

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

D7.3 – Dissemination and communication plan **Update 2**

Lead Contractor: Sustainable Innovations (SIE)

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This document corresponds to D7.3 and describes the Communication and Dissemination updates carried out from M12 to M17 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			
Project acronym	UPLIFT	Start / Duration	01/03/2021 (48 months)
Topic	CE-BIOTEC-09-2020	Call identifier	H2020-NMBP-TR-IND-2020-two-stage
Type of Action	RIA - Research and Innovation Action	Coordinator	Aalborg University (AAU)
Contact persons	Cristiano Varrone (cva@bio.aau.dk)		
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Deliverable details			
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Due date (M)	18	Submission date (M)	August 2022
Deliverable responsible	Pablo Morales Moya Communications Manager, Sustainable Innovations Europe (SIE) pablomorales@sustainableinnovations.eu		

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Document History			
Date	Version	Name	Changes
13/07/2022	V0.1	Pablo Morales	The first version of the document
15/07/2022	V0.2	Donato Viggiano	Internal quality check
08/08/2022	V0.3	All partners	General, review and complete dissemination activities.
09/08/2022	V0.4	Cristiano Varrone	Final review
19/08/2022	V1	Pablo Morales	Final version

TABLE OF CONTENTS

1. EXECUTIVE SUMMARY	5
2. ACRONYMS AND ABBREVIATIONS	6
3. INTRODUCTION	7
3.1 Context of WP7	7
3.2 Objectives of Task 7.1 Dissemination and Communication strategy	7
4. OBJECTIVES OF THE DCP	8
5. REVIEW ACTIONS M12-M17	9
5.1 Offline actions	9
5.1.1 Printed Materials	9
5.1.2 Press Releases	11
5.1.3 Interaction with other EU projects	12
5.1.4 Events organised	15
5.1.5 Events attended	16
5.2 Online actions	17
5.2.1 Website	17
5.2.2 Social media	18
5.2.3 Newsletters	21
6. OTHER RELEVANT ACTIONS	23
7. ACTION PLAN M18-M23	25
8. ANNEX 1: MEDIA OUTLETS AND RELATED WEBSITES REACHED	26
9. ANNEX 2: DISSEMINATION TABLES (M12-M17)	ERROR! BOOKMARK NOT DEFINED.

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 an update of the original C&D Plan 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

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

3. Introduction

This document is the UPLIFT project (contract no. 953073) second Communication & Dissemination Plan corresponding to D7.3 (M18) led by SUSTAINABLE INNOVATIONS (SIE). Throughout this document, a complete description of the activities carried out during the month 12 (M12) to month 17 (M17) 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 contributed 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, awareness regarding the upcycling capacity of products and materials in the food & drink packaging industry
- To raise awareness of 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 M17. The document addresses the approach to dissemination and communication from month M11 forward. An upcoming version will reflect the work in terms of dissemination and communication in deliverable 7.4 which will include the activities carried out from month 18 (M18) to month 23 (M23).

- 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 is being 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 is 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 M12-M17

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.

As the COVID-19 restrictions have been lifted SIE handled during the first face-to-face General Assembly meeting a set of 30 brochures per partner. A total of 450 brochures were distributed to the partners in order to disseminate the project when participating in events, trade fairs or conferences.

From its side, SIE sent to AAU the official roll-up of the project as the coordination is organising a Summer School in the framework of Plastic Biorefinery and Upcycling from August 22 to August 26.

Image 5.1.1.1: Cristiano Varrone, project coordinator of UPLIFT with the official roll-up.



Furthermore, partners are encouraged to share with stakeholders the online versions, made available on the website. For example, AIMPLAS presented in the International

Seminar Biotechnology Applied to the Plastic Sector the official factsheet of the UPLIFT project.

Image 5.1.1.2: UPLIFT Factsheet presented at the International Seminar Biotechnology Applied to the Plastic Sector.



INTERNATIONAL SEMINAR
BIOTECHNOLOGY
applied to the plastics sector

1st - 2nd
MARCH
2022

STREAMING EVENT

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

in UPLIFT-PLASTICS @UPLIFT_EU www.upliftproject.eu

UPLIFT has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement n° 953073.

5.1.2 Press Releases

In the last semester, UPLIFT launched its third press release in collaboration with the related initiatives: upPE-T and PRESERVE about the second joint workshop on Standardization in Plastics and Circular Economy.

The impact of this press release together with the dissemination strategy established between the three sister projects can be calculated by the number of registrations achieved: 116 registrations. The press release was shared not only with media outlets but also on the social media channels of the three projects.

Image 5.1.2: UPLIFT's third press release





upPE-T



PRESERVE



UPLIFT

upPE-T, PRESERVE and UPLIFT to hold a joint online workshop on Standardization in Plastics and Circular Economy

- 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.

upPE-T, PRESERVE and UPLIFT are organising an online joint workshop – 'STANDARDIZATION AND CIRCULAR ECONOMY'. Three European projects working in the framework of standardization' to be held on 27th April 2022. The three initiatives are EU-funded projects under the European Union's Horizon 2020 Research and Innovation Programme. During the session, they will present the projects' work towards standardization.

The aim of this event is to build a high-level meeting point for stakeholders across Europe to show how standardisation can support valorising research and innovation (R&I) results.

The workshop will be divided into three parts: during the first one, the workshop will count on different short talks from a representative of the Health and Digital Executive Agency (HaDEA) among others to frame the standardization in Europe and how European R&I projects can use standardisation as a successful conduit to valorise their results.

The second part will present the CEN-CENELEC Workshop Agreements (CWAs) as well as the challenges of standardization in circular economy, whilst an open discussion will be conducted in the final session regarding the importance of standardization in circular economy.



Horizon 2020
European Union Funding
For Research & Innovation

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

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 10 countries: Enzymicals AG, Eco Plastics, Footwear Technology Centre of La Rioja (CTCR), Tecnoalimenti S.C.P.A. Institute for development and innovation, Digipouch, Unione Nazionale Consumatori Umbria, Municipality of Nea Smyrni, Durukan Confectionery INC., The Spanish Association for Standardization (UNE), Cetec Biotechnology, BIO-MI Ltd., Villani Salumi S.P.A., Moses Productos, Universität für Bodenkultur Wien, Tampere University, Lappeenranta-Lahti University of Technology, University of Alicante, and University of Greifswald

upPE-T CONTACT
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info@uppet.eu

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, Almplas, Fraunhofer IVV, ITENE, Next Technology Tecnotesse, Alma Mater Studiorum - Università di Bologna, Biopolis, Planet Bioplastics, Bostik, Carbios, Südpack, Graphic Packaging International, Sibo, Beiersdorf, OWS, Pla.to, Romei, DenimX, Silon, Kneia, CrowdHelix, European Bioplastics, Danone, Ferrero.

PRESERVE CONTACT
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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, TECNARO, Bio-M, Bio Base Europe Pilot Plant, Leibniz-Institut fuer Naturstoff-Forschung und Infektionsbiologie - Hans Knoll Institut, Plastics Technology Centre AIMPLAS, University College Dublin, Bioplastech, Sustainable Innovations, RWTH Aachen and IIS Vestforbrænding

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Pablo Morales, Communication and Dissemination Manager, Sustainable Innovations
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Horizon 2020
European Union Funding
For Research & Innovation

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, SIE extended the related projects section on the website has been extended including Bio Plastics Europe as the project invited UPLIFT to the 6th European Bioplastics Research Network (EBRN) Event under the topic: Insights from 10 Horizon projects: EU policy for bio-based and biodegradable plastics.

Image 5.1.3.1: Screenshot of the



Apart from this collaboration, upPE-T, PRESERVE and UPLIFT kept maintaining a solid relationship celebrating several meetings and coworking in the development of a joint workshop in the framework of Standardization in Plastics and Circular Economy. A total of 2 calls were in February and March to arrange the organisation of this webinar. In addition to the calls, the three BIOTECH09 projects kept spreading out all the joint activities by sharing, reposting, and tagging each other:

Image 5.1.3.2: Example of social media post disseminating the joint workshop on LinkedIn

Posted by PABLO MORALES MOYA • 4/26/2022

UPLIFT - PLASTICS
436 followers
2mo •

Hey, our workshop is around the corner!

ONLINE WEBINAR: STANDARDIZATION AND CIRCULAR ECONOMY

We are going to discuss different aspects of #standardisation in #circulareconomy together with our sibling projects upPE-T Project and PRESERVE H2020

Information and free registration here <https://bit.ly/WS-Standard>

#upcycling #foodandbeverage #packaging #valuechain #recycling #polimers #circulareconomy

Aalborg University Forschungszentrum Jülich acib GmbH DTU - Technical University of Denmark Lund University Tecnaro GmbH Bio-Mi Sustainable Solutions Bio Base Europe Pilot Plant Leibniz Institute for Natural Product Research and Infection Biology - Hans Knöll Institute AIMPLAS - Technological Institute of Plastics University College Dublin #Bioplastech Sustainable Innovations (SIE) RWTH Aachen University Vestforbrænding

AGENDA
Wednesday 27 April 2022, 10:00 – 13:00 (CET)

TIME	TITLE
10:00 - 10:10	Welcome and short introduction Fuensanta Monzo, CETEC and Angela Gaitani, MoNS (upPE-T)
10:10 - 10:30	"Sustainable packaging, research trends and innovation" Susana Xarà, Project Adviser - Raw Materials at Health and Digital Executive Agency (HaDEA) - European Commission
10:30 - 11:00	"Standardization of the UPLIFT technology" Alberto Barranca, from AIMPLAS (UPLIFT) Q&A
11:00 - 11:15	Coffee break
11:15 - 11:45	Title - TBC (standardisation topic 2) Speaker - xx from PRESERVE Q&A
11:45 - 12:15	"Fast track standards: CEN-CENELEC Workshop Agreements (CWAs)" Henar Aragozo Rivera, from UNE (upPE-T) Q&A
12:15 - 12:45	"The challenges of standardization in circular economy" Kristin Geidenmark Olofsson - from Circular Plastic Alliance Q&A
12:45 - 12:55	Final session: Importance of Standardization in Circular Economy
12:55 - 13:00	Concluding remarks

Welcome! You are invited to join a meeting: STANDARDIZATION AND CIRCULAR ECONOMY Three European projects working in the framework of...

Finally, AAU invited upPE-T and PRESERVE to the International Engineering PhD Summer School 2022: "Plastic Biorefinery and Upcycling" from August 22 to August 26 where

they will present their biotechnical solutions for a sustainable plastic sector. SIE in collaboration with AAU and the sister projects are proactively disseminating and promoting the initiative.

Image 5.1.3.3: Example of social media post disseminating the AAU International Engineering PhD Summer School 2022

Posted by **PABLO MORALES MOYA** • 7/5/2022

...



UPLIFT - PLASTICS

436 followers

1w • Edited •

CALL FOR PHD STUDENTS!

🌱 Are you interested in Plastic Biorefinery and Upcycling?

📅 Next month, our project coordinator **Cristiano Varrone (万思诺)** from **Aalborg University** will host a summer school from August 22 to August 26.

💛 There, our colleagues from **upPE-T Project** and **PRESERVE H2020** will be also participating in a joint session.

🖋️ Click here to register: https://lnkd.in/eZ-6Y_NQ

👉 Find below the full programme

#upcycling #foodandbeverage #packaging #valuechain #recycling #polimers #circulareconomy

Aalborg University Forschungszentrum Jülich acib GmbH DTU - Technical University of Denmark Lund University Tecnaro GmbH Bio-Mi Sustainable Solutions Bio Base Europe Pilot Plant Leibniz Institute for Natural Product Research and Infection Biology - Hans Knöll Institute AIMPLAS - Technological Institute of Plastics University College Dublin #Bioplastech Sustainable Innovations (SIE) RWTH Aachen University Vestforbrænding Susana Xará European Health and Digital Executive Agency (HaDEA)

5.1.4 Events organised

On April 27, 2022, the three related projects UPLIFT, upPE-T and PRESERVE collaborated again to host a new workshop in the framework of standardization and circular economy.

The session was divided into two parts. During the first one, the workshop counted on the presence of our project adviser, Susana Xará from the Health and Digital Executive Agency (HaDEA) among other short talks revolving around the standardization in Europe and how European R&I projects can use standardisation as a successful conduit to valorise their results.

From UPLIFT, Alberto Barranca from AIMPLAS showcased the UPLIFT project in a short talk on the topic of Standardization of the UPLIFT technology.

The second part was focused on presenting the CEN-CENELEC Workshop Agreements (CWAs) as well as the challenges of standardization in the circular economy. Finally, an open discussion was conducted regarding the importance of standardization in the circular economy.

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



More than 60 attendees could enjoy in live the joint workshop plus 39 views on Youtube. In total, the three projects could reach 116 registrations.

AAU is organising the International Engineering PhD Summer school 2022 : "Plastic Biorefinery and Upcycling" from August 22 to August 26 in collaboration with SIE, ACIB, Jülich, ULund, DTU, HKI and the project coordinators from upPE-T and PRESERVE. As this activity will occur in M18, more information about the attendance, joint sessions and the impact will be described in the upcoming DCP which will be produced in M23.

For the moment, the relevant actions behind the International Engineering PhD Summer School 2022 are focused on dissemination, promotion and organisation.

5.1.5 Events attended

During the third semester of the project (M12-M17), the different UPLIFT consortium members attended 4 events to disseminate the project to internal and external audiences.

- Memorial lecture for Shane Kenny – February 2022 UCD, AAU, and BIOPLASTECH.
- International Seminar Biotechnology Applied to the Plastic Sector – AIMPLAS, BBEP, March 2022.
- GEP-SLAP 2022 Conference – AIMPLAS, May 2022.
- 6th European Bioplastics Research Network (EBRN) – AIMPLAS, May 2022.
- Conference MDPI Polymer 2022: New Trends in Polymer Science: Health of Planet. Health of People – ACIB, May 2022.
- World Plastic Summit Monaco 2022 – UCD and Jülich, March 2022
- Biobased Coating Summit – AIMPLAS, June 2022.
- AIMCAL Europe Conference – AIMPLAS, June 2022.
- Conference 26th International Congress of Chemical and Process Engineering – ACIB, August 2022.

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 M12 to M17 to include all the relevant actions, news, articles and relevant documents developed within the UPLIFT framework.

Regarding the News section, in the last semester 8 blog posts have been published:

- [UPLIFT at the 6th European Bioplastics Research Network \(EBRN\)](#)
- [UPLIFT celebrates its first face-to-face General Assembly](#)
- [UPLIFT attends THE GEP-SLAP 2022 CONFERENCE](#)
- [Interview with Bioplastech](#)
- [Joint Workshop Standardization And Circular Economy](#)
- [Interview with Forschungszentrum Jülich](#)
- [UPLIFT attends the international seminar on biotechnology applied to the plastic sector](#)
- [UPLIFT at the EXPOFOOD SERVICE 2021](#)

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

- [Deliverable 7.2 Communication & Dissemination Plan Update 1](#)
- [Press Release Joint Workshop: Standardisation](#)
- [Newsletter 3](#)

In addition to the previous outputs, the consortium partners have been very active in producing several scientific papers. Specifically, six papers have been produced in the framework of the UPLIFT project:

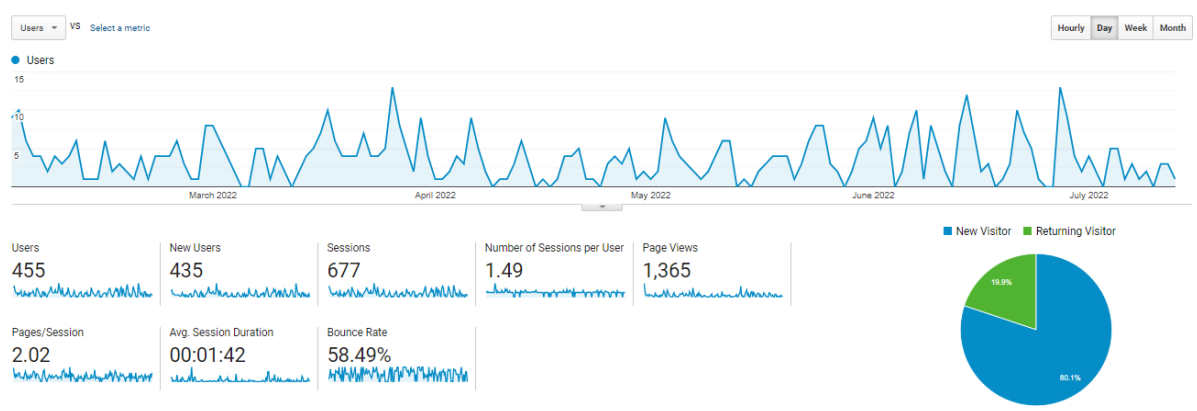
- [Bioleaching/enzyme-based recycling of aluminium and polyethylene from beverage cartons packaging waste](#)
- [Contribution of Fermentation Technology to Building Blocks for RenewablePlastics](#)

- [Cutinase-Catalyzed Polyester-Polyurethane Degradation: Elucidation of the Hydrolysis Mechanism](#)
- [The metabolic potential of plastics as biotechnological carbon sources – Review and targets for the future](#)
- [Guanidine Carboxy Zinc Complexes for the Chemical Recycling of Renewable Polyesters](#)
- [Effective Ligand Design: Zinc Complexes with Guanidine Hydroquinoline Ligands for Fast Lactide Polymerization and Chemical Recycling](#)

In the M12-M17 period of the project, UPLIFT has gained 677 unique visitors on its website, with an average session duration of 1 minute 42 seconds and 1365 unique page views in total.

Common session duration is usually between 1 and 2 minutes, the average session of 01:48 minutes achieved indicates high visitor engagement and interest in the project.

Image 5.2.1.2: Google Analytics for UPLIFT Website (M12-M17).



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.

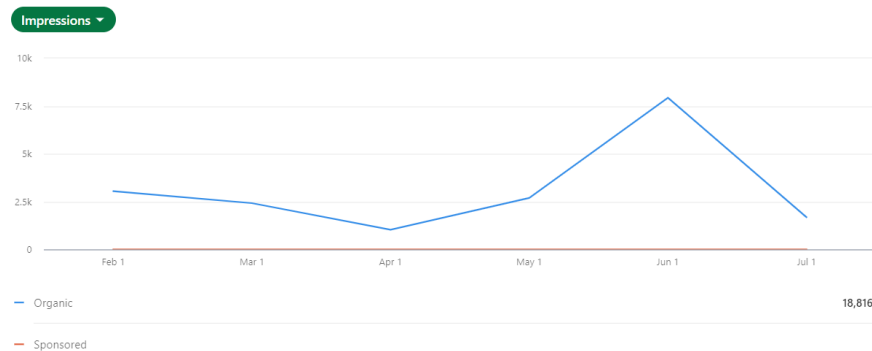
LinkedIn

UPLIFT's presence on LinkedIn has reached 436 followers by M17 after 37 new updates (posts).

The engagement rate of this platform (number of interactions with post-likes, comments, shares) has reached 9.38% (more than 3% is usually considered excellent performance).

The number of impressions (views) has grown during the M12-M17 period to a total of 18083.

Image 5.2.2.1: Number of Impressions for UPLIFT LinkedIn profile



Twitter

As of July 2022, UPLIFT has 186 followers on this social media channel after 37 tweets. The contents on the profile have generated 12,200 views from M12 until M17. The current engagement rate for Twitter is 2.48% (over 0.5% is considered good performance). In summary, a total of 95,000 views have been reached on this social media network by M17.

Image 5.2.2.2: Number of Impressions for UPLIFT Twitter profile (M12-M14)

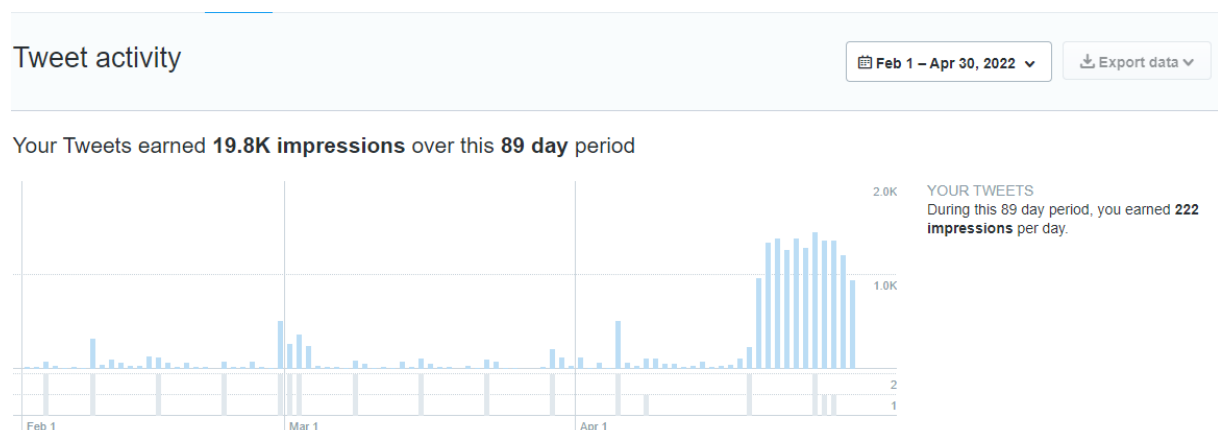
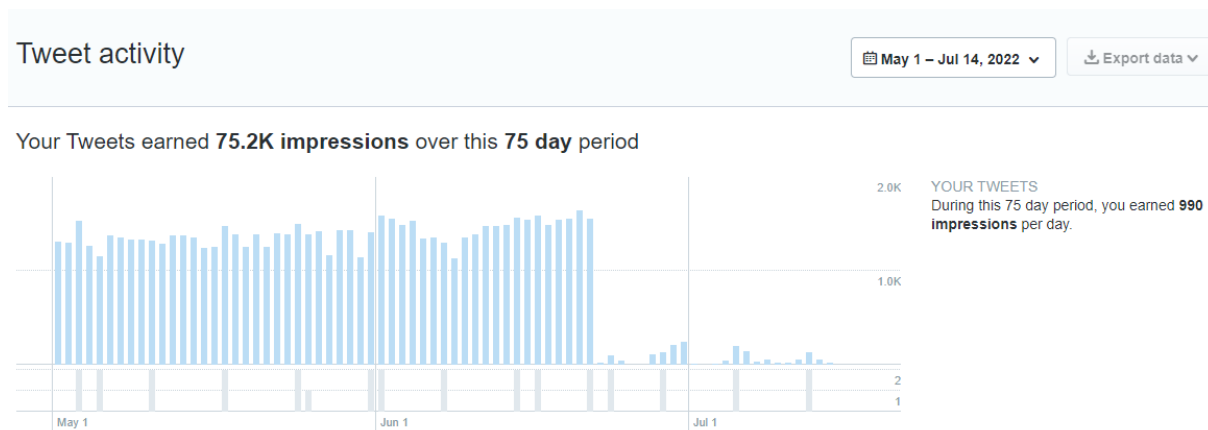


Image 5.2.2.3: Number of Impressions for UPLIFT Twitter profile (M15-M17).

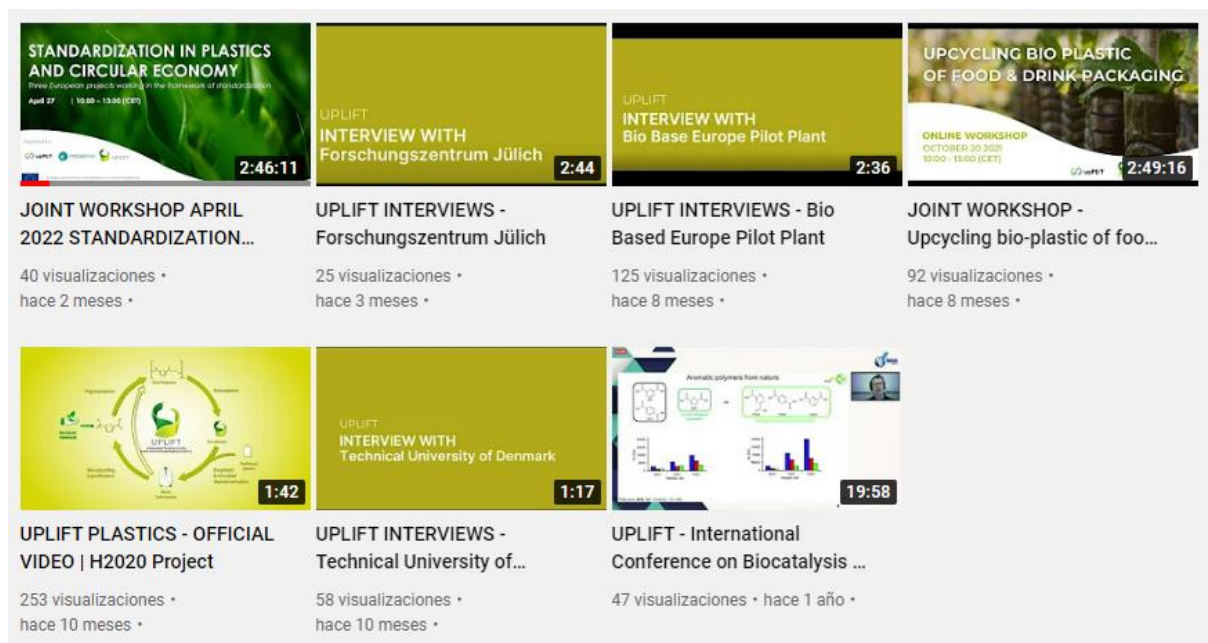


YouTube

At least 2 videos were expected to be produced along with the project life. To date, UPLIFT has made 7 videos public. All videos have more than 600 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 videos on YouTube



5.2.3 Newsletters

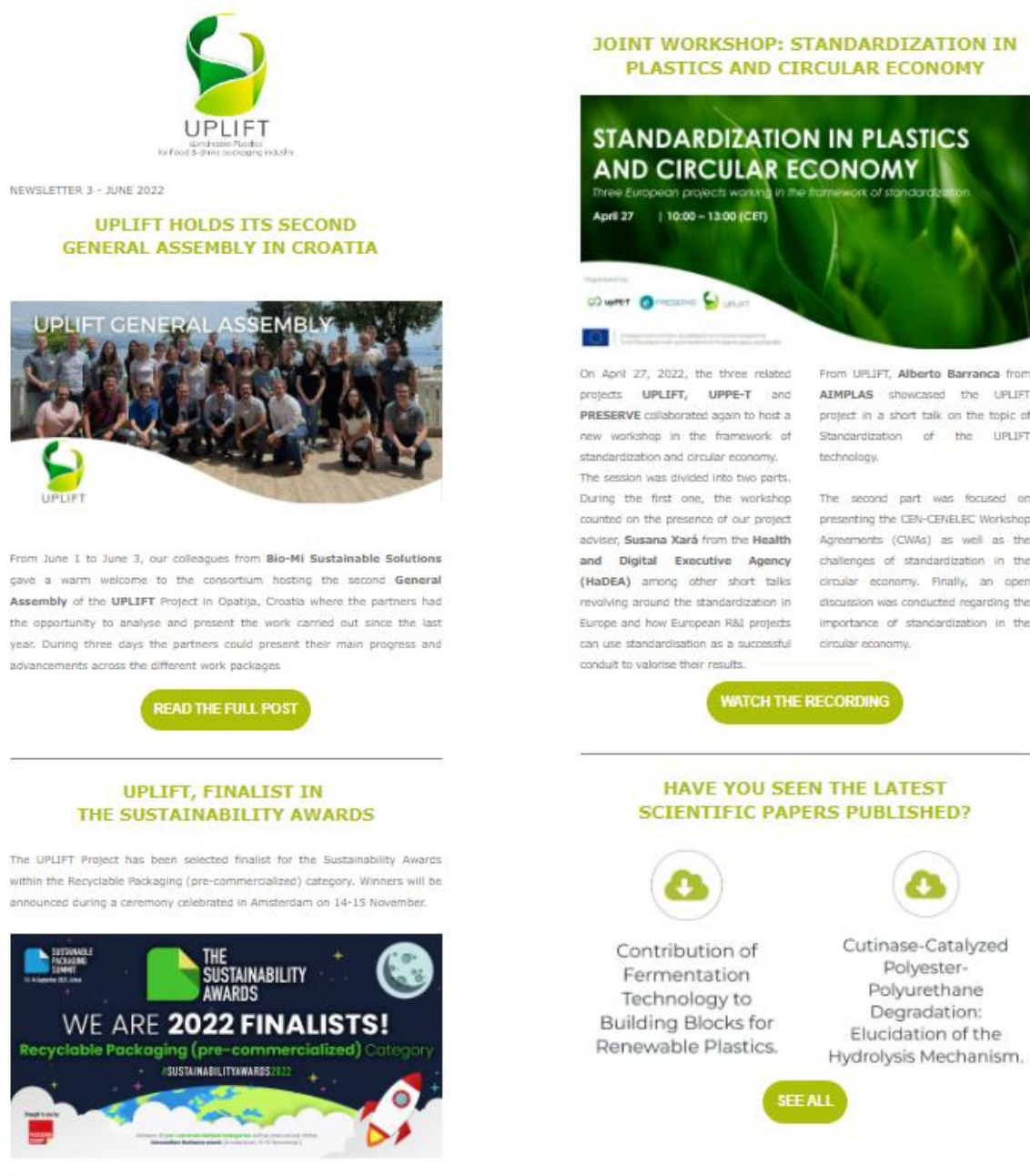
As mentioned in the Grant Agreement, it was expected that eight newsletters would be released during the project life.

The first newsletter (M4) included the main information of the project such as the methodology, impacts, and 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.

The third newsletter (M16) contained the relevant actions carried out in the last semester of the project such as the new joint workshop, the first face-to-face general assembly, the sustainability awards nomination, interviews, new papers and conferences and events where UPLIFT was disseminated.

As of M17, the Newsletter has 547 subscribers and 232 readers altogether among the two of them and an average of 150 readers per Newsletter.

Image 5.2.3: Part of the third 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 60 times from M12-M17 and the partners were very supportive in this area. Likewise, consortium members have made more than 10 posts during M12-M17 about UPLIFT plus reported the social media post from UPLIFT social media channels.

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

Moreover, to increase UPLIFT's visibility worldwide, SIE submitted the candidacy of UPLIFT for these international awards in the previous semester (M6-M11). SIE received in M15 from the organizers of the awards the invitation to attend the awards ceremony in November as the initiative was chosen as a finalist.

Image 6.1: Sustainability Awards finalist communication.



We are pleased to have you as one of the finalists in the pre-commercialized innovations category of the 2022 Sustainability Awards. Thank you for participating, as it means that your efforts help us move forward on the road to sustainability.

We invite you to spread the news with your audience. Download the social assets below to use for your social media channels, website and communication to promote that you are one of the finalists!

Furthermore, the awards ceremony for the 2022 Sustainability Awards Pre-Commercialized categories will be held at our **Innovation Horizon Event taking place on 14th-15th November in Amsterdam**. Expect more news on ticket sales in the coming days.

If you have any questions or concerns, please get in touch with us via our social channels or [contact us via our website](#).

7. Action plan M18-M23

After a careful review of the actions implemented during the M12-M17 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.

In cooperation with other projects, it is foreseen to develop joint activities, which will probably be conducted during this period like the International Engineering PhD Summer school 2022 organised by AAU.

Likewise, In the coming months, specially dedicated campaigns will be carried out and could include (but are not limited to): 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:

- Explore new potential synergies with BIOTECH09 initiatives.
- Follow up on the sustainability awards.
- PhD International Engineering PhD Summer School 2022 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 upcycling.

The activity on social media will continue. Participation of the partners to maintain good performance on 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://www.bio-mi.eu/index.php/en/component/k2/item/152-bio-mi-hosts-uplift-meeting-in-opatija>
- <https://www.bio-mi.eu/index.php/en/component/k2/item/144-uplift-interview-with-filip-miketa>
- <https://www.bbeu.org/projects/uplift/>

RELATED PROJECTS AND OTHERS

- <https://www.preserve-h2020.eu/news/preserve-uplift-and-uppe-t-successfully-present-their-work-towards-standardization>
- <https://www.preserve-h2020.eu/news/uplift-uppe-t-and-preserve-hold-joint-online-workshop-standardisation-plastics-and-circular>
- <https://uppet.eu/press-releases/uppe-t,-preserve-and-uplift-to-hold-a-joint-online-workshop-on-standardization-in-plastics-and-circular-economy>
- <https://crowdhelix.com/opportunities/seeking-phd-students-postdocs-and-industrial-engineers-to-participate-in-the-summer-school-plastic-biorefinery-and-upcycling-in-aalborg-2135>

9. Annex 2: Dissemination Tables (M12-M17)



TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	NUMBER OF STAKEHOLDERS REACHED				LINK TO WEBSITE /SOCIAL MEDIA	FLYERS DISTRIBUTED	OPEN ACCESS	BRIEF DESCRIPTION
					ACADEMIA	INDUSTRY	GENERAL PUBLIC	TOTAL NUMBER				
AAU												
SHARE UPLIFT POST	CRISTIANO VARRONE	AIMPLAS EVENT	FEBRUARY 2022	LINKEDIN			995	995	https://www.linkedin.com/feed/update/urn:li:share:6898167320020180992/?actorCompanyId=71623060	NO	YES	AIMPLAS EVENT
SOCIAL MEDIA POST	CRISTIANO VARRONE	PAPER PUBLICATION	FEBRUARY 2022	LINKEDIN			995	995	https://www.linkedin.com/feed/update/urn:li:activity:6892091123356053504/?actorCompanyId=71623060	NO	YES	PAPER PUBLICATION
SHARE UPLIFT POST	CRISTIANO VARRONE	SHANE KENNY MEMORIAL LECTURE	FEBRUARY 2022	LINKEDIN			995	995	https://www.linkedin.com/feed/update/urn:li:share:6899276586986676224/?actorCompanyId=71623060	NO	YES	SHANE KENNY MEMORIAL LECTURE
SHARE UPLIFT POST	CRISTIANO VARRONE	EXPOFOOD SERVICE	FEBRUARY 2022	LINKEDIN			995	995	https://www.linkedin.com/feed/update/urn:li:share:6894935465342980096/?actorCompanyId=71623060	NO	YES	EXPOFOODSERVICE
SHARE UPLIFT POST	CRISTIANO VARRONE	AIMPLAS EVENT	MARCH 2022	LINKEDIN			1000	1000	https://www.linkedin.com/feed/update/urn:li:share:6912007192233619456/?actorCompanyId=71623060	NO	YES	AIMPLAS EVENT
SHARE UPLIFT POST	CRISTIANO VARRONE	GLOBAL RECYCLING DAY	MARCH 2022	LINKEDIN			1000	1000	https://www.linkedin.com/feed/update/urn:li:share:6909581696120020993/?actorCompanyId=71623060	NO	YES	GLOBAL RECYCLING DAY
SHARE UPLIFT POST	CRISTIANO VARRONE	STAND WITH UKRAINE	MARCH 2022	LINEKDIN			1000	1000	https://www.linkedin.com/feed/update/urn:li:share:6904010505254514688/?actorCompanyId=71623060	NO	YES	STAND WITH UKRAINE
SHARE UPLIFT POST	CRISTIANO VARRONE	INTERVIEW FZJ	APRIL 2022	LINKEDIN			1000	1000	https://www.linkedin.com/feed/update/urn:li:share:6917053994506887170/?actorCompanyId=71623060	NO	YES	INTERVIEW FZJ
SHARE UPLIFT POST	CRISTIANO VARRONE	JOINT WORKSHOP STANDARDIZATION	APRIL 2022	LINKEDIN			1000	1000	https://www.linkedin.com/feed/update/urn:li:activity:6920062577238507520/?actorCompanyId=71623060	NO	YES	JOINT WORKSHOP STANDARDIZATION
SHARE UPLIFT POST	CRISTIANO VARRONE	GEPSLAP	may-22	LINKEDIN			1000	1000	https://www.linkedin.com/feed/update/urn:li:share:6935117540952059904/?actorCompanyId=71623060	NO	YES	GEPSLAP 2022
SHARE UPLIFT POST	CRISTIANO VARRONE	SDGS	may-22	LINKEDIN			1000	1000	https://www.linkedin.com/feed/update/urn:li:share:6927271978550599680/?actorCompanyId=71623060	NO	YES	SDGS
SHARE UPLIFT POST	CRISTIANO VARRONE	REETA DAVIS INTERVIEW	may-22	LINKEDIN			1000	1000	https://www.linkedin.com/feed/update/urn:li:share:6932215757770485760/?actorCompanyId=71623060	NO	YES	REETA DAVIS INTERVIEW
SHARE UPLIFT POST	CRISTIANO VARRONE	SUMMER SCHOOL	JUNE 2022	LINKEDIN			1000	1000	https://www.linkedin.com/feed/update/urn:li:share:6937302154999173120/?actorCompanyId=71623060	NO	YES	SUMMER SCHOOL

SHARE UPLIFT POST	CRISTIANO VARRONE	GENERAL ASSEMBLY	JUNE 2022	LINKEDIN			1000	1000	https://www.linkedin.com/feed/update/urn:li:activity:6937756331915268096/?actorCompanyId=71623060	NO	YES	SUMMER SCHOOL
SHARE UPLIFT POST	CRISTIANO VARRONE	GENERAL ASSEMBLY PICS	JUNE 2022	LINKEDIN			1000	1000	https://www.linkedin.com/feed/update/urn:li:activity:6939875666662191105/?actorCompanyId=71623060	NO	YES	GENERAL ASSEMBLY PICS
POST	CRISTIANO VARRONE	PAPER BOKU	JUNE 2022	LINKEDIN			1000	1000	https://www.linkedin.com/feed/update/urn:li:activity:6939929916872261632/?actorCompanyId=71623060	NO	YES	PAPER BOKU
SHARE UPLIFT POST	CRISTIANO VARRONE	SUSTAINABILITY AWARDS	JUNE 2022	LINKEDIN			1000	1000	https://www.linkedin.com/feed/update/urn:li:share:6943177627272671232/?actorCompanyId=71623060	NO	YES	SUSTAINABILITY AWARDS
SHARE UPLIFT POST	CRISTIANO VARRONE	EBRN EVENT	JUNE 2022	LINKEDIN			1000	1000	https://www.linkedin.com/feed/update/urn:li:share:6944969830265462784/?actorCompanyId=71623060	NO	YES	EBRN EVENT
SHARE UPLIFT POST	CRISTIANO VARRONE	NEWSLETTER 3	JUNE 2022	LINKEDIN			1000	1000	https://www.linkedin.com/feed/update/urn:li:share:6947440155444035584/?actorCompanyId=71623060	NO	YES	NEWSLETTER 3
SHARE UPLIFT POST	CRISTIANO VARRONE	EBRN EVENT WEB POST	JULY 2022	LINKEDIN			1000	10000	https://www.linkedin.com/feed/update/urn:li:share:6952525886747258880/?actorCompanyId=71623060	NO	YES	EBRN EVENT
FZJ												
POST	NICK WIERCKX	GENERAL ASSEMBLY	JUNE 2022	TWITTER				445	https://twitter.com/NickWierckx/status/1532767772484288513	NO	YES	GENERAL ASSEMBLY
ACIB												
SHARE UPLIFT POST	ALESSANDRO PELLIS	AIMPLAS EVENT	FEBRUARY 2022	LINKEDIN			669	669	https://www.linkedin.com/feed/update/urn:li:share:6896785701338497024/?actorCompanyId=71623060	NO	YES	AIMPLAS EVENT
SHARE UPLIFT POST	ACIB	GA NEXT MONNTH	may-22	LINKEDIN				5881	https://www.linkedin.com/feed/update/urn:li:share:6936159157368623104/?actorCompanyId=71623060	NO	YES	GA NEXT MONT
SHARE UPLIFT POST	Alessandro Pellis	PAPER BOKU	JUNE 2022	LINKEDIN			669	669	https://www.linkedin.com/feed/update/urn:li:share:6945658269709316096/?actorCompanyId=71623060	NO	YES	PAPER BOKU
SHARE UPLIFT POST	KLEMENS KRENSER	PAPER BOKU	JUNE 2022	LINKEDIN			101	101	https://www.linkedin.com/feed/update/urn:li:share:6945633207971184640/?actorCompanyId=71623060	NO	YES	PAPER BOKU

PAPER	AIMPLAS + ACIB	Bioleaching/enzyme-based recycling of aluminium and polyethylene from beverage cartons packaging waste Hydroquinoline Ligands for Fast Lactide Polymerization and Chemical Recycling Recycling of Renewable Polyesters	JUNE 2022	UPLIFT WEBSITE					https://upliftproject.eu/wp-content/uploads/2022/06/bioleaching-based-recycling-aluminium-polyethylene-beverage-cartons-packaging-waste.pdf	NO	YES	AIMLAS + ACIB
CONFERENCE	ACIB	MDPI Polymer 2022: New Trends in Polymer Science: Health of Planet . Health of People	may-22	TURIN						NO	YES	MDPI POLYMER CONFERENCE
ULUND												
CONFERENCE	ULUND	biocatalysis for the biological transformation of polymer science	June 27 2022	Köln				100	https://www.efbiotechnology.org/polymerscience	No	No	Biotechnology event
BIO-MI												
SHARE - UPLIFT POST	BIO-MI	SUSTAINABILITY AWARDS	FEBRUARY 2022	LINKEDIN			85	85	https://www.linkedin.com/feed/update/urn:li:share:6894636471270064128/?actorCompanyId=71623060	NO	YES	SUSTAINABILITY AWARDS
SHARE - UPLIFT POST	BIO-MI	INTERMEDIATE GENERAL ASSEMBLY	MARCH 2022	LINKEDIN			89	89	https://www.linkedin.com/feed/update/urn:li:share:6908823705406087168/?actorCompanyId=71623060	NO	YES	INTERMEDIATE GENERAL ASSEMBLY
SHARE - PRESERVE POST	BIO-MI	JOINT WORKSHOP STANDARDIZATION	APRIL 2022	LINKEDIN			93	93	https://www.linkedin.com/feed/update/urn:li:activity:6920658878741282816/?actorCompanyId=71623060	NO	YES	JOINT WORKSHOP STANDARDIZATION
SHARE - UPLIFT POST	BIO-MI	NEXT GA IN CROATIA	44682	TWITTER			231	231	https://twitter.com/mi_sustainab/status/1530870260357910529	NO	YES	NEXT MONTH GA IN CROATIA
POST	BIO-MI	GENERAL ASSEMBLY CROATIA	JUNE 2022	LINKEDIN			115	115	https://www.linkedin.com/feed/update/urn:li:activity:6939668700824276994/?actorCompanyId=71623060	NO	YES	GENERAL ASSEMBLY CROATIA
SHARE UPLIFT POST	BIO-MI	GENERAL ASSEMBLY PICS	JUNE 2022	LINKEDIN			115	115	https://www.linkedin.com/feed/update/urn:li:activity:6944370096903487488/?actorCompanyId=71623060	NO	YES	GENERAL ASSEMBLY PICS
SHARE - UPLIFT POST	BIO-MI	SUSTAINABILITY AWARDS	JUNE 2022	LINKEDIN			115	115	https://www.linkedin.com/feed/update/urn:li:activity:6944371362501160960/?actorCompanyId=71623060	NO	YES	SUSTAINABILITY AWARDS
RETWEET	BIO-MI	SUSTAINABILITY AWARDS	JUNE 2022	TWITTER			257	257	https://twitter.com/mi_sustainab/status/1538597644397846528	NO	YES	SUSTAINABILITY AWARDS
POST	BIO-MI	GENERAL ASSEMBLY	JUNE 2022	TWITTER			257	257	https://twitter.com/mi_sustainab/status/1533805482426650624	NO	YES	GENERAL ASSEMBLY

RETWEET	BIO-MI	GENERAL ASSEMBLY PICS	JUNE 2022	TWITTER			257	257	https://twitter.com/mi_sustainab le/status/1532647856934469632	NO	YES	GENERAL ASSEMBLY PICS
WEB POST	BIO-MI	GENERAL ASSEMBLY	JUNE 2022	BIO-MI WEBSITE			257	257	https://www.bio-mi.eu/index.php/en/component/k2/item/152-bio-mi-hosts-uplift-meeting-in-opatija	NO	YES	GENERAL ASSEMBLY
BBEPP												
SHARE UPLIFT POST	ZSOFIA KADAR	PAPER PUBLICATION	FEBRUARY 2022	LINKEDIN			738	738	https://www.linkedin.com/feed/update/urn:li:share:6901812948566962177?actorCompanyId=71623060	NO	YES	PAPER PUBLICATION
SHARE UPLIFT POST	ZSOFIA KADAR	STAND WITH UKRAINE	MARCH 2022	LINEKDIN			743	743	https://www.linkedin.com/feed/update/urn:li:share:6904014964630372352?actorCompanyId=71623060	NO	YES	STAND WITH UKRAINE
EVENT/PRESENTATION	LENA DECUYPER	Bio Base Europe Pilot Plant	44621	the International Seminar Biotechnology Applied to the Plastic Sector	150	100		250	https://www.plasticsbiotech.com/en/	NO	YES	PRESENTATION
SHARE UPLIFT POST	ZSOFIA KADAR	NEXT MONTH GA IN CROATIA	44682	LINKEDIN			750	750	https://www.linkedin.com/feed/update/urn:li:activity:6934786127220387840?actorCompanyId=71623060	NO	YES	NEXT MONTH GA CROATIA
SHARE UPLIFT POST	ZSOFIA KADAR	SUMMER SCHOOL AAU	JULY 2022	LINKEDIN			750	750	https://www.linkedin.com/feed/update/urn:li:share:6955269203809456129?actorCompanyId=71623060	NO	YES	SUMMER SCHOOL AAU
AIMPLAS												
EVENT	AIMPLAS	GEP-SLAP 2022	44682	PRESENTATION	150	150	200	500	https://www.gep-slap2020.eu/home	NO	NO	GEP SLAP 2022
SHARE UPLIFT POST	ALBERTO BARRANCA	GENERAL ASSEMBLY	JUNE 2022	LINKEDIN		550		550	https://www.linkedin.com/feed/update/urn:li:share:6942535393447702528?actorCompanyId=71623060	NO	YES	GENERAL ASSEMBLY
SHARE UPLIFT POST	ALBERTO BARRANCA	EBRN EVENT	JUNE 2022	LINKEDIN		550		550	https://www.linkedin.com/feed/update/urn:li:share:6945287789068345345?actorCompanyId=71623060	NO	YES	EBRN EVENT
POST	AIMPLAS	PROJECT PRESENTATION	JUNE 2022	WEBSITE					https://www.aimplas.net/developed-projects/upcycling-bio-plastics-of-food-and-drinks-packaging/	NO	YES	INFORMATION AIMPLAS WEBSITE
EVENT	AIMPLAS	INTERNATIONAL SEMINAR ON BIOTECHNOLOGY APPLIED TO THE PLASTICS SECTOR	MARCH 2022	ONLINE EVENT		100		100		NO	NO	POSTER AVAILABLE IN THE SEMINAR
FAIR	AIMPLAS	HISPACK 2022	44682	BARCELONA		100		100		YES	NO	FLYER EXHIBITED AT THE FAIR
EVENT	AIMPLAS	BIOBASED COATING SUMMIT	JUNE 2022	AMSTERDAM						YES	NO	FLYER EXHIBITED AT THE EVENT

EVENT	AIMPLAS	AIMCAL	JUNE 2022	VALENCIA		62		62		YES	NO	FLYER EXHIBITED AT THE EVENT
POST	AIMPLAS	HISPACK 2022	44682	LINKEDIN			2196	2196	https://www.linkedin.com/feed/update/urn:li:share:6937058577069056000/	NO	YES	HISPACK FAIR DISSEMINATION
POST	AIMPLAS	HISPACK 2022	44682	FACEBOOK			206	206	https://www.facebook.com/334502782018624/posts/408317741303794	NO	YES	HISPACK FAIR DISSEMINATION
PAPER	AIMPLAS + ACIB	Bioleaching/enzyme-based recycling of aluminium and polyethylene from beverage cartons packaging waste Hydroquinoline Ligands for Fast Lactide Polymerization and Chemical Recycling Recycling of Renewable Polyesters	JUNE 2022	UPLIFT WEBSITE					https://upliftproject.eu/wp-content/uploads/2022/06/bioleaching-based-recycling-aluminium-polyethylene-beverage-cartons-packaging-waste.pdf	NO	YES	AIMPLAS + ACIB
UCD												
POST	Tanja Narancic	EFBIOTECHNOLOGY EVENT	JUNE 2022	TWITTER				167	https://twitter.com/portokalica/status/1541755268278763520	NO	YES	EFBIOTECHNOLOGY EVENT
SIE												
POST	SIE	GLOBAL RECYCLING DAY	MARCH 2022	LINKEDIN				6500	https://www.linkedin.com/feed/update/urn:li:activity:6910546034620256256/?actorCompanyId=71623060	YES	NO	GLOBAL RECYCLING DAY
POST	SIE	GLOBAL RECYCLING DAY	MARCH 2022	TWITTER				728	https://twitter.com/SustainableIIE/status/1504780731620499457	YES	NO	GLOBAL RECYCLING DAY
POST	SIE	GENERAL ASSEMBLY CROATIA	JUNE 2022	LINKEDIN				6832	https://www.linkedin.com/feed/update/urn:li:activity:6938057031761199104/?actorCompanyId=71623060	YES	NO	GENERAL ASSEMBLY
POST	SIE	GENERAL ASSEMBLY CROATIA	JUNE 2022	TWITTER				737	https://twitter.com/SustainableIIE/status/1532291757337083907	YES	NO	GENERAL ASSEMBLY
POST	SIE	GENERAL ASSEMBLY CROATIA	JUNE 2022	INSTAGRAM				578	https://www.instagram.com/p/CeTEgLdudQC/?utm_source=ig_web_copy_link	YES	NO	GENERAL ASSEMBLY
RWTH												
PAPER	RWTH	Guanidine Carboxy Zinc Complexes for the Chemical Recycling of Renewable Polyesters	FEBRUARY 2022	UPLIFT WEBSITE					https://upliftproject.eu/wp-content/uploads/2022/03/ChemPlusChem-2022-Guanidine-CarboxyZinc-Complexes-Chemical-Recycling-Polyesters.pdf	NO	YES	RWTH PAPER
POST	HERRESLAB	PAPER	JULY 2022	TWITTER				450	https://twitter.com/HerresLab/status/1545858722551005185	NO	YES	PAPER

PAPER	RWTH	Effective Ligand Design: Zinc Complexes with Guanidine Hydroquinoline Ligands for Fast Lactide Polymerization and Chemical RecyclingRecycling of Renewable Polyesters	JULY 2022	UPLIFT WEBSITE					https://upliftproject.eu/wp-content/uploads/2022/03/ChemP-lusChem-2022-Guanidine-CarboxyZinc-Complexes-Chemical-Recycling-Polyesters.pdf	NO	YES	RWTH PAPER
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