OPTISOCHEM

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

Grant Agreement n° 744330
Research and Innovation Project

Deliverable D6.1 –
Communication and dissemination materials

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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 the communication and dissemination materials used at this stage of the project: website and visual identity, slides, flyers, roll-up. A detailed description of communication activities is presented in the public deliverable D6.3.

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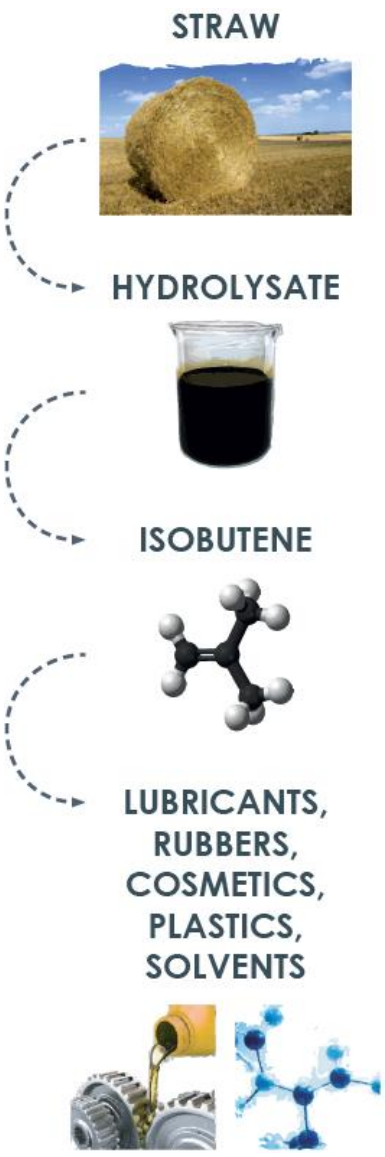
Abbreviations

None

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.

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.

This report describes the communication and dissemination materials prepared at this stage of the project. A detailed description of communication activities in relation to these materials is described in public deliverable D6.3 “First completed and planned communication activities”.

1. Online materials: website and visual identity

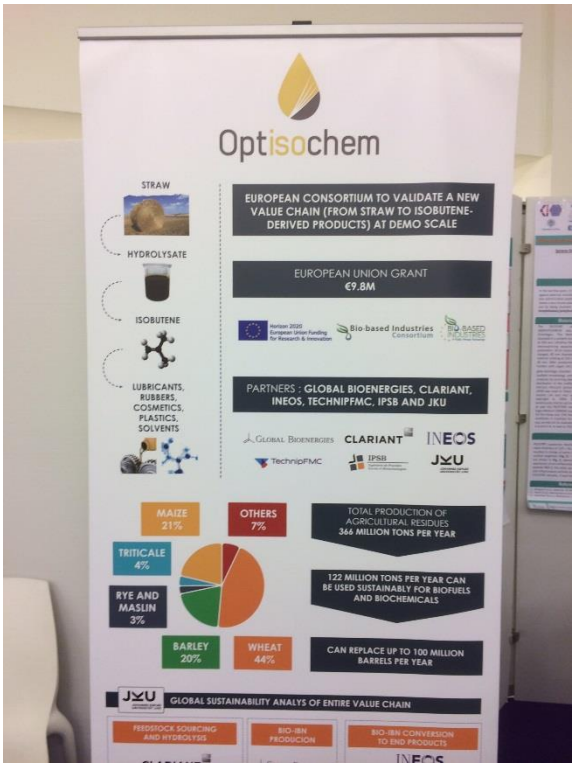
A website has been created to allow the public to discover in more details the Optisochem project and to communicate on the public deliverables. The website can be accessed at www.optisochem.eu or via scanning a QR code. A logo has been chosen by the partners, as well as a visual identity, to convey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

2. Communication and dissemination materials related to events and conferences

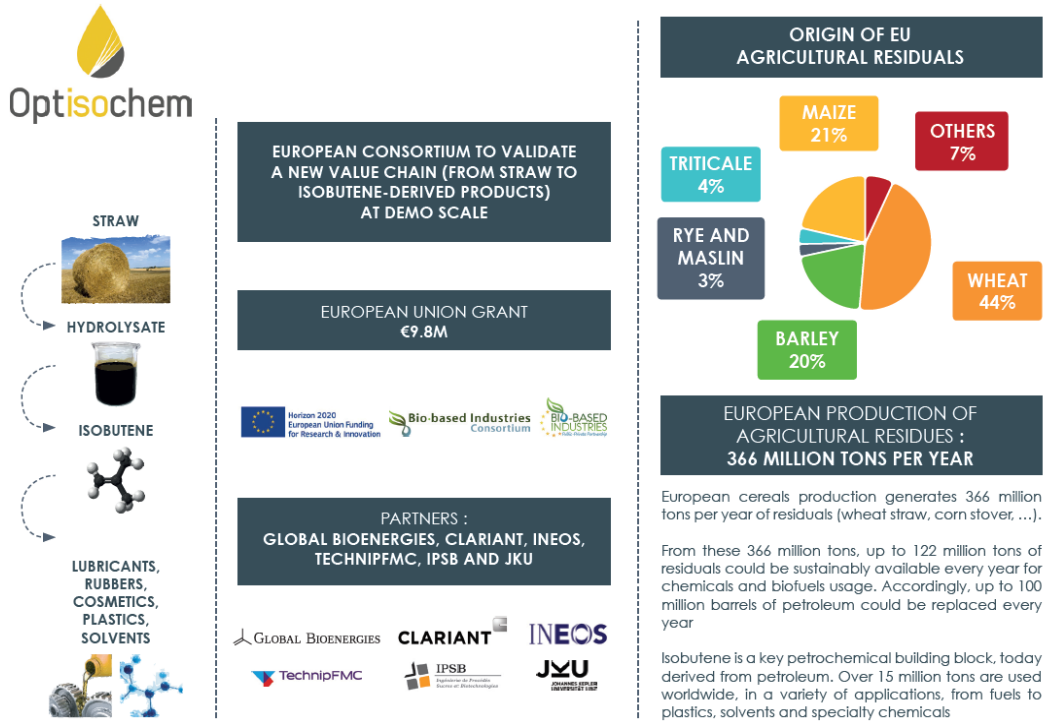
For the participation to conferences and events, a slide deck, a roll-up and flyers have been created.

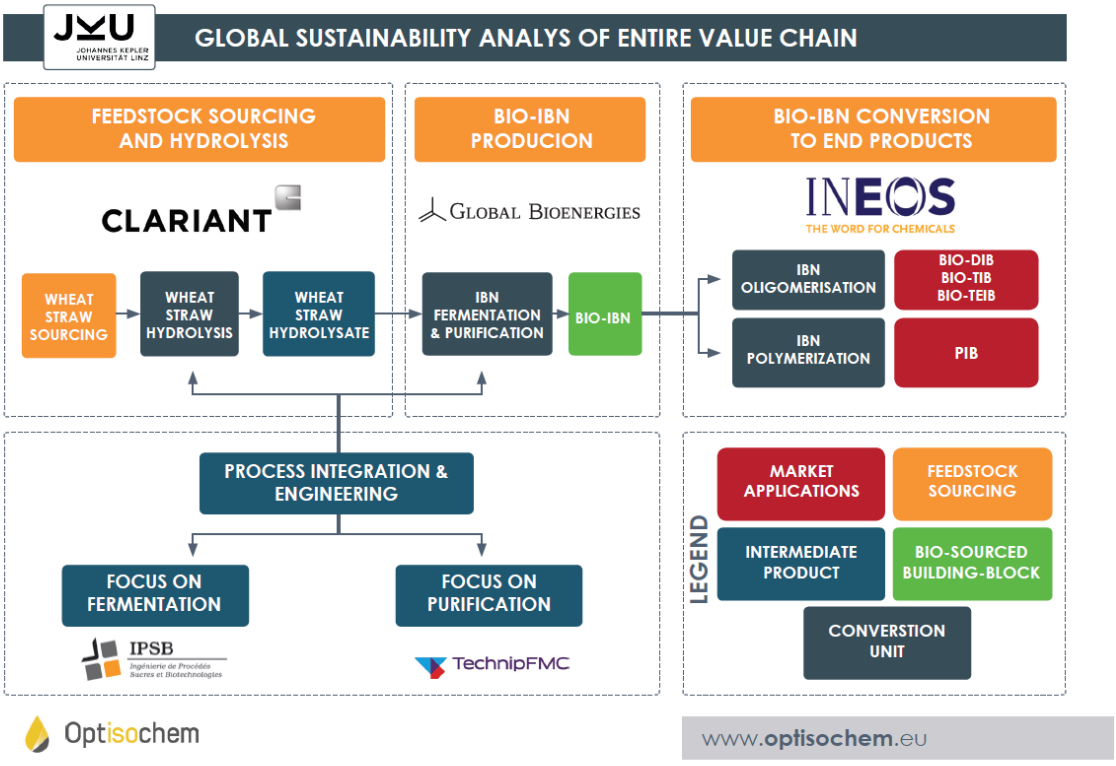
2.1. Roll-up

Two versions of the roll-up exist: one in English and another one in French.

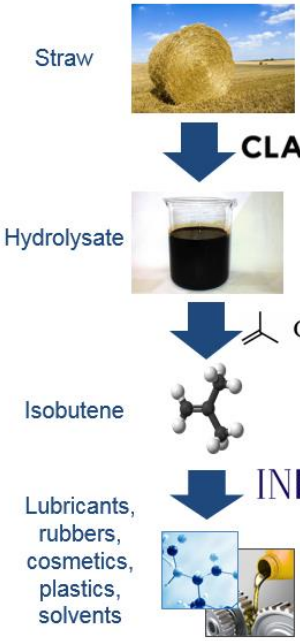


2.2. Flyer template





2.3. Slide deck



- European consortium to validate a new value chain (from straw to isobutene-derived products) at Demo scale
- European Union grant: €9.8m

Horizon 2020 European Union Funding for Research & Innovation

Bio-based Industries Consortium

BIO-BASED INDUSTRIES Public-Private Partnership

- Partners: Global Bioenergies, Clariant, Ineos, TechnipFMC, IPSB and Energie Institut (JKU)

GLOBAL BIOENERGIES CLARIANT INEOS TechnipFMC IPSB ENERGIE INSTITUT

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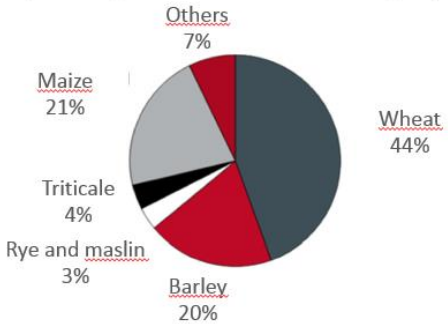
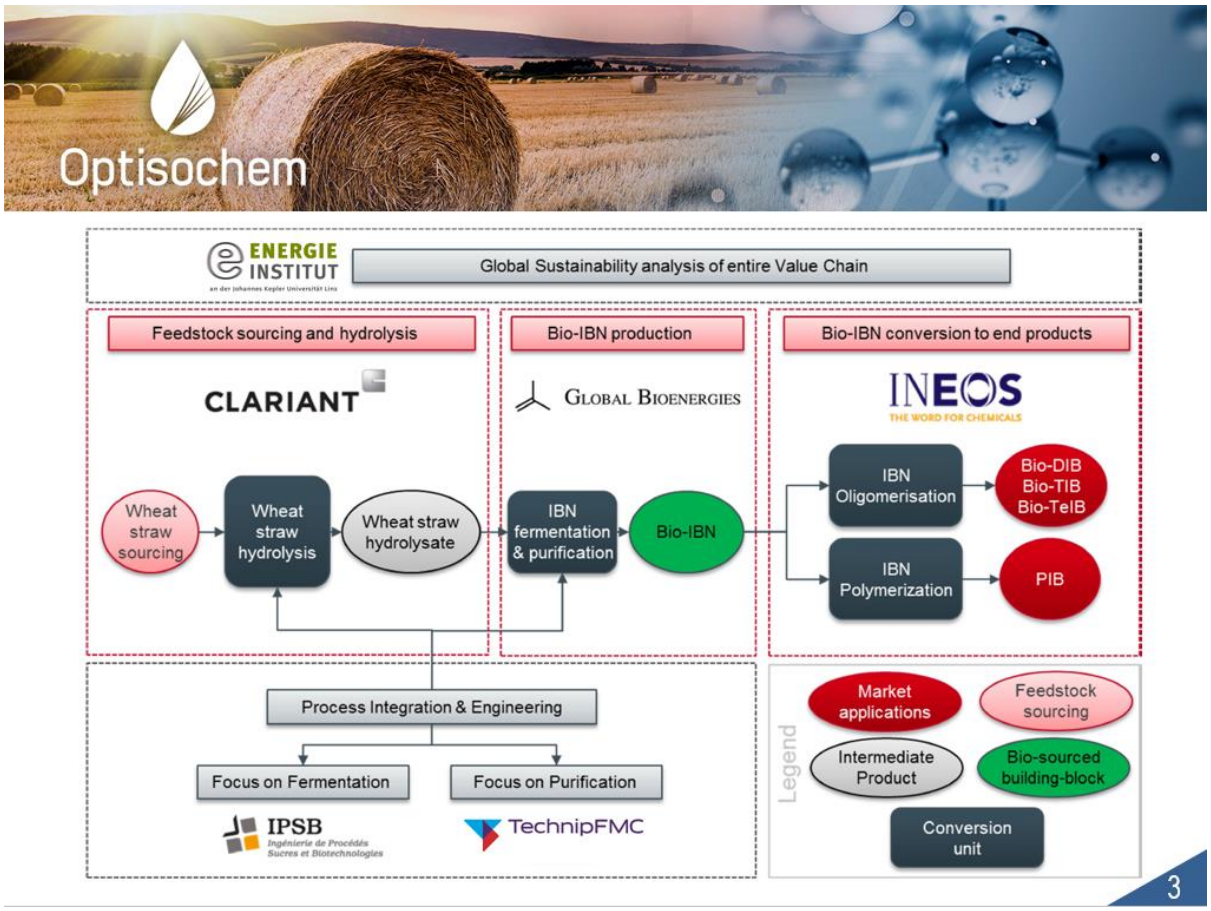
European agricultural residuals origin (2014)



European production of residuals: 366 million tons

- European cereals production generates 366 million tons per year of residuals (wheat straw, corn stover, ...).
- From these 366 million tons, up to 122 million tons of residuals could be sustainably available every year for chemicals and biofuels usage. Accordingly, up to 100 million barrels of petroleum could be replaced every year
- Isobutene is a key petrochemical building block, today derived from petroleum. Over 15 million tons are used worldwide, in a variety of applications, from fuels to plastics, solvents and specialty chemicals

2



Conclusion

Communication materials have been used during several events and conferences in order to raise awareness among the different target audiences. In line with the results which will be obtained from the project, existing communication materials will be updated. Additional communication materials will be released. A video of the project is in preparation and is expected to be released at the beginning of 2019. Details on communication activities are available in the public deliverable report D6.3 “First completed and planned communication activities”.