

EUCalyptus Lignin VAlorisation for Advanced Materials and Carbon Fibres

Project number 745789

D6.4 Follow up of the Interim Plan

Due date of deliverable: 29/02/2020

Actual submission date: 02/03/2020



"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 745789"

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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: | <p>CONTACTICA S.L.</p>  |
| Abstract: | <p>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.</p> |

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.

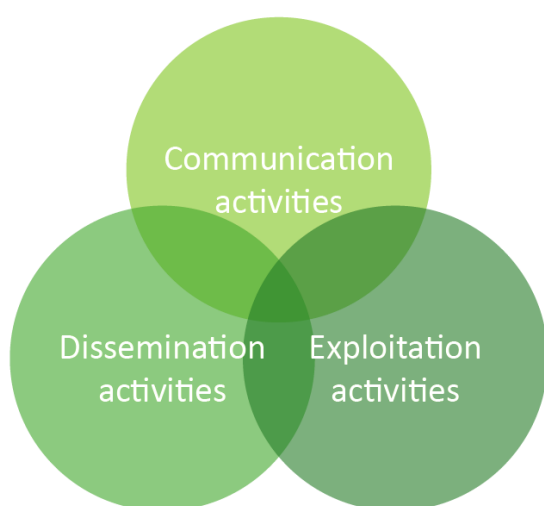
¹ Lignin Market Size, 2015-2022. Global Market Insights. <https://www.gminsights.com/industry-analysis/lignin-market-report>

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. |
| 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. |
| Conferences, workshops, round table discussions, networking with other projects, presentations to potential clients. | 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 Articles Conferences | 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 Articles Conferences | Raise awareness and knowledge transfer |

| | Presentations | |
|--|--|---|
| Policy makers of the European commission and European parliament | Website Social Media Workshops Articles Videos Conferences | Influence on the political agenda and overcome regulatory barriers to accelerate EU transition towards a circular economy. |
| Investors | Website Social Media Workshops Conferences 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 Conferences 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 Presentations | 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

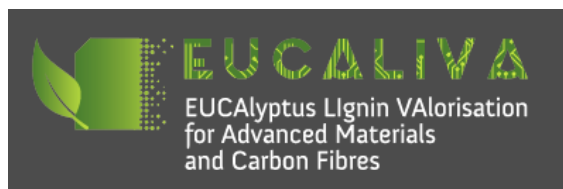
EUCALIVA is the branding name of the project which means: ***“Eucalyptus lignin valorisation for advanced materials and carbon fibres”.***

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.

3.1.1 WEBSITE

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

3.1.2 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 attracting the interest of stakeholders and the general public. The Social Media accounts will be set from the first of the project. CTA will lead this task with the support of all partners’ communication departments to facilitate the reach out to wide media and promote interaction and lines of conversation on the Social Media channels.

3.2 COMMUNICATION MATERIALS

In order to effectively broadcast the messages of the project in events and promote the project on the website and the social media channels, different communication materials have been foreseen.

3.2.1 ROLL-UPS

For the participation in events, different roll-ups were designed for the whole project to avoid one-shot production and waste.

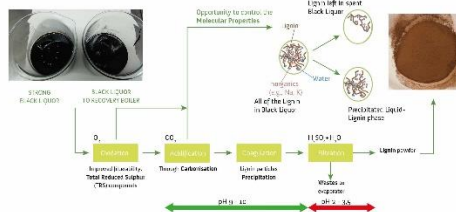
EUCalyptus Lignin Valorisation for Advanced Materials and Carbon Fibres

EUCALIVA aims to create value-added chains for products and processes based on Kraft Lignin from E. Globulus. The Lignin produced by EUCALIVA is a Low-Sulphur content Lignin to be used in functional applications such as bio-based Polyols, conductive Inks and Pastes for Biosensors and stretchable Electronics, Electrodes, wet-spun and melt-spun Fibres to be further carbonised, Mats and Non-wovens carbonaceous products to be activated.

PROJECT CONCEPT

For this reason, key players, with clear focus on industrial solutions are working jointly in EUCALMA and will bring together the 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 biosensors, flexible electronics, filtration elements.

LUCALIVA project proposes a fully-integrated, energetically-efficient, scalable, innovative and flexible processing chain based on the valorisation of Lignin in the fabrication of conductive inks, carbon fibres (CF), carbonized Mats and Non-Wovens and other carbon-based materials, mainly for functional uses and applications.



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 other products.
- Bio-based products with a very promising marketability: stretchable electronic fibres and activated Carbon from non-woven Lignin felt.
- Waste valorisation, separating useful components such as Lignin and Polyphenols.
- Life Cycle Analysis (LCA) and Life Cycle Cost (LCC).
- Energy, fossil-fuel consumption and CO₂ reduction.
- Business case as tool for market deployment.

FIBRES

PLA (polylactic acid) and HDPE (High density polyethylene) were blended with Laccyltus lignin (90%) to make melt-spun PLA-Lignin and HDPE-Lignin fibres. Fibres using Laccyltus lignin were spun by wet coagulation spinning.



KEY OUTCOMES

- New bio-based, renewable and economically viable methods for formulating agro blends, precursors of other products.
- Bio-based products for stretchable Electronics, Biosensors, nanomedicine. Nanosensors, etc. are activated.
- Waste valorisation, separating useful components such as lignin and Polyols.
- Life Cycle Analysis (LCA) and Life Cycle Cost (LCC).

| Environment | Year of last project | Location | Value |
|--|----------------------|--|-------|
|  Contract Energy Services | 2010 | Providence, Rhode Island, Department of the Secretary, DSS | 100K |
|  City of Providence | 2010 | Activities for the Governor and the Secretary of the State | 200K |
|  City of Providence | 2010 | Ignite meeting for a community development planning in the city of Providence, Rhode Island | 10K |
|  City of Providence | 2010 | Activities for understanding the community development in the city of Providence, Rhode Island | 10K |
|  City of Providence | 2010 | Providence, Rhode Island, Department of the Secretary, DSS | 100K |
|  City of Providence | 2010 | Ignite meeting for a community development planning in the city of Providence, Rhode Island | 10K |



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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.





3.3 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. A table containing the main events attended by the consortium can be found on [5.3 Communication & Dissemination Activities](#).

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.

3.5 PUBLICATIONS

3.5.1 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, RTO 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.

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.

3.5.2 NON-SCIENTIFIC PUBLICATIONS

Apart from the scientific publications, which are entitled of disseminating project results, EUCALIVA will focused on preparing non-scientific publications. These publications have the objective of promoting the project and its results to a wider, non-scientific audience (general public, including EU citizens, civil society and mass media). The language to be used in this publication will be a non-specialised language.

4 PLANNED COMMUNICATION & DISSEMINATION ACTIVITIES

4.1 ATTENDANCE TO FUTURE EVENTS

- ➡ GZI will give a workshop on EUCALIVA biorefination experience in ZELCOR BBI project (<http://zelcor.eu>) summer school (July 2020).

4.2 FUTURE PUBLICATIONS

- ➡ GZI is preparing a scientific publication in collaboration with INRA regarding lignin extracted within EUCALIVA project (Kraft lignin and Low-Sulphur lignin).

5 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.

5.1 PRESS RELEASES AND NEWS IMPACT (TILL FEBRUARY 2020)

5.1.1 PRESS RELEASES AND NEWS IN EUCALIVA WEBSITE

Since the beginning of the project, **11 publications** have been posted in the “News” page.

| DATE | TITLE |
|-------------------|---|
| 3rd October 2017 | EUCALIVA: a project to reuse waste from paper industry |
| 4th October 2017 | EUCALIVA kick-off meeting |
| 19th March 2018 | Carbon Composite Magazin |
| 17th May 2018 | EUCALIVA was presented at BBI Infoday in Madrid |
| 18th June 2018 | EUCALIVA in the BBI JU Stakeholder Forum 2017 |
| 18th May 2018 | EUCALIVA PROJECT MEETING IN FLORENCE |
| 3rd July 2018 | EUCALIVA in the Biosensors and Bioelectronics Materials Symposium |
| 15th October 2018 | Newly produced electrodes |

| | |
|-------------------------------------|--|
| 6th February 2019 | EUCALIVA meeting at STFI facilities |
| 5th June 2019 | EUCALIVA Consortium held its review meeting |
| 11th October 2019 | EUCALIVA Consortium met at Tampere University facilities |

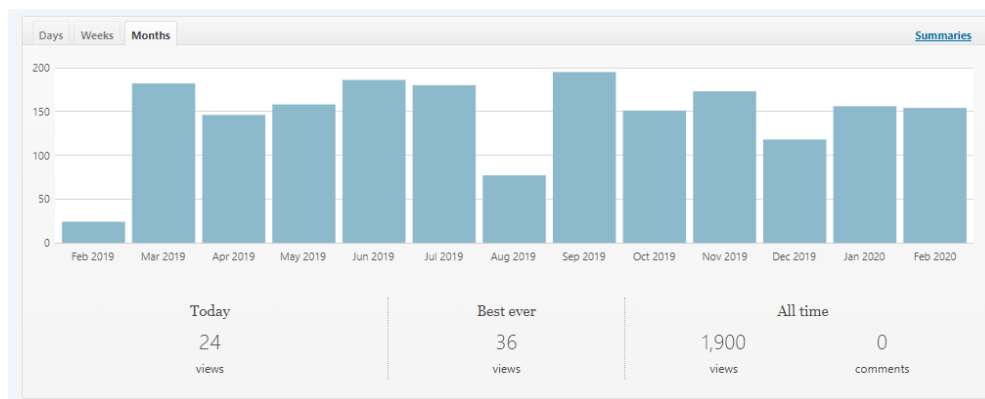
5.1.2 PRESS RELEASES IN THE MEDIA

| MEDIA | URL | DATE |
|------------------------------------|---|------------|
| Ingenieros.es | http://www.ingenieros.es/noticias/ver/reutilizacion-de-los-residuos-de-la-industria-papelera-para-convertirlos-en-productos-de-valor-anadido/6944 | 25/09/17 |
| iresiduo | http://www.iresiduo.com/noticias/espana-alemania-finlandia-italia/contactica/17/09/29/eucaliva-proyecto-europeo-reutilizar | 29/09/2017 |
| diario-economia | http://www.diario-economia.com/nota/9693/un-proyecto-europeo-busca-producir-fibras-de-.html | 28/09/2017 |
| diario-abc | http://www.diario-abc.com/nota/10351/proyecto-europeo-eucaliva%3A-reutilizando-ligni.html | 28/09/2017 |
| futurenviro | http://futurenviro.es/eucaliva-un-proyecto-europeo-de-reutilizacion-de-residuos-de-la-industria-papelera/ | 04/10/2017 |
| Iberian press | http://www.iberianpress.es/noticia/eucaliva-un-proyecto-europeo-para-reutilizar-residuos-de-la-industria-papelera/18986 | 26/09/2017 |
| Invequa | http://www.invequa.com/noticia/33539/reutilizacion%20de%20residuos%20de%20la%20industria%20papelera%20con%20proceso%20sostenible.aspx | 26/09/2017 |
| Papnews | https://www.papnews.com/eucaliva-project-reuse-waste-paper-industry/ | 04/10/2017 |
| Avr Nonwovens & Technical Textiles | https://www.avronline.de/nachrichten/research+development/eucaliva+ein+projekt+zur+wiederverwendung+von+abfaellen+aus+der+papierindustrie.181810.htm#.WfwsG1vWz3i | 04/10/2017 |
| Residuos profesional | https://www.residuosprofesional.com/eucaliva-aprovecha-residuos-papelera/ | 10/11/2017 |
| vrebat | http://www.vrebat.eu/sub-pages/page-18/ | Sep-17 |

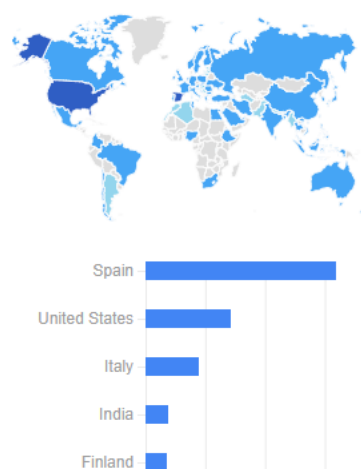
5.1.3 PRESS RELEASES AND NEWS IN PARTNER'S WEBSITES

| MEDIA | URL |
|-------------|---|
| GZI | https://www.gzinnoation.eu/project/3/eucaliva-bbi-project |
| CTA | http://contactica.es/en/2017/10/06/eucaliva-a-project-to-reuse-waste-from-paper-industry/ |
| TAU | http://www.tut.fi/en/about-tut/news-and-events/tampere-university-of-technology-takes-part-in-developing-new-lignin-based-products-from-eucalyptus-x227471c1 |
| BIO | http://www.biosensor-srl.eu/news/project/eucaliva-a-project-to-reuse-waste-from-paper-industry.html |
| SFTI | http://www.stfi.de/en/stfi/news/details/article/neues-eu-projekt-gestartet-eucaliva.html |
| ENV | https://envirohemp.com/presentacion-de-eucaliva-en-el-infoday-jyi-de-bioindustrias-bbi-ju/ |

5.2 WEBSITE STATISTICS (TILL FEBRUARY 2020)



| Top Posts & Pages | |
|---|-----------|
| Today | Yesterday |
| Title | Views |
| News | 11 |
| Homepage | 2 |
| EUCALIVA PROJECT MEETING IN FLORENCE | 1 |
| EUCALIVA in the Biosensors and Bioelectronics Materials Symposium | 1 |
| EUCALIVA kick-off meeting | 1 |
| Newly produced electrodes | 1 |
| EUCALIVA: a project to reuse waste from paper industry | 1 |
| EUCALIVA meeting at STFI facilities | 1 |
| EUCALIVA in the BBI JU Stakeholder Forum 2017 | 1 |
| EUCALIVA Consortium held its review meeting | 1 |
| Other posts | 3 |
| Total views of posts on your blog | 24 |



5.3 COMMUNICATION & DISSEMINATION ACTIVITIES

| TYPE OF ACTIVITY | NAME OF THE EVENT | PART | DATE |
|---|---|--|--|
| Briefings, leaflets, roll-up | EUCALIVA flyer Permanent poster presentation Information provided to German Association Forschungskuratorium Textil | CTA STFI STFI | Nov - 17 Lobby Center for Lightweight Engineering, Chemnitz, Germany Oct - 17 |
| Press release | Initial Press release | CTA, STFI | Sep-17 |
| Website | Textile ETP members newsletter | STFI | 29 September 2017 |
| Participation to an Event other than a Conference or a Workshop | Biosensors and Bioelectronics Symposium 2nd European Biosensor Symposium Advanced Composites Materials Computational biology, Protein Engineering and Biomimicking Project presentation at university South Summit | BIO BIO BIO BIO BIO CTA | 5 June 2018, Helsinki, Finland 18-21 February 2018, Rome, Italy 3-4 June 2018 Stockholm, Sweden 10-12 June 2018. Riga, Latvia 13 June 2018. Warsaw, Poland. 6 – 8 October 2019, Madrid, Spain |
| Participation in a Conference | JEC World 2018 NanoTech Poland International Conference & Exhibition NanoInnovation International Conference & Exhibition | STFI BIO BIO | 6-8 March 2018. Paris, France 6-9 June, 2018. Poznan, Poland 11-14 September 2018, Rome |

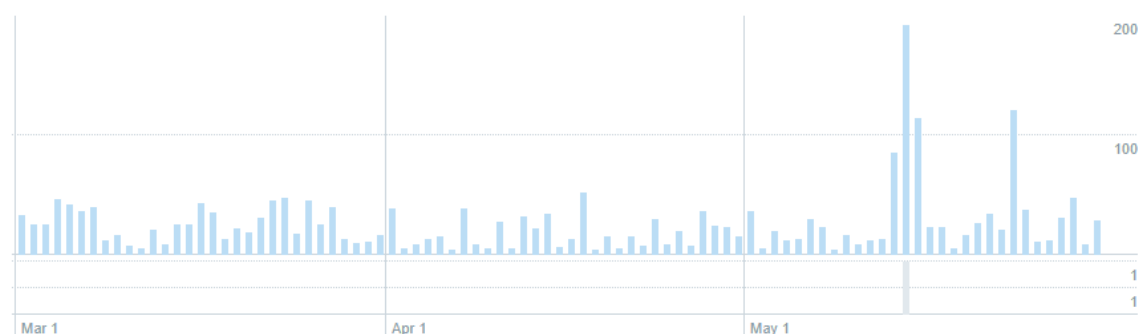
| | | | |
|--|---|------------------------------------|---|
| | Nanoengineering and technology Nanomaterials for biosensors and biomedical applications BBI conference Depositions by ElectroSpray Ionization and biosensors | BIO BIO GZI, TAU, BIO BIO | 10-11 December 2018, Rome 2-4 July, 2019. Latvia 3 December 2019, Brussels, Belgium 6th Feb 2020, Rome, Italy. |
| Participation in a Workshop | Summer School ZELCOR – 2nd edition | GZI | Planned |
| Scientific publication | Publication in collaboration with INRA | GZI | Planned |
| Non-scientific/non- peer-reviewed publication | Carbon composites Annual report 2017 | STFI STFI | October 2017 3 September 2018. Chemnitz, Germany |
| Other: Project presentation to potential clients | Talks to possible clients Talk at Puratis Sàrl | BIO | 3-6 June 2018, Stockholm, Sweden 23-29 September 2018. Lausanne, Switzerland |
| Participation in activities organized jointly with other H2020 projects | CanBioSe EU project meeting CanBioSe meeting and workshop Nemosine EU project meeting | BIO BIO BIO | 15 September 2018. Rome, Italy 7 April, 2019, Vilnius, Lithuania 11 September 2019, Valencia, Spain |
| Trade Fair | Composites Europe | STFI | 6-8 November 2018. Messe, Stuttgart |

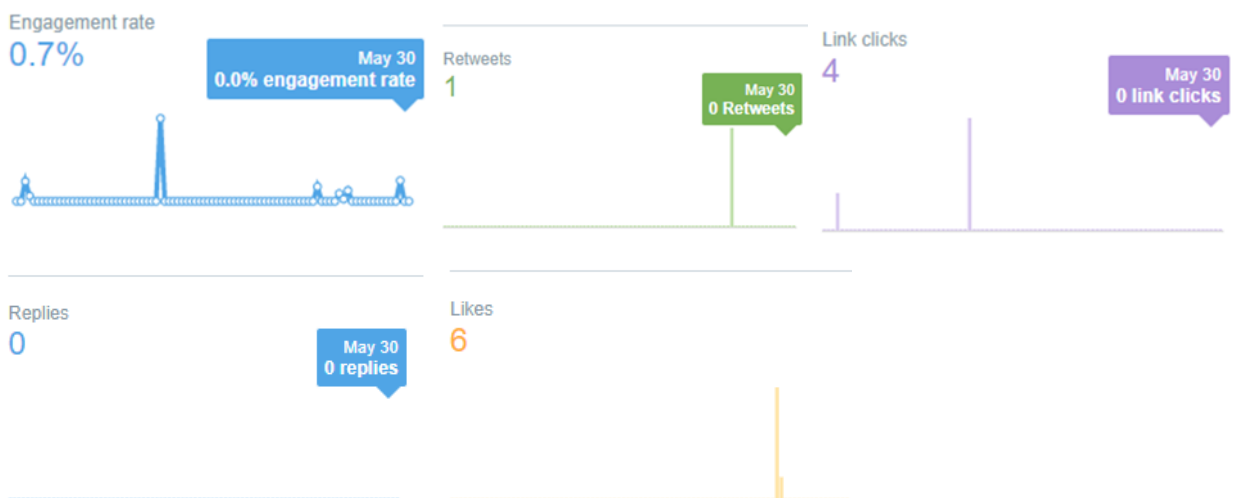
- ➡ In October 2019 a Chinese delegation from the **Beijing Association for Science and Technology–BAST** visited Biosensor to establish a collaboration. The delegation was informed about the Eucaliva project without any technical detail on respect of secrecy of signed CA. The delegation was positively impressed by these activities in Biosensor Srl and invited Biosensor to visit their country to establish a commercial activity on innovative biosensor technologies from Italy to China. The contacts for exploitation at the present are in standby due to sanitary emergency in China.
- ➡ In January 2020, the European Innovation Council (EIC) pilot Business Acceleration Services and Enel invited Biosensor srl to innovative solution days in Milan, Italy. A restrictive number of EIC-backed up SMEs will have the chance to show their innovative solutions and to conduct in One-on-One Business meetings with ENEL (big energy distributor in Italy) representatives. For the call Biosensor presented to ENEL the results of the Eucaliva project proposing a new solution for safety and health with an array of stretch sensors similar to the array developed by Eucaliva for the specific problematic of workers' safety. Biosensor's was invited for the exploitation, actually in standby due to the sanitary emergency in Milan.

5.4 SOCIAL MEDIA STATISTICS (TILL FEBRUARY 2020)

Tweet Activity March 2019 – May 2019

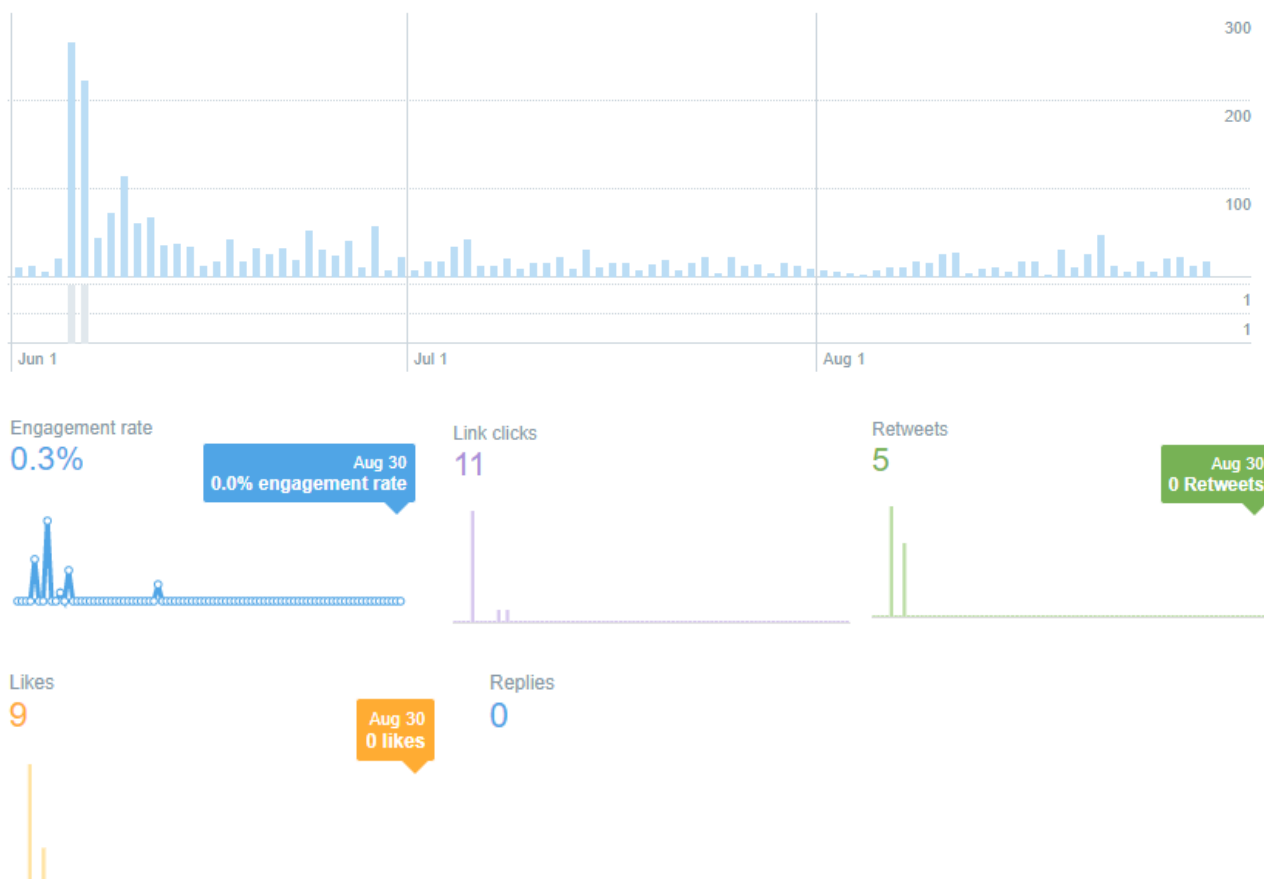
Your Tweets earned **2.4K impressions** over this **91 day** period





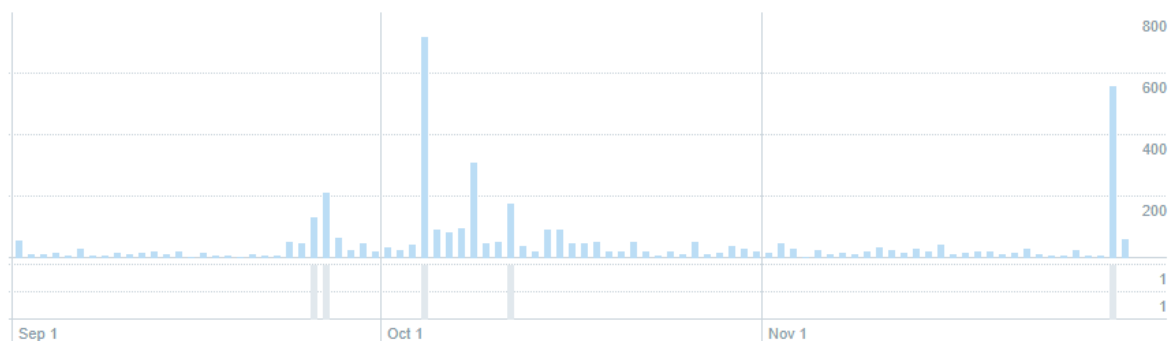
Tweet Activity June 2019 – August 2019

Your Tweets earned **2.5K impressions** over this **91 day** period



Tweet Activity September 2019 – November 2019

Your Tweets earned **4.6K impressions** over this **91 day** period



Engagement rate
1.0%



Link clicks
10



Retweets
13



Likes
24

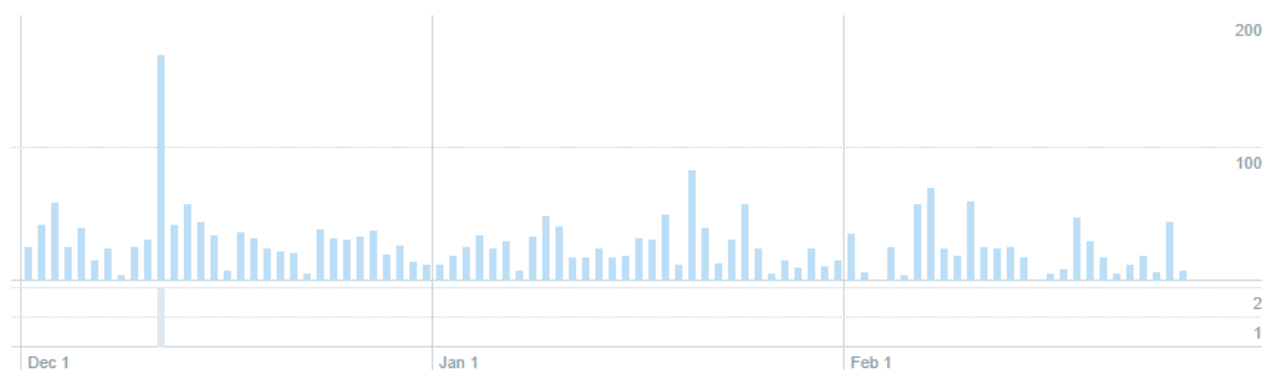


Replies
1



Tweet Activity December 2019 – January 2019

Your Tweets earned **2.5K impressions** over this **90 day** period



Engagement rate
0.3%



Link clicks
0



Retweets
4



Likes

9

Replies

0

Feb 28
0 likes

Feb 28
0 replies