

PROJECT

POLREC



D6.3 – Communication Outreach (M10)



PROJECT

POLREC



Funded by
the European Union

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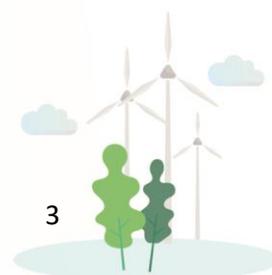
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the European Union**

The POLREC project is funded by the European Commission Joint Cluster initiatives for Europe’s recovery (Euroclusters) under the Single Market Programme (SMP COSME) grant agreement number 101074434. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or EISMEA. Neither the European Union nor the granting authority can be held responsible for them.

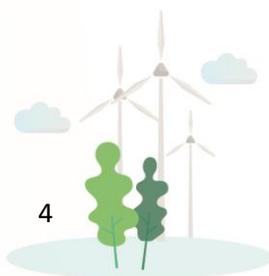




1. Glossary of terms, abbreviations, and acronyms

Table 1 – List of participants

Partner short name	Partner	Country
POL	Polymeris	FR
CEN	Centro Tecnológico da Indústria de Moldes, Ferramentas Especiais e Plásticos	PT
MAV	Clúster de Materials Avançats de Catalunya	ES
PDC	Plast Center Danmark	DK
WFG	Wirtschaftsförderung Raum Heilbronn GmbH	DE





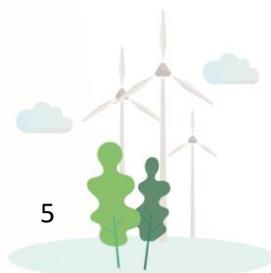
2. Introduction

This document has been written for the project POLREC – Supporting a green and resilient Europe through POLymer RECYcling funded by the European Commission Joint Cluster initiatives for Europe’s recovery (Euroclusters) under the Single Market Programme (SMP COSME) grant agreement number 101074434.

POLREC project consortium developed a communication and dissemination strategy that has been implemented since its beginning. Social media of the project has been created and are being used to communicate information related to the project. Apart from that all the partners have been using their own means to communicate and disseminate the project and its results.

This document outlines the results of the POLREC dissemination and communication strategy including information on the dissemination and communication activities held in the time frame M1 - M10.

Effective project dissemination and communication is essential to ensure that POLREC results are appropriately recognized, demonstrated and implemented on a wide scale.



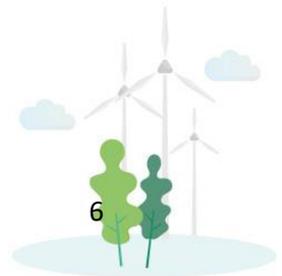


2.1. What should be disseminated?

Each Work Package has important and relevant results to disseminate. The one in the report time frame are detailed in the following table:

Table 2 – Results to be disseminated.

Deliverables	Dissemination activities	Partners involved	Target group for dissemination activity	Planned completion date
D2.1 - WP2 kick-off meeting for partners	Slides and minutes from online meeting in English	PCD	Public: all partners.	M3
D3.5 - Findings about the knowledge, services or products and esp. the interests / objectives of the identified SME members.	Report on the findings about the knowledge, services or products and esp. the interests / objectives of the identified SME members and the materials that could be exchanged between value chains, within and across sectors.	WFG (with collaboration of all partners)		M5
D3.4 - Online conference	Report on the content and conclusions of the conference held in Task 3.4. Electronic format, English language. Approx. 20 - 40 pages			M7
D6.1 - Dissemination and Communication Strategic Plan	Report Format: Electronic Language: English	CEN	Sensitive: only for members of the consortium (including Commission services and project reviewers).	M3
D6.2 - Communication materials	Report presenting the different communication materials that have been prepared. Electronic format, English language, approximate 20 - 40 pages	CEN (with collaboration of WFG)	Public: All target groups that are defined into Dissemination and Communication Strategic Plan document.	M6

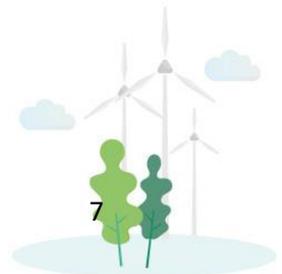




D6.3 Communication Outreach (M10)

Table 3 – Other planned dissemination activities

Other planned dissemination activities	Partners involved	Target group for dissemination activity	Planned completion date
Online conference	WFG (with collaboration of all partners)	Public: All target groups that are defined into Dissemination and Communication Strategic Plan document.	M6-M7
Online networking		Public: All target groups that are defined into Dissemination and Communication Strategic Plan document.	M3-M36
Face-to-face meetings – Support Scheme: Access of SMEs to conferences and trade fair		50 SME	M1-M36
Promotional event: Regional kick-off event		Public: Industry representatives, legislators and public authorities.	M1-M36
Promotional event: Final project workshop		Public: Policy and decision makers, SME associations, research institutions, clusters, scientific and industrial experts.	M1-M36
3 articles and 10 news per year	All partners	Public: All target groups that are defined into Dissemination and Communication Strategic Plan document.	M1-M36
1 newsletter every 6 month	All partners	Public: All target groups that are defined into Dissemination and Communication Strategic Plan document.	M6/12/18/24/30/36





3. Dissemination

Dissemination activities were mainly meetings held by the project partners (Figure 1) with industry and business partners (Figure 2). Education and training events, clustering activities and conferences were held in the reporting period. Dissemination activities reached at least 230 participants (Figure 3).

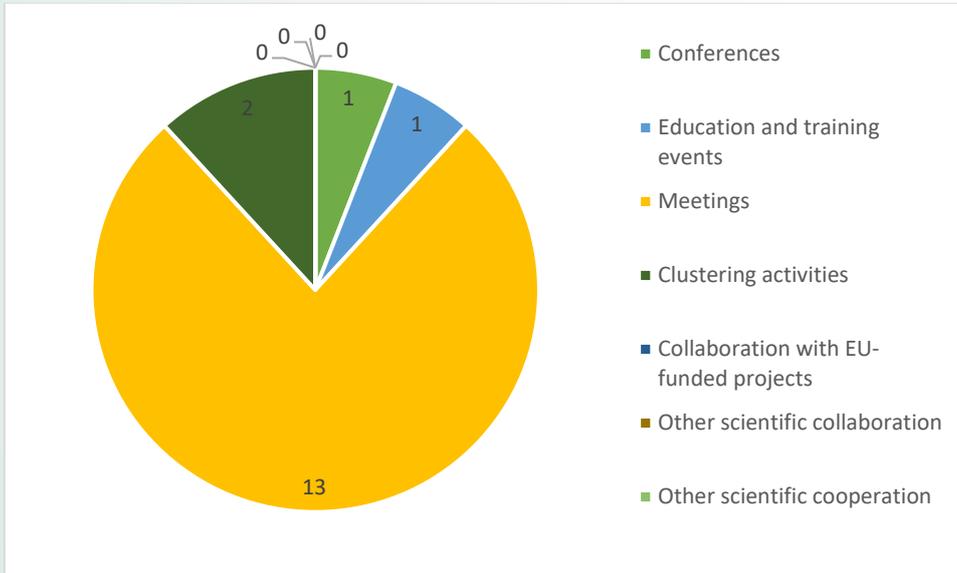


Figure 1 – Number of dissemination activities between M1 – M9 held under the scope of POLREC

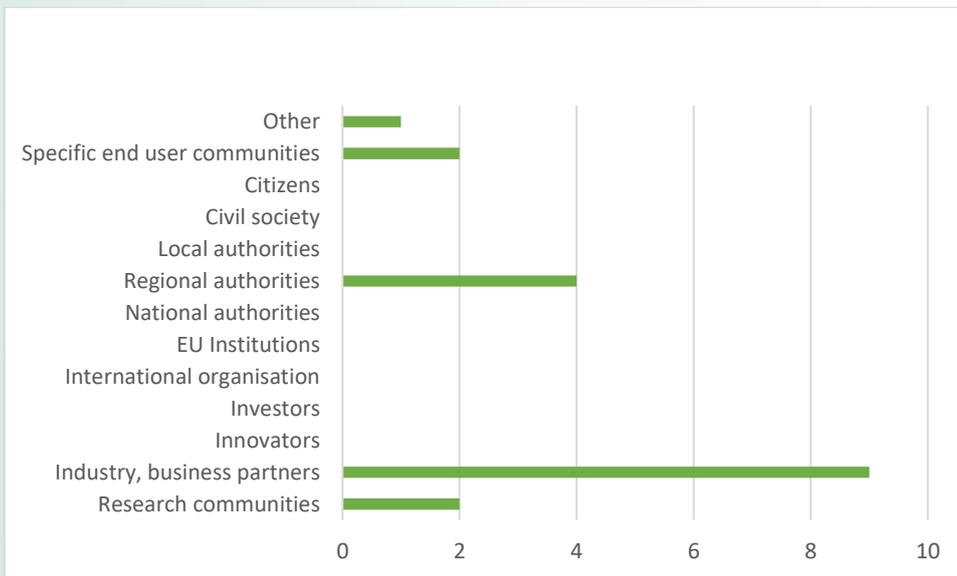
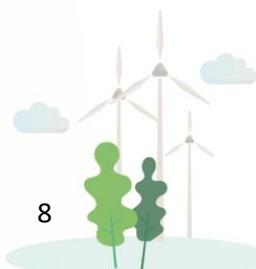


Figure 2 – Number of activities per target group held between M1 – M9 in the scope of POLREC



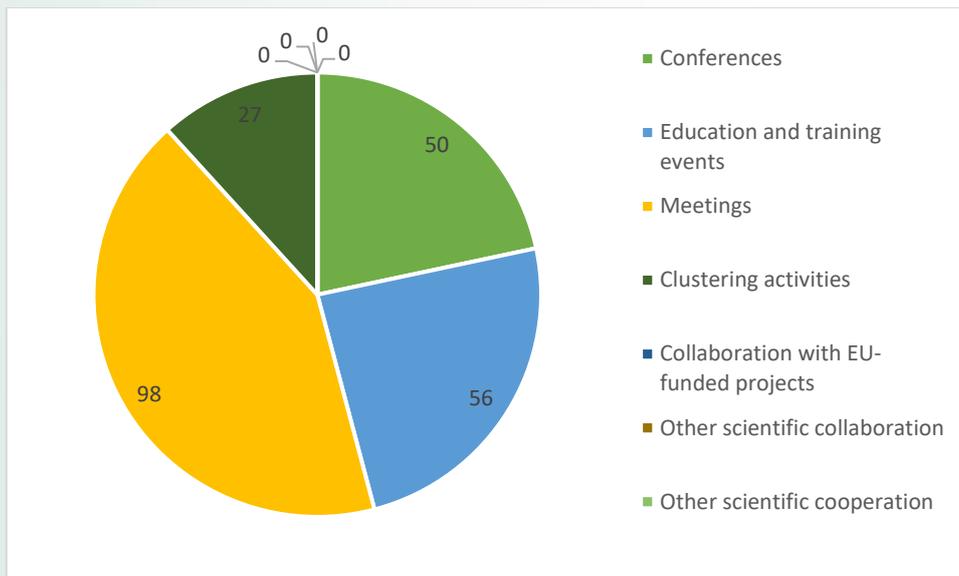


Figure 3 – Number of participants per activity group held between M1 – M9 in the scope of POLREC

3.1. Dissemination of results

Dissemination of results has been made by different ways and means using projects social networks and website but also by partners mean – social networks, meetings, newsletters and events.

3.1.1. D3.5 - Findings about the knowledge, services or products and especially the interests / objectives of the identified SME members.

The results of this deliverable D3.5 “Findings about the knowledge, services or products and esp. the interests / objectives of the identified SME members” were published on the ECCP portal.

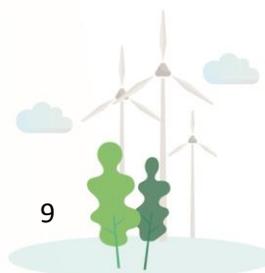
Nearly 75% of the companies that participated in the survey use recycled material in their companies. More than 30% of the companies reuse their own plastic waste in their own company, and more than 35% of the companies sell the material to recyclers. Almost 35% dispose their waste material.

It turns out that the materials are mainly purchased from the EU. Most of the material is purchased directly from a supplier.

When asked which non-European country represents the greatest potential for possible cooperation, the majority of respondents named the USA.

Most recyclers source their materials locally. Most of the material they process comes from industrial production. Household waste is in second place.

When recycled polymers are used, they normally come from industrial waste.





Among recyclers, the greatest interest is in mechanical recycling. The interest in chemical recycling is still somewhat restrained, but this is due to the little knowledge available so far regarding chemical recycling.

If we look into the area of the support possibilities of the project for the SMEs, we can see that the interest is wide-ranging. The greatest interest is shown in networking and knowledge exchange with other companies, among others. Alongside "mechanical recycling opportunities", digitization is one of the fields that has aroused the most interest.

Based on this survey, further steps include the planning of an online conference that covers the topics mentioned by the companies. The conference will also serve to introduce the companies to each other and to identify potential areas of cooperation.

Until then, the project partners will continue to promote the project in their committees and networks to attract further participants. The survey is still available online and the partners of the project will continue to promote it across their network of members and industrial SMEs to receive as much answer as possible for building the mapping of European recyclers and waste of streams and to identify the SME's needs to implement the FSTP open calls.

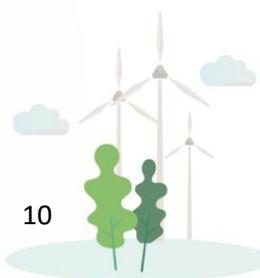
3.1.2. D3.4 - Online conference

WFG co-organized with POL an online conference day on the 28th of March 2023: the Safe, Smart, Sustainable (S3) Plastics congress, inviting European SMEs to participate with different sessions focusing on technologies and innovative projects around the sustainability and circularity of plastics. WFG presented the results of the survey and the POLREC project during this event with the help of CEN for the communication and promotional part. The main POLREC project presentation was: 'POLREC: How can a European project support SMEs in their polymer recycling activities?' and it can be seen in YouTube: <https://lnkd.in/eDEZuWmP>.

3.1.3. D6.2 - Communication materials

The communication materials of the POLREC project were developed to accomplish the mandatory action in the call – SMP-COSME-2021-CLUSTER – Joint Cluster Initiatives (EUROCLUSTERS) for Europe's recovery – which points out that Euroclusters must demonstrate how they will achieve the highest visibility of the Eurocluster' activities and achievements, with particular attention to their industrial ecosystem/s and to support the Communication and dissemination strategic plan of the project.

In this aim Project logo (**Erro! A origem da referência não foi encontrada.**), Project website, Project social media, Graphic Assets, Word template, PowerPoint template Poster template, Printable e-flyer (Figure 4) and a Triple face banner were developed.





promote plastic waste recycling.

- Encourage the adoption by SMEs of innovative and viable business models promoting the use of recycled material.
- Train the workforce on polymer recycling technologies and digital solutions for recycled material quality monitoring and traceability.

With a total budget of 1.28 ME for 3 years, the project foresees the implementation of cascade-funding for companies through 8 different open calls aiming to support SMEs in:

- The development of mechanical & chemical recycling solutions for polymers as well as digital solutions for recycled material quality monitoring and traceability.
- The technical training of the workforces on polymer recycling methods and digital solutions
- The development of business & technological partnerships with other European SMEs and the securing of their raw material supply chains.

The POLREC project is funded by the European Commission Joint Cluster initiatives for Europe's recovery (Euroclusters) under the Single Market Programme (SMP COSME) grant agreement number 101074434. This initiative supports projects that promote the implementation within industrial ecosystems of the new European industrial strategy.



Supporting a green and resilient Europe through POLYmer RECYcling



POLREC: A European consortium to

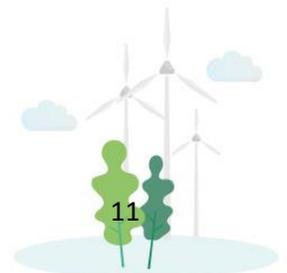
The European project POLREC "Supporting a green and resilient Europe through Polymer RECYcling" funded by "Euroclusters", has started on September 1, 2022.

POLREC will help the industry to switch practices from polymers waste landfilling and burning towards polymer recycling (mechanical or chemical) into raw materials (monomer polymer and additive).

The project aims to support and encourage SMEs to adopt chemical and mechanical recycling processes of plastic waste and to use raw materials from recycled polymers with the ambition of increasing the use of raw materials from recycled polymers from 6% in 2018 to 15% in 2023 and 40% over the next 10 years.

The consortium will support SMEs in the appropriation of polymers recycling methods through the implementation of the following actions:

- Developing a pan-European network of SMEs involved in polymer recycling and foster value chain inter-linkage between SMEs looking to recycle their plastic waste and SMEs willing to source recycled material and produce raw materials from recycled polymers.
- Promote to SMEs innovative solutions for mechanical and chemical recycling of polymer waste and digital monitoring of the recycling processes.





FINANCIAL SUPPORT TO THIRD PARTIES

Innovation

- Access to mechanical recycling**
Promote adoption of mechanical recycling solutions by SMEs.

Budget per voucher: up to 30.000€

1st OPEN CALL: 01 September - 31 October 2023
2nd OPEN CALL: 01 February - 01 April 2024
- Access to digital tools**
Promote adoption of digital tools related to polymer recycling SMEs.

Budget per voucher: up to 20.000€

1st OPEN CALL: 01 September - 31 October 2023
2nd OPEN CALL: 02 May - 02 July 2024
- Access to chemical recycling**
Promote adoption of chemical recycling solutions by SMEs.

Budget per voucher: up to 30.000€

1st OPEN CALL: 01 September - 31 October 2023
2nd OPEN CALL: 02 May - 02 July 2024

Training

- Training on adopting innovative recycling methods**
Promote adoption of recycling solutions by SMEs and up-skilling of research / technical staffs for recycling methodologies

Budget per voucher: 1.458€

OPEN CALL: 01 May - 01 July 2024
- Training on adopting digital processes**
Promote adoption by SMEs of digital tools, including processes to ensure material quality and tracking and of digital market places tools

Budget per voucher: 1.458€

OPEN CALL: 01 May - 01 July 2024
- Training on specific technical profiles related to polymer recycling**
Provide SMEs with adequate expertise.

Budget per voucher: 1.458€

OPEN CALL: 01 May - 01 July 2024

Networking

- Internationalisation**
Promote the internationalisation of SMEs and create international partnerships.

Budget per voucher: 4.285€

OPEN CALL: 02 January - 01 March 2024
- Support for trade fair and conference participation**
Promote the participation of SMEs to trade fair and conference for networking.

Budget per voucher: 1.500€

OPEN CALL: 01 February - 01 April 2024

dmn-net.com
 polymeris.fr
 centimfe.com
 MaV
 Centimfe
 WFG
 clustermaV.com
 wfgeilbronn.de

PROJECT **POLREC**

Figure 4 – POLREC project brochure final version



Figure 5 – POLREC project totem final version





3.2. Other planned dissemination activities

3.2.1. Online networking

During the entire project lifetime, 3 online networking events (M13, M25 and M36) are planned. These will be advertised directly through POLREC via social media, as well as through the channels of the individual project members.

3.2.2. 3 articles and 10 news per year

POLREC partners have published 3 news on the POLREC ECCP website: one on the launch of the POLREC project, giving insights on the context of plastics recycling in Europe and the ambition of POLREC project to contribute to the increase of the amount of plastics recycling; one on the survey implemented under the framework of Task T3.3 (Figure 6), projects WP3, to collect feedback from plastics and recycling industries in Europe, on their activity, challenges and needs in the future; and one on the organization of the European S3 (Safe, Sustainable, Smart) Plastics Congress in which project's partners presented the survey results and the POLREC project (Figure 7). The 3 news have been shared by the partners on their own social media, and internal and external communication channels. Additionally, 2 news about the kick-off meeting and the General Assembly were published on some of the partner's website and disseminate in newsletter and on POLREC social media. Partners have also published news about event or webinar they attended on their social media, that were shared on POLREC social media.

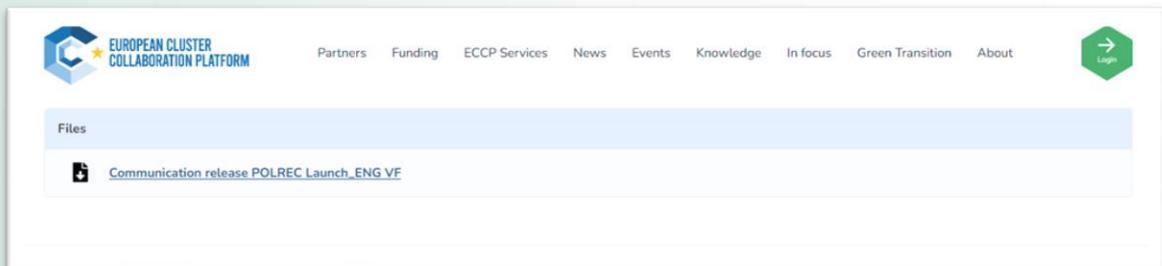


Figure 6 - Communication release

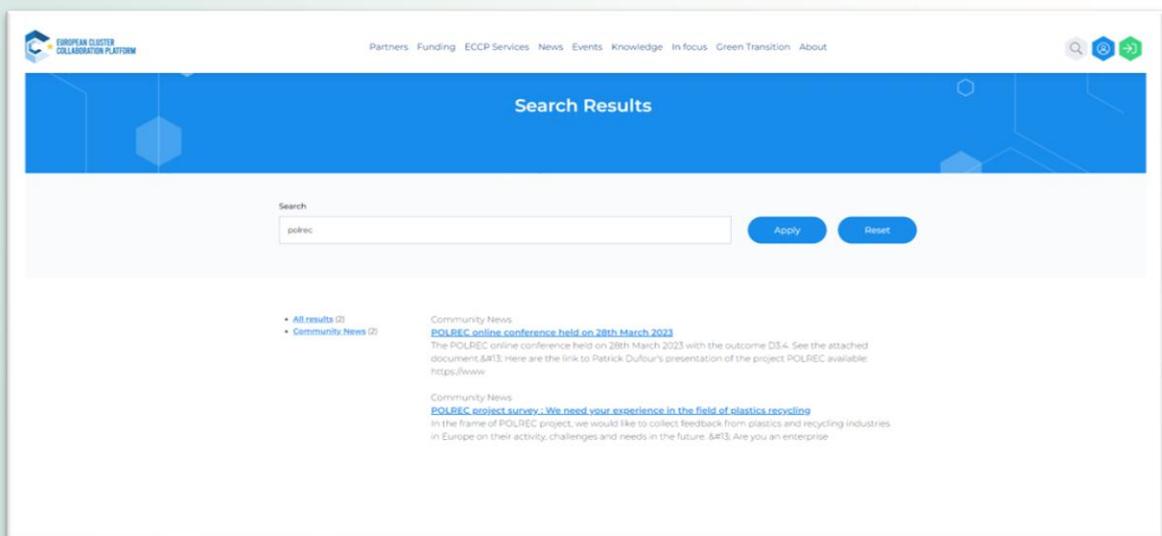


Figure 7 - News on the POLREC ECCP website

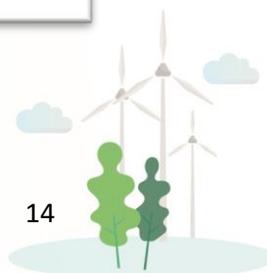
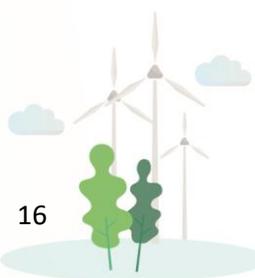




Figure 8 - News about POLREC project in PLASTILIEN magazine October 2022.

3.2.3. 1 newsletter every 6 month

The newsletter was supposed to be sent in month 6 but due to lack of content the consortium decided to postpone this to month 10 (June 2023) so that it could be possible to disseminate the open calls of the project and add preliminary results on the ongoing activities.





4. Communication

Communication activities held during the report period targeted mainly industry and business partners. These actions took place mainly via social media and press releases. The activities reached more than 50500 viewers.

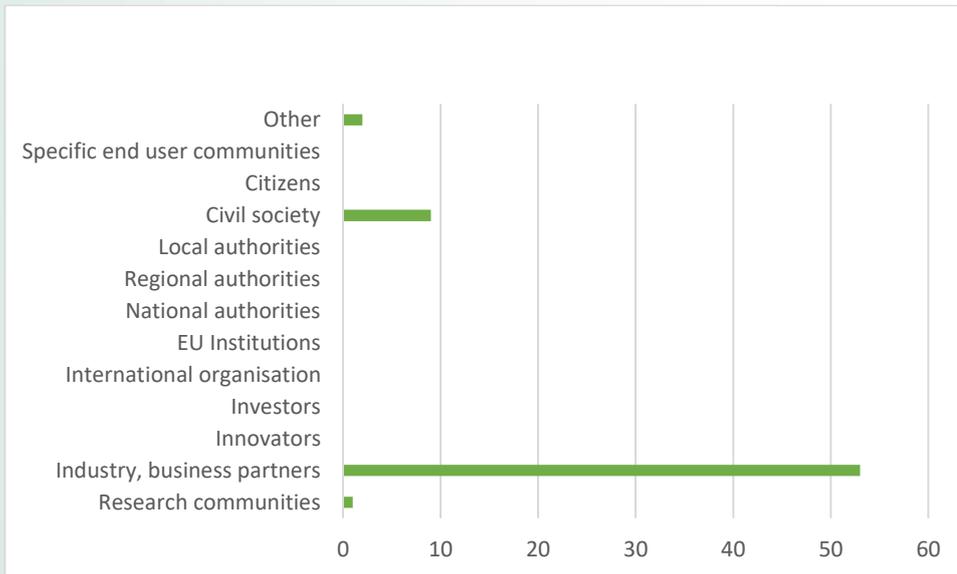


Figure 9 – Number of actions per target group held between M1 – M9 in the scope of POLREC

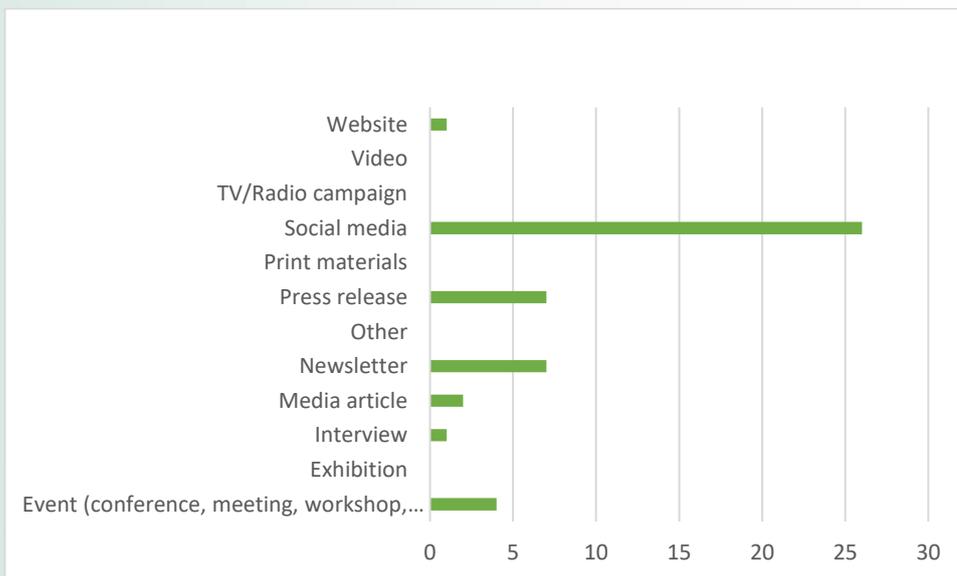
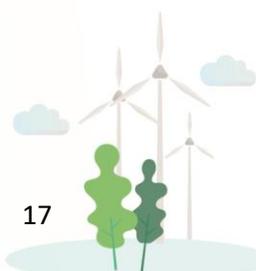


Figure 10 – Number of events per communication channel held between M1 – M9 in the scope of POLREC





D6.3 Communication Outreach (M10)

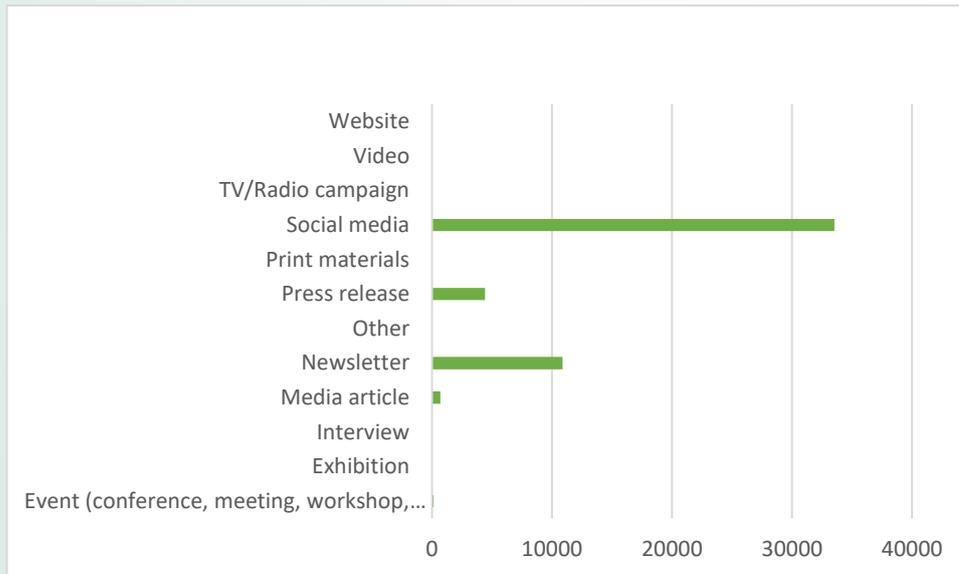


Figure 11 – Number of attendants/ views per communication channel held between M1 – M9 in the scope of POLREC

4.1. Project website

Project website has been updated with news and relevant information whenever it is necessary and relevant outcomes are produced.

EUROPEAN CLUSTER COLLABORATION PLATFORM

Partners Funding ECCP Services News Events Knowledge In focus Green Transition About Login

EURO CLUSTERS

Standard user

POLREC Supporting a green and resilient Europe through POLYmer RECYcling POLREC

OYONNAX, FR 09/2022 - 08/2025

Mission and objectives

- Objective: Digitalisation
- Objective: Internationalisation
- Objective: Participating in Training
- Objective: Resource Efficiency and Circular Economy
- Objective: Technology Scouting

Type of cluster partnership/initiative
EUROCLUSTERS (SMP)

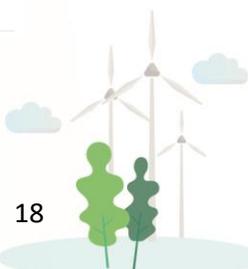
Coordinator
Roxane Girard
Position / Role: Interclustering and european projects manager
Email: roxane.girard@polymeris.fr

Latest news

News

[POLREC online conference held on 28th March 2023](#)
11 April 2023

Figure 12 – POLREC website





4.2. Project social media

4.2.1. LinkedIn

LinkedIn page of the project, by the end of May 2023 (M10) reached 122 followers. The online page has been updated with the information related to the project and with reposts from project partners publications.

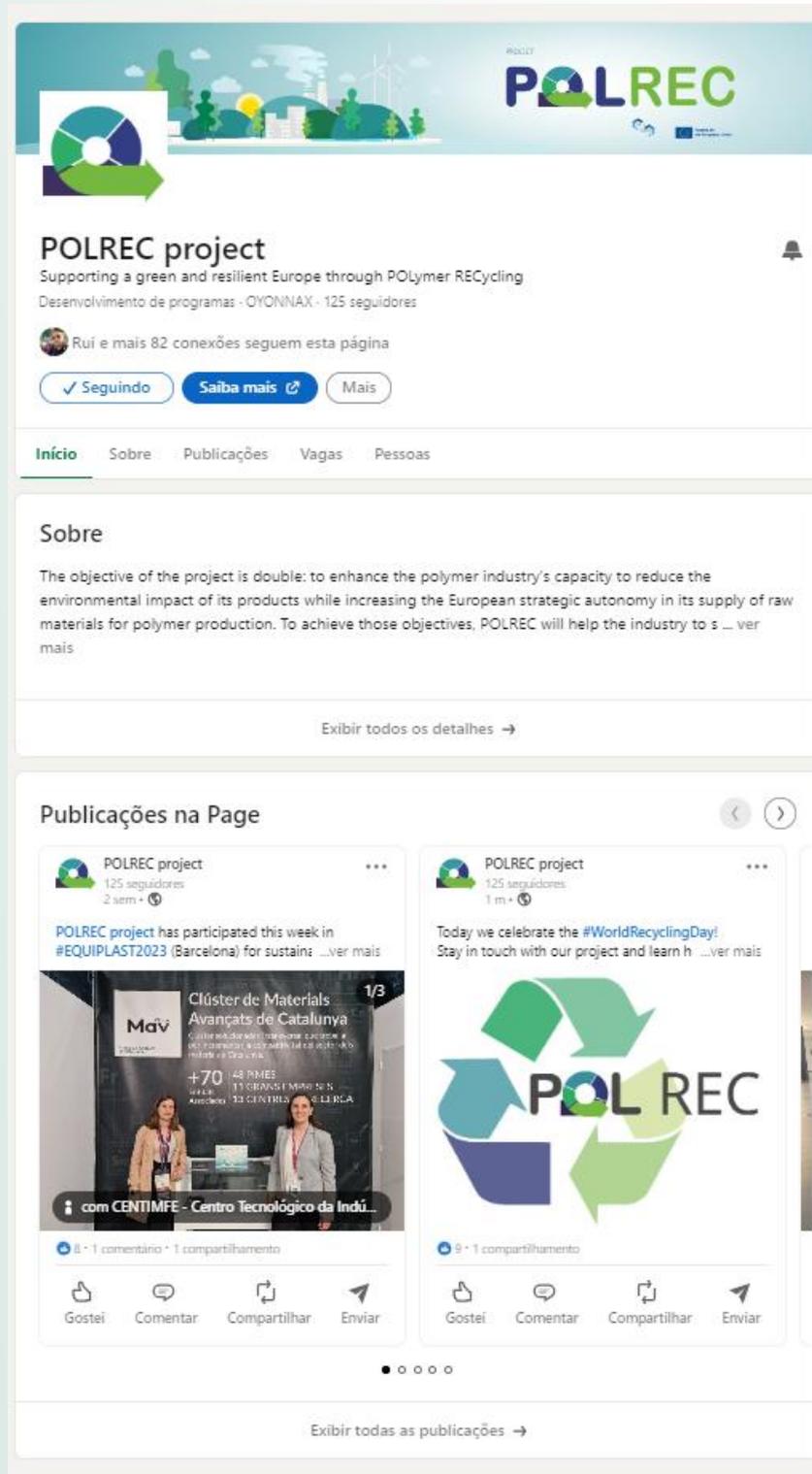
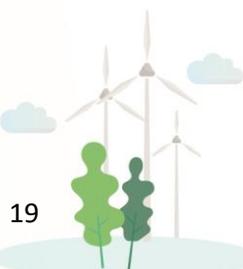


Figure 13 – POLREC LinkedIn page





4.2.2. Facebook

Facebook page of the project, by the end of May 2023 (M10) reached 35 followers. The online page has been updated with the information related to the project and with reposts from project partners publications.

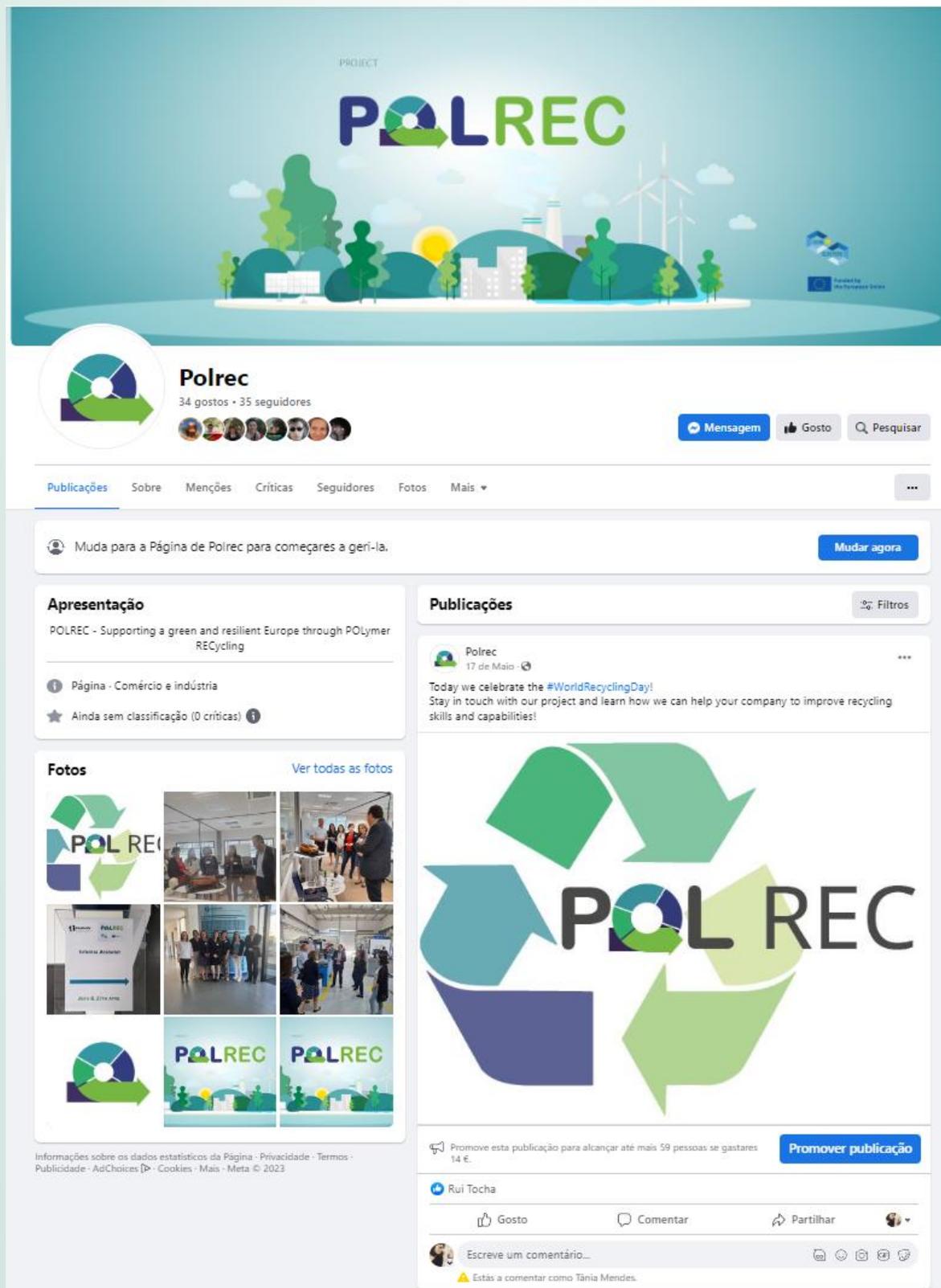
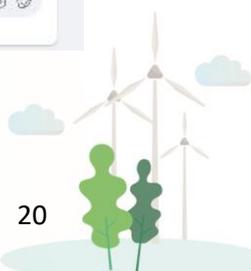


Figure 14 – POLREC Facebook page





4.2.3. Events

The participation in events has the main goal of advertising the project in targeted audience. For the reported period the events where the project has been presented were:

- Journée Ambition Europe 2022 – 29/011/2022
- Ec'Haut Bugey 2022 – 8 & 9/11/2022
- Equiplast Barcelona 2023 – 30/05/2023 – 02/06/2023

4.2.4. Partners' communication channel

Project partners have been promoting project awareness among their audience via partners own websites, press releases to general and local media, social media posts, blog posts, events listings and bulletins.

Apart from that project partners have a dedicated place in their websites describing the project:

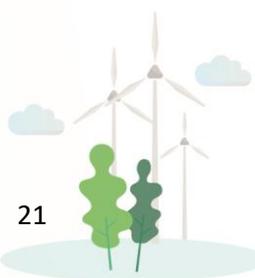
- Polymeris: <https://projets.polymeris.fr/Repertoire-POLREC.html>
- Centimfe: <https://www2.centimfe.com/index.php/pt/625>
- MAV: <https://www.clustermav.com/projectes/>
- PCD: <https://www.dmn-net.com/dansk-materiale-netvaerk/internationalisering/polrec/>
- WFG: <https://wfgheilbronn.de/polrec.html>

4.2.5. External multiplier events and platforms (other related projects, clusters associations, ...)

POLREC project was represented by his partners in Peer Learning Meeting number 4 organised by POLREC consortium for all Euroclusters.

In next months the open calls will be disseminated in ECCP open-calls platform so that they can reach a big number of applicants from all over europe.

The project has been disseminated to the partner's networks of clusters built in previous projects such as PERCY. The coordinator also initiated discussion with the European association of Plastics transformers EuPC that will disseminate POLREC open calls to their members.





PROJECT INFO

Grant Agreement	Project 101074434 — POLREC
Programme	Single Market Programme (SMP COSME)
Call	SMP-COSME-2021-CLUSTER
Topic	SMP-COSME-2021-CLUSTER-01
Type of action	SMP Grants for Financial Support
Project Title	Supporting a green and resilient Europe through POLymer RECYcling
Project starting date	1 st September 2022
Project end date	31 st August 2025
Project duration	36 months

PROJECT CONSORTIUM



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Tânia Mendes

