



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: Ministry of the Environment
Country/Region: Estonia
Name of nominated project developer: Annika Kallasmaa
Name of nominated action: Reuse market "Things to second circle"
Place: Adavere Leisure Centre
Town: Adavere
Region: Jõgeva County
Country: Estonia
Nominee category: Other
Dates of action: 20th November
Year: 2010

2. Please select the theme(s) highlighted in the action:

- Too Much Waste
- Better Consumption
- Better Production
- A Life for Products
- Less Waste thrown Away

3. Type of Action

- Action open to general public
- Action open to a target group
- Action based on the production of communication tools
- Other, please specify:

4. Please give a detailed and precise description of the nominated action:

Flea market for local people living in countryside. People had the possibility to sell-buy, exchange, borrow things they need or don't need, free of charge (no fee for sellers).

5. Please describe the target audience and how the action motivated its public/target audience, as well as the number of participants:

The target audience was the local people. For such small place (Adavere has approx 600 citizens), communication factor would be the first motivation, the second being the possibility to get some needed stuff for low price or for free and also to give your own stuff second life and not to throw it away.
The approximate number of participants was 35-45.



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6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below (you can add your criteria if needed):

- 1) visibility and communicational aspects
- 2) good practice, originality and exemplarity
- 3) quality of content and focus on waste prevention,
- 4) European reproducibility
- 5) follow-up in long-term and lasting impact

The main reason for nominating this action was that the Project Developer is a citizen who one day decided to organise flea markets in different small countryside villages. Some market actions (the last one happened a few days before the EWWR and unfortunately didn't fit to timeline) also involved workshops where they make cards, booklets, bookmarkers, etc. with leftovers from different manufactures (print, textile). Markets become more and more popular as people find in these markets an opportunity to communicate, to do something with their own hands and also think about the environment.

For the people living in the countryside, direct communication with an awareness campaign had very good effect.

7. Please provide us with photos, videos, weblinks or any other material that would help the jury to better understand the nominated EWWR action. Where possible, provide basic translation into English.



