



MIX-MATTERS
From Waste to Wealth

WEBSITE AND PRESS RELEASE

DELIVERABLE D7.1

WP7 Communication and
Dissemination



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| DELIVERABLE TYPE | | |
|---------------------|---|----------|
| R | Document, report | X |
| DMP | Data Management Plan | |
| O | Other | |
| DISSEMINATION LEVEL | | |
| PU | Public (fully open) | X |
| SEN | Sensitive, limited under the conditions of the Gran Agreement | |

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|-----------|----------------|---------------|-------------------|
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| V2 | | | |
| V3 | | | |

| VALIDATION | |
|---------------------------|----------------------------|
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EXECUTIVE SUMMARY

This report serves as a comprehensive analysis delineating the strategic design and implementation of the MixMatters website. Positioned as a central focal point within the project's communication initiatives, the website is not only an informative nexus but also a dynamic platform for disseminating critical project insights and achievements across a diverse audience.

Simultaneously, press releases are an essential tool in our communication and dissemination efforts, facilitating the widespread dissemination of important information to pertinent stakeholders and the public alike. They function as pivotal entry points for stakeholders into the intricacies of the project. This document extends a detailed report on the MixMatters' first Press Release, strategically launched during the Kick-off Meeting of the project. It provides an insightful examination of the communication strategies employed during this milestone event, exemplifying our commitment to transparent and impactful communication methodologies.



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LIST OF ABBREVIATIONS AND ACRONYMS

BIC- Bio-based Industries Consortium

CA – Consortium Agreement

CBE-JU Circular Based Europe Joint Undertaking

D – Deliverable

DoA – Description of Action

EC – European Commission

GA – General Assembly

H2020 – Horizon 2020 The 8th EU Framework Programme for Research and Innovation.

HEU – Horizon Europe – the 9th framework Programme of the EC for research, technological development, and innovation activities.

IPR – Intellectual Property Right

JU- Joint Undertaking

PC – Project Coordinator

MixMatters- Smart and flexible Separation and Valorisation of mixed bio-waste from along the agri-food value chain

SC – Steering Committee

SME – Small and Medium Enterprise

WP – Work package



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1. INTRODUCTION

The Dissemination and Communication work package is dedicated to ensuring broad visibility of the project's outcomes among our target stakeholders and effectively communicating the project's objectives and achievements to the public.

To attain these objectives, it is imperative to maintain a set of meticulously designed tools that facilitate and guarantee public visibility from the early stages of the project. The website, thoughtfully planned, offers easy access to the project's objectives and advancements, serving as a comprehensive repository for all publications and materials.

Regular updates to the website will be conducted to integrate the latest news, highlight upcoming events, and showcase the ongoing progress of the project. This strategic approach is integral to maintaining an informative and dynamic online presence that aligns with the project's communication and dissemination goals.



2. PROJECT WEBSITE DESCRIPTION

The project's website, hosted at www.mixmatters.eu, has been designed to follow the project's visual identity, incorporating the logo and colour palette, described in D7.2- This strategic approach ensures swift recognition of the project by all participants and fosters a unified presentation of information across diverse communication channels.

The website is structured into seven sections with several subsections and are described in the document below.

Table 1 Website navigation map

| MixMatters Website Structure | | | | | | |
|------------------------------|--------------------|------------------|-------------------------|--------------|-----------------------|--------------|
| Section | Subsection 1 | Subsection 2 | Subsection 3 | Subsection 4 | Subsection 5 | Subsection 6 |
| Why MixMatters (HOME) | | | | | | |
| Project | Objectives | Expected Impacts | | | | |
| Partners | | | | | | |
| News & Events | News | Events | | | | |
| Resources | Newsletter Archive | Press Releases | Papers and Publications | Videos | Promotional Materials | Press Kit |

1.1 Home

The landing page of the website functions as the homepage and showcases a carousel featuring three images representative of the project: a greenhouse, a wholesale market, and the food and drink industry—these being the three agrifood sectors from which MixMatters will separate and valorise mixed bio-waste. Additional pertinent information is also available, as illustrated in Figure 1.



Why MixMatters |



In the European Union alone, the agri-food sector generates an overwhelming 113 million tons of organic waste annually. Within these waste materials lie valuable substances that hold potential for utilization in food products, animal feed, and cosmetics. Unfortunately, this potential largely goes unrealized, as approximately 75% of this organic waste finds its way into landfills or incineration facilities, leading to a substantial loss of resources.

The challenge lies in effectively utilizing mixed waste as it contains a mixture of organic matter and impurities like plastic, cardboard, glass, metal, etc. This heterogeneous composition makes it challenging to separate the waste and utilize it efficiently. Technical limitations in removing impurities and logistical difficulties due to the scattered nature of different agents further complicate the process, making the cost-benefit ratio of valorisation less favourable.

Figure 1 MixMatters Landing Page

This homepage presents the current state of mixed bio-waste in the European Union, incorporating impactful figures while explaining the primary challenges inherent in the intricate separation and valorisation of this waste category. Serving as a comprehensive introduction to the project and its underlying motivations, it ensures visitors gain a clear understanding of the issues MixMatters aims to address. Furthermore, a dedicated section encourages users to join the MixMatters network, with the overall goal of establishing a pertinent mailing list for subsequent campaigns and newsletters (Figure 2).

Subscribe

Join our Network |

Thank you for visiting!

Would you be interested in staying updated on the latest news regarding the project and the valorisation of mixed biological waste?

By ticking this box, I hereby authorize MixMatters project to store my personal data with the purpose of eventually following up to my contact request. The information I'm submitting will be handled in accordance with the General Data Protection Regulation 2016/679 (GDPR).

☒ Accept

Figure 2 Join our Network on HOME



The project's presentation video will also be hosted under the Home, to ensure maximum visibility, granting visitors to learn more about the project in a visual and engaging way.

1.2 Project

While the homepage of the website offers a broad overview of the project concept, the "Project" section serves as an extension, and provides visitors with a broader view of the project development and goals.

Upon accessing this section, visitors are promptly presented with details concerning the call for proposals into which MixMatters falls. Subsequently, a thorough presentation of the MixMatters Integrated System, to be developed during the project's life is presented.

An infographic representing the MixMatters Integrated System is shown on this section (Figure 3).



Figure 3 Infographic on Project section

Within this section, two additional subsections further enrich the user experience. The "Objectives" subsection outlines MixMatters' primary goal and objectives, offering a concise overview (Figure 4). Meanwhile, the "Expected Impacts" subsection delineates the mid-term impacts and contributions of the project (Figure 5).

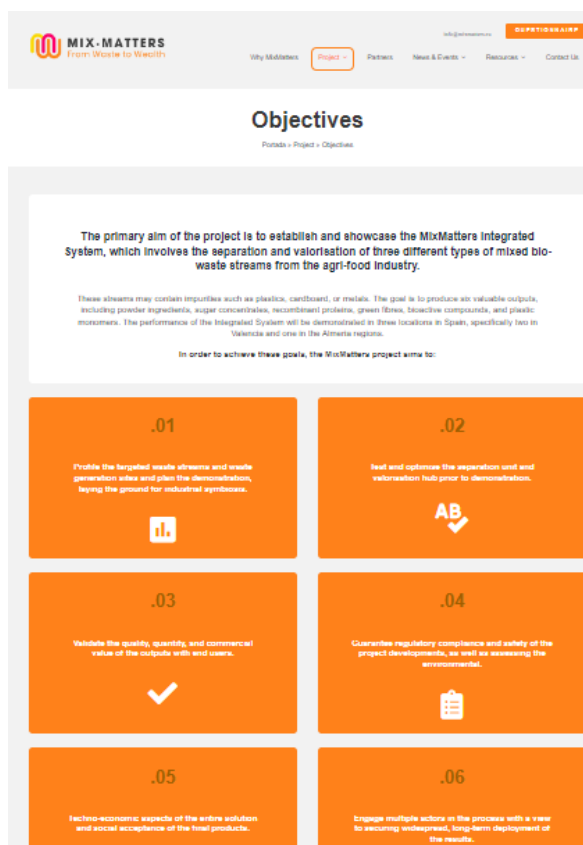


Figure 4 Project objectives

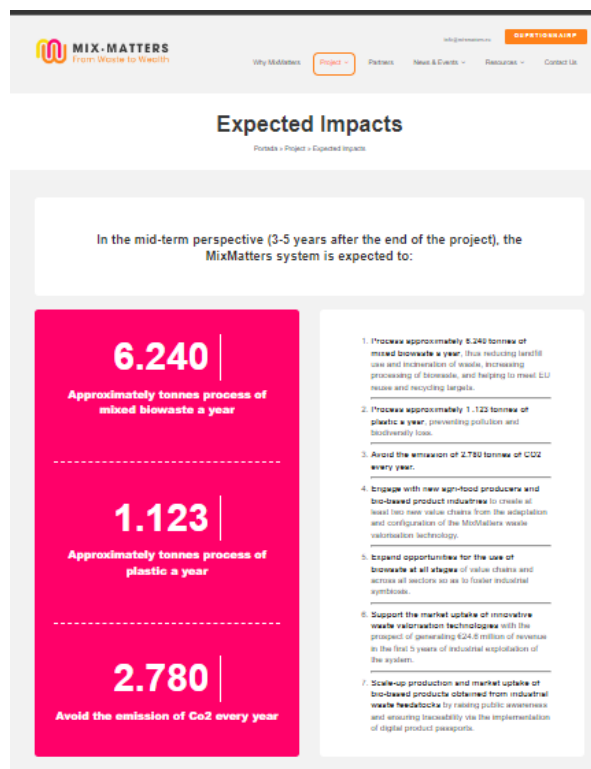


Figure 5 Project Expected Impacts



1.3 Partners

The section “Partners” contains information about the partners who form the MixMatters consortium. It displays all partner’s logos with a direct access to their respective websites. A visual map (Figure 6) was designed to be incorporated on this section so that visitors can learn more about the consortium and all the involved countries.



Figure 6 Partner Section

1.4 News & Events

The two subsections in this section, News and Events, will be regularly updated to show the most recent project news and upcoming events. It serves a double purpose as it will act as a repository of news and past activities (Figure 7).

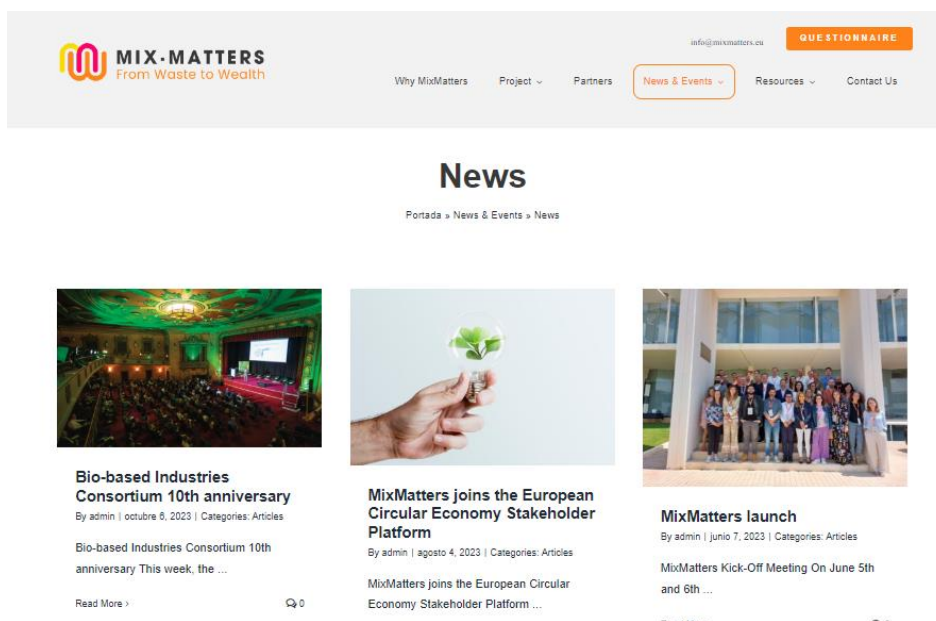


Figure 7 News section

1.5 Resources

This section contains all the downloadable material published by MixMatters; it will be updated regularly.

- Subsection “Newsletter Archive” will serve as a repository for previous newsletters, allowing visitors to download past issues.
- Subsection “Press Releases” will host all the press release issued during the project’s life.
- Subsection “Papers and publications” will have available all publications in sectorial magazines and scientific journals created within MixMatters.
- Subsection “Videos” will have all videos available to download.
- Subsection “Promotional Materials” will allow visitors to download MixMatters roll-up, leaflets, posters... generated during the project’s development.

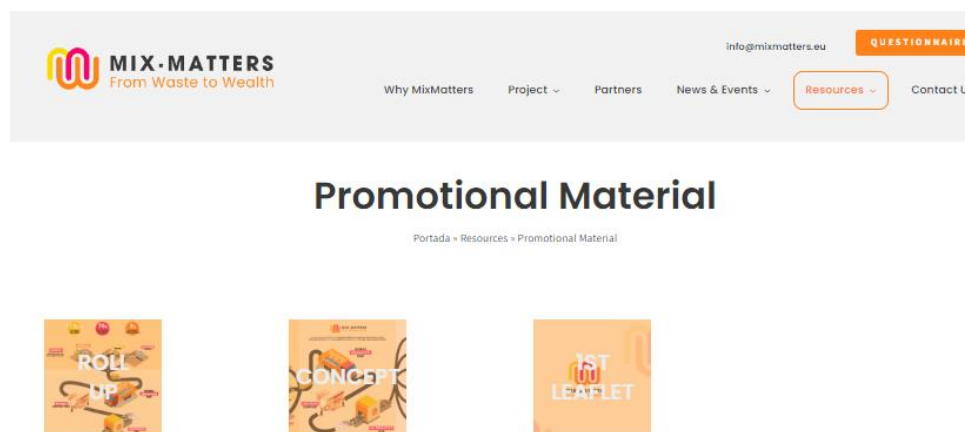


Figure 8 Resources - Promotional Material

- Subsection “Press kit” will contain all necessary information and visuals for press to effectively align with the MixMatters visual Identity.

1.6 Contact Us

This section contains all the contact information available for those interested in contacting us. As shown below in Figure 9, it allows visitors to contact via email or directly through a quick form. Additionally, this section prominently showcases MixMatters' presence across various social media platforms and provides direct links to the same.

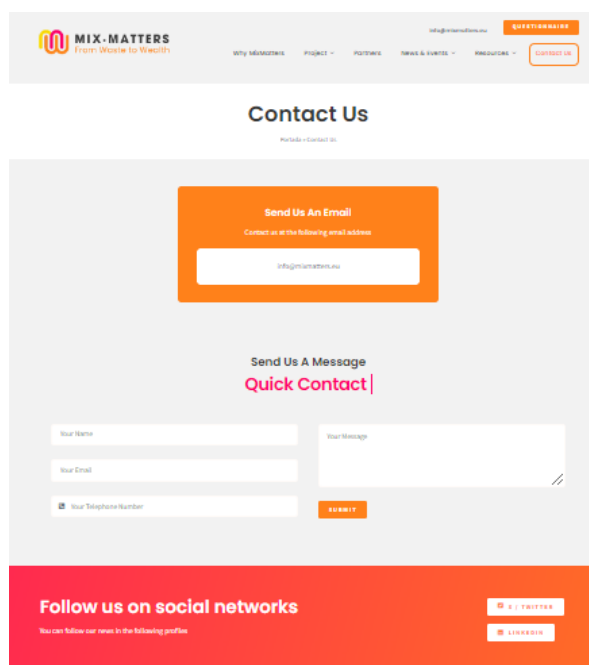


Figure 9 Contact Us section.



1.7 Questionnaire

The website incorporates an online questionnaire designed to evaluate public acceptance of bio-based solutions. Positioned in the upper right-hand corner of the header, this questionnaire is prominently displayed and easily accessible from all sections of the website (Figure 10).

This link directs users to a comprehensive 12-question form. The inquiries span demographics, as well as the subjects of acceptance and familiarity with bio-based products and solutions.

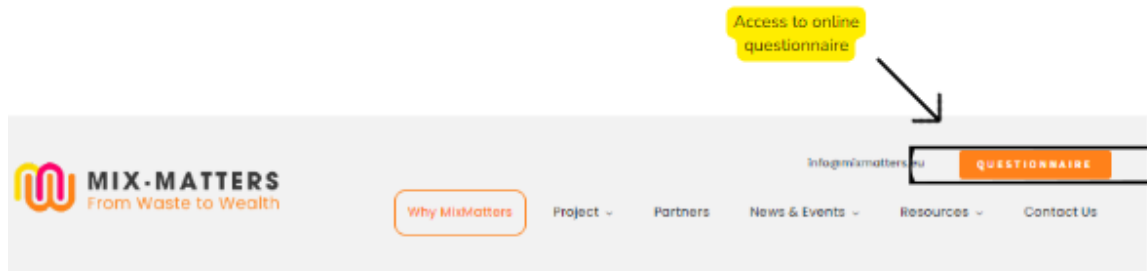


Figure 10 Online Questionnaire Access from website

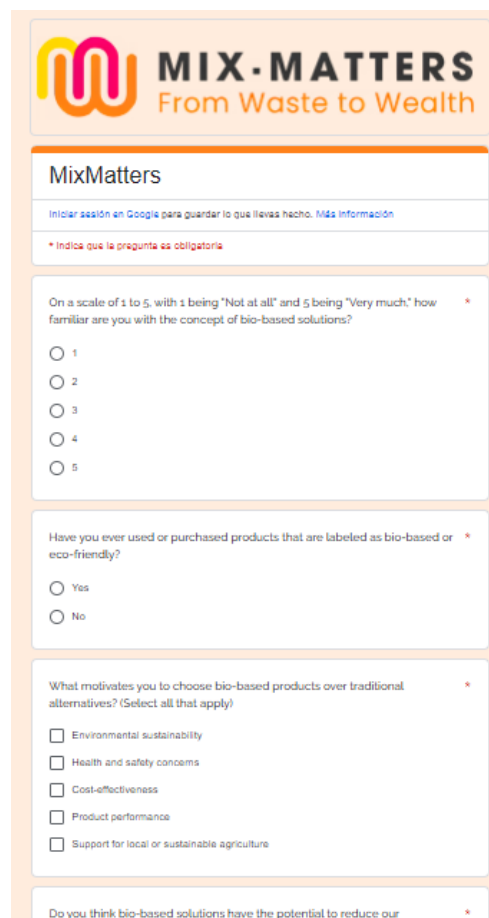
A screenshot of the online questionnaire form titled 'MixMatters'. The form includes the MIX-MATTERS logo at the top. Below the title, there is a link to 'Iniciar sesión en Google para guardar lo que llevas hecho. Más información' and a note '* Indica que la pregunta es obligatoria'. The first question is 'On a scale of 1 to 5, with 1 being "Not at all" and 5 being "Very much," how familiar are you with the concept of bio-based solutions?'. It has radio button options for 1, 2, 3, 4, and 5. The second question is 'Have you ever used or purchased products that are labeled as bio-based or eco-friendly?'. It has radio button options for 'Yes' and 'No'. The third question is 'What motivates you to choose bio-based products over traditional alternatives? (Select all that apply)'. It has checkboxes for 'Environmental sustainability', 'Health and safety concerns', 'Cost-effectiveness', 'Product performance', and 'Support for local or sustainable agriculture'. The fourth question is 'Do you think bio-based solutions have the potential to reduce our...'. It is partially visible at the bottom.

Figure 11 Online Questionnaire



1.8 Header

The header remains consistent across all sections of the website, presenting the project's logo, a dedicated section menu for convenient navigation, the email address for swift contact, and a direct link to the online questionnaire.

The header allows visitors to easily access other sections of the website, as shown in Figure 10.

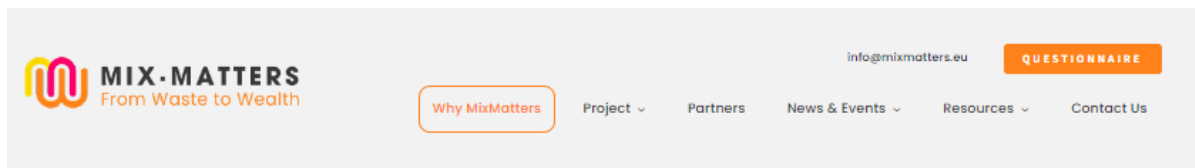
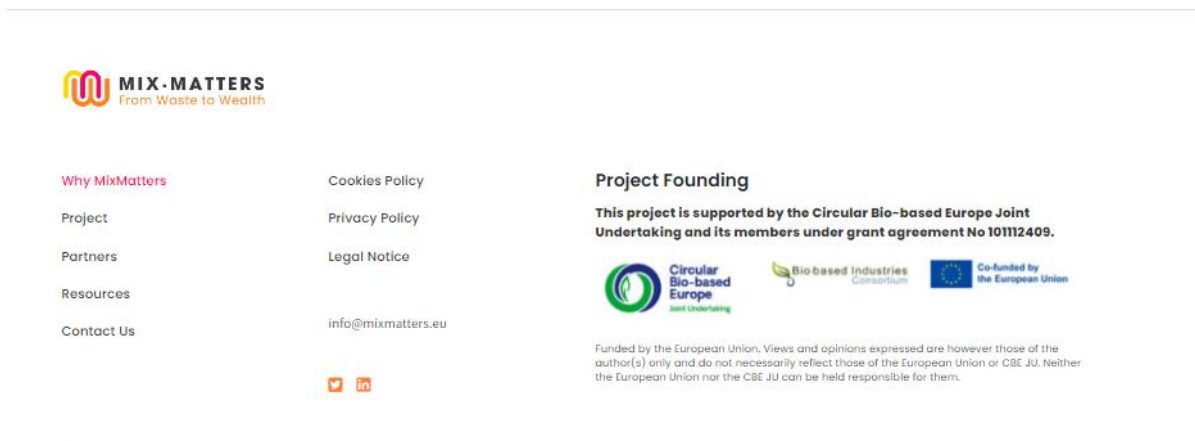


Figure 12 MixMatters website header

1.9 Footer

Footer is common for all sections and subsections of the website. The left half contains direct links to every section as well as Cookies and Privacy Policies and Legal Notice. It also has a direct link to the project's social media.

The right half contains funding information, with the relevant logos, funding statement and disclaimer.



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Figure 13 MixMatters Website footer



3. PRESS RELEASE

In accordance with our strategic communication objectives, MixMatters executed its inaugural press release on June 5th, following the Kick-of meeting. The press release included key project insights, and it was also translated into Spanish. It was distributed among the project's partners and strategically in Spanish across various generalist and industry media outlets. This deliberate and multilingual approach aimed to amplify the reach of our message and foster engagement on a global scale. Following its distribution, the press release was successfully published, providing tangible evidence of our commitment to transparent and impactful communication. The carefully crafted content not only encapsulated the project's mission and objectives but also highlighted MixMatters' innovative contributions to the bio-based sector. As the press release gains visibility in industry publications, it serves as a foundational element in positioning MixMatters in the scope of sustainable bio-based solutions, fostering awareness, and facilitating collaboration within our network and beyond.

The first press release was published in [TECH PRESS](#) (Figure 14), a Spanish magazine specialized in Food Tech; in [Europa Press](#), a Spanish news agency (Figure 15); in [La Vanguardia](#), a Spanish news agency (Figure 16), among others. The full press release can be found on ANNEX 1.

27/6/23, 8:54

Ainia lidera el proyecto MixMatters enfocado a revalorizar residuos

TECHPRESS

Ainia lidera el proyecto MixMatters enfocado a revalorizar residuos

MixMatters, el proyecto de **investigación** promovido por 18 entidades de 8 países europeos y liderado por **Ainia**, buscará durante los próximos cuatro años una solución eficiente para **revalorizar** y dar un segundo uso a los **residuos mixtos de origen biológico** que genera la industria agroalimentaria, superando el complejo desafío de separar la materia orgánica del resto de compuestos que contienen



Redacción Tech Press
17 de junio de 2023, 8:02 CEST



Figure 14 Press Release in Tech Press



europapress / c. valenciana

Ainia lanza el proyecto europeo MixMatters para la valorización de residuos mixtos biológicos



Europa Press C. Valenciana

VALENCIA, 6 Jun. (EUROPA PRESS) -

Ainia lidera el proyecto europeo MixMatters que pretende desarrollar una solución integrada y versátil para la valorización eficiente de residuos mixtos de origen biológico.

La industria agroalimentaria produce 113 millones de toneladas de residuos biológicos al año solo en la Unión Europea, según ha explicado Ainia en un comunicado. Estos residuos contienen compuestos valiosos que se pueden utilizar en productos alimentarios, plásticos y cosméticos, pero aproximadamente el 75% acaba en vertederos o incineradores.

Proyecto MixMatters
- Ainia
Publicado: martes, 6 junio 2023 12:17
@europapress

Figure 15 Press Release in Europa Press

COMUNIDAD VALENCIANA

Ainia lanza el proyecto europeo MixMatters para la valorización de residuos mixtos biológicos

- Ainia lidera el proyecto europeo MixMatters que pretende desarrollar una solución integrada y versátil para la valorización eficiente de residuos mixtos de origen biológico.

Figure 16 Press Release in La Vanguardia



CONCLUSIONS

In its initial phase, the MixMatters website adeptly fulfils the project's requirements, serving a dual function:

Firstly, it offers comprehensive information about the project plan, purpose, and objectives. It provides details about the consortium members and outlines the project's scope.

Secondly, the website functions as a dynamic communication tool, delivering regular updates on project achievements, events, and results. Dedicated sections are available for public access to publications and other materials, including press releases, promotional material, videos, etc. Additionally, an integrated news and events section broadcasts upcoming project events and venues.

The website actively engages visitors in understanding the main objectives of MixMatters, with a commitment to regular updates reflecting the project's progress. Frequent monitoring ensures the website meets the communication needs of the project, facilitating early detection of possible failures or deviations. This constant oversight allows for an expedited change in structure and/or strategy if necessary.



ANNEXES

ANNEX 1 PRESS RELEASE



Palerna, Spain - June 5th, 2023

MixMatters: Maximizing the value of mixed biological waste.

On June 5th and 6th, the launch and presentation of the European innovation project MixMatters will take place at the AIMIA facilities in Palerna, Valencia.

The agri-food industry produces 113 million tons of biological waste per year in the European Union alone. These waste materials contain valuable compounds that can be used in food products, animal feed, and cosmetics, yet their true potential remains untapped. Approximately 75% of this biological waste ends up in landfills or incinerators, resulting in a significant waste of resources.

The challenge lies in the complexity of valorising mixed waste due to its heterogeneous nature (organic matter mixed with impurities such as plastic, cardboard, glass, metal, etc.), which hinders its complete and efficient utilization. Specifically, the mixed nature of these waste materials complicates their separation due to technical limitations in removing impurities and logistical difficulties arising from the dispersion of different agents, reducing the cost-benefit ratio of valorisation.

The European project MixMatters presents an innovative, integrated, and versatile solution for the efficient valorisation of mixed biological waste, consisting of a modular separation unit and a valorisation hub adapted to the specific waste type. Throughout the project, three demonstrations will be carried out in Spain, two of them located in Valencia and one in the Almería region. By separating and valorising 48 tons of mixed biological waste, our goal is to avoid 21 tons of annual CO2 emissions during the demonstration phase.

Marta Benito, European Project Leader at AIMIA and coordinator of the MixMatters project, stated that "Effective classification of mixed waste plays a pivotal role in meeting the EU's circular economy goals, as it empowers the valorisation of these waste streams, unleashing the potential of the agri-food industry and enhancing its competitiveness and resilience."

MixMatters is an ambitious four-year project with a budget exceeding 7 million euros, co-financed by the Circular Bio-Based Europe (CBE) joint initiative under the European program for innovation and research "Horizon Europe 2021-2027" (HE). The consortium, led by AIMIA, comprises 18 entities from 8 different countries: Spain, Denmark, Belgium, Finland, Austria, Italy, United Kingdom, and Slovenia, bringing together innovative companies, business clusters, developers of innovative technology, and market experts.

