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Demonstrative process for the production and enzymatic recycling of environmentally safe, superior and versatile PHA-based rigid packaging solutions by plasma integration in the value chain

D.7.4 Preliminary report on dissemination & communication activities

This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 101023685

Grant Agreement No:	101023685	**Project Acronym:**	BioSupPack
Project Title:	**Demonstrative process for the production and enzymatic recycling of environmentally safe, superior and versatile PHA-based rigid packaging solutions by plasma integration in the value chain**		
Funding scheme:	BBI-JU-Horizon 2020 – Innovation action - Demonstration		
Project Coordinator:	**AIMPLAS - ASOCIACION DE INVESTIGACION DE MATERIALES PLASTICOS Y CONEXAS**		
Lead Beneficiary	European Bioplastics e.V. (EUBP)		
Start date of the project:	01.06.2021	**Duration of the project:**	58 months
Deliverable:	**D7.4 Preliminary report on dissemination & comm activities**		
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Authors:	EUBP, ENCO, AIMPLAS		
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History of changes

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0.1	AIMPLAS	17.04.2024	First template version
0.2	EUBP	17.04.2024	First draft version
0.3	ENCO	30.07.2024	Integrations
0.4	ENCO	30.08.2024	Integrations
0.5	AIMPLAS	04.09.2024	Integrations
1.0	EUBP	13.09.2024	Final version

Acronyms

WP	Work Package
D	Deliverable
EU	European Union
EC	European Commission
CBE	Circular Bio-Based Europe
BBI-JU	Bio-Based Industries Joint Undertaking
H2020	Horizon 2020
IC	Innovation Committee
PEDR	Plan for Exploitation and Dissemination of the Results
BSG	Brewer's Spent Grains
TA	Target Audience

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Executive summary

This is a preliminary report on the communication and dissemination activities adopted by BioSupPack so far. The Master Plan (D.7.3) set out a strategy to maximise the project's impact, increase its visibility, and ensure that project information reaches a wide audience of relevant stakeholders. Importantly, all partners are seen as ambassadors of the project and are involved to different degrees in communication efforts. The strategy has been implemented in the past months and this deliverable provides an overview of the consortium's effort and of its main achievements so far.

1. Introduction

In BioSupPack the Communication and Dissemination started at the outset of the action and are meant to be continued throughout its entire lifetime, aimed at promoting the action and its results.

Communication activities have achieved an increase of the public visibility of the project and its results, the consortium and the research programme, using accessible, non-specialistic language. Activities under communication have included aiming for coverage in TV, radio, print and online media. It encouraged people to get to know the project and get to know its results.

Dissemination focused on making sure the projects results are available to the scientific community, policy makers and industry – using scientific language and prioritizing accuracy- to facilitate the scientific reuse of the results and create a long term scientific and commercial impact.

The activities implemented under these two main streams have been complying with the BBI JU Communication Guidelines.

2. Responsibilities

The communication and dissemination (CD) activities are part of WP7 *Project communication and dissemination* and are interlinked with exploitation activities, business models and planning, innovation management knowledge and IPR management and knowledge transfer activities (WP8 *Innovation impacts*). European Bioplastics (EUBP) and ENCO coordinate the project communication & dissemination feedback from all partners of the consortium by providing updates on the project's website (ENCO), e-newsletters, etc. EUBP and ENCO play a proactive role in checking with partners for updates and news, thus ensuring the regularity of the flow of information.

Specifically:

- EUBP works closely with the project partners to ensure that the appropriate tools and channels (including relevant conferences and events) are selected and developed to meet the information needs of the target audiences and the dissemination and communication objectives of the project.
- ENCO manages the BioSupPack social media accounts and the website.
- All partners contribute with contents.

CD activities are periodically monitored. A procedure has been established for both reporting and publishing information about the activities carried out.

The **BioSupPack Innovation Committee (IC)** includes representatives from EUBP, AIMPLAS and ENCO and it was set up as a sounding board to support the development of the website and all dissemination and communication materials. The IC has ensured alignment between WP7, WP8 and as well as all other WPs to ensure that project results feed into the planning of dissemination activities. The IC has also provided feedback and suggestions over the design and contents of the website and other dissemination materials, to ensure the best quality and address the specific needs of different stakeholders.

3. Objectives and target audiences

The **objectives** of the project are the following.

- CO1. To **create awareness of the project and its results**, ensuring maximum visibility.
- CO2. To **increase awareness of benefits** of biobased PHA cost competitive packaging solutions, which comes from a natural waste source (BSG), that can be effectively separated mechanically and enzymatically recycled.
- CO3. To **promote the technical and economic outputs of the project** and, especially, the use of project results by industry.
- CO4. To **improve the general public's perception** of bio-based packaging solutions and the impact and social relevance of innovation.
- CO5. To **minimize the risk of consumer rejection** of solutions developed by the project.
- CO6. Clustering with other relevant research and innovation projects to **exchange experiences, create synergies, join effort, minimize duplication and maximize potential**.

BioSupPack addresses a wide range of stakeholders and audiences, each requiring appropriate tailored information. Each outreach task will be carefully designed to have the maximum chance of reaching the audiences concerned.

- TA1: General public
- TA2: Industries and associations
- TA3: Research and academic institutions
- TA4: Government bodies and Policy makers
- TA5: Press and Media
- TA6: Other BBI-JU/CBE-JU and EU-funded projects

4. Three phases of implementation

With the D7.2, the CD strategy was meant to be implemented in three **phases**, in line with the Project's progress and achievements.

Phase 1: Months 1-12 (Closed)

Main objective: Creating awareness about the project and preparing all communication and dissemination channels (website, social media, basic dissemination materials set, …).

Activity planned: General communication activities about the project.

Phase 2: Months 13-24 (Closed)

Main objectives: Creating awareness about the project, increasing awareness of the benefits of BioSupPack's expected results and clustering with other relevant RDI projects. Engaging consumers to participate in the consumers' perception study, which has been disseminated from M25 by ASU (Task 3.4).

Activities: Sharing general information of the project as well as project's progress, project objectives, activities and already achieved and expected results and impact of the project and engaging stakeholders in the project.

Phase 3: Months 25-58 (ongoing)

Main objective: Promoting and sharing the project's results increasing awareness of their benefits, improving the general public's perception of bio-based rigid packaging prototypes and minimizing the risk of consumer rejection of solutions developed by the project. In this sense, some of the partners will have a prominent role for policy engagement and outreach activities organised by European Bioplastics (EUBP).

Activities: Dissemination of results, explanations of the project results and their impact.

5. Work performed: Months 1-40

An overview

Currently, BioSupPack is in month 40, September 2024. So far and despite the project suspension, the work performed is on track with respect to the original baseline presented in the original plan (D.7.2). Three public deliverables were disseminated: D.7.1. Project identity & Project Templates, D7.2 Master Plan: Communication & Dissemination Guidelines, and the D7.3. Project external website. An update is provided here below for the single tools adopted in the past months.

Website	The website www.biosuppack.eu is online and regularly updated. The website contains also templates for posters, flyers and leaflets and infographics used both for social media and for the offline communication.
Newsletter	Two newsletters have been published.
Press releases	Press releases have been shared by the partners both at the time of the start of the project and at the time of the re-start after the suspension.
Social Media	The presence on social media follows the creation of the website and is fed with regular updates on progress and activities. The project's social media (Twitter, LinkedIn) are up and running. The YouTube channel has been set up. Number of social media posts published in the period M1 – M40: LinkedIn 42 in the last 11 months; Twitter 127 total; YouTube 3 video total. The project has more than 1400 followers across its social media channels.
Articles	Two longer articles in non-scientific and non-peer-reviewed magazines, such as the “bioplastics magazine” and the Erfa FoodService journal. Additional features in the European Bioplastics newsletters.
Events	• Workshops organized: 2, the BioSupPack World Café Workshop and Breakfast in 2023 (DE) and the BioSupPack Project Workshop at EMPACK in 2022. • Poster presented: 12 at the European Bioplastics conference (several editions) such as the European Biomass and Conference Exhibition, International Seminar on Biotechnology applied to the plastics sector, IAPRI2024, Conama 2022, Meetingpack 2022, Hispack, and IAPRI 2024, ASU Research Days, • Participation to a conference (13), to workshops (5), and other similar events (4) such as the 9th International Conference on Engineering for Waste and Biomass Valorisation, the European Bioplastics annual conferences, the 9th IUPAC International Conference on green chemistry,

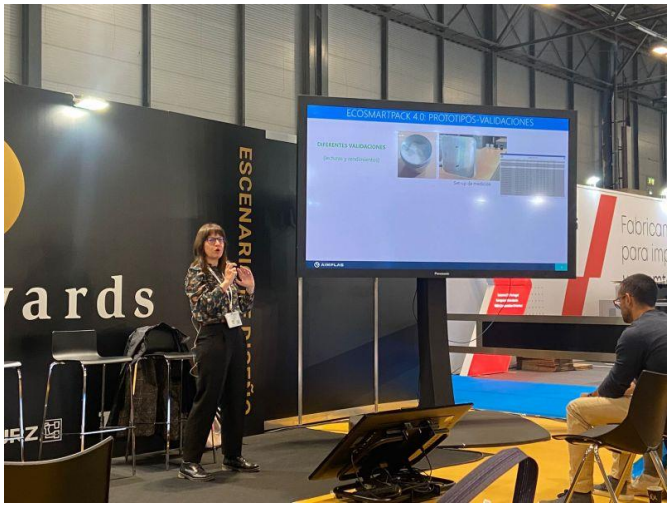
the 10th International Forum on Industrial Bioprocesses, the Sustainable Packaging Summit 2023, the Bioeconomy Changemakers Festival, the 3rd International Conference "Circular Economy for Textiles and Plastics", the Cosmetorium 2022, IAPRI 2024, the Bioeconomy Changemakers Festival, the International Seminar on Biotechnology applied to the plastics sector, the Pollination Days 2021 and the 1st International Seminar on Plastic Recycling.

- Participation to trade fairs (9) with booths, promotion, and expert talks with interventions at e.g., ProSweets, K Fair, Cosmetorium, Anug FoodTech, Hispac, Meeting Pack, EMPACK, Conama 2022, European Biomass Conference and Exhibition.

Key events

The most relevant and meaningful events have been described below.

BioSupPack Project Workshop at EMPACK Fair in October 2022



EMPACK is a Trade Show for Innovations in Packaging Technology, a stage for concrete solutions for all suppliers and users dealing with primary and secondary packaging materials, spanning from packaging and filling technologies to automated solutions. Rosa González and Santiago Llopis (AIMPLAS) held two presentations on BioSupPack activities and solutions. BioSupPack was presented with the project EcoSmartPack 4.0 which focuses on packaging solutions for cosmetics and is also coordinated by AIMPLAS.

BioSupPack Workshop at the Sustainable Packaging Summit 2023 (Synergy event)

Innovative Biobased Packaging: From research to market? Three examples from the EU-funded projects PRESERVE, BIOnTop and BioSupPack. European Bioplastics organized the Workshop at the Sustainable Packaging Summit 2023 (#SPS2023) on 14 November 2023 on the Innovation Stage.

The Sustainable Packaging Summit focuses on the demands and pain points revealed during last year's ground-breaking series of discussions in Lisbon. The summit provides the platform for value chain leaders to frankly discuss strategic roadblocks and identify opportunities to align business, regulation and society around a circular, net zero packaging ecosystem.

Presentations are accessible on https://zenodo.org/records/10125433

BioSupPack World Cafe "The next challenge in Packaging", the 1st stakeholder workshop of BioSupPack

The focus of this first workshop was on "How to choose between different bio-based polymers? How can Life Cycle Assessments be used to evaluate their ecological sustainability?"Technically, bio-based polymers have become a valid alternative to traditional petroleum-based plastics in packaging. However, the choice between different bio-based polymers is often still a big question for the industry to address. Another question is related to their ecological sustainability. The Life Cycle Assessment (LCA) is a tool that can help quantify the potential environmental impacts along the entire life cycle of a packaging product. LCA can help the industry perform an objective, evidence-based ecological comparison between packaging alternatives and pave the way for more sustainable decisions. But what are the challenges when performing an LCA, especially on bio-based polymers, for packaging products? And how can these challenges be overcome? This workshop was an opportunity for stakeholders from industry and research to access the latest insights on research and discuss them with the BioSupPack project's experts in a world café format. Presentations: https://zenodo.org/records/10370043

Experts:

- Sustainable Packaging Institute (SPI) at Albstadt-Sigmaringen University (ASU): Mara Strenger, Elisa Uhlig, and Anna Sadzik.
- European Bioplastics: Chiara Bearzotti and Estela López-Hermoso

BioSupPack showcased at the Sustainable Packaging Special Show, ProSweets, Cologne (DE)

At the ProSweets Cologne exhibition held from 28-31 January 2024, Albstadt-Sigmaringen University showcased BioSupPack project as part of the Sustainable Packaging Special Show. Partners from the sections Research such as the Sustainable Packaging Institute SPI, together with the brand strategy for sustainable packaging design (pacoon Sustainability Concepts) and the future agency that specializes in sustainable materials, Haute Innovation, have been won over for the Sustainable Packaging Special Show – Science, realisation, inspiration. The theme is underpinned by the current survey DLG-Insights Sustainable Packaging 2024: Consumers, labelling, strategies for food & beverages. The Sustainable Packing Institute (SPI), an institute of the University of Albstadt-Sigmaringen, specializes in sustainable packaging systems and provides competent and holistic support to all players of the packaging sector across the entire value chain on their way towards a more sustainable, circular bioeconomy. In this show, SPI concentrated on the six theme areas: Biogenic raw materials, process technology and process design, functional materials, smart packaging (alternative and intelligent packaging), preservation and packaging, bioeconomy and sustainability. During the show, Albstadt-Sigmaringen University showcased these six thematic areas and their ongoing research projects through informative posters, expert stage presentations held twice, and two interactive sessions allowing attendees to delve deeper into the presented materials. More information: https://www.prosweets.com/events/events-on-site/special-show-sustainable-packaging/

BioSupPack contributing to the Bioeconomy Changemakers Festival (Synergy event)

Rosa Gonzalez talked on "BIOSUPPACK project: From brewery waste to bioplastics: new value chains for innovative and sustainable packaging" in Session 3 on Biobased innovations and biotechnologies to break through traditional manufacturing of the Conference Advancing biotechnology and biomanufacturing for industrial modernization and sustainable value chains, Satellite Event of the Bioeconomy Changemakers Festival, 14 March 2024.

This was a festival of events organized by the European Commission (DG Research and Innovation) in cooperation with the Bioeconomy Youth Ambassadors. The Bioeconomy Changemakers Festival aimed to engage youth as drivers of the transformative change needed to address the multiple challenges that Europe faces today and to unlock the potential of the bioeconomy to make the transformation happen. It included a high-level event, organized by the European Commission, in Brussels, on 13-14 March 2024 and more than 30 satellite events, organized by third-party organizations all over Europe, to enable youth to take part in the Bioeconomy Changemakers Festival.

Centexbel showcased BioSupPack results at FUR4Sustain

On 3 April 2024, Myriam Vanneste (Centexbel) held an online talk on the "Development of biobased and biodegradable coatings & inks for fibrous materials", at the COST Action FUR4Sustain conference, reporting on the results in #BioSupPack but also on #BIOnTop FUR4Sustain held its meeting in Nice (FR). The COST action goal is to catalyze a synergistic approach for the whole value-chain of 2,5-furandicarboxylic acid and derivatives (FDCA), aiming concomitantly to boost innovation in the current research & development (R&D) status quo and, moreover, to overcome the scientific, technological and the industrial limitations that hinder the wide deployment of new FDCA products developed in actual market applications.

You can find Myriam Vanneste presentation here

Discover more here

32nd European Biomass Conference and Exhibition (EUBCE)

Agricultural University of Athens (AUA) participated in the European Biomass Conference and Exhibition (EUBCE) with a stand, poster and talks. The Conference was held in Marseille from 24-27 June 2024: Chrysanthi Argeiti from AUA attended and presented the BioSupPack project. During the conference, over 1500 experts from 80 countries from both academia and industry share and discuss ground-breaking ideas, technologies, applications, and solutions for the sourcing, production, and utility of biomass. The Technical Programme is coordinated by DG Joint Research Centre of the European Commission. The event is supported by the Circular Bio-Based Europe Joint Undertaking.
More at: https://www.eubce.com

Talk on BioSupPack at the European Bioplastics talks (Synergy event)

Participation in the series European Bioplastics talks on Alternative Feedstocks, with an intervention on ”From brewery waste to bioplastics: results of the BioSupPack project on new value chains for innovative and sustainable packaging” on 19 June 2024. This series of talks has been hosting several EU-funded projects, such as REWIND, CASIFLA, PERCAL, BioSupPack, LUCRA focusing on alternative, sustainable feedstock sources for bioplastics. In this specific talk, the guest speaker, Rosa González Leyba, from AIMPLAS, provided insights on the valorization of by-products from the agri-food industry and different types of waste and their key role in the improvement of sustainability. The talk was moderated by Julie Pieters, EU Policy Affairs Manager at European Bioplastics. The presentation is available on Zenodo.

Events in preparation

Synergy event: 1 October 2024, Webinar on Upcycling Packaging: EU Research Driving Sustainability

European Bioplastics is organizing a joint event with other EU-funded projects on the topic of Upcycling packaging, the event will see the presentation of a joint White Paper. The white paper emerges from the need of these projects to elaborate on the following theme by summarizing the achievements made and how these could be used for reshaping the future of packaging. Achieving a packaging revolution that aligns with circular economy goals and advances innovation, sustainability, and industrial resilience requires close collaboration between research, industry, policymakers, and the general public. Without this collaborative effort, solving the problem of packaging waste and its environmental impact will remain an elusive goal.

Synergy event: 16 October 2024, Joint workshop on "Alternative feedstock for biobased plastics: Bridging the gap between research and market?", Brussels (BE)

In 2024, the European Bioplastics talks (EUBP talks) have covered a wide range of topics, ranging from basic research on organic waste to produce plastic monomers, to the application of novel technologies to optimize the pre-treatments, recycling processes and to foster the valorization of waste. This final event is closing the series of talks with a double objective:

- to provide a platform for sharing the latest results of research and innovation that can be scaled up at an industrial level in the future if the necessary policy incentives are put in place,
- to offer possibilities to all those working along the bioplastics value chain to learn about the latest research results and gather first-hand information from top European researchers.

Three keynote presentations, including the one of BioSupPack, will be followed by a panel discussion including representatives of the European bioplastics industry, policymakers and research experts to address what we can learn from the evidence brought in by research on alternative feedstocks, and to collect feedback on the way forward to including alternative feedstocks for bioplastics in European policy tools and legislation.

13 November 2024, Presentation at Sustainable Packaging Summit 2024, Amsterdam (NL)

Rosa González Leyba, the project coordinator, will be holding a talk on "Innovation keynote and Horizon projects". The event target are industrial players. In addition to the expected 400+ attendees of the Sustainable Packaging Summit, at the same time in the same venue other events will be taking place, including the AIPIA Active & Intelligent Packaging World Congress and the networking and Sustainability Awards 2023 dinner.

Synergy event: 9 December 2024, Joint workshop on "Novel approaches in Recycling and Upcycling of Bioplastics", Berlin (DE)

The goal of this EBC 24 side event on Recycling strategies for bioplastics is to connect experts working on novel or improved recycling and upcycling technologies for bioplastics from academia and industrial stakeholders. At the event, we will investigate the whole process, from the foundation (waste sorting and pretreatment, creation of value chains) to recycling technologies (from mechanical to chemical recycling, and biological recycling), to upscaling and the development of new products.

Participants will get insights into the latest research and innovative developments on the topic. Preliminary results of novel research approaches will be disseminated, with inputs from the EU-funded projects PRESERVE, BioSupPack and BIOMAC, MoeBIOS and ReBioCycle. Inputs on upcoming challenges from industrial stakeholders and recyclers will be gathered to contribute to the advancement of research and innovation and market applicability in the field. Participants will also be able to meet the experts from the five projects via speed dating. These projects are developing a myriad of recycling technologies to reintroduce bioplastics into the loop for different applications, including food and drinks packaging. The event will close with a networking reception in which opportunities for matchmaking will be offered. https://www.european-bioplastics.org/events/ebc/side-event-recycling-strategies-for-bioplastics/

European Bioplastics annual conference EBC 2024

From 10-11 December 2024, European Bioplastics will host its annual conference. Willem Uyttendaele (CENTEXBEL) has been selected to present a talk at the EBC24 conference on "Durable PLA and PHA based inks for textiles and packaging". Additional contributions are foreseen in the panel discussions and in the poster exhibition.

BioSupPack 2nd Intermediate Stakeholder Workshops at the K international fair for plastics and rubber

European Bioplastics and ASU will organise the second stakeholder workshop at the K fair on 10th October 2025. This second workshop will be an opportunity for stakeholders from industry and research to access the latest insights on research and discuss them with the BioSupPack project's experts in a world café format.

Synergy activity: Joint White paper on Upcycling Food and Drinks Packaging

The White Paper on is a joint effort of several EU-funded projects (BioSupPack, PRESERVE, upPE-T, Uplift, MoeBIOS) to answer the question of how do EU-funded research projects transform food and drink packaging to reduce waste? The paper includes a set of recommendation for policymaking and an extensive overview of the innovative solutions developed by the projects.

It will be published in October 2024 and is coordinated by European Bioplastics.

The White Paper will be presented on 1st October 2024 with an ad-hoc online event. The target audience of the White Paper is policymakers.

6. Overview of the progress (in %): Months 1-40

Table 1: Detailed BioSupPack Communication Timing Plan as defined in D.7.2; the progress achieved for each activity is marked in the last column.

Type of activity	Activity	Objective	Audience	Actors and tasks	Timing	Progress %
Website	Website creation	All objectives	All audiences	ENCO for website design, creation and maintenance	M3	100%
	Website updates	All objectives	All audiences	All partners to create new content for the website	Regularly	100%
	Partners' websites	All objectives	All audiences	Partners to publish information in their own websites linking the project website	M6	100%
Newsletter	Newsletter content	All objectives	All audiences	All partners under the lead by EUBP have provided contents	M12 M24 M34 M42	50%
	Newsletter production	All objectives	All audiences	AIMPLAS to produce and send newsletter		
	Partner's newsletters	All objectives	All audiences	Partners to include BioSupPack's information in their newsletters	According to their newsletter schedule	
Press releases	Press releases writing	All objectives	All audiences	EUBP to write press releases, all partners to contribute as requested	Regularly	60%
	Press releases distribution	All objectives	All audiences	Partners (to be defined at the due time) to send press releases through their contacts networks	Regularly	60%
Social media	Social Networks creation • LinkedIn: https://www.linkedin.com/company/biosuppack-project	All objectives	All audiences	ENCO to create BioSupPack Social Networks	M1	100%

This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 101023685

	• Twitter: https://twitter.com/BioSupPack_BBI • YouTube: https://www.youtube.com/@biosuppackproject2018					
	Social Media publications, including audiovisual materials	All objectives	All audiences	EUBP to publish content, all partners to provide content to be published	Regularly	60%
	Social media shares	All objectives	All audiences	Partners (ALL) to share publications though their own social networks	Regularly	60%
Media presence (TV and radio)	Interviews	All objectives	All audiences	Partners to appear in interviews	When opportunities arise	Planning has started
Publications	Initial communication materials creation	All objectives	All audiences	ENCO to create initial set of materials	M1	100%
	Promotional materials	All objectives	All audiences	Leaflets, roll-ups, posters	M5	100%
	Communication materials distribution	All objectives	All audiences	All partners to share publications	When opportunities arise	60%
	Other communication materials creation, such as project Gadgets	All objectives	All audiences	Partners to create other publications if possible	Gadgets: M18 Rest of other materials: When opportunities arise	60%
Events	Project presentation/poster in events	CO1, CO2, CO3, CO6	TA2, TA3, TA4, TA6	Partners to present/exhibit project at events when possible	Alongside relevant events	60%
	2 Workshops	All objectives	Stakeholders	EUBP to organize and suitable partners to participate, according to the workshop scope	Nr. 1 Berlin in December 2023 Nr. 2 at K Fair in October 2025	50%

	BioSupPack Final Event	All objectives	All audiences	EUBP to organize and all partners to participate (locations: Brussels or Berlin)	M58	Planning has not started yet
Direct communication	Information sharing with contact networks	All objectives	TA1, TA2, TA3, TA4, TA6	All partners to share information through their networks	When opportunities arise	60%
Multipliers	Communication through institutions (Joint Communications)	All objectives	TA1, TA2, TA3, TA4, TA6	Innovation Committee to inform multipliers. Partners to suggest content/activities to share	When opportunities arise	60%
Synergies	Synergies with other projects and initiatives	All objectives	TA1, TA2, TA3, TA4, TA6	Partners to contact relevant actors and suggest content/activities to share	When opportunities arise	60%

7. Key indicators and status: Months 1-40

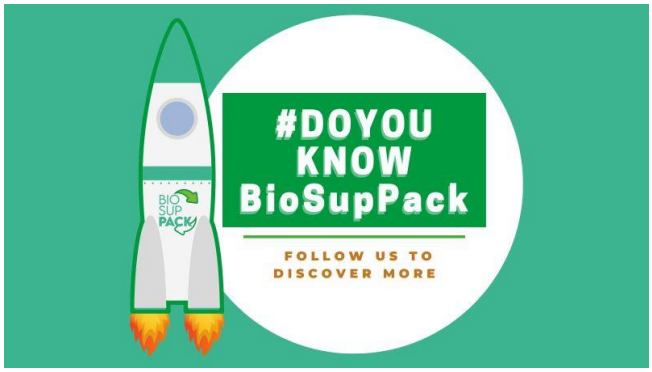
The teams monitor also the achievement of the key indicators set in the Description of the Action.

Communication tool	Baseline	At month 40 (September 2024)	Planned 41-58
Website	>20000 hits	47,455	10,000
Gadgets	>500 distributed	250	250
Promotional materials	>3000 distributed	1500	1500
Posters	>15	9	6
Audiovisual materials	>1500 visualisation >150 sharing	290 download 185 views	100
Social media	>1000 followers	1444	2000
Media presence	>30 press releases > 10 interviews	36 2	As opportunities arise. 10
Newsletter	Features 4 >400 subscriptions	2 100 (Mailchimp subsc.) 410 (LinkledIn subscr.)	3 200 100
Joint communications to multipliers	>8 Joint actions	4 (for the synergy activities and the BioSupPack stakeholder workshop)	5 planned (see description in the para. below)
Synergies	>8 Joint actions	3	5 planned (see description in the para. below)

This project has received funding from the Bio Based Industries Joint Undertaking under the European Union's Horizon 2020 research and innovation programme under grant agreement No 837761

8. Upcoming activities in the making: Months 41-58

Newsletter, Twitter, LinkedIn



The plan is to have an additional newsletter (5 in total instead of 4). The newsletter will be sent out via LinkedIn in the future, to make sure that we cover not only the participants registered on the newsletter platform, but also those following on social media. The newsletter features will be also uploaded to the Zenodo community of the project.

For social media, we have adjusted the publication schedule to a weekly one for connecting with the followers.

YouTube

We are planning a series of interviews with the partners on their role and achieved results.

Synergies with other projects (joint actions)

The partners are planning several events with presentations, posters, but also participation to fairs with presence at the fair booths and talks at relevant congresses for 2025 and 2026. There is also a dense schedule of events planned for the phase 3. EUBP is planning for BioSupPack and other Horizon 2020/Horizon Europe and BBI/CBE-funded projects (e.g., ReBioCycle, MoeBIOS, PRESERVE etc.) on topics covered by BioSupPack.

- Joint White paper on *What are the benefits of upcycling food and drinks packaging?* to be published in October 2024, coordinated by European Bioplastics.
- 1 October 2024 Launch event of the White Paper (online).
- 16 October 2024, an in-person workshop in Brussels on on “Alternative Feedstock for Bioplastics”, targeting policymakers and policy officers, organised by European Bioplastics, with Horizon-funded projects MoeBIOS, LUCRA, PERCAL, CAFIPLA and many more.
- 9 December 2024, a workshop on "Novel approaches in Recyling and Upcycling of Bioplastics" organised by European Bioplastics, alongside the European Bioplastics Conference EBC 24, with Horizon funded MoeBIOS, PRESERVE, BIOMAC, ReBioCycle. In Berlin.
- Q1/2025, a policy briefing at the European Parliament together with other EU projects on “Upcycling, Recycling and Alternative Feedstock Sources”, organised by European Bioplastics and hosted by the European Parliament Intergroup EBCD with Up-PET, upLift and many others. In Brussels.

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- 10 October 2025 BioSupPack Intermediate Stakeholder Workshop Nr.2 at the K Fair, Düsseldorf together with other EU-funded projects working on BioSupPack themes, organised by European Bioplastics.

Multipliers

The BioSupPack team has been using several multipliers for promoting the activities of the project, to keep them informed about the upcoming events and activities to multiply the impact of the results (e.g. for participation to events and synergies sought with other EU-funded projects, as mentioned in the previous paragraphs):

- EUROPEN, the European Organisation for Packaging and the Environment.
- Bioplastics Organisations Network (BON) Europe.
- The European Bioeconomy Alliance (EUBA), a network of 12 European Associations: EuropaBio, BIC, Copa-Cogeca, CEFS, Starch Europe, CEPF, Primary Food Processors, CEPI, Forest-based Sector, FEDIOL, European Renewable Ethanol.
- The European Bioplastics' network outside Europe: The Australasian Bioplastics Association, the ABICO (Brazil), the Japan Bioplastics Association to mention few.
- The CBE commnication officers and relevant European Commission DGs representatives.

Press releases/Media coverage

Information to suitable media channels will be channelled to ensure promotion of the events and activities listed above.

9. Updated plan: Months 41-58

The plan presented in D.7.2 has been updated with the following inputs:

Target Audience	Tools & Channels	Aim
Consumers, Retailers, General Public	• Project factsheet and infographics • Interviews with partners in multiple languages and with captions • Features on non-peer reviewed magazines and social media of the European Bioplastics association	Increase market pull and public acceptance of the proposed innovative bio-based plastic applications that impact daily life stimulating the feeling they are getting value for money from public funded research.
Monomers producers, Copolymers producers, Coating manufacturers, Compounders, Agro feedstock suppliers	• **Participation in trade exhibitions and conferences** The main target will be the K fair in 2025, with a participation at the booth of European Bioplastics with other EU-funded projects, but also with the organisation of the 2nd BioSupPack stakeholder workshop. Other opportunities will be sought for	Widespread of the use of the project innovation. Multiply success of the project by inspiring new initiatives based on the project results.

	instance at the EFIB, Compounding World Expo, and the PHA Platform World Congress. • **Publications of OAJ Articles:** Polymers, Unitex journal, Bioplastics newsletter and magazine, Journal of coatings technology and research, Surface and Coatings Technology, European Coatings Journal, Journal of Polymers and the Environment., Biomacromolecules, Frontiers in Materials, Journal of Renewable Materials, Coatings, Progress in Organic Coatings, Packaging Technology and Science, Packaging Europe, Packaging Journal, Green Chemistry, Chem Sus Chem. Plastics & Recycling Technology, Advances in Materials Science and Engineering, Polymers, Polymer Degradation and Stability, Journal of Applied Polymer Science, Polymer Testing, Materials, Packaging Technology and Science, Food Packaging and Shelf Life, International Journal of Polymer Science.	
Packaging converters (plastics, polymers and coatings). Plasma technology, Biotechnology industry, Cosmetics & personal care, home care companies, other packaging users, other potential users (pharma or health food sectors).	• **Features in magazines:** Plastics News Europe, Nature Sustainability, Bioresource Technology, Green Chemistry, Plasma Processes and Polymers, Applied Microbiology and Biotechnology. • **Participation in trade exhibitions and conferences:** Interpack 2026, International Conference and Exhibition on Food Processing & Technology (UK); Alimentaria (ES); Cosmetics Business (DE), Anuga FoodTec & Anuga (DE); Bioplastics Business Breakfast (DE), Fakuma International trade fair for plastics processing; European coatings show; FACHPACK (DE); Innovations in Food Packaging, Shelf Life & Food Safety Conference; Pollination Day.	Foster new supply chains and new cross-sectorial value chains (which will be reinforced by the presence of our expert Association EUBP) Raise awareness about BioSupPack materials and suitable end of life options tailored on a vase by case basis. Multi-actor approach to support the transition towards a post-petroleum economy
Industry Multipliers- Sectorial Associations (Plastics Europe, CEFIC, Plastics Europe, PAFA - Packing and Film Association, and other associations. Citizens & Education fields	• **Participation in conferences, seminars and workshops**: Annual World Food and Innovation Forum; Bio-based World, Biopolpack, Biopol, Sustainable Bioplastics, Bioplastics, Biorefining, Bio-based Materials, etc. • **Features in Newsletters and e-bulletins** e.g., plastics today, food production daily, plastic news, agronotizie, Cosmetics Mag, Social responsibility and quality for sustainability, World Usability Day, etc.)	Dissemination of new knowledge and technologies for transitioning to a bio-based economy. Communication to retailers and consumers about the bio-based materials used in BioSupPack Increase target industry sustainability for consumer and environmental protection. Building new value chains and cross sectorial interconnections among clusters.

EU policy makers, European Commission, national food safety authorities, EFSA, Expert Group for Bio-based Products (E02886), EU standardisation bodies (CEN) and certification bodies (DIN CERTCO, TÜV Austria)	**Policy dialogue:** organisation of a policy briefing and a white paper for policymakers fostering multilevel and horizontal discussion on BioSupPack results (EUBP). Provide inptus to policymakers to drive evidence-based decision-making processes across Europe also with a view in improving waste management legislation and standards.	To increase the influence of the project and its results in policymaking towards the creation of a positive framework for the uptake of BioSupPack and in general bio-based plastics with tailored EoL.
Public/Private waste management & logistics, Recyclers (enzymatic and mechanical recycling)	• **Participation in conferences:** ISWA World Congress, Waste Management, Ecomondo, Waste & Recycle Conference, Plastics Recycling Conference; International Conference on Sustainable Solid Waste Management. • **Publications of OAJ Articles:** Waste Management & Research, Waste Management World • **Features in magazines:** Waste Management World (ISWA Magazine)	To support the transition towards a post-petroleum economy improving circularity Market & public organisation push
Research and academic stakeholders, including early-stage researchers, e.g. on LCA	• **Features in magazines:** Pack World, Bio-based News, Plastics films, plasticseurope.it plasticsnewseurope.com, Bioplastics Magazine, Sustainable Plastics, Labiotech. Plasticeurope, Plastiker, Bio-based World News, Farmers Journal (IE) • **Project training events** (ASU coordinating) • **Publications of OAJ Articles:** Advances in Materials Science and Engineering; International Polymer Science & Technology, Food packaging and shelf life (Elsevier); Packaging technology and science (Wiley); Polymers (MDPI); Kunststoffe international; Lebensmitteltechnik; Plastverarbeiter.	Effective knowledge sharing among the research and scientific communities in order to accelerate the paradigm shift from oil-based towards bioeconomy. Attract more young people to scientific and research careers, enriching their curricula with knowledge from the project. Early-stage researchers inspired by the results, will be motivated to remain in EU-research and possibly work in areas that are beneficial for society, BBI, sustainability and innovation.
Other EU-funded projects	MoeBIOS, ReBioCycle, PRESERVE, RECOVER, REFUCOAT, SuperBIO, Open-Bio, BioSTEP, InnoNet, BIOCOMPLACK, CommeBeBiz, AGRIMAX, , Hyperbiocoat, MultiCycle	Cooperation, knowledge interchange and reuse between previous and future projects.

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