



# EMBRACED

## Establishing a Multi-purpose Biorefinery for the Recycling of the organic content of AHP waste in Circular Economy Domain

**Grant Agreement No.:** 745746

**Call (part) identifier:** H2020-BBI-JTI-2016

**Topic:** BBI-2016-D06 – Valorisation of the organic content of Municipal Solid Waste and contributing to the renewable circular economy

**Starting date of project:** June 1<sup>st</sup>, 2017

**Duration:** 60 months

### WP 7 – Dissemination, exploitation and replication Deliverable 7.9 – Intermediate Plan for Dissemination of Results

Due date of deliverable: **31 May 2020**

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**Lead beneficiary:** Rete Ambiente

Dissemination Level (Specify with “X” the appropriate level)		
PU	Public	x
CO	Confidential, only for members of the consortium (including the Commission Services)	



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## List of abbreviations

Abbreviation	Definition
AHP	Absorbent Hygiene Products
E-LCA	Environmental Life Cycle Assessment
LCC	Life Cycle Costing
S-LCA	Social Life Cycle Assessment
WP	Work Package



# 1 Introduction

The present report constitutes deliverable 7.9 “Intermediate Plan for Dissemination of Results” within the framework of the EMBRACED project. The following activities refer to WP7 and specifically to task 7.1 “Dissemination”. ReteAmbiente, with the contribution of all EMBRACED Consortium partners is in charge of task 7.1. For the regulation of the dissemination activities, the provisions of article 8.4 of the Consortium Agreement also apply.

The present deliverable builds on the first draft plan for the dissemination of the project results, which outlined the core dissemination activities and tools to ensure an effective coordination of the dissemination of the project’s results, and it was released in February 2018. The Intermediate Dissemination Plan and the work carried on in the last year takes also into account the recommendations provided by BBI-JU after the first Review Meeting, which took place the 7<sup>th</sup> of March 2019.

According to the **Feedback received during the Review Meeting**, Communication needed to be improved concerning several aspects:

1. The website design to be improved for making it more attractive and making the different information more easily accessible by the different audiences targeted.
2. The use of social networks to be improved using appropriate language.
3. Tailor-made communication strategy based on different audiences to be developed (municipalities, industry, citizens, scientist, policy and decision makers etc.).
4. The E-LCA, S-LCA and LCC – in other words sustainability – results to be included in the communication strategy.

The Consortium partners worked in order to address each point and many progresses were made concerning the highlighted aspects:

1. A new and more attractive website design was developed with dedicated sections to make the different information more easily accessible by the different audiences targeted. The new version of the website was online by June 2019.
2. Use of social networks was enhanced: both the already existing LinkedIn account and new dedicated Twitter and Facebook accounts are actively used. Appropriate language is used according to the different target audiences.
3. A tailor-made communication strategy, differentiated by target audience, has been developed and applied in the communication activities. Specific key messages, tools and events are identified for each target audience.
4. Sustainability results derived from the biorefinery modelling (tasks 5.1 & 5.4) and the related LCA, S-LCA and LCC studies (task 5.5) will be integrated in communication activities once available. New intermediate deliverables and a milestone have been added to the DoA at Project Month 30 and 48 and will be used to develop audience-specific targeted messages related to the overall sustainability of the project approach.

The main purpose of the Intermediate plan for dissemination of results is to update the communication strategy developed in the Draft plan, considering the work done and the new tools developed and implemented in order to reach the pre-defined targeted groups, and to list the dissemination and communication activities planned for the next reporting period (May 2020-May 2021).

Deliverable 7.9 “Intermediate Plan for Dissemination of results” aims to provide a guide to manage the dissemination activities:

D7.9 – Intermediate plan for dissemination of results

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1. **The Dissemination Strategy** identifies the target audience, the channels through which EMBRACED project's message should be conveyed in order to reach the target audience, and a consistent project's narrative.
2. **The Process** to be used by all Consortium partners in order to ensure an effective coordination of the project's dissemination.
3. **EMBRACED project's visual identity** provides the tools available to ensure visual consistency across the products dedicated to EMBRACED project.
4. **The Communication Tools and Guidelines** are analysed to allow the development of effective dissemination activities.
5. **A Dissemination list** of all the Dissemination activities that our consortium speaks at, presents and participates in and the relevance of the chosen activity to EMBRACED.

In terms of **targeted audiences**, the EMBRACED project will focalise on stakeholders, public authorities, standardization bodies, BBI-JU and H2020 players, the scientific community, students and potential AHP user citizens. The communication **channels** mentioned throughout the deliverable should be used to transmit pertinent messages to the targeted audiences. The channels mentioned throughout the deliverable include:

- The project's website
- EMBRACED social media channels (Linkedin, Twitter, Facebook)
- A targeted newsletter
- Outreach events: conferences, workshops, trade fairs, BBI & H2020 networking events
- Informative Material (Leaflet, Roll-Up, Poster, Booklets)
- Publications on industry and professional magazines
- Scientific publications
- Media campaigns

One of the main challenges of disseminating EMBRACED project's results is that many of our deliverables are both confidential and technical. This problem was overcome by communicating news about different aspects of the project (e.g. public events where the project was presented, FAQ about EMBRACED process and its impact towards different audiences, roles of the partners in the project's research).

Overall, in the first three years of the project, the Consortium partners released 14 non-scientific publications and 3 press releases. They ran 2 Media Communication Campaigns (Inauguration of the upgraded AHP treatment plant at Contarina in 2017 and Collection Pilot program in Amsterdam in 2019).

In terms of public events, over the years, Partners organized 1 conference, 2 Open days and 3 workshops, they participated at 8 conferences and 1 workshop, 5 trade fairs, 4 events organized jointly with other H2020 projects and 3 other events.



## 2 Dissemination strategy

### 2.1 Objectives

The EMBRACED project impacts are strongly dependent on well-coordinated dissemination and exploitation activities, whose general aim is to promote the project's results as widely as possible and to all relevant stakeholders.

The development of a dissemination plan comes as a part of the Work Package 7 and will be executed and updated during the whole duration of the project. The **Dissemination Plan aims at maximizing the impact of the dissemination activities**, ensuring that the wide and mixed range of target groups are all reached. It describes the main targets of the dissemination activities, the main types of events and conferences during which the project could be promoted, as well as it provides an overview of the different communication tools which can be used by the project partners to address key agents and support the dissemination activities.

More specifically, the main objectives pursued through the EMBRACED dissemination plan are:

- To develop the **tools** to enable an effective dissemination of the project's technologic, economic, environmental and social aspects and in order to promote externally its progresses while creating **awareness** among the defined national and international targeted groups.
- To set a **common process to follow for the dissemination among** the EMBRACED consortium partners.
- To create **synergies and cross fertilization** with other BBI Horizon 2020 projects and to enhance the awareness of citizens on the use of EC funds to improve their wellbeing.

### 2.2 Target audience

A **tailor-made communication strategy**, differentiated by target audience, is being developed and applied in the communication activities. **Specific key messages, tools and events are identified for each target audience.**

The target audience includes:

- **Stakeholders:** waste management operators; technology providers in the areas of interest; secondary raw materials users; relevant environmental organizations; key players in the biobased industry and circular economy;
- **Institutions and policy makers** at both European and national levels (in various Member States);
- **Standardisation bodies;**
- **BBI-JU and H2020 players;**
- **Scientific community;**
- **Students** (primary and secondary school, universities);

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- **Citizens** (with special focus on those citizen categories who could make the most in contributing to enable the model due to being AHP users: e.g. families with small children);
- **Small businesses**, which could also significantly contribute to enable the model being large users of AHPs (day care centers, nursing homes, etc.).

## 2.3 EMBRACED project's narrative

Within the EMBRACED project Consortium partners, a narrative representing the core of the project has been identified and will be included and highlighted while promoting the project through different types of dissemination activities:

*The EMBRACED multi-purpose biorefinery, developed and patented by Fater with the Consortium partners, is a new to the world innovation that will enable the recycling of the organic content of Absorbent Hygiene Products waste (baby diapers, feminine care diapers, adult incontinence products) therefore providing sustainable environmental, social and economic advantages for everybody (waste operators, municipalities, citizens, industry manufacturer and suppliers) in a circular economy domain. The EMBRACED biorefinery will help reducing Absorbent Hygiene Product's waste to landfill or incinerators converting them in valuable biobased products and secondary raw materials. It will build feedstock of plastic fraction, super absorbent polymer (SAP) and cellulose and will convert cellulose into bio-based building blocks and polymers of industrial interest.*

## 3 The process

### 3.1 The PACE Scheme

In order to maintain an effective coordination of the dissemination activities within the consortium, the PACE scheme will be adopted.

Every dissemination activity undertaken by the partners has to comply with the following scheme:

- **P = PROCESS OWNER = RETE AMBIENTE.** Is the dissemination coordinator, which will keep track of any project dissemination activity
- **A = APPROVER = FATER.** Is responsible for the content of the dissemination activities and the final approval before publication.
- **C = CONTRIBUTOR = ALL THE CONSORTIUM PARTNERS** involved in the project. They are expected to actively participate in the dissemination and to communicate every action to the Process Owner and the Approver.
- **E = EXECUTOR = RETE AMBIENTE.** It manages the main dissemination tools of the project (website, social media, newsletter...).

### 3.2 Dissemination Board Meeting

The dissemination board meeting is the main internal tool key for the overall dissemination plan. **It enables to collect the progress of the project done by each Consortium partner in the**

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**reference time** and the events/activities planned for the next months, allowing the process owner and executor (ReteAmbiente) to disseminate them through the EMBRACED communication channels, while coordinating and managing effectively the WP7.

The dissemination board meeting takes place **every 6 months**.

The **Attendees** of the dissemination board meeting are the EMBRACED dissemination responsible of each partner.

### 3.3 EMBRACED Dissemination Board Members

The following list includes the updated EMBRACED dissemination board members for each partner that are supporting the executor (Rete Ambiente) in the dissemination and communication activities, as well as participate to the dissemination board meetings.

<b>PARTNER</b>	<b>SPOKESPERSON</b>
FATER	Orsola Bolognani Riccardo Calvi
LEGAMBIENTE	Mirko Laurenti Marina Focarile
NOVAMONT	Maria Teresa Riolo Fabio Sagnelli Davide Perini
CONTARINA	Marco Mattiello Gabriella Cuccu
FRAUNHOFER	Deniz Thiel
FUNDACION CIRCE	Felipe Del Busto Diego Redondo Montserrat Lanero David Alejandro Zambrana Vasquez
SUEZ	To be defined due to their recent accession to the project
RETE AMBIENTE	Arianna Campanile Marco Moro
TERRACYCLE	Tom Szaky Laure Cucuron Marie Lethellier
P&G	Ioannis Hatsopoulos
SAPONIA	Andrea Bozic
FERTINAGRO	Esther Pueyo Julia Martin
WITTENBURG	Alberto Dozeman

According to their role and capacity, each partner shall proactively contribute to communicate and disseminate the objectives and results of the project by exploiting their owned relevant communication channels in order to reach the widest audience.





## 4 Visual Identity

### 4.1 Visual consistency

In order to provide visual consistency across the products dedicated to the EMBRACED project dissemination, specific tools are being used and are available on the website for download. The promotional key in this stage will be the project's logotype that should define the project's identity and generally ensure recognisability of the project with the external stakeholders.

### 4.2 The EMBRACED Logo

The institutional EMBRACED logo was produced and provided by Fater and it must be used respecting some essential guidelines.

The institutional version is blue and white. The logo can't be modified and must always be applied on a white background or a very light coloured one.



Figure 1: The EMBRACED logo coloured version

The logo must be used maintaining a "clear space" around it and must be readable and recognizable in every situation. The greyscale version of the logo can be adopted when the use of the institutional colours is not possible.



Figure 2: The Embraced logo greyscale version

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### 4.3 Deliverable Template

Deliverables must be submitted using the following standard template which is available for all the partners. The use of the template ensures to maintain the coherence among the different documents shared with the public and will enable to recognize the project instantly.



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Grant Agreement No.: 745746

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Topic: BBI-2016-D06 – Valorisation of the organic content of Municipal Solid Waste and contributing to the renewable circular economy

Starting date of project: June 1<sup>st</sup>, 2017

Duration: 60 months

### WP 7 – Dissemination, exploitation and replication 7.2 – Leaflet of the project

Due date of deliverable: **December 1<sup>st</sup>, 2017**  
Actual submission date: **November 30<sup>th</sup>, 2017**

Lead beneficiary: Edizioni Ambiente

Dissemination Level		
PU	Public	x
CO	Confidential, only for members of the consortium (including the Commission Services)	



This project has received funding from the Bio-based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No. 745746

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Figure 3: The deliverable template

### 4.4 Power Point template

A power point standard template was created to ensure visual consistency during presentations regarding the EMBRACED project. The template, which is available for all the partners, is being used during events or conferences.

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Figure 4: The Power Point Template

## 4.5 Official Emblems

According to Article 29.4 of the Grant Agreement, the beneficiaries shall take appropriate measures to engage with the public and the media about the project and to highlight the financial support along the whole duration of the project. Unless the JU requests or agrees otherwise or unless it is impossible, any dissemination of results (in any form, including electronic) must display the Bio-Based Industries JU, the EU and the Bio-based Industries Consortium emblems and include the following statement:

*“This project has received funding from the Bio Based Industries Joint Undertaking under the European Union’s Horizon 2020 research and innovation programme under grant agreement No. 745746.”*



Figure 5: The EU, BBI JU and BIC emblems

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When displayed together with another logo, the JU, EU and BIC emblems must have appropriate prominence. Moreover, according to the aforementioned article the beneficiaries may use the BBI JU, EU and BIC emblems without first obtaining approval from the JU, Commission and BIC respectively. However, these conditions do not give to the beneficiaries the right to exclusive use.

Furthermore, any dissemination of results must indicate that it reflects only the author's view and that the JU is not responsible for any use that may be made of the information it contains.

## 5 Communication tools and guidelines

### 5.1 The Toolbox

EMBRACED dissemination activities are being supported by a **toolbox** including:

- A **website** <https://www.embraced.eu>;
- The EMBRACED project's **social media** channels:
  - LinkedIn [www.linkedin.com/company/embracedproeu/](http://www.linkedin.com/company/embracedproeu/),
  - Twitter <https://twitter.com/embracedproeu>,
  - Facebook [www.facebook.com/embracedpro/](http://www.facebook.com/embracedpro/);
- **Informative materials** available to be used during **events**: the EMBRACED leaflet, the Roll-Up and the EMBRACED Booklet;
- A **newsletter** that will be released every 4 months;
- **Media relations**;
- **Publications**.

**In addition, each partner** will contribute to the dissemination activities **through its owned medias**. The use of single companies' websites and social media channels to promote the project will guarantee a stronger impact of the project itself and will allow to reach a wider public.

### 5.2 The Dissemination Enabler

Two procedures are being used to support the dissemination management and to ensure a constant update of the toolbox elements: the dissemination board meeting and the periodic update email. These procedures allow the Consortium partners to share updates (events participation, publications released, mailing list updates) and to inform about the expected next steps (activities planned for the following months, LinkedIn page coverage planning, tools needed).

- The dissemination board meeting takes place every 6 months. Rete Ambiente organizes it every 6 months (or with higher frequency in case of specific needs); a representative for each partner is responsible to participate and to share the updates for the dissemination activities. Rete Ambiente keeps track of every dissemination activity undertaken by the partners within the project.
- In addition, the executor Rete Ambiente sends an email to the Consortium partners asking for updates and progresses every 4 months.



## 5.3 The website

The website was fully developed and put online by the end of November 2017. It is accessible at the address <https://www.embraced.eu>. During the years though, the website was constantly updated and enriched, and it was largely implemented after the outcome of the last Review Meeting, which took place the 7<sup>th</sup> of March 2019. Regarding the website, the BBI JU feedback involved:

- **The website design** attractiveness
- To make the **information about the project more easily accessible** by the **different audiences** targeted

To address the first point superfluous sections were erased, in order to dedicate more space to more lively and dynamic content such as the latest news involving the Consortium, pictures and videos.

Regarding the second point, the website allows now the different target audiences to find out more about EMBRACED project in a more accessible way, thanks to videos that describe and explain the project and its goals and through a FAQ section, which includes questions and answers for operators in the sector, public authorities and citizens.

The website consists of a public and a private area, which is designed to facilitate the communication between partners.

The website **public area** is structured in different sections connected by a header menu. It includes a general overview of the project, a detailed description of the objectives, a presentation of the Consortium partners, a news section, the project's results and the deliverables available for public disclosure, a list of publications representing the EMBRACED project and a FAQ section.

The **homepage** includes the claim "*From people care to planet care: closing the loop for Absorbent Hygiene Products waste*" and it is enriched by pictures and infographics. The contents were revised in order to present and clearly explain the project to any kind of user.

The header menu provides access to the other sections of the website.

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Figure 5: The homepage

The **news section** is recalled in the homepage through the titles and the pictures of the latest four news. Below this section, an infographic displays graphically the high valuable products that can be obtained from Absorbent Hygiene Products through EMBRACED project's innovative process. Other elements integrated in the homepage are:

- A button that allows the **Newsletter subscription**
- Embraced **social media channels** in the footer
- Project's **contacts and WPs**

The **news section** is dedicated mainly to stakeholders interested in EMBRACED project development. The news has the function of a periodic update about events and conferences where EMBRACED project was presented, new results available for download on the website, and all the project's results that can be disclosed.

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Project Partners News Results Press F.a.q. Partners area

### News

The latest events involving the Embraced Partners

March 12, 2020

#### Embraced Booklet – From People care to Planet care

Embraced is an EU funded project, involving 13 partners from businesses, academia, and research institutions. The objective of the project is the establishment of a first-of-its-kind demonstration plant of an integrated biorefinery in The Netherlands, with a throughput of 10,000 t/year, based on the valorisation of the cellulosic fraction of AHP waste towards the production of bio-based building blocks, polymers and fertilizers. Every partner is working towards an ambitious goal, and in order to explain more about the project's results after two years and a half of implementation, Embraced consortium released the Embraced Booklet - From People care to planet care.

The booklet explores the progress made in each area of the project: from the pilot plant for the recycling of AHP waste in Treviso, to the innovative separate collection pilot program that is taking place in Amsterdam, up to the AHP End of waste decree in Italy. The digital version of the Booklet is available for online consultation in the Result Section of this website.

November 18, 2019

#### BBI Stakeholder forum 2019

Embraced project's work will be presented during the Second Edition of the BBI Stakeholder Forum in Brussels, on the 4th of December 2019, together with other 100 projects granted by Bio-based Industries Joint Undertaking. The event will facilitate an open discussion about impacts, achievements and strategic direction of the Bio-based Industries Joint Undertaking program, as well as the latest developments in the biobased industries sector. The program includes keynote speeches, plenary and parallel sessions. Among a rich group of high level speakers, Marcello Somma, FaterSMART Head of Research and Development, will participate in the 3d Session Panel "Stable, supportive and coherent policies: the road to the biobased products uptake".

October 9, 2019

#### ISWA

From October 7 to October 9 FaterSMART attended the ISWA (International Solid Waste Association) World Congress at Bilbao. The ISWA World Congress is a global meeting which includes high level plenaries where waste management professionals, government officials, industry leaders, policy makers, scientists and young professionals meet to exchange views and opinions to advance scientific and technical knowledge for sustainable solid waste management. Since its beginning, the ISWA World Congress has been considered as the industry's leading solid waste management event. The ISWA World Congress 2019 was the event's 29 th edition, and it was expected to attract over 1,200 delegates from across the globe. On October 8, FaterSMART presented Embraced project during the meeting "Closing the loop of Absorbent Hygiene Products (AHP): turning this type of waste into high value products" a roundtable moderated by Marco Ricci, Chair of ISWA Working Group on Biological Treatment of Waste (Italy) in which attended Giuseppe Landolfo.

Figure 6: The news section

The other novelty of the website is the **FAQ section**. The purpose of this section is to convey information about EMBRACED recycling process to the different targeted audiences, operators in the sector, institutions and citizens. Each category has its own dedicated questions and answers. Thanks to this section, the core of the project is explained through different perspectives.

**Videos** are an essential element for a more accessible communication. In the Project's section, two videos were included with the aim of illustrating the project with immediate impact, integrating a more detailed description of the project's objectives. Even the Partner's section, which once presented each Consortium partner through company's logos and descriptions, has been enriched with short video interviews, presenting the partners and their role in the project.

**The Partners area** has a restricted access limited to the partners and is designed to share documents, upload information on initiatives related to the project, and facilitate the interactions among the partners.

It is important that the website is a living space, in order to be attractive for web users. In that sense, the sections dedicated to the Events, the Results and the Press will be updated by Rete Ambiente thanks to the contributions periodically provided by the partners. Moreover, the website will be enriched along with the progression of the project with more infographics, pictures and videos.

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Additional details concerning the project's website are reported in deliverable 7.1.

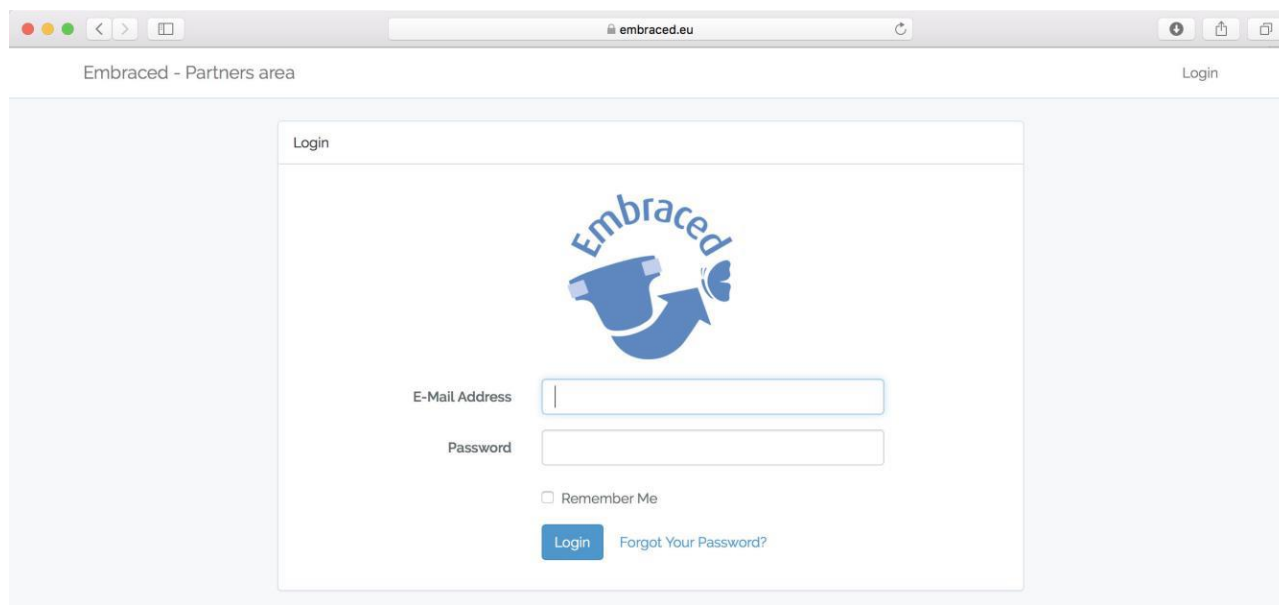


Figure 7: The Partner's Area

## 5.4 EMBRACED social media channels

In the first stage of the project, EMBRACED focalised on a single social media channel, LinkedIn, in order to keep a “corporate” digital interaction with the target audience. The EMBRACED LinkedIn account was used to promote the project, to inform about the project's results and progress, as well as interesting facts and figures and updates from the project partners.

In 2019, a Twitter and a Facebook account started in order to reach a wider and more diverse audience. As the Analytics show, the impact of EMBRACED social media channels is very low. However, the Consortium Partners are constantly encouraged to share EMBRACED project's social media channel contents in order to rise the number of followers and reach a wider audience. Furthermore, the Consortium Partners should contribute to the digital dissemination strategy by:

- posting content about EMBRACED project on their own company social media channels and always mention EMBRACED project's accounts.
- Prepare posts for the EMBRACED social medias on a **shift rotation base**: every month a partner should provide content in order to guarantee an effective social media coverage. The shift rotation is being established during the periodic dissemination meetings.

The **PACE scheme should be applied also** to the publication of the posts: the contributor will prepare the posts and the contents will be approved by Fater. Finally, Rete Ambiente will share the posts and manage the account.

### 5.4.1 LinkedIn content and analytics

The EMBRACED LinkedIn page aim is to engage stakeholders, BBI-JU and H2020 players. In the LinkedIn page the “corporate” digital interaction has been maintained as well as a consistent tone of voice. The contents of the posts are focused on news about events where the Consortium



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partners were involved, public results, publications about EMBRACED and new elements available on the project's website providing further information on the project work and research. The BBI JU is tagged in each post published on EMBRACED project LinkedIn account.

The LinkedIn page has a total of 111 followers, 26 new in the last 6 months. The Engagement rate, as the analytics show, is quite good compared to other companies in the same sector.

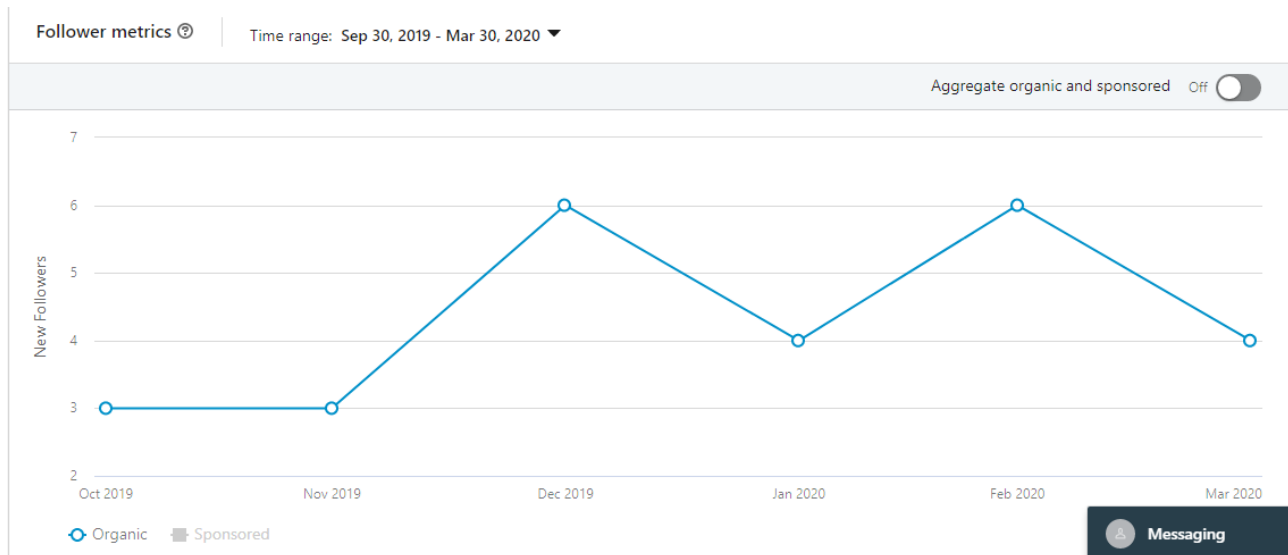


Figure 8: The increase of new followers of the LinkedIn page over the last 6 months

Company	Total followers	New followers	Number of updates	Engagement rate
Embraced project	111	26	11	7.25%

Figure 9: LinkedIn page activity over the last 6 months

### 5.4.2 Twitter content and analytics

EMBRACED project Twitter account aims at engaging especially BBI-JU and H2020 players and it is a great tool to connect and create synergies with other H2020 projects. The target audience for this social media is wider, involving also stakeholders and citizens interested in bioeconomy.

EMBRACED project Twitter's content includes news and live report about events involving the EMBRACED Consortium partners, publications targeted to citizens, where EMBRACED core research is presented and explained. This channel is also used to share and spread BBI JU most relevant contents and posts, as well as our partner's.

The tone of voice used on Twitter is lighter and the posts are enriched with colourful emojis and hashtags related to circular and bioeconomy. BBI JU is tagged in each post published on EMBRACED project's Twitter account.

The number of followers on Twitter is 71. However, the analytics in the pictures below show how important are retweets and mentions from our partners to promote EMBRACED project and to reach a high number of views.

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Dec 2019 - 31 giorni

TWEET IN EVIDENZA

**Tweet più popolare** ricevuti 1.292

visualizzazioni

Every year the [@BBI2020](#) brings innovative projects together in one venue! We are ready for [#BBISF19!](#) [#bioeconomy](#) [#circulareconomy](#) [#closingtheloop](#) [#BBIimpact](#) [pic.twitter.com/l49sQABIET](http://pic.twitter.com/l49sQABIET)



2 7

Visualizza interazioni Tweet complete

**Menzione più popolare** ricevuti 44

interazioni

**BBI JU**  
[@BBI2020](#) · 18 dic

👉 Use the nappy.  
✅ Throw it in the collection point.  
♻️ A [#biorefinery](#) 🧰 breaks it down into its parts and recycles the different materials. [@BBI2020](#) [@embracedproeu](#) project developed this process that is working in [#Amsterdam](#) and [#Treviso](#).  
📖 Read more: [bit.ly/nappyBBI](http://bit.ly/nappyBBI)  
[pic.twitter.com/nTcYzaGIAG](http://pic.twitter.com/nTcYzaGIAG)



RIEPILOGO DEC 2019

Tweet  
3

Visualizzazioni Tweet  
2.971

Visite al profilo  
17

Menzioni  
5

Nuovi follower  
8

Feb 2020 - 29 giorni

TWEET IN EVIDENZA

**Tweet più popolare** ricevuti 1.770

visualizzazioni

📅 Last 30-31 of January, Embraced partners reunited to share their progresses and discuss the next steps 📍 of the innovative ♻️ research funded by [@BBI2020](#) at [@Novamont](#) premises in Novara, Italy.

[#closingtheloop](#) [#bioeconomy](#) [#circulareconomy](#) [#ahps](#)  
[pic.twitter.com/gX7gtQn8Fu](http://pic.twitter.com/gX7gtQn8Fu)



3 11

**Menzione più popolare** ricevuti 14

interazioni

**Fundación CIRCE**  
[@CIRCE](#) · 12 feb

📅 El 30 y 31 de enero, [@embracedproeu](#) tuvo su primera reunión en 📍 Novara (Italia)  
📄 CIRCE presentó resultados en eficiencia energética y análisis exergoeconómico.

📄 Trasforma residuos de Productos Higiénicos Absorbentes en bloques de construcción, polímeros y fertilizantes 📄  
[pic.twitter.com/lmIyaHo3SN](http://pic.twitter.com/lmIyaHo3SN)



RIEPILOGO FEB 2020

Tweet  
1

Visualizzazioni Tweet  
2.533

Visite al profilo  
22

Menzioni  
5

Nuovi follower  
7

Figure 10: Twitter Analytics December 2019 and February 2020

## EMBRACED

Establishing a Multi-purpose Biorefinery for the Recycling of the organic content of AHP waste in Circular Economy Domain



### Riepilogo degli ultimi 28 giorni con variazioni nel periodo precedente



Apr 2020 - 26 giorni finora...

#### TWEET IN EVIDENZA

##### Tweet più popolare

ricevuti 210 visualizzazioni

Do you want to find out more about Embraced, a

@BBI2020 funded project aimed at the #recycling of #AHPwaste?

Check out the Embraced Booklet, now available on our website!

[embraced.eu/results](http://embraced.eu/results)

♥ 2

Visualizza interazioni Tweet complete

##### Menzione più popolare

ricevuti 8 interazioni



IT @FaterSmart, coordinator of @BBI2020 @embracedproeu project, usually makes #sustainable ♥ hygiene products. To help with the #COVID19 #outbreak, it will start producing 250,000 surgical masks and donate to the #Italian Civil Protection. Thank you for your #solidarity ✓!  
[twitter.com/FaterCareers/s...](https://twitter.com/FaterCareers/s...)

👁 2 ♥ 2

#### PUBBLICIZZA SU TWITTER

##### Fai arrivare i tuoi Tweet a un numero più vasto di persone

Con Promoted Tweet e contenuti Twitter Ads puoi ampliare la tua portata su Twitter e raggiungere più persone.

Inizia

#### RIEPILOGO APR 2020



Figure 11: Twitter Analytics April 2020

## 5.4.3 Facebook content and analytics

EMBRACED project Facebook account aims at reaching citizens, with special focus on those citizen categories who could make the most in contributing to enable the model due to being AHP users: e.g. families with small children. On Facebook posts about events, news, publications and the new public results of EMBRACED project are published every month. Also, posts concerning the FAQ directed to citizens, videos and interviews that can engage a non-specialized audience will be published periodically. Embraced Facebook account has 47 likes.

I tuoi 5 post più recenti Crea un post

■ Copertura: organica / a pagamento 
 ■ Clic sul post 
 ■ Reazioni, commenti e condivisioni ⓘ

Data pubblicazione	Post	Tipo	Destinatari	Copertura	Interazioni	Promuovi
03/02/2020 12:20	Embraced partners came	📁	🌐	778 <span style="color: orange;">■</span>	39 14 <span style="color: blue;">■</span> <span style="color: pink;">■</span>	<span style="background-color: #1877f2; color: white; padding: 2px 5px;">Metti in evidenza il post</span>
03/12/2019 10:59	We are in Brussels,	📁	🌐	875 <span style="color: orange;">■</span>	27 19 <span style="color: blue;">■</span> <span style="color: pink;">■</span>	<span style="background-color: #1877f2; color: white; padding: 2px 5px;">Metti in evidenza il post</span>
20/11/2019 16:19	Rome, 21 November	📁	🌐	31 <span style="color: orange;"> </span>	1 1 <span style="color: blue;"> </span> <span style="color: pink;"> </span>	<span style="background-color: #1877f2; color: white; padding: 2px 5px;">Metti in evidenza il post</span>
21/10/2019 12:05	"When #circularecono	📁	🌐	24 <span style="color: orange;"> </span>	0 1 <span style="color: blue;"> </span> <span style="color: pink;"> </span>	<span style="background-color: #1877f2; color: white; padding: 2px 5px;">Metti in evidenza il post</span>
07/10/2019 17:24	ISWA World	📁	🌐	22 <span style="color: orange;"> </span>	2 0 <span style="color: blue;"> </span> <span style="color: pink;"> </span>	<span style="background-color: #1877f2; color: white; padding: 2px 5px;">Metti in evidenza il post</span>

Figure 12: Audience, Coverage and Interaction Metrics on the last 5 Facebook Posts

## EMBRACED

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### 5.5 Event Tools

Rete Ambiente provided to all Consortium partners a series of tools for different needs of communication that can be distributed during events and PR activities to present EMBRACED and boost the dissemination of the project.

These tools are:

1. The leaflet
2. The Roll-Up
3. The Poster
4. The booklet

N.B. AEB is not a partner of the EMBRACED Consortium as of 20/03/2020.

#### 5.5.1 The leaflet

A leaflet was produced by Rete Ambiente by the end of November 2017 and a detailed description is reported in deliverable 7.2. Structured in 4 pages, with a 20x20 cm format, it provides an overview of the EMBRACED project and summarizes the objectives, the approach and the consortium's partners. 2000 copies of the Leaflet were printed by Rete Ambiente. It was **distributed during events to boost the dissemination of the project** and posted on the website for public download. The leaflet will be periodically updated throughout the duration of the project.

Establishing a multi-purpose biorefinery for the recycling of the organic content of Absorbent Hygiene Products waste in a circular economy domain

60 months | 7 countries involved | € 10,500,000 EU funding | € 17,200,000 total cost | 13 consortium partners

10,000 tons/year of Absorbent Hygiene Products (baby diapers, fem care, adult incontinence) waste that will be upcycled into valuable materials

This project has received funding from the Bio-Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No. 745746

BIO-BASED INDUSTRIES  
Public-Private Partnership

Bio-based Industries Consortium

Horizon 2020  
European Union Funding  
for Research & Innovation

Project website:  
www.embraced.eu

Info:  
embraced@fatergroup.com

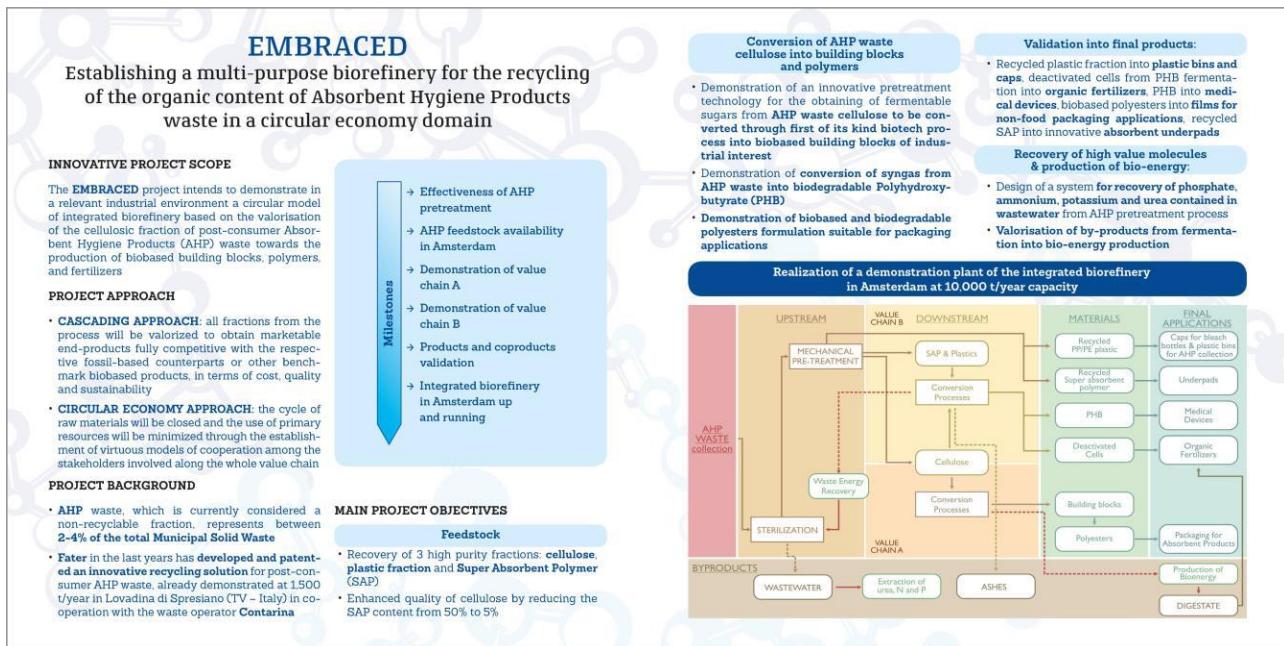


Figure 13: The EMBRACED Leaflet

### 5.5.2 The Roll-Up

A roll-up was also produced by the end of November 2017 and is available to all EMBRACED partners on demand for **dissemination events**. It contains the key information of the project, an infographic presenting the secondary materials obtained within the project and the partners logos.

# EMBRACED

Establishing a Multi-purpose Biorefinery for the Recycling of the organic content of AHP waste in Circular Economy Domain



**Embraced**

Establishing a multi-purpose biorefinery for the recycling of the organic content of Absorbent Hygiene Products waste in a circular economy domain

**60 months**    **7 countries involved**    **€ 10,500,000 EU funding**  
**€ 17,200,000 total cost**    **13 consortium partners**

**10,000 tons/year of Absorbent Hygiene Products (baby diapers, fem care, adult incontinence) waste that will be upcycled into valuable materials**

**Medical devices from biobased polymers**

**Plastic bins and detergent cups from recycled plastic**

**Absorbent underpads from super absorbent polymer**

**Organic fertilizers from fermentation by-products**

**Packaging applications from biobased polyesters**

**Project consortium**

**P&G**    **circe**    **aeb amsterdam**    **FATER**    **NOVAMONT**    **LEGAMBIENTE**    **FERTINAGRO**

**WITTENBURG**    **SAPONIA**    **CONTARINA SPA**    **TERRACYCLE**    **Fraunhofer ISC**    **Edizioni Ambiente**

Project website: [www.embraced.eu](http://www.embraced.eu)  
Info: [embraced@fatergroup.com](mailto:embraced@fatergroup.com)

This project has received funding from the Bio-Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No. 745746

**BIO-BASED INDUSTRIES**    **Bio-based Industries Consortium**    **Horizon 2020 European Union Funding for Research & Innovation**

Figure 14: The EMBRACED Roll-Up

# EMBRACED

Establishing a Multi-purpose Biorefinery for the Recycling of the organic content of AHP waste in Circular Economy Domain



## 5.5.3 The poster

Based on the leaflet structure and graphics, a poster was released in order to provide a general overview of the project during events requiring a poster section. The poster is available for all partners on demand.

**Establishing a multi-purpose biorefinery for the recycling of the organic content of Absorbent Hygiene Products Waste in circular economy**

**60 months**    **€ 10,695,211 EU funding**    **13 consortium partners**    **7 countries involved**

**10,000 tons/year amount of Waste that will be reconverted into valuable material**

**INNOVATIVE PROJECT SCOPE**  
 The EMBRACED project intends to demonstrate in a relevant industrial environment a replicable, circular, economically viable and environmentally sustainable model of integrated biorefinery based on the valorisation of the cellulose fraction of post-consumer Absorbent Hygiene Products (AHP) waste converted to the production of bio-based building blocks, polymers, and fertilizers.

**PROJECT APPROACH**

- CIRCULAR APPROACH:** all fractions from the processes will be valorized to obtain marketable end-products fully competitive with the respective fossil-based counterparts or other benchmark biobased products, in terms of cost, quality and sustainability.
- CIRCULAR ECONOMY APPROACH:** the cycle of raw materials will be closed and the use of primary resources will be minimized through the smart laboratory through models of cooperation among the stakeholders involved along the whole value chain.

**PROJECT BACKGROUND**

- AHP waste, which is currently considered a non-recyclable fraction, contributes between 3-4% of the total household waste and to about 30% of the organic fraction.
- Every year, 8,200,000 tons are disposed of in Europe and over 10,000,000 tons worldwide.
- There is a quickly growing need to separate and collect AHP waste in an EU Directive for example in Italy 13 million citizens are already served by separate collection services of AHP waste.

**Q 4-18** → Effectiveness of AHP pretreatment

**Q 2-19** → AHP feedstock availability in Amsterdam  
 → Fermentability of sugars from AHP waste cultures  
 → Fermentability of syngas to PHB production

**Q 2-20** → Products and coproducts validation

**Q 4-20** → Integrated biorefinery in Amsterdam up and running

**Key Achievements:**

- State-of-the-art has developed and patented the novel state-of-the-art solution for post-consumer AHP waste, already demonstrated at 1,200 t/year in Lovatino di Spresiano (TV - Italy) in cooperation with the waste operator On the Spot.

**MAIN PROJECT OBJECTIVES**

- Recovery of 2 high-purity fractions (50% of the total AHP waste), glucose fructose (75%) and polyethylene glycol (75%)
- Enhanced quality of cellulose by reducing the SAP content from 80% to 5%
- Conversion of AHP waste cellulose into building blocks and polymers
- Demonstration of a complete hydrolysis of AHP waste suitable for the production of that gives sugars
- Demonstration of conversion of syngas from AHP waste into biogas and PHB
- Production of 14 BOD up to 20,000 hourly units
- Production of 14 BOD up to 20,000 hourly units
- Production of 14 BOD up to 20,000 hourly units

**Validation into final products:**

- Recycled plastic fractions into plant pots and cages, degradable film from PHB for container 100 organic fertilizers, 100% natural degradable polymer for 3000 hours for new food packaging applications, recycled SAP for innovative absorbent materials
- Recovery of high value molecules & production of bio-energy
- Design of a system for recovery of phosphorus, carbon, nitrogen and other essential nutrients from AHP pretreatment process
- Recovery of value from 14 BOD conversion greater than the production of sugar

**Destination of a biorefinery plant of the integrated biorefinery (a waste value of 10,000 t/year capacity)**

The poster includes a detailed process flow diagram showing the conversion of AHP waste into various products like glucose, fructose, cellulose, and biogas, and their subsequent use in different industries.

Figure 15: EMBRACED poster

## 5.5.4 The Booklet

The Booklet is a 16 pages **Insight** on EMBRACED project’s work after 2 years and a half of implementation. The Booklet provides an **overview of the project** and explores the **progresses and the public results** made in every area by the Consortium partners:

- The Up-graded Pre-Treatment Plant in Italy
- The Separate Collection of AHP Waste

D7.9 – Intermediate plan for dissemination of results

# EMBRACED

Establishing a Multi-purpose Biorefinery for the Recycling of the organic content of AHP waste in Circular Economy Domain



- The smart bins pilot program in Amsterdam
- The stakeholders involvement
- The End of Waste criteria and how to overcome legislative barriers
- The Biorefinery value chains
- Applications of the secondary raw materials into final products
- Social Assessment about Bio-based Products

500 copies of the first edition of the EMBRACED Booklet were printed by Rete Ambiente and distributed to the partners. Along with the project development, new editions of the Booklet will be released. The Booklet aims at promoting EMBRACED project's results and progress as widely as possible. The Booklet constitutes an additional and more detailed tool that can be distributed during the partner's public events or PR activities in order to raise awareness and interest among the defined national and international target groups.

The main target audiences for the EMBRACED Booklet are:

- **Stakeholders:** waste management operators; technology providers in the areas of interest; secondary raw materials users; relevant environmental organizations; key players in the biobased industry and circular economy;
- **Institutions:** policy makers; EU institutions and member states; standardisation bodies.
- **BBI-JU & H2020 players.**

The Booklet will be promoted on EMBRACED social media and can be shared by the Consortium partners through social media by linking at EMBRACED website where it is available for download (<https://www.embraced.eu/results>) and EMBRACED project social media channels.

**The Collection of Diaper Waste Through Smart Bins in Amsterdam**

**Results**  
Since January 2019, more than 500 families registered and tried the program. In total,

**Results**  
40! Together we saved earth from 127,018 kg of CO2

**Results**  
The Earth thanks you x451!

Figure 16: An extract from the Booklet “The collection of diaper waste through smart bins in Amsterdam”



## EMBRACED

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## 5.6 The Newsletter

A newsletter will be sent **every 4 months** to provide regular short updates on the project's progress and news to the interested public. In order to be effective, the newsletter will be brief and will include links to the relevant original sources. One picture should be included in each article.

Partners will participate in the drafting of the newsletter, by providing project's updates of their respective area of responsibility, latest articles, publications, events attended, press releases issued (if any). Rete Ambiente will produce the newsletter reporting the project updates from the partners.

The newsletter will be sent to a mailing list of stakeholders from all EU countries. **Contarina and FUNDACION CIRCE** are in charge of collecting **stakeholders and public authorities contacts** (waste management operators; technology providers in the areas of interest; secondary raw materials users; relevant environmental organizations; key players in the biobased industry and circular economy) from all the EU countries starting from the Partner's networks towards the creation of a comprehensive mailing list.

## 5.7 Media relations and press release guidelines

To disseminate the progress of the EMBRACED project, attracting the attention from stakeholders and institutions and raising awareness among citizens, the media will be leveraged (TV and radio broadcasts, newspapers, popular magazines and the web) as another important channel.

**Press releases** aim to present interesting news about the project in order to draw journalists' attention. They will be published by the Consortium partners and by Rete Ambiente to communicate progresses of the project, significant achievements and milestones. Every press release will be also posted on the EMBRACED website and LinkedIn page and – possibly on the Consortium partners owned channels and will report the **EMBRACED footer**:

*“The EMBRACED project will demonstrate, in a relevant industrial environment, a replicable, economically viable and environmentally sustainable model of integrated biorefinery based on the valorization of the cellulosic fraction of Post-Consumer AHP waste in producing bio-based building blocks, polymers, and fertilizers. The biorefinery will use a circular economy approach, closing the cycle of raw materials and minimizing the use of primary resources. EMBRACED is an international consortium with the following partners: FATER S.P.A, PROCTER & GAMBLE, SAPONIA, FERTINAGRO, S.L., WITTENBURG, LEGAMBIENTE, NOVAMONT S.P.A., CONTARINA S.P.A., FRAUNHOFER, FUNDACION CIRCE, RETE AMBIENTE, SUEZ Nederland Holding B.V., TERRACYCLE. This project has received funding from the Biobased Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No. 745746”.* For more information visit [www.embraced.eu](http://www.embraced.eu)

## 5.8 Publications

During the project lifetime, non-confidential articles about the project will be published in various magazines.

**Rete Ambiente** will periodically release articles and Insights about the progress of the project in the international magazine *Renewable Matter*, dedicated to bio and circular economy, released both in Italian and English edition.

**FUNDATION CIRCE** and **Fraunhofer** are in charge of scientific and technical publications.

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For every publication, the **PACE scheme** must be respected. Contributors must share the draft of the article with Fater that will approve the contents and keep updated Rete Ambiente that will keep track of the publications released.

Up until today, the EMBRACED Consortium Partners released several non-scientific articles about the project:

- *Scientists want to use dirty nappies as a source of raw materials*, Horizon Magazine, October 8<sup>th</sup>, 2018
- Article about diaper recycling for fertilizers: *Volle Babywindeln für Düngemittel recyceln*, print and online version, Offenbach post, July 12<sup>th</sup>, 2018
- *Project Focus: Moving Europe's mountain of nappies from landfill to helping create useful bio-based products*, Biobased World Quarterly #, Spring 2018,
- *Project Focus: Moving Europe's mountain of nappies from landfill to helping create useful bio-based products*, Biobased World News, January 2018
- *Why the future of consumption is circular*, World Economic Forum annual meeting agenda, January 2018
- *Nappies waste converted into high valuable material and products*, FuturEnviro's Magazine, March 2018
- Case study reporting the inaugural event of CONTARINA plant in Lovadina di Spresiano, released on the Magazine Renewable Matter N19, December 2017-January 2018;
- Article with an overview of Embraced and other BBI projects, released on the Magazine Renewable Matter N19, December 2017-January 2018;
- Article in Magazine SOMOS Tervalis – Memoria annual 2017 and 2019
- *Collaborazioni per la tutela dell'ambiente*, Ecogiornale #17, Magazine by Contarina SpA, December 2019.
- *Creating sustainable value for used nappies*, Horizon 2020 success stories, November 27<sup>th</sup>, 2019, ([https://ec.europa.eu/research/infocentre/article\\_en.cfm?artid=51445](https://ec.europa.eu/research/infocentre/article_en.cfm?artid=51445))
- *How BBI is helping businesses to repurpose waste to drive new circular economic models*, biomarketinsights.com, October 17<sup>th</sup>, 2019 (<https://biomarketinsights.com/project-focus-how-bbi-is-helping-businesses-to-repurpose-waste-to-drive-new-circular-economic-models/>)
- *Closing the loop of Absorbent Hygiene Products*, in "World Congress ISWA 2019 proceedings", pp. 89-90, 7-9 October 2019
- *Sustainable nappies for eco-friendly generations*, youris.com, July 15<sup>th</sup>, 2019 (<https://www.youris.com/bioeconomy/biotechnology/sustainable-nappies-for-eco-friendly-generations.kl>)
- Interview on Impaker <https://www.impakter.it/riciclare-pannolini-e-assorbenti/> (July 2019)
- Interview Marcello Somma with El Pais (July 2019)
- Interview Marcello Somma on Bio Market Insight (Sept. 2019)
- Giovanni Teodorani Fabbri speaker at Confindustria forum (October 2019)
- Embraced success story [https://ec.europa.eu/research/infocentre/article\\_en.cfm?artid=51445](https://ec.europa.eu/research/infocentre/article_en.cfm?artid=51445) (November 2019)
- Collaboration with "Zero sprechi" initiative (Nov. 2019)

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- Several interviews on national television and radio at Ecomondo fair in Italy (Nov. 2019)
- Marcello Somma interviews with French media (Les Journal des Femmes; Magic Maman; Parents) and with Swedish national radio (Feb. 2019)
- Interview to Giovanni Teodorani Fabbri on National Geographic channel (March 2020)
- Several interviews on national print titles such as Il Fatto Quotidiano, Il Centro, Il Sole 24 Ore, La tribuna di Treviso and many others among June- December 2019.

A scientific article is also under preparation by the partner CIRCE. The article presents the main outcomes of Task 5.1 regarding the energy efficiency improvements achieved by means of Pinch analysis for the innovative recycling process for post-consumer AHP waste demonstrated within the framework of EMBRACED project. The focus of Task 5.1 was to characterize the industrial scale plant where Fater's recycling process has been demonstrated in Lovadina di Spresiano (Treviso – Italy), in addition to perform the energy integration and the thermo-economic analysis of the process. As a result, new process designs with higher efficiency performance and lower operating costs were proposed. The final version of the article will be ready by July 2020 for the review by the EMBRACED consortium. An applied journal should be selected for publication; the most appropriate one is being identified. The requirement of implementing open access of any peer-reviewed journal article published by the project will be duly taken into account. Therefore, based on the selection, the necessary actions for making sure that the article, if published on a peer-reviewed journal, will be openly accessible, free of charge (according to article 29.2 of the Model Grant Agreement), will be carried out.

## 5.9 The Documentary Video

A documentary video to promote and demonstrate the work of the integrated biorefinery in Amsterdam will be produced once the overall processes will be validated.

The video will be uploaded on the EMBRACED website, promoted through EMBRACED social media accounts, during external events and with the media, and boosted through the Consortium partners owned communication channels.

## 5.10 Events

EMBRACED Partners participate and organize different kind of public events: workshops, conferences, trade fairs, activities organized jointly with other H2020 projects on related topics in order to promote EMBRACED and create awareness and interest around the project. Each event has a different target audience (e.g. conference in universities, students; sectorial trade fairs, stakeholders and public authorities).

Rete Ambiente keeps track of the events and supports each partner with the Dissemination Tools and Informative material needed. The Consortium partners update Rete Ambiente about their planned activities through the Dissemination Board Meetings and periodic emails. In order to plan dissemination and communication events in a structured and well organized way, a tool has been developed to track all dissemination events and to report partners' events participation and initiatives collected during the dissemination board meetings.

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Event type	Role of Partner	Target	Objective	Tools
Trade Fair BBI Networking Conference Workshop Other	Speaker Exhibitor Poster session Organizer	Stakeholders Public Authorities BBI JU and H2020 projects Scientific Community Students Citizens	Presenting the project and create awareness Networking activities Reporting results	PPT Presentation Leaflet Roll-Up Poster Booklet

Table 1: Tracking List

In order to reach the pre-defined target audiences, Contarina, CIRCE, Legambiente and Fater, in collaboration with Rete Ambiente organize dedicated events.

A detailed list of the dissemination activities carried out using the tracking tool is reported in the following deliverable as Annex I.

## 5.11 Events Planning

The EMBRACED Consortium has already developed a plan for the Dissemination Activities up until May 2021. Due to the COVID-19 emergency that we are facing though, some activities were cancelled or postponed, and some dates could vary due to the uncertainty regarding public events.

A tentative list of the project events to be organized up to May 2021 is provided in the table below.

Event	Event type	Role of Partner	Target audience	Tools
Euroscience Open Science Forum (ESOF) 2020, Trieste, 2-6 September	Conference	Speaker (Fater)	Institutions and policy makers BBI-JU and H2020 players Scientific Community Students	PPT Presentation Leaflet Booklet
Hannover Messe 2020, Hannover, July (TBC)	Exhibition	Showcasing the project's achievements and give short presentations at EC stand (Fater)	Stakeholders, Institutions and policy makers BBI-JU and H2020 players Scientific Community Students	Roll-up Leaflet Booklet Product's samples
CONAMA 2020 – Congreso Nacional de Medio Ambiente 2020, Madrid, 23-25 November	Conference	Speaker (CIRCE)	Stakeholders, Institutions and policy makers Scientific Community Students	PPT presentation

**EMBRACED**

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Event	Event type	Role of Partner	Target audience	Tools
Ecomondo 2020, 3-6 November	Conference, Trade fair	Showcasing the project's achievements and give presentations at partner's stands (Fater, Novamont, Edizioni Ambiente)	Stakeholders, Institutions and policy makers BBI-JU and H2020 players Scientific Community Students Citizens	PPT presentation Roll-up Leaflet Booklet Product's samples
European Circular Economy Stakeholder Conference 2020 (expected in March 2020, postponed TBC)	Conference	Speaker (CIRCE)	Stakeholders, Institutions and policy makers BBI-JU and H2020 players Scientific Community Students	PPT presentation
World Bio Markets 2020, Amsterdam, November	Conference, Exhibition	Stand, Workshop (Fater, P&G)	Stakeholders, Institutions and policy makers Scientific Community Students Citizens	PPT presentation Roll-up Leaflet Booklet Product's samples
ISWA 2020 World Congress, Rotterdam, 28-30 September	Conference	Workshop (Fater, P&G)	Stakeholders, Institutions and policy makers BBI-JU and H2020 players Scientific Community Students	PPT presentation Leaflet Booklet
Kasseler Abfall- und Ressourcenforum 2020, Witzenhausen, 5-8 October	Conference	Speaker (P&G)	Stakeholders, Institutions and policy makers Scientific Community Students	PPT presentation
Workshops at Italian Universities - University of Chieti Pescara, 20 <sup>th</sup> September 2020. - University of Milan Politecnico, 1 <sup>st</sup> December 2020. - University of Palermo 2021, date tbd - University of Bologna 2021, date tbd	Workshops	Organizer (Legambiente) Speaker (Legambiente, Fater, Novamont, Contarina)	Scientific community Students	PPT presentation Roll-up Poster Booklet

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Establishing a Multi-purpose Biorefinery for the Recycling of the organic content of AHP waste in Circular Economy Domain



Event	Event type	Role of Partner	Target audience	Tools
Workshop involving the EMBRACED Stakeholders Group, December 2020 (in synergy with General Assembly)	Workshop	Organizer (Contarina, Fater, CIRCE) Speaker (partners tbd)	Stakeholders	PPT presentation Roll-up Poster Booklet
Joint Event & Training Workshops Sherpack-UrBioFuture (02.06.2020)	Workshop	Speaker (Novamont)	Stakeholders, Institutions and policy makers players Scientific Community	PPT presentation Leaflet

Other potential opportunities that are currently under evaluation for the organization of dissemination events:

- 15<sup>th</sup> Sdewes Conference 2020, Cologne (<https://www.cologne2020.sdewes.org/>)
- BBI JU Stakeholder Forum 2020, Bruxelles
- Pollutec 2020, Lyon (<https://www.pollutec.com/fr-fr/programme.html>)
- Assises nationales des déchets 2020, France (<https://www.assises-dechets.org/fr/>)
- Waste Meetings 2020, France (<http://www.wastemeetings.com/fr/>)
- Salon des maires 2020, Paris, 23-23 November (<https://www.salondesmaires.com/>)
- Salone del Gusto 2020, Turin, 8-12 October 2020 (<https://terramadresalonedelgusto.com/>)
- European Bioplastics Conference, Vienna, 1-2 December 2020 (<https://www.european-bioplastics.org/events/eubp-conference/>).

## 5.12 Open Demo Days

Among the project special events, it is foreseen the organization of open demo days in each of the three demo locations:

- **Patrica** for polymerization
- **Lovadina di Spresiano** for the enhanced pretreatment process
- **Amsterdam** for the integrated biorefinery

The aim of these events is to highlight the project results and to transfer the impact achieved to the following groups: public authorities, waste operators, private companies, scientists.

The first Open Demo day took place the 25<sup>th</sup> of October 2017, during the Inauguration of the upgraded AHP treatment plant at Contarina, in Lovadina di Spresiano (Italy).

The second Open Demo day took place the 19<sup>th</sup> of October 2018, during the Inauguration of Mater Bio-Polymer in Patrica (Italy).

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The Open Demo Day in Amsterdam will be organized once the biorefinery will be up and running, after May 2021.

### 5.13 Awards and recognitions

The project partners, thanks to the results achieved so far in the EMBRACED project, received the following recognitions:

- **P&G won of the “Nudging for goods award” 2019** for the pilot collection of baby nappies with Smart Bins in Amsterdam: <http://www.nudgingforgood.com/2019/09/13/pampers-is-giving-diapers-a-new-life/>



Figure 17: Nudging for good diamond award won by P&G

- The **EMBRACED solution** has been recognized by the Solar Impulse Foundation among the 1000 solutions that can protect the environment in a profitable way, gaining the label “Solar Impulse Efficient Solution” in April 2020: <https://solarimpulse.com/efficient-solutions/from-used-diapers-to-biochemicals>

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Figure 18: Solar Impulse Efficient Solution Label for EMBRACED

## 6 Conclusion

This deliverable presents a detailed plan for the Dissemination of the project's results and an effective coordination of the Dissemination activities within the project's Consortium. Information concerning the procedures and the communication tools are provided as well as guidelines towards the development of effective dissemination activities.

Furthermore, the deliverable reports information concerning publications and activities carried out to date, since the start of the project.

The Plan for the Dissemination of the project's results will be furtherly developed and updated, reaching its Final version at month 51 from the starting of the project (August 2021).



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## **REFERENCES**

- BBI JU Project Communications Guidelines: [https://www.bbi-europe.eu/sites/default/files/bbiju\\_projects\\_communications\\_guidelines.pdf](https://www.bbi-europe.eu/sites/default/files/bbiju_projects_communications_guidelines.pdf)



## Annex I - Events tracking list

Events tracking list as specified in the 2019 Continuous Reporting		
<i>Organisation of a conference</i>	2	Plant Inauguration (Fater, 2017) Press conference on the Smart-Bin pilot test in Verona (Jan. 2020)
<i>Organisation of a workshop</i>	3	1 <sup>st</sup> Workshop involving EMBRACED Stakeholders Gourp at Ecomondo, November 2018 (Fater, Contarina) 2 <sup>nd</sup> Workshop involving EMBRACED Stakeholders Group at BBI JU site, Brussels, 2019 (Contarina, Fater) ISWA Conference 2019, Bilbao: Roundtable "Closing the loop for Absorbent Hygiene Products" organized by Fater
<i>Exhibition</i>	0	
<i>Training</i>	1	Bioeconomy lesson with Novamont@Scool
<i>Participation to a Conference</i>	11	Conferences at Ecomondo 2017: 1. Integrated management and enhancement of secondary organic flaws of urban origin; 2. Successful industrial examples of circular bioeconomy in Italy; 3. Third session - Circular raw materials use and supply, Conference at Ecomondo 2018: Beacon Conference on "Water Cycle Management and Municipal Bio-waste exploitation in the context of Circular Economy: from concept to standard practice" (Fater) Outlook 2018 Dubrovnik (Fater) Ecoforum Milano 2018, organized by Legambiente Ecoforum Roma 2019, organized by Legambiente Conference at Ecomondo 2019: "The economy is "circular" if we close the loop" - organized by FaterSMART Conference at Ecomondo 2019: "Second who?" (on the valorization of the secondary raw materials recovered by the diaper recycling process) – organized by FaterSMART Conference at Ecomondo 2019: "The virtuos trip of a diaper in the circular economy" – organized by FaterSMART ISWA Conference 2019: parallel session "Circular Economy Drivers", Closing the loop on absorbent hygiene products, Presenter: Giuseppe Landolfo (Fater)
<i>Participation to a Workshop</i>	1	New industrial models for the bioeconomic era: the biorefineries 2019, Rome, Italy, 21 November 2019, An Innovative Bio-refinery for absorbent hygiene products, Presenter: Massimiliano Schietroma (Fater)
<i>Participation to an Event other than a Conference or a -workshop</i>	5	BBI Stakeholder Forum 2017 (Fater) Storie dal futuro migliore 2019 (Novamont) EFIB 2019 (Fater) BBI Stakeholder Forum 2019 (Fater) Forum Compraverde (November 2019)
<i>Brokerage event</i>	0	
<i>Pitch Event</i>	0	
<i>Trade Fair</i>	5	Ecomondo 2018 (Fater) #Wasteinprogres 2018 (Novamont)



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		Kasseler Abfallund Ressourcenforum 2018 (Novamont) IFAT 2018 (Novamont) Ecomondo 2019 (Fater)
<i>Participation in activities organized jointly with other H2020 projects</i>	3	Infoday H2020 reto social 2 (Fertinagro, 2017) Mutual learning workshop: Maximizing collaboration among EC funded projects communicating about Bioeconomy (Fater, 2018) Participation to the Eurpean Bioeconomy Network (2018)
<i>Other</i>	2	Open day at Contarina (October 2017) Open day at Patrica (October 2018); participation to the "1000 solutions" initiative (2018)

A more detailed description of the project events is reported in the table below:

Dissemination event	Picture	Description						
<p>Open day at Contarina Site, October 24<sup>th</sup>-25<sup>th</sup>, 2017</p>		<p>A detailed description of the event, including the Agenda, photo gallery and media coverage, is available on the EMBRACED project website, news section (<a href="#">Report of open day at Contarina</a>)</p> <p>Overall 158 participants attended the inauguration event, from Italian Local Authorities and Public Administration, Italian and European Waste Management Operators, Recyclers, Environmental Consultancies, Businesses</p> <p>Beside FATER, CONTARINA and P&amp;G, the following EMBRACED partners attended the event: AEB, CIRCE, SAPONIA, FRAUNHOFER, TERRACYCLE, LEGAMBIENTE, EDIZIONI AMBIENTE</p>						
<p>Ecomondo Exhibition 2017, Rimini (Italy), November 7<sup>th</sup>-9<sup>th</sup>, 2017</p>	 <p><b>Colpo d'occhio</b> Fiera Internazionale del Recupero di Materia ed Energia e dello Sviluppo Sostenibile</p> <p><b>ECOMONDO-KEY ENERGY</b> La piattaforma tecnologica per la green &amp; circular economy e l'energia rinnovabile nell'area euro-mediterranea</p> <table border="1"> <tr> <td><b>105.574</b> PRESENZE (+2%)</td> <td><b>9.000</b> BUYERS INTERNAZIONALI</td> </tr> <tr> <td><b>1.200</b> IMPRESE</td> <td><b>4.500</b> INCONTRI D'AFFARI</td> </tr> <tr> <td><b>113.000</b> MQ</td> <td><b>Oltre 422</b> MILIONI DI CONTATTI MEDIA</td> </tr> </table>	<b>105.574</b> PRESENZE (+2%)	<b>9.000</b> BUYERS INTERNAZIONALI	<b>1.200</b> IMPRESE	<b>4.500</b> INCONTRI D'AFFARI	<b>113.000</b> MQ	<b>Oltre 422</b> MILIONI DI CONTATTI MEDIA	<p>Presentation of the project by FATER in three conferences:</p> <ol style="list-style-type: none"> <li>1. Integrated management and enhancement of secondary organic flaws of urban origin, organized by Comitato Tecnico Scientifico Ecomondo; DG RTD, Commissione Europea; ASSOBIOTEC; Progetto RES URBIS H2020, November 7<sup>th</sup></li> <li>2. Successful industrial examples of circular bioeconomy in Italy, organized by OECD and Cluster Spring, November 9<sup>th</sup></li> <li>3. Circular raw materials use and supply, 3<sup>rd</sup> session, organized by ENEA, Edizioni Ambiente, Renewable Matter e CTS, November 9<sup>th</sup></li> </ol>
<b>105.574</b> PRESENZE (+2%)	<b>9.000</b> BUYERS INTERNAZIONALI							
<b>1.200</b> IMPRESE	<b>4.500</b> INCONTRI D'AFFARI							
<b>113.000</b> MQ	<b>Oltre 422</b> MILIONI DI CONTATTI MEDIA							



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Dissemination event	Picture	Description
<p>BBI Stakholder Forum, December 6<sup>th</sup>-7<sup>th</sup>, 2017</p>		<p>Set-up of a booth in the project exhibition area (Arch 1 – Organic waste) dedicated to the EMBRACED project.</p> <p>Presentation of the project at the Parallel session "Waste as feedstock". Day 1 – December 6<sup>th</sup></p> <p>Participation of Marcello Somma (Fater) as speaker in the Workshop session 4: "New Markets, New products". Day 2 – December 7<sup>th</sup></p>
<p>#Wasteinprogres fair, Girona (ES), February 21<sup>st</sup>-23<sup>rd</sup> 2018</p>		<p>From 21 to 23 February 2018 Novamont attended in Spain (Girona) the fair #Wasteinprogres, the international waste management forum. In these two days the forum focused on the theme of optimizing waste management in municipalities, tourist resorts and major events.</p> <p>During the event, EMBRACED brochure (around 50) were distributed at Novamont's areas especially to waste management operators as key stakeholders of the EMBRACED project.</p>

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<b>Dissemination event</b>	<b>Picture</b>	<b>Description</b>
Kasseler Abfall - und Ressourcenforum, Kassel (DE), April 10 <sup>th</sup> -12 <sup>th</sup> , 2018		<p>From 10 to 12 April 2018 Novamont attended in Germany (Kassel), Kassel, one of the most important conferences on waste management. For three days the working group had discussed about new approaches in waste management, prospects and new challenges for the recycling world, Europe and Germany's recycling data, virtuous examples of separate collection, automation to raise recovery rates.</p> <p>During the fair, EMBRACED brochure (around 100) were distributed at Novamont's booth. Also in this case, Novamont had the opportunity to discuss with waste management operators about the model set-up by Fater in EMBRACED for AHP waste valorization into biorefinery concept.</p>
Bioeconomy lesson with Novamont@Scool, Novara (Italy), April 18 <sup>th</sup> , 2018 and November 16 <sup>th</sup> , 2018		<p>On 18 April 2018 and 16 November 2018, within the training project "Novamont@school", EMBRACED was presented among the European projects that promotes bio-based industry and products. The aim was to explain a new consumption and behavior models inspired by the bioeconomy and to make known the innovative materials from renewable sources. 400 Italian students have participated to the training session in Novara.</p>

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Dissemination event	Picture	Description
<p>IFAT, Munich (DE), May 14<sup>th</sup>-18<sup>th</sup>, 2018</p>		<p>From 14 to 18 May 2018 Novamont attended in Germany (Munich), IFAT, the world's leading trade fair for water, wastewater, waste management and raw materials, where thousands of visitors each year can learn about water protection and environmental technologies and new innovative solutions for a more efficient use of resources.</p> <p>During the fair, EMBRACED brochure (around 100) were distributed at Novamont's booth.</p>
<p>Outlook 2018, Dubrovnik, October 17<sup>th</sup>, 2018</p>		<p>Presentation of the EMBRACED project by Massimiliano Schietroma (Fater). Title of the speech: "New bio-refinery process for cellulose waste making the impossible possible. A true story where everyone wins".</p> <p>Information about the event are available <a href="#">here</a>.</p>

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<b>Dissemination event</b>	<b>Picture</b>	<b>Description</b>
<p>Open day at Patrica site (Italy), October 19<sup>th</sup>, 2018</p>	 A photograph showing an exhibition stand in a hallway. The stand is a tall, white, rectangular panel with text and graphics. At the top, it reads "BENVENUTI IN MATER-BIOPOLYMER" and "WELCOME TO MATER-BIOPOLYMER". Below this, there are several paragraphs of text and a small graphic with colored squares. In front of the stand, there is a small, round, black table with several brochures or pamphlets on it. The floor is light-colored wood, and a doorway is visible in the background.	<p>In the context of the grand opening of Mater-Biopolymer plant, was organized in Patrica (Italy) the EMBRACED demo event dedicated to polymerization.</p> <p>The Grand Opening of Mater-Biopolymer was organized as an open event where the doors of the newly reconverted and regenerated plant were opened to external stakeholders.</p> <p>The programme has foreseen two different parts: 1) in the first part a conference was organized for presenting the reconversion model of Mater-Biopolymer and discussing about the link between circular and biobased economy for the territorial regeneration. During the conference a video clip introducing the EMBRACED project and the link with Mater-Biopolymer was presented 2) in the second part of the event participants were organized into groups and guided into the plant to discover the production process of biodegradable polyesters and why this biopolyesters are an essential component of the process to produce compostable bioplastics.</p> <p>The event involved more than 150 stakeholders among representatives of the institutions, local administrations, universities, research center, and industrial partners.</p> <p>During the event, EMBRACED brochure (around 100) were distributed before the guide tour.</p>



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Dissemination event	Picture	Description
<p>Ecomondo Exhibition 2018, Rimini (Italy), November 6<sup>th</sup>-9<sup>th</sup>, 2018</p>		<p>At the Ecomondo exhibition 2018, a European event that brings together all sectors of the circular economy in a single platform from material and energy recovery to sustainable development, FATER has showcasing the diaper's recycling technology and its evolution (with particular reference to the Embraced project).</p> <p>The EMBRACED presence at Ecomondo has included a dedicated 130 sqm booth and hosted events about AHP waste recycling open to the public and the participation to the most important speaking platforms.</p> <p>In particular, two specific events dedicated to the dissemination of the EMBRACED project have been organized on November 7<sup>th</sup>:</p> <ul style="list-style-type: none"><li>- the "1st Embraced project stakeholders meeting" with representatives from six European countries and three European and Worldwide stakeholders' organizations (ISWA - International Solid Waste Association, ACR+ - Association of Cities and Regions for sustainable resource management, Zero Waste Europe) that very positively discussed the potential replication in Europe of the Embraced project (establishing a multi-purpose biorefinery for the recycling of AHP waste in a circular economy domain);</li><li>- the workshop "AHP waste: recycling perspectives in Europe in the framework of bio economy" with the presence of Dr. Philippe Mengal (Executive Director of the Bio-Based Industries Joint Undertaking) that reinforced the positive outcomes gained during the Embraced stakeholder meeting about the AHP waste recycling perspectives in Europe</li></ul> <p>A presentation of the project has been also hosted at the Beacon Conference on "Water Cycle Management and Municipal Bio-waste exploitation in the context of Circular Economy: from concept to standard practice".</p> <p>During the event, EMBRACED brochures were distributed both at FATER's stand and at Novamont's stand</p>

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Dissemination event	Picture	Description
Ecoforum Rifiuti Lombardia, Milan (Italy), November 28 <sup>th</sup> , 2018		<p>The EMBRACED project has been presented during the event about the best practices of sustainable waste management in Lombardy, organized by Legambiente.</p> <p>It was an opportunity to explain to the over 100 participants (institutions, companies, citizens and students) the objectives, expected results and actions of the project.</p> <p>During the event, the EMBRACED brochures were distributed at the reception desk. Questionnaires on the social acceptance of the project biobased products were also filled in by participants (60 questionnaires)</p> <p>Information about the event are available <a href="#">here</a>.</p>
Ecoforum Rifiuti, Rome (Italy), June 26 <sup>th</sup> -27 <sup>th</sup> , 2019		<p>The EMBRACED project has been presented during the Ecoforum on waste management organized by Legambiente at National level in Rome on June 26<sup>th</sup>-27<sup>th</sup>, 2019, with a focus on the Italian End of Waste Decree for Absorbent Hygiene Products that was just finally approved.</p> <p>During the event, Fater has also awarded Esa-Com, a waste management company in the Veneto Region, for their best practice in the collection of AHP waste</p> <p>EMBRACED project leaflet have been also distributed to the participants.</p>

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Dissemination event	Picture	Description
Storie dal future migliore, Biotech week, Milano (Italy), September 24 <sup>th</sup> , 2019		<p>The EMBRACED project was presented by Novamont at the event "Storie dal futuro migliore", organized by Assobiotech on the occasion of the biotech week in Milan.</p> <p>The cellulose recovered by the FaterSmart recycling technology has been showcased during the event and the EMBRACED leaflet have been also distributed.</p>
EFIB 2019, Brussels (Belgium), September 30 <sup>th</sup> - October 2 <sup>nd</sup> , 2019		<p>The EMBRACED project has been showcased with a dedicated roll-up and a presentation at the BBU JU stand in the exhibition area of the 2019 edition of the European Forum for Industrial Biotechnology &amp; the Bioeconomy.</p> <p>Some of the EMBRACED products have been also showcased at the exhibition, within the showcase lounge: materials &amp; packaging</p>

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Dissemination event	Picture	Description
<p>ISWA 2019 Congress, Bilbao (Spain), October 7<sup>th</sup>-9<sup>th</sup>, 2019</p>		<p>Two events have been held during the ISWA 2019 Congress:</p> <ul style="list-style-type: none"> <li>• A <b>speech within the parallel session “Drivers to the circular economy”</b>. Title of the speech: Closing the loop on absorbent hygiene products - Presenter: Giuseppe Landolfo, (FaterSMART)</li> <li>• A <b>dedicated workshop “Closing the loop of Absorbent Hygiene Products”</b>, organized by Fater, articulated as follows:             <ul style="list-style-type: none"> <li>- Moderator: Marco Ricci, Altereko sas, chair of ISWA working group (Italy)</li> <li>- Opening speech: Giuseppe Landolfo, International Expansion Manager, FaterSMART (Italy)</li> <li>- Roundtable participants:                 <ul style="list-style-type: none"> <li>- Marco Mattiello, International Relations Manager, Contarina (Italy)</li> <li>- Luca Torresan, Sales and Marketing Manager, Sartori Ambiente (Italy)</li> <li>- Germán Granda, General Manager, Foretica (Spain)</li> <li>- Orkatz Goenaga Ormazabal, Technical head of Environmental department, Urola Erdiko Mankomunitatea (Spain)</li> <li>- Victor Mitjans Sanz, Àrea Metropolitana de Barcelona</li> </ul> </li> </ul> </li> </ul>

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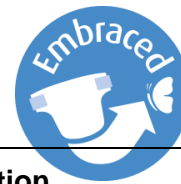
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Dissemination event	Picture	Description
		(Spain)
<p>Ecomondo 2019, Rimini (Italy), November 5<sup>th</sup>-8<sup>th</sup>, 2019</p>		<p>The EMBRACED project achievements and related products have been showcased at the FaterSMART stand during the Ecomondo exhibition 2019.</p> <p>During the event it has been organized also the meeting of the project steering committee.</p> <p>General information about the project have been included in the FaterSMART leaflet that has been distributed during the event (#copies in IT and EN).</p>
<p>Workshop “New industrial models in the bioeconomic era: the biorefineries”, Rome (Italy), November 21<sup>st</sup>, 2019</p>		<p>Massimiliano Schietroma (Fater), in Session 2, “Policy and industry perspectives (chair: Mario Bonaccorso)”, has presented the EMBRACED project. Title of the speech: An Innovative Bio-refinery for absorbent hygiene products</p> <p>Information about the event are available <a href="#">here</a>.</p>
<p>BBI JU Stakholder Forum 2019, Brussels (Belgium), December 4<sup>th</sup>, 2019</p>		<p>The EMBRACED project achievements and related products have been showcased at a dedicated booth during the BBI JU Stakeholder Forum 2019 edition.</p> <p>The EMBRACED leaflets have been distributed during the event.</p> <p>Massimiliano Schietroma (FaterSMART) explained also all the steps involved in the innovative AHP waste biorefinery process implemented in the framework of Embraced project within the session "Stable, supportive and coherent policies: the road to the biobased products uptake" that was moderated by the BBC Journalist Stephen Sackur.</p>

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Dissemination event	Picture	Description
	A photograph of an exhibition stand for the 'Embraced' project. The stand is primarily white with yellow accents. It features the 'Embraced' logo at the top, followed by text and a circular diagram. A small table in front of the stand holds several brochures. The stand is set up in a modern, well-lit indoor space, possibly a conference or exhibition hall.	