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Academy of Language Studies  
UiTM Cawangan Pulau Pinang



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## Free Market 8.0: Generosity and Sharing

By: Seng Hui Zanne

On the 24th and 25th of October, students and staff from Universiti Teknologi MARA Cawangan Pulau Pinang (UiTM CPP) came together for the Free Market 8.0, a two-day event organised by the Malaysian Academy of SME and Entrepreneurship Development (MASMED), UiTM CPP to promote generosity and a more sustainable lifestyle. Various departments and faculties participated in the Free Market, including the Academy of Language Studies.

The initiative encouraged participants to give away pre-loved items. They could bring items they no longer needed and exchange them for something they found useful, or simply donate without expecting anything in return. Free Market 8.0 created a space for sharing and reusing instead of discarding, providing an opportunity to reduce waste by passing items to others who could give them a second life.



The staff of the Academy of Language Studies generously contributed pre-loved items, including clothing, toys, books, socks, and accessories. The team worked diligently to engage visitors at their booth, welcoming individuals to browse and take items that suited their needs. Over the two-day event, the team successfully distributed a significant portion of the donations, ensuring that most items found new homes.

Free Market 8.0 aimed not only to assist those in need but also to raise awareness about waste reduction. By rehoming items, the event highlighted that one person's surplus could be another's necessity.