



DON'T FADE OUT, SHANHUA COW MARKET!

BY TEAM ELITE SAPIENS

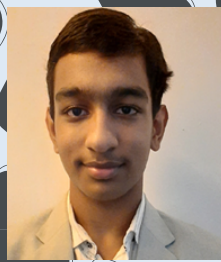
WHY ARE WE HERE TODAY?

As society progresses, advanced technologies have been replacing conventional methods; however, the best things often come from those traditional practices that have been abandoned. The Shanhua Cow Market (located in the Shanhua District of Tainan, Taiwan) is one such place that carries not only forty to fifty year old stores but also generations of people's memories. Our team first learnt about this traditional market that was established in 1870 due to our school's geographical proximity to it. It saddened us to see that less and less people were visiting the cow market due to products of advancement, such as supermarkets, taking away people's interest. After knowing that the Shanhua Cow Market would be forced to move to an unknown new location this August, we knew we had to do something to help more people learn about its rich culture and traditions: As the new younger generation, we hoped that we could do everything in our power to connect fellow younger generations back to the history that was soon going to fade away without anyone noticing.

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Through an active simulation based on the Shanhua Cow Market, younger students learned about the importance of the Shanhua Cow Market.



Through the preservation of the Shanhua Cow Market, the livelihoods of the numerous people continuing their family businesses won't be threatened.



By bringing more awareness to the Shanhua Cow Market's unique sustainable set-up, more farmers' markets can follow the sustainable method.

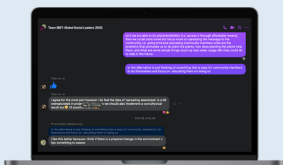


The place above may one day become this...



OUR JOURNEY...

Pinpointing Our Initiative



Our first step was to come up with a topic relative to our local community, Tainan, Taiwan. The topics we discussed ranged from "How can we prevent the ocean from being polluted even more?" to "Why should people learn about the traditional culture that is currently fading out?" Although we faced much difficulty due to one of our group members self-quarantining for COVID-19, through discussions on messenger and Zoom, we were still able to pinpoint our initiative and make progress by dividing up the work in preparation for the future actions we will take.

Surveying Our Local Community

To help with pinpointing our initiative, we interacted with our local community by conducting surveys and seeing which UN SDG Goals people were most concerned about. We created a survey on google forms with questions such as "Do you know what the UN SDG Goals are?" and "Which UN SDGs do you think are the most prevalent and needs the most improvement in our local community?" Two of our members surveyed people in the same school as us while two other members surveyed people outside of school (public places such as malls with large crowds). The SDG Goals 4, 8, and 11 were all goals that the local community cared about. (Link to Survey: <https://forms.gle/bzrPHWrfhGcLbWby7>)



Interviewing Traditional Sellers

We interviewed traditional sellers at the Shanhua Cow Market in order to help better spread the market's traditions. We visited different kinds of shops that sold vegetables, fruits, meat, cacti, and even handmade farm equipment! All of the sellers we interviewed had a common concern: the changing trends among the young generation as new technologies and habits replace older ones. For instance, one old seller informed us how there used to be a display showing old artifacts related to the market but has now been demolished. The information we gained reminded us again of the gravity of the situation but also enabled us to take further action.





**Amal Kumar
Sahu**
Advocater

Stage 1: Market Simulation

Our main plan consisted of two parts, and the first stage aimed to educate younger generations on how traditional markets like the Shanhua Cow Market worked. We decided to start by educating those around us: elementary students from our school. Since they were children, we came up with a fun way to help them learn: setting up a pretend market where we pretend to be traditional market vendors and they could be the customers. First, each person was given a bag of fruits and were told to approximate the weight, like how traditional vendors do (most children have lost this skill due to frequenting convenience stores). Then, the kids were given fake bills to buy items in our market simulation, where things like fruits, vegetables, meats, and even small jewelry pieces were on sale. This not only gave these youngsters a chance to learn about the history of traditional markets, but specifically the Shanhua Cow Market. The kids enjoyed the experience, and we were also able to showcase and remind younger generations of the fading Shanhua Cow Market, where popularity drops by the day, through our simulation.

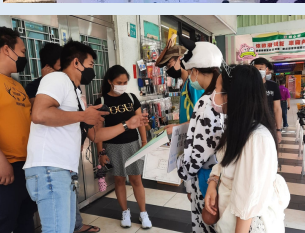


OUR IMPACTS

- Surveyed 100 people to learn about SDG Goals our community were concerned with and also helped spread awareness for SDG Goals.
- Interviewed 10+ traditional vendors and the market manager.
- Interacted with and educated 2 elementary grades on conventional market practices and our initiative.
 - All Children were interested in traditional markets after!
- Spread the culture and traditions of the Shanhua Cow Market to 91 people through our cow costume competition.
 - 54 out of 91 people were willing to visit the Shanhua Cow Market after hearing about it from us!
- More than 200 hours of discussions and work!

Stage 2: Cow Costume Competition

The second stage of our two-part plan aimed to spread awareness for the fading cultures and traditions of the market. We started by asking ourselves: How do we create impact as students? As teenagers, we knew how ineffective directly trying to spread a message could be: nobody would want to stop and listen to a stranger who comes up and asks, "Can you spare 5 minutes of your time right now and listen to us talk about XYZ?" Thus, using our creativity, we came up with the cow costume competition. The idea was simple: three of our members would dress up as cows, go to popular public areas, such as the local train station and mall, to ask people to vote for which costume was the best, and then use people's curiosity (wouldn't anyone be curious if they see 3 cows walking at the train station?) as a chance to spread the rich culture and tradition of the Shanhua Cow Market. We created three posters to help us spread our message and record people's interest: the first poster asked which costume was the best, the second poster introduced our initiative and the Shanhua Cow Market, and the last poster asked whether they would be willing to visit the Shanhua Cow Market after hearing about it. After asking the people, we placed stickers on our poster to record their responses to poster 1 and 3. The results were successful with most people willing to stop and vote for us, enabling us to help prevent the fading away of the Shanhua Cow Market by spreading its culture and traditions to more people of the younger generation.



WHAT WE'VE LEARNED

On the road to finishing this project, we overcame many challenges and learned many new skills such as how to cooperate with another when they hold different opinions, challenge assumptions, and execute a plan effectively. Throughout the whole project, the most important thing we learned was that communication and discussions are the keys to success. Since COVID-19 was still widespread, we had meetings every week and took notes about our progress on our project. Due to these discussions, we rarely have any issues when we execute our plan. Additionally, in order to make this project as remarkable as possible, we were not afraid of any challenges we faced. For instance, when we decided to execute the cow costume competition, everyone was shy and unwilling to wear a cow costume on the street and interview strangers. Albeit, in order to spread our initiative to more people, we encouraged each other and walked bravely among crowds and crowds of judgemental stares.

We believe that what we have done is just the start. Geared up with the skills we've obtained through this project, we are ready to become global social leaders that could help solve more global issues and help more voices get heard!