



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

D7.6 – Dissemination and communication plan Update 5

Lead Contractor: Sustainable Innovations (SIE)

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This document is D7.6 and describes the Communication and Dissemination updates carried out from M30 to M35 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.

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1. Executive summary

This document contains a detailed Dissemination and Communication Plan which 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
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 Julich 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) fifth Communication & Dissemination Plan corresponding to D7.6 (M36) led by SUSTAINABLE INNOVATIONS (SIE). Throughout this document, a complete description of the activities carried out during the month 30 (M30) to month 35 (M35) 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 M35. The document addresses the approach to dissemination and communication from month M30 and onwards. An upcoming version will reflect the work in terms of dissemination and communication in deliverable 7.7 which will include the activities carried out from month 36 (M36) to month 41 (M41).

- 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 M30-M35

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.

No printed materials were distributed in this semester. Besides the KPI is already achieved, SIE keeps encouraging partners to distribute the different communication materials when attending any type of event such as trade fairs or workshops. During the UPLIFT's General Assemblies, SIE reminds if any partner needs printed brochures.

5.1.2 Press Releases

In the last semester, no press releases were issued. Since the project began a total of three press releases have been issued about:

- [Project Kick-Off.](#)
- [Joint Workshop about Bioplastic Projects.](#)
- [Joint Workshop about Standardisation.](#)

As discussed in the last general assembly celebrated in November 2023, SIE will work with all the technical partners to produce a technical press release with the preliminary results of the UPLIFT project during the first semester of the year. Several potential ideas were drafted to include in the press release such as the milestone with the aromatics scale-up.

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.

As described in the previous [dissemination and communication update](#), the UPLIFT project established a new synergy with [GREENLand](#) which is an innovative strategy for

transforming to a digital Cloud-Based System with the education of staff for research of microplastics in soil, water, and microorganisms, as well as networking with the excellent institutions and stakeholders who are interested in the results of scientific research.

In this context, UPLIFT collaborated with UPPE-T, PRESERVE and GreenLAND in a joint webinar on November 3, 2023. The webinar was revolving around solving the problem of microplastics through evolving recycling technology where the different speakers presented the innovative solutions and methodologies for each initiative. There, SIE invited Valentina Bisinella from DTU to introduce the UPLIFT project through an oral presentation revolving around sustainable solutions for plastic bioupcycling.

Image 5.1.3.: Joint webinar: solving the problem of microplastics through evolving recycling technology



5.1.4 Events organised

According to the grant agreement and the description of the action, no workshops or webinars were foreseen during this semester.

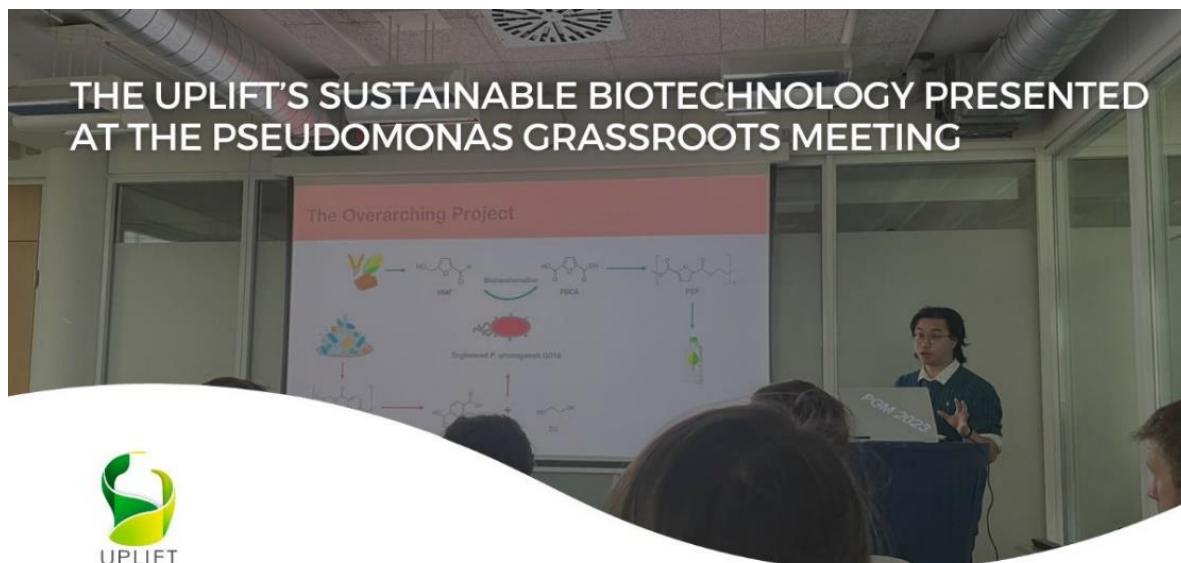
As mentioned in the previous section, SIE support the organisation of the joint webinar led by the GreenLAND project.

5.1.5 Events attended

During the last semester of the project (M30-M35), the different UPLIFT consortium members attended several events to disseminate the project to internal and external audiences.

- [IUPAC 2023 Event](#) – August 2023 RWTH.
- [11th European Symposium of Biopolymers](#) – September 2023, ACIB.
- [Life Science Research Awards](#) – September 2023, ACIB.
- [Pseudomonas Grassroots Meeting](#) – November 2023, UCD.

Image 5.15: The UPLIFT'S sustainable biotechnology presented at the Pseudomonas Grassroots Meeting.



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 M30 to M35 to include all the relevant actions, news, articles and relevant documents developed within the UPLIFT framework.

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

- [IUPAC 2023 Event](#)
- [UPLIFT revolutionizing packaging with bio-based aromatics](#)
- [11th European Symposium of Biopolymers](#)
- [What is the role of Aalborg University within the UPLIFT project?](#)
- [UPLIFT collaborates with UPPE-T, GreenLAND and PRESERVE in a joint webinar.](#)
- [Life Science Research Awards](#)
- [Pseudomonas Grassroots Meeting](#)
- [UPLIFT celebrates its fourth General Assembly.](#)

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

- [Deliverable 7.4 Communication & Dissemination Plan Update 3](#)
- [Deliverable 7.5 Communication & Dissemination Plan Update 4](#)
- [Newsletter 5](#)
- [Newsletter 6](#)

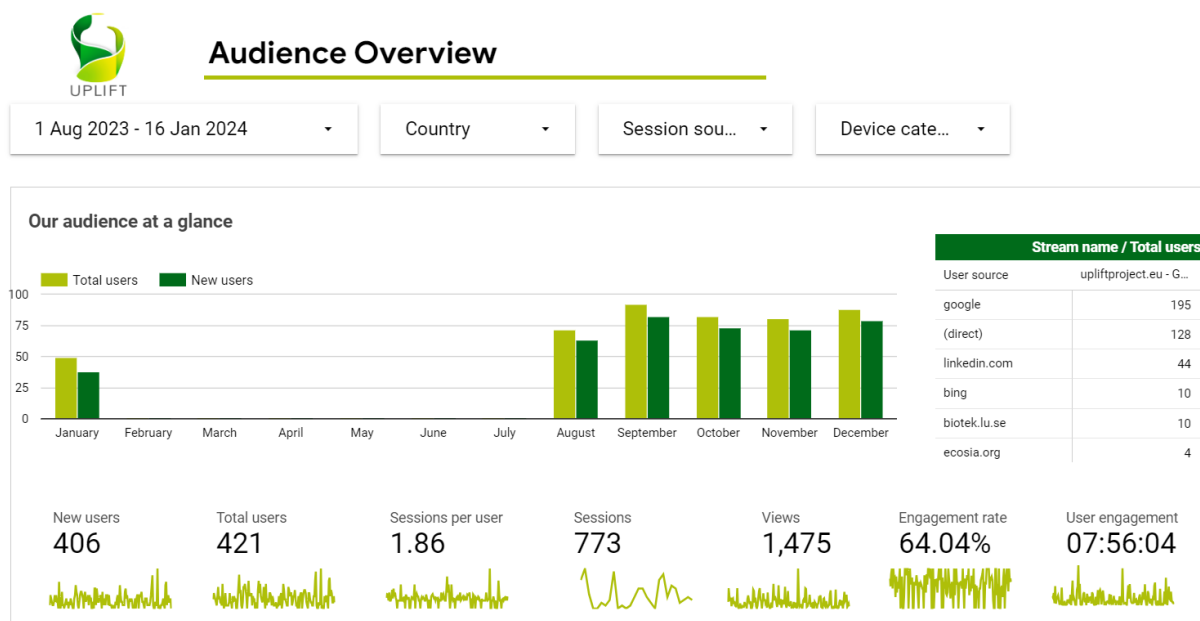
In addition to the previous outputs, the consortium partners have been very active in producing several scientific papers. Specifically, fifteen papers have been produced in the framework of the UPLIFT project:

- [Bioleaching/enzyme-based recycling of aluminium and polyethene from beverage cartons packaging waste.](#)
- [Contribution of Fermentation Technology to Building Blocks for Renewable Plastics.](#)
- [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.
- 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.
- Critical Review on the Progress of Plastic Bioupcycling Technology as a Potential Solution for Sustainable Plastic Waste Management.
- Open Loop Recycling – Guanidine Iron(II) Polymerization Catalyst for the Depolymerization of Polylactide.
- Engineering a Pseudomonas taiwanensis 4-coumarate platform for production of para-hydroxy aromatics with high yield and specificity.
- A Multitool for Circular Economy.
- Proteomic characterisation of polyethylene terephthalate and monomer degradation by Ideonella sakaiensis
- On the Selective Enzymatic Recycling of Poly (pentamethylene 2,5-furanoate)/Poly(lactic acid) Blends and Multiblock Copolymers.
- Understanding structure–activity relationships: iron(II) complexes of “Legacy Guanidines” as catalysts for the synthesis of polylactide.

In the M30-M35 period of the project, UPLIFT has gained 773 sessions on its website, with an average session duration of more than 2 minutes per month and 1475 views in total.

Image 5.2.1.2: Google Analytics for UPLIFT Website (M30-M35).



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

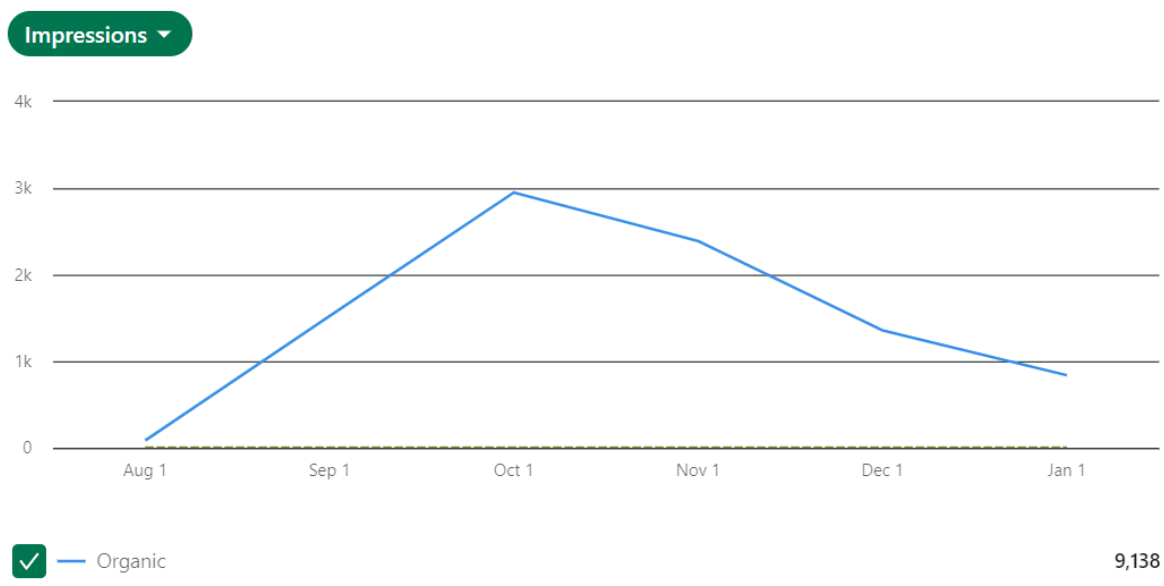
UPLIFT's presence on LinkedIn has reached 713 followers (60 new ones respecting the previous C&D Plan) by M35 after 19 new updates (posts).

The engagement rate of this platform (number of interactions with post-likes, comments, shares) has reached 8,93% (more than 3% is usually considered excellent performance).

The number of impressions (views) has grown during the M30-M35 period to a total of 9138.

Image 5.2.2.1: Number of Impressions for UPLIFT LinkedIn profile (18223)

Metrics



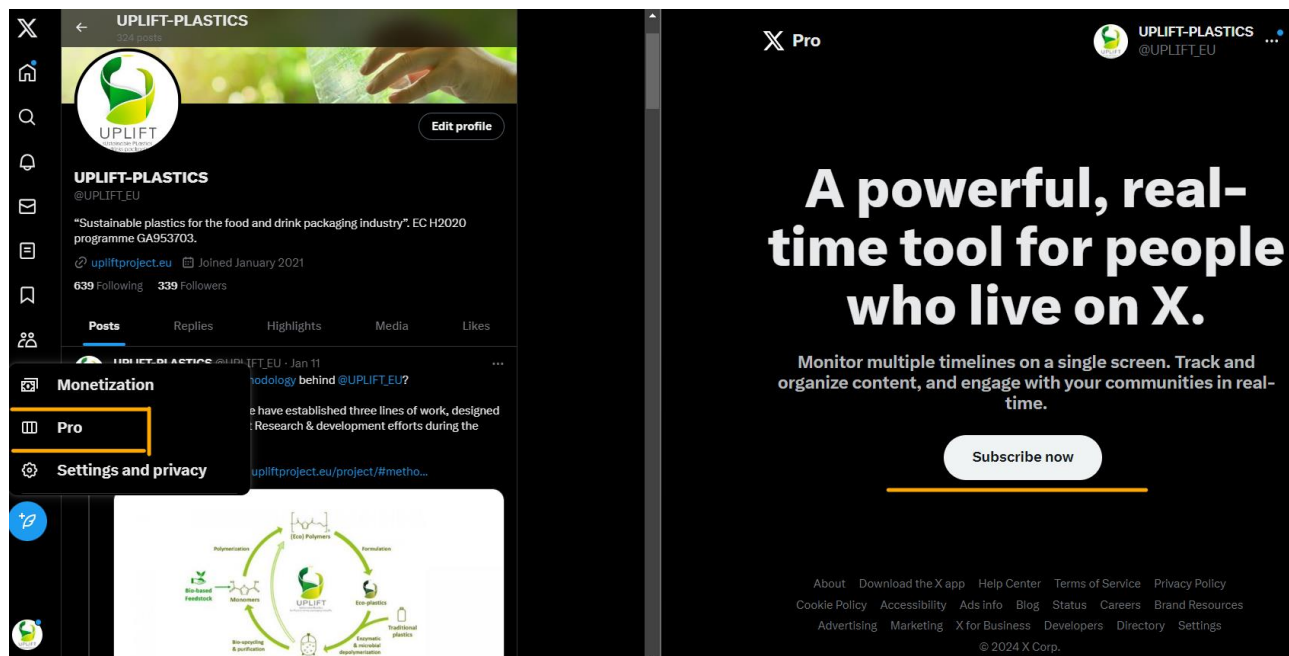
Twitter / X

As of February 2024, UPLIFT has 339 followers on this social media channel after 19 tweets.

Twitter's (X's) recent adjustments to its analytics functionality have led to a notable limitation in obtaining crucial data on impressions and engagement rate. The platform's decision to restructure its services, now offered through premium subscriptions, has resulted in a shift away from providing these specific metrics to users who opt for the free version. This change, though reflecting Twitter's strategic repositioning, has implications for users who rely on insights into their content's reach and audience interaction.

For the UPLIFT project this is far to be considered a risk since the KPIs reflected in the D&C plan were already achieved. However, this fact difficult SIE to keep a track on how the regular updates on this platform works.

Image 5.2.2.2: Twitter / X Analytics function is now a Pro Feature



YouTube

At least 2 videos were expected to be produced along with the project life. To date, UPLIFT has made 15 videos public. All videos have more than 1200 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.

During the current period reported, SIE produced and conducted a video interview to our project coordinator, Cristiano Varrone explaining the main role in the initiative, the main challenges, and their contributions.

Image 5.2.2.3: UPLIFT INTERVIEWS : AALBORG UNIVERSITY



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

The contents of this publication are the sole responsibility of the project partners involved in the present activity and do not necessarily represent the view of the European Commission and its services nor of any of the other consortium partners. This deliverable should be seen as draft and will only be final after final approval by the European Commission.

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.

The fourth newsletter (M22) included information about the main conferences, events, trade fairs as well as other relevant actions such the participation of the project in the Sustainability Awards, the PhD Summer School organised by AAU, two new scientific papers and the HKI video interview.

The fifth newsletter (M29) was filled with information about the third general assembly, the nomination to the .EU Awards, clustering activities, the last papers published, partners interview, the video recording of the *About Upcycling* campaign conducted by SIE as well as the conferences and events attended in the last semester.

The sixth newsletter (M35) described the relevant activities and milestones achieved in the previous semester. Information about the last General Assembly meeting, the Life Science Research Awards, information about the aromatics scaleup, clustering activities, the latest scientific papers published, two partners interviews, and the conferences attended.

As of M35, the Newsletter has more than 600 subscribers and around 200 readers altogether among the five of them and an average of 150 readers per Newsletter.

Image 5.2.3: Newsletter 6



NEWSLETTER 6 - DECEMBER 2023

UPLIFT CELEBRATES ITS FOURTH GENERAL ASSEMBLY MEETING



From November 29th to December 1st, 2023, the partners from the UPLIFT project gathered again in Dublin, Ireland to discuss the last results as well as to establish new actions and steps for the next semester.

The meeting was organised by the University College of Dublin (UCD). There, the partners had the opportunity to review the different work packages of the initiative as well as enjoy a dynamic tour through the UCD's facilities.

[READ THE FULL NEWS](#)

UPLIFT OUTSTANDS IN THE LIFE SCIENCE RESEARCH AWARDS



On September 21, 2023, the Austrian Association of Molecular Life Sciences and Biotechnology recognized several talents as part of the Life Science Research Awards celebrated in Austria.

There, our researcher Klemens Kremser from the Austrian Centre of Industrial Biotechnology (ACIB) was selected for the category Excellence and Societal Impact category.

UPLIFT REVOLUTIONIZING PACKAGING WITH BIO-BASED AROMATICS



In the pursuit of a greener future, scientists are innovating to tackle plastic waste. Aromatics, a class of chemicals with a distinctive ring structure, are stepping into the limelight in the UPLIFT project aimed at transforming food and drink packaging.

But what are aromatics, and why do they matter? Aromatics are chemicals with ring structures, like benzene. Despite the name, not all are fragrant; however, many have strong scents, hence the term "aroma." These compounds play vital roles in diverse fields due to their unique properties.

[READ ABOUT THE MILESTONE](#)

CLUSTERING ACTIVITIES

Joint Webinar Solving the problem of microplastics through evolving recycling technology

3rd November 2023 | 10:00 – 11:00



On November 3, 2023, the projects UPPE-T and GREENLAND organised an online webinar in the framework of solving the problem of microplastics through evolving recycling technology where the different speakers presented the innovative solutions and methodologies for each initiative. There, Valentina Bisinella from the Technical University of Denmark introduced the UPLIFT project through an oral presentation revolving around sustainable solutions for plastic biorecycling. Below, you can find Valentina's presentation (from minute 1:22:22)

HAVE YOU SEEN THE LATEST SCIENTIFIC PAPERS PUBLISHED?

-  Engineering a *Pseudomonas taiwanensis* 4-coumarate platform
-  On the Selective Enzymatic Recycling of Poly
-  Understanding structure-activity relationships

[READ MORE](#)

PARTNERS INTERVIEWS



[Cristiane Varone](#), our Project Coordinator, speaks in this video interview about the main role in the initiative, the main challenges, and their contributions.

[Pablo Morales Moya](#), Communications Manager at Sustainable Innovations speaks about the importance of communication in R&D projects.

CONFERENCES & EVENTS

THE UPLIFT'S SUSTAINABLE BIOTECHNOLOGY PRESENTED AT THE PSEUDOMONAS GRASSROOTS MEETING



Rhys Drimaco, PhD student in the field of sustainable biotechnology at University College Dublin (UCD), was a featured speaker during the Pseudomonas Grassroots Meeting. The event, held on November 9 and 10 by the Technical University Munich, brought together experts in Pseudomonas bacteria research and its diverse applications.

On September 13-15, 2023, Chiara Siracusa from ACIB GmbH - Austrian Centre of Industrial Biotechnology, presented the UPLIFT project during the 11th European Symposium of Biopolymers in Brno, Czech Republic.

There, Chiara participated in an oral presentation in the framework of enzyme based hydrolysis for specific recovery of novel poly(lactic acid)-poly(1,5-pentaneol 2,5-furanoate) blends building blocks.

On August 22, 2023, our partners from RWTH Aachen University attended the International Union of Pure and Applied Chemistry (IUPAC 2023) to present some of the results conducted in the UPLIFT project. There, Sonja Herres-Pawlitz gave a keynote lecture based on the Synthesis and Recycling of (Bio)polyesters with Guanidine Catalysts as well as some of the work conducted in the previous year reflected on the previous paper A Multitool for Circular Economy.

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 from M30-M35 and the partners were very supportive in this area. Likewise, consortium members have made posts during this semester about UPLIFT plus reported the social media post from UPLIFT social media channels. All these contributions can be checked in the Annex 1: Dissemination tables (M30-M35)

Moreover, to increase UPLIFT's visibility, ACIB was rewarded on September 21, 2023 by the Austrian Association of Molecular Life Sciences and Biotechnology where our researcher Klemens Kremser from ACIB was selected for the category Excellence and Societal Impact category. The work presented by Klemens was in the framework of the scientific paper: [Bioleaching/enzyme-based recycling of aluminium and polyethylene from beverage cartons packaging waste](#) which is available on the UPLIFT website.

Image 6.1: UPLIFT awarded during the Life Sciences Research Awards



7. Action plan M36-M41

After a careful review of the actions implemented during the M30-M35 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 keeping 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. AAU has been contacted the ENZYCLE project initiative to participate in its final conference together with BIZENTE and RECOVER project. UPLIFT is being considered to participate in the synergy session to give a talk in the framework of polymer and recycling topic.

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.

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: Dissemination Tables (M30-M35)

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	STAKEHOLDERS	LINK TO WEBSITE /SOCIAL MEDIA	FLYERS DISTRIBUTED	OPEN ACCESS
					TOTAL NUMBER			
AAU								
REPOST	CRISTIANO VARRONE	VIDEO INTERVIEW AAU	OCTOBER 2023	LINKEDIN	1000	https://www.linkedin.com/feed/update/urn:li:activity:7114885762231226369/?actorCompanyId=71623060	NO	YES
POST	AAU	VIDEO UPLIFT AAU	NOVEMBER 2023	LINKEDIN	3000	https://www.linkedin.com/feed/update/urn:li:activity:7129763071954182144/?actorCompanyId=71623060	NO	YES
WEB POST	AAU	AAU RESEARCHERS TAKE ON PLASTICS WITH ENZYMES AND BACTERIA	NOVEMBER 2023	AAU WEBSITE		https://www.engineering.aau.dk/research/selected-research-projects/aau-researchers-take-on-plastics-with-enzymes-and-bacteria	NO	YES
VIDEO	AAU	AAU RESEARCHERS TAKE ON PLASTICS WITH ENZYMES AND BACTERIA	NOVEMBER 2023	AAU WEBSITE		https://www.engineering.aau.dk/research/selected-research-projects/aau-researchers-take-on-plastics-with-enzymes-and-bacteria	NO	YES
AIMPLAS								
EVENT	AIMPLAS	The GREENER MANUFACTURING SHOW	13-14 Nov 2023	COLOGNE	39 contacts at AIMPLAS stand	https://www.greener-manufacturing.com/conference-agenda	YES	NO
SIE								
POST	SIE	GENERAL ASSEMBLY DUBLIN	DECEMBER 2023	LINKEDIN	8100	https://www.linkedin.com/feed/update/urn:li:activity:7136294769248415746/?actorCompanyId=71623060	NO	YES
POST	SIE	GENERAL ASSEMBLY DUBLIN	DECEMBER 2023	INSTAGRAM	590	https://www.instagram.com/p/CQIn372M0xy/?img_index=1	NO	YES
POST	SIE	GENERAL ASSEMBLY DUBLIN	DECEMBER 2023	TWITTER	1200	https://twitter.com/SustainableInnE/status/1730529555381645458	NO	YES
RWTH								
PAPER	RWTH	Understanding structure–activity relationships: iron(ii) complexes of "Legacy Guanidines" as catalysts for the synthesis of polylactide	sep-23	Catalysis Science & Technology		https://doi.org/10.1039/D3CY01117H	NO	YES