

Recycling Stock Market

The idea and how works

- People buy products to consume; most of them could be recycled;
- Many times these are simply thrown away; other, people leave them in recycling cabins due to their good will; now they will leave them for a reason; they will be rewarded for their lifestyle;
- They will leave the recyclables in special cabinets and we will recognize them; how? through their mobile phones;
- People will register first through a simple service;
- The recyclables will be driven in a warehouse where will be processed;
- Quantities of the available recyclables will be placed in a private on-line web auction system (like eBay);
- Interested parts may place their bids; such parts could be other recycling companies, packaging companies or the original products' companies (e.g. Coca-Cola cans);
- The highest price at a given time period wins;
- In the end of auction each recyclable will have a price, in the same way that stocks take prices or change prices according to "demand and offer" scheme;
- This price is the share price;
- Consumer will be informed in his/her mobile phone about the number of his/her shares and their value; this value may vary according to current prices;
- The shares could be used in exchange of their value to purchase consuming goods; these shares may be valid in super markets or other participating companies;
- In addition, the company may approach other companies that are interested in participating in the whole concept of recycling, through their Corporate Social Responsibility policies and are willing to direct funds to the auction system;
- In return they will gain access to the network of consumers and secure their brand awareness as well as advertise offers on their products;



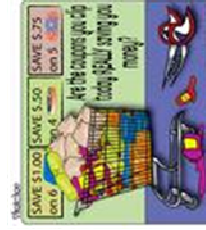
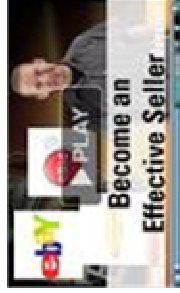
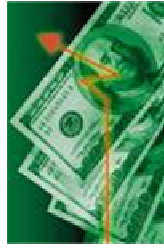
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For feedback please contact:
Evangelos ERGEN at
ergen@ergen.gr
or visit:
www.ergen.gr

**An
introduction
of a
new service**

The service at a glance for the consumer:

1. You buy and consume a product which could be recycled in the end.
2. After the consumption you may leave it in a recycling cabinet.
3. You will register in this recycling service through your mobile phone.
4. We will get the information of what you have recycled each time.
5. The recyclables will be driven in a recycling centre.
6. They will be placed in an on-line auction system.
7. The highest bid wins.
8. You will get value shares.
9. You may exchange the shares in super-markets and other stores participating in the service.
10. The more you recycle the more shares you get the more products you may acquire.



What is behind this service?

There is a company which will administer four types' recyclable products (aluminum, glass, paper and plastic) incorporating the philosophy of auctioning and using the know-how of stock markets and investing. The aim is to create a micro-trend and make people recycling. To achieve this, information and communication technologies will be exploited. It is expected this service to create value in the region, contribute in achieving growth through the exploit of current resources and guarantee sustainability. Moreover, we anticipate it to operate as a motive among individuals changing their attitudes over recycling as a daily habit.

Why should I participate?

There is a sense of a game!
You ebay your carbage!
You help your region to differentiate!
You are rewarded for your habits!

