

8. COMMERCIALIZATION AND MARKETING

While the primary intention of the recycling machine is to promote green behaviour, we believe that the project can definitely be commercialised and to do so while receiving the highest visibility, we will place these recycling machines in public areas with large populations of people that will be on the move and frequently use bottles such as in malls, colleges and business districts.

While the machines will be used because of their ready accessibility, we will give the people additional motivation to participate in throwing away their bottles via the promo code that will be of benefit to them by providing discounts that can be used at local establishments such as clothing retail shops and restaurants. By charging these local establishments an advertisement fee, they will be able to put their branding on the promo codes which will subsequently attract people to their businesses. Thus, this helps both the environment and the consumers. The trash bottles accumulated can also be sold to either be reused or processed by companies to reduce spending energy and raw materials.

For the Innovation Fair our strategy to promote our recycling machine includes the following:

- i. We will hang up a poster that will feature the abstract and functional diagram of the recycling machine, this will serve as a banner for our project. We will also try to make smaller copies of the poster which we will then distribute to further attract visitors to come and see our project.
- ii. To further help the audience understand our project we will showcase a working prototype so that they will understand exactly how the system will function.
- iii. We will also use digital advertisement through making pages on sites such as Facebook, where we could further promote our machine by launching promo code offers for early users.