

Flea market



Principle: a reused/repaired object = prevented waste!

Flea markets give people the perfect opportunity to get rid of the products they do not want anymore and, on the other hand, to allow others to buy cheaper products that are still in good shape.

This activity can be organised by anyone (local authority, business, school, etc.): the principle remains the same.

Objectives

- ▶ Make European citizens aware that action can be taken at their level and on a daily basis to reduce waste by selling/buying second-hand products.
- ▶ Raise awareness among European citizens about reuse actors in their neighbourhood.
- ▶ Reinforce social bounds and give people the opportunity to make some profit.
- ▶ Quantify the amount of products prevented from ending up as waste.

What you need

- ▶ A **location** to hold the activity: a park, community hall, school, etc.
- ▶ **Tables and stands** to display the second-hand products.
- ▶ **Products** to be sold at the market.
- ▶ An **information stand** to explain the Week and the purpose of the action to visitors.
- ▶ **Measuring equipment**: weighing scales to weigh the sold products, forms to be filled in by the sellers about the amount of products sold, etc.

Preparing and implementing the action

Before the EWWR (one month beforehand)

- ▶ Find the right place to hold the flea market and get the authorisation to use/hire it.
- ▶ Advertise the flea market (date and location) in order to get potential sellers.
- ▶ Set-up logistics: rent and transport of material, etc.
- ▶ Register your action with your official EWWR Coordinator.

Pre-EWWR (one or two weeks beforehand)

- ▶ Contact identified sellers to confirm their presence.
- ▶ Prepare the material needed for the operation: posters/banners, tables/stands, a camera/video recorder, etc.
- ▶ Prepare the equipment needed for the evaluation: scales, weighing table, etc.



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► Communicate: invite journalists to an opening or closing ceremony and/or send out a press release to print and broadcast; display posters to inform the public; advertise via social networks and partners' channels (city hall, school hall, etc.).

During the EWWR (day of the action)

- Manage the activity and go to meet participants to explain the purpose of the EWWR and of waste prevention.
- Talk about reuse and waste prevention in general (more information on www.ewwr.eu).
- Remember to take photos.
- Measure participation.
- Monitor the quantity of products collected/sold by counting them, using the **annexed pdf**.

After the EWWR

- Insert the final number of products collected/sold in worksheet 1 of the annexed excel file. This will give you a comprehensive overview of how much waste you avoided by implementing this EWWR action.
- Send the excel file, pictures and other relevant feedback to your EWWR Coordinator.
- Send unused products to charities.

More information

► Examples of actions

- Organization of a flea market and the collection of used toys (Spain):
http://www.ewwr.eu/sites/default/files/EWWR_2009-case-studies_Administration_Valdizarbe_ES.pdf
- Reuse market "Things to second circle" (Estonia):
http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_Other_Estonia.pdf
- Reuse market (Denmark): http://www.ewwr.eu/sites/default/files/EWWR_2011-Case%20studies_Administration_Danmark.pdf
- Flea market (Portugal): http://www.ewwr.eu/sites/default/files/EWWR_2011-Case%20studies_Business_Portugal-Porto.pdf
- Educational campaign on reduction waste for school students and families (Spain):
http://www.ewwr.eu/sites/default/files/EWWR_2009-case-studies_Administration_Ayuntamiento-de-Denia_ES.pdf
- "Blouse is my package" market (Estonia):
http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_Admin_Estonia_0.pdf
- A good purchase is good for whom? Don't waste! (Portugal) :
http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_Admin_Portugal_LIPOR.pdf
- Enkaterrimarket, on-line second-hand market (Spain):
http://www.ewwr.eu/sites/default/files/EWWR%202010_Case%20Study_NGO_Biscay.pdf

► EWWR Coordinator's website/contact (e.g. Setmana Europea de la Prevenció de Residus : www.arc.cat/setmanaprevencio)

► European Week for Waste Reduction: www.ewwr.eu contact@ewwr.eu



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