



Bio-based Pop-up Store in Szczecin, Poland

Overview

Date	1.8.-10.8. 2020
Location	Świnoujście
Aim of the event	The Bio-Based Pop-Up store aimed to increase the public awareness of the potential use of the local bioresources in planning regional development. To familiarize the visitors and stakeholders with the UN Sustainable Development Goals (SDG) and the concept of effective use of bioresources were the main elements of the exhibition. The aim of the guided tour was to make the visitors familiar with the whole concept of the strategy of local development and give them information on the potential of local bioresources. The World Café and Seminar with a taste the future of the bioeconomy event were focused on starting a discussion about bioresources, finding solutions to use them in the future and showing local stakeholders how to valorize such resources.

Short summary:



The biobased pop-up store exhibited bio-based product innovations in order to promote the idea of a bioeconomy in the region. The pop-up store was designed to host individual walk-in guided tours. Each of the visitors were accompanied by a guide, who explained the UN sustainable development goals (SDG) and gave examples of products from underexploited bioresources. There were approximately 350 visitors of the pop-up store over the 10 days and 253 survey questionnaires were collected.

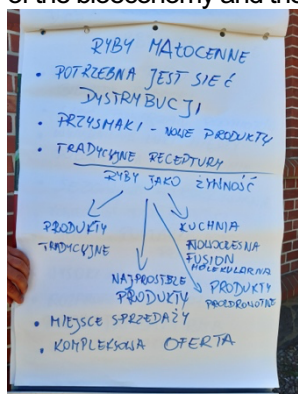
For the strategy development purpose of BE-Rural, two side events that addressed local stakeholder were organised, World Café

and 'Taste the Future of the bioeconomy'. On the opening day of the pop-up store a World Café event took place on a boat. It was designed to work on new ideas for the strategy formulation. The participants of the World Café had the opportunity to exchange views and present solutions. One outcome was the creation of a poster that showed an arrangement of solutions made by the participants of the meeting and which was later exhibited in the pop-up store. It acted as a first attempt to identify the issues



of the bioeconomy and the use of bioresources in the strategy of regional development based on bioresources.

On the second day, a seminar on the circular bioeconomy potential in the region was organised in the Świnoujście harbour.



After, the 'Taste the Future of the bioeconomy event' was organised for the participants of a seminar on regional bioeconomy potential. All the participants were invited to try traditional fish dishes in new, innovative recipes. The results of the World Café discussion and the survey conducted with pop-up store visitors will be used as one of the discussion points during SWG meetings to support strategic planning in the region.



Annex

Participant list

Participants (circular bioeconomy seminar)			
Name	Surname	Organisation	Stakeholder Category
Marcin	Rakowski	NMFRI	OIP facilitator
Adam	Mytlewski	NMFRI	OIP facilitator
Justyna	Rumocka	FLAG "Brac Mierzei"	SWG Vistula Lagoon
Michał	Marczak	FLAG "Brac Mierzei"	SWG Vistula Lagoon
Andrzej	Wiśniewski	FLAG "Zalew Wiślany"	SWG Vistula Lagoon
Małgorzata	Całka	FLAG "Zalew Szczeciński"	SWG Szczecin Lagoon
Bożena	Zawistowska	FLAG "Zalew Szczeciński"	SWG Szczecin Lagoon
Aneta	Zdybel	City Council Świnoujście	Local Authorities
Agnieszka	Rachwał	City Council Świnoujście	Local Authorities
Jarosław	Zjawieński	Fisherman	Business
Kamil	Bemowski	FLAG "Brac Mierzei"	SWG Vistula Lagoon
Michał	Kwas	Agencja Rozwoju Pomorza S.A.	Business
Zbigniew	Pyra	former fisher/NGO	NGO
Magdalena	Raftowicz	Wrocław University of Environmental and Life Sciences	Science
Piotr	Słowik	MGMiŻŚ/ Ministry	Government
Sylwester	Włoch	MGMiŻŚ/ Ministry	Government



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 818478.