



Liberate

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Lignin Biorefinery Approach using Electrochemical Flow

H2020-NMBP-SPIRE-2018

CE-SPIRE-02-2018

Processing of material feedstock using non-conventional energy sources (IA)

Collaborative project

Start date of the project: 1^o October 2018

Duration 48 months

D8.2: General press release available to all partners for dissemination to 3rd Parties

WP	8	Dissemination and communication			
Dissemination level ¹	PU		Due delivery date	31/03/2019	
Nature ²	R		Actual delivery date	18/03/2019	

Lead beneficiary	Leitat
Contributing beneficiaries	

Version	Date	Author	Partner	Email	Comments ³
V1	15/03/2019	Max Viallon	LEITAT	mviallon@leitat.org	Creation
V2	18/03/2019	Ángel Valdivielso	LEITAT	avaldivielso@leitat.org	Final

¹ Dissemination level: **PU** = Public, **PP** = Restricted to other programme participants (including the JU), **RE** = Restricted to a group specified by the consortium (including the JU), **CO** = Confidential, only for members of the consortium (including the JU)

² Nature of the deliverable: **R** = Report, **P** = Prototype, **D** = Demonstrator, **O** = Other

³ Creation, modification, final version for evaluation, revised version following evaluation, final

Deliverable abstract

This deliverable presents the press release published at the beginning of the project and the impact it has generated. Although the content is well understandable and has been largely simplified, the subject remains complex and generated a large interest in the scientific and industrial community but none in the media.

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1. Introduction

This deliverable presents the press release that has been published on the 19th of October 2018 by the Liberate consortium. This press release was published at the very beginning of the project in order to announce the start and the objectives of the Liberate project.

A press release, also called news release, media release, or press statement, is a written communication directed at members of the news media for the purpose of announcing something ostensibly newsworthy. Typically, these are sent to editors and journalists at newspapers, magazines, radio stations, online media, television stations or television networks.

2. Press Release

The press release was an important piece of communication elaborated at the beginning of the project with the aim to raise general awareness about the project. Thanks to it, the scientific and industrial community in the field of flow chemistry, circular economy, and bio-sustainable chemicals. In cooperation with all partners, the press release was drafted according to journalistic standards with the content focusing on the potential applications of the innovations and its main benefits. Furthermore, the technicity of the language chosen is low in order to be easily understandable by a non-specialist audience. Many partners published the press release on their website and it was also published on cordis, which created a good first impression to the target public.

The target audience in this case were journalists and other media professionals but not exclusively. As the press release was also published on various websites of the consortium members, industrials and researchers working in the field of flow chemistry, electrochemistry, lignin and biorefinery were also an important target.

Regarding the content, an important effort was made to make it as accessible as possible to a non-specialized audience. The press release focuses on the applications and the potential impact. Nevertheless, the vocabulary imposed by the topic remains technical and not necessarily understandable by everyone. In addition, the applications are far away from the daily life of citizens as further down in the value chain.

The original press release document can be found in the annex. The published text is the following:

10M€ to Turn Lignin into Valuable Products for a European Circular Economy Model

LIBERATE, a European project carried out by an international consortium, received a grant from European Union's Horizon 2020 programme to deliver a pilot scale electrochemical plant to demonstrate the commercial opportunities of converting low cost lignin feedstock in high value bio-sustainable chemicals.

Barcelona, 19th of October 2018 —The European Union has awarded a grant of 10 million Euro to [LIBERATE](#), a Horizon 2020 collaborative project carried out by an international consortium led by [Leitat](#). The project partners are research centres and universities such as the [Fraunhofer IGB and CBP](#), [TNO](#), [SINTEF](#), [Johannes Gutenberg University Mainz](#), [University of Alicante](#), large enterprises like [Evonik](#), [Perstorp](#), and [Oxiris](#), and SME's including [CHIMAR](#), [Megara](#), [NX Filtration](#), [Condias](#), [ENSO](#), [Idener](#), and [Gate2Growth](#). The project was officially launched on the 10th of October in Barcelona at Leitat's headquarters.

LIBERATE will deliver a pilot scale electrochemical plant to demonstrate the commercial opportunities of converting low cost lignin, extracted from biomass such as wood, in high value bio-sustainable chemicals. Currently, lignin is being burnt for energy purposes, but LIBERATE aims to change that. The project will extract basic chemicals for the European industry to produce valuable products such as polymers or antioxidants, currently coming from petrochemical industry.

“With LIBERATE, Europe goes a step further towards a circular economy model. It will make the industry less dependent from imported oil and reduce the impact of industries on the environment by reducing CO2 emissions and increase energy efficiency” says Angel Valdivielso, Project Technical Manager at Leitac.

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And the accompanying picture:



The press release was published on the following websites:

- <http://www.liberate-project.eu/2018/10/19/10me-to-turn-lignin-into-valuable-products-for-a-european-circular-economy-model/>
- <https://www.idener.es/wp-content/uploads/2018/11/LIBERATE-PRESS-RELEASE.docx>
- <https://www.sintef.no/en/latest-news/from-lignin-to-valuable-products/>
- <https://projects.leitat.org/10me-to-turn-lignin-into-valuable-products-for-a-european-circular-economy-model/>
- <https://www.nxfiltration.com/10me-to-turn-lignin-into-valuable-products-for-a-european-circular-economy-model/>
- <http://www.oxirischemicals.com/en-us/News>
- <http://www.megararesins.com/projects/european-project-liberate>

As shown, partners made significant efforts to disseminate the press release through their own communication channels in order to maximise the impact and the number of persons reached.

The press release has also been published on social media networks such as Twitter and LinkedIn

Twitter:

- <https://twitter.com/LiberateH2020/status/1075706075553374208>
- <https://twitter.com/biooekonomieDE/status/1059425035528609793>
- <https://twitter.com/EvonikHP/status/1067765467576705025>
- <https://twitter.com/MegaraResins/status/1052634619290509312>

LinkedIn:

- <https://www.linkedin.com/feed/update/urn:li:activity:6459015096147542016>
- <https://www.linkedin.com/feed/update/urn:li:activity:6471668846062297088>
- <https://www.linkedin.com/feed/update/urn:li:activity:6481806098314588160>
- <https://www.linkedin.com/feed/update/urn:li:activity:6462619781378961408>
- <https://www.linkedin.com/feed/update/urn:li:activity:6470636734852931584>
- <https://www.linkedin.com/feed/update/urn:li:activity:6476767749514293249>

It is difficult to evaluate the total amount of views this press release has reached as the places of publication are various. However, due to the wide share in social media, we can estimate that it has reached more than 4000 views in total.

Nevertheless, it is important to note that only one part of the target audience was reached by the press release namely professionals working in the field in industrial or academic organisations. Journalists are absent and have not been reached. This is mainly due to the high technicality of the project and its difficulty to explain as well as to sell to editors. The applications of the project are complex and far from the daily life of citizens. Although Leitat has sent it to its media database, no interest was generated by the journalists.

3. Conclusion

To sum up, the press release was successful only partially as its technicality prevented journalists to use it and publish it in newspapers. Therefore, the general public was only partially reached. However, the more specialised public was quite well reached.

4. Annex

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