LIFE CIRC-ELV

BOOSTING CIRCULAR ECONOMY OF PLASTICS FROM END-OF-LIFE VEHICLES THROUGH RECYCLING INTO HIGH ADDED-VALUE APPLICATIONS

Deliverable D_D1.5.

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Dissemination level		
PU	Public	✓
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Table of Contents

1. Summary and Objectives

The aim of the present deliverable is to summarize the communication and dissemination activities performed during the duration of the project from September 2018 to April 2022).

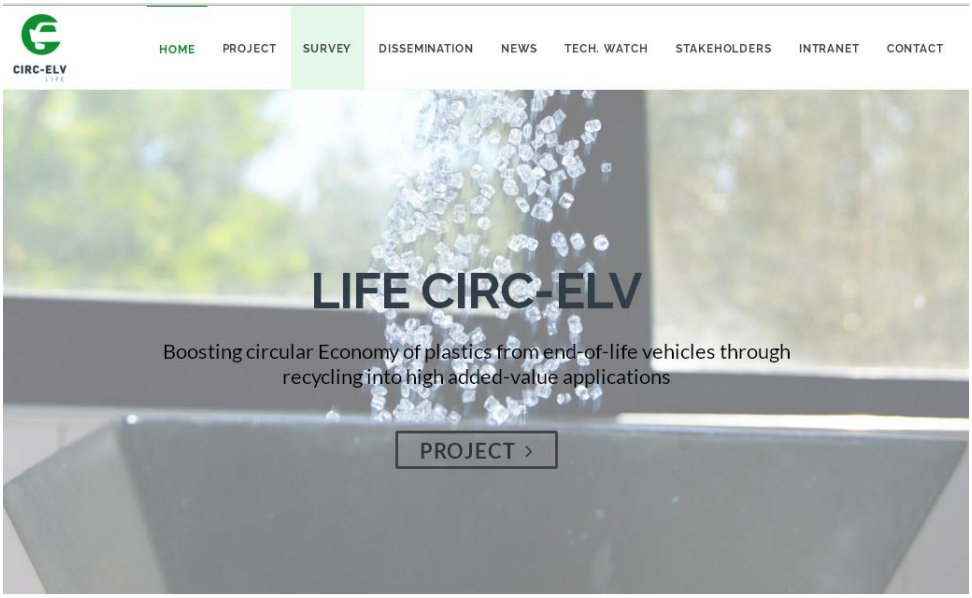
2. Dissemination activities carried out during the project

Since the very beginning of the project, the Consortium members are committed to work on the dissemination of the project. The main efforts were carried out once the first results of the research and development activities were obtained. To be effective, the Consortium has worked hard trying to inform about the project aim and its development to as many people as possible, especially in the end-of-life vehicles treatment sector, as well as in the plastic recycling sector.

The following are the main actions done:

2.1. Website

As stated in the proposal, the project website has been conceived as a link among all partners, and as the most direct dissemination tool for the project, intended to be the natural way of contact with both professional and general audiences. The project website was launched in December 2018 and, since then, has been updated regularly.



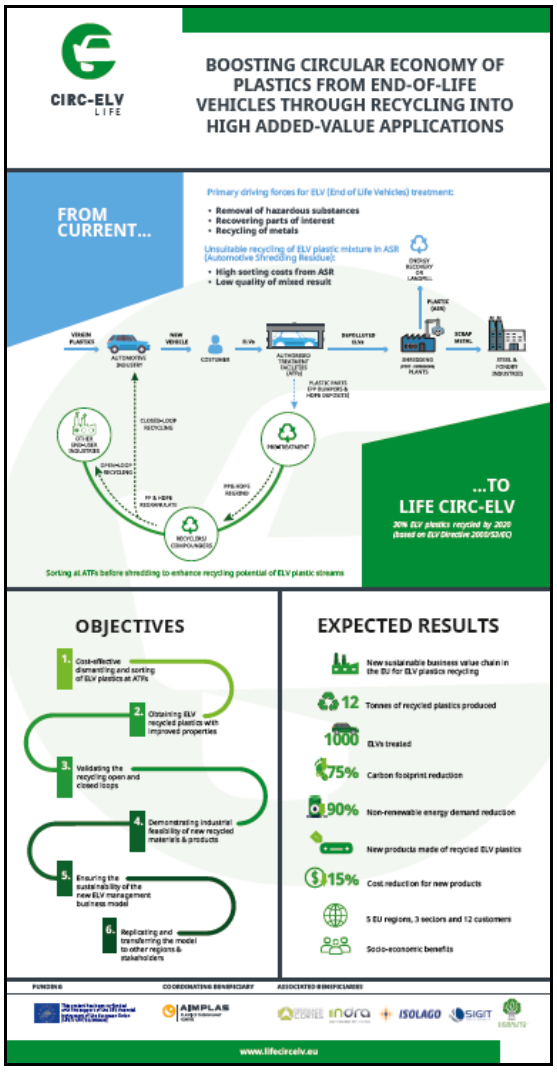
The website has information about the project objectives, the expected results and their degree of achievement, the main dissemination activities, the partners, the stakeholders and includes an intranet that the partners use for exchanging documents and information.

During the progress of the project, it was also decided to include the survey needed for obtaining valuable information for the project.

The project website has been very useful, and the proof is that several e-mails have been received asking for more information, or even asking to become a stakeholder.

2.2. Notice Boards

The Notice Board was designed to describe the objectives of the project. Each partner has produced at least one unit to be displayed at strategic places in the headquarters in their own language.



2.3. Leaflets and Roll-up poster

As included in the project proposal, the consortium designed a leaflet available in the different languages of the project partners (Spanish, French and Portuguese), as well as in English. Each partner produced the amounts considered for handing them out at meetings, fairs, or other dissemination activities they have carried out. For the moment, 1.600 leaflets have been produced in the following languages.

English	Spanish	French	Portuguese
700	900		

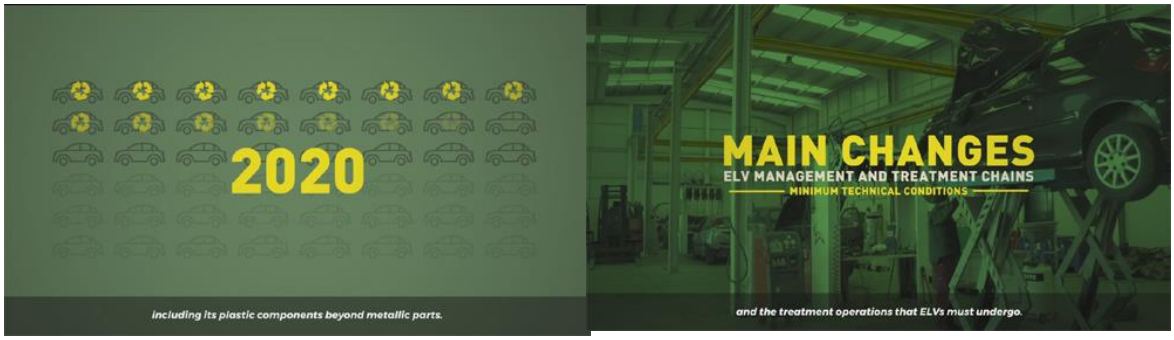
Also, a Roll-up poster has been designed and has been produced by the partners that have needed it for putting it up at fairs or other events.

2.4.Videos

As explained in the project proposal, during the development of the project the consortium has prepared 3 videos that were uploaded to YouTube and other social networks. The content of the videos was set since the beginning of the project and can be seen in the following table:

	Target audience	Duration	Content
Video 1	Anyone	3 minutes	Explain the project to make people aware of the main objectives.
Video 2	Industry (affected sectors), authorities, scientific.	10 minutes	Show the development of the project, the technical issues, the processes followed, etc.
Video 3	Anyone but specially industry (affected sectors), authorities, scientific.	5 minutes	Show the results of the project to invite others to replicate.

The first video was developed with the aim of just explaining what the project will work on and informing about the website to raise awareness about it. The language chosen for the video was English, but it was subtitled to Spanish, French and Portuguese.



https://youtu.be/MxtIAVVyk0Y

This first video, for the moment, is the one with more visualizations (718 in total), since it has been online for about one year. The following table shows the total number of visualizations of the 4 different versions:

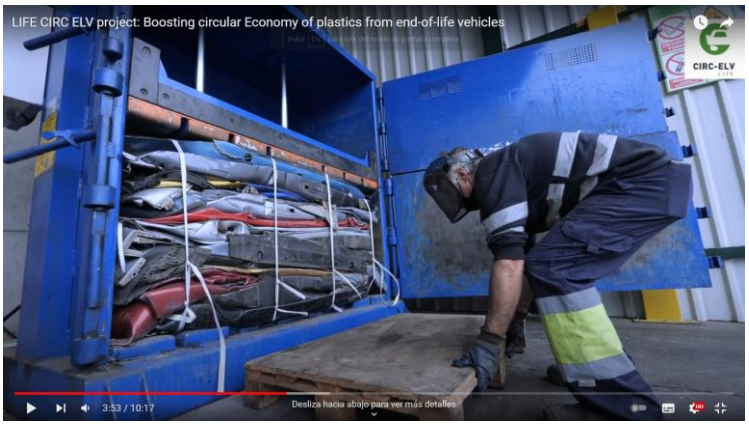
English	Spanish	French	Portuguese
510	140	60	50

The second of the videos was released in February 2022 and was more focused in showing the complete process carried out by the different stakeholders. This video has almost reached 100 visualizations since then and it is expected that this number increase in the next months.

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

The last video developed was intended to explain more in detail the final results and the main findings of the project. The video has very few visualizations because it has

just been uploaded in YouTube and has around 50 visualizations, but it is expected that this will finally be the video with a higher number of visualizations.



https://youtu.be/IuLjXOFIgUs

2.5.Social networks

To help the dissemination of the project, the Consortium decided that it was better to use the different social network profiles of the partners rather than to create a new profile of the project, considering that some of these profiles had already many followers. The following table shows the number of followers that each of the partners have in their profiles:

	Twitter	Facebook	LinkedIn
AIMPLAS	5.580	2.196	
Desguaces Cortés	34	868	
INDRA	71		
ISOLAGO		506	466
SIGIT		198	1.577
SIGRAUTO	1.243		

Each of the partners have posted several communications on each of their profiles. The following are some examples and the table show the total number of communications made by each partner:

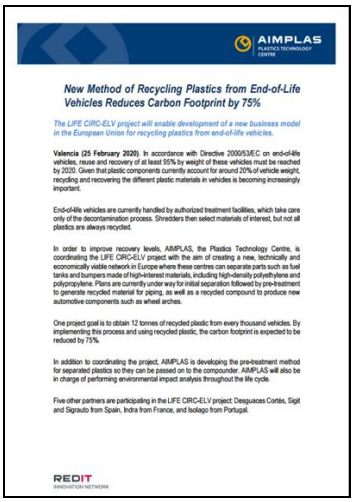
	Twitter	Facebook	Linkedin
AIMPLAS	12	8	
Desguaces Cortés	5	6	
INDRA			
ISOLAGO		4	1
SIGIT		2	4
SIGRAUTO	11		
TOTAL	**28**	**20**	**5**

In addition to these direct communications from the partners, there have been several retweets of many of them and also tweets about the project coming from other entities, some of them with a very big number of followers.

The project has had a good dissemination in social media maintaining a good level of presence in the different social networks during the whole development of the project.

2.6. Press Releases/Communications

During the duration of the project, the consortium has made many efforts to make the project known. One of them has been the preparation of press releases, or the participation in interviews on specialized media. This kind of actions have had a good level of diffusion, since several relevant media - specialized mainly in plastics and waste management, but also some that are read by the general public - have included the content of the press releases.


AIMPLAS

New Method of Recycling Plastics from End-of-Life Vehicles Reduces Carbon Footprint by 75%

The LIFE CIRC-ELV project will enable development of a new business model in the European Union for recycling plastics from end-of-life vehicles.

Valencia (25 February 2020) In accordance with Directive 2000/53/EC on end-of-life vehicles, reuse and recovery of at least 95% by weight of these vehicles must be reached by 2020. Given that plastic components currently account for around 20% of vehicle weight, recycling and recovering the different plastic materials in vehicles is becoming increasingly important.

End-of-life vehicles are currently handled by authorized treatment facilities, which take care only of the decontamination process. Shredders then select materials of interest, but not all plastics are always recycled.

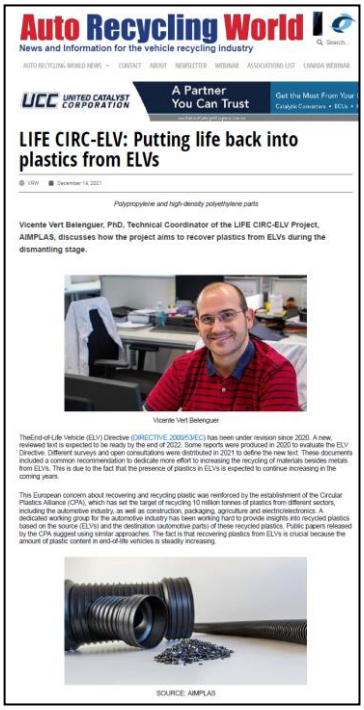
In order to improve recovery levels, AIMPLAS, the Plastics Technology Centre, is coordinating the LIFE CIRC-ELV project with the aim of creating a new, technically and economically viable network in Europe where these centres can separate parts such as fuel tanks and bumpers made of high-interest materials, including high-density polyethylene and polypropylene. Plans are currently under way for initial separation followed by pre-treatment to generate recycled material for piping, as well as a recycled compound to produce new automotive components such as wheel arches.

One project goal is to obtain 12 tonnes of recycled plastic from every thousand vehicles. By implementing this process and using recycled plastic, the carbon footprint is expected to be reduced by 75%.

In addition to coordinating the project, AIMPLAS is developing the pre-treatment method for separated plastics so they can be passed on to the compounder. AIMPLAS will also be in charge of performing environmental impact analysis throughout the life cycle.

Five other partners are participating in the LIFE CIRC-ELV project: Desguaces Cortés, Sigit and Sigrauto from Spain, Indra from France, and Isolago from Portugal.

REDIT


Auto Recycling World

News and Information for the vehicle recycling industry

UCC UNITED CATALYST CORPORATION — A Partner You Can Trust

LIFE CIRC-ELV: Putting life back into plastics from ELVs

Polypropylene and high-density polyethylene parts

Vicente Vert Belenguer, PhD, Technical Coordinator of the LIFE CIRC-ELV Project, AIMPLAS, discusses how the project aims to recover plastics from ELVs during the dismantling stage.

Vicente Vert Belenguer

The End-of-Life Vehicle (ELV) Directive (DIRECTIVE 2000/53/EC) has been under revision since 2020. A new, reviewed text is expected to be ready by the end of 2022. Some reports were produced in 2020 to evaluate the ELV Directive. Different surveys and open consultations were distributed in 2021 to define the new text. These documents included a common recommendation to dedicate more effort to increasing the recycling of materials besides metals from ELVs. This is due to the fact that the presence of plastics in ELVs is expected to continue increasing in the coming years.

This European concern about recovering and recycling plastic was reinforced by the establishment of the Circular Plastics Alliance (CPA), which has set the target of recycling 10 million tonnes of plastics from different sectors, including the automotive industry, as well as construction, packaging, agriculture and electric/electronics. A dedicated working group for the automotive industry has been working hard to provide insights into recycled plastics based on the source (ELVs) and the destination (automotive parts) of these recycled plastics. Public papers released by the CPA suggest using similar approaches. The fact is that recovering plastics from ELVs is crucial because the amount of plastic content in end-of-life vehicles is steadily increasing.

SOURCE: AIMPLAS


bp&r BRITISH PLASTICS AND RUBBER MAGAZINE

AIMPLAS launches LIFE CIRC-ELV to recycle plastics from end-of-life vehicles

by Tom Walker

RSS Print

AIMPLAS has launched its LIFE CIRC-ELV project, with the aim of creating a new technically and economically viable network in Europe where centres can separate vehicle parts such as fuel tanks and bumpers made of high-interest materials such as PE and PP.

One of the goals of the project is to obtain 12 tonnes of recycled plastic from every thousand vehicles, which by implementing the process and using recycled plastic, the carbon footprint is expected to be reduced by 75 per cent.

EUROPEAN PLASTICS NEWS

LIFE CIRC-ELV Project enables EU business models for automotive recycling

RSS Print

In accordance with Directive 2000/53/EC on end-of-life vehicles, reuse and recovery of at least 95 per cent by weight of these vehicles must be reached by 2020.

Economía circular en la automoción

Sigit participa en el proyecto europeo Life Circ-ELV que busca mejorar la gestión de los vehículos fuera de uso obteniendo plástico reciclado de calidad.

mundoPLAST

Productos de plástico con menos emisiones de CO2

El proyecto LIFE CIRC-ELV coordinado por AIMPLAS, ha logrado reducir sustancialmente las emisiones de CO_2 en la fabricación de nuevos productos plásticos para aplicaciones de transporte y construcción.

EQUIPLAST

SOMOS AGENTES DIGITALIZADORES

Último número de la revista

Un nuevo procedimiento para el reciclado de los plásticos de los vehículos fuera reducirá su huella de carbono un 75%

20 minutos — Ciudades Nacional Internacional Deportes Opinion Gente Más

COMUNIDAD VALENCIANA (VALENCIA) ALICANTE CASTELLÓN

Un procedimiento para el reciclado de plásticos de vehículos fuera de uso reducirá su huella de carbono un 75%

Imagen de las balas AIMPLAS

Según la Directiva 2000/53/CE relativa a los vehículos fuera de uso, en 2020...

The level of dissemination of the project on the general media, and even more in the specialized media, has been adequate. During the duration of the project, there have been several communications published by many different media, some of them of great relevance.

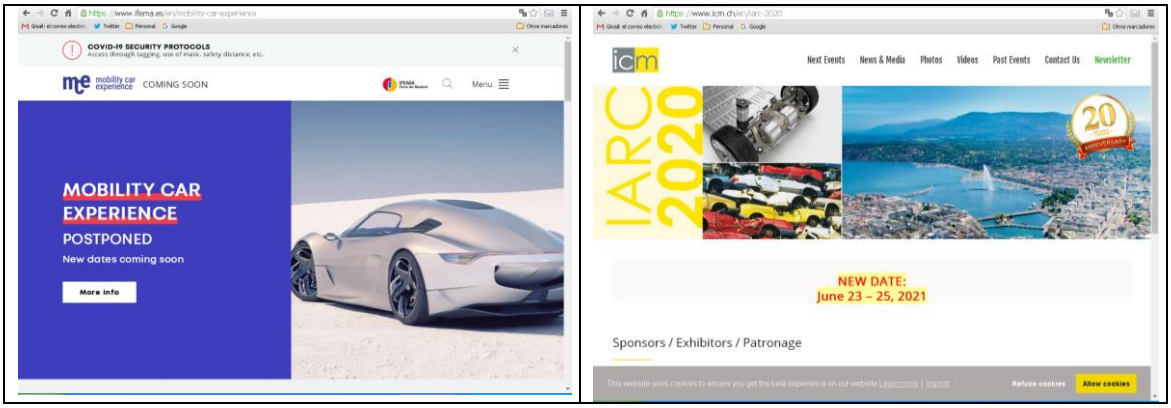
2.7. Events/Fairs

The Consortium has attended and participated in several Workshops and Fairs where the LIFE CIRC-ELV has been presented. The Consortium agreed in using a template that each partner had to fill in and send to SIGRAUTO as responsible of the dissemination of the project. The following list shows all the different activities done by the different partners.

N°	Type of activities	Done by	country	Title	Date	Place	Type of audience	Size of audience	Countries addressed
1	Workshop	SIGRAUTO	Spain	Attendance to the Recuwaste Congress where the CAR MINING Project presented its results	09/10/2018	Mataró (Spain) RECUWASTE Congress www.recuwaste.com	scientific, industry, public authorities, media	126	Europe
2	Workshop	AIMPLAS	Spain	IV Discussion Forum AIMPLAS-CICLOPLAST. Plastics and Circular Economy. Sustainability and Recicling	23/10/2018	Madrid (Spain) https://www.jornadadelplasticosostenible.com/	scientific, industry, public authorities, media	100	Spain
3	Workshop	AIMPLAS	Belgium	Participation at the Coordinators´ Kick-off meeting.	06/11/2018	Brussels (Belgium) http://www.conama2018.org/web/index.php	scientific, industry, public authorities	40	Europe
4	Exhibition / Trade Fair	AIMPLAS	Spain	Participation at the CONAMA 2018-National Environment Congress	26-29/11/2018	Madrid (Spain) http://www.conama2018.org/web/index.php	scientific, industry, general public, public authorities, media	400	Spain
5	Exhibition / Trade Fair	AIMPLAS	Spain	Participation at the ECOFIRA 2018	27-29/11/2018	Valencia (Spain) https://www.nferias.com/ecofira/	scientific, industry, general public, public authorities, media	600	Spain
6	Workshop	SIGRAUTO	Spain	Attendance to the Workshop on Circular Economy in Automotive Sector organized by public authorities	29/11/2018	Valladolid (Spain) http://ctme.es/new/empresa/go/jornada_ecauto/index.shtml	scientific, industry, general public, public authorities, media	70	Spain
7	Workshop	SIGRAUTO	Spain	Presentation at the 4th ASEPA Workshop on automotive good practices	11/12/2018	Madrid (Spain) http://www.asepa.es/images/pdf/lecturas/bpa4-2018.pdf	scientific, industry, public authorities, media	63	Spain
8	Workshop	SIGRAUTO	Spain	Attendance to International Circular Economy Meeting	30/01/2019	San Sebastián (Spain) https://www.gipuzkoa.eus/es/web/multimedia/-/ekonomia-zirkularrari-buruzko-nazioarteko-i-topaketa	scientific, industry, public authorities, media	85	Europe
9	Workshop	AIMPLAS	Belgium	Attendance to the 2019 Circular Economy Stakeholder Platform	6-7/03/2019	Brussels (Belgium) https://circulareconomy.europa.eu/platform/en/2019-circular-economy-stakeholder-conference-success-stories-and-new-challenges	scientific, industry, public authorities	600	Europe
10	Event	SIGIT	Spain	Inauguration of the new plant of SIGIT in Calatayud	29/03/2019	Calatayud (Spain)	scientific, industry, general public, public authorities, media, inverstors, partners	110	Spain
11	Other	DESGUACES CORTÉS	Spain	Visit to Hensel Recycling facilities in Germany	10/04/2019	Germany	industry, general public, customers	45	Spain
12	Exhibition / Trade Fair	AIMPLAS	Netherlands	Attendance to the PRSE- Plastics Recycling Show Europe 2019	10-11/04/2019	Amsterdam (Netherlands) https://www.prseventeurope.com/	scientific, industry, general public, public authorities, media, inverstors, partners	1000	World
13	Workshop	AIMPLAS	Spain	Participation at the Regional Info-day to show the ongoing LIFE projects	07/05/2019	Valencia (Spain) https://europa2020.emprenemjunts.es/?op=14&n=15033	scientific, industry	60	Spain
14	Exhibition / Trade Fair	SIGRAUTO	Spain	Participation at the Barcelona International Motorshow 2019 (Automobile 2019)	09 to 19/05/2019	Barcelona (Spain)	industry, general public, media	2260	Europe
15	Workshop	AIMPLAS	Germany	Participation at the Compounding World Conference 2019	4-05/06/2019	Cologne (Germany) https://europa2020.emprenemjunts.es/?op=14&n=15033	scientific, industry, general public, public authorities, media, inverstors, partners	700	World
16	Exhibition / Trade Fair	AIMPLAS	Spain	Participation at the ECOFIRA 2019	01/10/2019	Valencia (Spain) https://www.nferias.com/ecofira/	scientific, industry, general public, public authorities, media	600	Spain
17	Workshop	AIMPLAS	Germany	Participation at the 2nd annual Vehicle Recycling International Conference 2019	22-23/10/2019	Berlin (Germany) https://bcf-events.com/?iwevent=2nd-annual-vehicle-recycling-international-summit-2019	scientific, industry, public authorities	50	World
18	Event	SIGIT	Spain	Visit of the President of SIGIT to the SIGIT plant in Calatayud	29/09/2021	Calatayud (Spain)	scientific, industry	4	World
19	Workshop	SIGRAUTO	Switzerland	Participation at the International Automobile Recycling Congress (IARC 2022)	23 and 24 June 2021	Geneva (Switzerland)	scientific, industry, general public, public authorities, media	500	World
20	Exhibition / Trade Fair	SIGRAUTO	Spain	Participation at the Barcelona International Motorshow 2021 (Automobile 2021)	30/09 to 10/10/2021	Barcelona (Spain)	industry, general public, media	3000	Europe

As already explained, even if there were many events and fairs identified and that the consortium had agreed to participate, many of them were cancelled or delayed. Just as an example, in the case of SIGRAUTO, in May 2020 it was expected that the Madrid Motor Show take, a great opportunity to disseminate the project (as it was proven on the Barcelona motor Show on 2019 and in 2021 where SIGRAUTO had a stand) but it was indefinitely delayed. The same happened with the 2020 International Automobile

Recycling Congress IARC 2020 that was postponed twice until it was finally held in September-October 2021.



In any case, the Consortium continued trying to be present in any of this face-to-face event, as well as in many others that changed their format and were held online.

2.8. Technical Workshops

The proposal included the organization of 2 technical workshops which were mainly focused on transfer all the knowledge obtained during the project to other companies, both in the end-of-life treatment sector and the plastic recycling sector, as well as to authorities or other stakeholders from other sectors that could be interested in the results of the project.

The Consortium decided to organize one workshop addressed mainly to Authorized Treatment Facilities (ATFs) to inform about the different technical options for extracting bumpers and fuel tanks from ELVs and about the economic balance at the ATF stage. Another one was addressed mainly to compounders, recyclers, plastic parts manufacturers, authorities, etc. to inform about all the technical, economic, and regulatory findings obtained during the project.

This first Workshop, addressed to Authorized Treatment Facilities, took place on March 21st and was held in the facilities of INDRA, where ATFs got to know the lessons learned about the separation of plastic parts at the dismantling stage. There were 233 attendants from 112 companies, mostly from France.

The Workshop addressed to compounders, recyclers, plastic parts manufacturers, authorities, etc. was organized by SIGRAUTO, that decided to hold it on an online format considering the sanitary situation. The Workshop took place on April 26th, 2022, and there were 50 attendants from many different countries. The program of the Workshop covered all the aspects of the project (see figure below), and all the interventions of the speakers are available at the project website.

CIRC-ELV LIFE

LIFE CIRC-ELV DEDICATED EVENT
April 26th 2022
PROGRAM

9:00	**WELCOME & LIFE CIRC-ELV PROJECT PRESENTATION** • *Vicente Vert* – LIFE CIRC ELV Project Coordinator.
10:00	**TECHNICAL LESSONS LEARNED DURING THE PROJECT** *- ASPECTS TO BE CONSIDERED WHEN EXTRACTING BUMPERS AND FUEL TANKS FROM ELVS* • *Cristina Cortés* – Desguaces Cortés. *- FINDINGS AT THE COMPOUNDING STAGE* • *Cidália Paula* – ISOLAGO. *- PRODUCING A CAR PART FROM RECYCLED PP OBTAINED FROM ELVS* • *Pablo Rodríguez* – SIGIT. *- PIPE PRODUCTION FROM RECYCLED HDPE OBTAINED FROM ELVS* • *Cidália Paula* – ISOLAGO.
11:00	**QUESTIONS**
11:15	**BREAK**
11:45	**ENVIRONMENTAL AND ECONOMIC LESSONS LEARNED DURING THE PROJECT** *- ENVIRONMENTAL BENEFITS OF LIFE CIRC-ELV MODEL (LYFE CYCLE ANALYSIS)* • *Vicente Vert* – AIMPLAS. *- ECONOMIC BALANCE MAIN PARAMETERS AND BUSINESS MODEL* • *Nicolas Paquet* – INDRA .
12:45	**QUESTIONS**
13:00	**REGULATORY ASPECTS THAT NEED TO BE ADDRESSED** • *Manuel Kindelan* - SIGRAUTO.
13:15	**CLOSING REMARKS** • *Vicente Vert* – LIFE CIRC ELV Project Coordinator.

3. Conclusions

The dissemination of the project has been carried out in a more than satisfactory way so far even despite the crisis of COVID-19.