

## H2020-SC5-2018-2: PLASTICS TO BE CLEANED BY SORTING AND SEPARATION OF PLASTICS AND SUBSEQUENT RECYCLING OF POLYMERS, BROMINE FLAME RETARDANTS AND ANTIMONY TRIOXIDE

### D6.9 FIRST PROJECT VIDEO

Project details			
<b>Project acronym</b>	PLASTics to be CLEANED PLAST2bCLEANED	<b>Start / Duration</b>	June, 1 2019 (48 months)
<b>Topic</b>	CE-SC5-01-2018 Methods to remove hazardous substances and contaminants from secondary raw materials	<b>Call identifier</b>	821087
<b>Type of Action</b>	Research & Innovation Action	<b>Coordinator</b>	TNO
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<b>Website</b>	www.PLAST2bCLEANED.eu		



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<b>Number</b>	6.9		
<b>Title</b>	PROJECT VIDEO		
<b>Work Package</b>	6		
<b>Dissemination level</b>	PUBLIC	<b>Nature</b>	PO
<b>Due date (M)</b>	February, 2020	<b>Submission date (M)</b>	March, 2020
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<b>Final review and quality approval</b>			



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**Document history**

Date	Name	Partner	Role / Title
24, March, 2020	V0.1	SIE	First version of the document
26, March 2020	V0.2	TNO	1 <sup>st</sup> review
27, March 2020	V0.3	SIE	Implement changes and final version
27, March 2020	V1.0	SIE	Final version



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# 1. INTRODUCTION

PLAST2bCLEANED's aim is to develop a recycling process for WEEE plastics in a technically feasible, environmentally sound and economically viable manner. To fulfil this aim, PLAST2bCLEANED addresses the recycling of the most common WEEE plastics acrylonitrile butadiene styrene (ABS) and high impact polystyrene (HIPS) that contain up to 20wt% brominated flame retardants (BFR) and up to 5wt% of the synergist antimony trioxide (ATO). PLAST2bCLEANED will close three loops: (1) polymer, (2) bromine, and (3) ATO.

This document describes the PLAST2bCLEANED Project First video. This activity has received funding from the European Union's Horizon 2020 programme, grant agreement No. 821087.

## 1.1 CONTEXT OF WP6

The objectives of WP6 are:

- To enable potential future exploitation of the results to their full potential by disseminating the results to the relevant stakeholders.
- To ensure that the findings of the project are widely communicated to the public in general.
- To document undertaken and proposed dissemination and communication activities.
- To ensure the project results reach the relevant stakeholders who will use and implement them

## 1.2 OBJECTIVE OF TASK 6.1

To create and increase awareness of the project as well as interest in the PLAST2bCLEANED's outputs, a coherent and clear communication and dissemination strategy is essential and starts with a consistent project identity. For this purpose, logo and guidelines were created and a comprehensive and appealing website was launched at month 3.

Additionally, a first Newsletter was released, and the official social media channels were put in place in month 2.

As part of the actions foreseen within this subtask, the production of two videos is also contemplated. The first one will present the general scope of the project (M9) and the second one (M42) will showcase the results expected to be obtained.



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## 2. COMMUNICATION STRATEGY

The concrete objective of the PLAST2bCLEANED project' first video is to ensure that the general scope and objectives are presented to a wide range of stakeholders, from industry manufacturers to the general public.

To guarantee that the video arrives to the desired targets, it will be disseminated through several platforms: YouTube, LinkedIn, Twitter, official website of the project, as well as on the different events and shows that the consortium partners are planning to attend (i.e: IERC, IARC, Fire Resistance in Plastics, FRPM, etc.).



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### 3. FIRST PROJECT VIDEO

The [first video](#), available on the PLAST2bCLEANED project [website](#) and [YouTube](#) channel, follows, in a minute and a half duration, the following script:

- o *The non-recycling of plastics from waste electrical and electronic equipment is having a huge human and environmental impact. Electronical and Electrical Equipment waste may contain Brominated Flame Retardants. Because some of those Brominated Flame Retardants are restricted, a part of the Electronical and Electrical Equipment waste ends up in hazardous waste incineration, illegal recycling or landfill.*
- o *Or, it is recycled uncontrolled into new plastics in which potentially dangerous substances are accumulated.*
- o *PLAST2bCLEANED is a European initiative that aims to improve the sorting and physical recycling processes for this hazardous plastic waste.*
- o *PLAST2bCLEANED will implement new technology to achieve several objectives.*
- o *It will...*
- o *Develop mechanical pre-sorting solutions...*
- o *Close the loop on polymer, bromine, and antimony trioxide...*
- o *Manage integration and scale-up...*
- o *Test the performance of process and products...*
- o *And optimise the system for sustainability and economic viability.*
- o *This project will increase the purity and desirable quality of secondary raw materials...*
- o *As well as the recycling rate for secondary materials.*
- o *It will also reduce landfill and incineration of wastes, as well as the risk of retaining hazardous substances in recycled materials.*
- o *PLAST2bCLEANED is unique because polymers, antimony trioxide and bromine are recycled in one go.*
- o *PLAST2bCLEANED will allow for a better recycling rate, thus improving the environmental footprint.*

This script is shown on voice over all along the video, and in English, the official language of the project.

The video structure is all animated, to present the project in an attractive and visual way and to guarantee that all kind of targets are able to understand the project scope and objectives.

The video starts presenting the current situation of the non-recycling of plastics worldwide and explaining the reasons behind the need for the PLAST2bCLEANED project. For that, a pile of waste with an Earth globe is presented, a landfill, and several pieces of electric and electronic equipment.

The second project video is expected by the end of the project (M42) and will showcase the project results.



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Images 1, 2, & 3: Presentation of the problematic of plastics video frames



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The video continues with the explanation of the project consortium composition, objectives and methodologies:

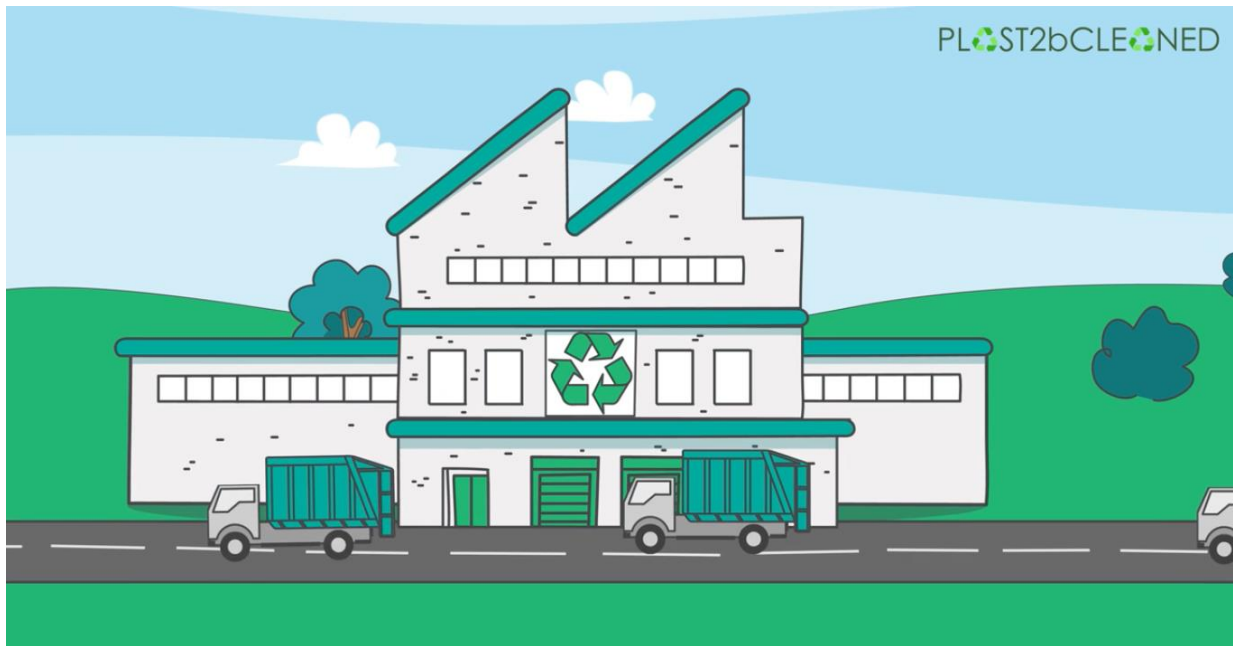


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Images 4 & 5: Presentation of the project scope, examples of video frames



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The video closes with the presentation of the consortium logos and the EC logo and contract statement (image 6)

Image 6: Video closing



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