



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 1st, 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**

Actual submission date: **28 May 2020**

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 7th 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.

PARTNER	SPOKESPERSON
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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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 1st, 2017

Duration: 60 months

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

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

1

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/,
 - Twitter <https://twitter.com/embracedproeu>,
 - Facebook 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 7th 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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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.

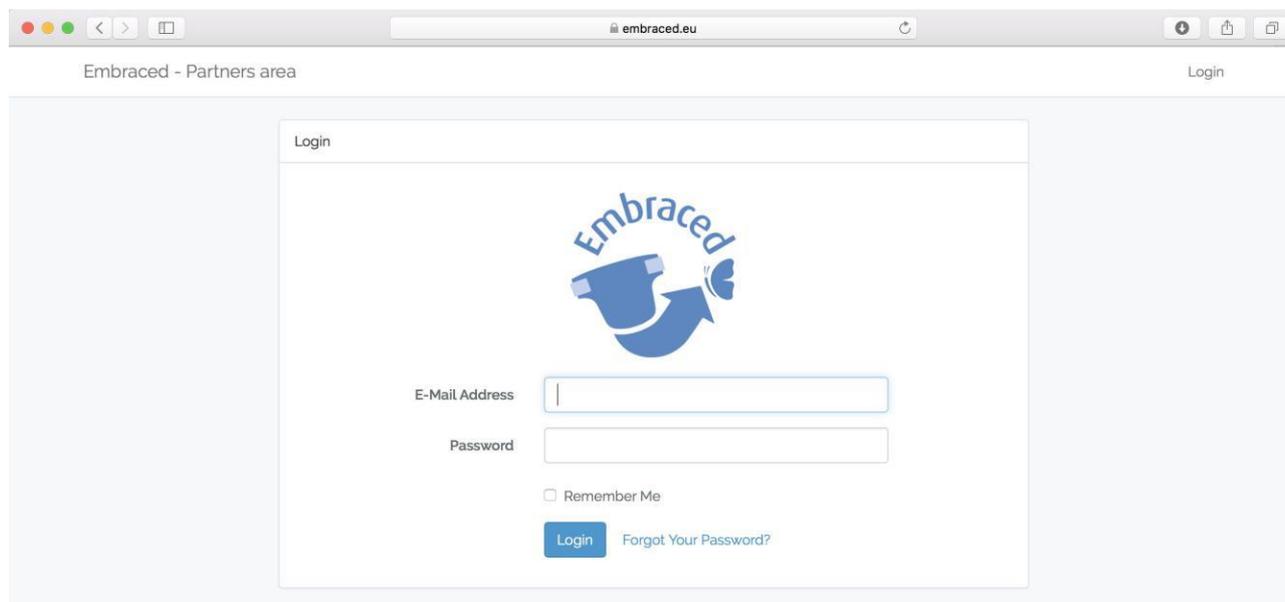


Figure 7: The Partner's Area

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.

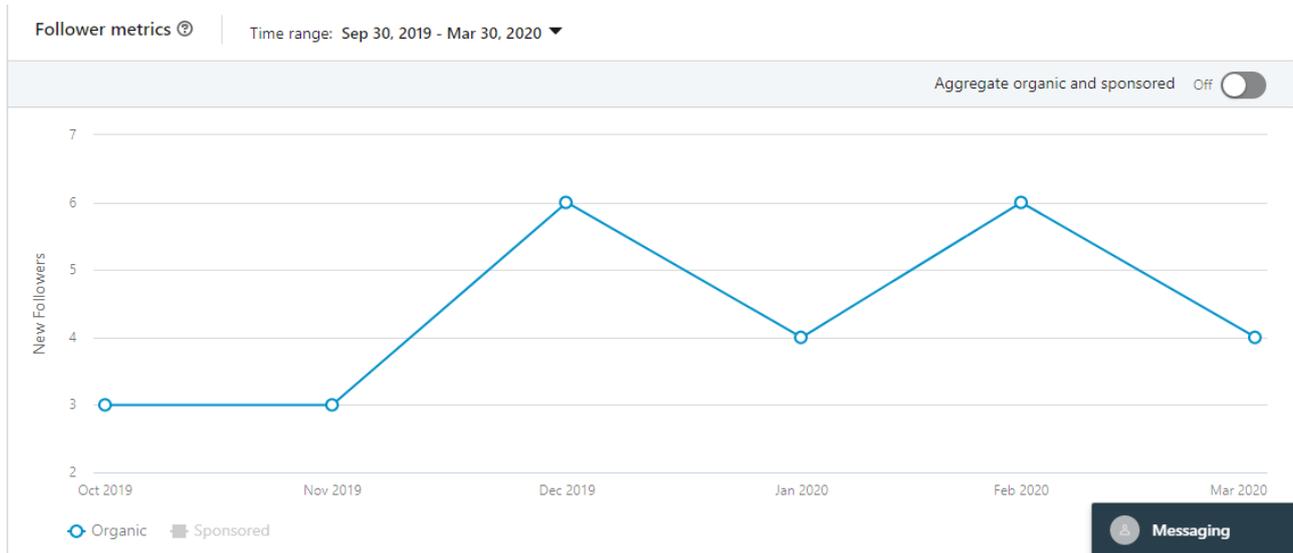


Figure 8: The increase of new followers of the LinkedIn page over the last 6 months

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

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 #BBImpact 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 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



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



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

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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

♥ 2

Visualizza interazioni Tweet complete

Menzione più popolare

ricevuti 8 interazioni

BBI JU
@BBI2020 - 2 apr

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...

👁 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 	39 14	 	Metti in evidenza il post
03/12/2019 10:59	We are in Brussels,	📄	🌐	875 	27 19	 	Metti in evidenza il post
20/11/2019 16:19	Rome, 21 November	📄	🌐	31 	1 1	 	Metti in evidenza il post
21/10/2019 12:05	"When #circularecono	📄	🌐	24 	0 1	 	Metti in evidenza il post
07/10/2019 17:24	ISWA World	📄	🌐	22 	2 0	 	Metti in evidenza il post

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

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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.

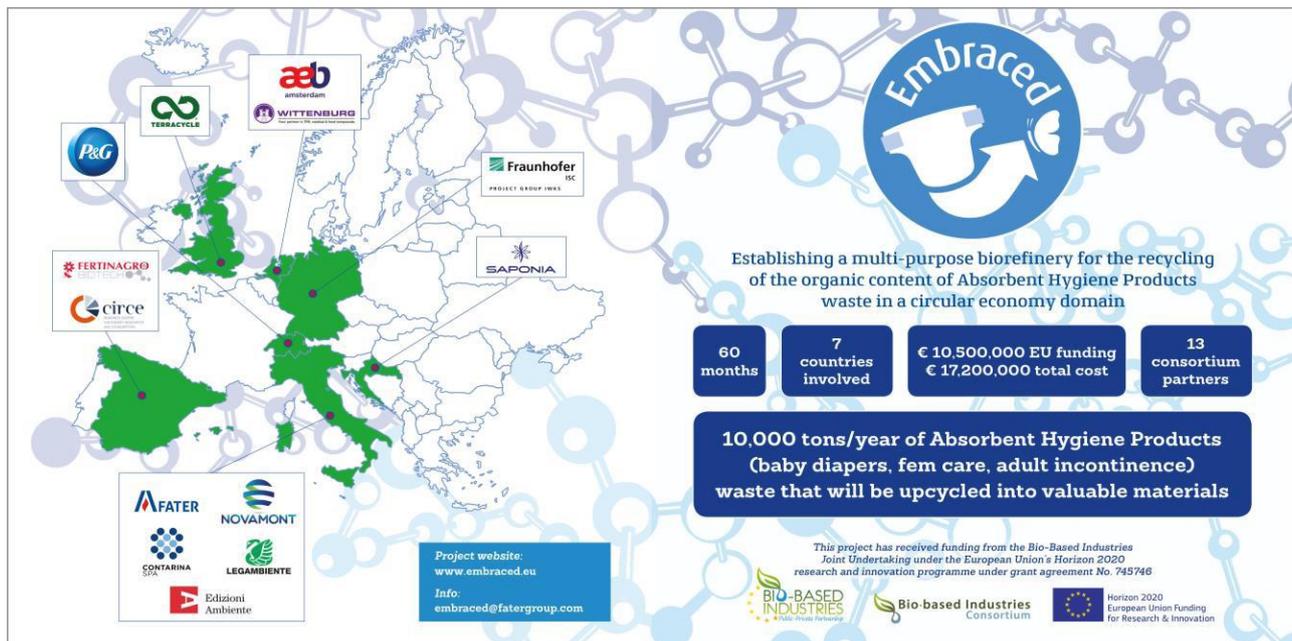
These tools are:

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.



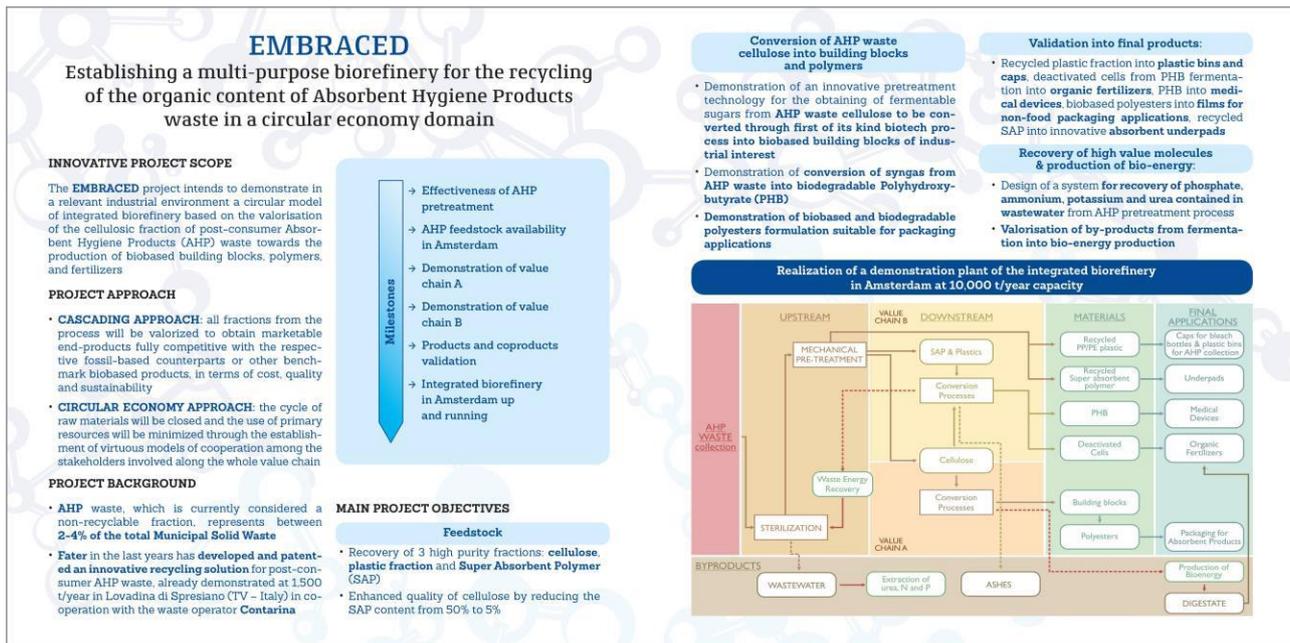


Figure 13: The EMBRACED Leaflet

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.

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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
Info: 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

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- 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

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Amsterdam has recycled another 3 tonnes of diapers.

You are a star!

If you joined up, all our recycled diapers would reach Binquest!

LOG IN
Pampers Recycling

LOCATE
bin at daycare or Eto's

BRING
diapers to bin

OPEN
bin with code and drop diapers

TRACK
your contribution

The Diaper Waste Collection Pilot
The diaper waste collection pilot was launched in January 2019 in the framework of the EMBRACED project. Initially, nine bins were installed in two neighborhoods of the City of Amsterdam. The program started by involving 200 families that volunteered to join and got expanded to include now more than 500 families who registered and joined the program. The pilot focuses on the "smart bin" idea which is carried out in partnership with Eto's (drug retailer) and two daycare chains (Companey & Partou) as well as with the Municipality of Amsterdam. The diapers are collected for recycling.

Until today, 12 smart bins have been installed in three Amsterdam neighborhoods and a recycling app that gives consumers access to the program has been launched. Smart bins are placed in high frequency areas (e.g., in front of a drug store) and day care centers to better reach the target audience.

Parents can participate by downloading the app, locate the closest bin in the app and generate a unique code to unlock the bins and deposit their diapers. To encourage the desired behavior and to keep them engaged in the program, participating parents are rewarded. They see their contribution to the environment via a tangible impact page ("your recycled diapers are equivalent of X chairs, X papers, etc.") and via milestones and thank you cards (e.g. "you came 4th time, it is a habit!"). They can also get a discount for their next diaper purchase after having dropped diapers for four times.

The majority of the population "feel good" about participating in the program when they see others doing it, too. For this reason, "the neighborhood impact" has been included in the app so that the users can feel part of the movement ("your neighbors recycled in total XX diaper, equivalent of XX chairs/Y papers").

Recently, this technique has been integrated into the program communication platforms (Instore, digital) with the message "your neighborhood already collected X diapers for recycling, join the program and start recycling your diapers too". By showing how many other people are doing the right thing, the need for conformity is encouraged. A partnership with drug stores and daycare centers (who put the bin in front of their building) in order to interact with citizens and to encourage them to join the program has been established.

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

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over 30,000 kg of used diapers – that equals to approximately 145,000 diapers – have been collected for recycling, 82% of the consumers rate the program positive with keys like ease of use and meeting their needs.

Order control is working: despite the very warm summer in 2019, no small was detected by the participants.

Overall the collected diaper waste quality has proven to be excellent with a purity of 98%. The remaining 2% consists mainly of plastic bags and wipes.

The program was expanded by installing three more bins, starting in August 2019 with two bins, and completing in September with the additional third bin. Test settings show that bins in front of Eto's are attracting participation while the other bins require some communication to drive more traffic. However, overall the results are very good and encouraging.

Media coverage
A joint press release was issued on January 29th, 2019, announcing the collection pilot in Amsterdam. The communication highlighted the partnership of Pampers, AES, TerraCycle and FaterSMART who joined forces to collect diaper waste with innovative "smart bins", facilitated by the Municipality of Amsterdam, a globally first-of-its-kind collection pilot.

There was a positive coverage behind the launch, ranging from articles in leading national dailies and items on one of the most watched news broadcasts to regional and local media (e.g., AD, NPO2, RTL, Nieuws, Parool, RTL4, AT5, Trouw, Ouders van nu etc.). The story generated media interest outside the Netherlands, and was picked up, e.g., in the US, and in Germany by the national TV channel RTL.

External recognition
On October 17, 2019, the diaper waste collection pilot in Amsterdam was awarded with the prestigious AIM Nudging for Goods Award 2019. AIM, the European Brands Association, awards every two years the "Nudging for Goods" Awards to inspire brands, and promote the "Nudging for Good" concept. Nudging looks at influencing people's behavior positively and without constraints, based on behavioral insights. Also, among the branded goods industry this concept gains increased support. Brands have a unique role to play in helping people to improve their behaviors and adopt more responsible and sustainable lifestyles.

P&G together with FaterSmart won this prestigious AIM Award 2019 for the diaper recycling project in Amsterdam developed in the framework of the EMBRACED project. The collection of used diapers – of all diaper brands – through "smart bins" aims to recycle Absorbent Hygiene Products waste. The program gives a new life to recycled diapers that are then turned to secondary raw materials for valuable products, such as bottle caps or cat litter.

A smart bin located in a high frequency area in the city of Amsterdam.

Participating parents are rewarded via milestones and thank you cards.

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

The Earth thanks you x 45!

Yay, you've recycled the weight of a baby dolphin!

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

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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

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 8th, 2018
- Article about diaper recycling for fertilizers: *Volle Babywindeln für Düngemittel recyceln*, print and online version, Offenbach post, July 12th, 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 27th, 2019, (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 17th, 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 15th, 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 (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

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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 th September 2020. - University of Milan Politecnico, 1 st 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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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:

- 15th 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 25th 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 19th 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



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 st Workshop involving EMBRACED Stakeholders Gourp at Ecomondo, November 2018 (Fater, Contarina) 2 nd 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 24th-25th, 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 (Report of open day at Contarina)</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&G, the following EMBRACED partners attended the event: AEB, CIRCE, SAPONIA, FRAUNHOFER, TERRACYCLE, LEGAMBIENTE, EDIZIONI AMBIENTE</p>						
<p>Ecomondo Exhibition 2017, Rimini (Italy), November 7th-9th, 2017</p>	 <p>Colpo d'occhio Fiera Internazionale del Recupero di Materia ed Energia e dello Sviluppo Sostenibile</p> <p>ECOMONDO-KEY ENERGY La piattaforma tecnologica per la green & circular economy e l'energia rinnovabile nell'area euro-mediterranea</p> <table border="1"> <tr> <td>105.574 PRESENZE (+2%)</td> <td>9.000 BUYERS INTERNAZIONALI</td> </tr> <tr> <td>1.200 IMPRESE</td> <td>4.500 INCONTRI D'AFFARI</td> </tr> <tr> <td>113.000 MQ</td> <td>Oltre 422 MILIONI DI CONTATTI MEDIA</td> </tr> </table>	105.574 PRESENZE (+2%)	9.000 BUYERS INTERNAZIONALI	1.200 IMPRESE	4.500 INCONTRI D'AFFARI	113.000 MQ	Oltre 422 MILIONI DI CONTATTI MEDIA	<p>Presentation of the project by FATER in three conferences:</p> <ol style="list-style-type: none"> 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 7th 2. Successful industrial examples of circular bioeconomy in Italy, organized by OECD and Cluster Spring, November 9th 3. Circular raw materials use and supply, 3rd session, organized by ENEA, Edizioni Ambiente, Renewable Matter e CTS, November 9th
105.574 PRESENZE (+2%)	9.000 BUYERS INTERNAZIONALI							
1.200 IMPRESE	4.500 INCONTRI D'AFFARI							
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Dissemination event	Picture	Description
<p>BBI Stakholder Forum, December 6th-7th, 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 6th</p> <p>Participation of Marcello Somma (Fater) as speaker in the Workshop session 4: "New Markets, New products". Day 2 – December 7th</p>
<p>#Wasteinprogres fair, Girona (ES), February 21st-23rd 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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Dissemination event	Picture	Description
<p>Kasseler Abfall - und Ressourcenforum, Kassel (DE), April 10th-12th, 2018</p>		<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>
<p>Bioeconomy lesson with Novamont@Scool, Novara (Italy), April 18th, 2018 and November 16th, 2018</p>		<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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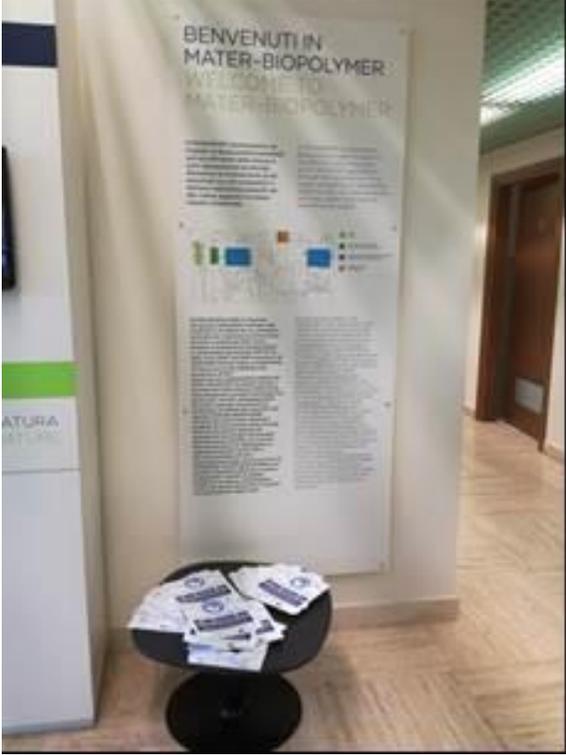


Dissemination event	Picture	Description
<p>IFAT, Munich (DE), May 14th-18th, 2018</p>		<p>From 14 to 18 May 2018 Novamont attended in Germany (Munich), IFAT, the world's leading trade fair for water, wastewater, waste management and raw materials, where thousands of visitors each year can learn about 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 17th, 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 here.</p>

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Dissemination event	Picture	Description
<p>Open day at Patrica site (Italy), October 19th, 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 reconvered 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 6th-9th, 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 7th:</p> <ul style="list-style-type: none"> - 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); - 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 <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 th , 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 here.</p>
Ecoforum Rifiuti, Rome (Italy), June 26 th -27 th , 2019		<p>The EMBRACED project has been presented during the Ecoforum on waste management organized by Legambiente at National level in Rome on June 26th-27th, 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 th , 2019		<p>The EMBRACED project was presented by Novamont at the event "Storie dal futuro migliore", organized by Assobiotec 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 th - October 2 nd , 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 & the Bioeconomy.</p> <p>Some of the EMBRACED products have been also showcased at the exhibition, within the showcase lounge: materials & packaging</p>

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

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Dissemination event	Picture	Description
		(Spain)
<p>Ecomondo 2019, Rimini (Italy), November 5th-8th, 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 21st, 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 here.</p>
<p>BBI JU Stakholder Forum 2019, Brussels (Belgium), December 4th, 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. Below the diagram is a table with several small items on it. To the right of the stand is a glass display case. The stand is set up in a room with a yellow carpet and other exhibition elements in the background.	