**Funding/ Revenue Ideas**

**Government incentives:**

Deposit Return Systems (DRS)

A Deposit Return System (DRS) is a recycling program where people pay a deposit on drink containers and get it back when they return the empties for recycling.

It has already been implemented in countries such as Germany, Norway, Lithuania, Estonia, Denmark, Finland, etc. It has been proposed in the UK, but has not been implemented yet.

Waste and Resources Action Programme (WRAP)

The Waste and Resources Action Programme (WRAP) works to reduce waste, promote recycling, and encourage sustainable resource use through partnerships, research, and practical solutions. It’s a government-backed organisation.

Grants can range from £100,000 to £1 million, depending on project scale and potential impact.

Local Council grants/ support

Check local council websites for more information.

Innovate UK Funding (UKRI)

Innovate UK, part of UKRI, provides funding to support innovative projects and businesses in developing new technologies and solutions to boost the UK economy.

Enhanced Capital Allowance (ECA)

UK tax incentive that allows businesses to write off 100% of the cost of energy-efficient equipment, like reverse vending machines, in the first year the equipment was purchased, reducing their taxable profits and encouraging sustainable investments.

**Partnerships/ Collaborations:**

Check Github folder ‘*research files*’ for more information on the possible partnerships available and other collaboration opportunities. Files ‘*potential partners*, ‘*white label solutions*’, ‘*Hackathon Grand Final’*will cover this topic.

**Advertising and Logo Placements:**

Prices vary based on: location, number of impressions (people passing by), ad duration, machine operator/ provider

\*Prices are usually negotiable

Cost per thousand impressions (CPM)

Can range from ~£5 to £20 daily/ hourly OR £50 to £500 weekly

Location-based pricing

High-traffic areas are generally more expensive because of greater exposure. Rates could go up to £500 per week or more

Lower-traffic location rates will be lower, ranging from £50-£150 per week.

Ad Types

Static ads: simple images/ messages displayed on the screen. These tend to be cheaper

Video ads: more engaging. These tend to be more expensive ranging from £100-£500 per week depending on video length and quality