

OPTISOCHEM

“OPTimized conversion of residual wheat straw
to bio-ISObutene for bio based CHEMicals”

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Document Abstract

The project Optisochem is a research and innovation project funded by the European Union and focusing on the valorization of agricultural residuals, wheat straw and potentially other residuals of cereal production, into existing mass-market chemicals and products, such as lubricants, rubbers, cosmetics, plastics and solvents.

This deliverable describes completed and planned communication activities performed by the partners for the project Optisochem. The main focus of communication actions to date has been to create the visual identity of the project, present its objectives and set up the communication materials to prepare for larger impact diffusion related to project's achievements, leveraging on the partners' existing communication capabilities.

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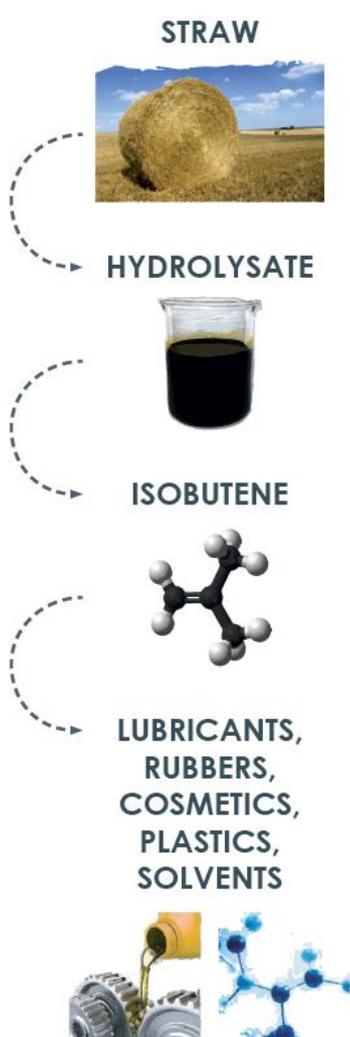
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Abbreviations

TO BE USED IF NECESSARY

Introduction



The project Optisochem is a research and innovation project funded by the European Union and focusing on the valorization of agricultural residuals, wheat straw and potentially other residuals of cereal production, into existing mass-market chemicals and products, such as lubricants, rubbers, cosmetics, plastics and solvents.

European citizens generally have a very positive attitude towards the bioeconomy and particularly on the usage of residual biomass, as confirmed for example by the EU-funded RoadToBio project. However, the availability of biobased products remains currently limited and some citizens perceive that the properties of biobased products don't match their petro-based equivalents. European citizens are also insufficiently aware of the benefits of the bioeconomy for the environment, job creation and economic growth.

The project aims to create a new value chain from residual biomass to existing commodity products, and focuses on unlocking two technical bottlenecks using disruptive technologies in the biotechnology, chemistry and engineering fields. Namely, the partners are developing processes (i) for the conversion of wheat straw into hydrolysate (Clariant), then (ii) fermentation of hydrolysate into isobutene, a platform chemical (Global Bioenergies), with the support of IPSB and TechnipFMC for the engineering. The conversion of renewable isobutene into drop-in renewable materials, to be used in lubricants, rubbers, cosmetics, plastics and solvents, will be performed by Ineos. This new value chain is expected to enable a significant contribution to the bioeconomy in Europe.

The partners are willing to create public awareness on this breakthrough value chain, leveraging on their communication capabilities. The initial focus is on the presentation of the project objectives. As the project advances, communication will progressively shift towards technical and scientific results, materials production and validation, as well as key figures on environmental, social and economic benefits, that will be assessed by the Johannes Kepler University of Linz.

This report focuses on completed and planned communication activities performed as part of the Optisochem project. Communication targets general public awareness of the project. Dissemination, which targets professional audiences, isn't discussed in this public report.

1. Communication strategy and objectives

1.1. Objectives

Communication has different general goals related to different target groups. It aims:

- To be the main interface between the project and the outside world, academics, industrials, investors playing a role in the value chain of the bioeconomy.
- To make the project work widely known, establishing links with related ongoing research initiatives.
- To set the foundations for future commercial exploitation and opportunities.

1.2. Stakeholders

Dissemination should be tailored to different stakeholders. The OPTISOCHEM partners will adapt their contents, using different language register (more or less formal, complex, or specialized, for example) and different means of communication (website, newsletters, press, printed resources like leaflet and posters, scientific publications etc.) depending on the defined targets. The consortium will communicate and disseminate non-confidential results to the Research, Industrial and Public communities.

The key communication and dissemination stakeholders of OPTISOCHEM project are listed below:

- Biomass suppliers (agricultural cooperatives, state agencies, farmer unions, farmers).
- Potential customers of OPTISOCHEM products
- Investors for a production Joint Venture
- General Public and consumers
- The scientific and technical community

Biomass suppliers

The potential biomass suppliers of agricultural residuals for future plants are an important target of communication activities. They are diverse: from individual farmers to agricultural cooperatives as well as State agencies. They will be key suppliers of raw materials to the plants and the exchange with them on logistics and straw quality will be determinant for the industrial deployment.

Potential customers of OPTISOCHEM products

Potential customers of OPTISOCHEM products are industrial companies involved in the lubricants, rubbers, cosmetics, plastics and solvents businesses. The goal is to create links with the value chains of the different applications, from intermediate components manufacturers and blenders to brands. The objective is to validate with them that the properties of the products are matching the quality of existing materials (drop-in products).

Investors for a production Joint Venture

Potential investors for a production Joint Venture may be part of the categories above (biomass suppliers or industrial customers with dedicated investing capabilities) or dedicated investment funds, such as agricultural funds.

General Public and end consumers

Generating an interest in the development of the bioeconomy will be important as the general public corresponds also to end customers of the final products which can be derived from OPTISOCHEM. The preferences of end customers directly impact brands.

The scientific and technical community

Results not covered by IPR will be presented at international conferences and in journal papers. Some methodological and applied research results and new findings will be disseminated through university courses and post- graduated program activities.

1.3. Communication activities towards stakeholders

Events or media	Communication power	Responsible Partners	Anticipated contribution	Frequency
Biomass suppliers (agricultural cooperatives, state agencies, farmer unions, farmers)				
Press activities	Biomass suppliers will be reached through articles and interviews in the relevant professional press. Invitation of journalists to the Clariant demo plant, regular follow-up with journalists by sending press releases to journalists. Organizing interviews with journalists. Concerned journals e.g. "Biomass and Bioenergy"	Clariant, Global Bioenergies	Demo plant visit Press releases	once per year 2 per year
Speaking at conferences	Speaking role at relevant professional conferences for biomass suppliers, such as "European Biomass Conference & Expo"	Clariant	Conference presentations	2 per year
Potential customers of OPTISOCHEM products				
Industry events, conferences,	The Dissemination and Communication Team has already identified relevant events, trade shows and conferences for the bio-based industry. The team will potentially identify more relevant events throughout the project, will proactively pitch for speaking opportunities for the project partners at these events (cf. list at the end of chapter).	Clariant, Global Bioenergies, Ineos	Conferences	4/year
Investors for a production Joint Venture				
Direct face to face meetings	Investors may be reached out on the occasion of events, conferences, trade shows and exhibitions as well as through press release and project website. Additionally, a dedicated approach will be performed to identify and reach individually investors with a specific interest for the technology	Clariant, Global Bioenergies	Dedicated presentations	Ongoing

General Public and end consumers				
Press releases	Press releases will be prepared and distributed to all partners communication department at each great achievement of the project for distribution to their usual communication target. Communication power evaluated at 2,000 readers per press releases.	Global Bioenergies	Press releases	2/year
Project website	A public project website has been set-up and will be updated with project information and main non-confidential results.	All partners	Project website	2 updates /year
The scientific and technical community				
Conference and exhibitions, scientific journals	The Dissemination and Communication Team will also be responsible for the dissemination of project activities, developments and results within the scientific community of industrial biology and petrochemicals. Therefore, relevant scientific contributions will be placed in scientific journals, and presentations and posters at scientific conferences will be used in order to disseminate the project results to the relevant scientific community. All project partners will be asked to identify relevant conferences and exhibitions and scientific journals where project results can be disseminated to the applied research and scientific community.	Global Bioenergies, Clariant, Johannes Kepler University	Posters and Presentations And articles	Appropriately

Events, conferences, trade shows and exhibitions

The partners have identified the following events, which gather a wide and mixed public, including European policy makers, politicians, CEOs from stakeholders of the sector of Europe’s bioeconomy, academic scientists, researchers, industrials and public agencies from across the biorefinery sector:

- AICHEMA
- Biobased Chemicals: Commercialization & Partnering Conference
- Bio International Convention
- BIO World Congress on Industrial Biotechnology and Bioprocessing
- Deutsche Biotechnologietage
- European Biomass Conference & Expo
- European Congress of Applied Biotechnology
- European Forum of Industrial Biotechnology (EFIB)
- Forum Life Science 2017
- Global Bioeconomy Summit
- International Bioenergy & Bioproducts Conference
- International Biomass Conference & Expo
- IFIB

- Nature.tec - International Green Week
- Plant-Based Summit
- Polymeric Materials via BioMass

2. Communication tools

2.1. Website and visual identity

A website has been created to allow the public to discover in more details the Optisochem project and to communicate on the public deliverables. The website can be accessed at www.optisochem.eu or via scanning a QR code. A logo has been chosen by the partners, as well as a visual identity, to convey the messages of sustainability and innovation.

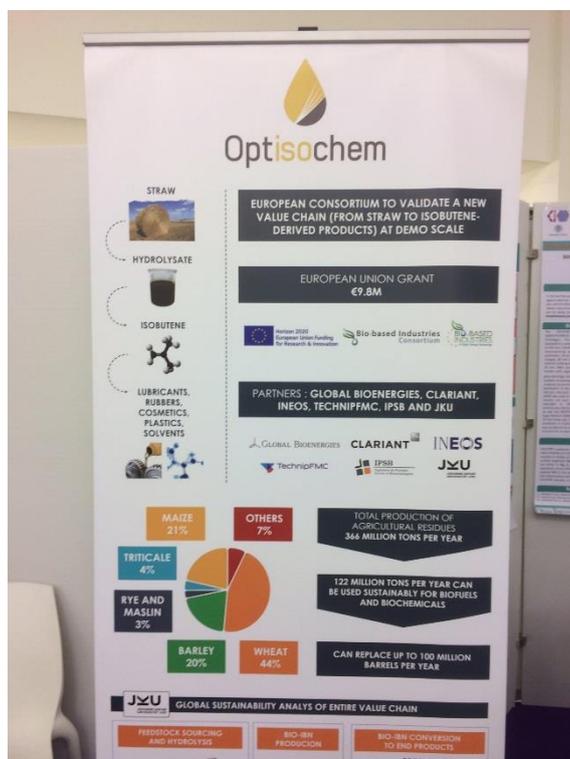


The website displays 5 types of contents:

- An image slider with the news presenting the latest events related to the project, such as the latest results, the latest meetings, the latest publications, newsletters with related photos. The previous news will be displayed at the bottom of the website in the “News” section;
- The abstract and the objectives of the project as described in the grant agreement;
- The results of the project as the project evolves and produces tangible outcomes (products, publications etc.);
- The partners’ information with a main contact person who can be directly contacted. Besides, a map showing where all the partners are located allows a good geographical representation of the consortium;
- A graph-chart displaying public financial information about the project and a timeline showing the progress of the project;
- A storage place displaying public documents such as the public deliverables, presentations etc.

Google analytics service will be used to provide statistics on the number of visitors and geographical locations.

For the participation to conferences and events, a roll-up and a flyer have been created. A dedicated template has been created for slides to be disclosed by the partners when presenting the project.



As the project advances, communication materials (slides, flyers, roll-up, etc) will be updated. Additionally, it is expected that material and product samples, when available, will complement flyers and roll-up to support communication at events and conferences.

The information accessible on the website will be enriched during the project by public deliverables. Visuals will be created to communicate on main key figures and findings, in order to convey messages in an attractive way, which can be easily understood and shared through social media. Key figures include for example the elements on environmental, social and economic benefits, that will be assessed by the Johannes Kepler University of Linz. This will help to create interest from part of the audience to find further details in the public deliverables reports.

2.2. Press releases and social media

For main announcements on the project, press releases by the partners represent a preferred way to reach a broad audience, as the partners can leverage on their visibility and existing audience. Press releases are emailed by each partner to thousands of contacts, published on partners' websites and disseminated by each partner through social media. Press releases are covered by web journals and paper journals following the partners.

The first press release announcing the project (05/09/2017) was published by the partners. The press release was shared on social media: Twitter (5119 prints, 11 retweets) and LinkedIn (9435 prints, 74 shares). As the project advances, it is expected that press releases will be used when

significant achievements can be disclosed to the public and enable to reach thousands of “followers” of the partners. Also, the partners will communicate on the project in social media on a regular basis, for example on Twitter using the #Optisochem hashtag.

Significant achievements to be communicated by a press release include the first production at demonstration scale of straw-based isobutene in Global Bioenergies’ demonstration plant in Leuna and the first production of straw-based isobutene materials by Ineos. As an example, the press release announcing the first production of straw-based isobutene in Global Bioenergies’ pilot plant in Pomacle (28/09/2016), earlier than the Optisochem project, generated 3014 prints on Twitter and 599 prints on LinkedIn.

As an example of the impact which can be expected from leveraging on the existing communication capabilities of the partners, a video published by Global Bioenergies related to the first car driven on 34% biobased gasoline (10/04/2018) had close to 300 000 views on YouTube in the French version and 140 000 views in the English version, and 210 000 views on Facebook. It is expected that such a large impact can only be achieved from the communication on a significant achievement with attractive communication tools such as a video. Additional examples from the other partners of the project are a video published by Clariant on its Sunliquid process to make advanced ethanol (08/02/2013) had 21 000 views on YouTube, and a video published by Ineos on “[Ineos chairman] Jim Ratcliffe's vision for 2018: Ineos Oil & Gas and an uncompromising offroader” (09/03/2018) had 60 000 views on YouTube.

2.3. Interviews and publications in journals

An article on the project with an interview of Bernard Chaud, the project coordinator, was published by Horizon magazine, the EU Research & Innovation magazine. As the project advances, it is expected that new interviews will be given to other journals specialized in innovation, bioeconomy, materials and chemicals. The partners will actively pursue such interviews.

An article mentioning the OPTISOCEM project was written by Global Bioenergies and published in the French journal IAA (*Industries agro-alimentaires*), a journal targeting agricultural cooperatives and food industries in France. This represents an opportunity to directly communicate with potential biomass suppliers.

Additionally, for scientific results resulting from the project, publication of the results in high impact factor journals will be stimulated in direction of professional audiences, taking care of intellectual property rights issues.

2.4. Video

A video of the project is in preparation and is expected to be released by end of 2018 / beginning of 2019. It will present each partner, the objectives of the project and the main achievements. This video will represent an important communication tool, which will be used in the website and disseminated through social networks (Twitter, LinkedIn, Facebook).

3. Communication monitoring

3.1. Communication targets

The following table lists the initial targets given for objectives at the beginning of the project.

Activities	Indicators for measuring the effectiveness of the approach	Targets set by the Project
Publications	Number of articles and interviews in relevant press	5/year
Public events/ Conferences	Number of participations to conferences	5/year
Press releases	Number of press releases	2/year
Workshops	Number of workshops organized	4

3.2. Communication activities follow-up

There will be a follow up of the dissemination activities using the following table:

Type of activity (event, publication, ...)	Partner	Date and place	Audience (type, size, country)	Material	Contact

Conclusion

Specific activities have been initiated with each identified stakeholder category and will be monitored during the project.

For the general public and potential end consumers of OPTISOCEM products, the goal is to reach a large audience. The main focus of communication actions to date has been to create the visual identity of the project, present its objectives and set up the communication materials to prepare for larger impact diffusion related to project's achievements. The combination of a content (significant news on the project), an attractive communication tool (video) and a large audience channel (social media) is expected to result in the largest impact in terms of number of viewers.