

## D9.2 Communication Materials (M48)

### Document Information

|                                         |                                                  |
|-----------------------------------------|--------------------------------------------------|
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| Actual Date of Delivery                 | M48                                              |
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| Contributing participants               | All partners                                     |
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### 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 | 15.10.2018-14.04.2023 (54 months)                                             |



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## Executive Summary

The present document is an index to collect all the communication materials developed until Month M48 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, the leaflet, social networks, etc.

According to the Grant Agreement (GA) this report will be updated and delivered half-yearly. This is the sixth delivery, including all communication activities executed from month 1 to month 48.

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.

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| 5.6 ICAREPLAST: CLOSING THE PLASTIC LOOP   <a href="https://youtu.be/9DYVS7G7ATU">HTTPS://YOUTU.BE/9DYVS7G7ATU</a> .....                            | 10        |
| 5.7 ICAREPLAST TRAINING MATERIALS   <a href="https://www.icareplast.eu/training/index.html">HTTPS://WWW.ICAREPLAST.EU/TRAINING/INDEX.HTML</a> ..... | 10        |

## 1. WEBSITE

1.2 [www.icareplast.eu](http://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



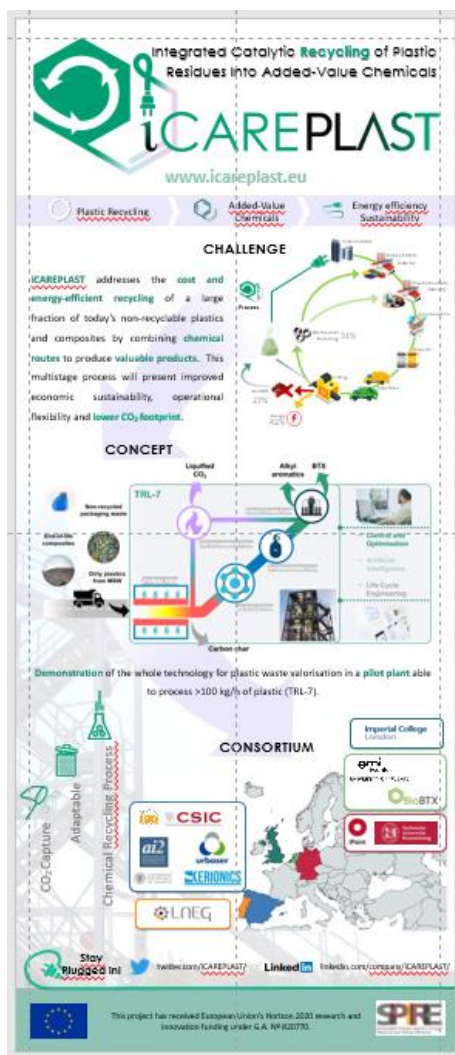
Figure 1. Project presentation.

### 3.2 Project Leaflet



Figure 2. Project leaflet.

### 3.3 Project Roll-up



**Figure 3.** Project roll-up.

### 3.2 Project Poster

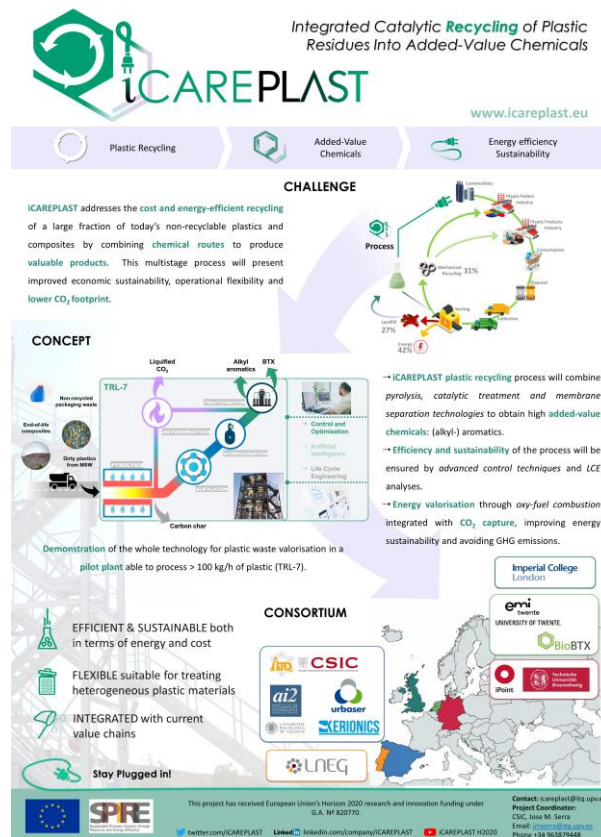


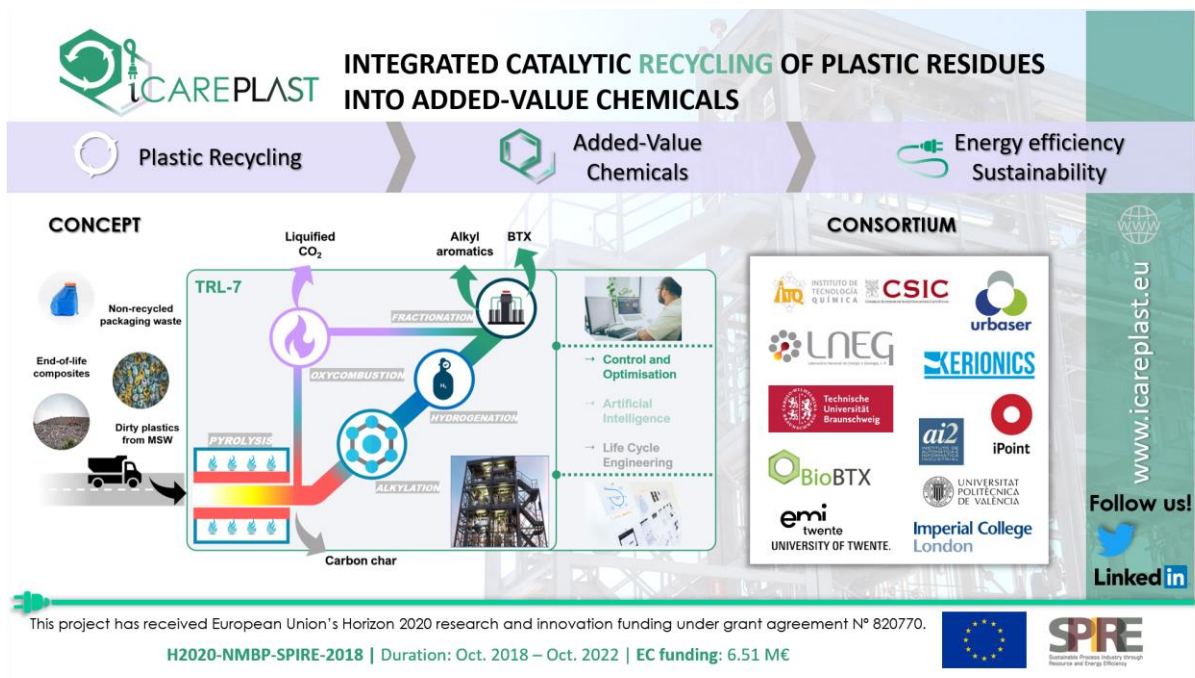
Figure 4. Project poster.

### 3.3 Newsletters

-  Website: <https://www.icareplast.eu/documents/>
-  [Newsletter 1](#)
-  [Newsletter 2](#)
-  [Newsletter 3](#)
-  [Newsletter 4](#)
-  [Newsletter 5](#)

### 3.4 Other Communication Materials

 iCAREPLAST in a slide:



**Figure 4.** Project in a slide.

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

 Word Cloud:



**Figure 5.** Project word cloud.

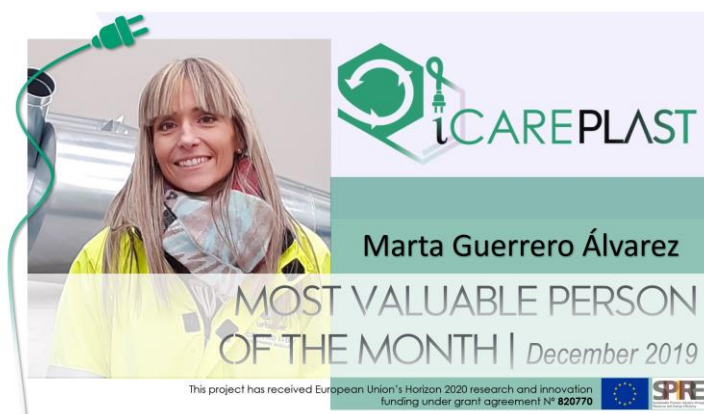
🔄 LinkedIn and Twitter weekly campaign to promote and motivate the partners: *Meet the partners:*

At EMI @UTwente, as #membrane research center we are responsible for the separations part in the @icareplast project. Our work consists of screening of commercial membrane technology and modification of existing platforms to tailor separation needs. #nanofiltration #osnn.



**Figure 6.** Example of the social media campaign: Meet the partners.

🔄 LinkedIn and Twitter weekly campaign to promote and motivate the partners: *Most valuable person (MVP) of the month*:



**Figure 7.** Example of the social media campaign: MVP.

🔄 LinkedIn and Twitter weekly campaign to promote and motivate each partner: *How is your group aligned with Circular Economy?*:

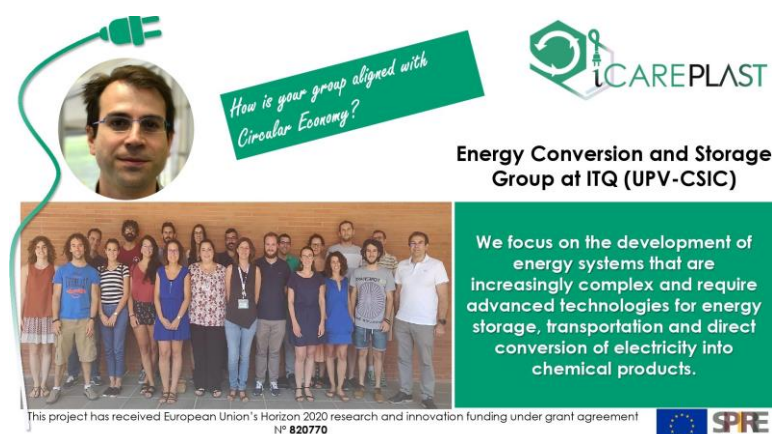


Figure 8. Example of the social media campaign: How is your group aligned with Circular Economy?

## 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<br>Online |
| 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              |
| EVERCOM. Corresponsables.com | Online             |
| www.zaragozarecicla.org      | Online             |

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.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](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/>

↻ LNEG:

<https://www.lneg.pt/project/icareplast/>

The iCAREPLAST Press Room section has been created at the website to collect all project press releases:

↻ <https://www.icareplast.eu/documents/>

↻ Press release 1: [English](#)

↻ Press release 1: [Spanish version UPV](#), [Spanish version CSIC](#)

↻ Press release 1: [German version IPT](#)

Press release for the video promotion - Magazine Article in *UmweltDialog* (German, 24th July 2020):

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

Magazine Article in RETEMA *Revista Técnica de Medio Ambiente* nº 227 (Spanish, November-December 2020), pages 94-99:

<https://issuu.com/r.retema/docs/retema227/94>

## 5. Project Videos

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

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

5.3 iCAREPLAST: Urbaser Pilot Plant | [https://youtu.be/TH9ekS0\\_DD4](https://youtu.be/TH9ekS0_DD4)

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

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

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

5.7 iCAREPLAST Training materials | <https://www.icareplast.eu/Training/index.html>