

Telliskivi Flea Market Festival (TKF)

About

Telliskivi Flea Market Festival is a traditional yearly event in August that is focusing on re-usage and environment friendly attitude. It's the biggest flea market event in Estonia.

The goals

To motivate people to re-use things not to throw them away.

KPI: 350 private vendors in flea market

To motivate people to think environment friendly by buying re-used things and local products.

KPI: 7000 visitors

To promote Telliskivi Creative City as a environmentally responsible business and cultural environment.

KPI: Positive media coverage at least in 1-2 TOP 10 channels in different media types (online, TV, raadio).

Implementation

Flea markets take place every week in Telliskivi Creative City. TKF is a highlight of the summer season of markets. It aims to boost the idea of re-usage to wider audience.

The fee for vending place in TKF was low in order to let as many people in as possible. During the festival thousands of sales between private people were made. In addition to flea market also local food market was opened. It was possible to buy local products and ecological food. Best streetfood vendors from Tallinn Street Food Festival were present as well.

TKF was a family-friendly festival - special entertainment area for kids was opened!

Telliskivi Creative City itself created the environment for re-usage and natural behaviour. The tap water (high quality) was free, selling of bottled water wasn't favoured. When buying drinks in plastic cup, special "cup fee" was added every time new cup was given out. In case of refilling - no additional fees applied.

Trash was sorted into 4 types of trash bins.

Re-usage Center opened a unique plate rental. It was possible to borrow a "real" plate and ask food vendors to serve the food on that (instead of single-use plates). Customers could keep the plate for themselves.

Results

Number of visitors: **9000**

Number of private vendors: **380** (sold out, additional places added)

Positive media coverage

Video news: TV3 and Kanal 2 (two biggest private channels), also TallinnTV

Online-news, video-news, photo coverage: Postimees Online, Delfi, Õhtuleht Online, fashion blogs.

Interviews in the radio: Estonian National Broadcast, Kuku Radio.

Expert article about environment friendly event management in Äripäev, the biggest business newspaper in Estonia.

Telliskivi Flea Market Festival	http://telliskivi.eu/fleamarketfestival2014/
Event in Facebook	https://www.facebook.com/events/1476516089261385/
Video summary of flea market festival	www.youtube.com/watch?v=NwyXdysecaM