

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

D6.3 PLAST2BCLEANED COMMUNICATION & DISSEMINATION PLAN V3

Project details			
Project acronym	PLASTics to be CLEANED	Start / Duration	June 1, 2019 (48 months)
Topic	CE-SC5-01-2018 Methods to remove hazardous substances and contaminants from secondary raw materials	Call identifier	821087
Type of Action	Research & Innovation Action	Coordinator	TNO
Contact persons	Esther Zondervan-van den Beuken (Project coordinator TNO) Judith Kessens (Project coordinator TNO) Anita Weggemans (Project coordinator TNO) Mariana Fernández (WP6 Communication leader SIE)	esther.zondervan@tno.nl judith.kessens@tno.nl anita.weggemans@tno.nl marianafernandez@sustainableinnovations.eu	
Website	www.plast2bcleaned.eu		



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Deliverable Contributors				
	Name	Partner Shortname	Role / Title	E-mail
Deliverable leader	Mariana Fernández	SIE	Communications Manager	marianafernandez@sustainableinnovations.eu
Contributing Author(s)	Miguel Gallardo	SIE	R&D manager	miguelgallardo@sustainableinnovations.eu
	Jesús Serrano	SIE	Deputy General Manager	jesusserrano@sustainableinnovations.eu
Reviewer(s)	WP leaders	All		
	Judith Kessens	TNO	Project coordinator	Judith.kessens@tno.nl
Final review and quality approval				
	Lein Tange	ICL	Sustainability Director	Lein.tange@icl-group.com
Document history				
Date	Name	Partner	Role / Title	
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May 11, 2022	V0.4	Lein Tange	Final quality check
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1. TERMS, DEFINITIONS AND ABBREVIATED TERMS

Abbreviated Terms			
Acronym	Definition	Acronym	Definition
DCP	Dissemination & Communication Plan	KPI	Key Performance Indicator
EASME	European Agency for Small and Medium-size Enterprises	M	Month
IARC	International Automobile Recycling Congress	WEEE	Waste Electric & Electronic Equipment
IERC	International Electronics Recycling Congress	WP	Work Package

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2 EXECUTIVE SUMMARY

This document is the PLAST2bCLEANED project's (contract no. 821087) third Communication & Dissemination Plan (DCP) corresponding to D6.3 (M36), led by SUSTAINABLE INNOVATIONS (SIE). Throughout this document, a complete description of the activities carried out during the month 25 (M25)-month M36 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.

2.2 CONTEXT OF WP6

The objectives of the Work Package 6 (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 and value chain who will use and implement them.

2.2 OBJECTIVE OF TASK 6.1 DISSEMINATION AND COMMUNICATION STRATEGY

A detailed DCP outlining the project's target audiences, strategies for engaging the target audience and activities was produced in M6 of the project. The document was updated in M24, and this deliverable currently addresses the approach to dissemination and communication from month M25 until M36. The final results will also be included on the last project report, expected to be submitted in M48.

- DCP.01 - First Draft of the DCP – M6 (November 2019)
- DCP.02 - Updated version of the DCP – M24 (May 2021)
- DCP.03 - Updated version of the DCP – M36 (May 2022)



3 OBJECTIVES

The goal of the communication and dissemination activities of the PLAST2bCLEANED project is to ensure that the information about the project's objectives and results is effectively disseminated to relevant audiences, and to promote the use of project results by the relevant industry players.

The Dissemination plan identifies the goals and approaches for providing information about the PLAST2bCLEANED project to the target audiences at local, national and EU level. This includes defining key messages and selecting appropriate tools and channels (including relevant conferences and events) to effectively disseminate the outcomes of the project.

The purpose of this document for the PLAST2bCLEANED project is to formalize dissemination and communication actions, as well as to provide guidelines on the approach. A series of actions carried out are further explained on this document. Likewise, the degree of compliance with the Key Performance Indicators (KPIs) established at the beginning of the project is monitored.

The main objectives of the DCP are:

1. To raise awareness among the plastics industry and end users.
2. To show the benefits that PLAST2bCLEANED outcomes will bring to society (services, employment, economy, environment).
3. To facilitate interaction and information exchange with relevant stakeholders (plastics scientists, chemist, engineers...).
4. To pave the commercial uptake of the PLAST2bCLEANED technologies by building a stakeholder network interested in the project.
5. To build capacity among the industrial sector, scientific community, and relevant stakeholders.
6. To build synergies with other similar and relevant projects.



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4 REVIEW ACTIONS M25-M36

4.1 OFFLINE ACTIONS

4.1.1 PRINTED MATERIALS

During the period M25-M36, PLAST2bCLEANED has collaborated, within the framework of the [Horizon Results Booster](#), with the projects [NONTOX](#), [CREATOR](#), [CIRCULAR FLOORING](#), and [REACT](#). As a result, a [flyer](#) was produced, summarising how the different initiatives approach the recycling of plastics.

FIGURE 1. HORIZON RESULTS BOOSTER FLYER



Likewise, the project group worked on a joint [policy brief](#).

4.1.2 PRESS RELEASES

Following the joint actions described on the previous section, a [press release](#) was issued in M26 to more than 150 media contacts to announce the Horizon Results Booster webinar to be held in July 2021.

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FIGURE 2. WEBINAR PRESS RELEASE

PLAST2bCLEANED

PLAST2BCLEANED, together with sister projects holds the webinar recycling of plastics: towards a more sustainable plastic treatment in 2030

- The CIRCULAR FLOORING, CREATOR, NONTOX, PLAST2BCLEANED and REACT initiatives join forces to address the current challenge of plastic recycling.
- The online seminar will count with lectures from renowned experts like Esther Zondervan-van den Beuken, Senior Consultant Plastics at TNO; Irma Mikonsaari, Project Manager at Fraunhofer Institute for Chemical Technology; Thomas Diefenhardt, Associate Scientist at Fraunhofer IVV or Muhammad Saad Qureshi, Senior Scientist at VTT-Technical Research Centre of Finland.

Madrid June 17. PLAST2bCLEANED (PLASTics to be CLEANED), a project under the European Commission Horizon 2020 SPIRE (Sustainable Process Industry through Resources) programme will hold on July 1st, 2021, a webinar entitled *Recycling of plastics: Towards a more sustainable plastic treatment in 2030*, together with the CIRCULAR FLOORING, CREATOR, NONTOX, and REACT initiatives.

For two hours, from 10:00 to 12:00 (CEST), the projects will provide their different approaches to the current challenge of plastics recycling through the following presentations, among others:

CIRCULAR FLOORING: Recycling Polyvinyl chloride (PVC) from post-consumer flooring waste. Thomas Diefenhardt, Associate Scientist at Fraunhofer IVV.

CREAToR: Collection of raw materials, removal of flame retardants and reuse of secondary raw materials. Irma Mikonsaari, Project Manager at Fraunhofer Institute for Chemical Technology.

NONTOX: Toolbox of technologies to recycle hazardous plastics. Muhammad Saad Qureshi, Senior Scientist, VTT-Technical Research Centre of Finland.

PLAST2bCLEANED: recycling of Acrylonitrile butadiene styrene (ABS) and High Impact Polystyrene (HIPS), bromine and antimony trioxide from Waste Electrical and Electronic Equipment (WEEE) plastics. Esther Zondervan-van den Beuken, Senior Consultant Plastics at TNO.

More information and registrations on <https://bit.ly/PLAST2jw>

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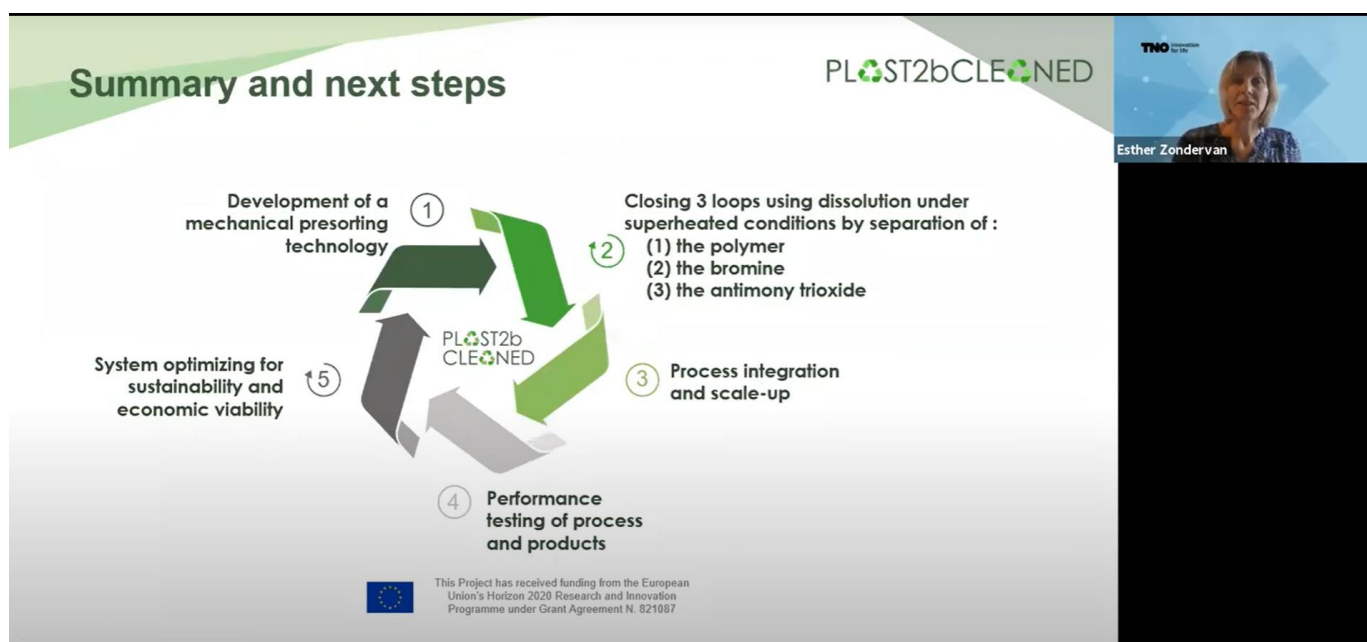


4.1.3 EVENTS ORGANISED

WEBINAR

As part of the Horizon Results Booster activities, PLAST2bCLEANED led a [webinar](#) to disseminate the project goals and progress of the five projects working together as a group. 124 participants from 25 different countries registered to the venue, 74 of them finally attending.

FIGURE 3. PLAST2bCLEANED PRESENTATION DURING THE HORIZON RESULTS BOOSTER WEBINAR



4.1.4 EVENTS ATTENDED

Between M25 and M36 of the project, the different PLAST2bCLEANED members have attended 8 events to speak about the project to internal and external audiences. More information can be found on the links to the news written about them on the website:

1. [ACHEMA 2021](#). Fraunhofer ICT
2. [IARC 2021](#). ICL Group
3. [Infohappening 2021](#). Campine
4. [WEEE Forum 2021](#). TNO.
5. [Brightlands Polymer Days 2021](#). TNO
6. [IERC 2022](#). Coolrec
7. [World Plastic Summit](#). TNO
8. [ElectroPlast 2022](#). ICL Group

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4.1.5 INTERACTION WITH OTHER EU PROJECTS

In line with what was explained in previous sections, PLAST2bCLEANED has sought continuous synergies among related plastic recycling projects. Apart from the collaborations already described, PLAST2bCLEANED has participated in different discussions covering topics like environmental life cycle assessment and life cycle costing, exploitation routes or a joint regulatory contribution to the [public consultation on the Regulation on Persistent Organic Pollutants](#).

Likewise, PLAST2bCLEANED participated at the [LIFEPLASPLUS first dedicated event](#) and showcased, as well, the project advancement at the [NONTOX General Assembly meeting](#) on November 16, 2021.

FIGURE 4. FROM LEFT TO RIGHT, PLAST2bCLEANED AT THE NONTOX PROJECT GENERAL ASSEMBLY MEETING AND PLAST2bCLEANED DURING THE FIRST LIFE PLAS PLUS PROJECT DEDICATED EVENT.



4.2 ONLINE ACTIONS

4.2.1 WEBSITE

Since the official release of the website in M2, PLAST2bCLEANED partners have contributed widely to its update by providing information on milestones, giving interviews, consolidating dissemination materials, etc.

As a living platform, in M25 the website evolved to include a new [training](#) section, the above-mentioned documents, as well as the latest public deliverables and newsletters.

Regarding the News section, during this period 17 of them were uploaded:

<https://plast2bcleaned.eu/2021/07/05/plast2bcleaned-attends-achema-2021/>

<https://plast2bcleaned.eu/2021/07/07/iarc2021-plast2bcleaned-part-of-the-presentation-next-generation-recycling-processes-for-plastics-containing-flame-retardants-in-automotive-as-part-of-a-circular-economy/>

<https://plast2bcleaned.eu/2021/07/19/plast2bcleaned-good-on-track-in-its-half-project-period/>

<https://plast2bcleaned.eu/2021/07/29/plast2bcleaned-together-with-sister-projects-holds-the-webinar-recycling-of-plastics-towards-a-more-sustainable-plastic-treatment-in-2030/>

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<https://plast2bcleaned.eu/2021/10/07/plast2bcleaneds-october-newsletter-available-for-consultation/>
<https://plast2bcleaned.eu/2021/10/18/campine-disseminates-plast2bcleaned-at-infohappening/>
<https://plast2bcleaned.eu/2021/11/22/nontox-and-plast2bcleaned-continue-to-collaborate-together/>
<https://plast2bcleaned.eu/2021/11/29/plast2bcleaned-at-weee-forum-2021/>
<https://plast2bcleaned.eu/2021/12/02/chemometrics-for-spectral-data-assessment/>
<https://plast2bcleaned.eu/2022/01/12/plast2bcleaned-at-brightlands-polymer-days-2021/>
<https://plast2bcleaned.eu/2022/01/25/plast2bcleaned-progressing-to-obtain-a-human-and-environmentally-safe-recycling-process-for-weee-plastics/>
<https://plast2bcleaned.eu/2022/02/09/coolrec-presents-plast2bcleaned-at-ierc-2/>
<https://plast2bcleaned.eu/2022/02/11/plast2bcleaned-participate-in-life-plas-plus/>
<https://plast2bcleaned.eu/2022/03/29/plast2bcleaned-world-plastic-summit/>
<https://plast2bcleaned.eu/2022/04/04/plast2bcleaned-at-electro-plast-2022/>
<https://plast2bcleaned.eu/2022/04/26/plast2bcleaneds-april-2022s-newsletter-available-for-consultation/>
<https://plast2bcleaned.eu/2022/05/03/plast2bcleaned-towards-a-solid-environmental-and-economic-assessment-methodology/>

FIGURE 5: EXAMPLE OF WEBSITE POST



February 9, 2022 by Plast2bCleaned 19 likes

On January 19, PLAST2bCLEANED was showcased at the 20th International Electronics Recycling Congress IERC 2022 in Salzburg (Austria). On behalf of the consortium, Tom Carls, Business Development Manager at Coolrec, addressed the importance of working on a common European Directive for the waste electrical and electronic equipment treatment. As part of his presentation, Tom presented the joint policy brief developed by PLAST2bCLEANED together with the Circular Flooring, Creator, Nontox and React projects. You can check the full presentation here.

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Likewise, during this period, the following deliverable has been uploaded to the project website: [Second Communication & dissemination plan](#), while two more newsletters (5&6) were made available on the corresponding section.

FIGURE 6: PRESS RELEASE & NEWSLETTER SECTIONS ON PLAST2bCLEANED WEBSITE



In the M25-M36 period of the project, PLAST2bCLEANED has gained 2,115 unique visitors on its website, with an average session duration of 1 minutes 47 seconds. 8,667 unique page views in total. Summing up results from the beginning of the project, PLAST2bCLEANED has obtained 5,277 users, 19,922 page views and an average session of 1 minute 56 seconds.

A common session duration is usually between 1 and 2 minutes, the average session of almost 2 minutes achieved indicates high visitor engagement and interest in the project.

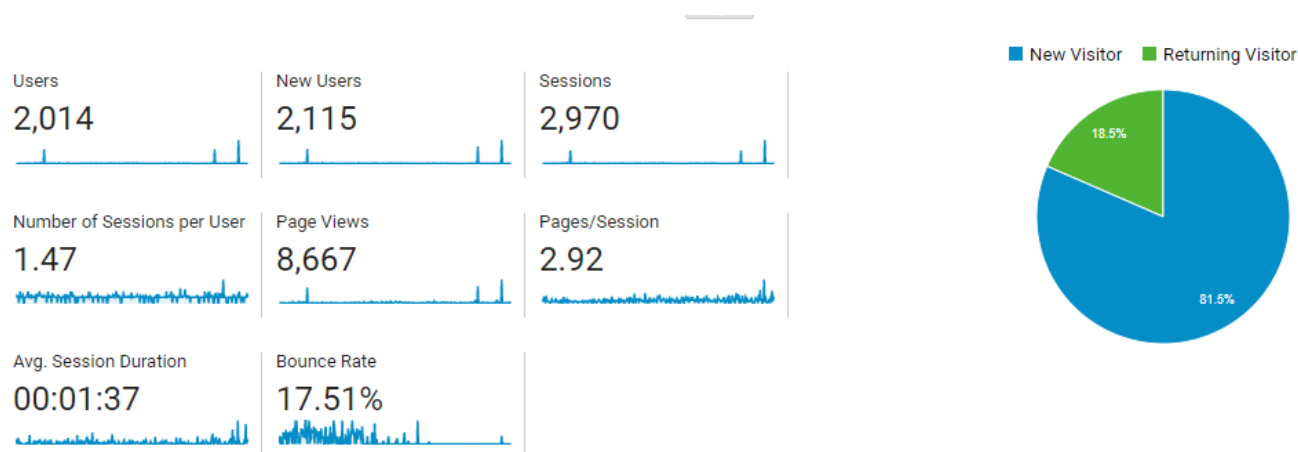
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FIGURE 7: GOOGLE ANALYTICS FOR PLAST2bCLEANED WEBSITE



4.2.2 SOCIAL MEDIA

The first social media channels ([LinkedIn](#) and [Twitter](#)) were put in place by SIE in M1, while the [YouTube](#) platform was established once the first official [video](#) of the project was released (M9).

LINKEDIN

PLAST2bCLEANED presence in LinkedIn has reached 561 followers by M36 after 152 updates (posts).

The engagement rate of this platform (number of interactions with post -likes, comments, shares) has reached 5.46% (more than 3% is usually considered excellent performance).

The number of impressions (views) has grown during the M25-M36 period, reaching by May 2022 a total of 103,225.

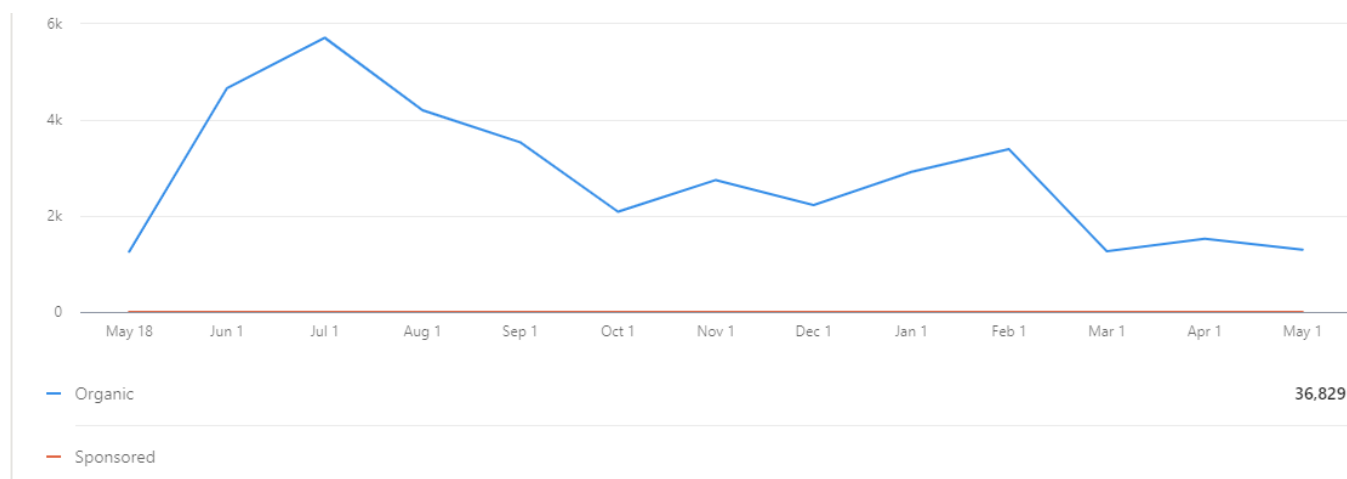
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FIGURE 8: NUMBER OF IMPRESSIONS FOR PLAST2bCLEANED IN LINKEDIN



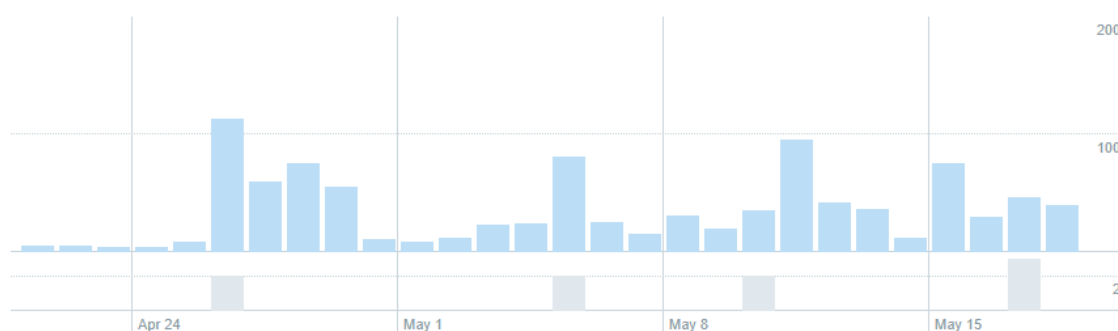
TWITTER

As of May 2022, PLAST2bCLEANED has 110 followers on this social media channel after 259 tweets. The contents on the profile have generated 26,100 views from M25 until M36*. The current engagement rate for Twitter is 2.9% (over 0.5% is considered good performance). In summary, a total of 84,300 views have been reached in this social media network by M36.

*The difference between the analytics of LinkedIn and Twitter remains mainly in the nature of each of them. All the professional contacts are more frequently found on LinkedIn, while Twitter is usually more oriented to a personal use. The interest to be on Twitter, although it frequently results in poor performance compared to LinkedIn, is the number of views that is usually higher than on LinkedIn.

FIGURE 9: NUMBER OF IMPRESSION FOR PLAST2bCLEANED ON TWITTER

Your Tweets earned **996 impressions** over this **28 day** period



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YOUTUBE

At least two videos were expected to be produced along the project life. To date, PLAST2bCLEANED has made 10 videos public.

During M25-M36, three new videos were uploaded: the recording of the [webinar](#) session held in July 2021, the official Horizon Results Booster joint [video](#), as well as the recorded [session](#) of the presentation of PLAST2bCLEANED at WEEE Forum.

FIGURE 10: HORIZON RESULTS BOOSTER OFFICIAL VIDEO



All videos have received 1,373 views to date.

4.2.3 NEWSLETTERS

As mentioned in the Grant Agreement, it was expected that 4 newsletters would be released during the project life.

Due to the impossibility to participate in physical events, PLAST2bCLEANED has reinforced this communication channel, and already released 6 Newsletters in total by M36. Two of them in this period of analysis.

PLAST2bCLEANED's [fifth](#) newsletter (M29) contained the recorded session of the joint webinar, interviews with the project coordinators from TNO, as well information on the project progress and events attended. From its side, the [sixth](#) issue (M35) included participation at conferences and technical articles.

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As of M36, the Newsletter has 411 subscribers and 562 readers altogether among the six of them. An average of 93 readers per Newsletter.

FIGURE 11: FIFTH NEWSLETTER CAPTURE (M29)

PLAST2bCLEANED

PLAST2bCLEANED will develop a human and environmentally safe recycling process for Waste Electrical and Electronic Equipment plastics in a technically feasible and economically viable manner.



On July 1, PLAST2bCLEANED organised a joint webinar entitled *Recycling of plastics. Towards a more sustainable plastic treatment in 2030* where the challenge of plastic treatment was addressed.



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5 OTHER RELEVANT ACTIONS

As stated on 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 (as shown above) to disseminate the PLAST2bCLEANED project from the very beginning by different means: social media posts, attendance at conferences and shows, emailing campaigns, newsletters, press releases, etc. to good effect.

PLAST2bCLEANED LinkedIn posts have been shared 31 times in this period (198 during the project life) and the partners were very supportive in this area. Likewise, consortium members have made 8 tweets during M25-M36 (37 during the project life) about PLAST2bCLEANED and contributed to retweeting 76 times (199 in total) the content shared on the official social media channels.

Some partners have accounts on other media channels (Facebook and Instagram), and they have disseminated the project as well over there.

Additionally, during this period, our project coordinator, Esther Zondervan-van den Beuken, Program Manager Circular Plastics at TNO, was co-author of a [brochure](#) entitled *A circular economy for plastics*.

Moreover, Esther met with the global venture capital fund Chrysalix Venture Capital. This company commercializes step-change innovation for resource-intensive industries and invest in intelligent systems, energy technology and resource productivity solutions to deliver outsized financial returns and environmental sustainability. PLAST2bCLEANED was introduced in an overview [presentation](#) on waste-to-value. Likewise, to reinforce this contact with stakeholders, PLAST2bCLEANED was presented at the Holland Circular Hotspot event to strengthen the Anglo-Dutch collaboration for #circularesolutions.

To guarantee that PLAST2bCLEANED is also disseminated among the general public, SIE uploaded information to [Macaroninght's website](#). MacaroNight is part of the European Researchers' Night, a Europe-wide public event that took place on September 24, 2021, to raise awareness about science and its impact on citizens' daily lives.

From their side, Fraunhofer ICT, as part of the tasks developed in PLAST2bCLEANED, carried out life cycle assessment & life cycle costing screenings based on preliminary data, literature and expert opinions, resulting on the [paper](#) entitled ***Bridging product life cycle gaps in LCA & LCC towards a circular economy***.

Finally, to reach a wider action, SIE sent a piece of news on the project progress to be included on the SPIRE quarterly [newsletter](#).



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FIGURE 12. PLAST2bCLEANED AS PART OF MACARONIGHT'S INITIATIVE



All this information can be found in more detail in the dissemination tables included in Annex 2.

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6 ACTION PLAN M37-M48

The project is now entering its latest phase, and this will be key to guarantee future exploitation of results. Dissemination and communication activities will support this roadmap to exploitation by distributing widely the project results to be generated during this period.

In this sense, it is expected that from M37 until the end of the project and beyond, project partners in charge of the technical work packages will generate a series of technical articles and papers with the results of four-year research like the recovery of the antimony (Campine), the destruction of the restricted substances followed by the bromine recovery and the production of new brominated flame retardants (ICL), or the results of the RAMAN spectroscopy tests carried out, among others.

Likewise, SIE will communicate widely the route map for exploitation, eco-design, and standardization recommendations, as well as this period milestones related to the construction of the recovery unit.

Moreover, it is expected during this period to engage the audience with the eLearning modules created, based on the identified key exploitable results. It is also foreseen that a whitepaper and roadmap for main stakeholders of the value chain will be produced.

Regular updates on social media and website are proven to be effective as per the original strategy, so they are planned to continue being posted regularly.



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7 ANNEX 1: IMPACT ON MEDIA OUTLETS AND RELATED WEBSITES

20 MINUTES

Audience [12 million visitors per month](#)

<https://www.20minutos.es/noticia/4629852/0/uplift-un-proyecto-para-impulsar-el-embalaje-circular-de-plastico-en-el-sector-de-alimentos-y-bebidas/>

A SPIRE

Audience unknown

<https://sh1.sendinblue.com/v9fm20autt7e.html>

ACERMETAL

Audience unknown

<https://acermetal.es/post/reciclar-abs-y-hips-procedente-de-residuos-electronicos>

AIMPLAS

Audience unknown

<https://www.aimplas.es/blog/uplift-un-proyecto-para-impulsar-el-embalaje-circular-de-plastico-en-el-sector-de-alimentos-y-bebidas/>

CIRCULAR FLOORING

Audience unknown

<https://www.circular-flooring.eu/news/easme-h2020-projects-workshop/>

CLUSTER MAV

Audience unknown

<https://www.clustermav.com/noticias/elix-polymers-marca-e-loop-para-actividades-de-economia-circular/?lang=es>



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CORDIS EUROPA

Audience [Cordis](#) 350,000 visitors / month

https://cordis.europa.eu/event/rcn/149333_en.html

CREATOR PROJECT

Audience unknown

<https://www.creatorproject.eu/save-the-date-recycling-of-plastics-towards-a-more-sustainable-plastic-treatment-in-2030/>

DIARI DE TARRAGONA

Audience unknown

<https://www.diaridetarragona.com/economia/ELIX-Polymers-lanza-la-marca-E-LOOP-para-sus-actividades-de-economia-circular-20210326-0040.html>

ECONOMÍA CIRCULAR PLÁSTICOS

Audience unknown

<https://economiacircularplasticos.es/recordd.php?tipo=1&id=306>

EUROPA NU

Audience unknown

https://www.europa-nu.nl/id/vljw4u3fqrog/agenda/plast2bcleaned_together_with_sister?ctx=vim6m2t4fzvr&tab=1

EUROPEAN DISSEMINATION

Audience unknown

<https://www.europeandissemination.eu/webinar-to-focus-on-the-challenges-of-plastics-recycling/14135>

GESTIÓN DE RESIDUOS ONLINE

Audience unknown

<http://gestionderesiduosonline.com/como-reciclar-los-plasticos-de-los-raee/>



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INDUSTRY TALKS

Audience unknown

<https://industrytalks.es/aimplas-y-sustainable-innovations-socios-espanoles-en-un-proyecto-para-impulsar-el-embalaje-circular/>

KUNSTOFF ZEITSCHRIFT

Audience unknown

<https://www.kunststoff-zeitschrift.at/news/firmen/mit-e-loop-unterstreicht-elix-sein-engagement-fuer-eine-nachhaltigere-welt/>

MIX UP

Audience unknown

<https://www.mix-up.eu/friends/tno>

PLASTECH

Audience unknown

<https://www.plastech.biz/en/news/Elix-Polymers-and-Repsol-sign-a-Circular-Economy-partnership-15860>

PLASTICKER

Audience unknown

https://plasticker.de/Kunststoff_News_38731_Elix_Polymers_Neue_Marke_E_Loop_fuer_Aktivitaeten_der_Kreislaufwirtschaft

PLASTICS TECHNOLOGY MEXICO

Audience unknown

<https://www.pt-mexico.com/noticias/post/e-loop-nueva-marca-de-elix-polymers-para-proyectos-de-economia-circular>



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PLASTICS WORLD

Audience 22,900 followers on Twitter

<https://twitter.com/PlasticsWorld/status/1418514675592007682>

PRESS RELEASE FINDER

Audience unknown

https://www.pressreleasefinder.com/ELIX_Polymers/ELXPR060/en/

REVISTA DE PLÁSTICOS MODERNOS

Audience unknown

<http://www.revistaplasticosmodernos.es/vernoticia/4155>

SCANR, MOTEUR DE LA RECHERCHE ET DE L'INNOVATION

Audience unknown

<https://scanr.enseignementsup-recherche.gouv.fr/project/821087>

TECNOPLAST

Audience unknown

<https://www.tecnoplastonline.net/elix-polymers-launches-e-loop-brand-for-circular-economy-activities/>

TRUST IT SERVICES

Audience unknown



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<https://trust-itservices.com/events/recycling-plastics-towards-more-sustainable-plastic-treatment-2030>



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3 ANNEX 2: DISSEMINATION TABLES



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TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	COUNTRIES ADDRESSED	LINK TO WEBSITE /SOCIAL MEDIA	OPEN ACCESS	BRIEF DESCRIPTION
Social media post	Pieter Imhof	Interview Judith & Esther	May 2021	LinkedIn	General Public	2613	Worldwide	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6795632126101393409/?actorCompanyId=19181364	Yes	Repost corporate account
Social media post	Judith Kessens	Interview Judith & Esther	May 2021	LinkedIn	General Public	587	Worldwide	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6800506318034616320/?actorCompanyId=19181364	Yes	Repost corporate account
Social media post	Esther Zondervan	PLAST2bCLEANED joint webinar	June 2021	LinkedIn	General Public	1705	Worldwide	https://www.linkedin.com/feed/update/urn%3Ali%3AugcPost%3A6812620055424065537/?actorCompanyId=19181364	Yes	Repost corporate account
Social media post	Pieter Imhof	PLAST2bCLEANED joint webinar	June 2021	LinkedIn	General Public	2650	Worldwide	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6815921580623900672/?actorCompanyId=19181364	Yes	Repost corporate account
Social media post	Anstasia P	PLAST2bCLEANED joint webinar	June 2021	LinkedIn	General Public	881	Worldwide	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A681823819958	Yes	Repost corporate account
Presentation	Annemieke vd Runstraat	Nontox consortium meeting	16th Nov 21	Online	Nontox consortium	50	EU	https://plast2bcleaned.eu/2021/11/22/nontox-and-plast2bcleaned-continue-to-collaborate-together/	No	Attendance meeting
Presentation	Esther Zondervan	WEEE Forum	16th Nov 21	Online	WEEE producers	100	Worldwide	https://plast2bcleaned.eu/2021/11/29/plast2bcleaned-at-weee-forum-2021/	Yes	Presentation at conference
Presentation	Lucie Prins	Brightlands Polymer Days 2021	nov-21	Veldhoven (NL)	General Public	200	Worldwide	https://plast2bcleaned.eu/2022/01/12/plast2bcleaned-at-brightlands-polymer-days-2021/	No	Presentation at conference

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	COUNTRIES ADDRESSED	LINK TO WEBSITE /SOCIAL MEDIA	OPEN ACCESS	BRIEF DESCRIPTION
Oral presentation	S. Reinardt	Investigation into the separation of polymer additives from dissolved WEEE polymers for the removal of antimony and bromine Comments on the European Commission's initiative to update the concentration limits of persistent organic pollutants in waste.	16.06.21 March 2022	Online Meeting	General audience	100	Worldwide	https://www.chema.de/en/the-chema/congress-programme/schedule https://www.linkedin.com/feed/update/urn:li:activity:6911722270523715584/?act=rCompanyId=19181364	yes	ACHEMA is a worldwide chemical process engineering fair with an average of 3500 exhibitors and ~150.000 visitors taking place every 3 years. ACEMA Pulse is an online alternative due to Covid19. It is hard to estimate the size of the event beforehand. Comments on the European Commission's initiative to update the concentration limits of persistent organic pollutants in waste.
Social media post	FHF			Linkedin	General audience	688	Worldwide		yes	

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	COUNTRIES ADDRESSED	LINK TO WEBSITE /SOCIAL MEDIA	FLYERS DISTRIBUTED	OPEN ACCESS	BRIEF DESCRIPTION
Social media post	Lein Tange	ICM AG IARC conference	July 2021	Linkedin Geneva,	General audience	2764	Worldwide	https://www.linkedin.com/feed/update/urn%63Ali%3Aactivity%63A6818870468343300096/?actorCompanyId=19181364	-	Yes	Repost corporate account
Conference	Lein Tange	ICM AG IARC conference	June 2021	Switzerland	Technical audience	100	Europe	https://icm.ch/en/iarc-2021	100	Yes	Conference
Social media post	Lein Tange	PLAST2BCLEANED GA meeting	January 2022	Linkedin	General audience	2894	Worldwide	https://www.linkedin.com/feed/update/urn:li:ugcPost:6887139742526316544/?actorCompanyId=19181364	-	Yes	Repost corporate account
Social media post	Marcel Meijer	PLAST2BCLEANED GA meeting	January 2022	Linkedin	General audience	385	Worldwide	https://www.linkedin.com/feed/update/urn:li:ugcPost:6887300749093564416/?actorCompanyId=19181364	-	Yes	Repost corporate account
Social media post	Sander Kroon	PLAST2BCLEANED GA meeting	January 2022	Linkedin	General audience	707	Worldwide	https://www.linkedin.com/feed/update/urn:li:share:6888512240308301824/?actorCompanyId=19181364	-	Yes	Repost corporate account

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	COUNTRIES ADDRESSED	LINK TO WEBSITE /SOCIAL MEDIA	FLYERS DISTRIBUTED	OPEN ACCESS	BRIEF DESCRIPTION
Social media post	Campine	PLAST2bCLEANED nominated to Eurid's awards	May 2021	LinkedIn	General Public	1600	Worldwide	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6801107470392655872/?actorCompanyId=19181364	-	Yes	Repost from corporate account
Social media post	Campine	PLAST2bCLEANED GA meeting	July 2021	LinkedIn	General Public	1618	Worldwide	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6820643812877090816/?actorCompanyId=19181364	-	Yes	Repost from corporate account
Presentation	Campine	Recycling antimony trioxide from industrial waste and beyond	june 21	online	professionals in the textile and plastic industry	100	Belgium	https://www.centexbel.be/en/agenda/infohappening-textile-coating-finishing-dyeing-printing	100	yes	Presentation about the recycling opportunities for Antimony trioxide with specific attention to P2BC and WEEE plastics
Social media post	Campine	Bridging product life cycle gaps in a circular economy?	october 21	LinkedIn	General Public	1669	Worldwide	https://www.linkedin.com/feed/update/urn%3Ali%3AugcPost%3A6843878399254044672/?actorCompanyId=19181364	-	yes	Repost from corporate account
Social media post	Hilde Goovaerts Campine	Presentation at Infohappening	october 21	LinkedIn	General Public	787	Worldwide	https://www.linkedin.com/feed/update/urn:li:share:6856669790384230400/?actorCompanyId=19181364	-	yes	Repost from corporate account
Social media post	Hans Vercammen Campine	Presentation at Infohappening	october 21	LinkedIn	General Public	787	Worldwide	https://www.linkedin.com/feed/update/urn:li:share:685663732690489344/?actorCompanyId=19181364	-	yes	Repost from corporate account
Presentation	Hilde Goovaerts Campine	Lifeplasplus dedicated event	November 2021	Online	Professionals in the automotive and E&E industry	80	worldwide	https://plast2bcleaned.eu/2022/02/11/plast2bcleaned-particiate-in-life-plas-plus/		yes	Positioning of the antimony value chain and the need for recycling of FR plastics (project of

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	COUNTRIES ADDRESSED	LINK TO WEBSITE /SOCIAL MEDIA	OPEN ACCESS	BRIEF DESCRIPTION
Social media post	Fabian Herter (ELIX)	PLAST2bCLEANED joint webinar	JUne 2021	Linkedin	General audience	1622	Worlwide	https://www.linkedin.com/posts/fabianherter-b2bmarketing_recycling-of-plastics-towards-a-more-sustainable-activity-680870262937518592-Pmwp	Yes	Repost from corporate account
Social media post	Fabian Herter (ELIX)	PLAST2bCLEANED GA meeting	July 2021	Linkedin	General audience	1649	Worlwide	https://www.linkedin.com/feed/update/urn%3Aurn%3Aactivity%3A6820300400281964544/?actorCompanyId=19181364	Yes	Repost from corporate account
Social media post	ELIX	PLAST2bCLEANED GA meeting	July 2021	Linkedin	General audience	5935	Worlwide	https://www.linkedin.com/feed/update/urn%3Aurn%3Aactivity%3A6828992017973030912/?actorCompanyId=19181364	Yes	Post about GA meeting july
Social media post	ELIX	PLAST2bCLEANED GA meeting	July 2021	Twitter	General audience	324	Worlwide	https://twitter.com/ELIXPolymers_ES/status/1423230484751003651	Yes	Post about GA meeting july
Social media post	Fabian Herter (ELIX)	PLAST2bCLEANED part of ASPIRE	January 2022	Linkedin	General audience	1779	Worlwide	https://www.linkedin.com/feed/update/urn:li:share:6884289893288210432/?actorCompanyId=19181364	Yes	Repost from corporate account
Social media post	ELIX	PLAST2bCLEANED GA meeting	January 2022	Linkedin	General audience	5942	Worlwide	https://www.linkedin.com/feed/update/urn:li:activity:b888820372741926912/?actorCompanyId=19181364	Yes	Post about GA meeting January
Social media post	ELIX	PLAST2bCLEANED GA meeting	January 2022	Twitter	General audience	330	Worlwide	https://twitter.com/ELIXPolymers_ES/status/1483058766945869825	Yes	Post about GA meeting January (spanish)
Social media post	ELIX	PLAST2bCLEANED GA meeting	January 2022	Twitter	General audience	330	Worlwide	https://twitter.com/ELIXPolymers/status/1483056355623776256	Yes	Post about GA meeting January (english)
Social media post	Fabian Herter (ELIX)	PLAST2bCLEANED webinar	March 2022	Linkedin	General audience	1831	Worlwide	https://www.linkedin.com/feed/update/urn:li:share:6912007520857337856/?actorCompanyId=19181364	yes	Repost from corporate account

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	COUNTRIES ADDRESSED	LINK TO WEBSITE /SOCIAL MEDIA	OPEN ACCESS	BRIEF DESCRIPTION
Social media post	Stefano Zuin (ELECTROLUX)	PLAST2bCLEANED joint webinar	June 2021	Linkedin	General audience	562	Worldwide	https://www.linkedin.com/feed/update/urn:li:ugcPost:6814289106282008576/?actorCompanyId=19181364	Yes	Repost from corporate account
Social media post	Stefano Zuin (ELECTROLUX)	PLAST2bCLEANED joint webinar	June 2021	Linkedin	General audience	562	Worldwide	https://www.linkedin.com/feed/update/urn:li:ugcPost:6814289106282008576/?actorCompanyId=19181364	Yes	Repost from corporate account
Social media post	Stefano Zuin (ELECTROLUX)	PLAST2bCLEANED meetings to disseminate the project	July 2021	Linkedin	General audience	564	Worldwide	https://www.linkedin.com/feed/update/urn:li:ugcPost:6814289106282008576/?actorCompanyId=19181364	Yes	Repost from corporate account

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	COUNTRIES ADDRESSED	LINK TO WEBSITE /SOCIAL MEDIA	OPEN ACCESS	BRIEF DESCRIPTION
Social media post	Christoph Zang	Fraunhofer ACHEMA pulse speech anouncement	June 2021	LinkedIn	General Public	100	Worlwide	https://www.linkedin.com/feed/update/urn:li:activity:6809126326335811584	Yes	Repost corporate account

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	COUNTRIES ADDRESSED	LINK TO WEBSITE /SOCIAL MEDIA	OPEN ACCESS	BRIEF DESCRIPTION
Social media post	Wim Pype	PLAST2BCLEANED at IERC 2022	February 2022	Linkedin	General Public	1103	Worldwide	https://www.linkedin.com/feed/update/urn:li:share:6897213765524316160/?actorCompanyId=19181364	Yes	Repost corporate account

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	COUNTRIES ADDRESSED	LINK TO WEBSITE /SOCIAL MEDIA	OPEN ACCESS	BRIEF DESCRIPTION Information on the webinar
Social media post	SIE	PLAST2bCLEANED webinar	July 2021	Linkedin	General audience	5795	Worlwide	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6816303265509081088/?actorCompanyId=19181364	Yes	Recycling of plastics Towards a more sustainable future
Social media post	SIE	PLAST2bCLEANED GA meeting	July 2021	Linkedin	General audience	5795	Worlwide	https://www.linkedin.com/feed/update/urn%3Ali%3Aactivity%3A6820366171733315584/?actorCompanyId=19181364	Yes	Information on the project GA meeting
Social media post	SIE	PLAST2bCLEANED GA meeting	July 2021	Twitter	General audience	670	Worlwide	https://twitter.com/SustainableInnE/status/1414600485143781380	Yes	Information on the project GA meeting
Social media post	SIE	PLAST2bCLEANED GA meeting	July 2021	Instagram	General audience	523	Worlwide	https://www.instagram.com/p/CQqcObo_nkfP/	Yes	Information on the project GA meeting
Social media post	SIE	PLAST2bCLEANED webinar	July 2021	Twitter	General audience	670	Worlwide	https://twitter.com/SustainableInnE/status/1410537874039181314	Yes	Recycling of plastics Towards a more sustainable future
Social media post	SIE	PLAST2bCLEANED GA January 2022	January 2022	Linkedin	General audience	6341	Worlwide	https://www.linkedin.com/feed/update/urn:li:activity:6886571592764166144/?actorCompanyId=19181364	Yes	Information on the project GA meeting
Social media post	SIE	PLAST2bCLEANED GA January 2022	January 2022	Twitter	General audience	715	Worlwide	https://twitter.com/SustainableInnE/status/1480806457302036480	Yes	Information on the project GA meeting
Social media post	SIE	PLAST2bCLEANED GA January 2022	January 2022	Instagram	General audience	560	Worlwide	https://www.instagram.com/p/CYluGUzN1PW/	Yes	Information on the project GA meeting
Social media post	SIE	Global recycling day	March 2022	Linkedin	General audience	6509	Worlwide	https://www.linkedin.com/feed/update/urn:li:activity:6910546034620256256/?actorCompanyId=19181364	Yes	Post on the GlobalRecyclingDay!
Social media post	SIE	Global recycling day	March 2022	Twitter	General audience	730	Worlwide	https://twitter.com/SustainableInnE/status/1504780731620499457	yes	Post on the GlobalRecyclingDay!

TYPE OF ACTIVITY	MAIN LEADER /AUTHORS	TITLE	DATE	PLACE	TYPE OF AUDIENCE	SIZE OF AUDIENCE	COUNTRIES ADDRESSED	LINK TO WEBSITE /SOCIAL MEDIA	OPEN ACCESS	BRIEF DESCRIPTION
Social media post	Gaiker	Retweet - Webinar	July 2021	Twitter	General public	353	Worldwide	https://twitter.com/plast2bcleaned/status/1410542752018931713?s=20	Yes	
Social media post	Gaiker	Retweet - Webinar	June 2021	Twitter	General public	353	Worldwide	https://twitter.com/plast2bcleaned/status/1402936149274988545?s=20	Yes	
Social media post	Gaiker Ainara Pocheville	Video Horizon Results Booster	October 2021	Linkedin	General public	82	Worldwide	https://www.linkedin.com/feed/update/urn%3AIn%3AActivity%3A6841676240668246016/?actorCompanyId=19181364	Yes	Repost from official account
Social media post	Gaiker Ainara Pocheville	Life cycle assessment PLASTBCLEANED	October 2021	Linkedin	General public	82	Worldwide	https://www.linkedin.com/feed/update/urn%3AIn%3AUGPost%3A6845623007818452992/?actorCompanyId=19181364	Yes	Repost from official account
Social media post	Gaiker Ainara Pocheville	Have you met our related project #LIFEPPSSURE?	October 2021	Linkedin	General public	82	Worldwide	https://www.linkedin.com/feed/update/urn%3AIn%3AActivity%3A6846720614988959744/?actorCompanyId=19181364	Yes	Repost from official account
Social media post	Gaiker	CHEMOMETRICS FOR SPECTRAL DATA ASSESSMENT	November 2021	P2BC website	General public		Worldwide	https://plast2bcleaned.eu/2021/12/02/chemometrics-for-spectral-data-assessment/	Yes	Technical text for posting
Social media post	Gaiker	News	November 2021	Twitter	General public	353	Worldwide	https://twitter.com/plast2bcleaned/status/1465718576627822595	Yes	Repost from corporate account
Social media post	Gaiker	News	November 2021	Twitter	General public	353	Worldwide	https://twitter.com/plast2bcleaned/status/1463104275802955778	Yes	Repost from corporate account
Social media post	Gaiker	News	November 2021	Twitter	General public	353	Worldwide	https://twitter.com/plast2bcleaned/status/1460568737308942336	Yes	Repost from corporate account
Social media post	Gaiker	News	January 2022	Twitter	General public	353	Worldwide	https://twitter.com/plast2bcleaned/status/1468905096721440768	Yes	Repost from corporate account
Social media post	Gaiker	News	January 2022	Twitter	General public	353	Worldwide	https://twitter.com/plast2bcleaned/status/1478276424817680384	Yes	Repost from corporate account
Social media post	Gaiker	News	January 2022	Twitter	General public	353	Worldwide	https://twitter.com/plast2bcleaned/status/1483399511621148675	Yes	Repost from corporate account
Social media post	Gaiker	News	February 2022	Twitter	General public		Worldwide	https://twitter.com/plast2bcleaned/status/1488476744189366274	Yes	Repost from corporate account
Social media post	Ainara Pocheville	PLAST2BCLEANED at IERC 2022	February 2022	Linkedin	General public	84	Worldwide	https://www.linkedin.com/feed/update/urn:li:share:6897166539263401984/?actorCompanyId=19181364	Yes	Repost from corporate account
Social media post	Íñigo Cacho	PLAST2BCLEANED at IERC 2022	February 2022	Linkedin	General public	150	Worldwide	https://www.linkedin.com/feed/update/urn:li:share:6899242279740018689/?actorCompanyId=19181364	Yes	Repost from corporate account
Social media post	Gaiker	News	February 2022	Twitter	General public	353	Worldwide	https://twitter.com/plast2bcleaned/status/1491360208152838144	Yes	Repost from corporate account
Social media post	Gaiker	News	February 2022	Twitter	General public	353	Worldwide	https://twitter.com/plast2bcleaned/status/149355257077976839	Yes	Repost from corporate account
Social media post	Gaiker	News	March 2022	Twitter	General public	353	Worldwide	https://twitter.com/plast2bcleaned/status/1501162833404432387	Yes	Repost from corporate account
Social media post	Gaiker	News	March 2022	Twitter	General public	353	Worldwide	https://twitter.com/plast2bcleaned/status/150369371714186242	Yes	Repost from corporate account
Social media post	Gaiker	News	April 2022	Twitter	General public	353	Worldwide	https://twitter.com/plast2bcleaned/status/1511287610165059585	Yes	Repost from corporate account
Social media post	Gaiker	News	April 2022	Twitter	General public	353	Worldwide	https://twitter.com/plast2bcleaned/status/1516357750749601793	Yes	Repost from corporate account
Social media post	Gaiker	PLAST2BCLEANED Newsletter	April 2022	Twitter	General public	353	Worldwide	https://twitter.com/plast2bcleaned/status/1518901541096337408	Yes	Repost from corporate account
Social media post	Gaiker	PLAST2BCLEANED Newsletter	April 2022	LinkedIn	General public	6300	Worldwide	https://www.linkedin.com/feed/update/urn:li:activity:692542225500580864	Yes	Repost from corporate account