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RECYCLING OF WASTE ACRYLIC TEXTILES

D7.2: Intermediary Report on Dissemination and Exploitation of Results

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Abstract	The Intermediary Report on Dissemination and Communication will outline of the intermediary results for dissemination and communication activities throughout the half project duration.

Keywords	Dissemination, Communication, Exploitation, Marketing, Circular Economy, Stakeholders Engagement

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Dissemination Level		
PU	Public, fully open, e.g. web	✓
CI	Classified, information as referred to in Commission Decision 2001/844/EC	
CO	Confidential to REACT project and Commission Services	

** R: Document, report (excluding the periodic and final reports)*

DEM: Demonstrator, pilot, prototype, plan designs

DEC: Websites, patents filing, press & media actions, videos, etc.

OTHER: Software, technical diagram, etc

EXECUTIVE SUMMARY

The REACT Work Package 7, WP7, is dedicated to "Dissemination, Communication and Exploitation" and aims at defining, maintaining and coordinating the appropriate mechanisms and tools ensuring broad visibility and impact of the project's work and results. The main objective is to promote the developed project's concepts and solutions.

This deliverable describes how REACT has followed, in the first half of the project, a comprehensive and effective approach to dissemination and promotion activities as per the strategy defined in D7.1 *Dissemination and Communication Strategy and Plan*.

In the first 18 months the consortium has harvested fruitful results from a wide range of dissemination and promotion activities. The different communication channels and dissemination tools identified at the beginning of the project were used in order to promote the main news, activities and results of the REACT project. The key activities are listed as follows:

- REACT set-up the dissemination and communication framework, including the brand guidelines, the website and social media launch and the multimedia promotional tools, such as videos, flyers and roll-up
- REACT organized the Engagement Workshop in the form of an online webinar in October 2020
- REACT has participated in 7 relevant external events and present itself to relevant stakeholders
- REACT was featured in 29 trade and general press publications
- REACT was featured by Euronews in November 2020 and published 4 videos on its YouTube channel
- REACT website was visited by over 2,000 unique visitors
- In total, REACT has widely promoted its results and activities to more than 5,000 stakeholders (including subscribers to social media channels, website visitors, press coverage and participation to events and online promotion of the Engagement workshop)

The collaboration among all partners allowed the project to maintain a high level of communication intensity despite the ongoing COVID-19 emergency, which caused some delays and cancelled several relevant events.
For the second half of the project, the strategic perspective of the REACT dissemination and communication effort will continue to serve the overall success of the REACT project and maximize the dissemination and communication impact within the communities of target stakeholders, bringing forward the results achieved. Such effort includes:

- Continuation of the active promotion of the activity of the project through different channels
- Organization of two events and participation to several events online (and possibly physical ones)
- Publication of scientific articles and presentations in international peer-reviewed journals and conferences
- Further progress on the exploitation plan

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ABBREVIATIONS

DWOR	Durable Water and Oil Repellents
EASME	Executive Agency for SMEs – European Commission
EC	European Commission
GDPR	General Data Protection Regulation
H2020	Horizon 2020
REACH	Registration, Evaluation, Authorisation and restriction of Chemicals
WP	Work Package

INTRODUCTION

D7.2 is the Intermediary Report on dissemination and exploitation of results. This document provides in detail the dissemination and communication activities performed during the first half of the project (June 2019 to November 2020). It also presents a series of actions planned for the second half of the project (December 2020 to May 2022). The grounding of such activities was clearly defined and guided by both the Description of Action (DoA) and Deliverable D7.1 *Dissemination, and communication strategy and plan*. The purpose of the current deliverable is therefore two-folded:

1. to report on the REACT project's dissemination, communication and exploitation activities held from month 1 to month 18 (June 2019 - November 2020); that is an intermediate report covering the 1st half of the project; and

2. to lay out the plan for REACT's 2nd half of the project's (December 2020 to May 2022) activities related to dissemination, communication and exploitation, ensuring the fulfilment of targets and supporting the successful conclusion of the project.

The document is organised as follows:

- Section 1 focus on activities undertaken and followed in the 1st half of the project.
- Section 2 details the planned activities for 2nd half of the REACT project.
- Section 3 focuses on the exploitation of results achieved.
- Section 4 focuses on the assessment of results achieved.
- Section 5 briefly concludes the document.

1 COMMUNICATION AND DISSEMINATION ACTIVITIES

1.1 Objectives and Target Audience

As mentioned in the Introduction, REACT has a set of ambitious Communication & Dissemination objectives, which require the engagement of different stakeholders, bringing forward different levels of understanding of the concepts and technologies underpinning the project's activities and with different needs and interests. Each objective is addressed along the project's lifetime, according to the project's work progress and the continuous monitoring and analysis of the communication results. While a well-structured plan is in place, REACT will remain alert and open to the changes in the EC context (see the launch of the EU Green Deal), and in the fast-changing technology and regulatory landscape, which directly impacts on the project's work.

The main REACT dissemination and communication objectives are to:

1. Ensure broad visibility and raise awareness about REACT, spreading knowledge about the project and its results. The main idea is to establish a distinctive, recognizable and long-standing identity, which can work as a **bedrock for the product prototype** launch after project ending.
2. Reach, stimulate and engage a critical mass of **relevant stakeholders** to ensure that the **results** of the project are **well-known and taken up**, especially by recycling researchers and circular economy experts' communities across Europe.
3. **Facilitate exploitation of the project's outcomes by the industrial partners** and promote the development of innovative solutions based on the new technologies and testing methods introduced by REACT.
4. Collaborate with **relevant standardization bodies** as appropriate and relevant to planned exploitation plans and the project's outcomes.

1.2 Promotional materials

The REACT project supported impact creation activities through a number of dissemination channels and marketing materials. This section details the promotional materials developed during the first half of the project, which are all available for consultation and download on the REACT's website dedicated area.

1.2.1 Project Leaflet, Roll-up and Poster

Since the beginning of REACT project until now around 2,000 copies of the following project overview leaflet have been distributed online and offline.

Figure 1: REACT Project Overview Leaflet (Front and back views)

Following the same design and conceptual approach the project developed 2 roll-ups which have been used at several events within the duration of the project.

Figure 2: REACT Roll-ups 1 and 2

REACT also created a poster that consists in an overview of the project's main goal and envisioned process (see figure 3).

Figure 3: REACT Poster

1.2.2 Videos

In the first reporting period REACT released 4 videos which have been uploaded on the REACT YouTube channel and mirrored on REACT's website. They are available to all the partners to be used at presentations and events. So far, the REACT YouTube Channel reached a total of **271 views**.

- The video "REACT Project overview", is a video presentation of REACT's vision, objectives and consortium, featuring interviews to representatives from all partners. The video was shot at the beginning of the project, on the occasion of one of the initial meetings and was published in January 2020.

Figure 4: Screenshot from the video "REACT Project overview"

- The video "The REACT Process", is a quick overview/presentation of REACT's process, showing footage from all the facilities of the partners involved, phase by phase. The video was designed to be also used to open workshops, webinars and presentations. It was published in October 2020.

Figure 5: Screenshot from the video "The REACT Process"

- The video "Sustainable circular economy: Removing finishing chemicals products from acrylic textile" is a recording of REACT's first Engagement Workshop, which took place on October 29th, 2020, in a webinar form, due to the current COVID-19 restrictions. The webinar, hosted by Martel Innovate and moderated by the Project Coordinator Roberto Vannucci of Centrocot, saw the participation of the Project Officer Dr. Jiannis Kougoulis (Executive Agency for Small and Medium-Sized Enterprises) and featured presentations from REACT partners Centrocot, Soft Chemicals and Ghent University. It was published in November 2020.

Figure 6: Screenshot from the video "Sustainable circular economy: Removing finishing chemicals products from acrylic textile"

- The video "REACT on Euronews' Business Planet" features the REACT coverage from the Euronews channel, which was originally published on their website, within a related news article, in mid-November 2020. The video contains interviews to Parà's CEO Matteo Parravicini and REACT Project Coordinator Roberto Vannucci of Centrocot, offering an overview of the current textile recycling situation, the focus of REACT's research and objectives and perks of a circular economy-driven future textile industry. It was published on REACT's YouTube channel at the end of November 2020.

Figure 7: Screenshot from the video "REACT on Euronews' Business Planet"

1.3 Online Dissemination

1.3.1 Website

REACT's official website (https://www.react-project.net/) was set up at the beginning of the project (M1). The website contents have been constantly updated with the projects' news (28), events, publications and new promotional resources made timely available online. Until today (end of November 2020), the website has yielded **2.155 Unique visitors, who generated 5,333 Page views**. The average of page view per user is approximately 2.09 (pages). Regarding specific pages on the website, **the most popular one** (except the homepage) **is the "About the Project" page, with 731 views** (515 unique page views).

The figures below provide the details: Figure 8 (Traffic Overview), Figure 8 (Visit Duration), Figure 10 (Top Visited Pages) and Figure 11 (Visits per Country).

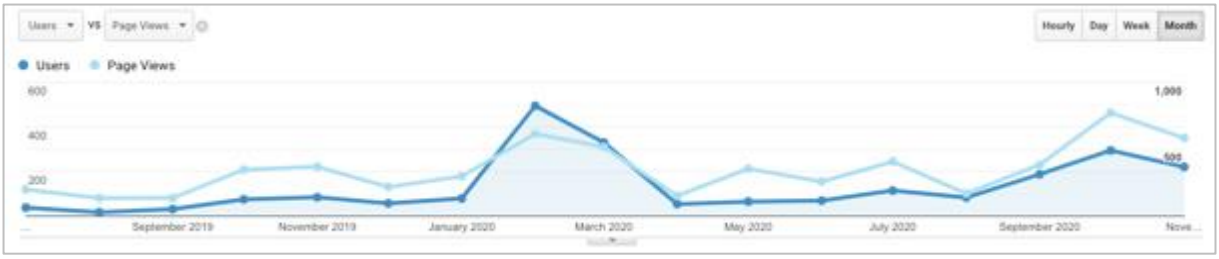


Figure 8: Website Statistics Traffic Overview

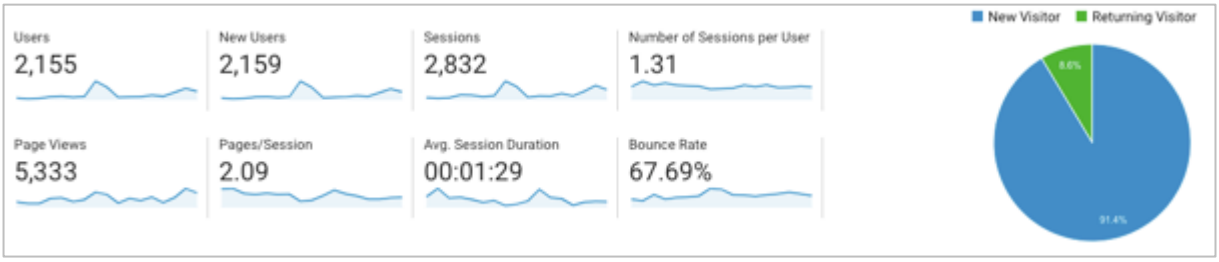


Figure 9: Website Statistics Visit Duration

	Page	Page Views	Unique Page Views	Avg. Time on Page	Entrances	Bounce Rate	% Exit
1.	/	1,196 (20.16%)	919 (19.39%)	00:01:21	850 (30.01%)	53.41%	47.07%
2.	/about/the-project/	731 (12.32%)	515 (10.86%)	00:01:28	342 (12.08%)	47.95%	41.59%
3.	/news/	520 (8.77%)	298 (6.29%)	00:00:42	111 (3.92%)	33.33%	22.12%
4.	/about/consortium/	318 (5.36%)	263 (5.55%)	00:02:03	73 (2.58%)	58.90%	44.97%
5.	/events/	186 (3.14%)	143 (3.02%)	00:00:51	27 (0.95%)	55.56%	18.82%
6.	/resources/deliverables/	165 (2.78%)	140 (2.95%)	00:01:29	39 (1.38%)	84.62%	41.82%
7.	/about/objectives/	143 (2.41%)	113 (2.38%)	00:01:07	12 (0.42%)	41.67%	22.38%
8.	/resources/videos/	126 (2.12%)	99 (2.09%)	00:01:19	29 (1.02%)	72.41%	46.03%
9.	/privacy-policy/	102 (1.72%)	85 (1.79%)	00:00:57	85 (3.00%)	78.82%	81.37%

Figure 10: Website Statistics Top Visited pages

	Country	Users	% Users
1.	United States	699	32.21%
2.	Italy	281	12.95%
3.	France	137	6.31%
4.	Germany	123	5.67%
5.	Belgium	112	5.16%
6.	Switzerland	77	3.55%
7.	Netherlands	66	3.04%
8.	United Arab Emirates	55	2.53%
9.	Canada	54	2.49%
10.	Spain	50	2.30%

Figure 11: Website Statistics - Top 10 on visits from different countries

1.3.2 Social Media

The social media activity has been concentrated on Twitter (@project_react) and LinkedIn (https://www.linkedin.com/company/14786120). These social media channels proved to be effective to disseminate the most relevant information about the project, reaching specific audiences.

Twitter

So far, REACT's Twitter account **has attracted 103 followers** (including project partners, similar projects, interested stakeholders, etc.). Among all around 190 Tweets have been posted. REACT also follows 53 accounts, mostly initiatives and organizations in similar fields or of approximate nature where partners have been involved. The figure here below shows the current homepage of the REACT Twitter account.

Figure 12: Screenshot of the REACT Twitter Account

LinkedIn

LinkedIn has been active since the beginning of the project and has gathered **126 followers so far**. It is mostly used to share the latest progress of REACT, echoing key promotional messages from the Project website and sharing relevant news from the project's partners, relevant projects and the European Commission. It has posted over 50 discussions.

Figure 13: Screenshot of the REACT LinkedIn Account

1.3.3 Newsletter

Four Newsletters have been edited and distributed to stakeholders through REACT's mailing lists as well as made available on the project website. So far, **68 stakeholders have subscribed** to receive REACT's Newsletters. In terms of further analysis on the efficiency of the communication:

- The 1st newsletter (October 2019) was sent to 17 subscribers / 76% opens / 29% clicks
- The 2nd newsletter (January 2020) was sent to 34 subscribers / 47% opens / 20% clicks
- The 3rd newsletter (May 2020) was sent out to 50 subscribers / 46% opens / 14% clicks
- The 4th newsletter (October 2020) was sent out to 60 subscribers / 40% opens / 8% clicks

1) Newsletter 1 (October 2019)

The 1st newsletter of REACT, published in October 2019, contained links to a report of REACT's ongoing activities, announced the kick-off of the joint "Plastics Circularity Multiplier" initiative (including REACT) and reported on REACT's presence at the Première Vision event and at the 2019 World Circular Economy Forum.

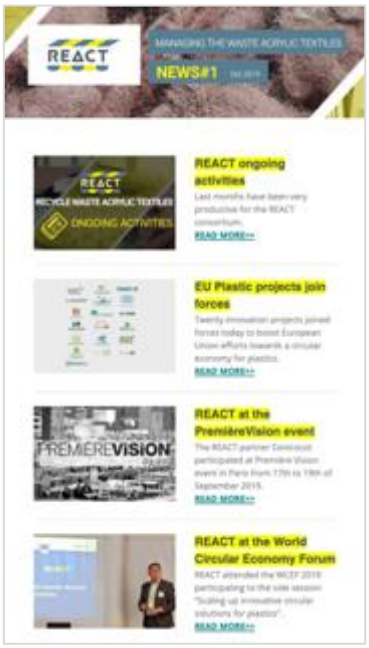


Figure 14: Screenshot of REACT's 1st Newsletter

2) Newsletter 2 (January 2020)

The 2nd newsletter of REACT, published in January 2020, announced the release of REACT's first video, partner Parà's presence at the 2020 Heimtextil in Frankfurt and REACT's participation to Ecomondo 2019 in Rimini.

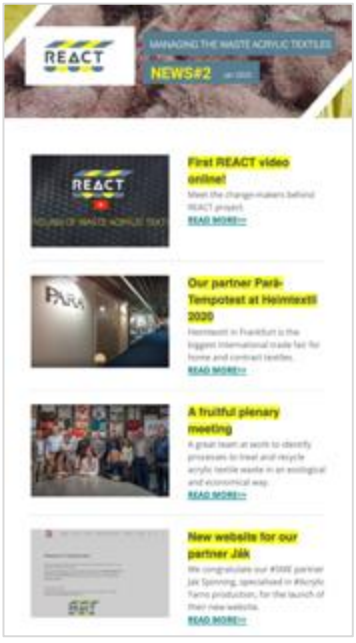


Figure 15: Screenshot of REACT's 2nd Newsletter

3) Newsletter 3 (May 2020)

The 3rd newsletter of REACT, published in May 2020, announced REACT's participation at the Plastic Circularity Multiplier Conference, reported on results from REACT's research partners and on the project's involvement in the Horizon 2020 Coronavirus response.

Figure 16: Screenshot of REACT's 3rd Newsletter

4) Newsletter 4 (October 2020)

The 4th newsletter of REACT, published in October 2020, announced REACT's first online Engagement Workshop, REACT's participation to the Plastic Circularity Multiplier Virtual Conference, presented partner CETI's pilot plant and reported on Parà's achievement in reaching the waste collection quota.

Figure 17: Screenshot of REACT's 4th Newsletter

1.4 Events

1.4.1 REACT Workshops

During the first half of the project REACT organized the Engagement Workshop - MS9 planned for M12 and postponed to M17 (October 2020) - which was conducted as an online Webinar entitled "Sustainable circular economy: Removing finishing chemical products from acrylic textile" due to the COVID-19-related challenges. For more data on attendance, please refer to Tables 1 and 2 here below.

The webinar, which took place on October 29, 2020, has been promoted through REACT's social media and several relevant LinkedIn groups. Some budget has also been allocated for dedicated advertising on textile sustainability/recycling-specific websites and newsletters (Ecotextile News and TechnoFashion).

For this promotional campaign two different Twitter cards, four specific banners and a press release have been created. The total reach of the campaign was about 5,200 contacts spread among the various outlets.

Figure 18: Twitter card/web banner template created for REACT's Engagement Workshop/Webinar online promotional campaign

Table 1 : Registrations and Participants to the workshop

Registered	Participants
59	29

Table 2 : Type of organisations attending the workshop (by country)

Country and Type of organisation	Number
Belgium	**2**
University	2
Finland	**1**
Other	1

France	**1**
Chemical Industry	1
Hungary	**1**
Textile industry	1
India	**1**
Chemical Industry	1
Italy	**15**
Chemical Industry	1
Other	6
Research Center	1
SME	1
Textile industry	6
Japan	**2**
Chemical Industry	1
Textile industry	1
Kenya	**1**
University	1
Switzerland	**1**
Other	1
The Netherlands	**1**
Research Center	1
Türkiye	**1**
Textile industry	1
UAE	**1**
SME	1
UK	**1**
SME | Textile industry	1

1.4.2 Events Attended

REACT's partners have attended or participated to a total of **7 events in the first half of the project**, giving keynote presentations, promoting the projects achievements. Table 1 below summarises the events attended. These events' participation has been reported in the News and Events sections of the project's website and promoted through the social media channels.

Capital, in terms of synergies with similar projects and endeavours, was the participation to the Plastic Circularity Multiplier Virtual Conference on October 15, 2020, which counted around 300 participants per day and saw REACT presenting its objectives and achievements among 16 other EU-funded projects working towards a circular economy for plastics.

Event Name	Date, Location	Target Group	Estimated No of Attendees	Dissemination Activity	Partner Attending
World Circular Economy Forum 2019	3 – 5 June 2019 Helsinki (FINLAND)	Innovators, Researchers, Policy makers	2,200	Project presentation	Centrocot, University of Bergamo, Martel
Première Vision	17 – 19 September 2019 Paris (FRANCE)	Industry, Customers, Distributors, Journalists	5,000	Project presentation	Centrocot
Ecomondo 2019	5 - 9 November 2019 Rimini (ITALY)	Industry, Customers, Distributors, Journalists, Researchers	1,000	Project presentation, Booth	Centrocot
LIFE Platform Meeting on Chemicals	27 - 28 November 2019 Vilnius (LITHUANIA)	Industry, Journalists, Researchers	80	Project presentation	Centrocot
HEIMTEXTIL 2020	7 – 10 January 2020 Frankfurt (GERMANY)	Customers, Distributors, Journalists	150	Press Release for journalists	Parà
AFIL Webinar “L’Industria Tessile di fronte alla Circular Economy”	02 October 2020 Online event	Industry, Researchers	50	Project presentation	Centrocot
Plastic Circularity Multiplier Virtual Conference	15 October 2020 Online event	Industry, Researchers	300	Project presentation, specific results presentation	Centrocot

Table 3: Events attended by REACT in the first half of the project

1.5 Journals and Conference Publications

The project’s target of 3 scientific publications will be reached in the second half of REACT project, when results of scientific research will be consolidated and available for publication.

1.6 REACT in the Press

REACT distributed **three press releases** regarding the launch of the project, the partners contribution to the project and promoting the October 2020 Engagement Workshop/Webinar (See details for this press release -in Italian- in Annex A). Through the involvement of the partners, **REACT received coverage on 29 publications**, including an Euronews article (which is connected to a short video reportage). The following tables lists such outlets.

Publication	Publication URL	Leading Partner
Tenda In&Out	http://www.tendain.it/sostenibilita-para-prende-parte-al-progetto-react-horizon-2020/	Parà
Il Giornale della Vela	https://www.giornaledellavela.com/2019/10/09/cosi-para-trasformera-i-rifiuti-di-tessuti-acrilici-in-un-nuovo-tessuto/	Parà
DEM Newsletter Il Giornale della Vela	https://c4a4e.emailsp.com/f/rnl.aspx/?hgc=q_rwuzxy_::hg=qr_bf0=pryw_5a5&.=:i7332cig4cc&x=pp&uyd1f52:e_-6g=ntsqzNCLM	Parà
WebandMagazine.media	https://www.webandmagazine.media/news-texture/approfondimenti-texture/para-prende-parte-al-progetto-react/	Parà
Tenda In&Out	http://www.tendain.it/rivista-inout/	Parà
Il Cittadino di Monza e Brianza	https://www.ilcittadinomb.it/	Parà
TESS - Tende e Schermature Solari	http://tendeeschermaturesolari.com/	Parà
Casa Naturale	https://www.casa-naturale.com/	Parà
Casa Stile	https://www.casastileweb.it/news/para-sceglie-sostenibilita-e-riciclo-del-programma-react/	Parà
Corriere della Sera: Speciale Imprese di Successo	https://www.corriere.it/	Parà
RTS Magazine	https://www.gebaeudehuelle.net/rts-magazin/rts-aktuell	Parà
Il Corriere della Sera: Speciale Bonus Tende	https://www.corriere.it/	Parà
La Repubblica	https://www.repubblica.it/	Parà
Sicht Sonnenschutz	https://www.sicht-sonnenschutz.com/	Parà

La Repubblica Milano	https://milano.repubblica.it/dossier-adv/eccellenze-della-lombardia/2020/08/03/news/passione_per_dettagli_e_innovazione_para_spa_e_simbolo_del_made_in_italy-263350226/	Parà
La Repubblica - Speciale Ecobonus 110	https://www.repubblica.it/	Parà
Metro MILANO	http://www.metronews.it/	Parà
UNITEX Journal	https://www.react-project.net/2020/11/11/react-in-unitex-journal/	Ghent University
Euronews (Business Planet)	https://www.euronews.com/2020/11/06/circular-economy-reshaping-europe-s-textile-industry	Parà, Centrocot
Il Corriere della Sera: Speciale 1000 Imprese Bergamo	https://www.corriere.it/	Parà
TESS - Tende e Schermature Solari	http://tendeeschermaturesolari.com/news/1462-para-su-euronews	Parà
Outdoor Mag	http://www.theoutdoormag.it/economia-circolare-para-e-il-progetto-react/	Parà
Sustainability-Lab	https://sustainability-lab.net/2020/10/27/riciclo-dellacrilico-react-spiega-come/	Centrocot
La Spola	https://www.laspola.com/	Centrocot
Recycling	http://www.recyclingweb.it/	Centrocot
Technofashion	https://www.technofashion.it/	Centrocot
Green Italy 2020 Symbola	https://www.symbola.net/ricerca/greenitaly-2020/	Centrocot
Casa Stile	https://www.casastileweb.it/	Parà
Osservatorio Abitare (Il Sole 24 Ore)	https://www.ilsole24ore.com/	Parà

Table 4: React in the Press in the first half of the project

Please see Annex B for a press clipping selection – The entire press clipping archive is available in the newly created "Press Clipping" section of REACT's website.

2 PLAN OF ACTIVITIES FOR THE 2ND HALF OF THE PROJECT

REACT dissemination and communication plan will continue to be coordinated by the Task 7.1 leader (Martel) with the contribution and support of all the partners. Dissemination and Communication activities will be run both at consortium level and at partners' level, based on each organization expertise, existing network and relevant exploitation plan.

REACT has been invited to participate to EASME's H2020 online workshop "Innovative methods to remove hazardous substances and contaminants from secondary raw materials for the circular economy", which will take place in January 2021 and will involve other six research and innovation projects (all funded under the topic H2020-SC5-1-2018 "Methods to remove hazardous substances and contaminants from secondary raw materials") plus other relevant H2020 projects and EU policy and project officers. – This event is intended as part of the formal project review process, organised by EASME, that the projects will be undergoing in early 2021 and will also aim to identify concrete collaboration opportunities among projects, strengthen synergies and optimise impacts.

2.1 Planned REACT Workshops

REACT will organise 2 more workshops: the Intermediary Workshop at M24 and a Final Workshop at M36. The consortium has already discussed the best approach to these events and it was agreed to have them co-located with major relevant conferences in order to maximise their impact and attendance. Furthermore, the timeline provided in D7.1 was indicative; we are now revising it to ensure we exploit opportunities as they arise (e.g. events not foreseen at time), that the project may offer high quality content and that partners can provide substantial support and engagement to each event (e.g. avoid overlapping with critical project's implementation phases). The workshops will be conducting privileging the engagement and active participation of the audience. In order to maximise the impact, we will look at alternative solutions for live streaming and recording of the events (e.g. YouTube Live), in order to reach also a remote audience and make the projects' outputs as widely available as possible. The Table 5 below summarizes the workshops timeline and communication objectives. REACT gathered experience in promoting and conducting online events through the organisation of the Engagement Workshop in M17, which was essential due to the current COVID-19 difficulties: should these restrictions continue to prevent organisation of physical events, WP7 would be ready to work around them exploring the opportunities offered by hybrid events and webinars.

Event	Month	Objective	Target participants
Intermediary Workshop	M24	Present REACT intermediary results	50
Final Workshop	M36	Present the prototype product and to engage vertical industries in uptake of the technology results	50

Table 5 : REACT workshops in the 2nd half of the project

2.2 Events participation planned

Table 6 below presents a list of events for which participation in the second half of the project has been planned or that will be in the radar of REACT for communication and dissemination activities:

Event Name	Date, Location	Target Group	Estimated No of Attendees	Dissemination Activity	Partner Attending
H2020 online workshop "Innovative methods to remove hazardous substances and contaminants from secondary raw materials for the circular economy"	29 January 2021 Online event/review	Researchers, Industry, Policy makers,	50/100	Presentation of project progress and results, Networking	Centrocot, Martel
ISPO 2021	1 – 5 February 2021 Online event	Industry, Researchers, Journalists	100	Project presentation	Centrocot
SALONE DEL MOBILE 2021	13 – 18 April 2021 Milano (Rho) - ITALY	Customers, Distributors, Journalists	150/200	Roll Up, Flyer / Brochure for customers & distributors, Press Release for journalists	Parà
PROPOSTE 2021	19 – 21 April 2021 Cernobbio (CO) - ITALY	Customers, Distributors, Journalists	150/200	Roll Up, Flyer / Brochure for customers & distributors, Press Release for journalists	Parà
IFATCC Congress 2021	27 – 29 April 2021 Roubaix - FRANCE	Researchers, Industry	100	Project presentation	Centrocot, University of Bergamo
HEIMTEXTIL 2021	4 – 7 May 2021 Frankfurt - GERMANY	Customers, Distributors, Journalists	100/150	Roll Up, Flyer / Brochure for customers & distributors, Press Release for journalists	Parà
TECHTEXTIL 2021	4 – 7 May 2021 Frankfurt - GERMANY	Textile Industry & brands	42,500	R&D	CETI

A+A 2021	26-29 October 2021 Düsseldorf - GERMANY	Industry, Researchers, Journalists	100	Roll Up, Flyer / Brochure for customers & distributors, Press Release for journalists	Centrocot
EXOPROTECTION 2021	November 2021	PPE Brands, Gloves/Workwear	22,000	R&D	CETI
The Fiber Society 2020 Spring Conference	May 2020, Leuven – BELGIUM, postponed due to COVID-19 to 2021	Researchers, Industry	150-200	Poster presentation – postponed to 2021	Ghent University
FEA Research Symposium	Date to be announced 2021 – Ghent, Belgium	Researchers	100/150	Poster presentation	Ghent University
AUTEX 2021 - 20th World Textile Conference	2021 - Date and location to be announced	Researchers, Industry	250/300	Poster or presentation	Ghent University
HEIMTEXTIL 2022	January 2022 Frankfurt - GERMANY	Customers, Distributors, Journalists	100/150	Roll Up, Flyer / Brochure for customers & distributors, Press Release for journalists;	Parà
R+T 2022	February / March 2022 Stuttgart - GERMANY	Customers, Distributors, Journalists	1000/2000	Roll Up, Flyer / Brochure for customers & distributors, Press Release for journalists;	Parà
SALONE DEL MOBILE 2022	April 2022 Milano (Rho) - ITALY	Customers, Distributors, Journalists	150/200	Roll Up, Flyer / Brochure for customers & distributors, Press Release for journalists;	Parà
PROPOSTE 2022	April 2022 Cernobbio (CO) - ITALY	Customers, Distributors, Journalists	150/200	Roll Up, Flyer / Brochure for customers & distributors, Press Release for journalists;	Parà

ISPO 2022	2022 Munich - GERMANY	Industry, Researchers, Journalists	100	Roll Up, Flyer / Brochure for customers & distributors,	Centrocot

Table 6: Events participation planned for the 2nd half of the project

2.3 Scientific Publications planned

The table below presents the list of publications (Journals and Conferences) planned or targeted for the second half of the project.

Publication Title/Topic
AUTEX
Textile Research Journal
Journal of Materials Science
The Journal of the Textile Industry
Clothing and Textiles Research Journal
Chemical Fibres International

Table 7: Scientific Publications targeted for the 2nd half of the project

2.4 Communication activities M19-M36

2.4.1 Online communication

Continuous work will be dedicated to the online presence, populating and keeping REACT's website updated. The social media will continue to be animated with the project's and partners' news and sharing relevant contents of the EC and other circular economy/textile initiatives. On the occasion of specific events, such as the planned REACT Workshops, dedicated targeted advertisement to relevant online news outlets will be considered, re-allocating travel budget if not used – Like in the aforementioned case of the October 2020 Engagement Workshop/Webinar.

2.4.2 Promotional materials: Flyers, posters, roll-ups

WP7 might update flyer, poster and roll-ups according to the consortium's needs (i.e. new processes or achievements to be communicated), especially if physical events will return to be an option.

2.4.3 Videos

REACT plans to release at least 2 new videos per year in the second half of the project, as indicated in the KPIs table. These will include a full recording of each of the planned REACT Workshops if conducted as online webinars or live-streamed.

Plan made during the first half of the project to shoot video on location at partners' facilities, on the occasion of physical meetings, have been discarded due to COVID-19-related restrictions, but any future occasion to newly pursue this objective would be taken into consideration; the main idea being creating a mini-reportage on single partners' activities.

Martel's personnel would provide remote video-making services in case travel to location is not feasible: either gathering live-action footage from partners (or other venues) or designing animated infographic-type videos as an alternative.

3 EXPLOITATION

3.1 Exploitation Achievements

The work with outreach follows the overall communication strategy as worked out in D7.1 "*Dissemination and Exploitation strategy and Plan*", where the communication and disseminations efforts have been divided into two different phases, related to status in the project as well as technical maturity in the communication and disseminations solutions. As such, this deliverable reports on the Outreach Period 1 (M1-M18) as described below (Period 2 will be reported in D7.4 *Final Report on Dissemination and exploitation of results* – M19-M36).

Period 1 (M1-M18):

Making the project public and visible. The health emergency (due to COVID-19) delayed some project actions and consequently changed the communication activities in form and not in content.

In this first period, the purpose of the communication and dissemination actions was to create an initial interest among the subjects that treat and manage textile waste, with specific focus on acrylic textiles from awnings and outdoor furniture. A key element is the analysis and removal of finishing substances (fluorocarbons, melamine and acrylic resins, anti-mold agents) that affect the purity of the secondary raw material and their management.

In the period of work REACT obtained concrete results concerning the cataloguing of waste and the removal of finishing and in parallel carried out some tangible actions, such as the participation to the PCM Initiative, Ecomondo fair and the first REACT workshop, to reach the stakeholders' representatives.

In particular, the workshop served to identify and raise awareness among the participants mainly on the issues investigated in WP 2 - Elimination of finishing chemical products.

The partnership is the main actors to "bring the light" and to reach the wider crowd. Furthermore, the REACT project engaged potential users / stakeholders in order to "attract them" to the mission and vision of the project, as well as inform them of the potential benefits of recycling acrylic fibers and the wider project scope.

Period 2 (M19-M36):

This period is the final stage of the project. to prepare the involved actors for "what´s next after the project". In the second half of the project **REACT will further develop the exploitation activities and, at the end the project, the recommendation** (Policy recommendation).

The Roadmap will define the results exploitation plan.

The Policy Recommendations aim to offer the external public a concrete experience on "how to use the REACT project" and "why REACT can be valuable in evaluating the method of recycling acrylic fiber".

3.1.1 Exploitation Achievements - Period 1 (M1-M18)

The main objective of the project is to address the management of waste acrylic textiles coming from outdoor awnings and furnishing, defining and sustaining an EU-wide Roadmap and a Policy recommendation at the cutting-edge for the analysis and removal of finishing substances in order to obtain second life fiber and fabrics.

The policy brief and the Roadmap leverage on the outcomes of the REACT's engagement and the first intermediary workshop where the industry, researchers and policy makers engaged in an interactive discussion on the topic. Furthermore, we will analyze the outcomes of the attended EU and international Circular Economy Conferences to integrate further insights.

The roadmap will be provided to the project term and in this intermediate phase, in function of the key recommendations, the target stakeholders, exploitable areas and the possible exploitation of the REACT project results are identified.

Key recommendations:

- research and innovation needed to address the major challenges of the circular economy;
- policy recommendations for the engagement of the European industries, SMEs, Research centres and end-users in the development of solutions to produce primary and secondary raw materials;
- the document will suggest practical, actionable and justifiable recommendations for research & innovation and implementation;
- environmental legislation and policy, using among others with possible input to EU ecolabel and ETV, PEF, the CEAP interface waste and chemicals action.

3.1.2 Identification of target stakeholders and key exploitable areas for the Roadmap and Policy recommendation of the REACT project

Create a Roadmap and develop a Policy recommendation for advanced recycling acrylic fibres research in Europe.

- to create a networked governance for advanced research sectors on acrylic fibres recycling in Europe;
- to build lasting partnerships with academic, industrial, government and community stakeholders;
- to establish active interactions among the various stakeholders (companies, local administrations, governments) in order to verify the obstacles and problems to be submitted to the policy makers and, at the same time, verify how the policies orient new projects;
- to improve awareness and training skills and develop textile waste recycling skills.

On the basis of what listed above, the following target stakeholders can be interested to REACT:

- European, Local Regional public authorities (Regional General Direction (Environment, Research & Innovation, Education, Industrial Development);
- National public authorities (Ministry for Environment, Research, Development and Innovation, Environment, National agency for environment, National Fund for Environmental Protection and Water Management);
- Sectoral agencies (Environmental regional agency);
- Infrastructure and (public) service providers (Utility companies: sewage, waste collection);
- Research and Academia - Higher education and research (University faculty, Research institution);
- Large enterprises and SMEs (Textile company, companies of textile products for outdoor);
- Business support organisations (Chamber of commerce, Business association, Cluster, Technological platform providers);
- Certification systems for Accredited laboratory tests;
- Technology providers;
- Companies that manage waste.

Three specific stakeholders already shown their interest to REACT project, through letters of interest: SMI (Sistema Moda Italia), The European Technology Platform for the Future of Textiles and Clothing (Textile ETP) and EURATEX that will offer its contribution to dissemination and exploitation of the project through the wide and consolidated channels available in their organizations.

3.1.3 Possible exploitation of REACT project results to add in the Roadmap and policy recommendations

REACT aims to improve and maximise access to and re-use of scientific data generated by the project.

Open Access to scientific information is expected to bring benefits in terms of:

- acceleration of the research and discovery process, leading to increased returns on R&D investment;
- avoidance of the duplication of research efforts, leading to savings in R&D expenditure;
- enhanced opportunities for multi-disciplinary research, as well as inter-institutional and inter-sectorial collaborations;
- broader and faster opportunities for the adoption and commercialization of research findings, generating increased returns on public investment in R&D and the potential for the emergence of new industries based on scientific information;
- open Access can also increase openness and transparency, thereby contributing to better policy-making, and ultimately benefit society and citizens.

The dissemination, communication and enhancement activities, including correct and careful management of IPRs, are essential to create the Roadmap and to ensure the success of the achievement of the REACT project objectives. The Roadmap is closely coordinated between all work packages, to ensure we have a cohesive plan of actions that will assist the partners in the creation of large-scale and sustainable impact. To broaden the scope of REACT's efforts, the consortium is pursuing and ensuring close coordination with other ongoing Horizon 2020 projects, such as: DEMETO project and Plastics Circularity Multiplier Initiative (the initiative seeks to improve value chain collaboration and create cross cooperation between EU Projects) and other initiatives in closely related programs, such as the SPIRE, LIFE and COST initiatives.

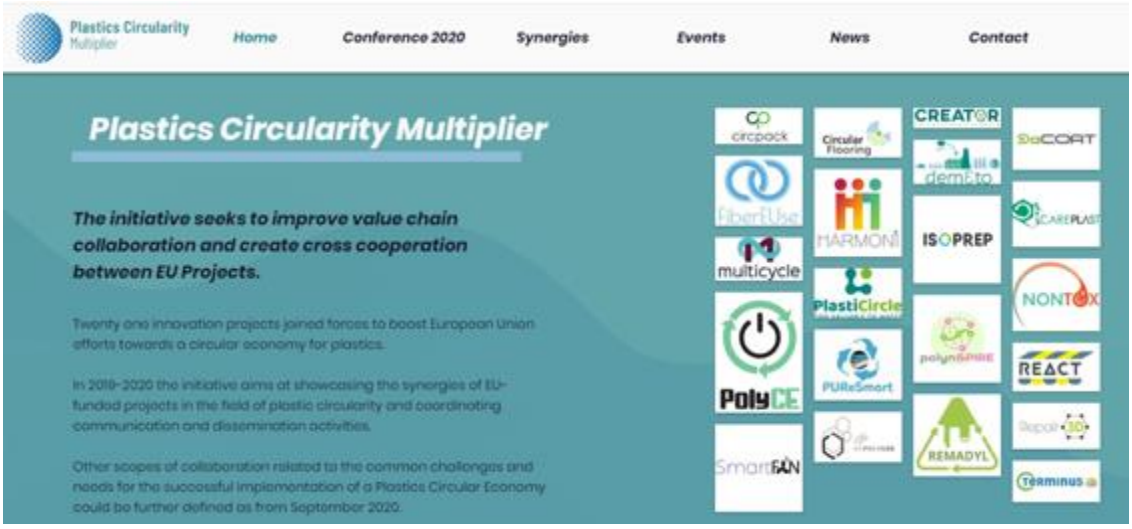


Figure 19: Synergies of EU-funded projects

Through the Roadmap and policy recommendation, the consortium, at the end of the project, will develop and implement a comprehensive and well-articulated dissemination and communication strategy and an action plan to ensure a broad uptake of the REACT concepts and technologies through the engagement of the target stakeholders.
REACT partners expect a significant growth of the market around this technology and the Roadmap will be an important tool to define a joint exploitation plan in order to maximize the exploitation of the outcomes of the project.

4 ASSESSMENT OF RESULTS

4.1 KPIs, Deliverables and Milestones

The consortium has kept a close eye on the KPIs set at the beginning of the project, to monitor the Dissemination & Communication Results. The tables below offer details on the currently achieved and planned KPI's Deliverables and Milestones.

KPI	Measure	Performance Indicator	Target	Means of verification	At M18
KPI 7.1	Numbers relevant contacts reached among the primary target: industry, researchers and secondary target: policy makers and general public	Total Reach of dissemination & communication activities (online & offline)	7,000	Website analytic Social media reach Events participation and organization Publications audience	± 5,000
KPI 7.2	Number of publications in scientific and industrial magazines	No. of peer-reviewed publications in journals, conferences workshop	≥ 3	Articles and papers presented and published in high quality venues	0
		No. of publications on vertical industry magazines	≥ 3	Articles and papers presented and published in high quality venues	29
KPI 7.3	Number of events organized and attended	No. of events (trade fairs / conferences / exhibitions) attended	2 x year	Liaise with relevant stakeholders, present REACT results	7
		No. of workshops organized	3 by the project end with >50 participants	Inviting community stakeholders for events related to the project	1

KPI 7.4	Flyers Posters/Roll-ups	No. of flyers (by the end of the project)	≥ 5	Distribution via participation to and organisation of dedicated events and electronic distribution	1
		No. of posters (by the end of the project)	≥ 5		3
KPI 7.5	Project website	No. of unique visitors to the website (per year)	≥ 2500	News, Publications, Videos, Newsletters, Deliverables	Online since June 2019, ± 2,155 visitors so far 28 News published in total
KPI 7.6	Social media	No. of followers Twitter (new per year)	≥ 100	Keeping REACT profiles on such networks active via regular posting and monitoring	103 Twitter followers
		No. of followers YouTube (new per year)	≥ 80		126 LinkedIn followers + YouTube channel total views so far: 271
KPI 7.7	e-Newsletter (published every 4 months)	No. of subscribers (by the project end)	≥ 200	Recording of subscribers to the electronic newsletter	68 Subscribers
KPI 7.8	Press releases	No. of press releases	≥ 3 by the end of the project	Recording of Press Releases published	3 (issued by Parà and Martel)
KPI 7.9	Videos	No. of videos published on the REACT YouTube channel-average number of views	2 videos x year 80 views per video at least	Introduction, informative and educational videos to support awareness creation	4 videos 271 views in total

Table 8 : REACT Dissemination and Communication KPIs

Deliverables and Milestones	Title	Due Date	Achievements
D7.1	Dissemination and exploitation strategy and plan	M3	Submitted in September 2019
D7.2	Intermediary report on dissemination and exploitation of results	M18	Current document
D7.3	Mid-Term policy report	M18	Scheduled
D7.5	Final report on dissemination and exploitation of results	M36	Scheduled
D7.5	Roadmap for exploitation after REACT	M36	Scheduled
D7.6	Final policy report	M36	Scheduled
MS8	Project website and social media accounts online	M2	Done by M1
MS9	Engagement Workshop	M12	Initially planned for M12 - Achieved in M17 (October 2020) due to COVID-19 restrictions
MS10	Intermediary Workshop	M24	Scheduled
MS11	Final Workshop	M36	Scheduled

Table 9 : REACT Deliverable and Milestones

5 CONCLUSIONS

This document presents the REACT dissemination and promotion activities run in the first half of the project and describes a number of key activities that the project's partners are focusing on, and will follow up in the second part of the project in order to guarantee broad visibility of the project's work and results in the Plastic Circular Economy domain and beyond so as to engage target stakeholders and produce relevant and durable impact.

In the first half of the project, the REACT partners have been active in several ways and pursued various promotional activities, including:

- Presentation of the REACT project at several conferences and webinars.
- Online promotion of the project through the website and social media channels.
- Contribution to the Plastics Circularity Multiplier group in the form of information about upcoming events, organised joint workshops/sessions and available material.
- Diffusion of REACT and overall EC funded circular economy projects news via the project's communication channels, as well as the various partners' individual social communication means.
- Creation of a slide-based presentation of REACT, as well as an introductory project's flyer, roll-up and poster.

The work of WP7 will continue to be intensive in the upcoming months as several efforts are planned in order to support the broad and effective promotion of various REACT driven activities including the REACT Intermediary workshop planned to take place in M24 and the Final Workshop planned at M36.

ANNEX A – REACT PRESS RELEASE

Il **Progetto REACT**, finanziato dal programma H2020 della Commissione Europea, è focalizzato sul trattamento dei residui acrilici tessili risultanti dalla produzione di tende da sole e arredamento da esterno. L'obiettivo finale del progetto è arrivare ad un nuovo processo di rimozione delle sostanze chimiche nocive dal finissaggio di prodotti acrilici tessili, tramite metodi di ricerca ed elaborazione innovativi, con il fine ultimo di ottenere un prodotto tessile acrilico completamente riciclabile e riutilizzabile.

Il consorzio di REACT conta 7 partner, provenienti da 4 diversi paesi europei e dalla Svizzera, tra cui:

- **3 centri di ricerca:** *Centrocot (Italia), Ghent University (Belgio), European Centre for Innovative Textiles – CETI (Francia)*
- **3 aziende del settore industriale:** *Parà/Tempotest (Italia), Soft Chemicals (Italia), Ják Spinning* (Ungheria)
- **1 SME:** *Martel Innovate (Svizzera)*

I risultati preliminari della ricerca condotta sulla rimozione del finissaggio chimico da prodotti tessili acrilici verranno presentati il **29 Ottobre 2020 dalle 10:00 alle 12:00** nel webinar **"Sustainable circular economy: Removing finishing chemical products from acrylic textile"** (condotto in lingua inglese).

L'evento è dedicato a ricercatori e innovatori, altri progetti europei e SME interessati alla circular economy.

- Scoprite i risultati preliminari e i metodi esplorati da REACT per eliminare il finissaggio chimico da prodotti tessili acrilici usati per la produzione di tende da sole.
- Scoprite di più riguardo alla chemiometria come metodo matematico e statistico applicato alla chimica dei prodotti tessili.
- Le industrie tessili sono invitate a partecipare agli studi sulla rimozione del finissaggio secondo la metodologia di REACT.

La partecipazione al webinar è completamente gratuita ma la registrazione e' necessaria, tramite il seguente link:
https://www.eventbrite.com/e/removing-finishing-chemicals-products-from-acrylic-textile-tickets-123162019917

Per ulteriori informazioni su REACT: https://www.react-project.net/

Per un overview sul processo di REACT:
https://www.youtube.com/watch?v=LT1PKnKynmE

Il progetto REACT è finanziato dal programma Horizon2020 dell'Unione Europea
(Agreement n° 820869)

Press release for REACT's Engagement Workshop/Webinar (October 2020)

ANNEX B – SELECTION OF PRESS CLIPPING

Corriere della Sera **Lunedì 27 Luglio 2020**

Restart - Bonus tende

PARÀ

Il futuro è sempre più green Così si punta sulla sostenibilità

L'AZIENDA È SPECIALIZZATA NELLA PRODUZIONE DI TESSUTI PER LA PROTEZIONE SOLARE E GLI ARREDI

Sempre di più "futuro" fa rima con sostenibilità e attenzione per l'ambiente. Lo sa bene Parà Spa, punto di riferimento nell'ambito della produzione di tessuti utilizzati per la protezione solare, l'arredamento di interni ed esterni e la nautica. Attiva nel comparto da molti decenni - è stata fondata nel 1921 - e forte di una lunga esperienza nel settore, Parà ha deciso di investire nell'economia circolare: una scelta che plasmerà l'identità aziendale anche nei prossimi anni.

GLI IMPIANTI

Un'attenzione che nasce anche dalla consapevolezza dell'impatto delle proprie attività sull'ambiente. Proprio per questo motivo la ditta ha realizzato un impianto di depurazione delle acque di scarico all'avanguardia, estremamente performante: basti pensare che permette di trattare oltre 3mila metri cubi di acqua al giorno.

Parà sa poi quanto è importante il tema dell'energia pulita, soprattutto quella che proviene dal sole, risorsa "green" per eccellenza. Da qui la decisione di installare 20mila metri quadrati di pannelli solari fotovoltaici sui tetti degli stabilimenti produttivi di Pontirolo e della sede di Sovico.

Realtà d'eccellenza La sede di Sovico

PIÙ EFFICIENZA

Un'altra strategia è quella di puntare sull'efficienza dei propri macchinari. Non si tratta solo di una scelta per accrescere le performance produttive, ma anche di una modalità per evitare sprechi e limitare l'impatto sull'ambiente.

Per questo ancora oggi Parà investe costantemente per avere a disposizione sistemi di ultima generazione e all'avanguardia, fondamentali per ottenere la massima soddisfazione per il cliente e per l'utilizzatore finale.

I macchinari
La ditta investe costantemente sull'efficienza dei propri sistemi

IL PROGETTO

Anche il futuro è visto in ottica green: negli ultimi anni l'attenzione si è spostata sempre di più sulla filosofia dell'economia circolare, ovvero lo studio dei processi di riciclo di scarti di lavorazioni o di tessuti dismessi per dare vita a nuovi prodotti ecologici.

A questo proposito, Parà ha deciso di entrare in "REACT", un progetto facente parte del programma europeo Horizon 2020 che si occuperà della gestione dei rifiuti di tessuti acrilici provenienti da tende e arredi per esterni.

3mila
L'impianto di depurazione di Parà permette di trattare oltre 3mila metri cubi di acqua al giorno

Sole
Parà ha installato 20mila metri quadrati di pannelli solari fotovoltaici sui tetti dell'impianto produttivo di Pontirolo e della sede di Sovico

DAL 1921 | Quasi un secolo di storia

Un anniversario davvero prestigioso

Mancano ormai solo pochissimi mesi e poi Parà potrà festeggiare un traguardo prestigioso: un secolo di vita. L'azienda, specializzata da tre generazioni nella produzione di tessuti per la protezione solare e gli arredi, è stata infatti fondata nel 1921.

LE TAPPE DEL SUCCESSO

La società si era dapprima dedicata alla realizzazione di tessuti in fibre naturali usati per rivestire i materassi. Negli anni Cinquanta la svolta: l'azienda si convertì alla produzione di tessuti di carta destinati all'industria automobilistica, mentre negli anni Sessanta si avvicinò al business attuale, entrando nel mondo della protezione solare e dell'arredamento della casa (interni ed esterni). All'epoca la società cominciò a maneggiare l'innovativa fibra acrilica tinta in massa, inventata dal colosso petrolchimico Montecatini. Nel 1964 quest'ultima decise di vendere a Parà il suo storico marchio Tempotest®, con il quale veniva commercializzata la fibra acrilica sul mercato internazionale. Una soluzione che ha permesso all'azienda di diventare un punto di riferimento nel comparto a livello mondiale, con una presenza capillare in più di 120 Paesi.

ECCELLENZA | Si punta molto sulle collaborazioni con i fornitori, divenuti nel tempo dei veri e propri partner

La qualità è al centro dei processi

LE CERTIFICAZIONI SONO UNA GARANZIA PER I CLIENTI CHE RICERCANO IL MEGLIO

Parà non investe solo nell'economia circolare, ma continua a puntare sulla qualità dei propri prodotti, venendo così incontro alle esigenze, sempre mutevoli, dei propri clienti. Per raggiungere - e conservare - standard elevati Parà ha deciso di agire soprattutto su due fronti principali: la relazione con le altre realtà del settore e l'attenzione verso le certificazioni, nel pieno rispetto delle normative.

Innovazione Il magazzino automatizzato di Parà

Strategie
Le collaborazioni hanno permesso di realizzare soluzioni di primo piano

LE RELAZIONI

Prima di tutto Parà cura con grande attenzione i rapporti di collaborazione con le aziende del comparto, scegliendo per esempio i migliori fornitori presenti sul mercato, diventati poi nel corso degli anni veri e propri partner.

Ciò ha permesso all'impresa di realizzare soluzioni di primo piano, che consentono a Parà di soddisfare al meglio e con efficienza le necessità dei propri clienti.

Qualche esempio? Le tecnologie di finissaggio usate sui prodotti con Marchio Parà - Tempotest® sono frutto della ricerca di Parà in partnership con Dupont (Teflon EXTREME by PARA), colosso americano della chimica inventore del celeberrimo Teflon®, e con SANITIZED®, azienda svizzera leader mondiale nella produzione di prodotti per la protezione antimicrobiotica di articoli tessili e plastici.

LE CERTIFICAZIONI

L'azienda investe poi molto sulle certificazioni, che assicurano un alto livello di qualità, a garanzia della cura e dell'attenzione che caratterizzano da sempre la produzione firmata Parà. In particolare, tutte le soluzioni della società sono certificate ÖKO-TEX STANDARD 100, attestando così l'assenza nei tessuti di prodotti riconosciuti nocivi per l'uomo e l'ambiente.

Infine, le soluzioni della collezione Tempotest® rispettano la normativa Reach, a ulteriore garanzia della qualità dei prodotti.

REACT in Il Corriere della Sera (July 2020)

Speciale **ECOBONUS 110** INFORMAZIONE PUBBLICITARIA

PASSIONE › L'AZIENDA BRIANZOLA RICONOSCIUTA A LIVELLO INTERNAZIONE PER LA QUALITA' DEI PROPRI TESSUTI SI AVVICINA AL TRAGUARDO DEI 100 ANNI

Passione per dettagli e innovazione: Parà Spa è simbolo del Made in Italy

Parà Spa, Family Company fondata nel 1921, produce tessuti di alta qualità, utilizzati per la protezione solare, l'arredamento di interni ed esterni e la nautica, con una forte identità stilistica italiana. Inizialmente impegnata nella produzione di tessuti per tralicci di materassi, negli anni 50 l'azienda inizia a dedicarsi alla produzione di tessuti di carta destinati all'industria automobilistica, che in quegli anni stava vivendo il suo boom. All'inizio degli anni '60 Parà entra nel mondo della protezione solare e dell'arredamento indoor e outdoor. Tappa fondamentale è nel 1964, quando il colosso chimico italiano Montecatini, cede all'azienda brianzola il marchio Tempotest e l'utilizzo della fibra acrilica tinta in massa, fibra che sembra fatta apposta per vivere all'aperto.
Il tessuto Tempotest per le schermature solari porta l'azienda ad essere un assoluto leader nel settore a livello mondiale con una presenza capillare in più di 120 Paesi.

AMBIENTE E INVESTIMENTI

In Parà l'intero ciclo produttivo risulta completamente verticalizzato: dalla filatura alla tessitura, dalla stampa alla tintura, dalla spalmatura al finissaggio.
I processi produttivi necessitano di una grande quantità di energia elettrica e termica: per questo dal 2000 l'azienda ha investito in un sistema di cogenerazione alimentato a gas metano, capace di produrre circa 4Mw di energia. Ciò rende la realtà completamente autonoma a livello energetico e garantisce un notevole risparmio che ne aumenta la competitività. Proprio quest'anno l'impianto di cogenerazione è stato sostituito con un sistema di nuova concezione, così da essere sempre al passo coi tempi. Il rispetto dell'ambiente è quindi uno dei criteri centrali nella definizione delle scelte aziendali, sia industriali sia commerciali. A tal proposito Parà ha realizzato un impianto di depurazione delle acque di scarico dove vengono trattati oltre 3mila metri cubi di acqua al giorno e ha installato sui tetti degli stabilimenti produttivi di Pontirolo (BG) e della sede di Sovico (MB), più di 20mila mq di pannelli solari fotovoltaici.
Gli investimenti si rivolgono anche a macchinari di ultima generazione e processi produttivi all'avanguardia in termini di efficienza e di impatto ambientale.
Con uno sguardo rivolto al futuro, l'azienda mira all'eccellenza in fatto di qualità del prodotto e nel servizio reso. Anche per questo il nuovo sistema logistico è completamente robotizzato, capace di gestire più di 100mila rotoli di tessuto e una movimentazione giornaliera in entrata e in uscita di circa 1.500 di essi aumentando la rapidità, l'efficienza, la sicurezza di tutte le operazioni di smistamento dei prodotti.

Da tre generazioni l'azienda propone tessuti di grande qualità e pregio, in oltre 120 Paesi

INGRESSO DELLA SEDE DI SOVICO (MB)

PANNELLI FOTOVOLTAICI NELLO STABILIMENTO DI PONTIROLO

FUTURO

Sostenibilità: un progetto speciale

Parà Spa fa proprio il concetto di economia circolare, studiando processi di riciclo di scarti di lavorazioni o di tessuti dismessi per dar vita a nuovi prodotti ecologici. Per questo è orgogliosa di comunicare il suo ingresso in "React", un progetto che rientra nel programma europeo Horizon 2020 e che si occuperà della gestione dei rifiuti di tessuti acrilici provenienti da tende e arredi outdoor. Un percorso di 36 mesi che porterà alla creazione di un tessuto riciclato, dove tutte le sostanze depositate saranno smaltite in modo sostenibile. Lo scopo è ridurre l'impatto ambientale dei tessuti acrilici provenienti dai settori della protezione solare e dell'arredamento outdoor, riducendone i volumi. A Parà saranno affidate importanti fasi del progetto, come la classificazione dei cascami lavorabili, la messa a punto di un sistema di recupero e la lavorazione degli stessi.

› COLLABORAZIONI

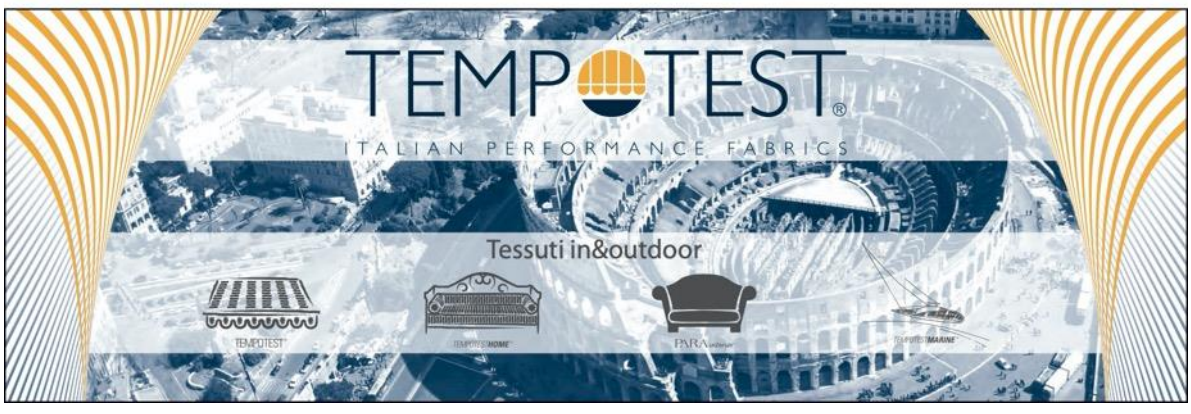
Professionalità senza confini

La ricerca della qualità è un punto fermo per Parà che, per essere sempre ai massimi livelli, ha scelto i migliori fornitori sul mercato, diventati nel corso degli anni veri e propri partner. Collaborazioni importanti hanno portato alla nascita di prodotti speciali ed esclusivi. Le tecnologie di finissaggio usate sui prodotti con marchio Parà – Tempotest sono frutto della ricerca di Parà in partnership con Dupont (Teflon Extreme by Parà), colosso americano della chimica inventore del celeberrimo Teflon e con SANITIZED, azienda svizzera leader mondiale nella produzione di prodotti per la protezione.

CERTIFICAZIONI

Un lavoro di qualità

Tutti i prodotti Parà sono certificati Ökotex standard 100 al fine di garantire l'assenza nei tessuti di prodotti riconosciuti nocivi per l'uomo e l'ambiente.
Tutti i prodotti della collezione Tempotest® rispettano inoltre la normativa Reach.
L'azienda fa molta attenzione anche al mondo della ricerca, nel costante obiettivo di creare prodotti performanti e innovativi per i propri clienti. Questa cura per lo sviluppo di nuove tecnologie l'ha fatta entrare nel programma Horizon 2020, in cui collaborerà con importanti Università europee e Centri di Ricerca Internazionali.



REACT in La Repubblica - Speciale Ecobonus 110 (July 2020)

UNIVERSITEIT GENT

FACULTEIT INGENIEURSWETENSCHAPPEN EN ARCHITECTUUR

VAKGROEP MATERIALEN, TEXTIEL EN CHEMISCHE PROCESKUNDE (MaTCh)
CENTRE FOR TEXTILE SCIENCE AND ENGINEERING

REACT project: REcycling of waste ACrylic Textiles (Horizon 2020)

Elk jaar wordt er in Europa 7700 ton acrylweefsel als afval op een stortplaats gegooid of verbrand. Dankzij zijn onevenaarbare prestatie op vlak van weersbestendigheid, UV-resistentie en mechanische sterkte, wordt dit textiel grotendeels gebruikt in buitentoepassingen : zonneweringen, paraplu's, bootdekkingen en tuinmeubels. Desondanks, worden acrylvezels momenteel niet gerecycleerd.

Het REACT-project (REcycling of waste ACrylic Textiles) is een onderzoeks- en innovatieproject, gefinancierd door de Europese Commissie als deel van het Horizon-2020-programma. Dit driejarig project buigt zich over het afvalmanagement van acrylweefsels en zoekt naar een geoptimaliseerd recyclageproces ervoor.

Een cruciaal probleem tijdens de recyclage is de aanwezigheid van *finishes* – chemicaliën die als coating worden aangebracht op nieuwe weefsels om ze bijvoorbeeld waterafstotend te maken – en kleurstoffen. Deze *finishes* en kleurstoffen beïnvloeden het recyclageproces zelf en zorgen voor onzuiverheden in de gerecycleerde vezels. Deze stoffen moeten vóór het echte recyclageproces dus verwijderd worden, en dit is net waar het onderzoek aan de Universiteit van Gent zich op richt.

Na het verwijderen van de *finishes* en de kleurstoffen, zal er een mechanisch recyclageproces geïmplementeerd worden, om gerecupereerde vezels te verkrijgen, die als secundaire grondstof gebruikt kunnen worden. Het is belangrijk dat dit proces mechanisch in plaats van chemisch verloopt, aangezien de vezels daardoor niet opnieuw moeten worden geproduceerd, en het gebruik van toxische en carcinogene chemicaliën zoals dimetylformamide (DMF) vermeden wordt.

Het doel van REACT is om de duurzaamheid van Europese weefselproducenten te verbeteren en zo bij te dragen aan een duurzame Europese circulaire economie. Aandacht gaat naar het verlagen van milieu- en gezondheidsrisico's door minder afval weg te gooien, minder schadelijke chemicaliën te gebruiken, en chemicaliën te herwinnen.

PARTNERS

CENTROCOT	Centrocot *Onderzoekscentrum + projectcoördinator*	IT
UNIVERSITEIT GENT	Universiteit Gent *Onderzoekscentrum*	BE
soft chemicals	Soft Chemicals *Finish producent*	IT
TEMPOTEST	Parà *Weefselproducent*	IT
Ják Spinning	Ják Spinning *Vezelproducent*	HU
CETI	CETI *Onderzoekscentrum*	FR
MARTEL innovate	Martel Innovate *Communicatie*	CH

Meer informatie:
Website: www.react-project.net
Twitter: @project_react
LinkedIn: www.linkedin.com/company/react-project

REACT in UNITEX Journal (October 2020)

Nachrichten

Novoferm ist Topmarke bei der Logistik

Supply-Chain-Manager, Logistikleiter und -experten haben Novoferm zum zweiten Mal in Folge zu einer der besten Marken im deutschsprachigen Raum gewählt. Im Fokus der Awardvergabe steht insbesondere die Leistungsfähigkeit der ausgezeichneten Unternehmen im Bereich der Logistik. Die Fachleute würdigten die Marke Novoferm und ihre Lieferperformance im April dieses Jahres und verliehen dementsprechend den zweiten Preis in der Kategorie Tore und Rampen.

Für Michael Menzel, Geschäftsführer des zu Novoferm gehörenden Unternehmens Docking Solution und Service, ist die erhaltene Auszeichnung damit zugleich Anerkennung für die neuartigen Novoferm-Produkte und eine Bestätigung der langfristigen Strategie beim europaweit engagierten Systemanbieter. Die Fachzeitschrift „Logistik Heute" und die Bundesvereinigung Logistik vergeben auf Grundlage einer Leser- und Expertenwahl den Titel für die beste Logistik Marke. Gesucht waren dieses Jahr die Topmarken in zwölf Kategorien. Ein unabhängiges Komitee unter der Leitung des Wirtschaftswissenschaftlers und Supply-Chain-Management-Experten Prof. Dr. Christian Kille hatte dafür insgesamt 250 Unternehmen nominiert, die in ihren Kategorien durch hohe Umsätze überzeugen und für den Markt relevant sind. So ergibt sich ein repräsentatives Bild.

▶ Mehr dazu auf www.novoferm.de

Michael Menzel, Geschäftsführer von Docking Solution und Service, freut sich über die erneute Auszeichnung für Novoferm. Foto: Novoferm

Parà ist wichtiger Partner im internationalen REACT-Projekt

Der Sonnenschutzgewebe-Spezialist Parà hat sich dem europäischen REACT-Projekt innerhalb des EU-Rahmenprogramms Horizont 2020 für Forschung und Innovation angeschlossen. Dort befassen sich sieben Partner in vier europäischen Ländern mit der Entsorgung und dem Recycling von Acrylgeweben für Sonnenschutzanlagen sowie Outdoormöbeln.

Die Zusammenarbeit ist vorerst für 36 Monate angedacht. Ziel ist es, alle im Gewebe eingelagerten Substanzen wie Ausrüstungschemikalien, Lacke oder Verschmutzungen umweltgerecht herauszufiltern und zu entsorgen, um reines, recyceltes Acryl zu erhalten.

Im Vordergrund steht die Verringerung der Umweltbelastung durch Acrylabfälle im wichtigen Segment Sonnenschutz und Outdoormöbel. Die Initiatoren wollen Empfehlungen für Betriebe erarbeiten und aussprechen, um bereits während des Produktionsprozesses der Gewebe nachhaltig mit unvermeidlichen Abfällen zu verfahren. Außerdem werden Lösungen entwickelt, um die Gewebe in ihrer Zusammensetzung so zu modifizieren, dass sie später besser recyclebar sind.

▶ Mehr dazu auf www.para.it

REACT
RECYCLING OF WASTE ACRYLIC TEXTILES

Parà Tempotest ist nun in das europäische REACT-Projekt involviert. Foto: https://www.react-project.net/

Foto-Aktion zum Parà-Geburtstag

TEMPOTEST

Geburtstagsaktion: Parà bittet Markisennutzer um ganz spezielle Fotos. Foto: Parà

Seit 1921 fertigt Parà hochwertige Gewebe u.a. für den Sonnenschutz. In Vorfreude auf den 100. Geburtstag im nächsten Jahr lädt das italienische Familienunternehmen, das mittlerweile in dritter Generation besteht, alle Tempotest-Freunde zu einer besonderen Aktion im Internet ein, an der sie sich bis zum Jahresende beteiligen können. Mit Share your Tempotest lässt Parà die Geschichten der Menschen durch die Tempotest-Gewebe aufleben. Die Teilnahme an der Aktion ist einfach: auf www.tempotest-roadto100.it bis zu drei Fotos von sich und/oder Familienmitgliedern unter einer Markise oder einem Sonnenschirm mit Tempotest by Parà-Gewebe hochladen, dann den Link zu Fotos in den sozialen Medien teilen und die Community abstimmen lassen. Die drei Fotos mit den meisten Stimmen erhalten ein Geschenk.

▶ Mehr dazu auf www.para.it

REACT in Sicht Sonnenschutz *(July 2020)*