by documenting and revealing the process that follows the collection bin.



Meaningful

Quantify the cumulative impact of individual actions to provide tangible meaning.

CORE PHILOSOPHY: THE PARTICIPANT AS HERO — TURNING OBLIGATION INTO OWNERSHIP BY ANSWERING 'WHERE DOES IT GO?'