



pop up norway

Introduction to Pop Up

Who are we?

- Pop Up Norway AS established in September 2015
- Started out as a social cooking/eating together concept inspired by the Pop Up shop and supper club movement in London and Restaurant Day in Finland/across the world
- Recognized the link between empty spaces and community initiative, business opportunity and overall urban improvement
- Have experience in running pop up restaurants, meet ups and social events
- Background/Expertise in Sales Engineering, Customer relationship management and recruitment, Future Cities and Urban development via technological improvement

What is Pop Up?

- Pop Up can be any activity or business venture that is short term
- Brings new ideas and concepts into an environment or space that is available
- Provides opportunities for businesses and start ups to test the market
- Enables additional advertising/promotion of non-rented properties
 - Potential for extra income for property owners
- Improves communities by increasing footfall and making better use of urban spaces
- Creates opportunities for co-collaboration projects between Local Authorities/Kommune, businesses and citizens

What can pop up offer?

Community Improvement

Encouraging greater community participation has a proven transformative impact on cities – globally

Urban Diversity and Flexibility

Improving relationship between customer and retailer/business
Providing a way to be more responsive to seasonal or economic variations

Spaces

New Business models

Sharing economies, like Airbnb
Alternative ways to test the market
New types of collaboration

Excitement

Fun
Experimental
Increasing footfall and spending
Potential of “stay up”

pop up success

- The pop up movement began in the UK as a response to the 2008 recession
 - Today approximately **one third** of all new businesses will start off as a pop up (in Retail alone it represents **£2.1Billion annually** to the UK economy-2014)
 - Pop up is seen as a tried and tested business model for businesses to introduce new products or try new locations
- In New Zealand shipping containers were used as a way to quickly rebuild Christchurch's urban districts after the 2011 earthquake
- Now the companies who helped with the temporary rebuild are working on the longer term urban strategy based on the success of the pop up movement



Restaurant Day

- Restaurant Day is simple: anyone can host a pop up restaurant for one day
 - <http://www.restaurantday.org/en/>
- The last event produced 1245 pop up restaurants in 29 countries (including one in Kristiansand!)
 - In total it has produced 24800 pop ups in 74 different countries
 - Kristiansand Food Club hosted the Restaurant Day pop up



Pop Up Fish & Chip Shop by Kristiansand Food Club

funkiem21 on February 2016 11:00-17:00 Feb 21, 2016
Gyldenløves gate 20, 4614 Kristiansand, Norway

Hello! We are back again :) We love Restaurant Day and everything it stands for!

It is Skrei season and to celebrate we are using this delicious cod-fish in our famous freshly cooked fish and chips. We only use local produce and cook to order.

Our location is a courtyard in the beautiful Posebyen part of the city.

Menu:

- Beer battered skrei from the local fish market
- Handcut, triple cooked chips
- "proper" mushy peas
- Delicious homemade tartare sauce

130Kr per portion

Facebook event here:
<https://www.facebook.com/events/174671146237916/>

Pop Ups/Sharing economies in Kristiansand

- Måltid moved to Pop Up concept
- Pop Up Street Art event
- Private dining clubs/Sharing dinner table with migrants
- Art galleries, recycled and vintage clothing/flea markets
- Pop Up clothing stores in Slottet
- Airbnb increasing in popularity
- CoWorking and Makerspaces

Suggestions for Kristiansand

- Food Trucks/Pop Up Restaurants and cafes
- Permanent Pop Up location: a familiar, accessible space with a varied timetable of pop up events
- Urban Community Garden project
- Collaboration with Entrepreneur community to locate spaces and provide a viable route to market
 - E.g. Pop Ups for Innoventus, Makerspace, CoWorx, and student community
 - Using our National presence to help others to find spaces in wider context: other locations in Norway



Pop Up Norway - Summary

- Finds spaces for start ups, small business and others
- Combines understanding of Norwegian and International market trends with urban challenges and how the pop up business model can support them
- Willingness to work with different stakeholders/partners and communities to break down barriers to business
- Boosting communities and businesses via National/International exposure

References/Additional Information

- Website: www.popupnorway.com
- Facebook: <https://www.facebook.com/popupnorway/>
- Twitter: @popupnorway

- Kristiansand Food Club:
<https://www.facebook.com/groups/krsfoodclub/>
- Twitter: @krsfoodclub

- Urban Agriculture – Oslo
<http://forskning.no/landbruk-biofag/2016/02/landbruk-i-grone-mellomrom-i-byen>

- UK EE Research: <http://ee.co.uk/our-company/newsroom/2015/06/02/EE-reveals-almost-a-third-of-new-UK-businesses-will-start-life-as-a-pop-up>