

Key Activities

At Ecoin, our goal is to gather recycled materials from people. These people would come to us as we'll pay them to recycle, which is more than 100% of what they get when recycling, as people usually won't recycle because they don't receive any direct benefit. Once we get these materials, we will sell them to production companies which want to buy recycled material for their processes, for a much lower price.

Our aim with this activities is to increase the number of people who recycle, which is 34% of the world population. In Spain, around 71.9% of all packaging is recycled, and we aim to significantly increase this percentage. In fact, something similar has been done in Denmark, where thanks to this activity, 90% of the waste was recycled.

Furthermore, by incentivising recycling, we are also indirectly helping the EU reach the goal they've set for 2020 of recycling at least 50% of the household waste.

Furthermore, one of the most important activities we'll have to take into consideration are social media campaigns, which would promote our business and attract more clients, as anyone would like to get paid for recycling.