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Disclaimer

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Document information

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1.1. Table of contents

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1.2. 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 ()

1.3. Executive summary

The present document describes the implementation of upPE-T Communication and Awareness Plan (CAP) during the second 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 second 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 178 social media posts (66 Twitter, 100 LinkedIn, 12 FB) and received 58066 impressions, 1431 likes and had 783 reposts/retweets.

upPE-T will continue the communication efforts during the third 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.

2. 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 second 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.9.9 "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.

3. Activities performed along the second year of the project

3.1. 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 and sections that were formerly inactive has now been enriched with content.

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
- Links to other projects

News

- Press releases
- Newsletters
- Events
- Media
- Promotional material
- Get involved
- Why join
- Stakeholders
- Community engagement
- European Citizens Awareness
 - VR app
- Upcoming events and workshops

Contact us

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

Home page

At the bottom of the Home page sections regarding the project's website Terms and Conditions, Cookies Policy as well as Privacy Policy have been added.

Furthermore, the two videos developed for the promotion of the project show on Home Page.

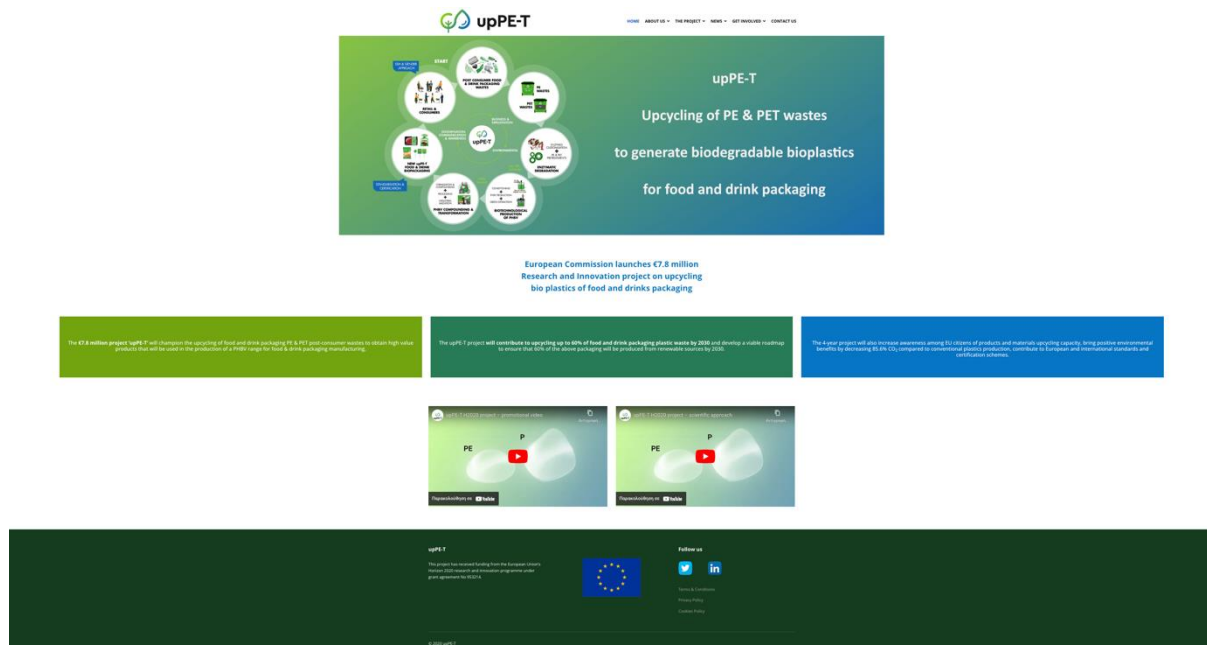


Figure 2: upPE-T website's home page

The Project

Under the Project Tab content has been added related to the Impact of the project, and the Publications.

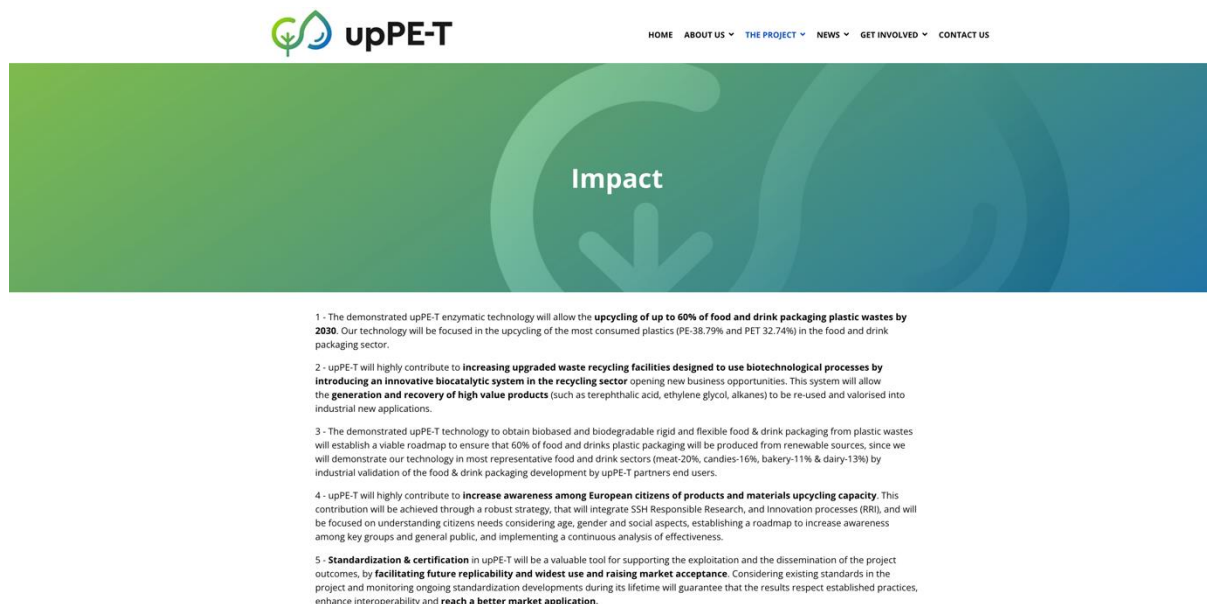


Figure 3: Impact

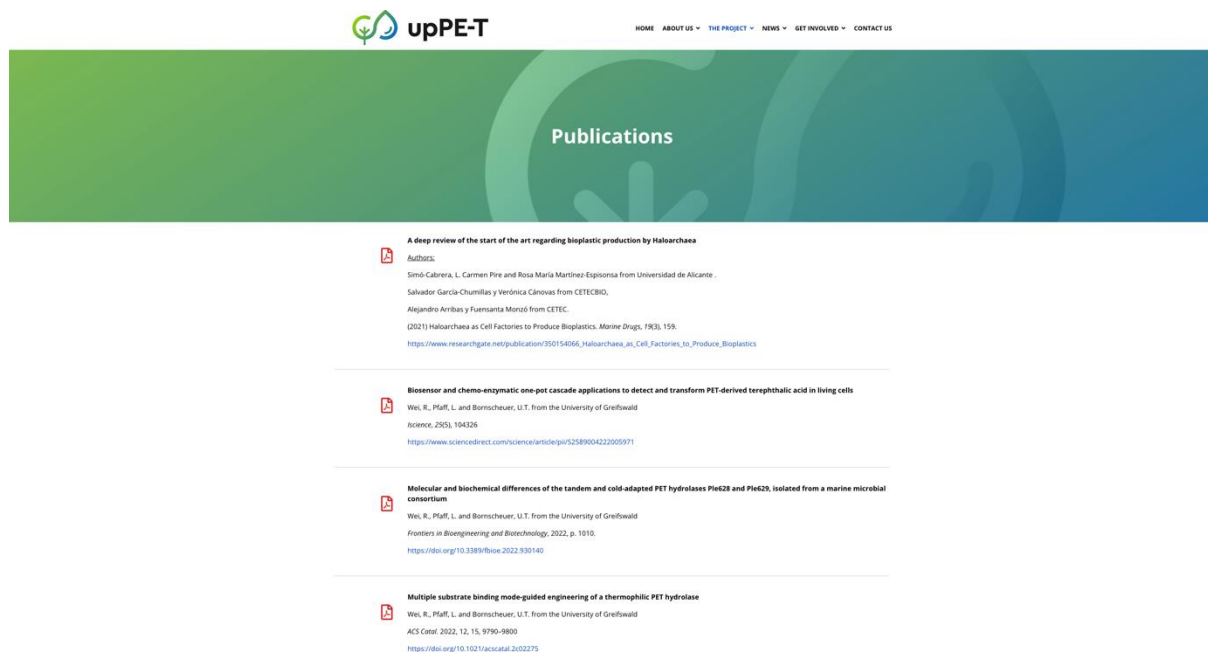


Figure 4: Publications

News

The News tab has had many additions in relevance to press releases, events, media and promotional materials that have been developed during the second year of the project.

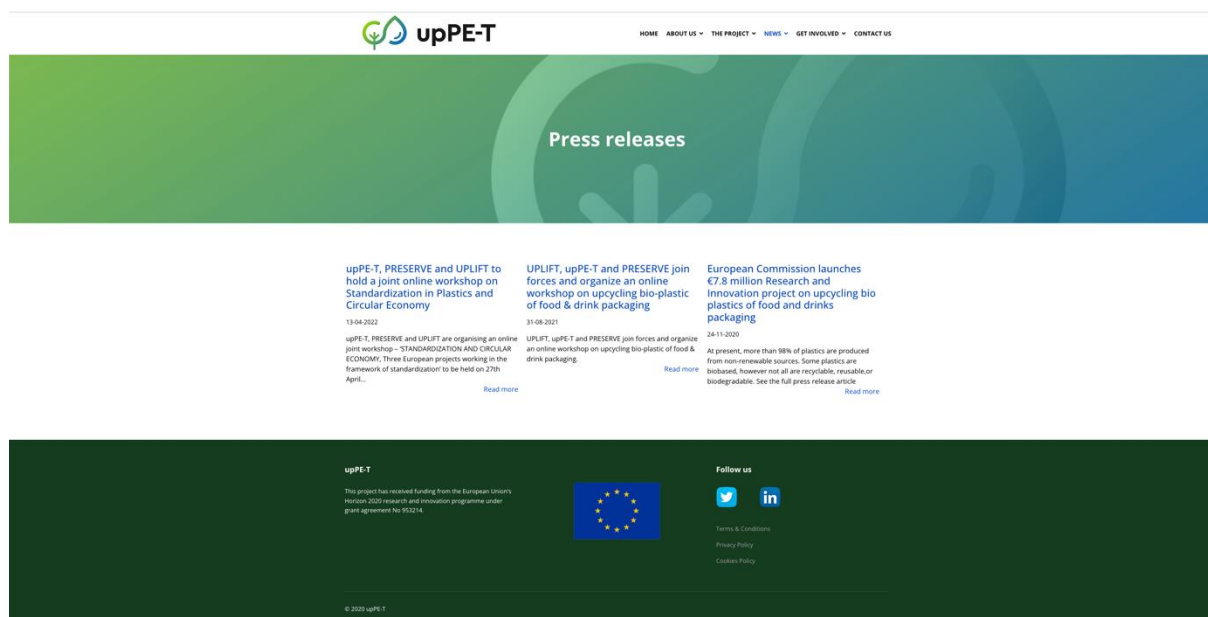


Figure 5: Press releases

All Events

There are 27 events - Page 1 / 6

1 2 3 4 5 6 Next ▶

- 20**
Oct 2022
UPCOMING EVENTS AND WORKSHOPS
Save the date!
 upPE-T Project is organizing a workshop on 20th October 2022
- 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
- 28**
Aug 2022
ALL EVENTS
Biocat Conference
 Enzymicals AG -the Technical coordinator of the upPE-T Project-participated in the Biocat Conference
- 22**
Aug 2022
ALL EVENTS
International PhD summerschool
 PhD students, who are part of the upPE-T research teams, attended the International PhD summerschool

0

Figure 6: Events

upPE-T HOME ABOUT US THE PROJECT NEWS GET INVOLVED CONTACT US

Media

6 Feb 2022
 CETEC presented upPE-T in the national Spanish tv, which has an audience of 923.000 people.

Figure 7: Media

Promotional material

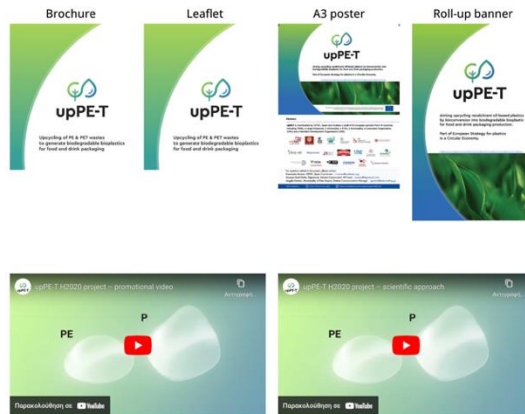


Figure 8: Promotional material

Get involved

The “Why join?” and ‘Stakeholders’” sections encourage organisations 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 organisations have used this mean to get in contact with us.

In the Community engagement section, citizens are encouraged to share their recycling habits and help us get more data in the survey that the project conducts on this subject.

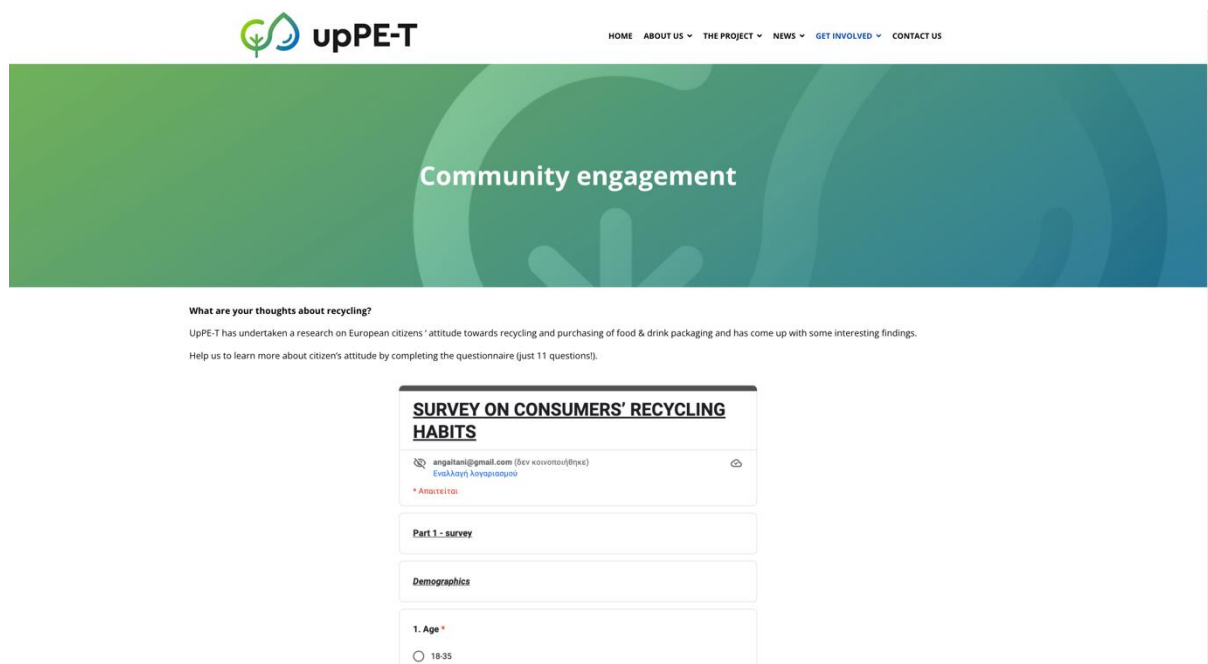


Figure 9: Community Engagement

An option to download the VR app which raise awareness about plastic upcycling and its benefits has been added under the European Citizens Awareness section.

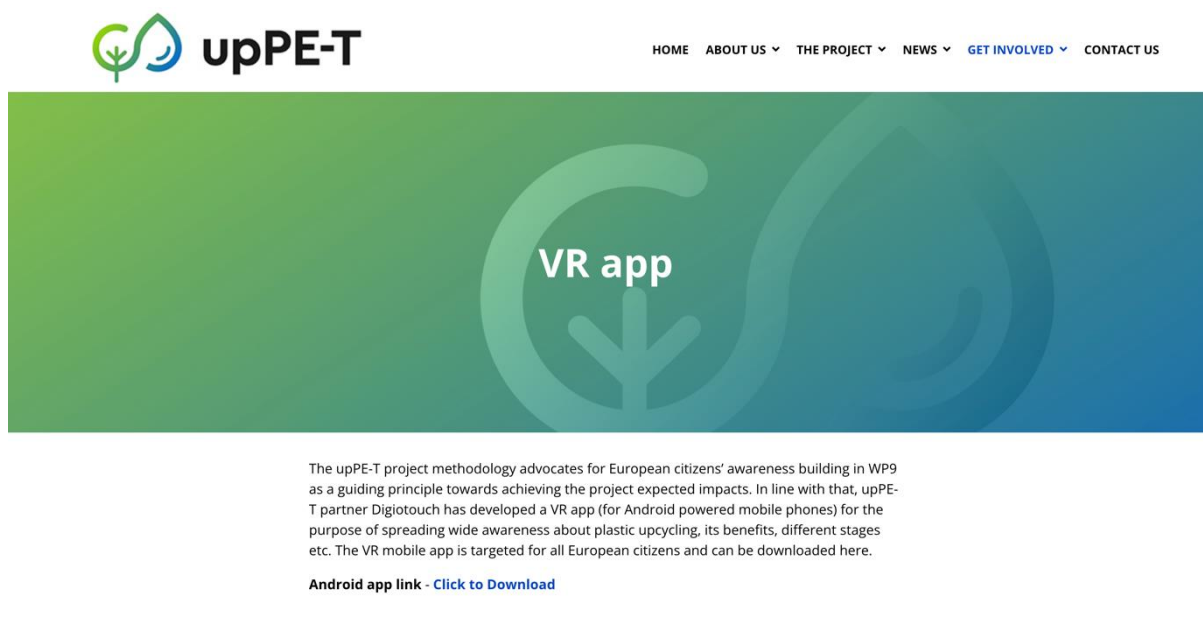
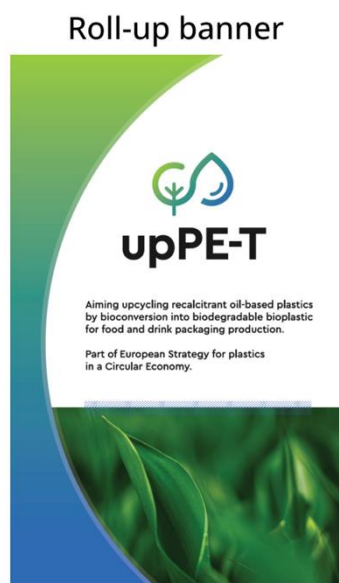


Figure 10: VR mobile app

3.2. Promotional materials

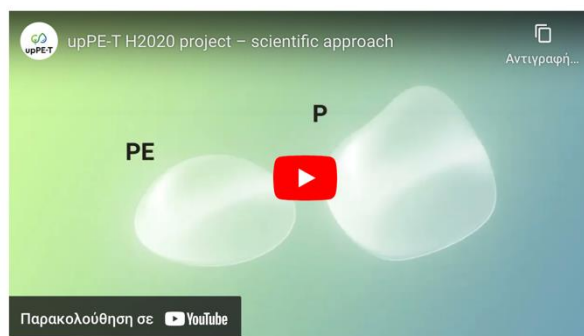
During the second year of the project a **roll up banner** for partners to use in conferences and events has been designed and developed.



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>



3.3. 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.

3.4. 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 22
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	4
Website	Number of web visits	Analytics	>20.000	27.905
	Number pages viewed		>10.000	68.708
	Number page/session		>1.0	2.67
	Number users		>1000	27.059
	Avg. session time		>1.0 min	103 sec
	Number downloads model		>100	
Social Media (Twitter)	Number Followers	Twitter Analytics	>1000	186
	Number Tweets		>50	66
	Twitter Impressions		>9000	17931
	Number mentions		>20	211
Social media (Mentions in partners accounts)	Number of posts	Monthly follow up (quantitative)	>20	178
	Number of likes		>50	1431
	Number of shares/retweets		>10	783

Table 1: Communication KPIs

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

4. Future activities

upPE-T will continue the communication efforts during the third 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 3 of the project is shown below.

	2022		2023									
	Nov	Dec	Jan	Feb	Mar	Apr	May	Jun	Jul	Aug	Sep	Oct
Action	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
Communication plan												X
Infographics				X								
Press release		X		X				X			X	
Website update		X									X	
Newsletter		X				X					X	
Info days/events/workshops				X			X				X	

5. Conclusions

As shown in KPIs table, along the second year of the project it was possible to expand the project's audience. The project has so far exceeded the targets that had been set in the H2020 approved application form. In summary the project's communication and stakeholder engagement activities were promoted through 178 social media posts (66 Twitter, 100 LinkedIn, 12 FB) and received 58066 impressions, 1431 likes and had 783 reposts/retweets.

upPE-T will continue to deliver its CAP as it was agreed and to communicate its activities as widely as possible.

COVID-19 has partially slowed down the opportunities (reducing, for example, the public events in person), even if – thanks to the digital tools – it was possible to reduce the impact by finding alternative virtual solutions. The sanitary emergency is however always there and the project carefully monitors its progress. The CAP has been planned accordingly; in addition, risks have been thought out and related actions planned.

5.1. APPENDIX

Social media analytics



TWITTER

NOVEMBER 2021

3/11/2021

https://twitter.com/t_uppe/status/1455916237352017927?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

Tweet about the upcoming presentation of upPE-T in the Convention for Innovation in the Region of Murcia 2021, INNOVAM+, by Verónica Cánovas from CetecCentro. Registration link included. Analytics showed 235 Impressions, 10 Engagements, 3 Detail expands, 3 profile visits, 1 Retweets, 2 Likes and 1 Link clicks.

19/11/2021

https://twitter.com/t_uppe/status/1461654196575510538?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

Tweet about the 1st year board meeting of upPE-T partner's, regarding the implementation, evaluating the progress and discussing future plans. Analytics showed 114 Impressions, 5 Engagements, 2 Likes.

DECEMBER 2021

13/12/2021

https://twitter.com/t_uppe/status/1470358187324887045?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

Tweet providing the YOU TUBE link to the joint workshop of upPE-T, PRESERVE and UPLIFT. Analytics showed 294 Impressions, 11 Engagements, 2 Detail expands, 3 Retweets, 4 Likes and 1 Link clicks.

17/12/2021

https://twitter.com/t_uppe/status/1471770328015769604?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

Tweet and link to the interview of Eco Plastics Tony Lund, explaining their role in upPE-T and how it will affect the upcycling of plastic waste. Analytics showed 159 Impressions, 4 Engagements, 1 Detail expands, 1 Retweets, 1 Likes and 1 Link clicks.

23/12/2021

https://twitter.com/t_uppe/status/1474017506109104137?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

A Merry Christmas and Happy New Year tweet! Analytics showed 129 Impressions, 6 Engagements, 1 profile visits, 1 Retweets, 3 Likes.

JANUARY 2022

12/1/2022

https://twitter.com/t_uppe/status/1481164341844058113?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

The new year started with a tweet about the Advisory Board Meeting of the project. Analytics showed 369 Impressions, 32 Engagements, 10 Detail expands, 3 profile visits, 3 Retweets, 4 Likes.

FEBRUARY 2022

7/2/2022

https://twitter.com/t_uppe/status/1490672969986842627?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

Tweet on the informative presentation by Verónica Cánovas (CETECBIO) introducing upPE-T in the webinar held by BioSwift. Link included. Analytics showed 128 Impressions, 6 Engagements, 1 Retweets, 4 Likes.

10/2/2022

https://twitter.com/t_uppe/status/1491840123977224199?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

Tweet on the upcoming 2nd joint webinar of upPE-T, PRESERVE and UPLIFT. Analytics showed 1007 Impressions, 28 Engagements, 3 Detail expands, 3 profile visits, 3 Retweets, 8 Likes.

MARCH 2022

11/3/2022

https://twitter.com/t_uppe/status/1502236737883545601?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

Tweet on the award received by upPE-T's Communication Lead Partner (MoNS) on the Best City Awards ceremony. Analytics showed 278 Impressions, 23 Engagements, 7 Detail expands, 3 profile visits, 6 Retweets, 6 Likes.

29/3/2022

https://twitter.com/t_uppe/status/1508828681124384774?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

Tweet on the global recycling day 2022 underlying the importance of recycling. Info on upPE-T's role in upcycling PE and PET post-consumer packaging wastes by transforming them into a range of biodegradable & recyclable bioplastics (PHBVs). Analytics showed 414 Impressions, 23 Engagements, 1 profile visits, 7 Retweets, 10 Likes.

APRIL 2022

7/4/2022

https://twitter.com/t_uppe/status/1512022324714819589?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

Tweet-call to register on the upcoming joint webinar of the three sister H2020 projects, upPE-T, PRESERVE and UPLIFT working towards plastic packaging framework standardization. Registration link. Analytics showed 262 Impressions, 21 Engagements, 6 Detail expands, 4 profile visits, 6 Retweets, 4 Likes and 1 Link clicks.

13/4/2022

https://twitter.com/t_uppe/status/1514254695300280329?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

Tweet on the press release of the online joint webinar of upPE-T, PRESERVE and UPLIFT to be held on the 27th of April. Registration link. Analytics showed 76 Impressions, 6 Engagements, 1 Detail expands, 1 Retweets, 2 Likes and 2 Link clicks.

<https://t.co/WosVTKns9D>

21/4/2022

https://twitter.com/t_uppe/status/1517059216808284160?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

Tweet about the upcoming April webinar with the agenda included. Registration link. Analytics showed 227 Impressions, 19 Engagements, 2 Detail expands, 1 profile visits, 4 Retweets, 6 Likes and 4 Link clicks.

25/4/2022

https://twitter.com/t_uppe/status/1518501149472698368?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

Tweet-countdown two days before the webinar on the 27th of April, presenting the speakers. Registration link included. Analytics showed 616 Impressions, 34 Engagements, 7 Detail expands, 1 profile visits, 8 Retweets, 11 Likes and 4 Link clicks.

26/4/2022

https://twitter.com/t_uppe/status/1518858118893129729?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

Tweet on the upcoming webinar, pointing out that standardization activities include calculation of the recycling content. Agenda and registration link provided. Analytics showed 320 Impressions, 38 Engagements, 10 Detail expands, 3 profile visits, 6 Retweets, 8 Likes and 2 Link clicks.

27/4/2022

https://twitter.com/t_uppe/status/1519228596300177411

Commencing tweet on the joint webinar regarding standardization in plastics and circular economy. Registration link provided. Analytics showed 88 Impressions, 6 Engagements and 6 Likes.

https://twitter.com/t_uppe/status/1519236896249061376

The second tweet of the day introduced Alberto Barranca from @aimplas talking about standardization of the UPLIFT technology. Link provided. Analytics showed 102 Impressions, 9 Engagements, 1 Detail expands, 1 profile visits, 1 Retweets, 4 Likes.

https://twitter.com/t_uppe/status/1519248164649410560?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

The third tweet introduced Christian Schulz and Kristina Block presenting the role of certification in a biobased and circular economy. Link to join the webinar included. Analytics showed 916 Impressions, 10 Engagements, 2 Retweets, 3 Likes.

https://twitter.com/t_uppe/status/1519256210171703297

Tweet on Henar Aragozo Rivera's presentation on the fast-track standards in CEN-CENELEC Workshop Agreements (CWAs). Link available. Analytics showed 96 Impressions, 6 Engagements, 1 Detail expands, 1 Retweets, 3 Likes.

https://twitter.com/t_uppe/status/1519272371038961665?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

Thank you tweet to all the speakers and attendees of the joint webinar of upPE-T, PRESERVE and UPLIFT. Analytics showed 394 Impressions, 18 Engagements, 2 profile visits, 5 Retweets, 11 Likes.

28/4/2022

https://twitter.com/t_uppe/status/1519598503227445250?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

Tweet providing the link to watch the webinar on standardization in plastics and circular economy that took place on the 27th of April 2022. Analytics showed 113 Impressions, 16 Engagements, 4 Detail expands, 2 profile visits, 3 Likes and 5 Link clicks.

MAY 2022

17/5/2022

https://twitter.com/t_uppe/status/1526508211343327232?s=20&t=IKoLr24Uwk1XFzdxCjSZ0A

Tweet on the 1st Hybrid Workshop that took place in Murcia, giving partners the chance to meet in person! Analytics showed 521 Impressions, 47 Engagements, 4 Detail expands, 8 profile visits, 8 Retweets, 11 Likes.

JULY 2022

8/7/2022

https://twitter.com/t_uppe/status/1545356166926155778

Tweet on the upcoming PhD summer school from Aalborg University based in plastic biorefinery and upcycling, to be held from August 22 to August 26. Another successful collaboration of the sister projects UPLIFT, upPE-T and PRESERVE. Link provided. Analytics showed 136 Impressions, 18 Engagements, 9 Detail expands, 2 profile visits, 2 Retweets, 5 Likes.

13/7/2022

https://twitter.com/t_uppe/status/1547210606532612096

Tweet presenting the findings of upPE-T's research in three EU countries, analyzing the policies and macroeconomic determinants that affect the recycling rate of plastic packaging. Analytics showed 160 Impressions, 11 Engagements, 3 Detail expands, 2 profile visits, 3 Retweets, 3 Likes.

25/7/2022

https://twitter.com/t_uppe/status/1551507198957740033

Tweet on the reason why people separate waste as concluded by upPE-T's research in three EU countries, analyzing the policies and macroeconomic determinants that affect the recycling rate of plastic packaging. Analytics showed 190 Impressions, 12 Engagements, 1 Detail expands, 5 Retweets, 5 Likes.

AUGUST 2022

29/8/2022

https://twitter.com/t_uppe/status/1564174733511467008

Tweet on the PhD summer school organized by Aalborg University, where PhD students gathered to work on biotechnological solutions for a sustainable plastic sector. Analytics showed 270 Impressions, 17 Engagements, 2 Detail expands, 1 profile visits, 2 Retweets, 7 Likes.

SEPTEMBER 2022

29/9/2022

https://twitter.com/t_uppe/status/1575419889728233472

Tweet on the release of the official video of upPE-T! YouTube link included. Analytics showed 119 Impressions, 1 Engagements, 1 Retweet and 1 Like.

https://twitter.com/t_uppe/status/1575424170032353280

The second tweet of the day provided the link to the proposals produced for plastic biorefinery and upcycling by the participants of the summer school that Aalborg University (coordinator of the UPLIFT project) organized. Analytics showed 82 Impressions, 9 Engagements, 1 Detail expands, 1 profile visits, 5 Likes and 2 Link clicks.

30/9/2022

https://twitter.com/t_uppe/status/1575808469164519424

Save the date tweet on the upcoming webinar of the 20th of October 2022. Analytics showed 87 Impressions, 11 Engagements, 1 Detail expands, 1 profile visits, 6 Likes.

OCTOBER 2022

03/10/2022

https://twitter.com/t_uppe/status/1576875054675083265

Tweet on the 20th of October workshop on citizens' awareness on plastic upcycling. The agenda and registration link were included. Analytics showed 206 Impressions, 28 Engagements, 3 Detail expands, 4 Retweets, 11 Likes and 3 Link clicks.

05/10/2022

https://twitter.com/t_uppe/status/1577565658891665408

Tweet presenting the speakers of the 20th of October workshop on citizens' awareness on plastic upcycling. Registration link provided. Analytics showed 215 Impressions, 29 Engagements, 3 Detail expands, 4 profile visits, 4 Retweets, 7 Likes and 2 Link clicks.

07/10/2022

https://twitter.com/t_uppe/status/1578332912168341505

Tweet on the upcoming presentation of Erik de Vries who will explain upPE-T's approach on enzymatic degradation, upcycling and biodegradable plastic production. Registration link. Analytics showed 123 Impressions, 13 Engagements, 2 Detail expands, 1 profile visits, 6 Likes.

10/10/2022

https://twitter.com/t_uppe/status/1579431248468279297

Tweet on the upcoming workshop where Marija Suzic will explain how different policies and regulations affect people's attitudes towards recycling. Registration link included. Analytics showed 275 Impressions, 40 Engagements, 18 Detail expands, 1 profile visits, 10 Likes and 4 Retweets.

11/10/2022

https://twitter.com/t_uppe/status/1580092905129406464

Tweet on the upcoming workshop on the 20th of October where Giada Materazzo will present upPE-T's research findings on citizens' attitude towards plastic upcycling. Registration link provided. Analytics showed 78 Impressions, 10 Engagements, 1 Detail expands, 2 profile visits, 2 Likes, 2 Retweets and 1 Link clicks.

18/10/2022

https://twitter.com/t_uppe/status/1582284108771696641

Tweet-reminder on the upcoming workshop that will take place on Thursday the 20th of October focusing on citizens' awareness on plastic upcycling. Registration link included.

Analytics showed 90 Impressions, 14 Engagements, 4 Detail expands, 4 Likes, 3 Retweets and 1 Link clicks.

19/10/2022

https://twitter.com/t_uppe/status/1582676443179323394

Tweet-countdown on upPE-T's workshop that will take place on Thursday the 20th of October focusing on citizens' awareness on plastic upcycling. Registration link provided. Analytics showed 18 Impressions, 3 Engagements, 1 Detail expands, 1 Likes and 1 Link clicks

20/10/2022

Tweets during the workshop

https://twitter.com/t_uppe/status/1583011345888587777

Analytics showed 88 Impressions, 8 Engagements, 3 Likes and 1 Retweet

https://twitter.com/t_uppe/status/1583032181856665600

Analytics showed 109 Impressions, 12 Engagements, 4 Likes and 1 Retweet

https://twitter.com/t_uppe/status/1583036884884008960

Analytics showed 110 Impressions, 22 Engagements, 6 Detail expands, 4 Likes and 2 Retweet

26/10/2022

Tweet with the video of the 20th Oct workshop

https://twitter.com/t_uppe/status/1585258432730664961

Analytics showed 43 Impressions, 5 Engagements, 1 Likes and 1 Retweet



YOUTUBE

APRIL 2022

27/4/2022

<https://www.youtube.com/watch?v=GwTHEk3CvYw&t=8160s>

STANDARDIZATION AND CIRCULAR ECONOMY (2:46:11 min)

14/9/2022

<https://www.youtube.com/watch?v=Sthq22QWvm8>

upPE-T H2020 project – scientific approach (5:02 min)

https://www.youtube.com/watch?v=fT5FasJbX_E

upPE-T H2020 project – promotional video (3:35 min)

21/10/2022

<https://www.youtube.com/watch?v=kLduepLBTHU&t=7470s>

WORKSHOP ON CITIZENS' AWARENESS ON PLASTIC UPCYCLING How upPE-T can change citizens' behaviour (2:45:31 min)



LinkedIn

3/11/21

<https://www.linkedin.com/feed/update/urn:li:activity:6861680815936471040/>

Post on the presentation of upPE-T, by Verónica Cánovas from CETEC (Centro Tecnológico del Calzado y del Plástico de la Región de Murcia) to be held in the Convention for Innovation INNOVAM+, on the 9th of November in Cartagena, Spain. Link provided. Analytics showed 332 Impressions and 10 Engagements.

19/11/21

<https://www.linkedin.com/feed/update/urn:li:activity:6867412848482557952/>

Post regarding upPE-T partners Project Board meeting, where the project's first-year implementation and next year's action plan, were discussed. Analytics showed 676 Impressions and 26 Engagements.

13/12/21

<https://www.linkedin.com/feed/update/urn:li:activity:6876123016762281984/>

Post providing the YouTube link to the joint workshop with UPLIFT - PLASTICS and PRESERVE H2020. Analytics showed 294 Impressions and 13 Engagements.

17/12/2021

<https://www.linkedin.com/feed/update/urn:li:activity:6877215662276710400/>

Post with information on project partner Eco Plastics with link where Tony Lund explains their role in upPE-T and how by using everything from PET bottles to LDPE plastic bags, PE, HDPE, fly ash, and reclaimed wood, they create high-quality, lightweight, durable construction materials. Analytics showed 252 Impressions and 8 Engagements.

11/1/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6886928026882363392/>

Post on the project's Advisory Board meeting. Interesting presentations took place by Fuensanta Monzó Sánchez, Erik de Vries, Soumya Kanti Datta, Nevena Nikolic and everyone enjoyed the fruitful discussion. Analytics showed 725 Impressions and 30 Engagements.

1/2/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6896437780566618112/>

Post on the presentation of Verónica Cánovas from CETECBIO that presented the upPE-T project in the webinar organized by the European Project BioSwift. Link to the YouTube video included (<https://lnkd.in/e7U6qyT3>). Analytics showed 403 Impressions and 17 Engagements.

10/2/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6897605055076204544/>

Post on the 2nd joint webinar of the sister H2020 projects upPE-T, UPLIFT and PRESERVE, which will take place on 27 April 2022. Analytics showed 610 Impressions and 23 Engagements.

11/3/22

<https://www.linkedin.com/feed/update/urn:li:activity:6908000410645499904/>

Post on the award received by The Municipality of Nea Smyrni, upPE-T's Communication Partner, in the Best City Awards ceremony. Analytics showed 354 Impressions and 11 Engagements.

29/3/22

<https://www.linkedin.com/feed/update/urn:li:activity:6914592743444873216/>

Post on the global recycling day 2022 celebrated worldwide on March 18, underlining the importance of recycling plays in the preservation of our planet's precious primary resources. Analytics showed 733 Impressions and 29 Engagements.

25/4/22

<https://www.linkedin.com/feed/update/urn:li:activity:6924266182250221568/>

Two-day reminder on the joint online webinar on standardization in plastics and circular economy, by the sister H2020 projects, UPLIFT, upPE-T and PRESERVE. Registration link included. Analytics showed 332 Impressions and 22 Engagements.

26/4/22

<https://www.linkedin.com/feed/update/urn:li:activity:6924671714333274112/>

Post regarding the the first Stem Looping of the Eco Stem Girls project that was held in Cartagena (Spain) on the 22nd of April 2022, aiming at awakening the interest of girls and young people in STEM career. Analytics showed 700 Impressions and 24 Engagements.

27/4/22

<https://www.linkedin.com/feed/update/urn:li:activity:6925022753116815360/>

Post about the ongoing webinar on standardization in plastics and circular economy, by the sister H2020 projects, UPLIFT, upPE-T and PRESERVE. Henar Aragozo Rivera explains the fast-track standards in CEN-CENELEC Workshop Agreements (CWAs). Link to the session provided. Analytics showed 413 Impressions and 14 Engagements.

8/7/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6951116848423702529/>

Post- open call for participation of PHD students in the summer school from Aalborg University, where the H2020 sister projects UPLIFT, upPE-T and PRESERVE will be talking plastic, biorefinery and upcycling August 22 to August 26. Analytics showed 287 Impressions and 10 Engagements.

13/7/22

<https://www.linkedin.com/feed/update/urn:li:activity:6952975836463386626/>

Post presenting results on upPE-T's research analyzing the policies and macroeconomic determinants that affect the recycling rate of plastic packaging in three EU countries. Analytics showed 658 Impressions and 24 Engagements.

25/7/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6957272349976981504/>

Post presenting results on upPE-T's research analyzing factors that affect the recycling rate of plastic packaging in three EU countries. Analytics showed 542 Impressions and 24 Engagements.

29/8/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6969938267219607554/>

Post on the PhD students, who are part of upPE-T research teams and attended the International PhD summer school, organized by Aalborg University, from August 22nd to 26th 2022. Analytics showed 1,138 Impressions and 34 Engagements.

5/9/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6972520657221746688/>

Post with photos from the summer school that Aalborg University -coordinator of the UPLIFT - PLASTICS H2020 project, organized. Analytics showed 345 Impressions and 9 Engagements.

29/9/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6981236620389679104/>

George Krikris from the Municipality of New Smyrni presented upPE-T Project in the 7th annual conference on circular economy that the Hellenic Solid Waste Management Association organized. Analytics showed 757 Impressions and 18 Engagements.

30/9/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6981573855450423296/>

Save the date post on upPE-T's workshop on 20th October focusing on citizens' awareness on plastic upcycling. Analytics showed 381 Impressions and 16 Engagements.

3/10/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6982639983073345536/>

Post of the agenda of the workshop that upPE-T is organizing on the 20th of October on citizens' awareness on plastic upcycling. registration link included. Analytics showed 364 Impressions and 21 Engagements.

5/10/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6983331046935138304/>

Post presenting the speakers of the 20th of October workshop that upPE-T is organizing on citizens' awareness on plastic upcycling. Registration link available. Analytics showed 364 Impressions and 21 Engagements.

7/10/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6984097918890717184/>

Post presenting Erik de Vries who will explain upPE-T's approach on enzymatic degradation, upcycling and biodegradable plastic production, on the project's workshop on the 20th of October. Registration link available. Analytics showed 270 Impressions and 18 Engagements.

10/10/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6985196553409818624/>

Post- reminder to register for the workshop that upPE-T is organizing on the 20th of October on citizens' awareness on plastic upcycling. Introduction of speaker Marija Suzic

who will explain how different policies and regulations affect people's attitudes towards recycling. Analytics showed 245 Impressions and 9 Engagements.

12/10/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6985858192270364673/>

Introducing Giada Materazzo who will present upPE-T's research findings on citizens' attitude towards plastic upcycling. Registration link to the 20th of October workshop that upPE-T is organizing. Analytics showed 271 Impressions and 9 Engagements.

12/10/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6985907546263834624/>

Post on the participation of CETEC (Centro Tecnológico del Calzado y del Plástico de la Región de Murcia) and CETEC BIOTECHNOLOGY in the "Science and Technology Week" that will take place on 22-24 October 2022 in Murcia-Spain and will present the first outcomes of upPE-T project to the general public. Analytics showed 271 Impressions and 8 Engagements.

14/10/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6986662819765075968/>

Introducing Soumya Kanti Datta who will present the European Citizens' platform and the vr application that has been developed for upPE-T on the 20th of October workshop that upPE-T is organizing. Analytics showed 222 Impressions and 8 Engagements.

17/10/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6988049312060452864/>

Post-reminder on the 20th of October upPE-T workshop focusing on citizens' awareness on plastic upcycling. Registration link provided. Analytics showed 239 Impressions and 11 Engagements.

19/10/2022

<https://www.linkedin.com/feed/update/urn:li:activity:6988441597080162304/>

Post -24 hour reminder for the upPE-T workshop focusing on citizens' awareness on plastic upcycling. Registration link. Analytics showed 321 Impressions and 11 Engagements.

20/10/2022

Posts during the workshop

<https://www.linkedin.com/feed/update/urn:li:activity:6988776910151389186/>

Analytics showed 1256 Impressions, 24 Engagements, 2 reposts, 24 likes.

<https://www.linkedin.com/feed/update/urn:li:activity:6988797753401225216/>

Analytics showed 402 Impressions, 9 Likes and 1 repost

<https://www.linkedin.com/feed/update/urn:li:activity:6988802390028095488/>

Analytics showed 180 Impressions, 4 Likes and 1 repost



26/10/2022

Post with the video of the 20th Oct workshop

<https://www.linkedin.com/feed/update/urn:li:activity:6991023742894137345/>

Analytics showed 216 Impressions, 10 Likes and 1 Retweet