

D9.2 Communication Materials (M24)

Document Information

Contractual Date of Delivery	M24
Actual Date of Delivery	M24
Author (s)	Laura Almar, Mireia Rodríguez
Lead Participant	CSIC and KER
Contributing participants	All partners
Estimated person months used	1
Dissemination level (PU/CO/RES/CON/SEC)	PU
Nature (R/DEM/DEC/O/ET/ORDP)	DEC

Project Information

Project Title	Integrated Catalytic Recycling of Plastic Residues into Added-Value Chemicals
Project Acronym	iCAREPLAST
Project Call	H2020-NMBP-SPIRE
Grant Number	820770
Project Duration	15.10.2018-15.10.2022 (48 months)



This project has received European Union's Horizon 2020 research and innovation funding under grant agreement N° 820770.



Executive Summary

The present document is an index to collect all the communication materials developed during the first reporting period (Month 1 – Month 24) of iCAREPLAST, and programmed in the Project Communication and Dissemination Plan (D9.1). It includes links and images of the project website, the newsletter, press clippings, leaflet, social networks, etc.

According to the Grant Agreement (GA) this report will be updated and delivered half-yearly. This is the forth delivery, including all communication activities executed from month 1 to month 24.

The deliverable D9.3 Report on monitoring and evaluation of communication and dissemination activities, complements this deliverable evaluating the impact and objectives of the material presented here.

TABLE OF CONTENT

1. WEBSITE	3
1.2 WWW.ICAREPLAST.EU	3
2. SOCIAL NETWORKS	3
2.2 HTTPS://ES.LINKEDIN.COM/COMPANY/ICAREPLAST	3
2.3 HTTPS://TWITTER.COM/ICAREPLAST	3
3. COMMUNICATION MATERIAL	3
3.1 <u>PROJECT PRESENTATION</u>	3
3.2 <u>PROJECT LEAFLET</u>	3
3.3 <u>PROJECT ROLL-UP</u>	3
3.4 <u>NEWSLETTER</u>	4
3.5 <u>OTHER COMMUNICATION MATERIALS:</u>	4
4. PRESS MEDIA	5
5. PROJECT VIDEO	7
5.2 ICAREPLAST PROJECT H2020 – EN HTTPS://YOUTU.BE/1sSNRRSLDty	7
5.3 ICAREPLAST LOGO HTTPS://YOUTU.BE/T2HYyFj7MDQ	7
5.4 ICAREPLAST: URBASER PILOT PLANT HTTPS://YOUTU.BE/TH9EKs0_DD4	7
5.5 ICAREPLAST PROCESS HTTPS://YOUTU.BE/LP7GAE0byCU	7
5.6 ICAREPLAST: OXYCOMBUSTION UNIT HTTPS://YOUTU.BE/AQAV1k0UdFG	7
5.7 ICAREPLAST: CLOSING THE PLASTIC LOOP HTTPS://YOUTU.BE/9DYvS7G7ATU	7

1. WEBSITE

1.2 www.iCAREPLAST.eu

2. SOCIAL NETWORKS

2.2 <https://es.linkedin.com/company/icareplast>

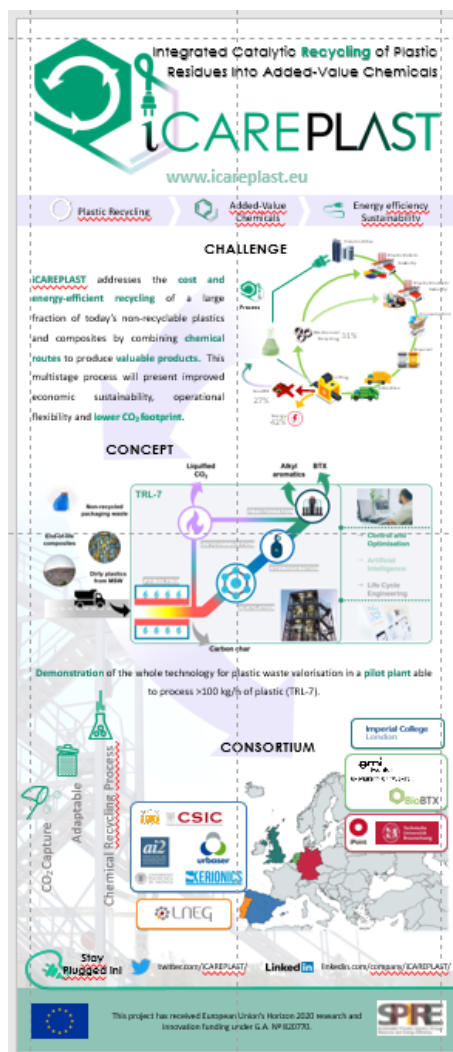
2.3 <https://twitter.com/icareplast>

3. COMMUNICATION MATERIAL

3.1 Project Presentation

3.2 Project Leaflet

3.3 Project Roll-up



3.4 Newsletter

- <https://www.icareplast.eu/documents/>
- [Newsletter 1](#)
- [Newsletter 2](#)
- [Newsletter 3](#)
- Newsletter 4 – Under preparation.

3.5 Other Communication Materials:

- iCAREPLAST in a slide:

The slide is titled "iCAREPLAST INTEGRATED CATALYTIC RECYCLING OF PLASTIC RESIDUES INTO ADDED-VALUE CHEMICALS". It features three main pillars: "Plastic Recycling", "Added-Value Chemicals", and "Energy efficiency Sustainability".

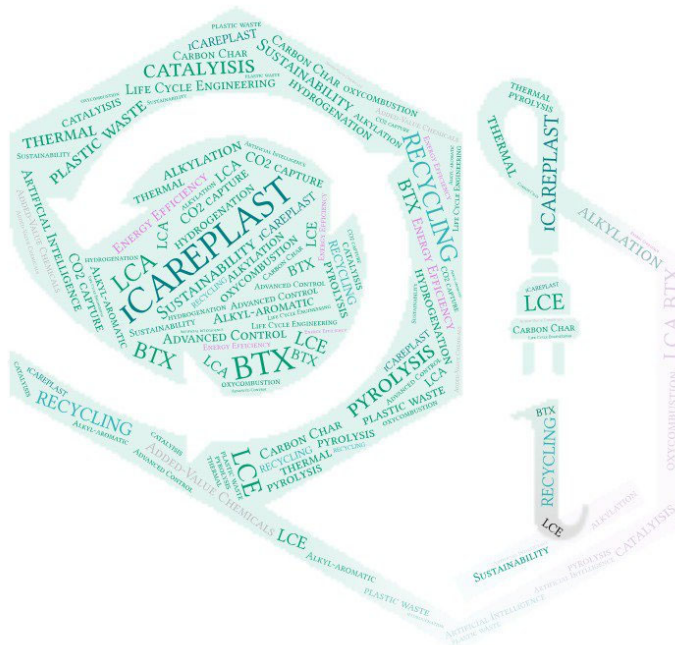
CONCEPT: The process starts with "Non-recycled packaging waste", "End-of-life composites", and "Dirty plastics from MSW". These undergo "PYROLYSIS" to produce "Liquified CO₂", "Alkyl aromatics", and "BTX". "Liquified CO₂" is further processed through "FRACTIONATION". "Alkyl aromatics" go through "HYDROGENATION". "BTX" is produced via "ALKYLATION". "Carbon char" is a byproduct. The process is controlled by "Control and Optimisation", "Artificial Intelligence", and "Life Cycle Engineering".

CONSORTIUM: Includes Instituto de Tecnología Química (ITQ), CSIC, Urbaser, LNEG, Kerionics, Technische Universität Braunschweig, ai2, iPoint, BioBTX, emi twente UNIVERSITY OF TWENTE, and Universitat Politècnica de València.

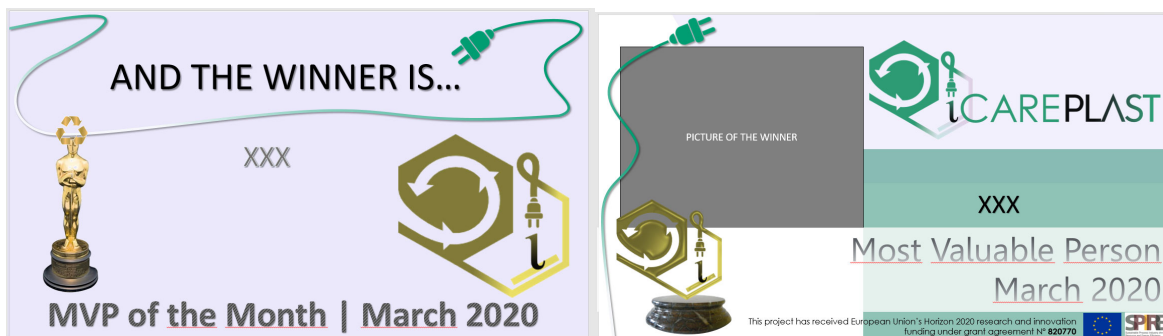
Additional information: "This project has received European Union's Horizon 2020 research and innovation funding under grant agreement N° 820770. H2020-NMBP-SPIRE-2018 | Duration: Oct. 2018 – Oct. 2022 | EC funding: 6.51 M€". Logos for the European Union and SPRE (Sustainable Process Industry through Resource and Energy Efficiency) are also present.

- GIF: <https://twitter.com/icareplast/status/1105097365768339457>

Word Cloud:



Most Valuable Person, Twitter monthly campaign to promote and motivate partners:



4. Press Media

Table 1 displays the media which disseminated the iCAREPLAST first press release in Spain.

Table 1. Summary of media platforms which have disseminated iCAREPLAST first press release.

Media	Format
Las Provincias	In print
ValenciaPlaza.es	Online
Interempresas.net	Online
www.construible.es	Online
www.agrodigital.com	Online
www.meneame.net	Online
www.LasProvincias.es	Online
www.elperiodic.com	Online
www.24espana.com	Online
www.abc.es	Online
innovadores.larazon.es	Online
www.20minutos.es	Online
www.gentedigital.es	Online
www.europapress.es	Online
economia3.com	Online
Cadena Ser	Radio

This first press release has also published in different partners' organisation websites:

↻ CSIC:

https://www.icareplast.eu/fileadmin/media_iCAREPLAST/Documents/13-03-2019_NP_ITQ_iCAREPLAST_CSIC.pdf

<https://www.csic.es/es/casos-de-exito/integrated-catalytic-recycling-plastic-residues-added-value-chemicals>

https://itq.upv-csic.es/wp-content/uploads/2019/03/iCAREPLAST-Pressrelease_last.pdf

↻ URBASER:

<https://www.urbaser.com/en/2019/03/icareplast-a-key-to-closing-the-plastics-recycling-cycle/>

↻ UPV:

<https://www.upv.es/noticias-upv/noticia-10928-icareplast-es.html>

↻ IPT:

English: <https://www.ipoint-systems.com/newsroom/news-detail/icareplast-the-answer-to-cost-and-energy-efficient-plastic-recycling/>

German: <https://www.ipoint-systems.com/de/newsroom/news-detail-de/icareplast-die-antwort-auf-kosten-und-energieeffizientes-kunststoff-recycling/>

iCAREPLAST Press room has been created at the website to collect all iCAREPLAST press releases:

- <https://www.icareplast.eu/documents/>
- [Press release 1 - English](#)
- [Press release 1 – Spanish version UPV, Spanish version CSIC](#)

Magazine Article in the German UmweltDialog:

<https://www.umweltdialog.de/de/wirtschaft/circular-economy/2020/Kunststoffabfaelle-kosteneffizient-und-umweltvertraeglich-recyceln.php>

5. Project Video

5.2 iCAREPLAST Project H2020 – EN | <https://youtu.be/1sSNRRSldTY>

5.3 iCAREPLAST logo | <https://youtu.be/T2HYyFJ7MDQ>

5.4 iCAREPLAST: Urbaser Pilot Plant | https://youtu.be/TH9ekS0_DD4

5.5 iCAREPLAST process | <https://youtu.be/IP7gaE0byCU>

5.6 iCAREPLAST: Oxycombustion unit | <https://youtu.be/aqAV1k0Udfg>

5.7 iCAREPLAST: Closing the plastic loop | <https://youtu.be/9DyvS7G7ATU>