

# Activity 9

## Flea Market

### Goals:

- Draw awareness to the benefits associated with reusing office and household items
- Promote community prosperity by donating funds raised to a local charity, schools, or organizations

### Outcomes:

- An understanding of the importance of practicing the “3R’s”: reduce, reuse, and recycle
- A more prosperous community group

**Background:** In many industries today, efforts are made to match one industry’s waste with another’s material needs. This strategy has been widely successful and has reduced the amount of waste and disposal costs. Flea markets are a great way of drawing awareness to this beneficial partnership while diverting reusables from the trash. Besides reducing landfill content and, thus, adverse environmental effects, a flea market helps contribute to social sustainability as a sense of community is developed in the sharing action and needed goods may be found at a cheaper cost. Like the motto says, one person’s trash is another person’s treasure!

**Time:** ½ day event

**Place:** Outside in the quad, community center, Studley gym, etc.

### People:

- Organizers
- Donators
- Drop-off Attendants
- Pricers
- Shoppers!

### Materials:

- Tables,
- Stuff, and
- Cash float

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NOTES:

STEP 1	<ul style="list-style-type: none"><li>• Consulting with your team members, decide on a date and location for the sale</li><li>• Recruit volunteers.</li><li>• Confirm that space can be used with building administrator or Facilities Management representative.</li><li>• Choose one or multiple local groups, causes, or university societies to be the benefactor/s of the event.</li></ul>	
STEP 2	<ul style="list-style-type: none"><li>• Promote the event using environmentally-friendly methods of advertising.</li><li>• Place drop bins in secure locations around campus.</li></ul>	<i>Ask donator to quote recommended pricing on the item to facilitate a reasonable sale.</i>
STEP 3	<ul style="list-style-type: none"><li>• Collect flea market items from faculty, staff, students, and community members.</li></ul>	<i>Consider recruiting other sustainability teams and turning the event into a competition to collect the most items.</i>
STEP 4	<ul style="list-style-type: none"><li>• Donate proceeds and all unsold items to local community groups/ organizations</li></ul>	

**Follow-Up:**

- Have participants provide an electronic list of their favourite sustainable grocery items and shopping locations. Compile this list as a spreadsheet or word document and send via email or post in a common area to be used as a future resource by others.
- Plan a tour of Seemore Green community garden located on Seymour St. behind the Cohen to further discuss urban gardening (see Tours and Walks Section).

Also keep in mind that you can donate unwanted items to Dalhousie's annual **"Dump and Run"** every spring. Used items are collected from the community and the student residences at Dalhousie and then resold at a community yard sale. This event does an excellent job of reducing the amount of "stuff" the Dalhousie community puts in a landfill each year. All proceeds from the sale are donated to charities and non-profit groups.