

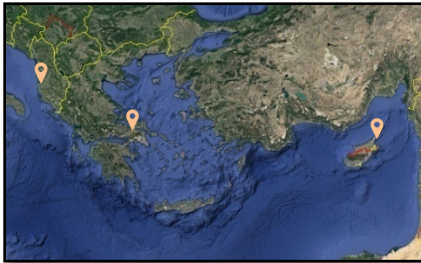
SOCIAL COST-BENEFIT ANALYSIS AND SOCIAL ACCEPTANCE FOR LOCALIZED WASTE GLASS RECYCLING SOLUTIONS

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INTRODUCTION

Through this analysis we investigate the possibility of diverting the glass stream from landfills and valorising it directly at the local level, as tourist areas of the Mediterranean region experience a significant increase in the amount of recyclable waste glass during the summer.



The cooperating municipalities are: Megara - Greece
Paralimni - Cyprus
Vlore - Albania

METHODOLOGY

A field research was conducted to collect the public perception and preferences regarding recycling and their willingness to pay for an alternative system of waste valorisation, in coastal tourist areas of Greece and Cyprus.

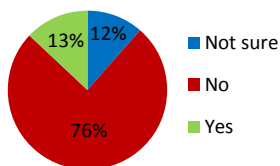
The valuation question chosen is of the open-ended type, in which an individual is asked to state his/her maximum willingness-to-pay; no amounts are given beforehand (Bateman et al., 2002).

The survey was held between August and October of 2020.

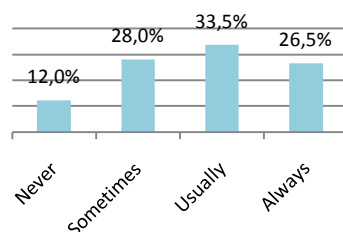
RESULTS - OPINIONS

- ▶ 13% believe that the environment is adequately protected
- ▶ The most important environmental problem in their area is by far the solid waste
- ▶ 88% take into account, more or less often, the pollution a product may cause when buying it
- ▶ The most preferable packaging materials are paper and glass
- ▶ 87% recycle the waste that they produce
- ▶ 63% of those who don't recycle say it is because there is no recycling bin near their house

Is the environment adequately protected?



Do you take into account the pollution it may cause when buying a product?



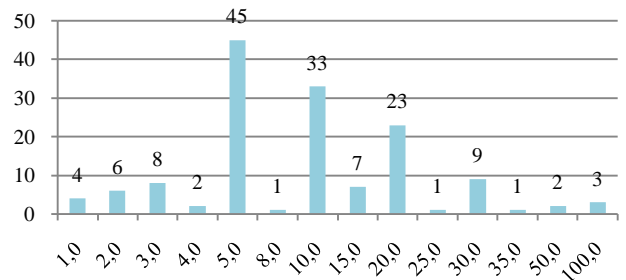
RESULTS - WTP

The hypothetical scenario for the economic question asks the respondents if they are willing to contribute financially to the installation and operation of a special mobile unit that will process the recycled glass to produce building materials.

- ▶ 80% responded positively
- ▶ Mean willingness to pay is 13.15 €

Those who refuse to contribute usually believe that the state should pay for this purpose (24%) or that the money won't be used for this purpose (22%).

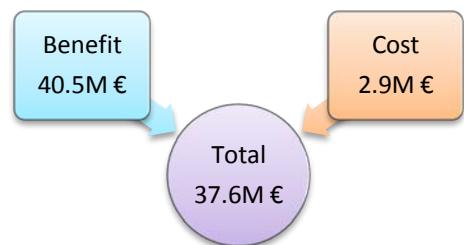
How much money would you be willing to pay per month?



SOCIAL COST BENEFIT ANALYSIS

The SCBA was based on estimations about the potential benefits and the potential costs of a unit with an annual capacity of 1350 t, in six economic sectors:

- Investments in Greece,
- Employee income from the Project,
- Occupation in the wider area,
- State of the environment in the area,
- Benefits for the local community,
- Cash flow for the national economy.



CONCLUSIONS

- ✓ The willingness of citizens to contribute financially proves, what they also state in the responses, that they care about the quality of the environment and are willing to act for its protection.
- ✓ The refusal to contribute shows disappointment and lack of trust for the state.
- ✓ The SCBA showed that . with a medium investment and a relatively small risk, the Municipality can have a remarkable profit guaranteed for many years into the future, with benefits to the residents and the local and wider economy.

REFERENCES

Bateman, I.J. et al. (2002). *Economic valuation with stated preference techniques: A manual*. Department for Transport, UK: Edward Elgar Publishing