



D8.1 Communication Package

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List of Abbreviations and Acronyms

D	Deliverable
PDEC	Plan for Dissemination and Exploitation of Results and Communication Activities



1 Executive Summary

This Deliverable D8.1 'Communication Package' of Work Package 8 is designed as an overview about available materials and shall further serve as a handbook for all project partners to maintain a corporate identity within the CIRCULAR FoodPack project. It is embedded in the overall strategy of Deliverable D8.2 'Plan for Dissemination and Exploitation of Results and Communication Activities (PDEC)'.

This present document encompasses the description of the established corporate identity guidelines, printed promotional materials, online communication tools, press releases, as well as external and internal templates.



2 Introduction

Most plastic food packaging is made of complex multi-layer and multi-material structures. Depending on the requirements of the packaged goods, at least seven layers are combined in a single film. However, such film structures cannot be reliably sorted and efficiently recycled by state of the art processes. With two million tons of multilayer-composites for food packaging annually, the material streams targeted by CIRCULAR FoodPack are significant and accordingly a huge impact within the EU packaging sector is expected. CIRCULAR FoodPack is focused on the production of high-quality recycled Polyethylene, using Sensor-Based-Specification (SBS) and Tracer-Based-Sorting (TBS), deinking and thermally assisted deodorization as well as solvent-based or mechanical recycling processes. Innovative designs of recyclable and food-safe mono-material laminates will enable the re-use of plastics in high-value film applications, with up-coming food packaging marking with deinkable tracers. This allows for a future circular economy of food packaging. A thorough social and environmental impact analysis, as well as a market and consumer needs assessment will accompany the developments to set up a competitive business model.

In order to most effectively communicate the project and its results to relevant stakeholders, the public and within the clusters (such as the Plastics Circularity Multiplier Initiative), this Deliverable (D8.1) of Work Package 8 'Communication Package' will serve as a handbook for all project partners to maintain a corporate identity within the CIRCULAR FoodPack project. It provides an overview about the available promotional materials and tools that will be used by the project consortium to communicate and disseminate the project and its results. All materials displayed in this report are available to all project partners anytime on the internal web-based project management platform EMDESK (cf. D1.1). Their nature and usage will be described in the following chapters. Additionally, the materials will be available to the public through the project website in the [Media Centre](#). All communication actions regardless of the material used will contribute to raise awareness on the CIRCULAR FoodPack project and its achievements, as well as on Circular Economy in the European Union. The information will be shared through three different communication channels:

- I. Printed information material: Creation and distribution of communication materials (roll-up banner, leaflet)
- II. Online communication: News on the project website, posts on social media accounts (Twitter, LinkedIn), online newsletters, project video
- III. Conferences, workshops and networking events to promote the project, its key objectives and results

All three points shall be addressed in the following chapters in relation to the available communication materials. The detailed communication and dissemination strategy will be included in Deliverable 8.2. 'Plan for Dissemination and Exploitation of Results and Communication Activities (PDEC)' that is due in month 4 (September 2021). Therefore, both documents serve the project consortium as an overview of the available materials and their application to promote the project.



3 Corporate Identity

In order to develop a project-brand identity, BayFOR together with its graphic designer developed visual identity guidelines for the project, including the project logo (cf. Figure 1) and design. This so called style guide was distributed to all beneficiaries. All versions of the logo in different formats (.svg, .eps, .jpg, .png) and the style guide are available on EMDESK and can be accessed anytime.



Figure 1: coloured CIRCULAR FoodPack Logo

The figurative mark represents the circular economy idea of a circle and infinity. It is symbolic for the three demonstration of cases to be developed within CIRCULAR FoodPack. The colours are representative for the circular economy sector, and blue is furthermore used by many project partners for their corporate identity. The three identifying colours of the project green and light and dark blue (cf. Figure 2 for the respective colour codes) shall be used consistently in CIRCULAR FoodPack material and communication to establish a corporate identity with a recognition value. All colours may be applied in the transparency grades of (20%,) 40%, 60% or 80%.

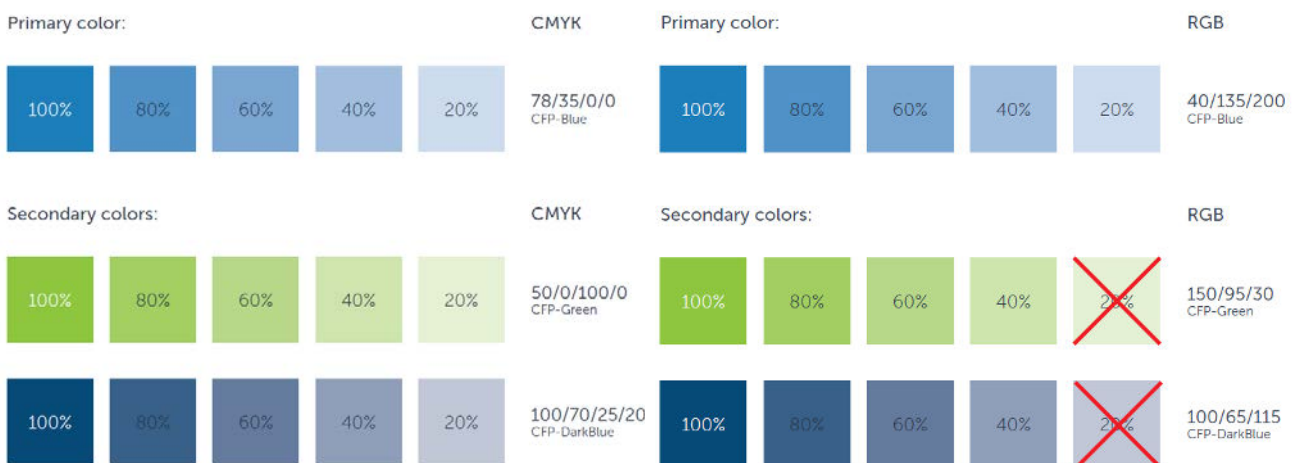


Figure 2: Colour codes (RGB, CMYK) of the CIRCULAR FoodPack colours

For specific publications, the logo is also available in black or white and also with varied location of the figurative mark, e.g. for narrow media. If necessary and suitable, the coloured figurative mark of the logo may be used solely, but has to be accompanied with explanatory text. To maintain brand identity, all output documents will be published in the font *Raleway* for digital and the font *Museo Sans* for printed materials.

4 Printed information material

For the best possible promotion of the project and its results, printed information materials are available to all Beneficiaries to be handed out at dedicated events. This encompasses printed flyers and project roll-ups. Both materials are ready for use in printed and digital form. The content and design of the flyer and the roll-up were distributed to all beneficiaries for feedback before publication. They are further accessible on the project's website in the [Media Centre](#). If relevant, the project partners may translate the materials into their national languages and publish them after approval by the Coordinator as well as by the Dissemination and Communication Manager. Whenever possible, the consortium will use recycled materials and commits to a low resource consumption policy to contribute to a circular economy in line with the CIRCULAR FoodPack goals. Furthermore, all communication activities will acknowledge the EU funding as follows, if appropriate the text can be shortened for social media activities with character limits:



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4.1 Flyer

The CIRCULAR FoodPack flyer with six pages in DIN long format (99 mm x 210 mm) is available in English (cf. Figure 3+4). It will be handed out at relevant conferences and workshops to interested stakeholders. It shall give its readers a good understanding of the project's objectives, its innovative Tracer-Based-Sorting, optimised recycling process, the packaging design for circularity, and the benefits which derive thereof for the European Society. To avoid unnecessary printing in view of COVID-19 restrictions on events and to save valuable resources, just 1,500 flyers are printed and sent to all project partners. Reprinting will be issued once needed on time. The flyer is printed CO₂ neutrally with eco-friendly print on recycled paper by printing company from Munich, Germany and sent to BayFOR for low first-level transport from the printing company.



CIRCULAR FOODPACK

Key accelerator in the transition of the packaging industry to a circular economy

CIRCULAR FoodPack provides significant advances in food-compliant recycling with high impacts on all stakeholders along the plastics value chain as well as on the society and the environment. In order to achieve the key impacts, the concept and approach are centered on the involvement of all the actors.

The project creates structured knowledge and standardisation by providing technological and product innovations, which will be moved further towards market maturity.

Key impact and benefits

- ➊ Increased recovery and sorting purity of newly designed and tracer-marked food-grade packaging items
- ➋ Increased recycling of plastics from flexible multi-layered packaging materials
- ➌ Reduced use of virgin plastics and reduced volume sent to landfill and incineration
- ➍ Enabling the circular design of flexible packaging products currently made of multi-layer materials
- ➎ Increased knowledge on the process environmental footprint, including the net effects on greenhouse gas emissions, of improved sorting, separation and recycling of composite and multi-layer materials
- ➏ Support for standardisation in the EU food and packaging industry
- ➐ Contribution to green growth and the transition towards a true circular economy

Consortium

Led by the Fraunhofer Institute for Process Engineering and Packaging IVV in Freising, the CIRCULAR FoodPack consortium consists of fourteen companies and research institutes from Belgium, France, Germany, Greece, Spain and Switzerland



















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www.circular-foodpack.eu
@CIRCULAR_FoodPack
CIRCULAR FoodPack makes packaging circular

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Horizon 2020
European Union Funding
for Research & Innovation



CIRCULAR PACKAGING

for Direct Food Contact Applications



www.circular-foodpack.eu

Figure 3: CIRCULAR FoodPack flyer page 1

CIRCULAR USE OF HIGH-QUALITY PLASTICS IN FLEXIBLE PACKAGING INDUSTRY

Flexible plastic packaging is indispensable for food and personal care products because of its excellent ability to meet the manifold requirements for safety and hygiene. Depending on the requirements of the packaged goods, seven or more layers are combined in a single film.

However, such film structures cannot be reliably sorted and efficiently recycled by state of the art processes. With two million tons of multilayer-composites for food packaging annually, the material streams targeted by CIRCULAR FoodPack are significant and accordingly a huge impact within the EU packaging sector is expected.

CIRCULAR FOODPACK

Innovative technologies for the production of high-quality recyclate

CIRCULAR FoodPack focuses on the production of high-quality recycled polyethylene, using Sensor-Based-Specification (SBS) and Tracer-Based-Sorting (TBS) technologies, deinking and thermally assisted deodorization treatments as well as solvent-based or mechanical recycling processes. Innovative designs of recyclable and food-safe mono-material laminates will enable the re-use in high-value film applications, like food packaging marked with deinkable tracers.

This allows for a future circular economy of food packaging. A thorough social and environmental impact analysis, as well as a market and consumer needs assessment will accompany the developments to set up a competitive business model.



- 1. Collection & Sorting**
 - novel photonic and hyper spectral measurement technologies (SBS)
 - tracer portfolio for automatic sorting (TBS) of food packaging plastics
- 2. Pre-Treatment**
 - improved washing process for an effective deinking
 - thermal treatment to remove volatiles and odours
- 3. Recycling**
 - processing cascade combining mechanical and solvent-based recycling (both physical)
 - upscaling of developed technologies
- 4. Food safety & Compliance**
 - challenge tests & migration modelling to assess acceptable level of NIAS and IAS
- 5. Design for Circularity**
 - recyclable packaging material containing recycled polymers
 - integrated functional barrier for food compliance
- 6. Demo Packaging for Use-cases**
 - food packaging
 - personal care
 - home care packaging
- 7. LCSA & Business modelling**
 - Life Cycle Sustainability Assessment (LCSA) including environmental, economic and social impacts
 - stakeholder-driven business models
 - strategies for market entry

CIRCULAR FOODPACK AN EFFECTIVE RECYCLING PROCESS CASCADE

Tracer-Based-Sorting

Tracer-Based-Sorting identifies packaging waste items containing unique printed tracers that emit an unambiguous signal when passing through laser light. This is how a material-specific code is generated and allows for efficient sorting systems to separate non-food and food packaging waste for the first time.

Optimised recycling process

The purification of recyclates will be achieved through optimised recycling process cascades that enables a reduction of contaminants, colour and smell. A promising deinking technology that removes all types of inks and a deodorisation process will be implemented in the mechanical treatment of the flakes. These pre-cleaned flakes are then subjected to physical solvent-based recycling through the patented CreaSolv® Process for separation of the different material components.

Packaging design for circularity

The project aims at developing recyclable packaging with at least 50% post-consumer recyclates incorporated behind a functional barrier. This ensures that migration of any contaminant will remain below the levels of concern during the lifetime of the packaged good. The CIRCULAR FoodPack technologies will be demonstrated in three use-cases.

Figure 4: CIRCULAR FoodPack flyer page 2



4.2 Roll-up banner

The project roll-up banner (cf. Figure 5) resembles the flyer in its design, but condensed to the minimum necessary information to attract visitors with key words and to provide a brief overview about the project and generate an idea of the benefit that CIRCULAR FoodPack provides for Europe's society. The roll-up offers an ideal tool to showcase the project at booths of trade fairs, conferences and alongside workshops.

The roll-up is designed in English. Three printed roll-ups will be available to be circulated between Beneficiaries depending on their planned events. If desired, partners may reprint the roll-up at their own expense.



Figure 5: CIRCULAR FoodPack roll-up banner

5 Press releases and articles

In the course of the project, three press releases are planned. The press releases will inform a wide audience about the latest developments and achieved results within CIRCULAR FoodPack and will be published on a regular basis throughout the four project years.

The first press release about the project start and the project's objectives will be published on September 1, 2021 after the summer holiday season. The second press release will be issued during the project to display relevant results and the interim achievements of CIRCULAR FoodPack. The third press release will be issued towards the end of the project as a wrap-up. The press releases will be prepared by BayFOR and circulated to all Beneficiaries for feedback. All CIRCULAR FoodPack Beneficiaries will distribute information via their own channels and communicate the progress of the project. A more detailed editorial calendar, as well as monitoring tools and strategies will be included in the Deliverable D8.2 'Plan for Dissemination and Exploitation of Results and Communication Activities (PDEC)', due in project month 4 (September 2021). A collection of articles will be displayed on the project's website in the section [News & Events](#). A summary of all monitored activities will be included in Deliverable D8.8 'Updated PDEC including performed activities and outreach analysis' that is due in project month 41 (October 2024).



6 Templates for internal communication

In order to ease internal communication and monitoring of the project and to maintain the corporate identity, additional templates in the corporate design have been prepared and shall be used throughout the project whenever appropriate. In the long-term, they may also enhance the process of periodic reporting and reduce efforts. This encompasses templates for:

- Plain word documents
- Timesheets
- Draft deliverables
- Participants list for workshops and other events
- PowerPoint presentations with and without project information
- Cost & resources statement
- Documentation of communication and dissemination activities

7 Online communication

7.1 Project website

Project beneficiary BayFOR is responsible for the establishment of the website and will guarantee the continuous maintenance of the website and its contents under the direct supervision of the Coordinator and Leader of WP8 (NTUA). The CIRCULAR FoodPack Website (www.circular-foodpack.eu, cf. Figure 6) is set up and ready in project month 3 (August 2021).



Figure 6: Screenshot of the CIRCULAR FoodPack website

The project website shall further serve as a platform to the public and relevant stakeholders to acquire an understanding of the principle of circular economy and how this subject is addressed in the European Union and worldwide and where and how CIRCULAR FoodPack ties in.

7.2 Newsletter

All partners, relevant stakeholders and the broad public can subscribe to the CIRCULAR FoodPack Newsletter via the project's [website](#). It is possible to unsubscribe from the newsletter at any time through sending a notification e-mail to contact@circular-foodpack.eu. The newsletter will be distributed to a mailing list to which interested parties have subscribed via the website. At least four newsletters are planned during the duration of CIRCULAR FoodPack. The newsletter will include the progress of the workflow and also suitable news about circular economy in general, as well as a section for relevant events. The last newsletter will be a summary of results and outreach at the end of the project. Electronic versions of the newsletters will be posted in the project website's directory.

7.3 Media and Social Media

All project partners will communicate relevant information regarding CIRCULAR FoodPack within their established social media channels to address a wide audience with information about the project. Additionally, project channels have been established for specific target audiences and information. A Twitter account has been created for CIRCULAR FoodPack ([@CIRC_FoodPack](#)) as well as a LinkedIn page ([CIRCULAR FoodPack](#)) and YouTube channel ([CIRCULAR FoodPack](#)), where information regarding the project, relevant events and other news about circular economy and plastics recycling will be communicated. In order to create a brand identity and for analytical reasons, all posts irrespective of the channel will apply the hashtag [#CircularFoodPack](#).

Other media will be used to promote CIRCULAR FoodPack and the concept of a circular economy, for example through the project video. The video will address the wider public, by describing the difficult chemical processes and economic principles in an understandable way. The video shall attract a wide range of stakeholders and will be shared through all available project and partner channels.

8 Conclusion

This report about the communication package (D8.1) for CIRCULAR FoodPack provides a brief overview of the available material, both printed and online. The detailed strategy on how and where to apply the materials will be provided in the PDEC (D8.2). All materials and tools will help the CIRCULAR FoodPack consortium to successfully communicate the objectives and results of the project to a wide range of stakeholders, including policy makers, industry and civil society.

