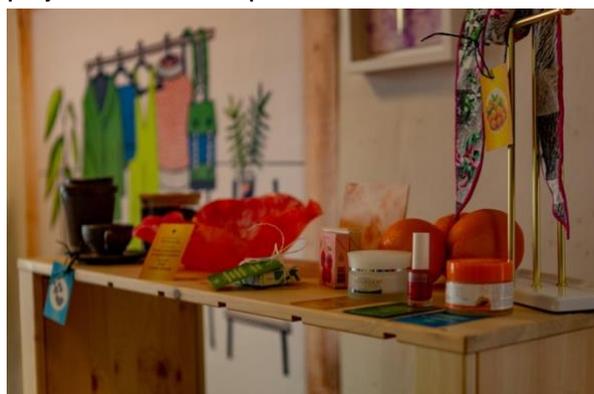




Bio-based Pop-up Store in Cēsis, Latvia

Overview	
Date	24 – 28.02.2020
Location	Cēsis, Vidzeme, Latvia
Aim of the event	<p>The aim of the bio-based pop-up store and the participatory events was to raise awareness of the BE-Rural project among citizens and stakeholders in the Latvian OIP region. The bio-based pop-up store showed novel and sustainable bio-based products, videos, games and provided reading material. The pop-up store and the participatory events were supposed to educate and start an informative public dialogue. In order to raise awareness and initiate a public debate on the benefits and challenges of the bioeconomy, the link to the current sustainability debate (e.g. in the context of the UN's Sustainable Development Goals) was illustrated. Within the pop-up store, a narrative was developed that showed how bioeconomy innovations can contribute to the achievement of selected UN's Sustainable Development Goals (UN SDGs). Guided tours targeted school classes and had an educational purpose. An "Eat the bioeconomy" tasting event at a local conference was geared towards the local bioeconomy stakeholders and aimed to convey innovations in the food sector. Presentations from BE-Rural partners at a local conference addressed the local bioeconomy stakeholders with the aim to introduce BE-Rural to them.</p>

Short summary: The guided tours with the students were opened with a short introduction about the BE-Rural project. The next step was to introduce the audience to the UN SDGs and how it is possible to implement them in



our daily life. More detailed explanations were given about the UN SDGs which were represented in the pop-up store exhibition. After introducing the SDGs, products were presented with background information on selected exhibits. The discussion was directed to topics such as how SDG goals could be implemented in our daily life and everyday choices or which products could be integrated in our lifestyle today and which could become more relevant in the future. The products that could be produced in the region were addressed, and the ways the students could implement the bioeconomy in the region and local community were described. Furthermore, it

was discussed how resources of the region could be used to produce products similar to the bio-based pop-up store exhibits. The guided tours created contacts with many local teachers, all of them agreed to receive information about further project activities. In the next step, SILAVA will send the BE-Rural bioeconomy handbook, the newsletter and the summer school teaching material to the schools of the respective teachers. During the meeting with the stakeholders in the pop-up store, a short introduction about the BE-Rural project was done, with a focus on the project targets and how stakeholders can be involved in the project activities. During the tour of the exhibition, the attention was brought to the products which were related to the stakeholders' scope of activities. The discussion was mainly about local resource usage (like forestry residues or agriculture residues) and product manufacturing in



a bioeconomy. Furthermore, it was discussed which of the products shown in the pop-up store could be produced in the region and how stakeholders see the bioeconomy implementation in the region and local community. The next steps will be about sending the BE-Rural newsletter and bioeconomy handbook to local stakeholders.

Bio-based pop-up store visitors between 24-28.02.2020:

Date	Bio-based pop-up store		Eat the bioeconomy tasting event
	Excursions/guided tours	People (excursions/guided tours + individual visitors)	People
24.02.2020.	6	116 + 10	
25.02.2020.	7	107 + 15	
26.02.2020.	6	118 + 9	
27.02.2020.	-	0 + 30	160
28.02.2020.	4	84 + 8	
Total	23	497 (425 + 72)	160



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Participants

Name	Surname	Organisation	Category
From Stakeholder Working Groups			
Andris	Matejs	MPKS Mežsaimnieks	Local business - forestry
Daiga	Krūmiņa	Latvijas Bioekonomikas asociācija	NGO - Bioeconomy association
Guna	Kalniņa Priede	Vidzemes plānošanas reģions	Local municipality / NGO
Ineta	Tauriņa	Vidzemes plānošanas reģions	Local municipality / NGO
Laila	Gercāne	Vidzemes plānošanas reģions	Local municipality / NGO
Laura	Dzelzkalēja	Rīgas Tehniskā Universitāte	Education / Research
Laura	Klapere	SIA Vidzemes Koncertzāle	Local business
Laima	Engere	Vidzemes plānošanas reģions	Local municipality / NGO
Lelde	Engele	Latvijas Dabas fonds	NGO - Nature protection
Mārios	Liopa	Latvijas mežu sertifikācijas padome	NGO - Sustainable forestry
Natālija	Juskova	Cēsu novada pašvaldība	Local municipality
Reinis	Silups	SIA Salixpro	Local business
Ernests	Moisejs	SIA Biolat	Local business
Visiting schools			
Cēsu Pastariņa pamatskola			
Aleksandra Bieziņa Raiskuma pamatskola			
Cēsu Valsts ģimnāzija			
Vidzemes Tehnoloģiju un dizaina tehnikums			
Cēsu 2. pamatskola			
Ēveles pamatskola			
Cēsu meža skola			
Matīšu pamatskola/Burtnieku pamatskola			



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Ojāra Vācieša Gaujienas pamatskola

Cēsu pilsētas vidusskola

Straupes pamatskola

You will find here other related information about the Bio-based Pop-up Store and the Vidzeme Innovation Week 2020 that took place between 24 – 28.02.2020 in Cēsis, Latvia:

- [Photographs](#)
- [TV appearance](#)
- [Radio coverage](#)
- [Conference videos](#)



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