

**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**

**D6.10: PROJECT VIDEO 2**

Project details			
<b>Project acronym</b>	PLASTtics to be CLEANED PLAST2bCLEANED	<b>Start / Duration</b>	June, 1 2019 (57 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>Number</b>	6.10		
<b>Title</b>	PROJECT VIDEO 2		
<b>Work Package</b>	6		
<b>Dissemination level</b>	PUBLIC	<b>Nature</b>	PO
<b>Due date (M)</b>	December 2023	<b>Submission date (M)</b>	December 2023
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**Document history**

Date	Name	Partner	Role / Title
December 18, 2023	V0.1	SIE	First version of the document
January 26, 2024	V1.0	TNO	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 PLAST2bCLEANED's outputs, a coherent and clear communication and dissemination strategy is essential and starts with a consistent project identity. For this purpose, a logo and guidelines were created, and a comprehensive and appealing website was launched in month 3. As part of the [Communication and Dissemination Plan](#) produced in M6 one of the actions to reach several target audiences was the creation of two videos (embedded from Youtube). [The first one](#) presented the general scope of the project and the second one and the [last one](#) will serve as training material for stakeholders and will be produced by the end of the project.

## 2. TERMS, DEFINITIONS AND ABBREVIATED TERMS

TABLE EXAMPLE			
Acronym	Definition	Acronym	Definition
acrylonitrile butadiene styrene	ABS	IERC	International Electronics Recycling Congress
antimony trioxide	ATO	M	Month
brominated flame retardants	BFRs	WEEE	Waste from Electrical and Electronic Equipment
WEEE		WP	Work package

## 3. METHODOLOGICAL STEPS

### 3.1 OBJECTIVE OF THE VIDEO

The main goal of the [final video](#) for the PLAST2bCLEANED project is to explain its goals to a wide audience, from industry manufacturers to the general public. To make sure the video reaches its target audience, it will be shared on YouTube, LinkedIn, Twitter, and the project's official website. The consortium also plans to feature the video at different events in 2024, including the International Electronics Recycling Congress IERC 2024 in Salzburg. The video was filmed at Fraunhofer facilities with their partners, adding expertise to the content. This strategy aims to inform key stakeholders about the project's achievements and objectives.

### 3.2 DEVELOPMENT PROCESS

The script was developed by SIE and validated in collaboration with speakers at Fraunhofer. A filmmaker recorded the questions, and the speakers provided explanations of the results. The filming process took place over four hours at the facilities of Fraunhofer ICT in Germany, led by a professional videographer. There were changes made to the design, including modifications to the title names, resulting in the creation of two versions of the video.

### 3.3 INCLUSION AND STATUS

The video has been uploaded to our [YouTube channel](#) and [the project website homepage](#), also featured in the [news section](#). It will be shared on social media platforms in several posts (LinkedIn and Twitter-X) for partners to distribute. This video has gotten 406 impressions since it was published.

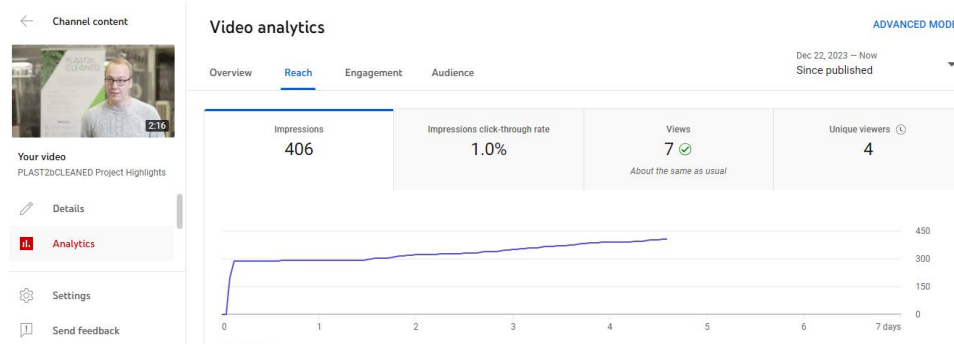


FIGURE 1-1. YOUTUBE INSIGHTS

### 3.4 RESULTS AND INSIGHTS

A post for the announcement of the video was made a month prior the release, with 730 impressions. These positive engagement metrics indicate the video's effectiveness and set the stage for its planned resharing in future campaigns, including newsletters. Additionally, it is planned to showcase the video at the final project event, IERC 2024, with a minimum of 15 participants.

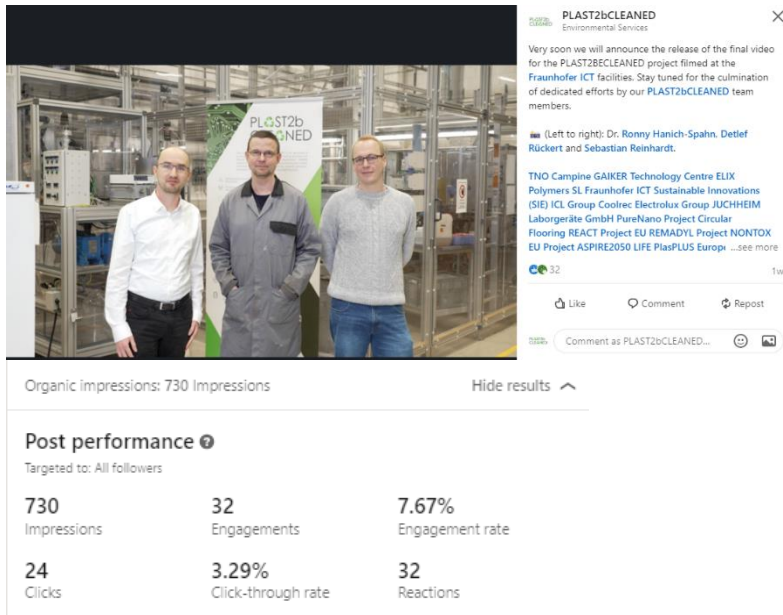


FIGURE 1-2. SOCIAL MEDIA POSTS FROM LINKEDIN – VIDEO ANNOUNCEMENT



## 4. VIDEO

[Watch here the final video.](#) The [initial video](#), accessible on both the PLAST2bCLEANED project website and YouTube channel. Now the final and second project video explaining the project's conclusion, will spotlight the achieved results. It has a duration of two minutes and 15 seconds. The script for this [final video](#) is as follows:

*I am Sebastian Reinhardt, research scientist at front of Fraunhofer ICT, and I specialize in separation techniques and the recycling of aged Plastics. Our goal in PLAST2bCLEANED is to develop technically, feasible and environmentally safe recycling process for WEEE plastics waists, and we've developed a plant within this project which you can see behind me. We have successfully removed hazardous substances such as legacy bromine flame retardants from waste abs and sent them over to our partner ICL where it has been converted into harmless sodium bromide.*

*Dr. Ronny Hanich-Spahn - Alongside the chemical recycling solvent-based recycling is one key technology to achieve the goals of a circular economy. This allows polymer to retain this structure and keep these in short material cycles. With the help of the interdisciplinary team from the PLAST2bCLEANED project and efficient recycling process was developed and can be applied for a wide range of plastic polymers.*



Images 1,2,3 PLAST2bCLEANED LAB AT FRAUNHOFER ICT FACILITIES

Image 4: Speaker 01 - Sebastian Reinhardt



Image 5: Speaker 02- Dr. Ronny Hanich-Spahn



## 5. ANNEXES

Target group	Stakeholder Targeted results/content
Recycling Companies and Plastic recyclers - Plastics Recycling Europe, Euric	Innovative developed techno-economic solutions for recycling of plastics containing additives to be able to recycle the polymers and the additives at the same time
Producers of electronics - Digital Europe OEMs	Introduction of circular design thinking, including the use of high-quality recycled polymers/plastics
Producers Plastics - Plastics Europe, and Producers of additives and Flame Retardants Europe - BSEF	WEEE polymers can be used safely in new plastics after removing the additives
Public Municipalities	Circular solutions for collection and treatment of WEEE to be able to increase the recycling of the plastic fractions
Collectors of WEEE . WEEE Forum, WEEELABEX	To collect WEEE, separated from other fractions.
WEEE Associations, EERA	Support of the introduction of new technologies to apply across EU and to increase the recycling of WEEE plastics across EU.
Standardisation bodies and policy stakeholders	Analysis of the results with standardisation potential between the relevant standardisation bodies such as the CEN / CENELEC and the technical partners of PLAST2bCLEANED.
Investors	Business approach; high profitability of the investment in plastic recycling, because of the recycling of the polymers and the additives at the same time.
Scientific Community	Material, presentations and campaigns to engage in further research on the recycling process for WEEE plastics towards a Circular Economy approach.
General Public	Awareness campaigns regarding the positive health and environmental aspects of the introduction of the PLAST2bCLEANED process for WEEE plastics.
Trade media	Involve media on the activities to carry out to guarantee knowledge is spread widely.