

EUCalyptus Lignin VAlorisation for Advanced Materials and Carbon Fibres

Project number 745789

D6.3 Interim plan for the use and dissemination of knowledge

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PROJECT INFORMATION

Project full title: EUCAllyptus Lignin VALorisation for Advanced Materials and Carbon Fibres

Acronym: EUCALIVA

Call: H2020-BBI-JTI-2016

Topic: BBI-2016-D03


Start date: September 1st 2017

Duration: 42 months

List of participants: CTA, ALL

Participant No.	Participant Organisation Name	Short Name	Country
1 (Coord)	Contactica S.L.	CTA	Spain
2	Envirohemp S.L.	ENV	Spain
3	Grado Zero Innovation S.R.L.	GZI	Italy
4	Biosensor S.R.L.	BIO	Italy
5	Sächsisches Textil Forschungs Institut e.V.	STFI	Germany
6	Tampere University of Technology	TUT	Finland

DELIVERABLE DETAILS

Document Number:	D6.3
Document Title:	Interim plan for the use and dissemination of knowledge
Period:	09012017- 02282019
WP:	WP6. Dissemination and Communication
Task:	Task 6.2. Dissemination and communication activities
Author:	CONTACTICA S.L. 
Abstract:	This deliverable outlines the dissemination and communication objectives and strategy of the EUCALIVA project and gives an overview of the activities carried out so far to accomplish the set objectives.

1. INTRODUCTION

EUCALIVA intends to create a **valorisation chain of the lignin fraction, using *Eucalyptus globulus* waste as a source**. This will position new bio-based materials closer to the market, aiming at progressively substitute those from petrochemical origin (aligning with the Roadmap to a Resource Efficient Europe). Currently these wastes are destined for energy applications within the paper industry, without further valorisation and economic return. This is a low value choice, at the bottom of the biomass pyramid and, instead, **EUCALIVA** proposes to reach higher levels of value. It is important to valorise this unutilised material (lignin) from a high productive source.

EUCALIVA's goal is to extract **high-purity soluble lignin** from the kraft pulping process (black liquors) and to **transform the lignin through different lines** (Fig.1). New applications will be reached: multifunctional conductive, piezo-resistive and piezoelectric materials (e.g. **stretchable electronics and smart fabrics from functional fibres**), as well as applications based on **non-woven fabrics and their carbonized derivatives** (activated carbon). Meanwhile, searching for a complete valorisation of the wastes, other polymers like **polyurethane** from the black liquors will be extracted, characterised and valorised **as additives** to upgrade the molecular weight of lignin to form the spinnable blends. Kraft lignin market size is expected to exceed 130 kilo tons by 2022 for uses such as manufacturing BTX (Benzene, Toluene and Xylene), phenols, carbon fibre and vanillin. For instance, global vanillin market size was estimated at 15,000 tons in 2013; with lignin-based vanillin market estimated at approximately 3,200 tons. At the same time, global carbon fibre market was estimated at 46 kilo tons in 2010 and is likely to reach 140 kilo tons by 2020.¹ They are used in application such as aerospace, sport goods, automobile and construction.

These **precursor products based on lignin will substitute current commercial precursors**, such as polyacrylonitrile (PAN) and pitch, derived from petroleum and coal, respectively. The **lignin-based carbon fibre can save 50 times more energy** as compared to replacing oil with lignin in combustion. In the manufacturing of bio-based fibres, it is expected to **reduce the energy consumption by 30%** giving a market ready solution.

This deliverable outlines the dissemination and communication objectives and strategy of the reporting period of the **EUCALIVA** project and presents the tools and activities undertaken to accomplish the set objectives.

The scope of this deliverable is to present a report related to the dissemination and communication activities of the project performed by the project's partners. Moreover, the deliverable reports on dissemination tools that have been used in order to disseminate the project and implement the strategy.

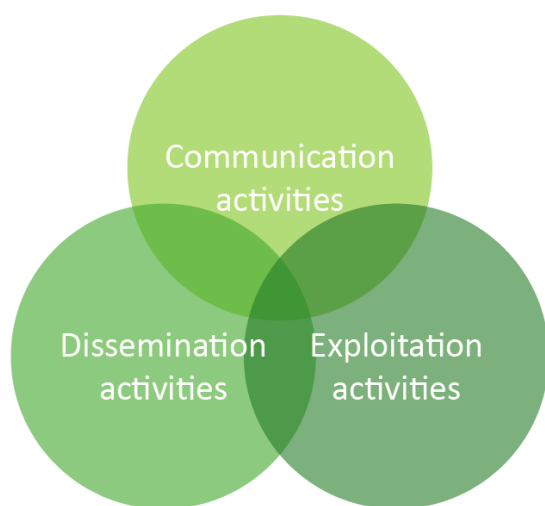
¹ Lignin Market Size, 2015-2022. Global Market Insights. <https://www.gminsights.com/industry-analysis/lignin-market-report>

2. OBJECTIVES AND APPROACH OF THE DISSEMINATION AND COMMUNICATION STRATEGY

Europe's future economic growth and jobs will increasingly have to come from innovation in products, services and business models. With this in mind, communication about European projects should aim to demonstrate how research and innovation are contributing to a European “Innovation Union” and account for public spending by providing tangible proof that collaborative research adds value by:

- Showing how European collaboration has achieved more than would have otherwise been possible, notably in reaching scientific excellence, contributing to competitiveness and solving societal challenges.
- Showing how the outcomes are relevant to our everyday lives, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways.
- Making better use of the results, by ensuring they are taken up by decision-makers to influence policymaking, and by industry and scientific community to guarantee a follow-up.

The aim of the EUCALIVA Plan for the use and dissemination of knowledge is to use the research results generated during the project to create value within the target communities/initiatives in the EU. This approach ensures that public funding will lead the progress and the positioning of EU bio-based Industries as benchmark players within the global market place.



In summary, dissemination concerns the communication of the project (“raising awareness”) and its results (“achievements”) targeted to external audience, scientific community and potential business users of the products/services developed.

The project will promote the research results and benefits for the enhancement of external awareness and for knowledge building within the targeted industry, end users and academia communities belonging to pulp and paper mill industries and biorefinery related industrial sectors.

Following these premises, the present plan will have three phases:

1. Construction of the EUCALIVA brand.
2. Dissemination and communication of results and milestones.
3. Dissemination actions for the arrival to the market.

The successive phases will be continuous from its launch and throughout the development of the project. The dissemination and communication strategy of EUCALIVA will be 360 degrees, combining on-line and off-line channels and tools and reinforcing different highlights focused on

the stakeholders. In this way, the combination of different actions will reinforce the message and allow to reach our audiences (See section 2.1 below).



2.1. TARGET AUDIENCE DESCRIPTION

The identification of target audiences of the EUCALIVA project is crucial in order to customise the messages and dissemination & communication activities to every different group. Each group of stakeholders have different points of interest and demands regarding the project. According to this strategy, messages must be shaped and delivered in an effective manner.

Dissemination and Communication channels and activities described on this Plan will be clearly focused on them and the messages will be adapted.

The following audience and stakeholders of the sector have been identified before the starting of the project at they will be considered at the European, national and regional level. During its development, partners are being asked to report about contacts, networking and activities established with this groups:

- Pulp and paper industry.
- Other industry sectors (automotive, sanitary equipment, paint industry, etc.)
- Policy makers of the European Commission, European Parliament, national and regional authorities and representatives.
- Investors.
- Academic researchers and students.
- End users and other stakeholders.
- Media outlets and journalists.
- General Public.

Depending on the specific target audiences, the project will implement different strategies:

- **Dissemination:** This includes the stakeholders' engagement and capacity building aims at targeting more experienced audiences (mainly technical and professional audiences, investors, academia etc.) with a focus on transferring technical/technological results through peer to peer communication.
- **Communication:** It aims at lay audiences, end users and house owners, citizens and the general public (not always closely related with technological issues of EUCALIVA). The communication process covers the whole project (including results), starts at the outset of the project focused on multiple audiences and have a multiplier effect (beyond the project's own community, including the media and general public).

2.2. KEY COMMUNICATION AND DISSEMINATION CHANNELS AND ACTIVITIES

The following table shows the main Dissemination and Communication channels, tools and materials chosen for the **EUCALIVA** project:

DISSEMINATION & COMMUNICATION ACTIONS	DESCRIPTION
Logo and presentations	Logo, visual guidelines, and presentation template for all partners
Project's website	A website to provide information about the project and the results, showcasing project's news and acting as a communication channel with the stakeholders and between partners.
Videos	Audio visual material will be produced and to be shared on Social Media channels and present EUCALIVA's results.
Newsletter	Information loaded electronic newsletters about the project's status, developments and other related news.
Social media	The project will develop a community around the social networks to be in contact with stakeholders and the general public: <ul style="list-style-type: none"> - Twitter information to share news and get in touch directly with partners. - YouTube/Vimeo for the videos.
Communication material	Posters and rollups that will present the project's concept. Leaflets and brochures that will contain the general information of the project.
Press releases and articles	Work will be carried out with specialised journalist associations, taking full advantage of the public opinion they generate and their capacity to influence upon the rest of the targeted audiences.
Workshops, round table discussions, networking with other projects	Events organized or co-organised by the project inviting experts, researchers, clients and industry audience. Other events where the project might be invited to present its work and vision will also be considered. All events will have presence on the website will be communicated via Twitter.

The following table shows the relation between different audiences, communication tools, actions and messages:

TARGET GROUP	COMMUNICATION CHANNELS & ACTIVITIES	MESSAGES AND GOALS
Industry partners	Website Social Media Newsletter Workshops Round table discussions Articles	Commercialize and grow market share. Formalize second-life product supply chain to reduce waste stream and increase economic viability of circular product management. Extend the EUCALIVA business model to larger European markets.
Other industries	Website Social Media Newsletter Workshops Round table discussions Articles	Raise awareness and knowledge transfer
Policy makers of the European commission and European parliament	Website Social Media Workshops Articles Videos	Influence on the political agenda and overcome regulatory barriers to accelerate EU transition towards a circular economy.
Investors	Website Social Media Workshops Round table discussions Articles Videos	Commercialize and grow market share. Formalize second-life product supply chain to reduce waste stream and increase economic viability of circular product management. Extend the EUCALIVA business model to larger European markets.
Academic researchers and students	Website Social Media Workshops Round table discussions Articles Videos Scientific Papers	Inspire and support circular business innovation in other sectors. Awareness raising and knowledge transfer.
End users and stakeholders	Website Social Media Newsletter Articles Videos	Extend the EUCALIVA business model to larger European markets.
Media outlet and journalists	Website Social Media Newsletter Press releases Articles Videos	Awareness raising and knowledge transfer.
Public	Website Social Media Articles Videos	Awareness raising and knowledge transfer.

2.3. MANAGEMENT OF COMMUNICATION

CTA is the leader of the WP6 Interim plan for the use and dissemination of knowledge and coordinates the actions and processes with the inputs of the rest of the members of the consortium.

Additionally, some specific procedures will be designed to organise in an effective way the external communication, the generation of content in the website, the Social Media work, the review of communication and dissemination materials, and the information and reporting about the participation in events.

2.3.1 WEBSITE

CTA will update the EUCALIVA website regularly with news and events. Members of the consortium are requested to promote press releases, offer information to create posts on the website, and other content and materials through their own communication tools and channels: website, Social Media profiles, newsletters, etc.).

2.3.2 SOCIAL MEDIA CHANNELS

CTA is responsible for the management of the Twitter channel for the EUCALIVA project and partners must collaborate by mentioning the EUCALIVA Twitter account, retweeting the messages about the project and sharing publications.

2.3.3 COMMUNICATION MATERIALS

CTA is in charge of developing communication materials to promote the EUCALIVA project. Partners must inform with enough time in advance if they need some of these materials for the participation to events or other requirements.

2.3.4 REPORTING EVENTS

Partners of the consortium will attend relevant events, conferences, workshops and fairs of the sector. They should be actively involved in seeking opportunities to present and showcase the project in their own countries and at European level. The participation in events must be previously communicated to CTA (in order to make visible activities through communication channels), and after the event every partner must complete the events questionnaire with the reporting about the dissemination activity: sum-up, number of attendees, pictures, publications, presentations, press clipping, etc.

2.3.5 SUPPORT OF THE EUROPEAN UNION

The support to the EUCALIVA project by the European Commission must be recognised in all the dissemination and communication tools and materials including this disclaimer and logos:



“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 745789”

All the beneficiaries of the project are committed to follow the guidelines about the use of the EU emblem using it in their communication to acknowledge the support received under EU programmes.

Scientific and research publications must include this paragraph:

“The dissemination of results herein reflects only the author's view and the European Commission is not responsible for any use that may be made of the information it contains”.

2.4 VISUAL IDENTITY

The first communication action developed after the starting of the project was to create a recognisable brand of EUCALIVA, reflecting the main goals of the initiative and offering the audience/stakeholders a clear identification of the values and messages.

2.4.1 NAME

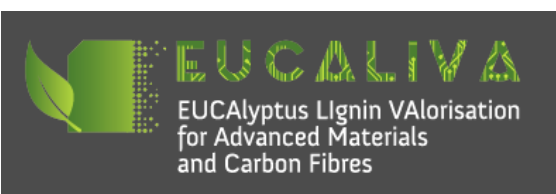
EUCALIVA is the branding name of the project which means: ***“Eucalyptus lignin valorisation for advanced materials and carbon fibres”***.

The full title should be between quotation marks when first mentioned in a document, then it will be used its abbreviation/acronym. The name of the project EUCALIVA must be written in uppercase font.

2.4.2 LOGO AND VISUAL GUIDELINES

The logo of the EUCALIVA project has been designed making reference to the paper industry. Innovation and technology concepts are referred. Colours and shapes will make a clear reference to circular economy and recycling. In summary, the logo shows that the process is completed, but that it also advances towards new innovative models. A visual guideline that includes different applications of the logo has been designed to facilitate the use of the EUCALIVA brand.

BASE LOGO



ALTERNATE VERSION



COLORS



CMYK 70,22,88,6
RGB 74,128,48
HEX #4A8030



CMYK 24,0,79,0
RGB 194,228,62
HEX #C2E43E



CMYK 0,0,0,70
RGB 77,77,77
HEX #4D4D4D

TIPOGRAPHY

AZEDO BOLD

A B C D E F G H I J K L M N O P Q R S T U V W X Y Z

ANIVERS Regular

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3. COMMUNICATION TOOLS AND ACTIONS

3.1 DIGITAL MARKETING STRATEGY

With the main aim of attracting and establishing an EUCALIVA community around our stakeholders and the general public, a Digital Marketing Strategy has been established with three main pillars:

- EUCALIVA website www.eucaliva.eu that will be permanently updated through the section of news and events.
- Social Media and newsletters to share the advances about the project included on the website, and attract visitors and users.
- SEO using techniques to obtain a good positioning of the website on Google.

3.3.1 WEBSITE

The EUCALIVA website (www.eucaliva.eu) was created and available on month 3 of the project and presented on D6.2.

3.3.2 SOCIAL MEDIA CHANNELS

The creation of an “EUCALIVA community” will increase the visibility and impact of the results attained in the project. In fact, viral marketing strategies linked with the website and its new content periodically created will be implemented based on Twitter. Additionally, at least 1 video will be developed and shared in YouTube, easily communicating accessible project results for

3.2 COMMUNICATION MATERIALS

3.2.1 ROLL-UPS

EUCALYPTUS LIGNIN VALORISATION FOR ADVANCED MATERIALS AND CARBON FIBRES

EUCALIVA aims to create evidences to be an "Industrial success case" as a novel Integral solution to fully valorise bio-resources at local level, to be then replicated at local/national level by other industrial partners interested in the technology and/or for the products obtained within this project

The current lack of competitiveness of bio-based technologies against other industrial (far more polluting) sources promotes further development and optimisation of innovative processes that are cost-effective and resource-efficient.

For this reason, key players, with clear focus on industrial solutions are working jointly in EUCALIVA and will bring together their capacities, background and specific knowledge to validate scaling-up solutions to use waste components from papermaking activities as raw material to obtain innovative value-added products, targeting specific applications in niche markets such as bioisomers, flexible electronics, filtration elements.

PROJECT CONCEPT

EUCALIVA project proposes a fully-integrated, energetically-efficient, scalable, innovative and flexible processing chain based on the valorisation of Lignin for producing Carbon fibres (CF) and other Carbon-based materials, mainly for functional applications.

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graph TD
    Lignin --> 1[Lignin-based Lignin]
    1 --> 2[Activated Lignin]
    2 --> 3[Carbon fibres]
    2 --> 4[Activated Carbon fibres]
    4 --> 5[Activated Carbon fibres]
    4 --> 6[Activated Carbon fibres]
  
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1. Purification and/or modification (Polysulfonate)
2. Washing
3. Thermal/oxidation
4. Carbonisation
5. Graphitisation
6. Activation

For this reason, key players, with clear focus on industrial solutions are working jointly in EUCALIVA and will bring together their capacities, background and specific knowledge to validate scaling-up solutions to use waste components from papermaking activities as raw material to obtain innovative value-added products, targeting specific applications in niche markets such as bioisomers, flexible electronics, filtration elements.

PROJECT FUNDING

Horizon 2020-IT-2016 / 2016-2020-CO2G "Valorization of lignin and other side-streams to increase efficiency of bioeconomy and increase sustainability of the value added chain".
Project budget: 4.420.000€ - EU funding: 1.795.400€.
From 2022-09-01 to 2022-02-28

KEY OUTCOMES

- Successful introduction of "lignin-to-bio-product" concepts at semi-commercial scale.
- New bio-based, renewable and economically viable method of formulating Lignin blends, precursors of fibre products.
- Bio-based products with a very promising marketability: stretchable electronic films and activated Carbon from non-woven Lignin (NW).
- Waste valorisation, separating useful components such as Lignins and Polycondensates.
- LIFE Cycle Analysis (LCA) and Life Cycle Cost (LCC).
- Energy, fossil-fuel consumption and CO₂ reduction.
- Business case as tool for market deployment.

ACTING PARTNER	ROLE IN PROJECT	DESCRIPTION OF CONTRIBUTION	CONTACT
	Coordinator	Coordination of the project, management of the project, financial and administrative support, management of the project, financial and administrative support, management of the project, financial and administrative support.	Italy
	IND	Development of a new lignin-based material for the production of carbon fibers and activated carbon fibers, and the development of a new lignin-based material for the production of carbon fibers and activated carbon fibers.	Italy
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3.2.2 LEAFLET

A leaflet for presenting the project has been designed and printed as a support at meetings, trades and fairs. It will be shared on the website and on the social media.



3.2.3 VIDEOS

With the aim of communicating the complexity and depth of issues in value chains, a final video will be made, showing the achievements of the project. It should include some extracts of cocreation events, interviewing end-users and their interest for the new business models, show how bottlenecks identified in the early stage of the project have been overcome, it should show the concrete demos and lessons learnt. The target audience will be: end-users and policy makers. The video will be promoted via Social Media and the events (e.g. co-creation workshops) or external attended events. It will be made in English and subtitled in the main languages of the countries of the project; the translation will be ensured by the partners themselves.

3.3 MEDIA RELATIONS

The Media and journalists are key agents to transmit information about the project to other stakeholders and the general public. They have a lot of influence and may have a positive impact to increase results, raise awareness and offer information to the rest of the society about the EUCALIVA project.

EUCALIVA's press releases and their impact were described in D6.1.

3.4 EVENTS

The events are one of the most important parts of the dissemination and communication strategy because they allow to connect with stakeholders and the general public, encourage networking and show the most important advances and results of the project. Events also feed of content the communication channels and tools (website, Social Media, press releases) generating great impacts on different audiences.

3.4.1 PRESENCE AT KEY EVENTS

The participation of partners in events will be made visible through the EUCALIVA website and Social Media channels contributing to increase the community of stakeholders and public interested in the project. General and technical presentations of EUCALIVA will be showcased in a face-to-face interaction with the stakeholders.

The following list summarizes the events that EUCALIVA's partners have attended so far:

3.4.2 WORKSHOPS

These sessions will be organized with the local stakeholders, including citizens and local companies. Technical, economical, societal and cultural aspects will be considered and better worked out. Major technical parameters will be defined. Ownership aspects and ideas on business models will be part of the considerations.

These sessions will look into existing or innovative models to allow co-ownership of the global system. The target is to attract 100 individual investors and 5 municipalities.

3.5 SCIENTIFIC PUBLICATIONS

It is expected that the EUCALIVA project develops a significant amount of research results which will be disseminated to different key scientific communities. Thus, RTD/academia Partners will dedicate strong efforts in publishing scientific papers under the framework of global recognized scientific conferences and journals that count on high impact index. It is expected to develop a significant amount of research results which will be disseminated to different key scientific communities. This way, RTD/academia Partners will dedicate strong efforts in publishing scientific papers under the framework of global recognized scientific conferences and journals that count on high impact index.

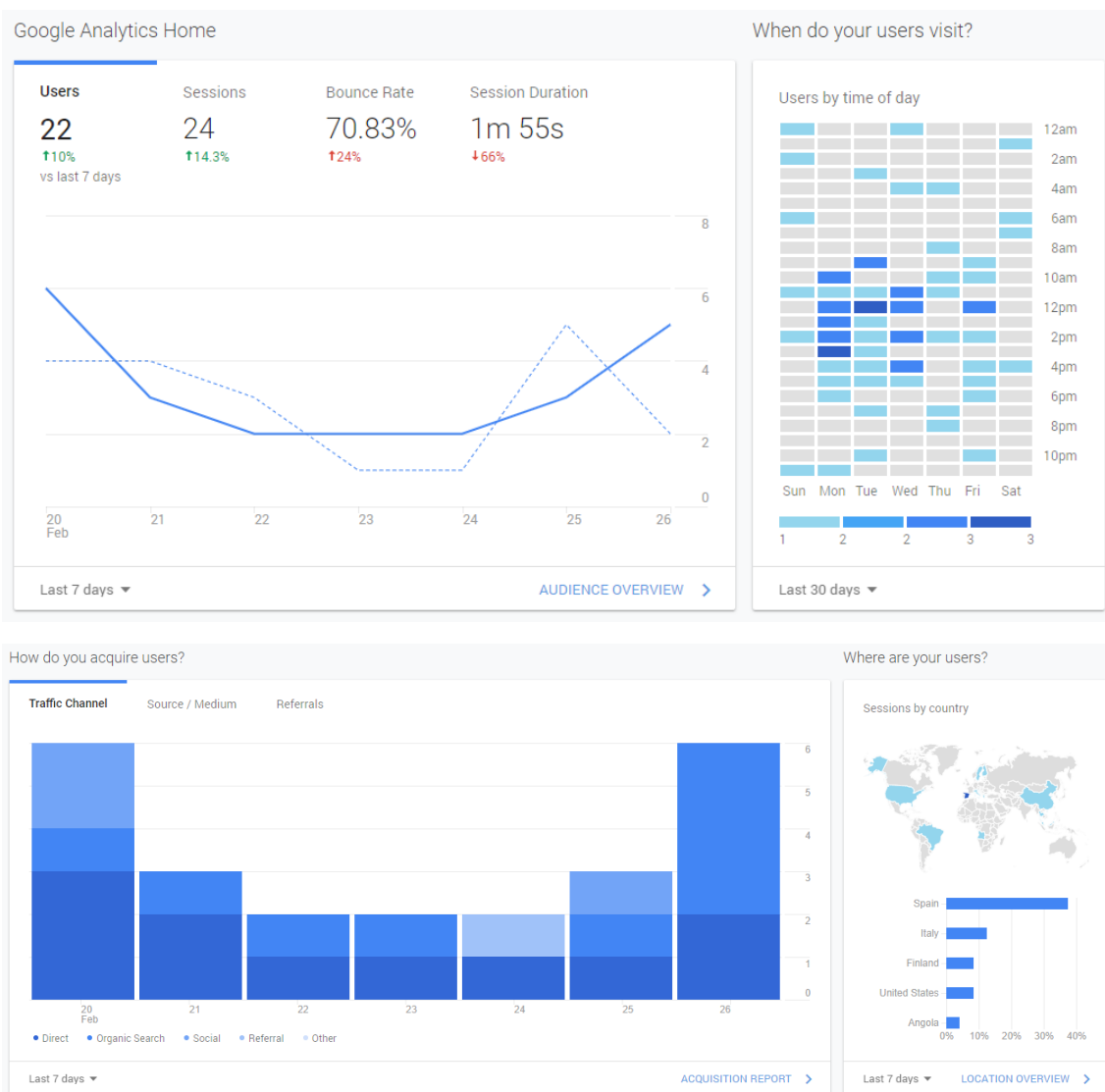
The publications will be made freely and openly available via online repository with gold open access. Prior to publishing any scientific publication, the EUCALIVA Partner involved will contact the whole consortium for revision and validation of the publication 30 days in advance. The publications funded by the project will be uploaded to specific Bibliographic social networks such as ResearchGate no later than 6 months after its original date of publication. The EUCALIVA website www.eucaliva.eu will include articles summarizing the scientific publications in an informative.

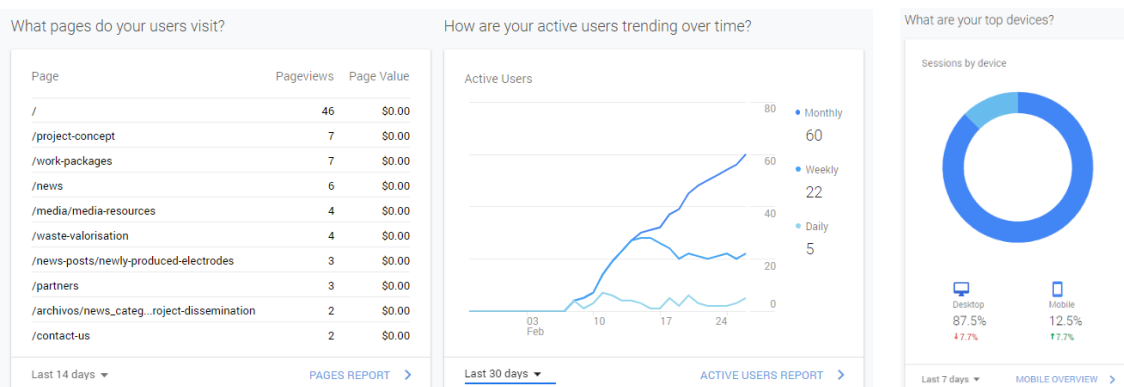
4. MONITORING

CTA coordinates the Plan for the Use and Dissemination of Knowledge of EUCALIVA and its activities with the involvement of all the member of the consortium. Each partner will make use of its communication tools and channels, networks and collaboration with the goal of reaching the stakeholders of the project and build the EUCALIVA community.

CTA compiles all the information about the events attended, upcoming events, other networking and collaborative activities, as well as the impacts on Media for the press-clipping and the distribution of the communication materials through a form sent by e-mail. If necessary, partners could receive phone calls or requesting emails.

4.1 WEBSITE STATISTICS





4.2 DISSEMINATION ACTIVITIES

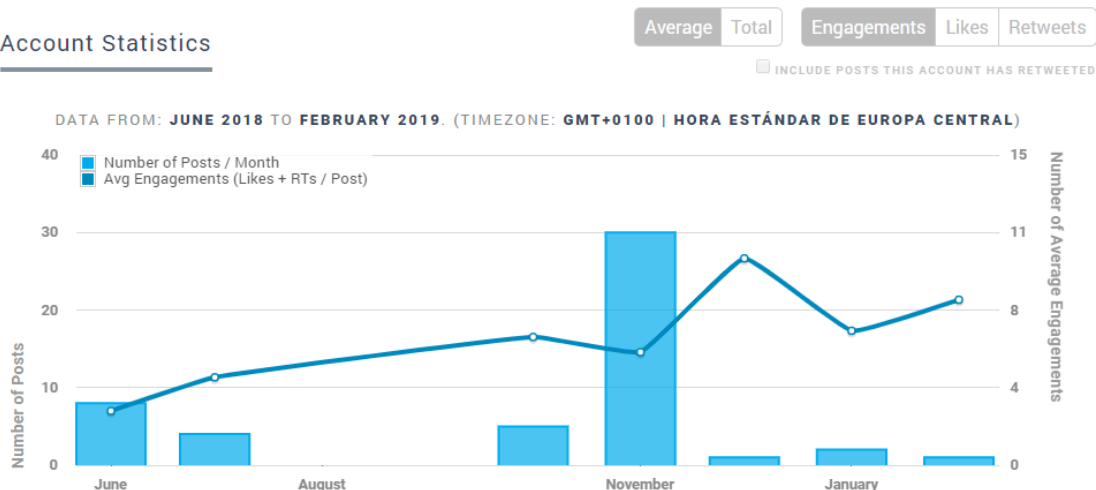
TYPE OF ACTIVITY	NAME OF THE EVENT	PARTNER ATTENDING	DATE	WP / TASK
Briefings, leaflets, roll-up	Permanent poster presentation	STFI	Lobby Center for Lightweight Engineering Chemnitz, Germany	WP6
Conference, fair, workshop, exhibition, etc.	Biosensors and Bioelectronics Symposium	Biosensor	5 June 2018 Helsinki, Finland	WP4 / Task 4.5
Conference, fair, workshop, exhibition, etc.	Advanced Composites Materials	Biosensor	3-6 June 2018 Stockholm, Sweden	WP6
Conference, fair, workshop, exhibition, etc.	2nd European Biosensor Symposium	Biosensor	18-21 February 2018 Rome, Italy	WP6 / Task 6.2
Conference, fair, workshop, exhibition, etc.	JEC World 2018	STFI	6-8 March 2018 Paris, France	WP6
Conference, fair, workshop, exhibition, etc.	Advanced Composites Materials	Biosensor	3-4th June 2018 Stockholm, Sweden	WP4 / Task 4.5.
Conference, fair, workshop, exhibition, etc.	Computational biology, Protein Engineering and Biomimicking approaches: Close cooperation for Biosensor Technology	Biosensor	10-12 June 2018 Riga, Latvia	WP3 / Task 3.2
Conference, fair, workshop, exhibition, etc.	NanoTech Poland International Conference & Exhibition	Biosensor	6-9 June, 2018 Poznan, Poland	WP3 / Task 3.2

Publications, peer review publications	Annual report 2017 Short note of the project (p. 56)	STFI	3 September 2018 Chemnitz, Germany	WP6
Conference, fair, workshop, exhibition, etc.	Talk at Puratis Sàrl	Biosensor	23-29 September 2018 Lausanne, Switzerland	WP6 / Task 6.2
Conference, fair, workshop, exhibition, etc.	"CanBioSe" EU project meeting	Biosensor	15 September 2018 Rome, Italy	WP6
Conference, fair, workshop, exhibition, etc.	NanoInnovation International Conference & Exhibition	Biosensor	11-14 September 2018 Rome, Italy	WP6 / Task 6.2
Conference, fair, workshop, exhibition, etc.	Composites Europe	STFI	6-8 November Messe, Stuttgart	WP6
Conference, fair, workshop, exhibition, etc.	Nanoengineering and technology	Biosensor	10-11 December 2018 Rome, Italy	WP6 / Task 6.2

4.3 SOCIAL MEDIA STATISTICS



Account Statistics



Top Posts by Engagements

Likes	Retweets	Post Caption	Date
14	4	Lignin-based carbon fibres for composites --> the aim of @libre2020 is to use lignin-rich side streams to develop... https://t.co/XsWy0AU89z	Oct 15, 2018
11	6	There is an estimated 70 million tonnes of lignin available from pulping processes worldwide. About 2% of the ligni... https://t.co/5uKw8n1RzA	Nov 09, 2018
8	5	#EUCALIVA will develop and set-up a fully-integrated, energetically-efficient, scalable, innovative and flexible pr... https://t.co/BCbkZIVlzp	Nov 08, 2018

Top Hashtags by Engagements

Engagements Frequency

DATA FROM: FEB 27, 2018 TO FEB 27, 2019. (TIMEZONE: GMT+0100 | HORA ESTÁNDAR DE EUROPA CENTRAL)



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Optimal Post Time

