



EWWR good practices and case studies

1. Details of Action:

EWWR Organiser: **Lipor**
Country/Region: **Portugal/Porto**
Name of nominated project developer: **Sociedade Portuguesa, Outras Tendências Lda**
Name of nominated action: **Flea Market**
Place: **Porto**
Town: **Porto**
Region: **Porto**
Country: **Portugal**
Website: **<http://www.thisisthespot.eu>**
Nominee category: **Business/industry**
Dates of action: **26 November 2011**

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 action

The Flea Market, also known as the second hand of the *Invicta*, is a buy & sale & exchange fair of any type of object in second hand. This fair takes place monthly at Porto for more than 2 years and has the characteristic that each month has a different location, usually on mythical spaces and little access to the public. The fair also has a specific theme each month. This way the theme chosen for November is the prevention and for this the fair will be held at the Porto Tram Museum, where will have the slogan "Come to Flea by tram", encouraging the use of public transport, means of transport more environmentally friend. The fair will feature approximately 110 sellers and has as main motto: "One man's garbage is another man's treasure". We thus encourage further use the second-hand objects promoting the use and re-use. Taking into account that the November theme is prevention at an environmental level, we will have several activities that will disseminate and promote this theme: delivery of reusable cloth bags to the Flea customers and Delivery of Troleys bags to the regular Flea customers.



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

Descrição da motivação:

The Flea Market, also known as the second hand of the *Invicta*, is a buy & sale & exchange fair of any type of object in second hand.

In this fair you can find a little of everything (clothing, records, cd 's, decoration objects, ...) provided by anonymous citizens that attracts collectors of vintage pieces.

To encourage the re-use of objects/products giving them a new use and prolonging its life time, events such as the Flea takes a leading role in today's society, contributing to the sustainability of the planet.

The originality of the initiative and the fact that occur in charismatic buildings of the Porto city, as well as, the promotion of sustainability issues, reuse, increase service life of products, natural and economic resource savings alone are mobilizing agents of all sections of society, particularly the citizens more aware and concerned about the future of all.

The participation was very good, having the full state space during the 4 hours event.

In an attempt to sensitize the participants to the issues of reuse and waste reduction, bags made of clothes were distributed to salespeople who in turn distributed to buyers.

Of all the actions proposed in the framework for waste reduction Week one that had greater success was the water Bar.

N.º participants: 110 sellers and about 500 buyers

Description of the target: Population in general interested and worried about environmental issues.

6. Please explain why you have decided to nominate this action for a EWWR Award, following the main criteria listed here below

- 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



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Our decision was due to the fact that it is an initiative of great magnitude, streamlined monthly in the Porto city in emblematic spaces. The event was held at the Electric Car Museum, on Saturday afternoon, with the opening to the public at 3 pm till 7 pm. During the afternoon, the event had the participation of 110 sellers and passed through the area around 500 visitors. The space was full during the 4 hours event.

It is a unique initiative. The Flea, alongside the Vandoma fair, is the only second hand, monthly fair, taking place in Porto city. We believe that this fair has come to signal the importance of second hand and turn it into a topic of important consideration for who sells as for a buyer.

The number of sellers and buyers has been growing very quickly showing the growing interest that show people in relation to this theme.

In addition to the above, this initiative contained diverse activities that promoted this theme: delivery of reusable cloth bags to the Flea customers; Delivery of Trolleys bags to frequent customers of Flea; Exchanging mercury thermometers for digital; Dinamization of the Glory Game on reduction; Awareness of visitors by an exhibition through EWR posters; Streamlining the water Bar (raising awareness of use of tap water rather than bottled); Exhibition of 5 panels of the EWR categories; Transmission of the EWR film for the fair visitors awareness; Exhibition/stand down-to-Earth-raising awareness about composting; Distribution of stickers "junk mail, no thank you!"; T Man Exhibition – awareness of the placement of stickers "junk mail, no thank you!"

In an attempt to sensitize all the participants to the issues of reuse and waste reduction, cloths bags were distributed to salespeople who in turn distributed to buyers.

Of all the actions proposed in the framework for European week for Waste Reduction waste prevention Week one that had greater success was the water Bar. The exhibition also reveal quite curiosity concerning the reduction theme.

In short, on a single initiative were able to raising awareness and alert for different reduction practices, having been invigorated/promoted activities that reach all types of audience: families, children and adults and elderly people. It was an afternoon full of life, always bearing in mind the visitors ' awareness and sensitization to environmental issues, including for the reduction and reuse of products, stressing the economic and environmental benefits resulting from them.

7. Please provide us with photos, videos, weblinks or any other material that would help to better understand the EWR action.

