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Disclaimer

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Document information

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List of abbreviation

AB	Advisory Board.
CAP	Communication & Awareness Plan
KPI's	Key performance indicators
MoNS	Municipality of Nea Smyrni
MOOC	Massive Open Online Course ()

Executive summary

The present document describes the implementation of upPE-T Communication and Awareness Plan (CAP) during the third year of the project.

The aim of the CAP is to raise awareness of the activities and results derived from the project to as many relevant actors as possible through the project's social media channels, official website, promotional materials (brochure, flyers, posters), media relations, newsletters and stakeholders' engagement.

During the third year of the project several meetings with project partners have taken place, in which communication opportunities have been discussed.

In this reporting period several communication and stakeholder engagement activities have taken place which were promoted through 272 social media posts (82 Twitter, 97 LinkedIn, 93 FB) and received 54270 impressions, 1535 likes and had 296 reposts/retweets.

upPE-T will continue the communication efforts during the fourth and last year of its delivery focusing on the organisation of workshops, events, info days, community engagement activities, presenting mainly the results of the project, the new European Citizens Awareness platform and its innovative method for plastic upcycling.

1. Introduction

The upPE-T Communication & Awareness Plan (CAP) is implemented within Work Package 9 (WP9) "Project Communication and European Citizens Awareness". This WP is led by the Municipality of Nea Smyrni and involves all partners of the project.

In this document we will outline all the activities that have been promoted during the third year of the project's implementation mainly through its website and social media accounts. Stakeholders' engagement through partners' participation in events are included in the D.9.10 "Communication and Stakeholders' engagement activities".

Progress achieved so far is included in the KPIs section of this document.

In addition, a plan for the forthcoming period is highlighted.

2. Activities performed along the second year of the project

2.1. Website

The project website includes all the up-to-date information regarding the developments of the project. Its content is regularly updated to include all communication activities delivered through the partnership of the project. The registered URL is www.uppet.eu

The website structure was agreed amongst partners in the initial stages of the project's implementation. Sections and tabs are under constant review and have been adapted according to the project's needs.

Structure of upPE-T's website main menu

Home page

About us

- Consortium
- Advisory Board

The project



- Project overview
- Technology
- Objectives
- Outputs
- Impact
- Results
- Publications
- Project schedule
- Other related projects

News

- Press releases
- Newsletters
- Events
- Media
- Promotional material

Get involved

- Why join
- Stakeholders

Citizens engagement

- European Citizens Awareness platform
- MOOC
- VR app
- Your thoughts
- Upcoming events and workshops

Contact us

During the third year of the implementation the following additions have taken place.

Home page

At the bottom of the Home page a promotional video has been added that was developed with the cluster of sister projects Rewind and PRESERVE.

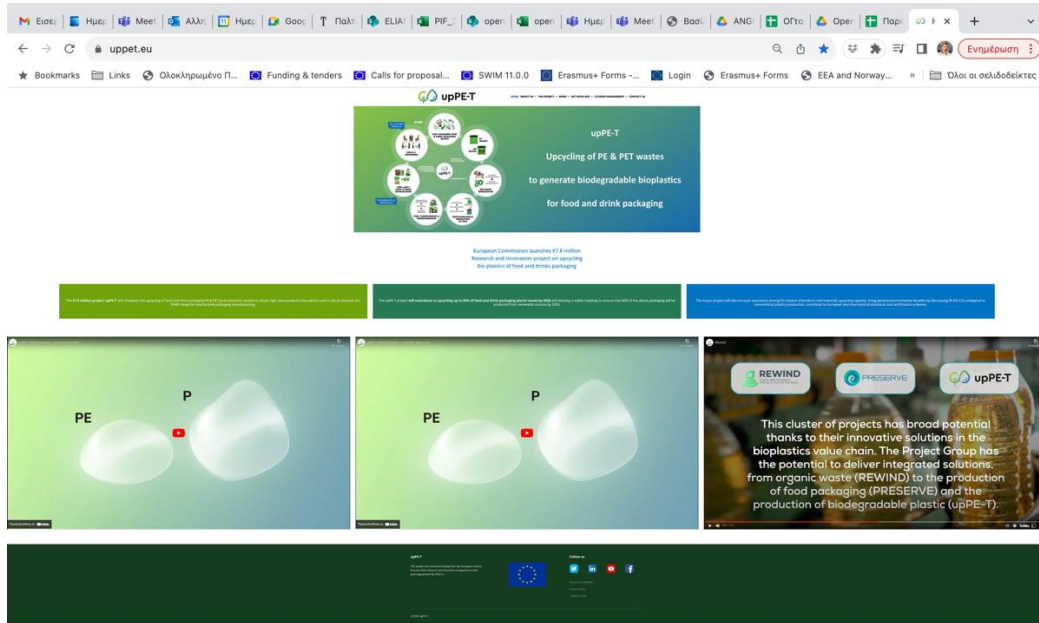


Figure 2: upPET website's home page

The Project

Under the Project Tab content has been added to all tabs and is updated/reviewed when necessary.

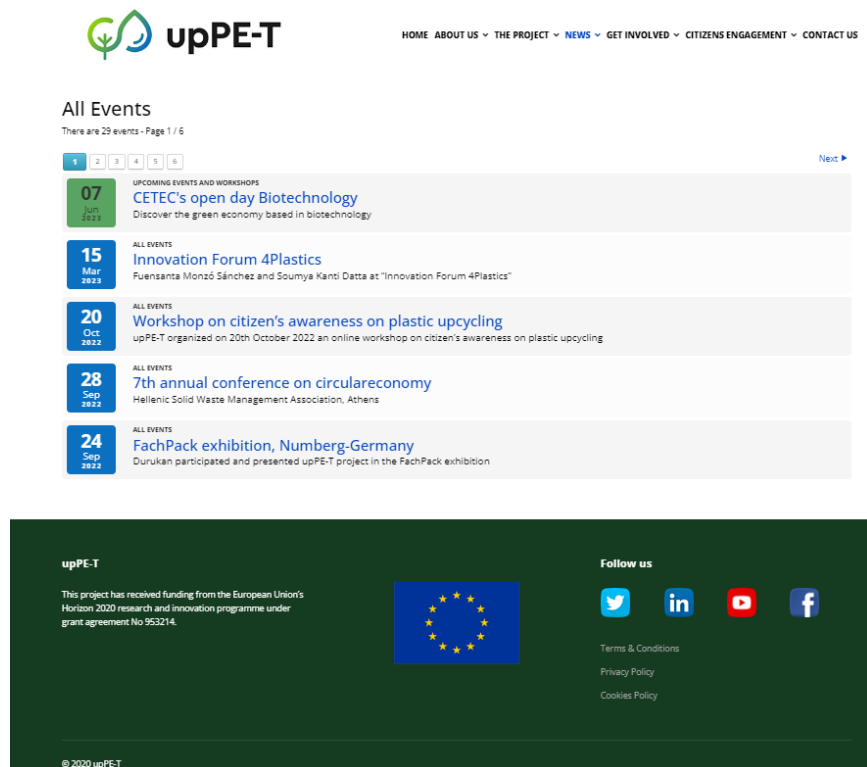
related to the Impact of the project, and the Publications.



Figure 3: Project section

News

The News tab has additions mainly in the events section that have taken place during the year.



upPE-T

HOME ABOUT US THE PROJECT NEWS GET INVOLVED CITIZENS ENGAGEMENT CONTACT US

All Events


There are 22 events - Page 1 / 6

1 2 3 4 5 Next ▶

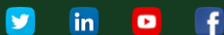
- 07 Jun 2023** UPCOMING EVENTS AND WORKSHOPS
CETEC's open day Biotechnology
Discover the green economy based in biotechnology
- 15 Mar 2022** ALL EVENTS
Innovation Forum 4Plastics
Fuensanta Monzó Sánchez and Soumya Kanti Das at "Innovation Forum 4Plastics"
- 20 Oct 2022** ALL EVENTS
Workshop on citizen's awareness on plastic upcycling
upPE-T organized on 20th October 2022 an online workshop on citizen's awareness on plastic upcycling
- 28 Sep 2022** ALL EVENTS
7th annual conference on circulareconomy
Hellenic Solid Waste Management Association, Athens
- 24 Sep 2022** ALL EVENTS
FachPack exhibition, Numberg-Germany
Durukan participated and presented upPE-T project in the FachPack exhibition

upPE-T

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 953214.



Follow us



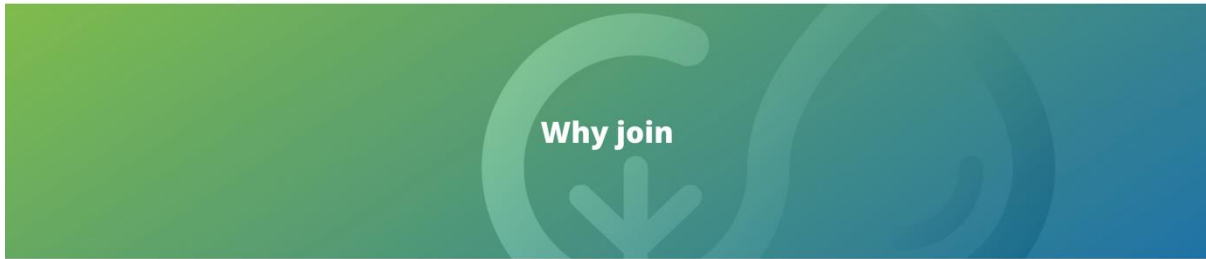
Terms & Conditions
Privacy Policy
Cookies Policy

© 2020 upPE-T

Figure 4: Events

Get involved

The "Why join?" and 'Stakeholders'" sections encourage organizations to get involved in the project and share their contact details in order to get news and learn first any upcoming events that the project organizes. This section has helped upPE-T to expand its stakeholders' list as more than ten organizations have used this means to get in contact with us.



Why join

upPE-T is delivered by a total of 20 European partners from 10 countries including enterprises, universities, research organisations, a Municipality, a Consumers Organisation, and a Standard Development Organisation.

The consortium will improve PE and PET depolymerization through enzymatic engineering to positively impact food and drink packaging recycling rate and achieve the European Union expected impact. In upPE-T we will turn PE and PET waste streams via enzymatic degradation and microbial assimilation into raw materials for the production of biodegradable bioplastics. In addition, we will simplify the downstream bioplastic recovery process from cell biomass using an efficient and green extraction approach in which toxic solvents are not used. Finally, together with customers and food and drink brand owners, bio-based end-packaging will be demonstrated and validated to ensure fast market deployment.

The successful implementation of the project will require, however, a continuous cross-modal and inter-stakeholder dialogue and collaboration. The aim is to raise awareness about the objectives of the program, while disseminating the core strategic messaging targeting to reach and educate all relevant European audiences.

If you think that you and your organisation can contribute to the project's aim, we would welcome your involvement.

[Join our stakeholders](#)

Figure 5: Get involved tab

Citizens' engagement

In order to attract citizens better and promote the citizens' engagement activities, a new tab has been created which is not part of the "Get involved" tab as it was previously.

In this new tab there is a redirection to the European Citizens Awareness platform that has been created and the MOOC, whilst citizens can download the VR app and get informed about upcoming citizens events and workshops.



Citizens Engagement

- European Citizens Awareness Platform
- MOOC
- VR app
- Your thoughts
- Upcoming events and workshops

One of the aims of the upPE-T project is to create awareness amongst European Citizens on plastic recycling and upcycling in order to increase their knowledge of products' and materials' upcycling as well as to improve their behaviour and attitude towards drink and food packaging recycling and purchasing.

To achieve this UpPE-T has developed a European citizens' awareness Platform and a VR mobile app. A Massive Open Online Course (MOOC) is also available for European citizens, in eight EU languages (English, Italian, Spanish, Serbian, Finnish, German, Greek, Turkish).

Community awareness events will also be organized for this purpose during the lifetime of the project.



Figure 6: Citizens' Engagement

The ECAP platform aims to create awareness amongst European Citizens on plastic recycling and upcycling in order to increase their knowledge of products' and materials' upcycling as well as to improve their behaviour and attitude towards drink and food packaging recycling and purchasing.

<https://uppet-engagement.eu/ecap>



Inspiring education and spreading awareness on circular economy




This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 953214

All Events and Workshops

[View Events](#)

Publications

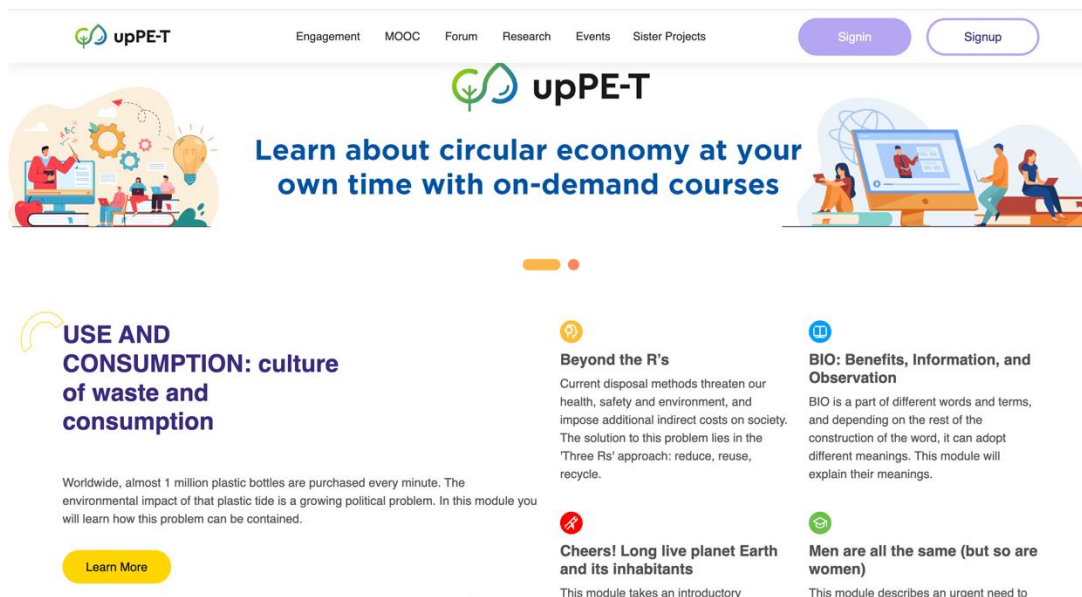
A series of publications will be produced during the lifetime of the project aiming at disseminating the research results and transferring knowledge, in order to contribute to future research and progress in the fields of circular economy, upcycling and biodegradable bioplastics.

Forum

upPE-T aims at creating awareness amongst European Citizens on plastic recycling and upcycling to increase their knowledge of product and material upcycling, improve their behaviour and attitude towards drink and food packaging recycling and purchasing.

A Massive Open Online Course (MOOC) including videos and modules is also available for European citizens, in eight EU languages (English, Italian, Spanish, Serbian, Finnish, German, Greek, Turkish).

<https://uppet-engagement.eu/mooc>



upPE-T

Engagement MOOC Forum Research Events Sister Projects [Signin](#) [Signup](#)

Learn about circular economy at your own time with on-demand courses

USE AND CONSUMPTION: culture of waste and consumption

Worldwide, almost 1 million plastic bottles are purchased every minute. The environmental impact of that plastic tide is a growing political problem. In this module you will learn how this problem can be contained.

[Learn More](#)

Beyond the R's

Current disposal methods threaten our health, safety and environment, and impose additional indirect costs on society. The solution to this problem lies in the 'Three Rs' approach: reduce, reuse, recycle.

Cheers! Long live planet Earth and its inhabitants

This module takes an introductory

BIO: Benefits, Information, and Observation

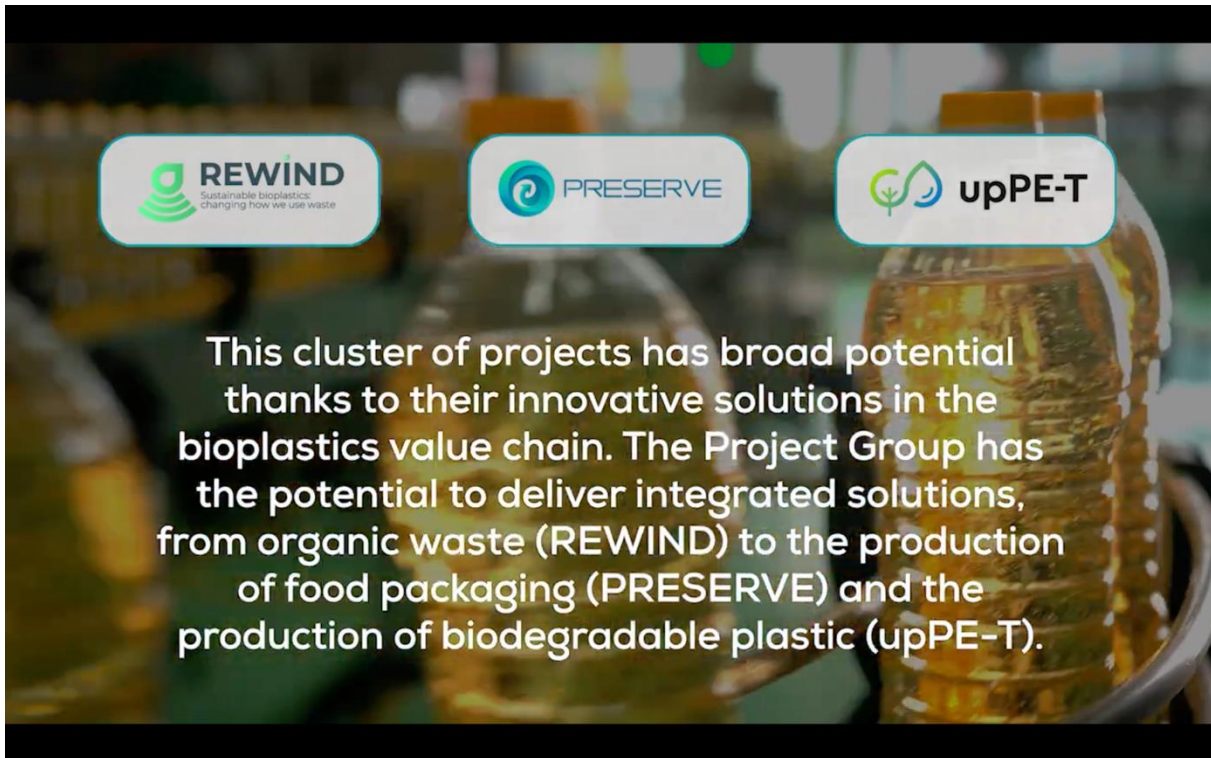
BIO is a part of different words and terms, and depending on the rest of the construction of the word, it can adopt different meanings. This module will explain their meanings.

Men are all the same (but so are women)

This module describes an urgent need to

2.2. Promotional materials

During the third year of the project a **video** was developed in collaboration with the cluster of H2020 projects – Rewind and Preserve and is available on Youtube <https://www.youtube.com/watch?v=itRcDUg9Kkc>



A leaflet was developed with the two sister H2020 projects PRESERVE and Uplift on the top 5 things citizens and the general public should know about upcycling.

TOP 5 FACTS YOU MUST KNOW ABOUT UPCYCLING

- 01 Upcycling plastic wastes means transforming them into new materials or products of better quality or for better environmental value, ensuring that the pollution of oceans and soils with micro-plastics is avoided.
- 02 Bioupcycling involved the development of new biotechnologies, based on enzymes or enzyme combinations and microorganisms, for improved recycling or biodegradation of plastics.
- 03 Upcycling is contributing to the European Green Deal Goal of Climate Neutrality by 2050, by reducing carbon dioxide emissions.
- 04 Upcycling is part of the European Strategy for Plastics in a Circular Economy, helping European businesses and consumers use resources in a more sustainable way.
- 05 Upcycling creates new investment opportunities and jobs while also contributing to reaching the European Sustainable Development Goals.

LEARN AND KNOW MORE ABOUT UPCYCLING ON UPPE-T PLATFORM

European Citizens Awareness

TOP 5 FACTS YOU MUST KNOW ABOUT UPCYCLING

- 01 Upcycling plastic wastes means transforming them into new materials or products of better quality or for better environmental value, ensuring that the pollution of oceans and soils with micro-plastics is avoided.
- 02 Bioupcycling involved the development of new biotechnologies, based on enzymes or enzyme combinations and microorganisms, for improved recycling or biodegradation of plastics.
- 03 Upcycling is contributing to the European Green Deal Goal of Climate Neutrality by 2050, by reducing carbon dioxide emissions.
- 04 Upcycling is part of the European Strategy for Plastics in a Circular Economy, helping European businesses and consumers use resources in a more sustainable way.

Furthermore, a leaflet was also designed and developed with the cluster of projects Rewind and PRESERVE on Bioplastics integrated solutions for the green packaging industry.

Bioplastics integrated solutions for green packaging industry

Bioplastics
An innovative and sustainable material for packaging

Plastic is the most used material for packaging but it is also highly harmful to the environment. Based on OECD data, global plastics production doubled from 2000 to 2019 to reach 460 million tonnes. Plastics account for 34% of global greenhouse gas emissions. That is why bioplastics represent the future for the packaging industry, which needs to adopt green practices to reduce their impact on the environment.

Delivery of integrated solutions for each stage of the bioplastics value chain

Bioplastics represent a huge opportunity to achieve the goal of providing more sustainable packaging. This cluster of projects has broad potential thanks to their innovative solutions in the bioplastics value chain. The Project Group has the potential to deliver integrated solutions, from organic waste (REWIND) to the production of food packaging (PRESERVE) and the production of biodegradable plastic (upPE-T). In addition, the projects taken together cover each stage of the biopolymers production chain, complying with the European Strategy for Plastics in a Circular Economy.

Key results

- Identifying the most interesting and promising research areas for the production of bioplastics and biodegradable polymers in the frame of circular economy.
- Raising awareness of the environmental needs of biodegradable solutions like bioplastics.
- Developing a series of recommendations that could be rapidly implemented to increase bioplastics production and decreasing non-degradable plastic production.
- Developing a dedicated communication campaign to overcome the resistance of industrial stakeholders in the production of bioplastics in place of non-degradable plastic.

upPE-T
Developing PE and PET upcycling using enzymatic technologies
updet.eu
CA 953214

Bioplastics integrated solutions for green packaging industry

The Impact

- Proposing solutions for each stage of the bioplastics production chain including compliance with the European Strategy for Plastics in a Circular Economy
- Increasing awareness among industry stakeholders of adopting bioplastics in place of non-degradable plastic
- Overcome resistance in large enterprises by providing a valid, effective, and sustainable replacement for "classic plastic"
- Develop new standards in the domains of bioplastics and the circular economy

Who benefits?

- Policy Makers and Public Administrations
- Research & Academia
- Large enterprises and SMEs
- Civil Society and Citizens

This cluster of projects is collaborating to address the challenges and opportunities of bioplastics

REWIND
Producing bioplastics through valorisation of waste cooking oil
cordis.europa.eu/project/id/101031186
CA 101031186

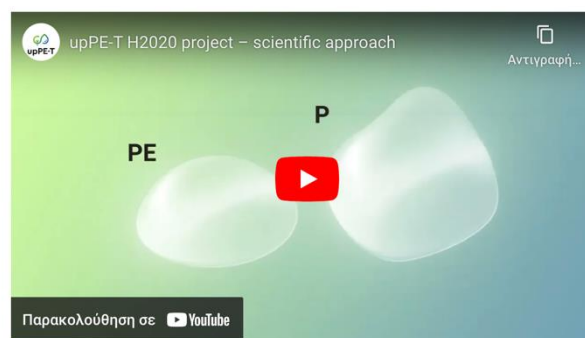
PRESERVE
Boosting the circular use of bio-based packaging
www.prsrvr.eu
CA 952983

upPE-T
Developing PE and PET upcycling using enzymatic technologies
updet.eu
CA 953214

Also, **two videos** explaining the scientific approach and the aims of the project have been developed and promoted through the website and the project's social media accounts. The shorter version of the video is aimed at citizens whilst the longest version is more explanatory in terms of the scientific methods used and is aimed at experts, e.g. research, academic institutions and the bioplastics industry. The links to the videos:

https://youtu.be/ft5FasJbX_E

<https://youtu.be/Sthq22QWvm8>



2.3. Social media

The project promotes its activities, news and events through its social media accounts.

- Twitter @t_uppe https://twitter.com/t_uppe
- LinkedIn upPE-T Project <https://www.linkedin.com/in/uppe-t-project-700591201>
- Youtube https://www.youtube.com/channel/UC54e6d3ps71MFw40_JLsgHg/featured
- [Facebook](#)

A detailed review of the news posted so far is included in the Appendix A.

2.4. KPIs

The following table shows the Key performance Indicators (KPIs) achieved so far.

Strategy	Indicator	M1-M12	Target by the end of the project	Delivered by Oct 23
Media	Number of press releases	Proof of publication and reporting in reports / project meetings	>6	3
	Number of articles, sector press with project acknowledgements	Proof of publication and reporting in reports / project meetings	>50	14
Website	Number of web visits	Analytics	>20.000	41.740
	Number pages viewed		>10.000	112.044
	Number page/session		>1.0	2.83
	Number users		>1000	36.513
	Avg. session time		>1.0 min	130 sec
	Number downloads model		>100	
Social Media (Twitter)	Number Followers	Twitter Analytics	>1000	819 (207 in Twitter)

				302 in LinkedIn
				310 in FB)
	Number Tweets		>50	82
	Twitter Impressions		>9000	20737
	Number mentions		>20	236
Social media (Mentions in partners accounts)	Number of posts	Monthly follow up (quantitative)	>20	272
	Number of likes		>50	1535
	Number of shares/retweets		>10	296

Table 1: Communication KPIs

KPIs are expected to increase further following the launch of the MOOC platform and the VR application targeting citizens.

3. Future activities

upPE-T will continue the communication efforts during the final year of its delivery focusing on the organisation of workshops, events and info days presenting mainly the results of the project, the new European Citizens Awareness platform and its innovative method for plastic upcycling.

Within the next two months the project's website will include information about the results that the project has achieved so far, a section with updated information about the project's progress as well as information about the project's outputs.

The communication plan for year 4 of the project is shown below.

	2023		2024									
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Action	M37	M38	M39	M40	M41	M42	M43	M44	M45	M46	M47	M48
Communication plan												X
Infographics												
Press release				X								
Website update	X	X	X	X	X	X	X	X	X	X	X	X
Newsletter	X				X						X	
Info days/events/workshops	X			X			X					X



4. Conclusions

As it's shown in the KPIs table the project has managed to expand even further its audience. The website visits and clicks as well as social media mentions have been reached. The focus on the last year of the project's delivery will be on increasing the number of followers as well as on the delivery of press releases, articles, publications and newsletters.

APPENDIX

Social media analytics



TWITTER

NOVEMBER 2022

8/11/2022

https://twitter.com/t_uppe/status/1589959824821096448

The tweet aimed at informing the public about project activities launching in Murcia, Spain, with CETEC introducing the stages of producing biodegradable and biobased plastics from waste through the PHA production process, i.e., fermentation, extraction and purification.

The twitter analytics tool showed 322 Impressions (a total tally of all the times the tweet has been seen), 35 Engagements (total number of times a user interacted with a tweet), 2 Detail expands (clicks on the tweet to view more details), 2 profile visits (number of profile views from this Tweet), 2 Retweets (re-posting of a Tweet) and 9 Likes.

DECEMBER 2022

27/12/2022

https://twitter.com/t_uppe/status/1607679166249422849

Tweet regarding the participation of CETEC and CETECBIO in the conference organized by the National Technological Center for Canning and Food (CTNC) in Murcia, to value the potential of agri-food by-products in the value chain, as a way of supporting circular economy, where the upP-ET project was presented.

The twitter analytics tool showed 71 Impressions (a total tally of all the times the tweet has been seen), 5 Engagements (total number of times a user interacted with a tweet), 1 Detail expands (clicks on the tweet to view more details) and 1 Like.

27/12/2022

https://twitter.com/t_uppe/status/1607684034775089153

Tweet about CETEC's participation in the 4th International Congress Advances in the Packaging Industry: "Sustainability: Products and Processes" and presented upPE-T's results and innovative solution to recycle PE and PET post-consumer packaging waste into a range of biodegradable bioplastics.

The twitter analytics tool showed 101 Impressions (a total tally of all the times the tweet has been seen), 7 Engagements (total number of times a user interacted with a tweet), 1 Detail expand (clicks on the tweet to view more details) and 1 Like.

27/12/2022

https://twitter.com/t_uppe/status/1607694503984381958

Uwe Bornscheuer from the University of Greifswald, participated in the World PET Bio recycling Summit that took place on 7-8 December 2022 and gave an oral presentation regarding the enzymatic recycling of PET.

The twitter analytics tool showed 178 Impressions (a total tally of all the times the tweet has been seen), 7 Engagements (total number of times a user interacted with a tweet), 1 Detail expand (clicks on the tweet to view more details), 2 profile visits (number of profile views from this Tweet) and 1 Like.

MARCH 2023

15/3/2023

https://twitter.com/iri_institut/status/1635958362100711424

Repost of the tweet by The Institute for Development and Innovation (Institut za razvoj i inovacije), a Non-Governmental & Nonprofit Organization from Serbia, regarding one of the case studies of the upPE-T project, about the recycling sector in Finland that covered recycling policies, econometric analysis, and gender aspects of the labor market.

The twitter analytics tool showed 100 Impressions (a total tally of all the times the tweet has been seen), 1 Retweet (re-posting of a Tweet) and 1 Like.

APRIL 2023

25/4/2023

https://twitter.com/t_uppe/status/1650807911919108096

Tweet on the upcoming Bio4Plastics webinar, to be held on the 14th of June. Registration link included. Analytics showed 75 Impressions (a total tally of all the times the tweet has been seen), 12 Engagements (total number of times a user interacted with a tweet), 3 Detail expands (clicks on the tweet to view more details), 2 Retweets (re-posting of a Tweet), 2 Likes and 1 new follower (follows gained directly from this post).

MAY 2023

31/5/2023

https://twitter.com/t_uppe/status/1663921532366643200

Tweet about Digiotech representing upPE-T with the aim to generate awareness on circular economy for European industries in the Latitude59 conference.

Analytics showed 82 Impressions (a total tally of all the times the tweet has been seen), 8 Engagements (total number of times a user interacted with a tweet), 2 Detail expands (clicks on the tweet to view more details), 2 Retweets (re-posting of a Tweet), 2 Likes and 2 Profile visits (number of profile views from this Tweet).

JUNE 2023

14/6/2023

https://twitter.com/t_uppe/status/1668913508723957762

Tweet regarding the attendance of Erik de Vries in the Bio4Plastics webinar, where he explained the use of bioplastics to upcycle plastic wastes into new bioplastics. This event was organized in collaboration with Horizon Results Booster. Analytics showed 98 Impressions, 17 Engagements, 3 Detail expands, 3 Retweets and 8 Likes.

26/6/2023

https://twitter.com/t_uppe/status/1673275977584062464

Tweet about the Bioplastic webinar organized by H2020 projects – REWIND, PRESERVE and upPE-T that focused on upcycling strategies for the production of sustainable bioplastics with the link to watch. Analytics showed 85 Impressions (a total tally of all the times the tweet has been seen), 11 Engagements (total number of times a user interacted with a tweet), 1 Detail expand (clicks on the tweet to view more details), 3 Link clicks (Number of clicks on any URL in this post), 2 Retweets (re-posting of a Tweet) and 5 Likes.

SEPTEMBER 2023

22/9/2023

https://twitter.com/t_uppe/status/1705202848110158069

Tweet about posting questions about plastic recycling or upcycling on the Forum of the European Citizens Awareness Platform (ECAP) in order to get answerw from our Scientific Team. Analytics showed 29 Impressions (a total tally of all the times the tweet has been seen), 3 Engagements (total number of times a user interacted with a tweet), 1 Detail expand (clicks on the tweet to view more details), and 1 Likes.

OCTOBER 2023

12/10/2023

https://twitter.com/t_uppe/status/1712480812183294245

Mariana Faraldi from @Tecnoalimenti S.C.p.A. is presenting upPE-T project in the 19th International Symposium on #wastemanagement, resource recovery and sustainable landfilling taking place in Sardinia.

<https://sardiniasymposium.it>

#circulareconomy #bioplastics #foodpackaging #H2020

23/10/2023

https://twitter.com/t_uppe/status/1716447855496364345

upPE-T is organizing on 3rd November 2023 with Greenland #H2020 project an online #webinar on 'Solving the problem of #microplastics through evolving #recycling technology'.

To register visit



<https://us06web.zoom.us/meeting/register/tZYlcOirqzkoE9Fvv-zE0uISM3E7IAr21zhn#/registration>

Stay tuned for the agenda and further details!

24/10/2023

https://twitter.com/t_uppe/status/1716750299203817941

The 3rd November #webinar 'Solving the problem of #microplastics through evolving #recycling technology' is under way. Have a look at the agenda!

To register visit

<https://us06web.zoom.us/meeting/register/tZYlcOirqzkoE9Fvv-zE0uISM3E7IAr21zhn#/registration>

#h2020 #circulareconomy #upcycling

25/10/2023

https://twitter.com/t_uppe/status/1717119293509243146

Meet the speakers of the 3rd November #webinar 'Solving the problem of #microplastics through evolving #recycling technology'

To register visit

<https://us06web.zoom.us/meeting/register/tZYlcOirqzkoE9Fvv-zE0uISM3E7IAr21zhn#/registration>

#h2020 #circulareconomy #biodegradable #upcycling



MARCH 2023

16/3/2023

<https://youtu.be/itRcDUg9Kkc?si=HY8GTNorIhIaHwTI>

REwind (1:20 min)



LinkedIn

- 08/11/2022
<https://www.linkedin.com/feed/update/urn:li:activity:6995722132940836864>
CETEC Centro Tecnológico del Calzado y del Plástico de la Región de Murcia participated in the "Science and Technology Week" in Murcia-Spain where more than 450 activities took place by 500 research scientists.
In order to promote uppe-t, CETEC organized the "Making #biodegradable and #biobased #plastics from #waste" activity which performed an exhibition of the stages of the #PHA production process, i.e. #Fermentation, #Extraction and #Purification.
The public was able to see how the different stages are carried out in the laboratory in order to obtain these bio-based and biodegradable plastics from waste from the agri-food industry.
#research #science #technology #circulareconomy
- 28/11/2022
<https://www.linkedin.com/feed/update/urn:li:activity:7002896119986827264>
CETEC Centro Tecnológico del Calzado y del Plástico de la Región de Murcia and CETECBIO participated in the the 8th International #conference on #biobased and #biodegradable #polymers (BIOPOL2022) that took place in the University of Alicante on 14-16 November 2022.
Sergio José Benítez Benítez from CETEC gave an oral presentation on "Green extraction and characterization of 3-HV enriched #PHBV" where he presented the properties of HV-enriched PHBV obtained in upPE-T project.
#circulareconomy #h2020 #researchandinnovation
- 10/12/2022
<https://www.linkedin.com/feed/update/urn:li:activity:6985858192270364673>
Giada Materazzo will present upPE-T's research findings on #citizens' attitude towards #plastic #upcycling.
Do not miss her presentation on 20th October in the online #workshop on citizens' #awareness on plastic upcycling.
- 27/12/2022

<https://www.linkedin.com/feed/update/urn:li:activity:7013442906355036161>

CETEC Centro Tecnológico del Calzado y del Plástico de la Región de Murcia and CETECBIOTECHNOLOGY participated on 21 Dec 2022 in a #conference organized by the National Technological Center for Canning and Food (CTNC) in Murcia to value the potential of agri-food by-products in the #valuechain, a way of supporting the #circulareconomy through the recovery of these by-products from the #agricultural industry in order to obtain new materials applicable to sectors such as textiles, #packaging, #biotechnology, #foodand drink packaging.

CETEC presented the success story of upPE-T in the development of biomaterials and products.

#h2020 #researchandinnovation

➤ 27/12/2022

<https://www.linkedin.com/feed/update/urn:li:activity:7013448521299193856>

CETEC Centro Tecnológico del Calzado y del Plástico de la Región de Murcia participated in the 4th International Congress Advances in the Packaging Industry: "Sustainability: Products and Processes" and presented upPE-T's results and innovative solution to recycle PE and PET post-consumer packaging waste into a range of biodegradable and recyclable bioplastics (PHBV).

➤ 27/12/2022

<https://www.linkedin.com/feed/update/urn:li:activity:7013459804228587521>

Uwe Bornscheuer participated in the World PET #Biorecycling Summit that took place on 7-8 December 2022 and gave an oral presentation regarding the #enzymatic recycling of #PET.

➤ 16/02/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7031916144122834944>

Fuentsanta Monzó Sánchez had the opportunity to present the #innovative #research methods of upPE-T in the 4th Future of Plastics Conference 2023, which took place in Athens, Greece.

Future of Plastics Conference has become a meeting point for the industries of #plastics production, #foodandbeverage #packaging, #recycling and #municipal #wastemanagement for the #Southeastern #Europe.

This year, key topics covered critical issues regarding the innovation and technology developments concerning plastics production and management as well as the new challenges set by the EU Directives for plastics.

<https://lnkd.in/dtE8SWP8>

#circulareconomy

➤ 14/03/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7041372653663719425>

Post with video regarding

#circulareconomy #biodegradablepackaging #h2020

➤ 16/03/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7042072237587255297>

Fuensanta Monzó Sánchez and Soumya Kanti Datta participated in the networking/clustering event "Innovation Forum 4Plastics" that took place yesterday in Brussels and presented upPE-T project.

The Innovation Forum 4Plastics is a permanent cluster of projects aimed at creating and fostering synergies with other relevant #h2020 and #horizoneurope projects encompassing the most relevant topics in #sustainability and #circulareconomy, in order to offer the industry proven solution for #plasticsrecycling
PRESERVE H2020 UPLIFT - PLASTICS CREATOR

➤ 25/04/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7056572534019735553>

Registration for the Bio4Plastics #webinar is now open!

Save the date: 14th June 2023 10:00-11:00(CET)

To register <https://lnkd.in/dwwy4Sd6>

PRESERVE H2020 Diego Simoni

#h2020 #circulareconomy #innovation #bioplastics #sustainability

➤ 03/05/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7059442230419238912>

Registration for the Bio4Plastics #webinar is now open!

➤ 31/05/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7069686272142753792>

The EU #h2020 upPE-T project was represented by Digiotech in the Latitude59 conference. upPE-T project aims to generate #awareness on the #circulareconomy for European #industries .

#biodegradable #plastics

➤ 14/06/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7074665867375951872>

Erik de Vries explained the use of #bioplastics to upcycle #plasticwaste into new bioplastics.

The Bio4Plastics webinar is on!

This event is being organized in collaboration with Horizon Results Booster

PRESERVE H2020

#circulareconomy #h2020 Enzymicals AG

➤ 14/06/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7074659670220505088>

The #Bio4Plastics webinar is on!

Do not miss it!

This event is being organized in collaboration with Horizon Results Booster

Erik de Vries PRESERVE H2020 REWIND

#h2020 #circulareconomy #bioplastics #sustainability

➤ 26/06/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7079044812351430656>

The Bioplastic webinar organized by H2020 projects – Rewind, PRESERVE H2020 and upPE-T Project focused on #upcycling strategies for the production of #sustainable #bioplastics

In case you missed it, you can watch it here

➤ 17/07/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7086654278135685121>

The upPE-T VR app is on its way!!!

#innovation #H2020 #circulareconomy

➤ 18/09/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7109508424421249025>

Maria Aiello from Digiotech will be a speaker at the upcoming "**Bio-based Plastics: Exploring Perspectives, Risks, and Solutions**" Scientific Colloquium in Bremerhaven, Germany, on 20-21 September.

Maria will be sharing insights on the challenges and innovative solutions in the Life Cycle Sustainability Assessment (LCSA) as part of the #h2020 upPE-T Project.

The event is set to unite experts, researchers, and industry leaders to explore the latest advancements, applications, and future prospects of #biobased #plastics

For more information, visit: <https://lnkd.in/dbyxHizk>

#BioBasedPlastics #Sustainability #Innovation #Horizon2020 #ScientificColloquium

➤ 22/09/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7110967618525683712>

Are Biodegradable plastics #biodegradable in every #environment?

Do different types of #enzymes require different pre-treatment process?

What is the difference between the platforms for #recycling and the process?

These are only a few of the questions that have been posted on the upPE-T European Citizens Awareness Platform (ECAP) that aims at creating awareness amongst citizens on plastic recycling and upcycling.

Post your question on the Forum of the platform in order to get an answer from our Scientific Team.

➤ 16/10/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7118130158737252353/>

CETEC BIOTECHNOLOGY participated in the XI Congress of young researchers in polymers held in Alicante Spain, where 72 young researchers presented their research. Salvador García Chumillas presented the work carried out by CETEC BIOTECHNOLOGY and the University of Alicante within the upPE-T project, in the production of PHBV #biodegradable plastic using organic waste.

➤ 16/10/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7118245548645658624/>

Mariana Faraldi from Tecnoalimenti S.C.p.A. is presenting upPE-T project in the 19th International Symposium on waste management, resource recovery and sustainable landfilling taking place in Sardinia. This important International event brings together

about 600 people from all around the World and is an international reference #forum where every two years planners, operators, public officials and scientists present their relevant experiences and discuss new concepts and technologies of #wastemanagement, a topic where upPE-T fits very well. Different questions arised from the public, demonstrating the interest behind this topic and innovative route.

<https://lnkd.in/dCKMyV68>

➤ 24/10/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7122210594597797891/>

upPE-T is organizing on 3rd November 2023 with Project GREENLand an online #webinar on 'Solving the problem of #microplastics through evolving #recycling technology'.

To register visit

<https://lnkd.in/dEhFTGTn>

Stay tuned for the agenda and further details!

➤ 24/10/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7122515239157284864/>

The 3rd November #webinar 'Solving the problem of #microplastics through evolving #recycling technology' is under way. Have a look at the agenda!

To register visit

<https://lnkd.in/dEhFTGTn>

➤ 24/10/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7122515303317581824/>

The 3rd November #webinar 'Solving the problem of #microplastics through evolving #recycling technology' is under way. Have a look at the agenda!

To register visit

<https://lnkd.in/dEhFTGTn>

➤ 25/10/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7122884739362881537/>

Meet the speakers of the 3rd November #webinar 'Solving the problem of #microplastics through evolving #recycling technology'

To register visit

<https://lnkd.in/dEhFTGTn>

➤ 26/10/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7123237125445083136/>

Meet Natasa Stojic from Project GREENLand who will present "#Microplastic as an Emerging Environmental Pollutant" in the online #webinar on 3rd November 'Solving the problem of microplastics through evolving #recycling technology'

To register visit

<https://lnkd.in/dEhFTGTn>

➤ 30/10/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7124671366510837760/>

Meet Debolina Paul from Digiotech, who will present "#Sustainable #upcycling of #plastics for #circulareconomy and greener environment" in the online #webinar on 3rd November 'Solving the problem of #microplastics through evolving #recycling technology'

To register visit

<https://lnkd.in/dEhFTGTn>

➤ 30/10/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7124704715681976320/>

Meet Ines Fritz, BOKU University, who will present ""How #microbial communities use #polymers as substrate» in the online #webinar on 3rd November 'Solving the problem of #microplastics through evolving #recycling technology'

To register visit

<https://lnkd.in/dEhFTGTn>

➤ 30/10/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7124747357983809536/>

Meet Valentina Bisinella from DTU - Technical University in Denmark, who will present "UPLIFT - PLASTICS 's sustainable solutions for plastic bioupcycling" in the online #webinar on 3rd November 'Solving the problem of #microplastics through evolving #recycling technology'

To register visit

<https://lnkd.in/dEhFTGTn>

➤ 30/10/2023

<https://www.linkedin.com/feed/update/urn:li:activity:7124748995209363456/>

Meet Teresa Calvo from ITENE, who will present "Finish coatings to reduce microplastics release from recycled #textiles" in the online #webinar on 3rd November 'Solving the problem of #microplastics through evolving #recycling technology'

To register visit

<https://lnkd.in/dEhFTGTn>

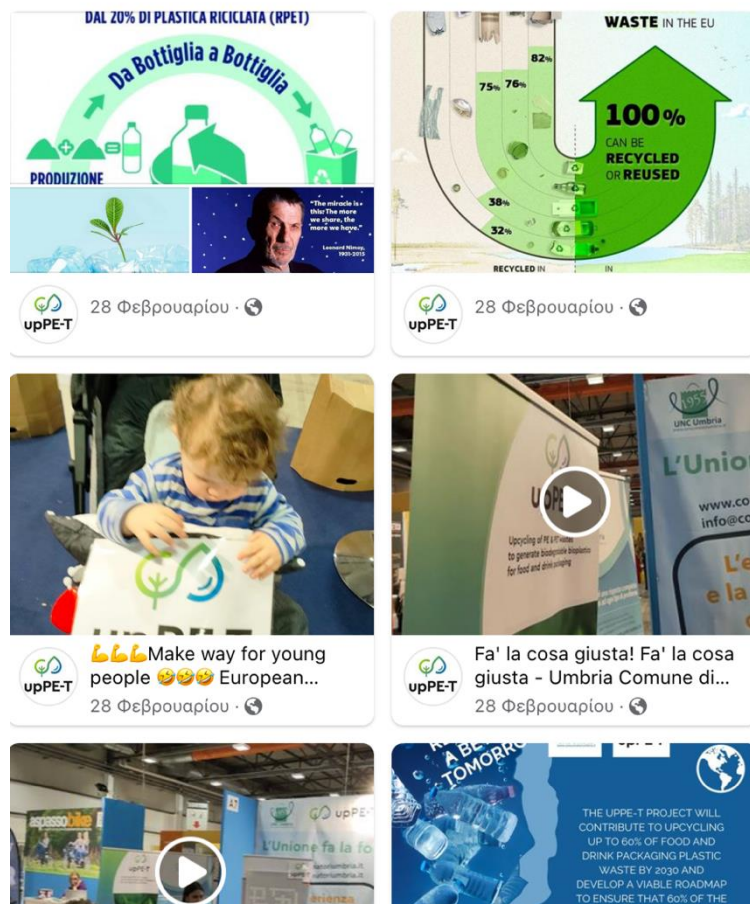
Facebook

There is a series of posts also on the project's Facebook account that have been communicated during the last year.



A sample of the FB posts are depicted below.

Φεβρουαρίου 2023

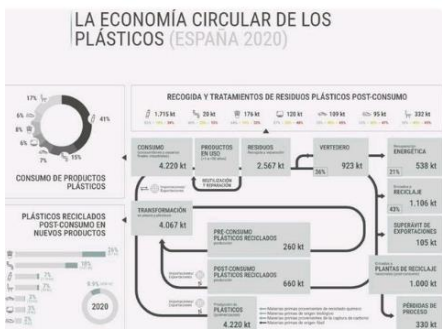




upPE-T Sculpture from Waste
"Crumpled by Life" Plainly it'...
25 Φεβρουαρίου · 🌐



upPE-T 23 Φεβρουαρίου · 🌐



upPE-T 23 Φεβρουαρίου · 🌐

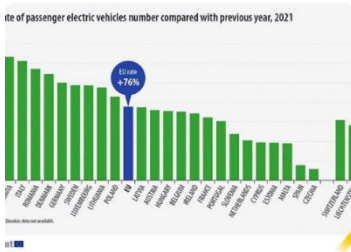
Μαρτίου 2023



upPE-T Giustizia climatica: risoluzione storica delle Nazioni Unite!...
30 Μαρτίου · 🌐



upPE-T Happy National Day, Greece !
25 Μαρτίου · 🌐



upPE-T #ElectricVehicles and power demand for transport...
24 Μαρτίου · 🌐



upPE-T 24 Μαρτίου · 🌐



upPE-T 19 Μαρτίου · 🌐

della raccolta differenziata per riciclare la plastica:

1 PET Polietilene tereftalato. Un materiale leggero riciclabile al 100% utilizzato principalmente a fini alimentari	2 HDPE Polietilene ad alta densità, una resina termoplastica usata per sacchetti della spesa e contenitori di cibo e saponi
3 PVC Poli-cloruro, sostanza dalla consistenza gommosa usata soprattutto per bottiglie, tubature, giocattoli	4 LDPE Polietilene a bassa densità, degli utilizzi principali simili a quelli del polietilene ad alta densità
5 PP Polipropilene, termoplastica molto usata per gli oggetti di arredamento, contenitori e fascioni	6 PS Poli-stirolo o polistirene, usato soprattutto come isolante nel settore edile e negli imballaggi delle merci

Other
Altri codici e simboli omnicroni a volte indicati con la dicitura "PC" (Materiali Policarbonato) o "Altri" (Scarti)

upPE-T Davanti ai secchi della raccolta differenziata dei...
18 Μαρτίου · 🌐

upPE-T EU recycling rates 2017
19 Μαρτίου · 🌐

Giornata mondiale del Riciclo

upPE-T TO HELP PROTECT THE ENVIRONMENT AND THE...
18 Μαρτίου · 🌐

upPE-T Happy Saint Patrick's Day, Ireland!
17 Μαρτίου · 🌐

upPE-T Fuensanta Monzó Sánchez and Soumya Kanti Datta...
16 Μαρτίου · 🌐

Απριλίου 2023

upPE-T 30 Απριλίου · 🌐

upPE-T 29 Απριλίου · 🌐

upPE-T <https://www.facebook.com/685689244791660/posts/691...>
25 Απριλίου · 🌐

<https://www.linkedin.com/company/bio4plastics/>

upPE-T <https://www.linkedin.com/company/bio4plastics/>
23 Απριλίου · 🌐

Maiou 2023



Up..Pet in Italy
29 Maiou · 🌐



29 Maiou · 🌐



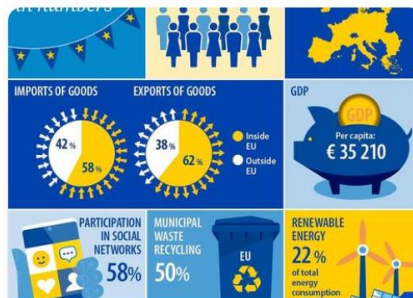
28 Maiou · 🌐



Pronti, attenti e via... Sala riunioni e formazione pronta...
16 Maiou · 🌐



Diventa volontario della campagna Puliamo l'Italia di...
15 Maiou · 🌐



It's #EuropeDay 2023 🇪🇺🇫🇷🇮🇹
On the occasion of 🇪🇺 Europ...
9 Maiou · 🌐



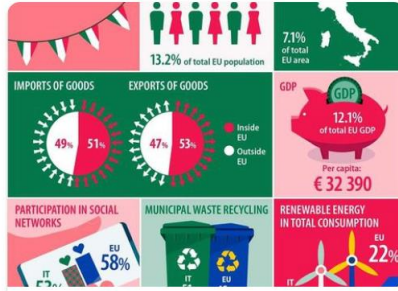
2 Maiou · 🌐



Keep planting 🌲🌳
2 Maiou · 🌐



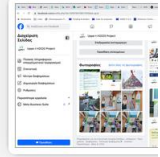
The #EUGreenWeek 2023 starts today with the official...
3 louvíou · 🌐



Happy Republic Day, Italy !
2 louvíou · 🌐



Today the EU is officially joining the Istanbul...
1 louvíou · 🌐



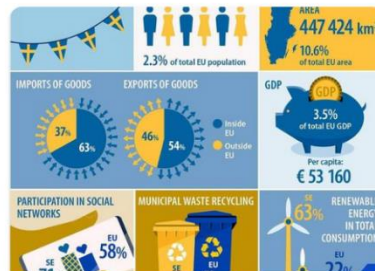
16 louvíou · 🌐



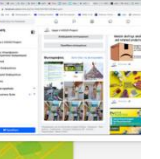
Happy National Day, Portugal !
11 louvíou · 🌐



#EUGreenWeek #italy CETEC. Centro Tecnológico del...
10 louvíou · 🌐



Happy National Day, Sweden !
6 louvíou · 🌐



Amazon destroys unsold and returned products



Investigation found that millions of items are destroyed each year in warehouses.
Most items destroyed are new and unboxed.

upPE-T 29 Ιουλίου




upPE-T 29 Ιουλίου

WATCH OUT FOR HIDDEN PLASTICS IN THESE PRODUCTS



upPE-T 29 Ιουλίου



upPE-T 27 Ιουλίου

Bio4 PLASTICS

Upcycling strategies for the production of sustainable (bio)plastics

June 2023

PACKAGING E SOSTENIBILITÀ

8 ITALIANI SU 10 CONSIDERANO IMPORTANTE RIDURRE L'IMBALLAGGIO

Produttori di rifiuti, gli imballaggi tendono ad aumentare con il commercio online: cosa ne pensano gli italiani?

80% Evitare l'aggiunta di rifiuti
20% Ridurre il packaging sempre quando possibile e cercare di riciclarlo

LA SITUAZIONE IN ITALIA

La scelta di risorse naturali rappresenta un tentativo di avere maggiore cura dei prodotti?

71% Sì, maggior cura è necessaria per avere prodotti più sostenibili e ridurre gli sprechi
22% Il packaging rimane il nemico di tutti
7% Non vedo il rapporto tra materiali di origine naturale e prodotti per il packaging

Ιουλίου 2023

Επιλογή όλων

proposta di aggiornamento del Piano Nazionale integrato Energia e Clima (PNIEC)

TRA I CONTENUTI DEL TESTO

- una quota del 40% di rinnovabili nei consumi finali lordi di energia che sale al 65% per i consumi solo elettrici
- il 37% di energia da rinnovabili per riscaldamento e raffrescamento,
- il 31% di rinnovabili nei trasporti,
- il 42% di idrogeno da rinnovabili per gli usi dell'industria.

Proposta del MASE Secondo quanto riportato s...

upPE-T 25 Ιουλίου

GREENER HABIT FOR A ZERO WASTE LIFE!

SAY NO TO FAST FASHION

WITH YOUR FRIENDS!

REUSABLE SHOPPING BAGS

upPE-T 16 Ιουλίου

1 PET Clear plastic used for drink bottles. One of the easiest to recycle.

2 HDPE Stiff plastic used for milk jugs, detergents, shampoo bottles.

3 PVC Clear food wrap, toys, piping, etc. Difficult to recycle.

4 LDPE Grocery bags, bin liners, etc. Some stores collect!

5 PP Bottle tops, yogurt containers, cereal box lining, etc.

upPE-T 15 Ιουλίου

upPE-T



upPE-T

upPE-T

<https://www.citynext.it/2023/07/05/differenziata-e-...>

6 Ιουλίου · 🌐

MOST DIRTIER IS MADE FROM POLYETHYLENE, THE SAME SUBSTANCE FOUND IN PLASTIC BAGS. LET'S DITCH IT OR CHOOSE BIODEGRADABLE

5 Ιουλίου · 🌐

MOST DIRTIER IS MADE FROM POLYETHYLENE, THE SAME SUBSTANCE FOUND IN PLASTIC BAGS. LET'S DITCH IT OR CHOOSE BIODEGRADABLE

5 Ιουλίου · 🌐

Food waste does not biodegrade in landfill

- ✗ In landfill, waste is compacted and stored underground, without air
- ✗ Without oxygen, organic waste produces methane

NO ONE CAN DO EVERYTHING BUT EVERYONE CAN DO SOMETHING. - MEENA HARRIS

CAN SAVE ALMOST 130 KG OF CARBON EMISSIONS A YEAR! THAT'S EQUIVALENT TO SAVING THE EMISSIONS CREATED FROM CHARGING 16,579 SMARTPHONES!

2 Ιουλίου · 🌐

QUANTITÀ E TASSO DI RICICLAGGIO DEI RIFIUTI DI IMBALLAGGI IN PLASTICA (2018)

Quantità dei rifiuti di imballaggi in plastica

Category	Percentage
Settore automobilistico	16.7%
Settore elettrico ed elettronico	6.2%
Agricoltura	3.4%
Casa, tempo libero e sport	4.1%
Industria meccanica, del mobile, medico	16.7%
Rifiuti ospedalieri, industria chimica	24.8%
Rifiuti	32.5%

Società Rifiuti di plastica e riciclaggio nell'UE: i numeri...

1 Ιουλίου · 🌐

25 WAYS TO HELP SAVE THE PLANET

HOW TO KEEP LETTUCE FRESH LONGER

- 2ND HAND
- REPAIR BROKE
- REMEMBER YOUR PLACES
- REFILL CONTAINERS
- PLANT A TREE
- DONATE TO CHARITY
- PRINT LESS
- CHOOSE ORGANIC
- TAKE YOUR OWN FOOD FOR WORK
- CHOOSE TO REUSE
- GROW YOUR OWN
- AVOID POINTLESS PLASTIC PACKAGING
- COMPOST
- REPAIR BROKE
- REMEMBER YOUR PLACES
- REFILL CONTAINERS
- PLANT A TREE
- DONATE TO CHARITY
- PRINT LESS
- CHOOSE ORGANIC
- TAKE YOUR OWN FOOD FOR WORK
- CHOOSE TO REUSE
- GROW YOUR OWN
- AVOID POINTLESS PLASTIC PACKAGING

1 Ιουλίου · 🌐

Ιουλίου 2023

Επιλογή όλων

Nature provides its own packaging

Eat local

Use natural alternatives to chemical products

Support organic farmers

Use organic products

Amazon destroys unsold and returned products

Investigation found that millions of items are destroyed each year in warehouses.

Αυγούστου 2023

Επιλογή όλων



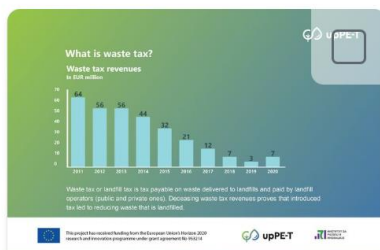
upPE-T 26 Αυγούστου · 🌐



upPE-T Perugia&Friends Comune di Perugia 25 Αυγούστου · 🌐



upPE-T 24 Αυγούστου · 🌐

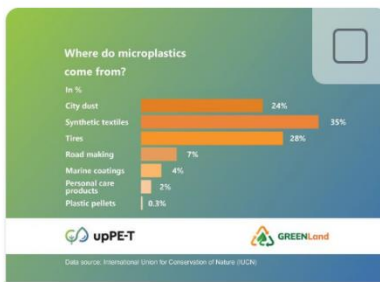


Σεπτεμβρίου 2023

Επιλογή όλων



upPE-T Are Biodegradable plastics #biodegradable in every... 22 Σεπτεμβρίου · 🌐



upPE-T The issue of microplastics, which is dealt with by the... 7 Σεπτεμβρίου · 🌐

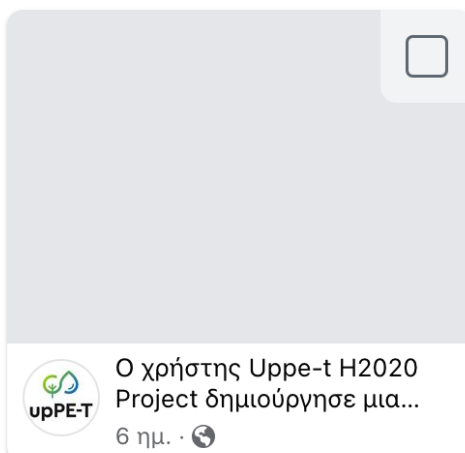


upPE-T What you just see of fast fashion is not what it really ... 1 Σεπτεμβρίου · 🌐

Οκτωβρίου 2023

10:00 - 10:10	Fuencisla Montó Sánchez, CETEC, Spain
10:10 - 10:40	GREENLand - "Microplastic as an Emerging Environmental Pollutant" Natalia Stojk, Educons University, Serbia → Q&A
10:40 - 11:10	upPE-T - "Sustainable upcycling of plastics for circular economy and greener environment" Dabolina Pau, Digitalouch, Estonia → Q&A
11:10 - 11:20	Break
11:20 - 11:50	upPE-T - "How microbial communities use polymers as substrate" Ines Fritz, BOKU University, Austria → Q&A
11:50 - 12:20	UPLIFT - "UPLIFT's sustainable solutions for plastic bioupcycling" Valentina Bisinella, DTU - Technical University, Denmark → Q&A
12:20 - 12:30	Break
12:30 - 13:00	PRESERVE - "Finish coatings to reduce microplastics release from recycled textiles" Teresa Calvo Vilanova, ITENE, Spain → Q&A

upPE-T The 3rd November #webinar 'Solving the problem of... 6 ημ. · 🌐



upPE-T Ο χρήστης Uppe-t H2020 Project δημιούργησε μια... 6 ημ. · 🌐