

# ***CREATING ENTERPRISE VALUE WITH EPR***

***25 SEPTEMBER 2024***



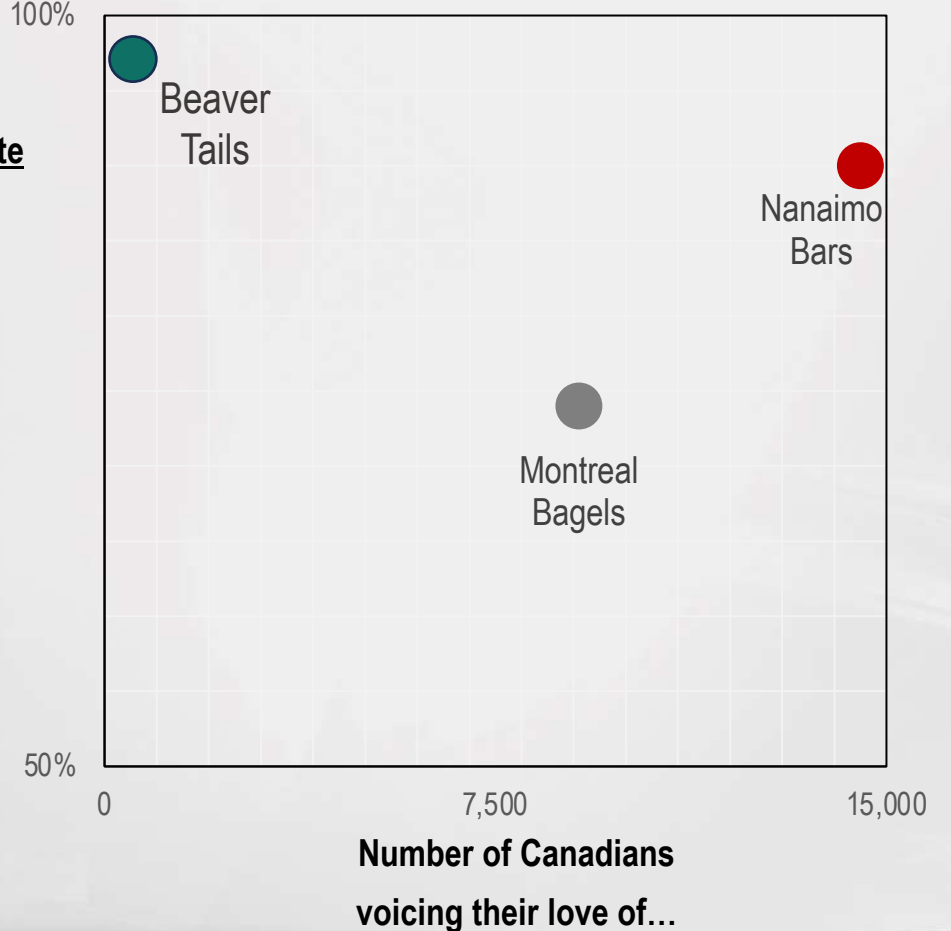
***WARM-UP 1:***  
***NANAIMO BARS OR MONTREAL BAGELS?***



# Nanaimo Bars or Montreal Bagels?

- **Mega Sample**
  - 1.9 MM Canadians
  - Analyzing public conversations across the major social media platforms over 12 months
- **DeepLearning**
  - Passive listening gauges unprompted opinions
  - Measuring behaviours limits social biases

Percentage of supporters saying it's the favourite



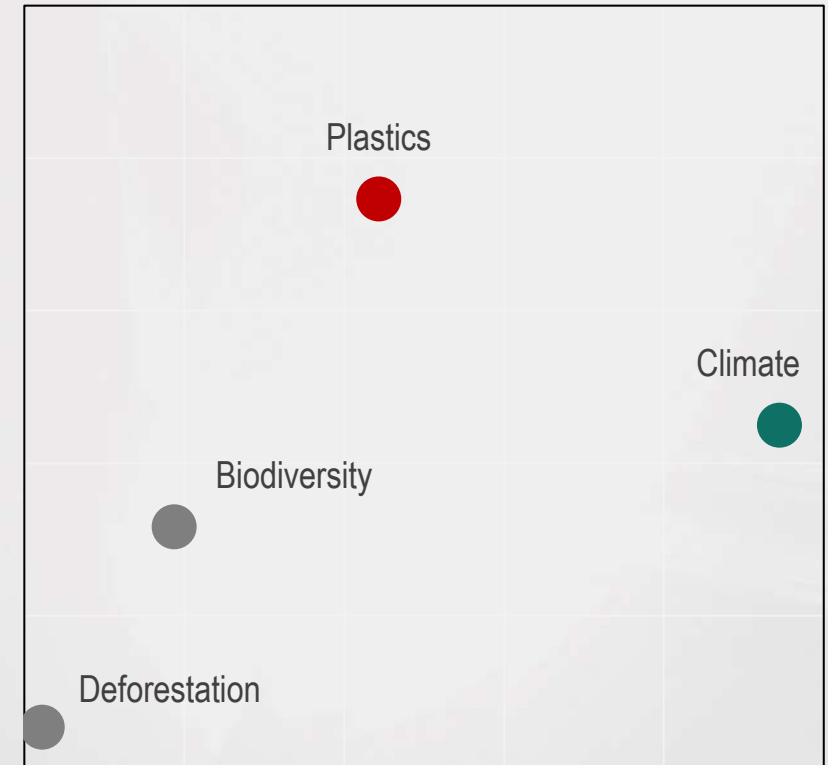
***WARM-UP 2:***  
***WHAT SUSTAINABILITY CHALLENGES DO  
CANADIANS CARE ABOUT?***



# Canadians' Perceptions of Sustainability Challenges

- **Mega Sample**
  - 1.9 MM Canadians
  - 45,000 policymakers
  - Analyzing public conversations across the major social media platforms over 60 months
- **DeepLearning**
  - Passive listening gauges unprompted opinions
  - Measuring behaviours limits social biases

Canadian Public,  
“This is our top  
sustainability  
challenge”



Number of Policymakers,  
“This is our top sustainability challenge”



## ***WARM-UP 3:***

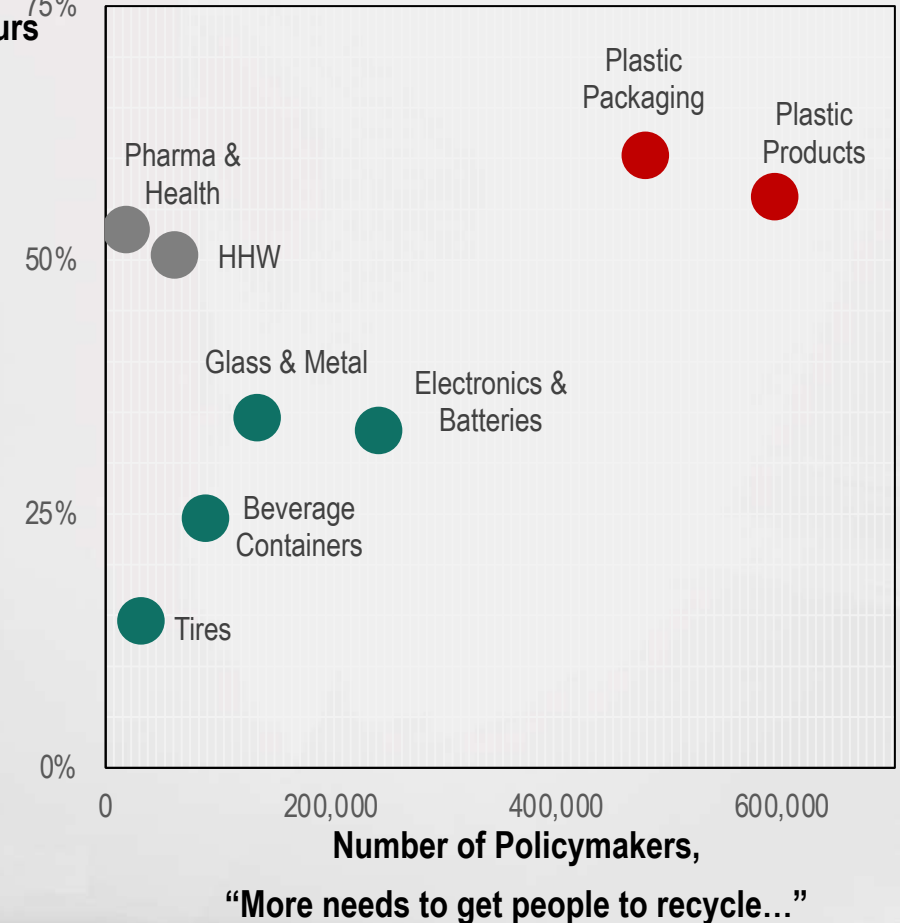
***ARE POLICYMAKERS AND CONSUMERS PRIORITIZING THE  
SAME IMPROVEMENTS IN EPR?***



# Attention, Interest, and Scrutiny

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Canadian Public:  
“My neighbours<sup>75%</sup>  
don’t recycle  
their...”



# ***OPTIMIZING THREE FUNCTIONS***

*(1)*

***CONSUMER  
PARTICIPATION***

*(2)*

***THIRD PARTIES  
NEGOTIATIONS***

*(3)*

***POLICYMAKER  
TRUST***





***INCREASING CONSUMER PARTICIPATION:  
WHO CAN WE LEARN FROM?***



# How CleanFarms Increased Consumer Participation



**Clearly define  
the desired behaviour**

<u>Messages Tested</u>	<u>Net Impact</u>
Aesthetics of the Farm	32%
Convenient and Easy	23%
Alignment of Values	19%
Avoids Landfills	5%
Fight Climate Change	4%
Avoids Burning	-22%

**Chose messages that work  
not ones we wish worked**



**Directed them to  
the right audience**



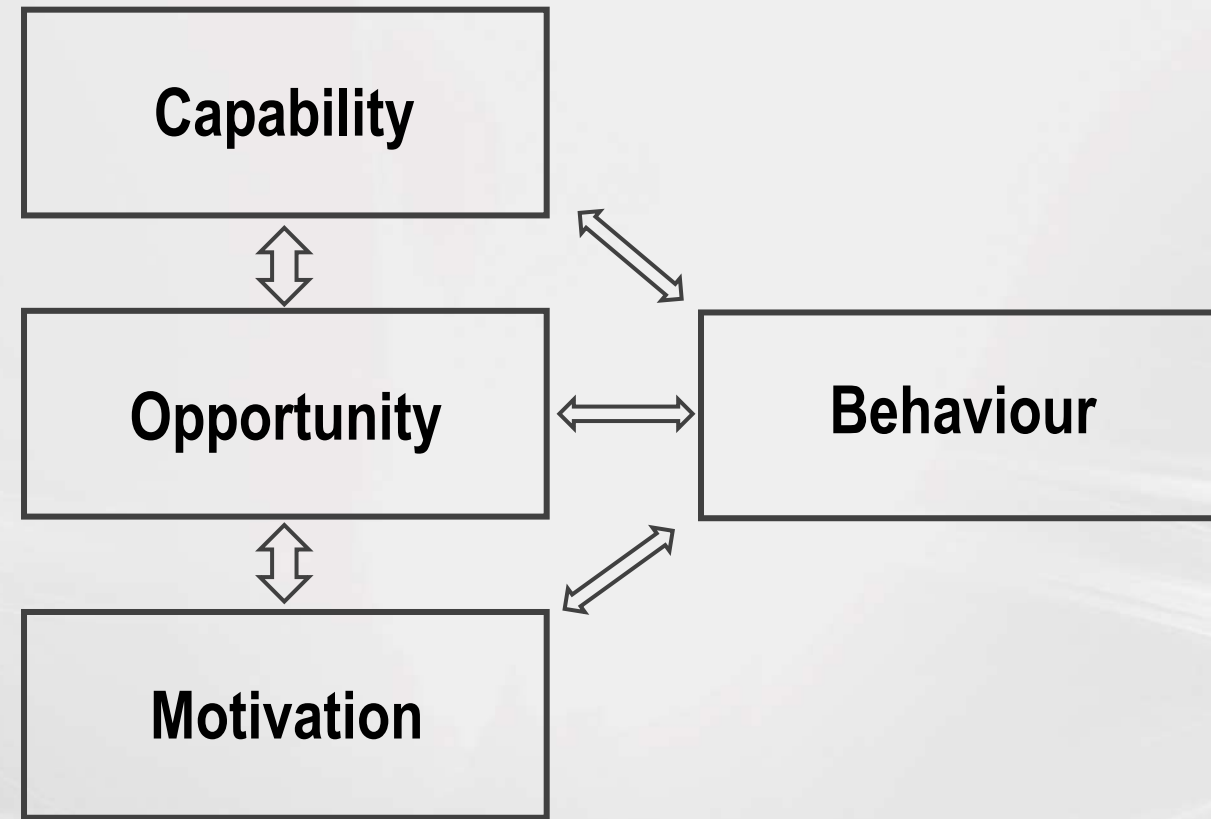
# ***NEGOTIATIONS WITH THIRD PARTIES***



## “Salami Tactics” to Support Negotiations

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- Securing the participation of retailers and other third parties is necessary for program success.
- A frequent disconnect arises when individual retailers are more supportive of EPR programs than their provincial/national bodies.
- COM-B offers a framework by which EPR’s can hyper target local retailers and run a tailored campaign that builds a coalition.



***DELIVERING BUSINESS VALUE  
WITH POLICYMAKER TRUST***







# The Business Value of Maximizing Trust

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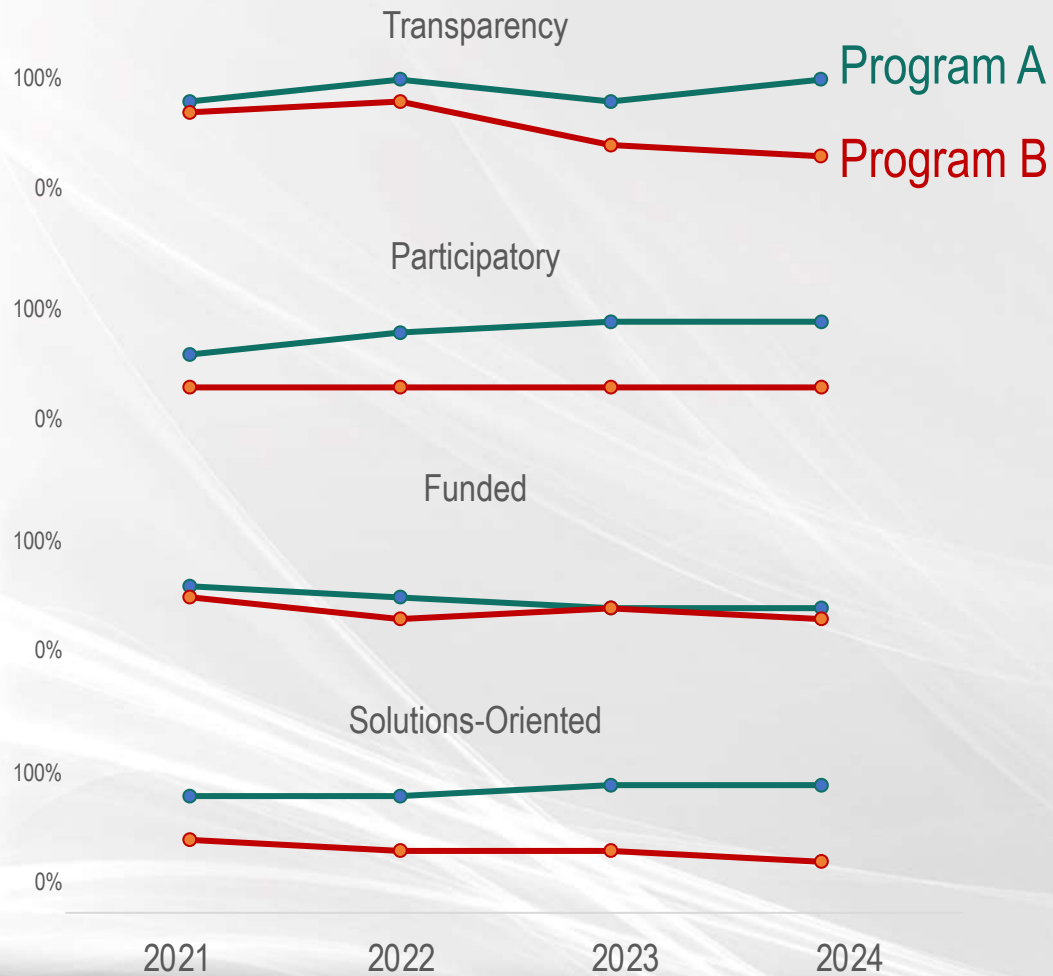
## Policymakers' Levers in Low Trust Environments

-  Reducing government funding
-  Adding additional disclosures
-  Setting higher stringent targets
-  Setting prescriptive regulations

## Policymakers' Barometers of Trust

-  The PRO is transparent and communicative
-  The PRO secures the involvement of third parties
-  Industry adequately funds the PRO
-  Industry is interested in solutions

# The Business Value of Maximizing Trust



## Program A has been able to secure:

- Increased government funding for pilots
- More flexibility in its regulatory environment
- Relaxed implementation timelines





## Scenario Planning

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*"If you do have a policy proposal, don't tell me about it. Convince Canadians that it's good for them. Communicate your policy's benefits directly to workers, consumers and retirees.*

*When they start telling me about your ideas on the doorstep in Windsor, St. John's, Trois-Rivières, and Port Alberni, then I'll think about enacting it."*





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