

# Case Studies in Bioeconomy Education, Training and Skills Development

Case study sample: Bio-based Pop-up  
and Grow Store

Southwest Netherlands

BTG



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# Bio-based Pop-up and Grow Store

## 1 Abstract

The Bio-based Pop-up and Grow Store refers to an integral concept that combines raising awareness, business development, training and education.

Pop-up stores are shops, cafés or events that appear in fascinating environments for a limited period. The innovation potential, rather than consumption, takes centre stage in those projects. These spaces provide the setting to experiment with something new and inspiring. Their central premise is a temporary exhibition of bio-based products (quotidian and design products), which was first organised in an empty shop in the Bergen op Zoom city centre from 11.11.2016 to 30.01.2017. The store space was also used to accommodate an artist-in-residence, organise excursions with experiments for schoolchildren and host business meetings and thematic workshops.

The city of Bergen op Zoom has a formal policy of supporting the local bioeconomy, which is built on five pillars. The city organised the pop-up store to raise public awareness of the prospects that bio-based industries (chemical and agro) offer in terms of jobs, investments, sustainability and a bright future.

## 2 Target Groups

The public, schoolchildren, small and medium-sized enterprises, businesses and public authorities (local governments from the Noord Brabant region)

## 3 Case Study Category

Art to communicate messages, inspire people and raise their interest and awareness

## 4 Training Provider

Municipality of Bergen op Zoom

## 5 Region

Southwest Netherlands

## 6 Language

Dutch

## 7 Objectives of the Educational Format

Raise awareness, business development, training and education to stimulate the local economy of the municipality of Bergen op Zoom

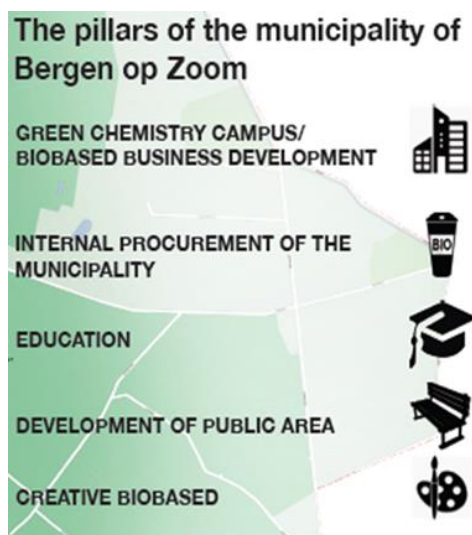
## 8 Final Objective of the Educational Format

Create awareness of the bioeconomy, showcase bio-based products in everyday life, create a platform for SMEs and serve as an example for other municipalities

## 9 Scope and Context of the Educational Format

To mitigate the economic consequences of the closure of a cigarettes production plant, the region of SW Netherlands (Zeeland & Noord-Brabant) adopted the action plan of Economic Structural Strengthening of the 'Delta Region in Top Gear', and the municipality of Bergen op Zoom adopted the Action Plan Bio-based Economy. The latter action plan is built on five pillars:

1. Green Chemistry Campus
2. Education
3. Creative Bio-based
4. Municipal operational management and procurement
5. Urban planning and public space



The organisation of the bio-based pop-up store is based on the second and third pillars.

## 10 Specific Skills and Competencies Addressed

N/A

## 11 European Qualification Framework (EQF) level(s)

Many EQF levels are addressed.

## 12 Main Benefit to the Participants

This depends on the actual engagement format (experiments for children, participation in a thematic workshop, joining a networking event, etc.). In general, the main benefit is becoming better informed on the innovative potential and job opportunities of the local bioeconomy.

## 13 Main Cost Categories Considered

Costs of the concept include:

- Concept development
- Selection, design & procurement of (a) bio-based products, (b) product displays, (c) furniture, (d) freebies (giveaways), (e) etc.
- Writing/printing of (a) explanatory materials and (b) promo materials
- Space rental (ca. 4 months)
- Exhibition (dis-)assembly
- Contracting (a) staff to run the bio-based store and (b) artist-in-residence
- Organising (a) business meetings, (b) thematic workshops, (c) experiments for kids, (d) organised tours, etc.
- Promotion and advertising costs
- Reporting and documenting

Bergen op Zoom paid for and is the owner of the store content (bio-based products, furniture, etc.). No external funding was obtained. Store goods are rented out (e.g. to larger events and ad hoc) to recover some of the costs.

The value of media exposure obtained is estimated at € 250,000.

## 14 Importance and Impact

Importance/impact differs per participant category:

- General public, including youngsters and their parents: awareness raising
- Economic actors, including SMEs: business networking
- Participants in workshops: training / education / development

## 15 Relevance (of the Format)

Products on display are sourced (from companies) directly from the region and from elsewhere in the country.

## 16 How can it Inspire BioGov.net? (Why was it designed in this specific way / what are the success factors?)

When first organised, the pop-up store in Bergen op Zoom was highly innovative. Since then, (parts of) the appealing concept have been replicated (a) by the municipality itself, (b) by other exhibition organisers in The Netherlands and (c) internationally in the EU project [BE-Rural](#).

This format illustrates how a product exhibition space can reach beyond raising public awareness and can serve as a platform for business networking, running experiments, presenting art, training, education and development.

## 17 Data Sources

- <https://www.greenchemistrycampus.com/nieuws/eerste-biobased-pop-up-store-van-nederland-opent-in-bergen-op-zoom>
- <https://www.akvstjoost.nl/nieuws/biobased-pop-up-store-bergen-op-zoom>
- <https://www.youtube.com/watch?v=B4a0VmdbfwE>
- <https://www.youtube.com/watch?v=oBMisoQbZe4>

## Consortium

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