



# INCREASING PUBLIC AWARENESS

Dietmar Lemmens, Bergen op Zoom Municipality /  
Biobased Delta, The Netherlands

# Increasing Public Awareness

Bergen op Zoom Municipality



1. Bioscience Pilot Facility (Delft) 	9b. Sabotier DCC - Kiezuurapplicatiecentrum (KIAAC)
2. Biotech Campus Delft 	9c. Sabotier DCC - Biopolymeerapplicatiecentrum (BAC)
3. YES!Delft 	10. Biobased Innovation Garden 
4. Waterwijk Innovatiecentrum 	11. Zeeiland Seaports 
5. Haven Rotterdam 	12. Biopark Tielman 
6. Haven Middelri 	13a. Bio Base Europe - Trainingscentrum
7. Industriele Haven Polderland 	13b. Bio Base Europe - Pilot Plant
8. Green Chemistry Campus 	14. B & C, Center of Expertise Biobased Economy
9a. Sabotier DCC - Natuurwetenschappelijk Centrum (NAC)	

## Toplocaties in de Biobased Delta



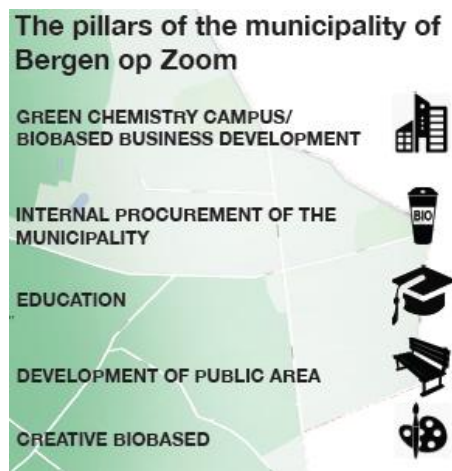
# Increasing Public Awareness

## Bergen op Zoom and the Biobased Economy

Why is it important to us?

- Good starting position: chemical and agro sector
- Our interest: jobs, investments, sustainability, a bright new future!

Our approach: five pillars



# Increasing Public Awareness

## **But...we believe the general public needs to be involved**

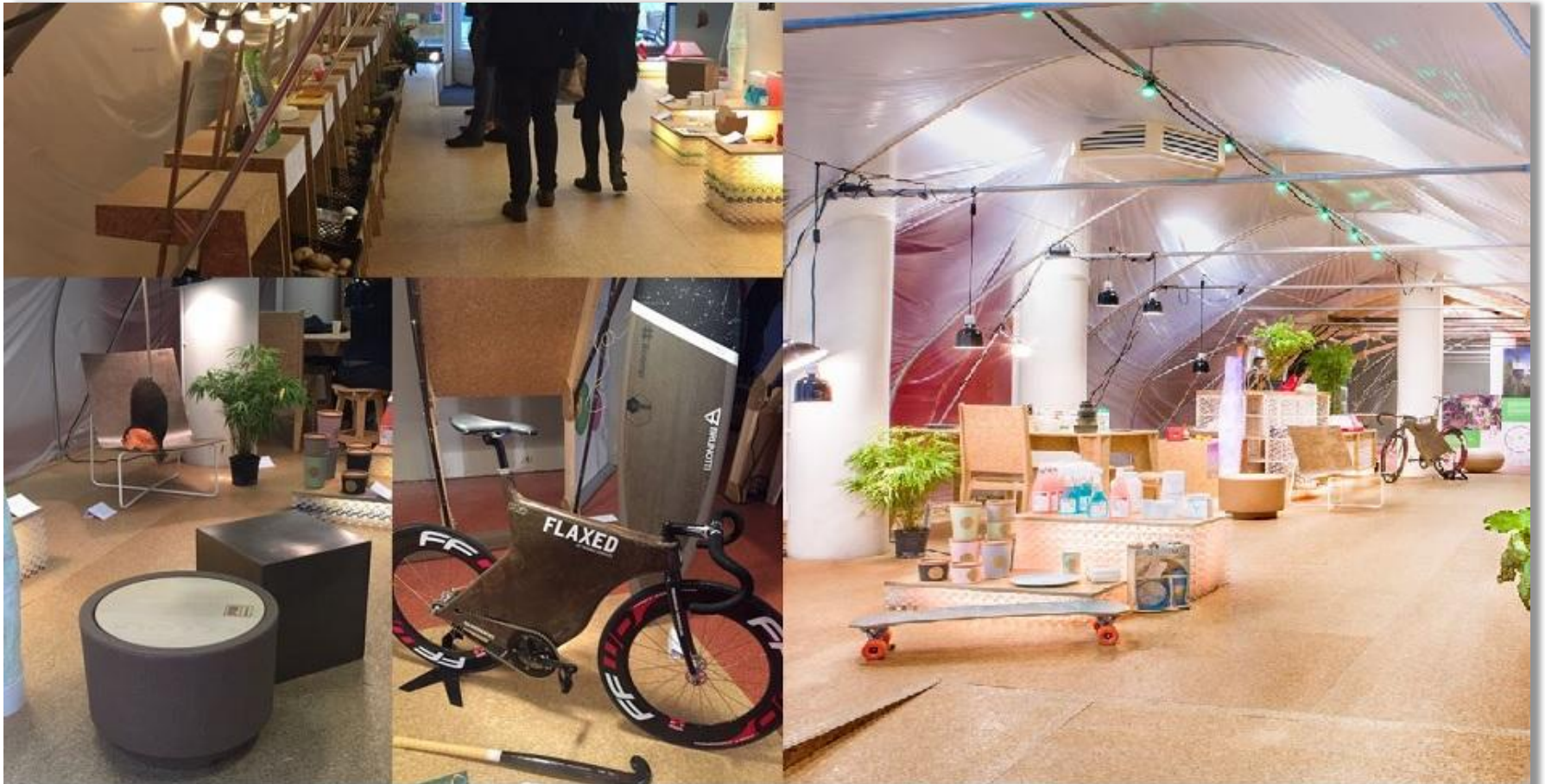
- Technology push AND market pull
- Therefore we also aim at the general public:
  - Create awareness about the Biobased Economy
  - Showcases of biobased products in everyday life
  - Create a platform for SME's
- Practice what you preach

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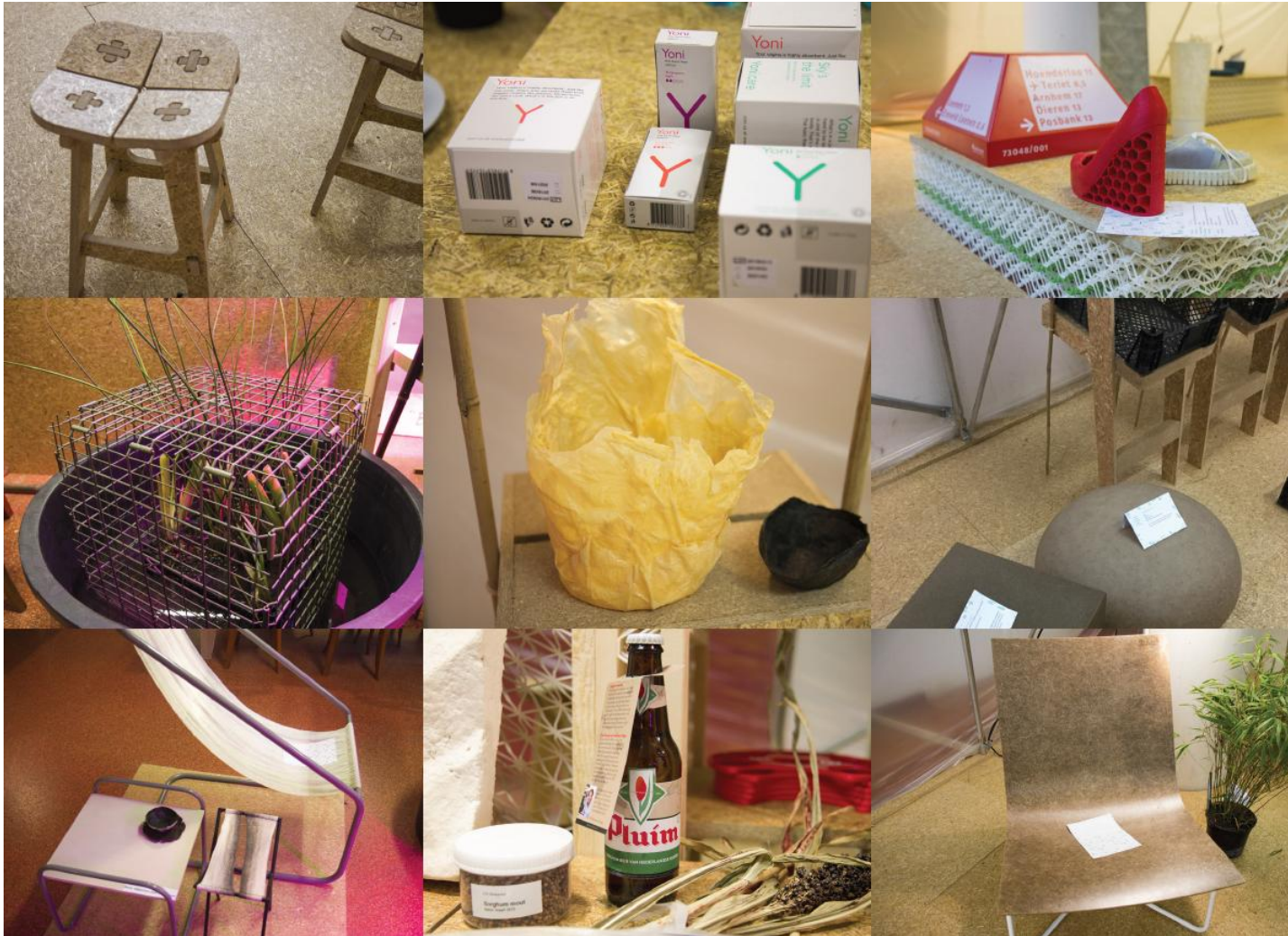
**So...we introduced the first Biobased Pop Up Store in The Netherlands!**



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## Conclusions

- More than 2.000 visitors, schools visiting, children parties and 8 workshops with biobased materials
- Several business meetings
- Usefull contacts with SME's
- Example for other municipalities
- A lot of media exposure (€ 250k)



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