



# Certificate of Achievement

Waste to Energy Carbon Credits

Marketing Strategy Development

Participant Name

Anlan Yang

Competency

Business Analyst

Completion Date

11<sup>th</sup> September 2020

Program Activities

Analyse the cost and emissions reduction capability over existing waste recycling methods for industrial waste producers such as hospitals, municipal councils for specialist waste recycling, such as electronics, batteries, tyres and chemicals, mining companies and manufacturers where there are toxic residues left over from processing. Develop a marketing strategy based on the business analysis.

Program Modules

Initial Assessment and Background Research

Problem Statement and Solution Outline

Business Requirements Overview

Risk and Financial Assessment Overview

Marketing Campaign Strategy Overview

Presentation of Findings to Business Stakeholders

0-0.49 0.50-0.99 1.00-1.49 Greater than 1.50 No data

