

H2020-NMBP-TR-IND-2020-twostage **sustainable PLastics for the Food and drink** **packaging industry (UPLIFT)**

D7.1 – Dissemination and communication plan

Lead Contractor: Sustainable Innovations (SIE)

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This document corresponds to D7.1 and describes the Communication and Dissemination Plan (contract no. 953073) to be adopted by the UPLIFT project, whose main objective is to ensure that the project's outcomes (concepts, scientific results, models and simulation tools, validated work, problem awareness) are consequently disseminated to the appropriate target communities.

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1. Executive summary

This document contains a detailed Dissemination and Communication Plan that outlines the project's audiences, key messages, and communication channels for dissemination. It also answers the questions WHO? WHAT? WHEN? HOW? and provides an integrated, accurate, and efficient dissemination strategy. In addition, it highlights the key messages, potential audiences, roles and responsibilities, and methods of communication to be used for the UPLIFT tool promotion.

Task 7.1 aims at proactively promoting the UPLIFT project and its results by providing targeted information to various audiences. The promotion activities will be part of the dissemination and communication plan, and this document presents the first step in achieving the partial objective.

This dissemination and communication plan will be updated every six months, considering the project's development and a final version will be issued at the end of the UPLIFT project (M48).

2. Acronyms and abbreviations

DCP	Dissemination and Communication Plan
WP	Work Package
EC	European Commission
AAU	Aalborg University
SIE	Sustainable Innovations
PR	Press Release
NW	Newsletter
PA	Plastic Associations
PM	Plastic Manufacturers
CE	Circular Economy Organisations
IP	Industrial Players
PI	Packaging Industry Associations
I	Industry
ECN	End Consumers
EO	Environmental Organisations
SC	Scientific Community
SPM	Standardisation bodies and policymakers
TM	Trade Media
GP	General Public

3. Introduction

This document describes the Communication and Dissemination Plan to be adopted by the UPLIFT project, whose main objective is to ensure that the project's outcomes (concepts, scientific results, models and simulation tools, validated work, problem awareness) are consequently disseminated to the appropriate target communities.

It, first of all, presents the objectives of the communication and dissemination plan, the main target audiences, and the key messages, to follow with the tools and channels. Within these tools and channels, different means and platforms, such as the website, the social media channels, printed materials, newsletters, press releases, scientific journals, and trade media are explored. In addition, it is also commented the participation in conferences, workshops, and events. The stakeholders' engagement is also explored, to then proceed to evaluate which indicators and targets are set to evaluate the communication efforts.

The communication and dissemination will involve different levels (European level, international level, regional level, etc.) and it will work both externally and internally. These realms are also considered in the plan below.

A timeline with the main three communication phases is presented, to finish with an overview of the actions carried out from M1 to M6.

3.1 Context of WP7

The main objective of this WP is to maximise the impact of the project results during its lifetime and after the project's end. More in detail, the specific objectives are:

- To promote, among European citizens, the upcycling capacity of products and materials in the food & drink packaging industry
- To raise awareness on the lowest environmental impact and economic feasibility of UPLIFT solutions
- To build a strong network of stakeholders interested in the project results
- To ensure effective knowledge transfer of UPLIFT's outcomes
- To enable future exploitation by monitoring the market and business opportunities of plastic upcycling

3.2 Objectives of T7.1

According to the DoA, a detailed Dissemination and Communication Plan should be produced at the beginning of the project (M6), based on the preliminary indications given in Section 2.2. and in collaboration with all the consortium; this plan will outline the project's audiences, key messages, and communication channels for dissemination. It will provide an integrated, accurate, and efficient dissemination strategy, highlight the key messages, potential audiences, roles and responsibilities, and methods of communication to be used. The first list of stakeholders and end-users will be prepared at month 6, to be updated during the project lifetime to include all relevant actors in consultations devoted to better explore the local context and adapt the technologies. The involvement of stakeholders from the beginning of the project will be crucial to raise awareness about related problems and to enhance the community's acceptance of the proposed efficient exploitation strategies.

4. Objectives of the DCP

The main objective of the UPLIFT dissemination strategy is to ensure that the project's outcomes (concepts, scientific results, models and simulation tools, validated work, problem awareness) are consequently disseminated to appropriate target communities. It is anticipated that contributors to UPLIFT development, evaluation, market uptake, and exploitation are identified and motivated to proactively participate.

A multistep and multichannel approach will be used in the UPLIFT dissemination strategy in order to reach and engage different stakeholders and target groups with adjusted information for needs and interests. Awareness will be raised to all possible project beneficiaries.

The key specific objectives to achieve the UPLIFT goals are:

- To raise awareness among the plastics industry and end users.
- To show the benefits that UPLIFT outcomes will bring to society (services, employment, economy, environment).
- To facilitate interaction and information exchange with relevant stakeholders (plastics scientists, chemist, engineers...).
- To pave the commercial uptake of the UPLIFT technologies by building a stakeholder network interested in the project.
- To raise capacity building among the industrial sector, scientific community, and relevant stakeholders.
- To build synergies with other similar and relevant projects.

5. Target audiences

UPLIFT has preliminarily identified a significant list of stakeholders to which the dissemination and communication materials and tools will be directed.

Table 5.1: Target Audience

Target group	Description
Plastics Associations (PA)	One particularly efficient way to access the plastics industry is through the different associations and platforms existing in Europe
Plastics manufacturers (PM)	It includes all those that currently develop traditional polymers for F&D packaging and are interested in implementing new environmental and economic viable solutions.
Circular Economy Organisations (CE)	Gather support on the upcycling of packaging and UPLIFT's circular value concept.
Industrial players (IP)	It is of relevance to keep a continuous communication between industry and research to make sure that research resources are focused on the adequate direction. This is particularly relevant for applied, but also for more basic-oriented research.
Packaging Industry associations (PI)	As stated for the plastic associations, it is essential to involve the associations from the very beginning and keep them informed on the project outcomes.
Industry (I)	The packaging industry is particularly sensitive to innovation given the increasing plastic problem awareness among society, and upcycling of technologies and circular economy concepts are key areas in this sense.
End consumers (ECN)	Promote the benefits of recycled materials for packaging and create a supportive climate of opinion (market pull strategies to be implemented).
Environmental Organisations (EO)	This includes all those organizations that are concerned with efficient energy consumption and the impact of plastics upcycling on the environment.
Scientific Community (SC)	Address this community about the research data and the breakthroughs for further study in similar initiatives, broader TRLs.
Standardisation bodies and policymakers (SPM)	It is essential to persuade this group on estimated environmental, economic, and social performance, opportunities to lever and accelerate public policy implementation (taxes

	reduction, regulatory frameworks) on plastic packaging.
Trade Media (TM)	Involve media in the activities to carry out to guarantee knowledge is spread widely and that the climate of opinion supports the initiative.
General Public (GP)	Includes those that have some interest in plastics recycling, environmental questions, or related topics and thus, by some extension, contribute to the larger dissemination of the project.

Several key stakeholders have been already detected by consortium partners, such as EERA, Plastics Europe, Plastics Recyclers Europe (PRE), Lighting Europe, APPLia, Digital Europe; European and National WEEE organisation, e.g. WEEE Forum, Wecycle; Recycling companies, e.g. RENEWI, SUEZ, VEOLIA, REMONDIS; and others.

Trade media have already been identified as well: Renewable Energy Magazine, Chemical Industry Journal, Chemistry world, Chemical, and industry news, Plastics Business, European Plastic Product Manufacturer, Plastics & Rubber World, Plastics Today, Plastics Technology, PlasticsEurope.

Likewise, similar European projects have been identified to search for synergies: DEMETO, upPE-T, BIOICEP, PRESERVE, Plastics Circularity Multiplier, Mix-Up.

6. Key messages

Throughout six technical WP's, the UPLIFT project will generate large amounts of information, with interest to different stakeholders in the plastics value chain as well as others sectors. It is crucial to identify the outputs and messages from developed WP's and their appropriate tools/channels for dissemination. Table 6.1 below demonstrates the key messages from each WP. The main, but not limited to, target group(s) and channels are also identified. The consortium group will continue to disseminate messages including general objectives and partnership participation in projected-related events. This includes confidential commercial meetings, presentations, potential customers, scientific documentation for commercial claims.

Table 6.1: Key messages /Target Group / Key Tools

Work package	Key messages to disseminate/ communicate	Target Group	Key tools
WP1 Plastic value chain analysis	<ul style="list-style-type: none"> EoL packaging plastic is a resource Biochemical recycling using enzymes as a valid option for the recovery of plastic waste. Legislation makers. Need for standardization in chemical recycling processes to ensure/certify the recycling content in plastic products (traceability and/or chain of custody) 	PA, PI, IP, TM, SC, GP, SPM, I, EO, CE, PM, ECN	Workshop/webinar, Scientific Publications, Tradeshows and Conferences, Newsletters, Website, Social media, Press release.
WP2 Depolymerization of plastics and purification	<ul style="list-style-type: none"> Biochemical depolymerization can complement mechanical/chemical recycling and target plastics that cannot be recycled with conventional technology 	SC, EO, CE	Workshop/webinar, Scientific Publications, Tradeshows and Conferences, Newsletters, Website, Social media, Press releases
WP3 Fermentation of building blocks	<ul style="list-style-type: none"> Plastic as carbon and energy source for biotechnology (utilization of waste streams) Bio/chemical upcycling of plastics. Bio-based production Biotechnology can deliver plastic resource efficiency Diversification of plastics recycling technologies opens up new products and new options for society Plastic monomers can be interconverted using chemical and biological technological Biodegradable packaging can be used to make compostable packaging 	SC, GP, SPM, I	Workshop/webinar, Scientific Publications, Tradeshows and Conferences, Newsletters, Website, Social media, Press releases
WP4 Chemo-enzymatic	<ul style="list-style-type: none"> Bio-based monomers for polymers. Traces of impurity residues in monomers are not problematic 	I, GP, SC	Workshop/webinar, Scientific Publications, Tradeshows and

Polyester synthesis	<ul style="list-style-type: none"> • Building blocks can also be used to make additives • Impurities carried in the process may also give problems in formulation work • Hydrolysates can be used for new polymers 		Conferences, Newsletters, Website, Social media, Press releases
WP5 Sustainability assessment	<ul style="list-style-type: none"> • Low environmental impact achieved • Positive social impact achieved • Low cost and economic feasibility 	SPM, TM, SC, EO, ECN, I, PI, IP, CE, PA, PM, GP	Workshop/webinar, Scientific Publications, Tradeshows and Conferences, Newsletters, Website, Social media, Press releases
WP6 Scale-up and manufacturing	<ul style="list-style-type: none"> • Consolidated bioprocess • Renewable carbon-neutral eco-plastic • New generation of F&D packaging (flexible, rigid and bottles) 	I, PI, IP, CE, PA, PM, GP	Workshop/webinar, Scientific Publications, Tradeshows and Conferences, Newsletters, Website, Social media, Press releases.

7. Tools and channels

Different tools and channels will be used to disseminate and communicate the activities carried out by UPLIFT and its results. Each tool and channel will be used appropriately to address different target groups at different stages of the proposal implementation, thereby increasing the efficiency of the DCP. The relationship between the tools and channels, the target groups, and the expected results are presented in Table 7.

Table 7: Channels / Tools / Target groups / Expected impacts

Channels	Tools	Target groups	Expected impacts
Printed materials	Brochure	All target groups/ stakeholders	<ul style="list-style-type: none">Inform about the project scope, objectives, impacts, methodology, and results.
	Leaflet		
Online	UPLIFT project website	All target groups/ stakeholders	<ul style="list-style-type: none">Inform about the project scope, objectives, impacts, methodology, and results.Keep the audience updated with regular news.Share the public deliverables.Raise awareness on the project technologies.
	Social Media (Twitter & LinkedIn)		
	Videos		
	Newsletters		
	Press Releases	TM, GP	<ul style="list-style-type: none">Inform about the project scope, objectives, impacts, methodology, and results.Raise awareness of the economic and environmental impacts of the project.
Publications	Scientific publications	I, IP, SC, PM, EC, PA, CE, PI, EO	<ul style="list-style-type: none">To raise awareness of the economic and environmental impacts of the project.
Events (organised by UPLIFT)	Workshop	I, IP, SC, PM, EC, PA, CE, PI, EO, SPM	<ul style="list-style-type: none">To persuade on the benefits resulting from uptake of UPLIFT's innovations.To communicate the results obtained.To raise awareness of the economic and environmental impacts of the project.To persuade on the benefits resulting from uptake of UPLIFT's innovations.To communicate the results obtained.To share the capacities acquired and encourage replication and exploitation.
	Webinars		
Events (attended by UPLIFT)	Meetings with Standardisation bodies and policymakers	SPM	
	Conferences	I, IP, SC, PM, EC, PA, CE, PI, EO	
	Tradeshows		

Several dissemination tools and channels will be used, including a project website, articles targeted at both a lay and a technical audience, press releases, e-newsletters, scientific papers and leaflets, social media presence, and participation in workshops/conferences.

Any dissemination activities and publications in the project, including the project website, will specify that the project has received funding from the European Union's Horizon 2020 programme, as well as displaying the European emblem. When displayed in association with a logo, the European emblem will be given appropriate prominence. All publications will reference the grant agreement number.

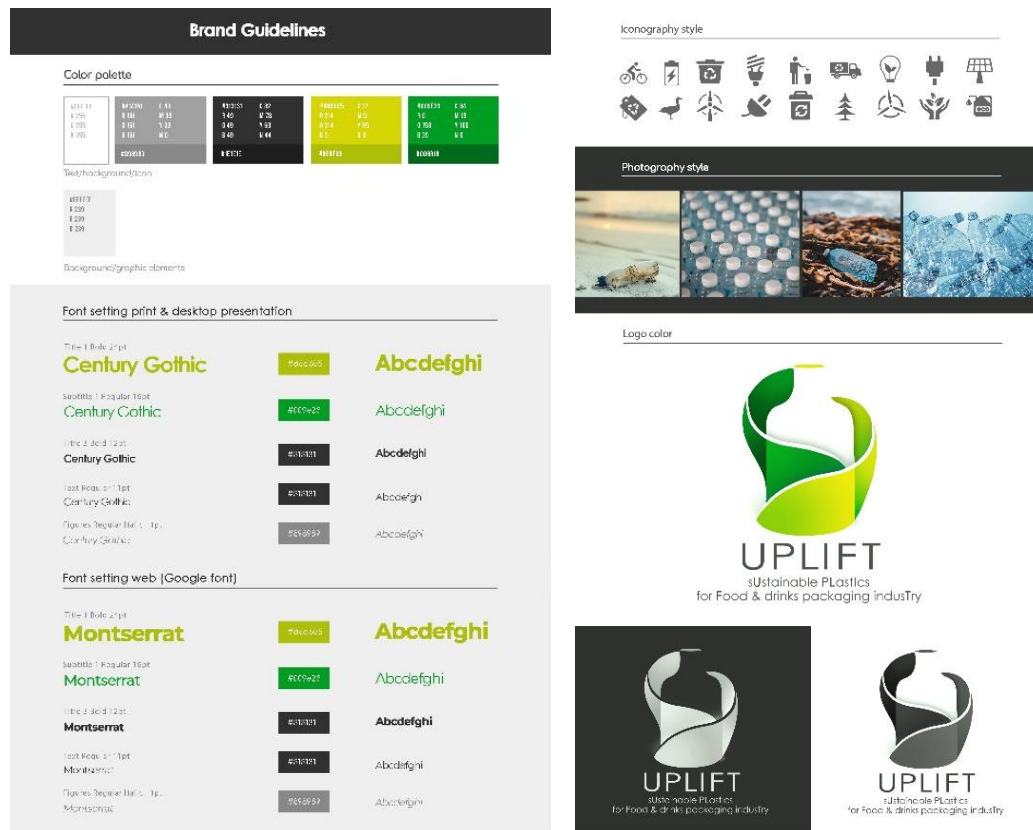
The communication activities within the project are both periodic (management group meetings, newsletters, project group meetings, and reporting to the commission) and online (project restricted area on the website).

Communication activities to stakeholders outside the project group are based on the dissemination plan presented in section 2.2 of the Grant Agreement. The journal articles are primarily intended to communicate the recent findings to the scientific and academic communities. However, the project will also publish in trade journals and magazines important to the industry to disseminate new relevant solutions to other possible end-users. Project presentations at technical conferences are intended to reach the same audience.

7.1 Project Identity

A recognisable project identity was developed to build a visual brand and ultimately offer a package of templates that will facilitate the building of notoriety progressively through the project. This includes creating a project logo and an accompanying style guide. These will be consistently used for the project website and all other communication templates, such as PowerPoint, Word, posters, and EC Reports. <https://upliftproject.eu/documents/>

Image 7.1.1: Brand guidelines



7.2 Project Website

UPLIFT has been given an up-to-date and user-friendly project website (<https://upliftproject.eu/>). It will be the primary source of information for external parties, providing updates on project activities and achievements to all target audiences. The website aims to inform the scientific community and associated industries about project developments, but also to present the project's achievements and novel pilot lines to the public.

All partners will contribute to the website by providing relevant project information in accessible language (laymen's terms). All communication efforts by project partners and social media will always be redirected to the UPLIFT website. Traffic to the website will be increased by creating mutual links between the partners' websites and other relevant websites.

The project website will contain:

- Latest news about the project progress and results
- Details about the project partners
- Informative materials (newsletter, infographics, articles)
- Events and contact information
- Social media links
- At least two videos (embedded from Youtube). The first one will explain the main objectives and scope of the project. The last one will serve as training material for stakeholders and will be produced by the end of the project.
- Privacy policy, cookies policy, and legal terms to comply with general data protection regulation (Regulation (EU) 2016/679) on the protection of natural persons about the processing of personal data and on the free movement of such data.

The project website is set up by SIE and will be managed, maintained, and hosted for the duration of the project and for a further 2 years after the completion of the project. Statistical data will be collected about the website visitors that subsequently will be analysed by Google Analytics software or data coming from the web hosting and included in the project reports. The website will be responsive to work on a variety of devices and screen sizes, such as smartphones.

7.3 Content management system

For internal dissemination purposes, consortium partners will have access to a password-protected site (SharePoint established by the coordination, AAU) which will contain the proposal, consortium agreement, grant agreement, budget, deliverables, periodic reports, meeting, and workshop reports, and other relevant documents. Regular updates on the progress of the project will allow both internal monitoring of the project as well as rapid dissemination of the achievements.

7.4 Social media

The project has social media presence on Twitter (https://twitter.com/UPLIFT_EU), LinkedIn (<https://www.linkedin.com/company/uplift-plastics/>) and Youtube (www.youtube.com/UPLIFT) to ensure wider dissemination to different age groups and target audiences. Social media will be used as a tool to announce project developments, but most importantly drive traffic to the project website.

Twitter, LinkedIn, and Youtube accounts have been established and content related to UPLIFT has been posted regularly beginning M1 to increase outreach.

For the first phase of the project, the social media accounts will share posts related to the project scope and post on events where UPLIFT is to be presented to build a community of interest, creating an audience for when there are project results to share.

Online media platforms will be monitored to provide information on the analytics, sources, types of content, and individuals/organisations that promote or disseminate project messages, allowing optimisation and targeting of communication to ensure maximum outreach of news or results. These results will also be included in interim reports and the final dissemination report. The social media accounts will be managed by SIE with support from the partners.

Consortium partners will follow the project's social media channels and engage with them as much as possible. Whenever possible, the partners will share posts on their corporate websites and social media networks. If they need assistance, SIE can guide them on the best ways to do so.

7.5 Printed material

A poster, a factsheet, a roll-up, and a brochure have been developed for distribution to partner networks and at conferences, exhibitions, and other events. The first project poster and brochure version contains general information about the research activities, participants, and expected results. In addition, a general PowerPoint presentation has also been created, presenting the project's objectives,

methodology, partners, etc.

Image 7.5.1 : UPLIFT Poster (left) and factsheet (right)



UPLIFT
sustainable PLastics
for Food & drinks packaging industry

The overall idea of UPLIFT is to biologically depolymerize bio- and fossil-based plastic packaging waste and convert it into more renewable and easily upcyclable polymers, following a biorefinery and a circular economy approach.

OBJECTIVES

- 1) to combine bio-depolymerization of plastics and bio-based building blocks to obtain smarter and renewable plastic materials, which will enable the effective up-cycling of plastic packaging waste streams;
- 2) to fully integrate the bio-chemical upcycling technologies within already existing and more mature recycling processes and fermentation processes. All these prototype materials and processes will be tested in a relevant operational scale close to expected performance (TRL 6).

PROJECT PARTNERS

 AALBORG UNIVERSITY
  JÜLICH FORSCHUNGSZENTRUM
  acib austrian centre of industrial biotechnology

 DTU
 LUNDS UNIVERSITY
 TECNAR
 bio-mi
 Bio Base Europe Pilot Plant

 HKI Leibniz Institute for Natural Product Research and Infection Biology Hans Knoll Institute
 AIMPLAS PLASTICS TECHNOLOGY CENTRE
 RWTH AACHEN UNIVERSITY
 BIOPLASTECH

 Sustainable INNOVATIONS
 IAC
 VESTFORBRÆNDING

in UPLIFT-PLASTICS
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UPLIFT
sustainable PLastics
for Food & drinks packaging industry

- CONTRIBUTION TO UPCYCLE F&D PACKAGING MATERIALS WHICH ACCOUNT FOR, AT LEAST **60% OF THE MARKET** BY 2030
- NOVEL STANDARDS AND CERTIFICATION SCHEMES TO BE APPLIED
- DELIVERY OF NOVEL PLASTIC PACKAGING SOLUTIONS WITH LESS ENVIRONMENTAL IMPACT
- CONTRIBUTION TO BRING THE EUROPEAN PLASTIC PACKAGING INDUSTRY IN THE FOREFRONT OF INNOVATIONS AND SUSTAINABILITY WORLDWIDE

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Image 7.5.2: UPLIFT Brochure



Image 7.5.3: UPLIFT Roll-up



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Image 7.5.4: UPLIFT PowerPoint



7.6 Newsletter and press releases

Electronic newsletters will be prepared every 6 months and will include project updates, announcements, interviews, and other information related to UPLIFT, to be distributed to stakeholders and partner networks and posted on the project website. Moreover, project updates may appear in partners' respective newsletters, which are distributed electronically to their contacts within their specific industry.

Press releases will be published to announce newsworthy developments during the project. They will be written in English and sent to the European press and national journalists, with the help of the project partners.

Image 7.6.1: UPLIFT press release



UPLIFT, a project to improve the recycling of plastics for the food and drinks packaging industry, kicks off

- UPLIFT is led by Aalborg University and formed by fifteen partners from eight countries.
- UPLIFT has received €7,5 million funding from the European Union's Horizon 2020 Research and Innovation Programme.

Aalborg (Denmark), March 23rd. A European consortium is working on the implementation of UPLIFT, a Horizon 2020 research and innovation project that kicked off today and which aims to design **new de- and repolymerisation routes to upcycle food and drink packaging plastics with better end-of-life characteristics.**

Fifteen partners from eight European countries will work for 48 months to ensure significant technological improvements for better manufacturing and processing practices of plastic materials that currently are not adequately recycled.

The core of UPLIFT has a dual strategy: on one hand, it seeks to develop **industrial scalable enzymatic and microbial degradation processes** to selectively **depolymerize and upcycle plastic packaging waste materials**, which are currently considered unrecyclable; on the other hand, the project will manufacture at pilot scale **new renewable eco-polymers** specifically designed to ensure easier **end-of-life processing.**

UPLIFT will contribute to putting the European plastic packaging industry at the forefront of innovation and sustainability worldwide, by keeping **plastic waste** in the loop **and integrating bio-based building blocks**, instead of using virgin fossil-based monomers. This will result in a **reduction of plastic waste** generation and greenhouse gas emissions associated with its production. Last but not least, the project will look into social aspects, exploring the potential synergies between policymakers, industry, consumers, and recyclers, which are critical in order to change the plastic economy.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 953073.

7.7 Scientific journals

At least 10 scientific papers will be prepared by the technical and academic partners. The project's results will be published in international scientific journals, such as Journal of Chemical Engineering, Biotechnology & Bioengineering, Polymer, Applied microbiology and biotechnology, Biochemical Engineering Journal, International Biodeterioration and Biodegradation, Polymer Chemistry, Green Chemistry, SusChem, International Journal of life cycle assessment, among others.

All publications will be collected within the project website for open access/download.

7.8 Trade magazines

A series of trade magazines have been identified for the project to publish information on the advances and milestones achieved: Renewable Energy Magazine, Chemical Industry Journal, Chemistry world, Chemical, and industry news, Plastics Business, European Plastic Product Manufacturer, Plastics & Rubber World, Plastics Today, Plastics Technology, PlasticsEurope.

7.9 Participation at conferences, workshops, and events

Project partners will attend sector-related events, conferences, workshops, to meet target groups, other stakeholders, public authorities, and the scientific community and to raise awareness about the project objectives and results. These events provide access to target audiences at local, national, European, and international levels.

Conferences and trade fairs of interest identified for the UPLIFT project are as follows :

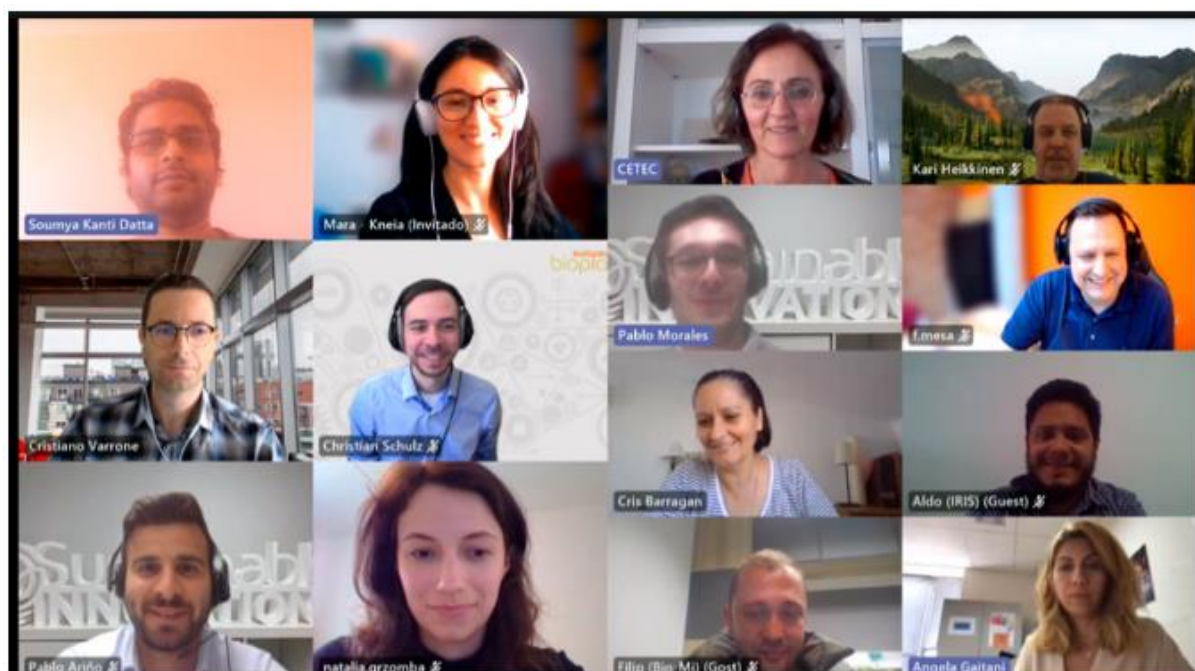
- International conference on advances in Metabolic Engineering
- ESIB: EU Summit of Industrial Biotechnology
- International Conference on Sustainable
- Solid Waste
- Microbiology Society Annual Conference
- The International Symposium on Biopolymers.
- Plastics Recycling Show Europe
- The Greener Manufacturing Show
- 16th European Bioplastics Conference

- Food Packaging Forum
- International Conference on biocatalysis in non-conventional media

At the end of the project, a final conference will be organised where the partners will present the project results and perspectives to relevant stakeholders from the industry, the scientific community, regulatory bodies, and others with an interest in the field. The presentations will analyse and reflect upon the developments of UPLIFT. Industry events are also contemplated to spread knowledge on the project upbringings.

Additionally, UPLIFT project has conducted some online meetings together with the related initiatives upPE-T and PRESERVE to explore future collaborations such as social media cross-follow and the arrangements of a joint workshop in October under the framework of BioPlastics within the food and drink packaging sector.

Image 7.9: Related projects meetings: UPLIFT, PRESERVE, and UpPE-T



The UPLIFT Project explores new related projects to collaborate with under the Upcycling BioPlastics of food and drinks packaging topic

8. Indicators and targets

The successful implementation of the Dissemination and Communication Plan will be measured by the achievement of specific targets for the different indicators.

Table 8.1: Indicators and targets

Tool/Channel	Indicator	Target Number	Information source
Brochure	Number of copies distributed	Material distribution: <300 poor; 300-500 good; >500 excellent	Consortium information, number of copies distributed to target groups/stakeholders
Leaflet			
Project Website	Number of visits	Visits per year: <600 poor; 600 – 1,200 good; >1,200 excellent	Website statistics
Social media (Twitter and LinkedIn)	<ul style="list-style-type: none"> Number of followers Number of impressions Engagement rate 	Twitter - Followers: < 100 poor; 100 – 200 good; > 200 excellent - Engagement rate: <0.2% poor; 0.2% - 0.9% good; > 0.9% excellent LinkedIn - Followers: <100 poor; 100 – 200 good; >200 excellent - Engagement rate: <2% poor; 2 - 3% good; >3% excellent	Social media analytics
Videos	<ul style="list-style-type: none"> Number of views Audience in conferences /trade shows 	At least 2 in the project Views: <100 poor; 100 – 200 good; >200 excellent	Youtube, website, and social media analytics Attendance to booth /conference
Newsletters (NW)	<ul style="list-style-type: none"> Number of subscribers Number of opens Visits from website / social media 	At least one a year (plus launching) Subscribers: <100 poor; 100 – 200 good; >300 excellent Opens: <15% poor; 15% – 17% good; >17% excellent	Mailchimp (newsletter service), Website and social media analytics
Press Releases (PR)	<ul style="list-style-type: none"> Number of media 	At least one a year (plus launching)	Recording of e-mails sent, Website and social media analytics

		stakeholders addressed • Number of views on the website and social media	200 media sources/journalists reached Number of views: < 40 = poor; 40-60 = good; >60 = excellent	
	Scientific Publications	Number of views/downloads	At least 10 publications	Link to site where posted or PDF version of the article.
	UPLIFT Workshop	Number of attendees	1 workshop. Number of attendees: <15 = poor; 15-25 = good; >25 = excellent	Registration list
	UPLIFT Webinars	Number of attendees	1 webinar / year. Number of attendees: <25 = poor; 25-45 = good; >45 = excellent	Registration list /webinar platform analytics
Events	Conferences	• Number of conferences attended • Number of participants in the conference	Attend to at least 4 conferences/year and present in at least 1 / year	Certificate of participation; Proof of registration; Event information,
	Trade fairs	• Number of Trade fairs attended • Number of exhibitors/ participants in the Trade fair	Attend to 1 tradeshow/year	

9. Levels of dissemination

Key target groups operate at different geographic levels, which will influence which communication tools and media will be employed.

9.1 European level – EC

The European Commission will be informed about the results via the periodic reporting of the project (mid-term review, minutes of periodical meetings, updates of this document) in order to modify related regulations if necessary and to propose collaboration with other ongoing projects on dissemination activities.

9.2 International level – Industry, Scientific community

The relevant international organisations will be informed of the results. Scientific knowledge can be translated into practical information, guidelines, and regulatory policies.

Direct mailing to specific organisations and stakeholders will be used to distribute electronic resources to raise public awareness.

Technical journals, conferences and workshops at both national and international levels, industry meetings, and participation in industrial forums will also be used for the dissemination of knowledge both at research and industrial levels.

10. Methodology

The following internal and external communication activities will be undertaken during the project's lifetime and afterward to ensure that the results of UPLIFT are efficiently and effectively communicated to the project partners, stakeholders, and broader audiences.

10.1 Internal communication

Effective internal communication is key to sharing information and ensuring that the deliverables are met. Therefore, regular face-to-face meetings and conference calls will take place to exchange project information, update progress, and share results. Consortium and technical meetings will take place two times a year, while Microsoft Teams and/or teleconferencing services will be used to facilitate collaboration within WPs.

Apart from specific emails, taking advantage of the project monthly conference call, SIE will ask partners for their support on the upcoming dissemination and communication activities and events to update the Communication & Dissemination Plan and streamline a content curation process. This will allow the partners to take a more focused and systematic approach, strengthening actions taken to communicate and report on the project. A delegate from all consortium partners of UPLIFT will attend this meeting.

To facilitate efficient communication among partners, SIE will create a section within the website that will link to the project documentation and data exchange SharePoint created by the project coordinator AAU. This platform will host project materials for internal use, including regular updates on the project development, a project calendar, meeting documents (agendas, minutes, and presentations), manuscripts in progress, and project reports. The platform will have a content management system, allowing all partners to upload content themselves.

10.2 External communication

Every effort will be made to publicize the work of the consortium via the media, publications, conference presentations, trade fairs, and workshops, as well as through the Commission and industry bodies. Results of the project will be disseminated via reports, scientific papers, and technical articles. All public communication, and in particular scientific publications, will be made open access, to facilitate scientific exchange.

All project partners are expected to support dissemination, to ensure that stakeholders will be engaged throughout the lifetime of the project. Partners' activities may include but are not limited to: engaging with relevant national and local media (print, radio, television, web-based), contributing to SIE's inputs on social media, proactively sharing information with SIE about project results, listing their communication activities in a shared file, and providing SIE with translations of lay materials in their local language. Where possible, partners will translate press releases into their national languages and keep SIE informed about plans, by creating lists of national media channels they will try to reach.

11. Timeline

As the project has different development phases, the communication focus would be different across each of them.

11.1 Phase I: Awareness phase

The first phase of the project is the Pre-Development phase. It will take place during the first year of the project, from M1 to M24. No results have been generated yet, so the main communication activities will focus on raising awareness about the project, its objectives, and expected impacts. This will be done by making use of the project identity developed that includes the project logo and graphical visual identity; promoting the project website among stakeholders, and distributing communication and dissemination material such as the project's brochure. It is also key to identify the relevant stakeholders for UPLIFT as well as to establish contact with similar initiatives. In this phase, the consortium partners will also participate in relevant events and conferences, will build strong networking relationships, and will contribute as well to the communication actions.

11.2 Phase II: Knowledge transfer

The second phase (M18-M30) aims to provide the different stakeholders with the first results of the project and to raise interest in the upcycling capacity of products and materials. The first workshops, webinars, and technical papers will start to be produced.

11.3 Phase III: Replication and exploitation

The third phase (M36-M42) consists of supporting the replication and exploitation actions of UPLIFT. With the project coming to an end, it will be essential to link the exploitation and dissemination activities to guarantee the future replication of results. The final event will be celebrated openly in this period and all the knowledge and materials gathered in the project life will be made available online.

12. Actions M1-M6

12.1 Project identity and materials

In the first phase of the project, a visual identity for UPLIFT was created. It included the logo of the project, and the brand guidelines (typography, colors, iconography,

photography style). Different communication materials were also developed, including a brochure, a roll-up, a poster, and a project presentation. A template for the deliverables, a word document template, and a PowerPoint template was produced and shared with the partners.

The first brochure, poster, factsheet, roll-up, and project presentation were produced and made available on the website of the project as soon as it was operative: <https://upliftproject.eu/documents/>

Image 12.1: UPLIFT Word template



Title 1

1 Title 2

1.1 Title 3

1.1.1 Subtitle 1

1.1.1.1 Subtitle 2

Text : Lorem ipsum dolor sit amet, consectetur adipiscing elit, sed do eiusmod tempor incididunt ut labore et dolore magna aliqua. Ut enim ad minim veniam, quis nostrud exercitation ullamco laboris nisi ut aliquip ex ea commodo consequat. Duis aute irure dolor in reprehenderit in voluptate velit esse cillum dolore eu fugiat nulla pariatur. Excepteur sint occaecat cupidatat non proident, sunt in culpa qui officia deserunt mollit anim id est laborum.

12.2 Press releases

A press release was launched at the beginning of the project. It was sent to more than 300 local and trade media by SIE and several consortium partners.

It was published in more than 10 different media outlets, including Cordis, the partner's websites and social media, and trade media. Likewise, it was also uploaded to UPLIFT's website.

Table 12.2: Media and partners publications

Media	Link
20 Minutos	https://www.20minutos.es/noticia/4629852/0/uplift-un-proyecto-para-impulsar-el-embalaje-circular-de-plastico-en-el-sector-de-alimentos-y-bebidas/
Europa Press	https://www.europapress.es/eseuropa/noticia-ue-uplift-proyecto-impulsar-embalaje-circular-plastico-sector-alimentos-bebidas-20210323134752.html
Recycling Magazine	https://www.recycling-magazine.com/2021/03/23/new-project-to-improve-recycling-of-plastics-for-food-and-drinks-packaging-industry/
Agro Chemistry	https://www.agro-chemistry.com/news/uplift-tackles-problematic-plastics-recycling/
Industry Talks	https://industrytalks.es/aimplas-y-sustainable-innovations-socios-espanoles-en-un-proyecto-para-impulsar-el-embalaje-circular/
CORDIS	https://cordis.europa.eu/article/id/429499-uplift-a-project-to-improve-the-recycling-of-plastics-for-the-food-and-drinks-packaging-indus
Partner	Link
AAU	https://vbn.aau.dk/en/projects/sustainable-plastics-for-the-food-and-drink-packaging-industry-up
SIE	https://sustainableinnovations.eu/upcycling-plastics-uplift/
BIO-MI	https://www.bio-mi.eu/index.php/en/projects/uplift
AIMPLAS	https://www.aimplas.es/blog/uplift-un-proyecto-para-impulsar-el-embalaje-circular-de-plastico-en-el-sector-de-alimentos-y-bebidas/
BBEPP	http://www.bbeu.org/pilotplant/23-3-21-uplift-kicks-off-a-project-to-improve-the-recycling-of-plastics-for-the-food-and-drinks-packaging-industry/

Image 12.2: Example of publication



Trends, Analyses, Opinions and Facts for the Recycling Industry

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NEW PROJECT TO IMPROVE RECYCLING OF PLASTICS FOR FOOD AND DRINKS PACKAGING INDUSTRY

A European consortium is working on the implementation of UPLIFT, a Horizon 2020 research and innovation project that kicked off today and which aims to design new and more sustainable materials to replace food and drink packaging plastics with better end-of-life characteristics.

18.08.2021



UPLIFT partners from eight European countries will work for 48 months to ensure significant technological improvements for better manufacturing and processing practices of plastic materials that currently are not adequately recycled.



The core of Uplift has a dual strategy: on one hand, it seeks to develop industrial scaleable enzymatic and microbial degradation processes to selectively depolymerise and recycle plastic packaging waste materials, which are currently considered unrecyclable; on the other hand, the project will manufacture at pilot scale new renewable bio-polymers specifically designed to ensure easier end-of-life processing.

Uplift will contribute to putting the European plastic packaging industry at the forefront of innovation and sustainability worldwide, by keeping plastic waste in the loop and integrating bio-based building blocks, instead of using virgin fossil-based monomers. This will result in a reduction of plastic waste generation and greenhouse gas emissions associated with its production. Last but not least, the project will look into social aspects, exploring the potential synergies between policymakers, industry, consumers, and recyclers, which are critical in order to change the plastic economy.

In summary, Uplift seeks to boost the development and validation of novel enzymatic and microbial processes for the sustainable use of plastics in food and drinks packaging applications, which will be tested and evaluated from a technical, environmental and socio-economic point of view, thereby contributing to the development of a more circular European plastic packaging industry.

Lead by Aalborg University, Uplift is formed by Forschungszentrum Jülich, Austrian Centre of Industrial Biotechnology, Technical University of Denmark, Lund University, TECVARO, Bto-M, Bio Base Europe Pilot Plant, Labio-Erntest für Naturstoff-Forschung



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World News

Skyrnick Circular Solutions (SCS) has filed its first application for EU authorisation of mechanically recycled polyethylene (PE) as food contact material.

The UK's largest compliance scheme Velopak and circular design specialists, CircularCo., have announced a partnership agreement which will see them work together to develop sustainable products from hard to recycle materials.

[More World News](#)

Sustainable Plastics Symposium
Location: On-line
28.04.2021 | 9:30 - 18:00

[Show all details](#)

MARCOVIL



Fridge compressors recycling plant

12.3 Conferences attended

The UPLIFT consortium partners were encouraged to participate actively in the communication and dissemination actions and, as part of that, attendance at events, conferences, and shows is one of the main activities of the strategy.

During the first 6 months of the project, the different UPLIFT members have attended 4 events to speak about the project to internal and external audiences.

Below, the complete list of events attended:

- [STEPS webinars: Building blocks for plastics from renewable feedstock](#)
- [International Conference on Biocatalysis in Non-conventional Media](#)
- [Food Packaging Forum Webinar](#)
- [Symposium on Biomaterials, Fuels, and Chemicals](#)

12.4 Social Media

The social media accounts on Twitter https://twitter.com/UPLIFT_EU LinkedIn <https://www.linkedin.com/company/uplift-plastics/> and Youtube <https://www.youtube.com/channel/UPLIFT> were set up at the beginning of the project and inaugurated with content on the kick-off meeting.

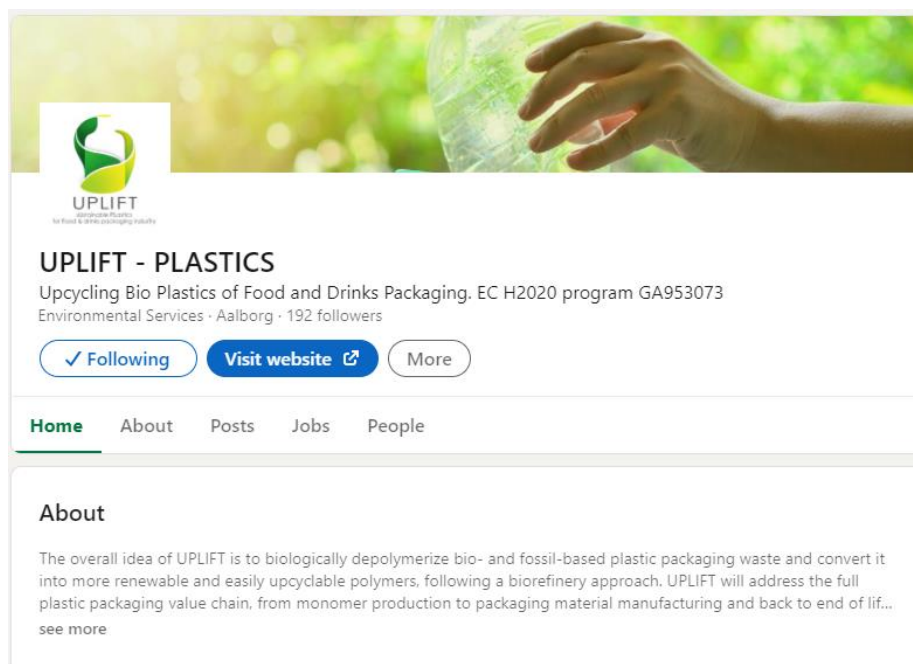
During this period, we shared 18 publications, achieved 60 followers, and our publications reached a total of 13,9K impressions on Twitter, as of July 31.

Image 12.4.1: Twitter account



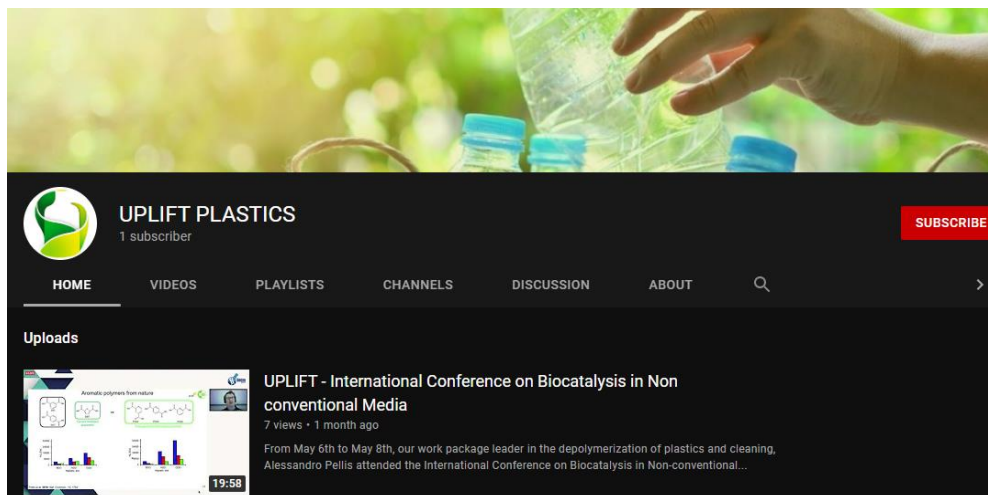
We began the activity on LinkedIn on March 23, 2021. In this period, and until July 31, we have published 18 posts and achieved 192 followers. The publications reached 12.434 impressions.

Image 12.4.2: LinkedIn Account



Additionally, a video has been uploaded to Uplift's Youtube channel

Image 12.4.3: YouTube channel



12.5 Newsletter

The first newsletter of UPLIFT's project was released on June 1st and published on the website

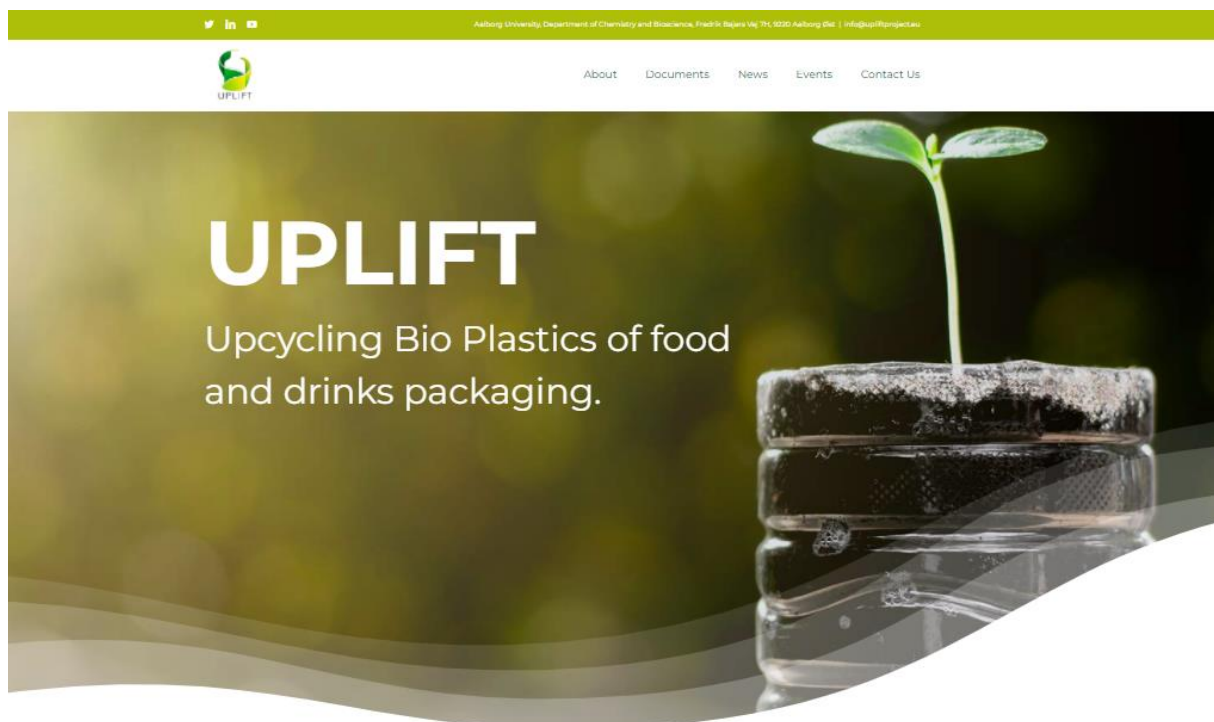
Image 12.5: UPLIFT newsletter



12.6 Website

The website <https://upliftproject.eu/> was launched on May 13 (M3) with essential information of the project that will be updated constantly with progress and news from the project and partners.

Image 12.6: UPLIFT newsletter



12.6.1 Website analytics

Since the website has been operative until August 2 2021, it has accounted for 13505 visits and the average time that a user spends in it is 4.6 minutes. These numbers are very good and indicate that the project is getting very qualified website traffic.

Figure 12.6.1: Website monthly history

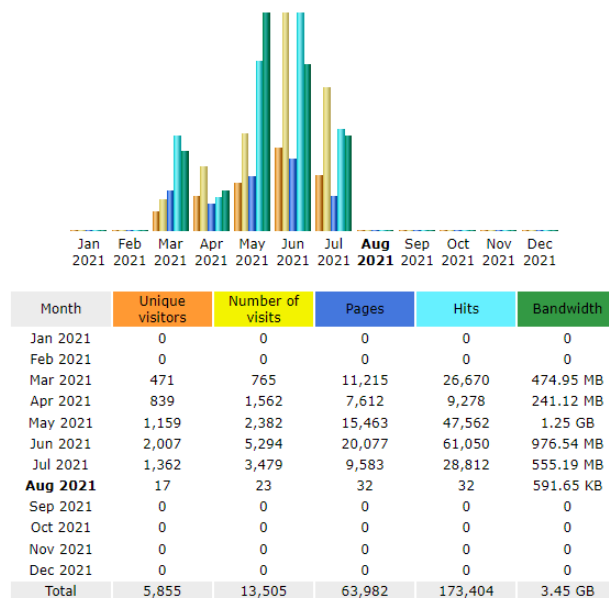


Figure 12.6.2: Website top locals

Locales		Pages	Hits	Bandwidth
United States	us	22,216	34,031	635.91 MB
Spain	es	17,980	64,539	1.10 GB
Great Britain	gb	2,624	4,221	132.56 MB
Germany	de	1,869	12,151	390.14 MB
India	in	1,651	4,216	74.03 MB
Netherlands	nl	1,555	3,118	63.77 MB
France	fr	1,222	2,776	57.41 MB
Canada	ca	1,215	1,643	26.98 MB
Russian Federation	ru	1,178	1,754	31.13 MB
China	cn	1,075	1,803	50.28 MB
Italy	it	791	3,479	87.71 MB
Greece	gr	772	2,006	36.65 MB
Vietnam	vn	766	842	14.82 MB
Denmark	dk	688	7,770	167.73 MB
New Zealand	nz	576	576	23.62 MB
Australia	au	519	749	11.46 MB
Iran	ir	515	1,458	21.11 MB
Indonesia	id	478	479	9.05 MB
South Korea	kr	445	3,227	59.67 MB
Turkey	tr	391	1,078	15.62 MB
Japan	jp	373	374	5.09 MB
Iraq	iq	337	337	13.88 MB
Sweden	se	313	2,617	62.37 MB
Ukraine	ua	312	313	10.35 MB
Hong Kong	hk	281	281	7.08 MB
Others		3840	17566	397.50 MB

Figure 12.6.3: Website visits duration

Visits duration		
Number of visits: 13,505 - Average: 276 s	Number of visits	Percent
0s-30s	11,730	86.8 %
30s-2mn	283	2 %
2mn-5mn	115	0.8 %
5mn-15mn	180	1.3 %
15mn-30mn	159	1.1 %
30mn-1h	601	4.4 %
1h+	436	3.2 %
Unknown	1	0 %