



LIFE13 ENV/IT/000559

**“Recycling of special plastic waste from the automotive industry”
acronym “AUTOPLAST-LIFE”**

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Executive Summary

This communication plan set out how the AUTOPLAST-LIFE consortium and single partners intend to continue applying, disseminating and communicating the results of the project after its end, and how they plan both to continue applying the results themselves and to facilitate, encourage and ensure their wider application by others.

List of Acronyms and Abbreviations

Valsir	Valsir S.p.a., Coordinating Beneficiary
CAUTO	CAUTO Cantiere Autolimitazione cooperativa sociale a.r.l., Associated Beneficiary
CSMT	CSMT Gestione S.c.a.r.l., Associated Beneficiary
COMUNE VB	Comune di Vobarno
UNIBS	University of Brescia
ASC	Associazione Artigiani di Brescia e Provincia
PP	Polypropylene
PE	Polyethylene



1 The AUTOPLAST-LIFE project

The AUTOPLAST-LIFE was a four-year project, started on June 2014, which involved the coordinating beneficiary VALSIR and the associated beneficiary CAUTO and CSMT.

1.1 Project aims

The AUTOPLAST-LIFE project aims at recovering waste plastic materials from the automotive sector, especially from car bumpers and tanks, through the realization of a pilot recycling plant adopting an innovative production process which enables an improvement of the quality of the finished product. The implementation of a micro-collection system in the local area allows to recover plastic material that otherwise would have been sent to disposal. This project complies with the philosophy of Company Social Responsibility and Sustainability, considering its strong environmental, social and economic value.

In the project, LCA and LCC are applied to quantify and evaluate the environmental impacts associated with the novel recycling technologies developed during the project and with the new micro-collection system for automotive waste. The new recycled plastic granulate obtained in the project will be compared with a conventional recycled granulate and with a virgin plastic granulate. Moreover, recycling will be compared with disposal in landfill and incineration.

The main specific objectives of the project are:

- Construction and start-up of an industrial plant for transformation of the collected plastic waste in reusable materials.
- Development and organization of a supply chain in the Province of Brescia.
- Active involvement of a social cooperative in the activities of recovery, selection and separation of decommissioned components.



- Use of the regenerated granules in percentages higher than the current situation and with a reduction in the use of virgin raw materials and a reduction of CO₂ emissions into the environment.

1.2 Technical results

The Autoplast-LIFE pilot plant has been constructed (revamped from an already existing line) and correctly integrated with the plastic material deriving from the automotive sector (tanks and car bumpers). Thanks to the washing with coffee dregs (in case of tanks) and sodium bicarbonate during the extrusion phase, the quality of the output granule has been improved.

The territorial micro-collection model has been developed and launched by CAUTO. Nr. 202 agreements for the withdrawal of special plastic material has already been made. CAUTO organized the selection process to be done before the transport to VALSIR where the treatment occurs.

Regarding the coffee ground collection network, the quantity of 2.800 kg needed for treatment, initially has been recovered within the lots of coffee machines of the companies of the Silmar group (ex Fondital group) of which Valsir makes part.

In the future, may we need to raise a higher amount of coffee dregs, we could collect them from some of the nearby commercial enterprises in the area that pay attention to sustainability and circular economy and would be willing to stock them until we pick them up. These enterprises are located along the road linking the Municipality of Vestone with the Municipality of Vobarno. On this way, Valsir vehicles, which are already on a daily journey for the transport of goods between the various production sites, can be used also for the pick-up of coffee dregs. After the sign of an agreement, Valsir will grant commercial enterprises 0,2 € / kg on the weight of the material taken.

During the project, 276 hours of training courses and demonstrative visits have been carried out.



1.3 Dissemination activities

At the beginning of the project, the Communication Plan was developed to organize and foresee the strategy and the activities which may suitably allow the dissemination of the project objectives, methods and results. The AUTOPLAST-LIFE project have different groups of stakeholders, which means that, for a successful dissemination, the multiple target audiences needed to be addressed in a specific manner, using specific media and with specific languages. In particular target audiences are:

- Large and small collection centers such as coach builders
- Plastic product producers and users;
- Secondary schools of second degree for professional training;
- Local and territorial authorities such as the Municipality of Vobarno
- Province of Brescia
- Associations of category of coachbuilders
- Research and technology centers
- Wide public

After the definition of the project image, i.e. a common graphic identity applied to all dissemination tools and activities for better visibility, recognition, and branding of the project, many dissemination tools were developed to spread the project concepts:

- website in two different languages (english and italian);
- notice-board, displayed by each partner in strategic places accessible and visible to the public;
- brochures, distributed to all training seminars and demonstrative visits participants and during project events.

The results achieved during the project were shared with the stakeholders using multiple and specific tools:

- conferences meeting, video on non-scientific channels, and the Layman's report for the general public and the media;



- project workshops and contributes to national and international conferences;
- technical meeting for decision makers and institutions.

Furthermore, two activities with specific aims were conducted successfully:

- the networking with other Life and non-Life projects allowed to create stimulating comparisons and discussions about the topics considered in the project, and laid the foundation for future fruitful collaborations;
- laboratory conference for nr.100 secondary school students from the municipalities of Vestone and Casto (BS) on the topics of circular economy and plastic, outlining the importance of the recovery of raw materials and their life cycle. The conference is part of a much broader scenario that is realized through the O.S.O.S. Project. (Open Schools for Open Societies) co-funded by Horizon 2020, the EU's largest research and innovation (RRI) framework program.

The main objective of the project is to transform some schools of the national territory into Open Schools (open schools) through both innovation in science teaching and the involvement of companies, experts, universities, families, communities and local authorities to collaborate together on projects that meet real needs and challenges that have as protagonists the whole society or the communities themselves. There are only 10 institutes that, at the national level, are involved in this project, and the Vestone/Casto Comprehensive Institute, is one of them.

2 After-LIFE communication plan

After-LIFE communication strategy has three main objectives:

1. to disseminate project concepts, results and tools to a wide public, in each target groups;
2. to continue the fruitful collaborations raised during the project implementation, in particular those with:
 - a. coachbuilders
 - b. AUTOPLAST-LIFE (granule) final users



- c. secondary school students from the municipalities of Vestone/Casto (BS)
 - d. institutional stakeholders such as the municipality of Vobarno
 - e. other Life and non-Life projects;
3. to transfer the methods used in the project to other similar studies.

Some of the activities included in the After-LIFE communication plan has been started yet, some has been already approved or organized and will start within few months, some other are still in a planning phase and will be performed a little further on.

2.2 Dissemination activities

The dissemination of the AUTOPLAST-LIFE project concepts, results and tools will be conducted performing the following activities in the different target groups:

- Maintenance and update of project website pages;
- Publication of the project on the Valsir sustainability report that will be ready in 2018
- Dissemination of the project to the secondary school classes of the comprehensive institute of Vobarno that adheres to the OSOS project (Open Schools for Open Societies) co-funded by Horizon 2020
- Presentation of project methods and LCA/LCC results to the institutional stakeholders, such as local, regional and national governments, health authorities and environmental agencies, with the cooperation of the project partner Comune di Vobarno. All partners will be involved in this activity, organizing meetings and participating in round tables and public events.
- Promotion of the micro-collection service through the artisans and coachbuilders association
- Contributions and presentations in national and international conferences
- Participation to public events dedicated to the presentation of calls for project funding. During such events, in particular during those events dedicated to the promotion of the Life programme, the beneficiaries will present the results of the AUTOPLAST-



LIFE project as a case study. This events could constitute the basis to propose the AUTOPLAST model cross-sectoral transferability. This activity will be performed by CSMT, in particular, with the collaboration of the other partners;

- Search for additional sources of funding needed to assure the project sustainability.

2.3 Collaborations

During the project implementation, a successful networking activity with other Life and non-Life project was performed. All the fruitful collaborations arose from these activities will be maintained, creating a privileged channel for sharing information and experiences.

Of particular relevance, the participation of the AUTOPLAST-LIFE project with the OSOS (Open Schools for Open Societies) project co-funded by Horizon 2020.

Project partners created a successful communication and collaboration also with local institutions, in particular with town municipalities and school authorities. These “mutual support” will be maintained too, in order to carried out further common projects, organize communication event for the population, or share information and experiences between technical stakeholders.

Besides the networks established during the project period, other collaborations may be set up in the after-Life activities. The Life website and other channels will be constantly monitored searching and selecting new Life and non-Life projects which may be relevant for AUTOPLAST-LIFE networking, and towards which a specific and focused dissemination of project methods and results may be useful.

2.4 Technical activities

The pilot plant developed during the project will operate continuously after the project end by VALSIR. The input material will be continuously supplied by CAUTO committed also by own interest to maintain the collection even after the project end.



The collaboration will continue with the final users who will test the quality of the granule produced by the AUTOPLAST-LIFE line. These tests, in addition to generating profit thanks to the sale of the granule coming from the AUTOPLAST-LIFE line, will allow to further improve the quality of the material.

Valsir technicians will be in contact with the final users to identify the appropriate corrections to plants and processes in order to continuously improve the quality of the finished product.

2.5 Transfer of AUTOPLAST-LIFE methods

Autoplast-LIFE is a pilot project focussed on the realization of the VALSIR pilot plant and the setup of a waste collection network (CAUTO) realized in the Province of Brescia and surrounding. After the Life Cycle Assessment (LCA) and Life Cycle Costing (LCC) activities, performed on the new proposed recycling model, the project demonstrated how special plastic waste from the automotive industry such as tanks and car bumpers can be efficiently collected and recycled. This approach does not exhibit limiting factor or barriers that prevent the replicability of this model over other EU sites. For this reason all beneficiaries will strongly promote the replicability of the AUTOPLAST-LIFE model to different stakeholders and through different dissemination methods and tools included in this after-LIFE communication document.

3 Financial resources

The activities described in this After-life plan will be carried out by all the consortium or single partners. Financial resources for personnel efforts and material costs will be provided by each partner own funds or by local, national and international funding programme, in the case of funded projects.