

# **Recycling Stock Market using Information & Communication Technologies**

An innovative service to create a micro-trend for the environment

## **ABSTRACT**

Following the attitude that every problem incorporates hidden opportunities, especially when this takes place in a dynamic environment, current paper suggests a new innovative service on recycling. Although the main title implies a financial approach, actually it further combines three sectors: Technology-Economy-Environment. By bringing together these sectors, the idea is to establish a service which is expected to increase the recycling rates in a region, through a micro-trend aiming to create added value in a region.

This paper contributes to the Conference objectives with theoretical and entrepreneurial insights for an effective implementation of an innovative service which creates a micro trend among citizens.

**Purpose:** The global issue of the environment and its sustainability as well as the environmental problem of low recycling in the region of European Union is faced, therefore it is introduced a new service which aims to create a micro-trend among inhabitants trying to change their attitude over this issue and attract them to participate more actively in the protection of valuable resources. In return consumers receive tangible rewards while participating companies increase their branding among the region.

**Design/Methodology/Approach:** This research paper investigates the acceptability and value of the new service among consumers as well as the potential obstacles that might be raised on its implementation. A theoretical framework was adopted on three complementary perspectives by integrating technology (ICT theories and practices), economy (finance and stock markets) and environment (waste management & prevention). A cross-sectional web survey design was employed in a sample of 100 participants (consumers, researchers, industry experts and members of non-governmental institutes) not only from Greece. Web survey has been done in two phases. The analysis conducted was based in descriptive statistics by applying descriptive data, bivariate correlation and group comparison.

**Findings:** Consumers accept to participate in the new service and find it very interesting, while recycling industry and local authorities might rise obstacles since its introduction consist a threat for the status quo. Research has been made through web-survey in order to reach a global diversified sample.

**Research limitations/implications:** The present study provides a starting point for further research in recycling industry section as well as other professional sectors that are involved in the recycling case.

**Originality/value:** Moreover, the new framework introduced by this service has proven to be useful in improving the recycling percentages in the region. Although side-effects might restrict its primary targets, it might be a promising and notable tool.

**Keywords:** Recycling, Innovation, Information & Communication Technologies, Regional Development