

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

## **D7.2 – Dissemination and communication plan Update 1**

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**Date: February 21st, 2022**

This document corresponds to D7.2 and describes the Communication and Dissemination updates carried out from M6 to M11 within 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.

Project details			
<b>Project acronym</b>	UPLIFT	<b>Start / Duration</b>	01/03/2021 (48 months)
<b>Topic</b>	CE-BIOTEC-09-2020	<b>Call identifier</b>	H2020-NMBP-TR-IND-2020-twostage
<b>Type of Action</b>	RIA - Research and Innovation action	<b>Coordinator</b>	University of Aalborg (AAU)
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<b>Website</b>	<a href="https://upliftproject.eu/">https://upliftproject.eu/</a>		

Deliverable details			
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<b>Dissemination level</b>	<b>PU</b>	<b>Nature</b>	<b>PUBLIC</b>
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**UPLIFT**  
sustainable PLastics  
for Food & drinks packaging industry

<b>Document History</b>			
<b>Date</b>	<b>Version</b>	<b>Name</b>	<b>Changes</b>
<b>05/01/2022</b>	V0.1	Pablo Morales	<b>The first version of the document</b>
<b>17/01/2022</b>	V0.2	Donato Viggiano	<b>Quality check</b>
<b>11/02/2022</b>	V0.3	All partners	<b>General feedbacks, review and complete dissemination activities.</b>
<b>18/02/2022</b>	V0.4	Cristiano Varrone	<b>Final review</b>
<b>21/02/2022</b>	V0.5	Pablo Morales	<b>Final version</b>



## TABLE OF CONTENTS

<b>1. EXECUTIVE SUMMARY .....</b>	<b>5</b>
<b>2. ACRONYMS AND ABBREVIATIONS .....</b>	<b>6</b>
<b>3. INTRODUCTION .....</b>	<b>7</b>
3.1 Context of WP7 .....	7
3.2 Objectives of Task 7.1 Dissemination and Communication strategy .....	7
<b>4. OBJECTIVES OF THE DCP .....</b>	<b>8</b>
<b>5. REVIEW ACTIONS M6-M11 .....</b>	<b>8</b>
5.1 Offline actions .....	9
5.1.1 Printed Materials .....	9
5.1.2 Press Releases .....	10
5.1.3 Interaction with other EU projects .....	11
5.1.4 Events organised .....	14
5.1.5 Events attended .....	15
5.2 Online actions .....	15
5.2.1 Website .....	15
5.2.2 Social media .....	18
5.2.3 Newsletters .....	21
<b>6. OTHER RELEVANT ACTIONS .....</b>	<b>22</b>
<b>7. ACTION PLAN M12-M18 .....</b>	<b>23</b>
<b>8. ANNEX 1: MEDIA OUTLETS AND RELATED WEBSITES REACHED .....</b>	<b>24</b>
<b>9. ANNEX 2: DISSEMINATION TABLES (M1 -M11) .....</b>	<b>26</b>

# 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

<b>DCP</b>	Dissemination and Communication Plan
<b>WP</b>	Work Package
<b>EC</b>	European Commission
<b>AAU</b>	Aalborg University
<b>SIE</b>	Sustainable Innovations
<b>PR</b>	Press Release
<b>NW</b>	Newsletter
<b>FZJ</b>	Forschungszentrum Julich GmbH
<b>DTU</b>	Danmarks Tekniske Universitet
<b>ULUND</b>	Lunds Universitet
<b>BIO-MI</b>	Bio-Mi Društvo s Ogranicenom Odgovornošću Za Proizvodnju, Istraživanje i Razvoj
<b>BBEPP</b>	Bio Base Europe Pilot Plant Vzw
<b>HKI</b>	Leibniz-Institut Für Naturstoff-Forschung Und Infektionsbiologie Ev Hansknoll- Institut
<b>UCD</b>	University College Dublin,
<b>RWTH</b>	Rheinisch-Westfälische Technische Hochschule Aachen
<b>VFB</b>	Is Vestforbraeding
<b>TM</b>	Trade Media
<b>GP</b>	General Public

## 3. Introduction

This document is the UPLIFT project (contract no. 953073) second Communication & Dissemination Plan corresponding to D7.2 (M11) led by SUSTAINABLE INNOVATIONS (SIE). Throughout this document, a complete description of the activities carried out during the month 6 (M6) to month 12 (M11) period in terms of Communication and Dissemination will be further explained.

Likewise, the Communication and Dissemination strategy for the upcoming period will be included. All partners contribute to dissemination and communication activities in line with the aims and goals of the plan.

### 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 awareness regarding the upcycling capacity of products and materials in the food & drink packaging industry
- To raise awareness on the lowest environmental impact and high 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 Task 7.1 Dissemination and Communication strategy

A detailed Dissemination & Communication Plan (DCP) outlining the project's target audiences, strategies for engaging the target audience, and activities was produced in M6 of the project. This document represents its updated version in M11. The document addresses the approach to dissemination and communication from month M6 forward. An upcoming version will reflect the work in terms of dissemination and communication in deliverable 7.3 which will include the activities carried out from month 12 (M12) to month 18 (M18).

- DCP.01 - First Draft of the DCP – M6 (August 2021).
- DCP.02 – Updated version of the DCP – M11 (February 2022).

- DCP.03 – Updated version of the DCP – M18 (August 2022).
- DCP.04 – Updated version of the DCP – M24 (February 2023).
- DCP.05 – Updated version of the DCP – M30 (August 2023).
- DCP.06 – Updated version of the DCP – M36 (February 2024).
- DCP.07 – Updated version of the DCP – M42 (August 2024).
- DCP.08 – Updated version of the DCP – M48 (February 2025).

## 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.

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, chemists, 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, the scientific community, and relevant stakeholders.
- To build synergies with other similar and relevant projects.

## 5. Review actions M6-M11



## 5.1 Offline actions

### 5.1.1 Printed Materials

At the beginning of the project, UPLIFT produced a series of printed documents (brochure, poster, factsheet, and roll-up) to be distributed at the events attended by partners.

Due to COVID-19, the distribution of these materials has been widely affected. Nevertheless, partners were encouraged to share with stakeholders the online versions, made available on the website.

From its side, AIMPLAS presented the project poster in September at the EQUIPLAST conference, the International Plastics, and Rubber Event with more than 15000 visitors and more than 650 brands in the framework of plastics and rubbers field. AIMPLAS also showcased the project in different events such as ECOFIRA, ECOMONDO, PRS FAIR, Multilayer Flexible Packaging, and Oral Seminar on Plastics Recycling.

*Image 5.1.1.1: UPLIFT at the EQUIPLAST event.*



## UPLIFT AT THE INTERNATIONAL PLASTICS AND RUBBER EVENT, EQUIPLAST

In November, Sustainable Innovations distributed around 80 brochures during the EXPOFOOD Service which took place from the 24th to 25th of November in Spain.

*Image 5.1.1.2: Pablo Morales Moya, Communications Manager at SIE at the EQUIPLAST event.*



To try to increase the participation in face-to-face events, due to COVID-19, UPLIFT consortium partners have reinforced online participation in events, newsletters release, email contacts, online meetings, and have been involved in joint actions with similar projects and initiatives, to guarantee that KPIs are achieved. Concrete actions are described below, and more details can be found in Annex 2 (dissemination tables).

### 5.1.2 Press Releases

As outlined in the Grant Agreement section 2.2 and the first version of the communication plan D7.1, a press release was issued at the beginning of the project (M1).

The consortium partners contributed as well in this last period to the dissemination, and they also issued their press releases. The total impacts for this type of communications reached 14 outlets in total, including media, consortium partners, and related projects portals, as shown in Annex 1.

Moreover, as part of the joint workshop that the UPLIFT project in collaboration with PRESERVE and UPPE-T held on October 20, 2021 (see paragraph 5.1.4), a second press

release was launched in order to reinforce and increase the number of registrations and attendees to the workshop:

Image 5.1.2: UPLIFT second press release







**UPLIFT, upPE-T and PRESERVE to hold a joint online workshop on upcycling bio-plastic of food & drink packaging**

- The session will count on the participation of three EU-funded initiatives working on bio-based packaging: UPLIFT, upPE-T, and PRESERVE.
- These projects are all working to upcycle food and drinks packaging through different technologies such as biological depolymerisation, enzymatic technologies and enzymes compounding.

Aalborg (Denmark), September 14. – UPLIFT, upPE-T and PRESERVE are organising an online joint workshop, *Upcycling bio-plastic of food & drink packaging*, to be held on 20 October 2021. The three initiatives are EU-funded projects under the European Union's Horizon 2020 Research and Innovation Programme. During the session, they will present their work to transform food and drink packaging into new materials or products of better quality or for better environmental value, ensuring that micro-plastics are avoided.

The aim of this event is to build a high-level meeting point for stakeholders across Europe to showcase initiatives and solutions for the food industry packaging that cannot be recycled. The workshop will be divided into three parts: during the first one, the workshop will count on different short talks to frame the European bio-plastic sector, while the second block will showcase the objectives, methodologies, impacts, and expected results of each project. Finally, an open discussion will be conducted regarding the importance of clustering.

Plastics used in food and drink packaging applications are made from a range of polymers and are highly combined with specific additives to meet each manufacturer's functional and design requirements. This diversity can complicate the recycling process, make it more costly, and affect the quality and value of recycled plastic. Given this, there is a need to develop technological improvements in the sense of better manufacturing and processing practices for these plastic materials to facilitate proper waste management. Developing upcycling technologies will allow

sustainable recycling or biological degradation in accordance with existing and novel technologies, standards, and certification schemes.

**About UPLIFT**  
UPLIFT has received €7.5 million funding from European Union's Horizon 2020 Research and Innovation Programme under grant agreement No. 953073.

Led by Aalborg University, UPLIFT is formed by Forschungszentrum Jülich, Austrian Centre of Industrial Biotechnology, Technical University of Denmark, Lunds Universitet, TECHNARO, Bio-Mi, Bio Base Europa Pilot Plant, Leibniz-Institut fuer Materialforschung und -Infektionbiologie – Hans-Knoell-Institut, Plastics Technology Centre AMPLAS, University College Dublin, Bioplastic, Sustainable Innovations, RWTH Aachen and IFS Verifolbranding

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**About upPE-T**  
upPE-T has received €7.8 million funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 953214.

Led by CETEC Plastic Technology Centre (Spain), upPE-T involves a total of 20 European partners from 19 countries - Enzymicas AG, Eco Plastics, Footwear Technology Centre of La Riola (CTCR), Tecnadent S.C.P.A, Institute for development and innovation, Digitalouch, Unione Nazionale Consumatori Umbria, Municipality of Nova Jimini, Durukan Confectionary INC, The Spanish Association for Standardization (UNE), Celega Biotechnology, BIO-M Ltd., Vilari Salumi S.P.A, Mosaic Products, Universität für Bodenkultur Wien, Tampere University, Lappeenranta-Lahti University of Technology, University of Alicante, and University of Osnabrück

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**About PRESERVE**  
Preserve has received €7.9 million funding from the European Union's Horizon 2020 Research and Innovation Programme under grant agreement No 952983.

Led by IRIS Technology Solutions, PRESERVE has 26 partners: Fraunhofer IVV, Fachhochschule Albstadt-Sigmaringen, Centexbel, Almaplas, Fraunhofer IVV, IENE, Next Technology Technologies, Alma Mater Studiorum - Università di Bologna, Bioplast, Planet Bioplastics, Bostik, Carbicola, Südpac, Graphic Packaging International, Siba, Bainesart, GWS, Pita fa, Romei, DenimX, Silos, Kneica, CrowdHelix, European Bioplastics, Danone, Ferrero.

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European Union's Horizon 2020 Research and Innovation Programme funds the projects under grant agreements No. 953073, 953214 and 952983



European Union's Horizon 2020 Research and Innovation Programme funds the projects under grant agreements No. 953073, 953214 and 952983

### 5.1.3 Interaction with other EU projects

UPLIFT is committed to engaging with related initiatives to boost the project results' impact. A series of actions have been carried out in this regard.

In the first place, a new section on the website has been included, mentioning a summary of each related project.

Image 5.1.3.1 : Uplift Related projects section



The screenshot shows the 'RELATED PROJECTS' section of the UPLIFT website. At the top, there is a navigation bar with links for 'About', 'Documents', 'News', 'Events', and 'Contact Us'. Below the navigation bar is a large banner image with the text 'RELATED PROJECTS' overlaid. The main content area is divided into two columns, each featuring a project logo and a brief description.

**PRESERVE**  
PRESERVE aims at boosting the circular use of bio-based packaging by shifting from the current situation (fossil-based, limited recycling) to award-winning upcycling strategies from paper and organic projects. These new technologies include enhancing the performance of primary food packaging via bio-based barrier coatings for bioplastics and paper/board substrates and via e-beam irradiation and microplastic reinforcement. From the biotechnological side, PRESERVE will leverage the compounding of enzymes in bioplastics to stimulate biodegradation, the enzymatic recovery of functional oligomers and the biodegradation of multilayer packaging via enzymatic detergents to enable their layer separation and recycling. Tern packaging applications will demonstrate PRESERVE's up-scaling capabilities. The enhanced bio packaging will be validated with different types of food and drinks and recoverable biopolymers will be recycled in added value applications such as packaging for personal care products and reusable carrier packaging (using textiles and composites).

**upPE-T**  
Plastic packaging which makes up nearly 60% of the total plastic waste in Europe, is highly problematic from a waste management and environmental point of view due to their durability and resistance to degradation. upPE-T project will develop, through sustainable strategies, an alternative for plastic chemical degradation, turning PE and PET waste streams via enzymatic degradation and progressions into raw material for the production of biodegradable bioplastics. Finally, together with customers and food and drink brand owners, bio-based wrap packaging will be demonstrated and validated to ensure full market deployment.

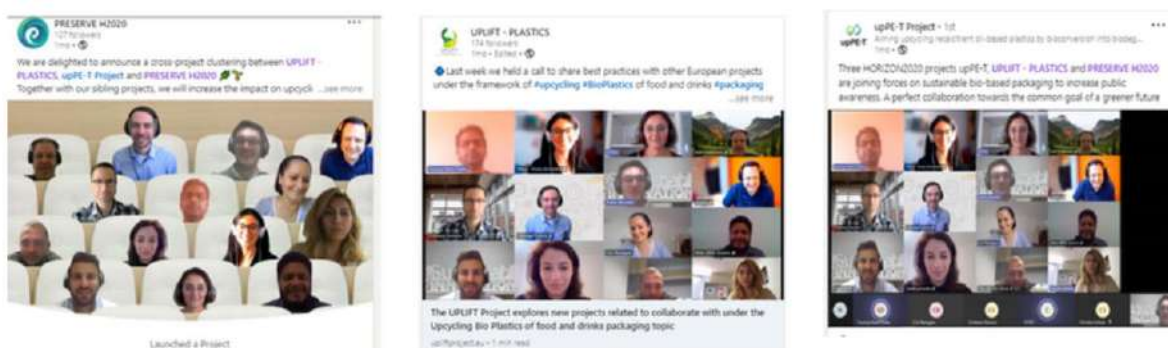
**mix-up | 降塑再造**  
The main goal of MIX-UP (Mixed plastic biodegradation and UPcycling using microbial communities) is to showcase a novel approach for plastic recycling and therefore addresses one of the greatest challenges of our time: the establishment of a circular (bio) economy for plastics. The continuing demand for plastic products, the lack of appropriate recycling and the ubiquitous pollution of the environment with plastic waste pose a global challenge. An ambitious vision and considerable efforts are required to change the traditional value chain of plastics to a sustainable one based on biodegradable plastics. The groundbreaking objective is: plastic waste to plastic value – by a sustainable biotechnological conversion of unsorted mixed plastics into valuable bioplastics using heavily engineered enzymic mixtures and mixed microbial communities.

**demEto**  
Based on an international patented technology, the project focuses to bring an industrial level (through a completely functional pilot plant) the usage of microwaves as Plasma/irradiation approach (through an electromagnetic catalytic effect) of the well-known, slow, hydrolytic depolymerization reaction. Such reaction (and, up to know), economically unfeasible due to a certain number of technological constraints that DEMETO finally solves.

At the bottom of the page, there is a sidebar with the UPLIFT logo, a list of navigation links (Project, Partners, Documents, Events, News, Contact Us), a 'LEGAL' section (Privacy Policy, Cookies Policy, Legal notice), and a 'NEWSLETTER' section with a subscription form and a 'Sign up' button. Below the sidebar, there is a text block mentioning funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 953073.

In addition to this section, the UPLIFT project led a total of seven monthly meetings where the PRESERVE Project and the UPPE-T Project participated. The three BIOTECH09 projects have explored different synergies and dissemination opportunities, such as a social media strategy to increase the number of followers on Twitter, sharing relevant dissemination opportunities, social media cross follow and the organisation of a joint workshop in the framework of upcycling bio-plastic of food & drink packaging.

Image 5.1.3.2 : Example of social media post from the three EU projects.



Finally, UPLIFT's project coordinator, Cristiano Varrone was invited to the MIX-UP's Guest Lecture where he was able to showcase the overall concept of the project as well as the objectives, methodology, and impacts, emphasising the process from biorefineries to renewable building blocks for plastics.

Image 5.1.3.3 : Cristiano Varrone at the MIX-UP guest lecture



MIXed plastics biodegradation and UPcycling using microbial communities

**mix-up | 降塑再造**

**GUEST LECTURE**

**Cristiano Varrone**  
Associate Professor  
Aalborg Universitet  
Department of Chemistry and Bioscience  
Aalborg, Denmark



## 5.1.4 Events organised

On October 20, the UPLIFT project held a workshop in collaboration with the UPPE-T project and the PRESERVE project in the framework of upcycling bio-plastic of food & drink packaging to guarantee the project outcomes are disseminated. During three months, the event was highly promoted through the social media channels of each project. The event gathered a wide range of experts where around **150 attendees** could enjoy different approaches to implement new sustainable solutions for transforming food and drink packaging into new materials or products of better quality or for better environmental value, ensuring that micro-plastics are avoided.

The aim of this event was to build a high-level meeting point for stakeholders across Europe to showcase initiatives and solutions for the food industry packaging that cannot be recycled. The workshop counted on the presence of Hasso von Pogrell, managing director of European Bioplastics and Aleksandra Branković, senior researcher for the Institute for Development and Innovation in Belgrade. The session was divided into three parts: during the first one, the workshop counted on different short talks to frame the European bio-plastic sector and the plastic policy framework, while the second block showcased the objectives, methodologies, impacts, and expected results of each project. Finally, an open discussion was conducted regarding the importance of clustering.

The workshop was recorded and widely spread out across our social media channels and the recording was uploaded to the [UPLIFT YouTube channel](#).

*Image 5.14: Joint workshop poster*



## 5.1.5 Events attended

During the second semester of the project (M6-M11), the different UPLIFT consortium members have attended 8 events to disseminate the project to internal and external audiences.

- [EQUIPLAST Event](#) – AIMPLAS, September 2021.
- ECOFIRA – AIMPLAS, October 2021.
- [Plastic recyclability and circular economy online conference](#) – DTU and ULUND, October 2021.
- ECOMONDO – AIMPLAS, October 2021.
- EXPOFOOD Service – SIE, November 2021.
- Plastics Recycling Show Europe PRS – AIMPLAS, November 2021.
- Multilayer Flexible Packaging – AIMPLAS, November 2021.
- International Seminar on Plastics recycling – AIMPLAS, December 2021.

## 5.2 Online actions

### 5.2.1 Website

Since the official release of the website on M3, UPLIFT partners have contributed widely to its update by providing information on milestones, giving interviews, consolidating dissemination materials, etc.

As a living platform, the website has evolved from M6 to M11 to include the related initiatives section as explained before, the first project video on the homepage, to upload the latest scientific papers on the documents section, to inform about the latest project advancement and outcomes in the News section, and to upload the submitted deliverables and the available project documents.

Regarding the News section, to date it counts on 16 news listed below:

- <https://upliftproject.eu/uplift-to-improve-the-recycling-of-plastics/>
- <https://upliftproject.eu/kick-off-meeting-uplift-plastics-project/>
- <https://upliftproject.eu/uplift-relatedproject-uppet-preserve/>

- <https://upliftproject.eu/uplift-international-conference-biocatalysis-non-conventional-media/>
- <https://upliftproject.eu/uplift-subscribe-newsletter/>
- <https://upliftproject.eu/uplift-food-packaging-forum-webinar/>
- <https://upliftproject.eu/uplift-interview-aimplas/>
- <https://upliftproject.eu/uplift-interview-dtu/>
- <https://upliftproject.eu/uplift-interview-acib/>
- <https://upliftproject.eu/uplift-plastic-recyclability-circularity-economy-conference/>
- <https://upliftproject.eu/uplift-at-the-equiplast/>
- <https://upliftproject.eu/uplift-joint-workshop/>
- <https://upliftproject.eu/uplift-interview-bbepp/>
- <https://upliftproject.eu/uplift-invited-to-the-mix-ups-guest-lecture/>
- <https://upliftproject.eu/interview-biomi/>

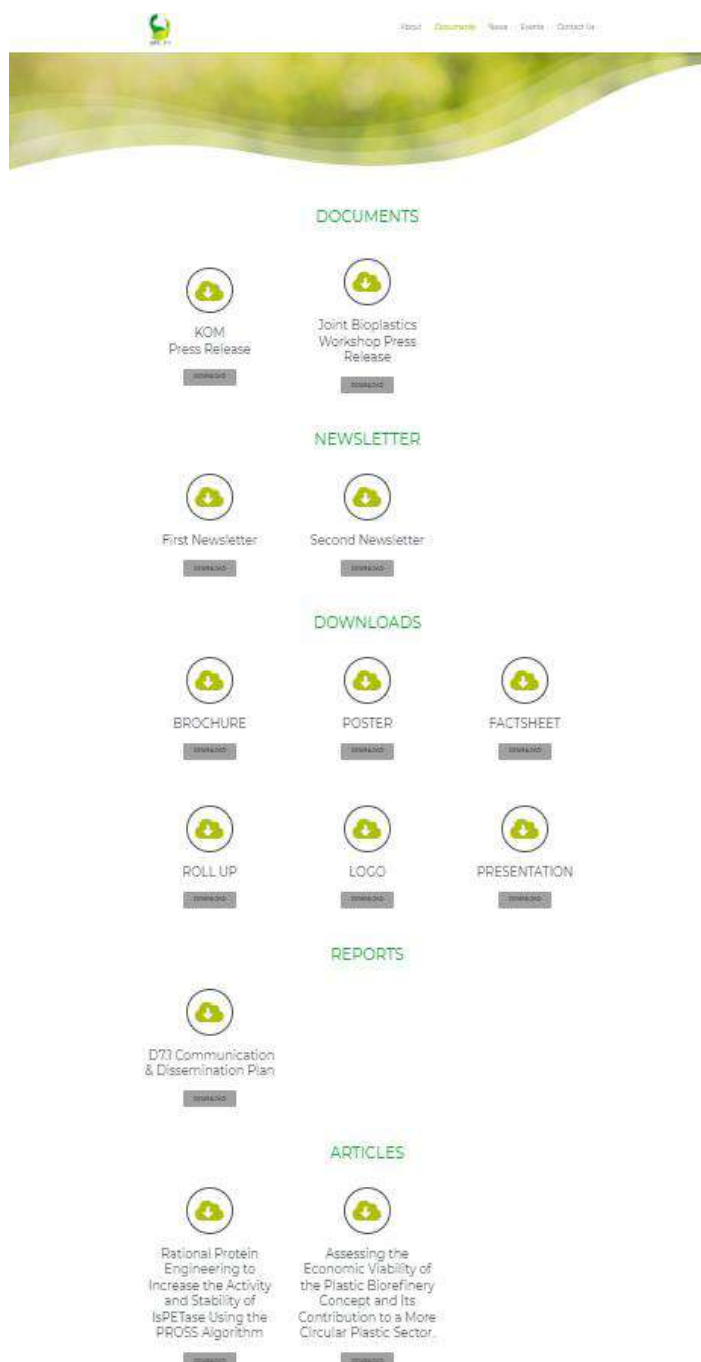
Likewise, during this period the following documents have been uploaded to the UPLIFT's website:

- [Deliverable 7.1 Communication & Dissemination Plan](#)
- [Kick-Off Meeting Press Release](#)
- [Joint Bioplastics Workshop Press Release](#)
- [Newsletter 1](#)
- [Newsletter 2](#)
- [Brochure](#)
- [Poster](#)
- [Factsheet](#)
- [Roll Up](#)
- [Logo](#)
- [Project Presentation](#)



- [Rational Protein Engineering to Increase the Activity and Stability of IsPETase Using the PROSS Algorithm](#)
- [Assessing the Economic Viability of the Plastic Biorefinery Concept and Its Contribution to a More Circular Plastic Sector.](#)

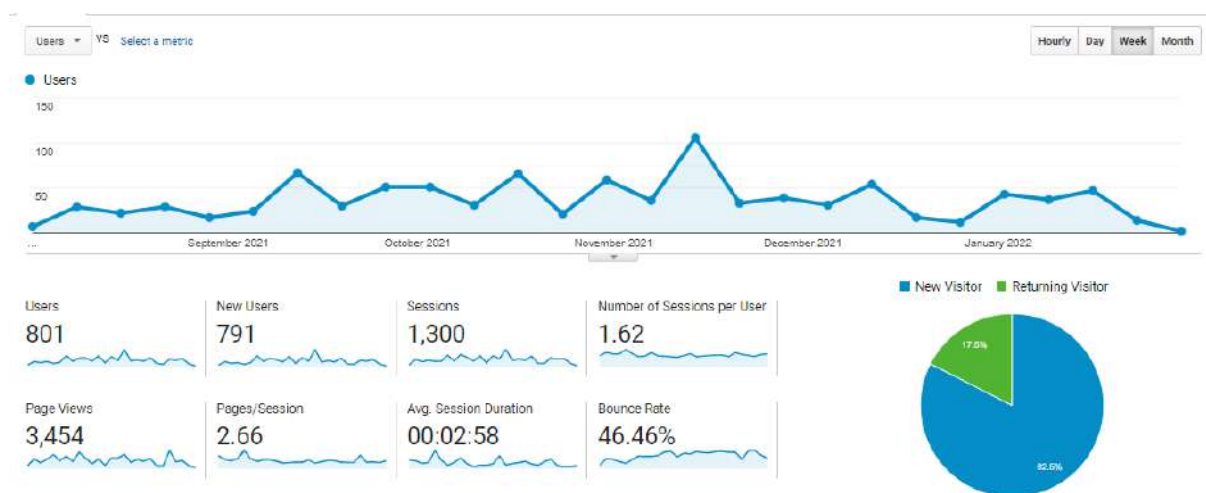
Image 5.2.1.1: Documents section



In the M6-M11 period of the project, UPLIFT has gained 1300 unique visitors on its website, with an average session duration of 2 minutes 58 seconds and 3454 unique page views in total.

Common session duration is usually between 1 and 2 minutes, the average session of 2:58 minutes achieved indicates high visitor engagement and interest in the project.

Image 5.2.1.2: Google Analytics for UPLIFT Web site (M6-M11).



## 5.2.2 Social media

The first social media channels (LinkedIn and Twitter) were put in place by SIE in M1, while the YouTube platform was established in M4.

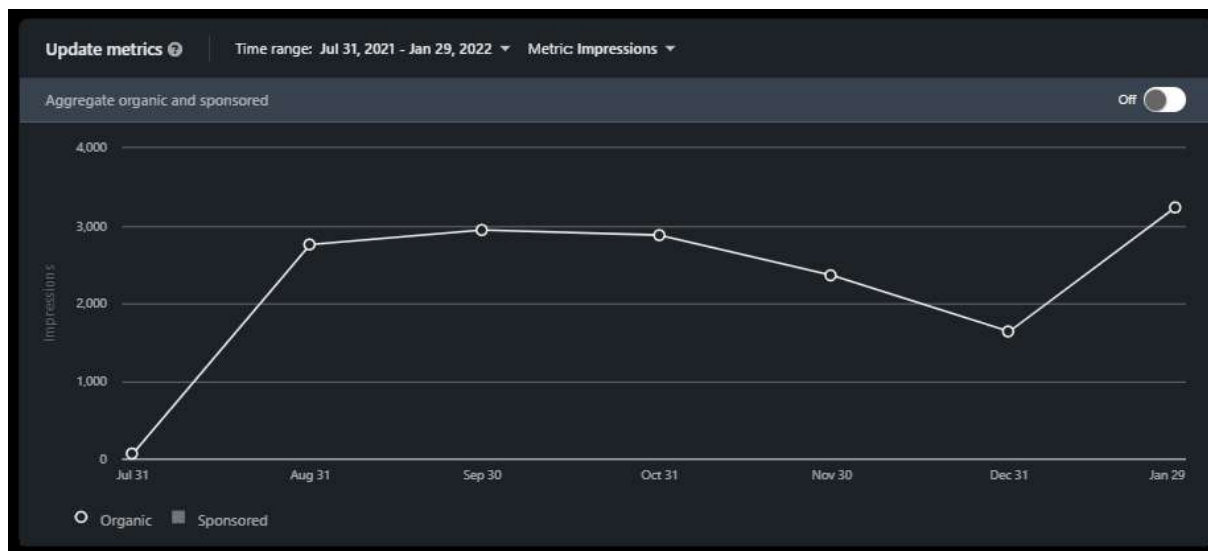
### LinkedIn

UPLIFT's presence on LinkedIn has reached 310 followers by M11 after 46 updates (posts).

The engagement rate of this platform (number of interactions with post-likes, comments, shares) has reached 6.39% (more than 3% is usually considered excellent performance).

The number of impressions (views) has grown during the M6-M11 period, reaching by February 2022 a total of 12159.

Image 5.2.2.1: Number of Impressions for UPLIFT LinkedIn profile



## Twitter

As of February 2022, UPLIFT has 151 followers on this social media channel after 46 tweets. The contents on the profile have generated 12200 views from M6 until M11. The current engagement rate for Twitter is 2.61% (over 0.5% is considered good performance). In summary, a total of 12000 views have been reached in this social media network by M11.

Image 5.2.2.2: Number of Impressions for UPLIFT Twitter profile (M6-M8)

Your Tweets earned **7.9K impressions** over this **91 day period**

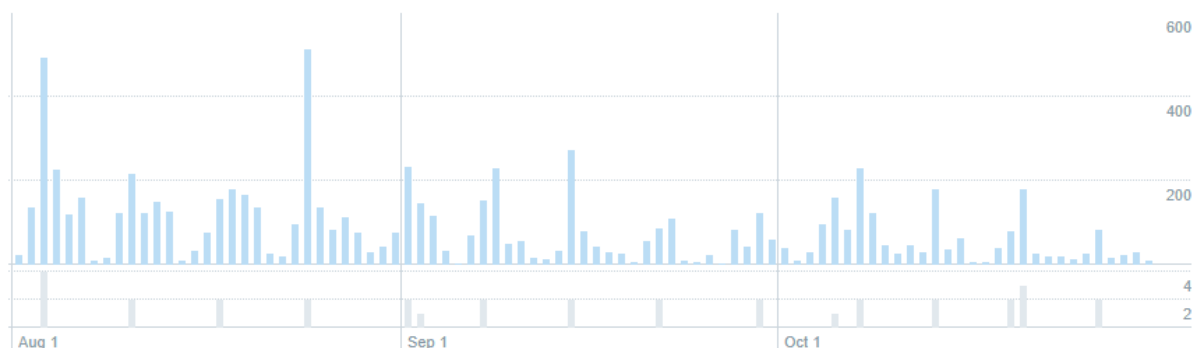
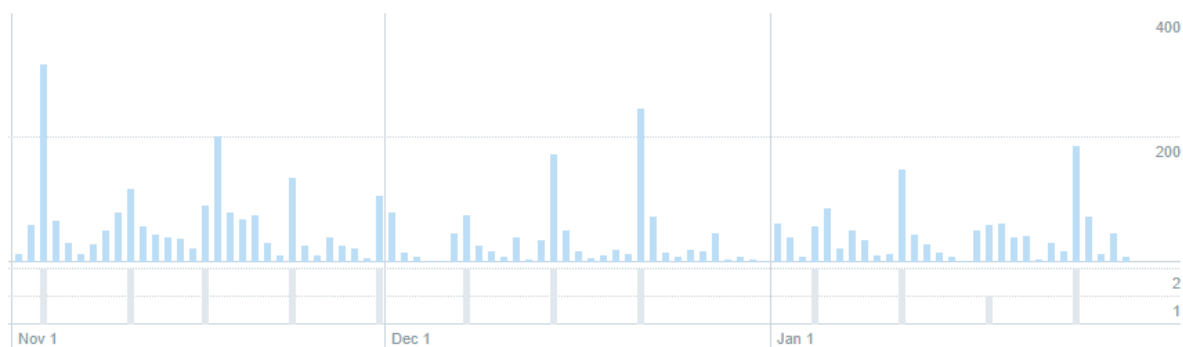


Image 5.2.2.3: Number of Impressions for UPLIFT Twitter profile (M9-M11).

Your Tweets earned **4.3K impressions** over this **91 day** period

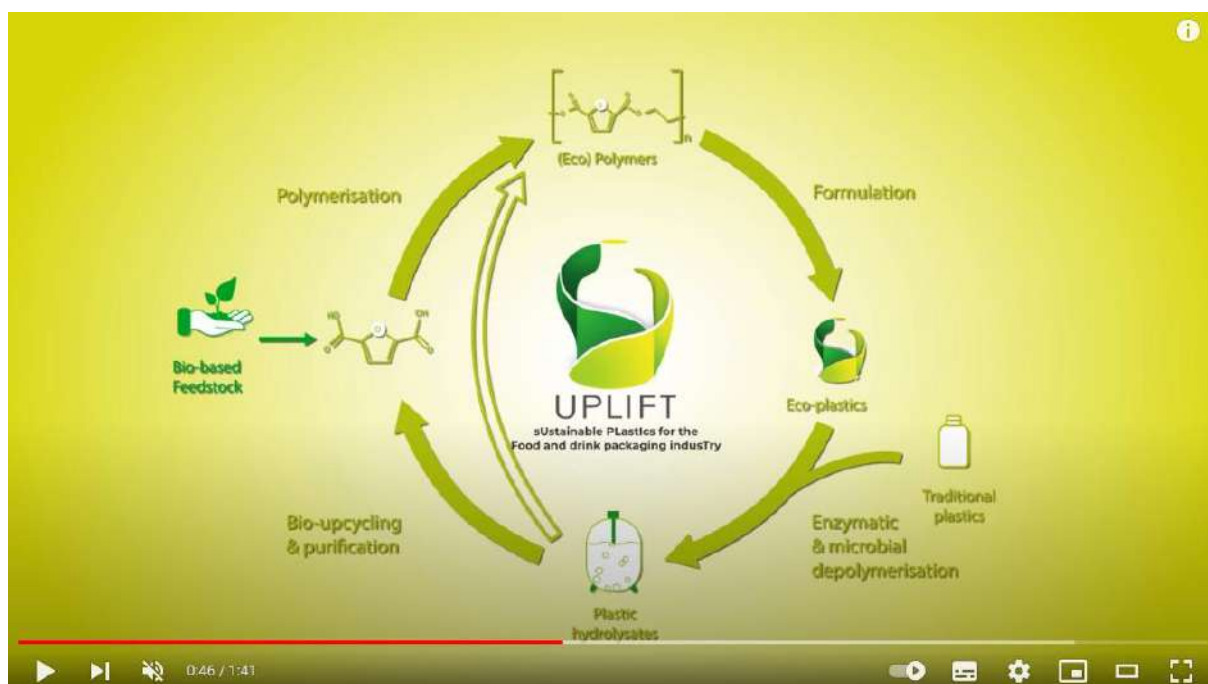


## YouTube

At least two videos were expected to be produced along with the project life. To date, UPLIFT has made 6 videos public. All videos have more than 300 views to date.

The first project video was released in September 2021 and uploaded to the official YouTube channel. Since then, other videos were produced, containing interviews with consortium members and recording of workshops and webinars.

Image 5.2.2.4: UPLIFT Official video



## 5.2.3 Newsletters

As mentioned in the Grant Agreement, it was expected that eight newsletters would be released during the project life.

The first newsletter (M4) included the main information of the project such as the methodology, impacts, partners as well as the first press release and the communication materials. UPLIFT's second newsletter (M10) contained the recording of the joint workshop, information on the project progress, events attended and scientific papers published, and four interviews with UPLIFT consortium members.

As of M11, the Newsletter has 455 subscribers and 232 readers altogether among the two of them. An average of 150 readers per Newsletter.

Image 5.2.3: Image of second UPLIFT Newsletter.



## 6. Other relevant actions

As stated in the Grant Agreement Article 29 “Unless it goes against their legitimate interests, each beneficiary must — as soon as possible — ‘disseminate’ its results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium).”

In compliance with this article, our partners have actively contributed to disseminating the UPLIFT project from the very beginning by different means: social media posts, attendance at conferences and shows, email campaigns, newsletters, press releases, etc. to good effect.

UPLIFT LinkedIn posts have been shared more than 30 times from M6-M11 and the partners were very supportive in this area. Likewise, consortium members have made more than 20 posts during M6-M11 about UPLIFT and contributed to retweeting.

Some partners have accounts on other media channels and they have disseminated the project as well over there.

Moreover, to increase UPLIFT visibility worldwide, SIE submitted the candidacy of UPLIFT to these international awards:

### The Sustainability Awards

*Image 6.1: Sustainability Awards post.*



## 7. Action plan M12-M18

After a careful review of the actions implemented during the M6-M11 period in the UPLIFT communication and dissemination strategy, and the examination of the compliance with the KPIs established at the beginning of the project, in general terms, the strategy is proving to be effective. No major deviations have been found, so the main action guidelines will remain the same.

Due to the COVID-19 crisis, all consortium partners are working on impact mitigation strategies regarding the project activities and outcomes. In terms of communication and dissemination, this situation is likely to remain in a reduction in the number of conferences and events attended. In this case, the consortium partners are committed to continuing the contact with stakeholders by email, telephone, or online meetings and social media posts and we may hold webinars in the interim to help us to progress our work and engagement with the targeted community.

In cooperation with other projects, it is foreseen to develop joint activities, which will probably be conducted during this period.

Likewise, In the coming months, specially dedicated campaigns will be carried out and could include (but are not limited to): press releases, newsletters, website news, documents made available online, social media posts, etc.

These campaigns will be focused to raise awareness and engaging UPLIFT targeted stakeholders due to the upcoming achievements:

- Joint webinar-related projects on April 27, 2022.
- Follow up on the sustainability awards
- PhD Summer school organisation at AAU from August 22 to August 26 to gather all BIOTECH09 young researchers and create expertise and networking for the future EU experts in the field of plastic bioupcycling.
- Evaluate and consider with all the consortium members the application to the Horizon Results Booster.

As the COVID-19 situation persists, the originally planned physical events will, with great probability, move onto online versions.

The activity on social media will continue. Participation of the partners to maintain good performance in these platforms is a vital part of our approach to Dissemination and Communications. SIE is also committed to reinforcing the UPLIFT Newsletter campaigns, to attract as many stakeholders as possible to join the mailing list.

## 8. Annex 1: Media outlets and related websites reached

### PARTNERS

- <https://sustainableinnovations.eu/upcycling-plastics-uplift/>
- <https://vbn.aau.dk/en/projects/sustainable-plastics-for-the-food-and-drink-packaging-industry-up>
- <https://www.bio-mi.eu/index.php/en/projects/uplift>
- <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/>
- <http://www.bbeu.org/pilotplant/uplift/>
- <https://www.aimplas.es/blog/uplift-un-proyecto-para-impulsar-el-embalaje-circular-de-plastico-en-el-sector-de-alimentos-y-bebidas/>
- <https://www.en.engineering.aau.dk/Cases/Plastic+packaging/>
- <https://www.bio.aau.dk/nyheder/vis-nyhed/uplift--a-project-to-improve-the-recycling-of-plastics-for-the-food-and-drinks-packaging-industry--kicks-off.cid504169>

### EXTERNAL WEBSITES AND MEDIA

- <https://www.20minutos.es/noticia/4629852/0/uplift-un-proyecto-para-impulsar-el-embalaje-circular-de-plastico-en-el-sector-de-alimentos-y-bebidas/>
- <https://www.recycling-magazine.com/2021/03/23/new-project-to-improve-recycling-of-plastics-for-food-and-drinks-packaging-industry/>
- <https://www.europapress.es/eseuropa/noticia-ue-uplift-proyecto-impulsar-embalaje-circular-plastico-sector-alimentos-bebidas-20210323134752.html>
- <https://www.agro-chemistry.com/news/uplift-tackles-problematic-plastics-recycling/>
- <https://industrytalks.es/aimplas-y-sustainable-innovations-socios-espanoles-en-un-proyecto-para-impulsar-el-embalaje-circular/>
- <https://cordis.europa.eu/article/id/429499-uplift-a-project-to-improve-the-recycling-of-plastics-for-the-food-and-drinks-packaging-indus>



- [https://ec.europa.eu/info/events/upcycling-bio-plastic-food-drink-packaging-2021-oct-20\\_en](https://ec.europa.eu/info/events/upcycling-bio-plastic-food-drink-packaging-2021-oct-20_en)

## RELATED PROJECTS

- <https://uppet.eu/the-project/links>
- [https://uppet.eu/pdf/upPE-T\\_Newsletter01\\_01.pdf](https://uppet.eu/pdf/upPE-T_Newsletter01_01.pdf)
- <https://www.preserve-h2020.eu/cluster-h2020-bioplastics>
- <https://www.preserve-h2020.eu/news/importance-clustering-innovations-and-transition-circular-bioeconomy>
- <https://www.preserve-h2020.eu/news/uplift-uppe-t-and-preserve-hold-joint-online-workshop-upcycling-bio-plastic-food-drink>
- <https://www.preserve-h2020.eu/news/preserve-joins-forces-uplift-and-uppe-t>

## 9. Annex 2: Dissemination tables (M1 -M11)

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF	LINK TO WEBSITE /SOCIAL MEDIA	FLYERS DISTRIBUTED	OPEN ACCESS	BRIEF DESCRIPTION
					TOTAL NUMBER				
SHARE UPLIFT POST	CRISTIANO VARRONE	UPLIFT WEBSITE	18/05/2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6798556637436137472/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6798556637436137472/?actorCompanyId=71623060</a>	NO	YES	UPLIFT WEBSITE
SHARE UPLIFT POST	CRISTIANO VARRONE	UPLIFT IMPACTS	25/04/2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn%3Ali%3AaugcPost%3A6792760379320664064/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn%3Ali%3AaugcPost%3A6792760379320664064/?actorCompanyId=71623060</a>	NO	YES	UPLIFT IMPACTS
SHARE UPLIFT POST	CRISTIANO VARRONE	UPLIFT ON MEDIA COM.	20/04/2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6790236344787505152/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6790236344787505152/?actorCompanyId=71623060</a>	NO	YES	UPLIFT ON MEDIA COM.
SHARE UPLIFT POST	CRISTIANO VARRONE	KOM	12/04/2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6787381137275715584/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6787381137275715584/?actorCompanyId=71623060</a>	NO	YES	KOM
SHARE UPLIFT POST	CRISTIANO VARRONE	WEBSITE DOCUMENTS	25/05/2021	TWITTER	8	<a href="https://twitter.com/UPLIFT_EU/status/1397081753483988993">https://twitter.com/UPLIFT_EU/status/1397081753483988993</a>	NO	YES	WEBSITE DOCUMENTS

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF	LINK TO WEBSITE /SOCIAL MEDIA	FLYERS DISTRIBUTED	OPEN ACCESS	BRIEF DESCRIPTION
					TOTAL NUMBER				
SHARE UPLIFT POST	CRISTIANO VARRONE	UPLIFT NEWSLETTER	JUNE 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6809756936846794753/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:6809756936846794753/?actorCompanyId=71623060</a>	NO	YES	UPLIFT NEWSLETTER
SHARE UPLIFT POST	CRISTIANO VARRONE	PROJECT PRESENTATION	JULY 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6820641980528279552/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:6820641980528279552/?actorCompanyId=71623060</a>	NO	YES	PROJECT PRESENTATION
SHARE UPLIFT POST	CRISTIANO VARRONE	WEBSITE UPDATES	JULY 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6820641980528279552/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:6820641980528279552/?actorCompanyId=71623060</a>	NO	YES	WEBSITE UPDATES
SHARE UPLIFT POST	CRISTIANO VARRONE	RELATED PROJECT MEETING	JULY 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6820641980528279552/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:6820641980528279552/?actorCompanyId=71623060</a>	NO	YES	RELATED PROJECT MEETING
SHARE UPLIFT POST	CRISTIANO VARRONE	SAVE THE DATE	JULY 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6820641980528279552/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:6820641980528279552/?actorCompanyId=71623060</a>	NO	YES	SAVE THE DATE
SHARE UPLIFT POST	CRISTIANO VARRONE	UPLIFT PROJECT PRESENTATION	AUGUST 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6820641980528279552/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:6820641980528279552/?actorCompanyId=71623060</a>	NO	YES	UPLIFT PROJECT PRESENTATION

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF	LINK TO WEBSITE /SOCIAL MEDIA	FLYERS DISTRIBUTED	OPEN ACCESS	BRIEF DESCRIPTION
					TOTAL NUMBER				
SHARE UPLIFT POST	CRISTIANO VARRONE	RELATED PROJECT MEETING	AUGUST 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A682653153606662400/?act orCompanyId=71623060">https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A682653153606662400/?act orCompanyId=71623060</a>	NO	YES	RELATED PROJECT MEETING
SHARE UPLIFT POST	CRISTIANO VARRONE	WORKSHOP SAVE THE DATE	AUGUST 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6828240449849888768/?act orCompanyId=71623060">https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6828240449849888768/?act orCompanyId=71623060</a>	NO	YES	WORKSHOP SAVE THE DATE
SHARE UPLIFT POST	CRISTIANO VARRONE	WORKSHOP REGISTRATION	AUGUST 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6833360462550245376/?act orCompanyId=71623060">https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6833360462550245376/?act orCompanyId=71623060</a>	NO	YES	WORKSHOP REGISTRATION
SHARE UPLIFT POST	CRISTIANO VARRONE	AIMPLAS INTERVIEW	AUGUST 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6830774649522061312/?act orCompanyId=71623060">https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6830774649522061312/?act orCompanyId=71623060</a>	NO	YES	AIMPLAS INTERVIEW
SHARE UPLIFT POST	CRISTIANO VARRONE	DTU INTERVIEW	AUGUST 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6835891772846075904/?act orCompanyId=71623060">https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6835891772846075904/?act orCompanyId=71623060</a>	NO	YES	DTU INTERVIEW

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF	LINK TO WEBSITE /SOCIAL MEDIA	FLYERS DISTRIBUTED	OPEN ACCESS	BRIEF DESCRIPTION
					TOTAL NUMBER				
SHARE UPLIFT POST	CRISTIANO VARRONE	WORKSHOP PRESS RELEASE	AUGUST 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6858647389427818496/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:6858647389427818496/?actorCompanyId=71623060</a>	NO	YES	WORKSHOP PRESS RELEASE
SHARE UPLIFT POST	CRISTIANO VARRONE	MACARONIGHT	SEPTEMBER 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6840935398085050368/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:6840935398085050368/?actorCompanyId=71623060</a>	NO	YES	MACARONIGHT
SHARE UPLIFT POST	CRISTIANO VARRONE	OFFICIAL VIDEO UPLIFT	SEPTEMBER 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6843462900053528576/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:6843462900053528576/?actorCompanyId=71623060</a>	NO	YES	OFFICIAL VIDEO UPLIFT
SHARE UPLIFT POST	CRISTIANO VARRONE	SPEAKERS WORKSHOP	SEPTEMBER 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6846056915273859072/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:6846056915273859072/?actorCompanyId=71623060</a>	NO	YES	SPEAKERS WORKSHOP
RETWEET	CRISTIANO VARRONE	OFFICIAL VIDEO UPLIFT	SEPTEMBER 2021	TWITTER	43	<a href="https://twitter.com/CristianoVarro2/status/1443558036228952064">https://twitter.com/CristianoVarro2/status/1443558036228952064</a>	NO	YES	OFFICIAL VIDEO UPLIFT
SHARE UPLIFT POST	CRISTIANO VARRONE	EQUIPLAST EVENT	OCTOBER 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:share:6858647389427818496/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:share:6858647389427818496/?actorCompanyId=71623060</a>	NO	YES	EQUIPLAST EVENT

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF	LINK TO WEBSITE /SOCIAL MEDIA	FLYERS DISTRIBUTED	OPEN ACCESS	BRIEF DESCRIPTION	
					TOTAL NUMBER					
SHARE POST	UPLIFT	CRISTIANO VARRONE	WORKSHOP AGENDA	OCTOBER 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:ugcPost:6851786134326980608/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:ugcPost:6851786134326980608/?actorCompanyId=71623060</a>	NO	YES	WORKSHOP AGENDA
SHARE POST	UPLIFT	CRISTIANO VARRONE	WORKSHOP AROUND THE CORNER	OCTOBER 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:share:6856163511123423232/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:share:6856163511123423232/?actorCompanyId=71623060</a>	NO	YES	WORKSHOP AROUND THE CORNER
SHARE POST	UPLIFT	CRISTIANO VARRONE	UPLIFT SURVEY	OCTOBER 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:share:6853976517857333248/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:share:6853976517857333248/?actorCompanyId=71623060</a>	NO	YES	UPLIFT SURVEY
SHARE POST	UPLIFT	CRISTIANO VARRONE	WORKSHOP RECORDING	NOVEMBER 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:share:6861573205006573568/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:share:6861573205006573568/?actorCompanyId=71623060</a>	NO	YES	WORKSHOP RECORDING
SHARE POST	UPLIFT	CRISTIANO VARRONE	PAPER	NOVEMBER 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:share:6868833476590780416/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:share:6868833476590780416/?actorCompanyId=71623060</a>	NO	YES	PAPER
PAPER	CRISTIANO VARRONE	Rational Protein Engineering to Increase the Activity and Stability of IsPETase Using the PROSS Algorithm	NOVEMBER 2021	WEBSITE			<a href="https://upliftproject.eu/wpcontent/uploads/2021/11/Rational-Protein-Engineering-Increase-Activity-and-stailityIsPETase.pdf">https://upliftproject.eu/wpcontent/uploads/2021/11/Rational-Protein-Engineering-Increase-Activity-and-stailityIsPETase.pdf</a>	NO	YES	Rational Protein Engineering to Increase the Activity and Stability of IsPETase Using the PROSS Algorithm
SHARE POST	UPLIFT	CRISTIANO VARRONE	PAPER 2	NOVEMBER 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6864541166029864961/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:6864541166029864961/?actorCompanyId=71623060</a>	NO	YES	PAPER 2
SHARE POST	UPLIFT	CRISTIANO VARRONE	GUEST LECTURE	DECEMBER 2021	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:share:6871439548283437056/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:share:6871439548283437056/?actorCompanyId=71623060</a>			

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF	LINK TO WEBSITE /SOCIAL MEDIA	FLYERS DISTRIBUTED	OPEN ACCESS	BRIEF DESCRIPTION
					TOTAL NUMBER				
SHARE UPLIFT POST	CRISTIANO VARRONE	PAPER 3	JANUARY 2022	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6892091123356053504/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:6892091123356053504/?actorCompanyId=71623060</a>	NO	YES	PAPER 3
RETWEET	CRISTIANO VARRONE	PAPER 3	JANUARY 2022	TWITTER	68	<a href="https://twitter.com/CristianoVarro2/status/1485355816056242185">https://twitter.com/CristianoVarro2/status/1485355816056242185</a>	NO	YES	PAPER 3
SHARE UPLIFT POST	CRISTIANO VARRONE	SUSTAINABILITY AWARDS	JANUARY 2022	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:share:6891714235940913152/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:share:6891714235940913152/?actorCompanyId=71623060</a>	NO	YES	SUSTAINABILITY AWARDS
SHARE UPLIFT POST	CRISTIANO VARRONE	FIRST GENERAL ASSEMBLY	JANUARY 2022	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:share:6889126509282492417/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:share:6889126509282492417/?actorCompanyId=71623060</a>	NO	YES	FIRST GENERAL ASSEMBLY
SHARE UPLIFT POST	CRISTIANO VARRONE	BIO-MI INTERVIEW	JANUARY 2022	LINKEDIN	995	<a href="https://www.linkedin.com/feed/update/urn:li:share:6886587039786135552/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:share:6886587039786135552/?actorCompanyId=71623060</a>	NO	YES	BIO-MI INTERVIEW
Conference	Alessandro Pellis	6th international conference on biocatalysis in non-conventional media (BNCM2021)	06-08 May 2021	Milan, Italy (online)		<a href="https://www.linkedin.com/feed/update/urn:li:share:6886587039786135552/?actorCompanyId=71623060">bncm2021 – International Conference on Biocatalysis in Non Conventional Media</a>	NO	NO	6th international conference on biocatalysis in non-conventional media (BNCM2021)
POST	Martin Trinker	KOM	12/04/2021	LINKEDIN	500	<a href="https://www.linkedin.com/posts/martintrinker-upcycling-bio-plastic-of-food-drink-packagingactivity-6833406772267532288-LcSX">https://www.linkedin.com/posts/martintrinker-upcycling-bio-plastic-of-food-drink-packagingactivity-6833406772267532288-LcSX</a>	NO	YES	KOM
SHARE UPLIFT POST	MARTin Trinker	WORKSHOP REGISTRATION	AUGUST 2021	LINKEDIN	995	<a href="https://www.linkedin.com/posts/martintrinker-upcycling-bio-plastic-of-food-drink-packagingactivity-6856125030498123776-O4Ef">https://www.linkedin.com/posts/martintrinker-upcycling-bio-plastic-of-food-drink-packagingactivity-6856125030498123776-O4Ef</a>	NO	YES	WORKSHOP REGISTRATION
SHARE UPLIFT POST	MARTin Trinker	WORKSHOP REGISTRATION	OCTOBER 2021	LINKEDIN	995	<a href="https://www.linkedin.com/posts/martintrinker-survey-uplift-upcycling-bio-plastics-activity6854323667103494144-p2ED">https://www.linkedin.com/posts/martintrinker-survey-uplift-upcycling-bio-plastics-activity6854323667103494144-p2ED</a>	NO	YES	SURVEY UPLIFT
POST	DTU	DTU PARTICIPATES IN UPLIFT	MARCH 2021		5406	<a href="https://www.linkedin.com/feed/update/urn:li:share:6854323667103494144-p2ED">https://www.linkedin.com/feed/update/urn:li:share:6854323667103494144-p2ED</a>	NO	YES	DTU PARTICIPATED IN UPLIFT

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF	LINK TO WEBSITE /SOCIAL MEDIA	FLYERS DISTRIBUTED	OPEN ACCESS	BRIEF DESCRIPTION
					TOTAL NUMBER				
POST	DTU	KOM	MARCH 2021		4023	<a href="https://www.linkedin.com/feed/update/urn:li:activity:3A6785132628128391168/?act orCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:3A6785132628128391168/?act orCompanyId=71623060</a>	NO	YES	DTU PARTICIPATED IN UPLIFT
Webinar	DTU-KT	Webinar given titled "Plastics for packaging - simplification and recycling"	20/05/2021	On-line webinar, Food Packaging Forum	70		no	yes	I mentioned Uplift as one path for bio-based plastics and referred to the main webpage for people to follow the work. Just a teaser for the project combined with a longer presentation about other things
CONFERENCE	ULLUND	STEPS	JUNE 4 2021	ONLINE		<a href="https://steps-mistra.se/">https://steps-mistra.se/</a>	NO	NO	UPLIFT WERE INTRODUCED IN THE STEPS PROGRAMME
PAPER	ACIB	Assessing the Economic Viability of the Plastic Biorefinery Concept and Its Contribution to a More Circular Plastic Sector.	NOVEMBER 2021	WEBSITE		<a href="https://upliftproject.eu/wp-content/uploads/2021/11/Assessing-Economic-Viability-of-Plastic-Biorefinery-Concept.pdf">https://upliftproject.eu/wp-content/uploads/2021/11/Assessing-Economic-Viability-of-Plastic-Biorefinery-Concept.pdf</a>	NO	YES	Assessing the Economic Viability of the Plastic Biorefinery Concept and Its Contribution to a More Circular Plastic Sector.
SHARE - UPLIFT POST	BIO-MI	UPLIFT WEBSITE	21/05/2021	LINKEDIN	62	<a href="https://www.linkedin.com/feed/update/urn:li:activity:3A6801463743080357888/?act orCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:3A6801463743080357888/?act orCompanyId=71623060</a>	NO	YES	UPLIFT WEBSITE
SHARE - UPLIFT POST	BIO-MI	RELATED PROJECTS	21/05/2021	LINKEDIN	62	<a href="https://www.linkedin.com/feed/update/urn:li:activity:3A6801462674329755648/?act orCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:3A6801462674329755648/?act orCompanyId=71623060</a>	NO	YES	RELATED PROJECT MEETING
SHARE - UPLIFT POST	BIO-MI	LINKEDIN ANNIVERSARY	25/04/2021	LINKEDIN	62	<a href="https://www.linkedin.com/feed/update/urn:li:activity:3A6797438906540269568/?act orCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:3A6797438906540269568/?act orCompanyId=71623060</a>	NO	YES	KOM
SHARE - UPLIFT POST	BIO-MI	KOM	26/04/2021	LINKEDIN	62	<a href="https://www.linkedin.com/feed/update/urn:li:activity:3A6790956498941046785/?act orCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:3A6790956498941046785/?act orCompanyId=71623060</a>	NO	YES	KOM



TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF	LINK TO WEBSITE /SOCIAL MEDIA	FLYERS DISTRIBUTED	OPEN ACCESS	BRIEF DESCRIPTION
					TOTAL NUMBER				
RETWEET	BIO-MI	PRESS RELEASE	22/04/2021	TWITTER	159	<a href="https://twitter.com/mi_sustainable/status/1385183906194939911">https://twitter.com/mi_sustainable/status/1385183906194939911</a>	NO	yes	PRESS RELEASE
RETWEET	BIO-MI	KOM	06/04/2021	TWITTER	159	<a href="https://twitter.com/UPLIFT_EU/status/1379385383994150916">https://twitter.com/UPLIFT_EU/status/1379385383994150916</a>	NO	yes	KOM
RETWEET	BIO-MI	RELATED PROJECTS	21/05/2021	TWITTER	159	<a href="https://twitter.com/mi_sustainable/status/1395700111649431555">https://twitter.com/mi_sustainable/status/1395700111649431555</a>	NO	yes	RELATED PROJECT MEETING
RETWEET	BIO-MI	UPLIFT DOCUMENTS	25/05/2021	TWITTER	159	<a href="https://twitter.com/UPLIFT_EU/status/1397081753483988993">https://twitter.com/UPLIFT_EU/status/1397081753483988993</a>	NO	YES	UPLIFT DOCUMENTS
SHARE - UPLIFT POST	BIO-MI	UPLIFT NEWSLETTER	JUNE 2021	LINKEDIN	63	<a href="https://www.linkedin.com/feed/update/urn:li:activity:3A6805484064502513664/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:3A6805484064502513664/?actorCompanyId=71623060</a>	NO	YES	UPLIFT NEWSLETTER
RETWEET	BIO-MI	UPLIFT NEWSLETTER	1 JUNE 2021	LINKEDIN	168	<a href="https://twitter.com/mi_sustainable/status/1399715610599243778">https://twitter.com/mi_sustainable/status/1399715610599243778</a>	NO	yes	UPLIFT NEWSLETTER
SHARE - UPLIFT POST	BIO-MI	PROJECT PARTNERS	JULY 2021	LINKEDIN	65	<a href="https://www.linkedin.com/feed/update/urn:li:activity:3A6826513210955456513/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:3A6826513210955456513/?actorCompanyId=71623060</a>	NO	YES	PROJECT PARTNERS
RETWEET	BIO-MI	RELATED PROJECTS	JULY 2021	TWITTER	159	<a href="https://twitter.com/mi_sustainable/status/1420772896297963521">https://twitter.com/mi_sustainable/status/1420772896297963521</a>	NO	YES	RELATED PROJECT MEETING
TWEET	BIO-MI	PROJECT RELATED	jul-21	TWITTER	125	<a href="https://twitter.com/UPLIFT_EU/status/1410493511858802692">https://twitter.com/UPLIFT_EU/status/1410493511858802692</a>	NO	YES	WORKSHOP
RETWEET	BIO-MI	PROJECT RELATED	ago-21	TWITTER	100	<a href="https://twitter.com/UPLIFT_EU/status/1427579012709339138">https://twitter.com/UPLIFT_EU/status/1427579012709339138</a>	NO	YES	WORKSHOP
TWEET	BIO-MI	PROJECT RELATED	sep-21	LINKEDIN	75	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6844590062471008256">https://www.linkedin.com/feed/update/urn:li:activity:6844590062471008256</a>	NO	YES	WORKSHOP
SHARE- UPPET POST	BIO-MI	PROJECT RELATED	sep-21	LINKEDIN	80	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6844595097867169793">https://www.linkedin.com/feed/update/urn:li:activity:6844595097867169793</a>	NO	YES	WORKSHOP
SHARE - UPLIFT POST	BIO-MI	Interview Acib	october 21	LINKEDIN	73	<a href="https://www.linkedin.com/feed/update/urn:li:share:6853314797178503168/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:share:6853314797178503168/?actorCompanyId=71623060</a>	NO	YES	INTERVIEW ACIB
SHARE - UPPET POST	BIO-MI	JOINT WORKSHOP	october 21	LINKEDIN	73	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6853315972686721024/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:6853315972686721024/?actorCompanyId=71623060</a>	NO	YES	JOINT WORKSHOP UPLIFT
RETWEET	BIO-MI	BIO-MI INTERVIEW	JANUARY 2022	LINKEDIN	196	<a href="https://twitter.com/mi_sustainable/status/1483929209626107906">https://twitter.com/mi_sustainable/status/1483929209626107906</a>	NO	YES	BIO-MI INTERVIEW
POST	BBEPP	BBEPP participates in UPLIFT	01/04/2021	LINKEDIN		<a href="https://www.linkedin.com/posts/bio-base-europe_bbepp-partners-in-uplift-this-projectseeks-activity-6780756276528906240-KuXQ">https://www.linkedin.com/posts/bio-base-europe_bbepp-partners-in-uplift-this-projectseeks-activity-6780756276528906240-KuXQ</a>	NO	YES	BBEPP participates in UPLIFT
POST	Zsófia Kádár	KOM	12/04/2021	LINKEDIN	711	<a href="https://www.linkedin.com/feed/update/urn:li:activity:3A6787325273256849408/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:3A6787325273256849408/?actorCompanyId=71623060</a>	NO	YES	KOM
POST	Zsófia Kádár	PROJECT PARTNERS	JULY 2021	LINKEDIN	711	<a href="https://www.linkedin.com/feed/update/urn:li:activity:3A6823135671159414784/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:3A6823135671159414784/?actorCompanyId=71623060</a>	NO	YES	PROJECT PARTNERS
SHARE UPLIFT POST	Zsófia Kádár	WORKSHOP SAVE THE DATE	AUGUST 2021	LINKEDIN	711	<a href="https://www.linkedin.com/feed/update/urn:li:activity:3A6828301793575911424/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:3A6828301793575911424/?actorCompanyId=71623060</a>	NO	YES	WORKSHOP SAVE THE DATE
SHARE UPLIFT POST	Zsófia Kádár	WORKSHOP RECORDING	NOVEMBER 2021	LINKEDIN	711	<a href="https://www.linkedin.com/feed/update/urn:li:share:6861646633675874305/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:share:6861646633675874305/?actorCompanyId=71623060</a>	NO	YES	WORKSHOP RECORDING

SHARE UPLIFT POST	Zsófia Kádár	PAPER	NOVEMBER 2021	LINKEDIN	711	<a href="https://www.linkedin.com/posts/zsofikadar_rational-protein-engineering-to-increase-activity6868822217812193280-zA8K">https://www.linkedin.com/posts/zsofikadar_rational-protein-engineering-to-increase-activity6868822217812193280-zA8K</a>	NO	YES	PAPER
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for Food & drinks packaging industry

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF	LINK TO WEBSITE /SOCIAL MEDIA	FLYERS DISTRIBUTED	OPEN ACCESS	BRIEF DESCRIPTION
					TOTAL NUMBER				
SHARE UPLIFT POST	Zsófia Kádár	BBEPP INTERVIEW	NOVEMBER 2021	LINKEDIN	711	<a href="https://www.linkedin.com/posts/zsofikadar_what-are-the-main-challenges-for-the-companyactivity-6866301550122344448-LZj5">https://www.linkedin.com/posts/zsofikadar_what-are-the-main-challenges-for-the-companyactivity-6866301550122344448-LZj5</a>	NO	YES	BBEPP INTERVIEW
SHARE UPLIFT POST	ANOEK VAN CANNEYT	BBEPP INTERVIEW	NOVEMBER 2021	LINKEDIN	485	<a href="https://www.linkedin.com/posts/anoek-vancanneyt-a5b093b3_what-are-the-main-challenges-for-the-company-activity-6866295199858081792-Hi-2">https://www.linkedin.com/posts/anoek-vancanneyt-a5b093b3_what-are-the-main-challenges-for-the-company-activity-6866295199858081792-Hi-2</a>	NO	YES	BBEPP INTERVIEW
SHARE UPLIFT POST	BBEPP	BBEPP INTERVIEW	NOVEMBER 2021	LINKEDIN	551	<a href="https://www.linkedin.com/posts/bio-base-europe_what-are-the-main-challenges-for-thecompany-activity-6867376407647981569-KgIX">https://www.linkedin.com/posts/bio-base-europe_what-are-the-main-challenges-for-thecompany-activity-6867376407647981569-KgIX</a>	NO	YES	BBEPP INTERVIEW
SHARE UPLIFT POST	BBEPP	NEWSLETTER 2	DECEMBER 2021	LINKEDIN	711	<a href="https://www.linkedin.com/feed/update/urn:li:share:6876833988259012608/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:share:6876833988259012608/?actorCompanyId=71623060</a>	NO	YES	BBEPP INTERVIEW
SHARE UPLIFT POST	ZSOFIA KADAR	GUEST LECTURE	DECEMBER 2021	LINKEDIN	711	<a href="https://www.linkedin.com/feed/update/urn:li:share:6871448444439969792/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:share:6871448444439969792/?actorCompanyId=71623060</a>	NO	YES	GUEST LECTURE
SOCIAL MEDIA POST	ALBERTO BARRANCA	PROJECT PRESENTATION	JULY 2021	LINKEDIN	485	<a href="https://www.linkedin.com/feed/update/urn:li:share:6871448444439969792/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:share:6871448444439969792/?actorCompanyId=71623060</a>	NO	YES	PROJECT PRESENTATION
SHARE UPLIFT POST	ALBERTO BARRANCA	AIMPLAS INTERVIEW	AUGUST 2021	LINKEDIN	485	<a href="https://www.linkedin.com/feed/update/urn:li:share:6871448444439969792/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:share:6871448444439969792/?actorCompanyId=71623060</a>	NO	YES	AIMPLAS INTERVIEW
SHARE UPLIFT POST	ALBERTO BARRANCA	ACIB INTERVIEW	SEPTEMBER 2021	LINKEDIN	485	<a href="https://www.linkedin.com/feed/update/urn:li:share:6871448444439969792/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:share:6871448444439969792/?actorCompanyId=71623060</a>	NO	YES	ACIB INTERVIEW
POST	AIMPLAS	@SustainableInnE and @aimplas are the Sustainable Innovations (SIE) y AIMPLAS	March 24, 2021	TWITTER	5,481	<a href="https://twitter.com/aimplas/status/1374741285169471488">https://twitter.com/aimplas/status/1374741285169471488</a>	NO	YES	UPLIFT KOM
POST	AIMPLAS		March 24, 2021	TWITTER	5,481	<a href="https://twitter.com/aimplas/status/137474579995604729">https://twitter.com/aimplas/status/137474579995604729</a>	NO	YES	UPLIFT KOM
POST	AIMPLAS		March 24, 2021	LINKEDIN	16002	<a href="https://www.linkedin.com/posts/aimplas_sustainable-innovations-sie-y-aimplas-activity678050701297232704-Leqb">https://www.linkedin.com/posts/aimplas_sustainable-innovations-sie-y-aimplas-activity678050701297232704-Leqb</a>		YES	UPLIFT KOM
POST	AIMPLAS		March 24, 2021	LINKEDIN	16002	<a href="https://www.linkedin.com/posts/aimplas_sustainable-innovations-sie-y-aimplas-activity6780510793566867458-zlXQ">https://www.linkedin.com/posts/aimplas_sustainable-innovations-sie-y-aimplas-activity6780510793566867458-zlXQ</a>		YES	UPLIFT KOM

POST	AIMPLAS	Sustainable Innovations (SIE) y AIMPLAS					<a href="https://www.linkedin.com/posts/aimplas_workshop-upcycling-plastic-activity685117110555377664-nn5l">https://www.linkedin.com/posts/aimplas_workshop-upcycling-plastic-activity685117110555377664-nn5l</a>			
POST	AIMPLAS	Online joint #workshop in #upcycling bio	21-oct	LINKEDIN	16002			YES	WORKSHOP	
POST	AIMPLAS	Until September 17 we are at the Equiplast Fair, presenting the projects:	sep-21	LINKEDIN	16002		<a href="https://www.linkedin.com/posts/aimplas_rethinkingplastics-expoasociadosaemacequioplast2021-activity-6843883850737713152nMKo">https://www.linkedin.com/posts/aimplas_rethinkingplastics-expoasociadosaemacequioplast2021-activity-6843883850737713152nMKo</a>	YES	Equiplast Fair	
POST	AIMPLAS	Hasta el 17 de septiembre estamos en la Feria Equiplast, presentando los proyectos	sep-21	LINKEDIN	16002		<a href="https://www.linkedin.com/posts/aimplas_rethinkingplastics-expoasociadosaemacnosvemosenequioplast-activity6843883851261988865_aeh">https://www.linkedin.com/posts/aimplas_rethinkingplastics-expoasociadosaemacnosvemosenequioplast-activity6843883851261988865_aeh</a>	YES	Equiplast Fair	
POST	AIMPLAS	Sustainable Innovations (SIE) y AIMPLAS	mar-21	FACEBOOK	2205		<a href="https://www.facebook.com/aimplas/photos/a.192081674152638/4406883069339123/">https://www.facebook.com/aimplas/photos/a.192081674152638/4406883069339123/</a>	YES	UPLIFT KOM	
POST	AIMPLAS	Sustainable Innovations (SIE) y AIMPLAS	mar-21	FACEBOOK	2205		<a href="https://www.facebook.com/aimplas/photos/a.192081674152638/4406916396002457/">https://www.facebook.com/aimplas/photos/a.192081674152638/4406916396002457/</a>	YES	UPLIFT KOM	
POST	AIMPLAS	Until September 17 we are at the Equiplast Fair, presenting the projects:	sep-21	FACEBOOK	2205		<a href="https://www.facebook.com/aimplas/photos/a.192081674152638/4936576933036398/">https://www.facebook.com/aimplas/photos/a.192081674152638/4936576933036398/</a>	YES	Equiplast Fair	

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF	LINK TO WEBSITE /SOCIAL MEDIA	FLYERS DISTRIBUTED	OPEN ACCESS	BRIEF DESCRIPTION
					TOTAL NUMBER				
POST	AIMPLAS	Hasta el 17 de septiembre estamos en la Feria Equiplast, presentando los proyectos	sep-21	FACEBOOK	2205	<a href="https://www.facebook.com/aimplas/photos/a.192081674152638/4936576933036398/">https://www.facebook.com/aimplas/photos/a.192081674152638/4936576933036398/</a>		YES	Equiplast Fair
POST	AIMPLAS	Online joint #workshop in #upcycling bio	21-oct	FACEBOOK	2205	<a href="https://www.facebook.com/aimplas/photos/a.192081674152638/5001425049884919/">https://www.facebook.com/aimplas/photos/a.192081674152638/5001425049884919/</a>		YES	WORKSHOP
FAIR	AIMPLAS	Plastics Industry Newsletter - August 2021	ago-21	NEWSLETTER	14000	<a href="https://aimplas.email/email/preview/416">https://aimplas.email/email/preview/416</a>		YES	NEWSLETTER
FAIR	AIMPLAS	EQUIPLAST	sep-21	EQUIPLAST	12000		YES	YES	FLYER EXHIBITED AT THE FAIR
FAIR	AIMPLAS	ECOFIRA	21-oct	ECOFIRA	2000		YES	YES	FLYER EXHIBITED AT THE FAIR
FAIR	AIMPLAS	ECOMONDO	21-oct	ECOMONDO	1800		YES	YES	FLYER EXHIBITED AT THE FAIR
FAIR	AIMPLAS	PRS FAIR	21-nov	PRS FAIR	4400		YES	YES	FLYER EXHIBITED AT THE FAIR
FAIR	AIMPLAS	Multilayer Flexible Packaging	21-nov	Multilayer Flexible Packaging	150		YES	YES	FLYER EXHIBITED AT THE FAIR
EVENT	AIMPLAS	INTERNATIONAL SEMINAR ON PLASTICS RECYCLING	21-dic	INTERNATIONAL SEMINAR ON PLASTICS RECYCLING	231		YES	YES	FLYER & POSTER EXHIBITED AT THE FAIR
EVENT	Tanja Narancic	Symposium on Biomaterials, Fuels and Chemicals	26/04/2021	<a href="https://www.simbhq.org/sbfc/">Online</a>	300	<a href="https://www.simbhq.org/sbfc/">https://www.simbhq.org/sbfc/</a>	No	No	Brief introduction of Uplift at Symposium

share UPLIFT POST	Tanja Narancic	UPLIFT ON MEDIA COM.	13/04/2021	TWITTER	1120 impressions, 24 total engagements	<a href="https://twitter.com/portokalica/status/1381950013555757057">https://twitter.com/portokalica/status/1381950013555757057</a>	No	YES	media
PRESS RELEASE	SIE	SIE PARTICIPATES IN UPLIFT	March 23 2021	MEDIA	5436	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6780081031908257792/">https://www.linkedin.com/feed/update/urn:li:activity:6780081031908257792/</a>	NO	YES	SIE PARTICIPATES IN UPLIFT PROJECT
POST	SIE	SIE PARTICIPATES IN UPLIFT	MARCH 23 2021	LINKEDIN	180	<a href="https://www.sustainableinnovations.eu/upcycl-ing-plastics-uplift/">https://www.sustainableinnovations.eu/upcycl-ing-plastics-uplift/</a>	NO	YES	SIE PARTICIPATES IN UPLIFT PROJECT
POST	SIE	SIE PARTICIPATES IN UPLIFT	MARCH 23 2021	TWITTER	634	<a href="https://twitter.com/SustainableInnE/status/1374317105030574087">https://twitter.com/SustainableInnE/status/1374317105030574087</a>	NO	YES	SIE PARTICIPATES IN UPLIFT PROJECT
POST	SIE	SIE PARTICIPATES IN UPLIFT	MARCH 23 2021	INSTAGRAM	479	<a href="https://www.instagram.com/p/CMwrBRdn0gM/?utm_source=ig_web_copy_link">https://www.instagram.com/p/CMwrBRdn0gM/?utm_source=ig_web_copy_link</a>	NO	YES	UPLIFT KOM
POST	SIE	KOM UPLIFT	APRIL 12 2021	TWITTER	634	<a href="https://twitter.com/SustainableInnE/status/1381491834657107968">https://twitter.com/SustainableInnE/status/1381491834657107968</a>	NO	YES	UPLIFT KOM
POST	SIE	KOM UPLIFT	APRIL 12 2021	LINKEDIN	5436	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6787257229612515328">https://www.linkedin.com/feed/update/urn:li:activity:6787257229612515328</a>	NO	YES	UPLIFT KOM
POST	SIE	KOM UPLIFT	APRIL 12 2021	INSTAGRAM	479	<a href="https://www.instagram.com/p/CNkD3J2H2rN/?utm_source=ig_web_copy_link">https://www.instagram.com/p/CNkD3J2H2rN/?utm_source=ig_web_copy_link</a>	NO	YES	UPLIFT KOM
POST	SIE	UPLIFT WEBSITE	18/04/2021	LINKEDIN	5436	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6787257229612515328">https://www.linkedin.com/feed/update/urn:li:activity:6787257229612515328</a>	NO	YES	UPLIFT WEBSITE
POST	SIE	COMM. MANAGER	AUGUST 2021	LINKEDIN	5882	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6787257229612515328">https://www.linkedin.com/feed/update/urn:li:activity:6787257229612515328</a>	NO	YES	COMM. MGR
POST	SIE	MARKETING MANAGER	SEPTEMBER 2021	LINKEDIN	5992	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6787257229612515328">https://www.linkedin.com/feed/update/urn:li:activity:6787257229612515328</a>	NO	YES	MARKETING MANAGER
POST	SIE	MARKETING MANAGER	SEPTEMBER 2021	TWITTER	696	<a href="https://twitter.com/SustainableInnE/status/1435858704386203648">https://twitter.com/SustainableInnE/status/1435858704386203648</a>	NO	YES	MARKETING MANAGER
POST	SIE	MARKETING MANAGER	SEPTEMBER 2021	INSTAGRAM	541	<a href="https://www.instagram.com/p/CTmrebsNlf8B/">https://www.instagram.com/p/CTmrebsNlf8B/</a>	NO	YES	MARKETING MANAGER

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF	LINK TO WEBSITE /SOCIAL MEDIA	FLYERS DISTRIBUTED	OPEN ACCESS	BRIEF DESCRIPTION
					TOTAL NUMBER				
POST	SIE	PABLO IS MODERATING THE WORKSHOP	OCTOBER 21	LINKEDIN	6096	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6856475439611854848/?actorCompanyId=71623060">https://www.linkedin.com/feed/update/urn:li:activity:6856475439611854848/?actorCompanyId=71623060</a>	NO	YES	PABLO IS MODERATING THE WORKSHOP
POST	SIE	PABLO IS MODERATING THE WORKSHOP	OCTOBER 21	TWITTER	600	<a href="https://twitter.com/SustainableInnE/status/1450710265255927810">https://twitter.com/SustainableInnE/status/1450710265255927810</a>	NO	YES	PABLO IS MODERATING THE WORKSHOP
POST	SIE	PABLO IS MODERATING THE WORKSHOP	OCTOBER 21	INSTAGRAM	554	<a href="https://www.instagram.com/p/CVQfGfXsyg3moya-188499a1_innovation consulting-sustainable-innovations-activity6856607955203211264-SIRS">https://www.instagram.com/p/CVQfGfXsyg3moya-188499a1_innovation consulting-sustainable-innovations-activity6856607955203211264-SIRS</a>	NO	YES	PABLO IS MODERATING THE WORKSHOP
POST	PABLO MORALES	PABLO IS MODERATING THE WORKSHOP	OCTOBER 21	LINKEDIN	690	<a href="https://www.linkedin.com/posts/pablomoraless-moya-188499a1_innovation consulting-sustainable-innovations-activity6856607955203211264-SIRS">https://www.linkedin.com/posts/pablomoraless-moya-188499a1_innovation consulting-sustainable-innovations-activity6856607955203211264-SIRS</a>	NO	YES	PABLO IS MODERATING THE WORKSHOP
POST	SIE	SIE ATTENDING THE GA	DECEMBER 21	LINKEDIN	6157	<a href="https://www.linkedin.com/feed/update/urn:li:activity:6873892910480326656">https://www.linkedin.com/feed/update/urn:li:activity:6873892910480326656</a>	NO	YES	SIE ATTENDING GA

POST	SIE	SIE ATTENDING THE GA	DECEMBER 21	TWITTER	711	<a href="https://twitter.com/SustainableInnE/status/1468127424797978626">https://twitter.com/SustainableInnE/status/1468127424797978626</a>	NO	YES	SIE ATTENDING GA
POST	SIE	SIE ATTENDING THE GA	DECEMBER 21	INSTAGRAM	557	<a href="https://www.instagram.com/p/CXLkXlotEId/?utm_source=ig_web_activity_share_sheet">https://www.instagram.com/p/CXLkXlotEId/?utm_source=ig_web_activity_share_sheet</a>	NO	YES	SIE ATTENDING GA
EVENT	SIE	EXPOFOOD TRADE FAIR	NOVEMBER 21	MADRID	80	<a href="https://expofoodservice.com/">https://expofoodservice.com/</a>	YES	NO	EXPOFOOD TRADE FAIR