

# MAKING RESEARCH RESULTS WORK FOR SOCIETY



## WaysTUP!

VALUE CHAINS FOR DISRUPTIVE TRANSFORMATION OF URBAN  
BIOWASTE INTO BIOBASED PRODUCTS IN THE CITY CONTEXT

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# The WaysTUP! project

Call identifier: H2020-SFS-2018-1

Grant Agreement number: 818308

Project title: Value chains for disruptive transformation of urban biowaste into biobased products in the city context

Budget: € 11.7 million

Consortium: 28 partners

Pilot cities: 8

Starting date: 01/09/2019

Duration: 48 months



# The WaysTUP! project

Demonstrate **new value chains** for **urban biowaste utilisation**.

Portfolio of **biobased products** starting from various feedstocks i.e., fish and meat waste, spent coffee grounds, household biowaste, used cooking oils, cellulosic waste from wastewater and waste treatment plants and sewage sludge.

Processes resulting **production of food and feed additives, flavours, insect protein, coffee oil, bioethanol, biosolvents, polyhydroxyalkanoates, ethyl lactate, long chain dicarboxylic acid, bioplastics and biochar.**

Pilot demonstration in **Valencia, London, Alicante, Prague, Athens, L'Alcúdia, Terni and Chania.**



# Challenges of communication and dissemination

Network of interest development and engagement of emblematic stakeholders

Reaching European and global media

Triggering audiences' interest with visual tools

Communication of messages on policy issues

Scientific publications

Self-organisation of people involved in communication and dissemination

Motives and enthusiasm

....and many more

# Performance

Almost **20,000 people** were engaged in project and non-project events.

Over a multi actor process policy recommendations were produced. **Position paper** and **Policy brief**.

Successfully designed the technologies to produce **9 bioproducts**. **Investment Readiness Pack** with material for:

- commercialising bioplastics for packaging applications
- investing in demo plants for bioethanol production
- licensing technologies
- creating new marketing channels or exploiting existing ones, and
- securing further funding.

# Performance

Scientific publications: 6

Non-scientific publications: 120

Audience: over 850,000

Emblematic engagements: 38

Events organised and participated: 175

Videos: 37

Collaborations with other projects: 12

# Pieces of advice

Robust communication plans; a sound 360° approach

Persistence and consistency; and partners' mobilisation

Every action gives a lesson; you must discover it

Learn what creates a deviation from the expected goal

Missioners of knowledge valorisation

Competences, skills, and capacities; Self-organisation of people involved in communication and dissemination

If you love it, you do it right; communicator by heart

Study with passion

Address societal and economic challenges; participation in world-wide and European celebrations

Creativity

Learning from peers



# Pieces of advice

Portfolio of impactful messages

Sustain engagement; continuously engage stakeholders

Working with journalists to boost visibility

Map media and media professionals; sustain relationships

Stimulate interest with visual content

Joint activities with relevant projects

The KPIs' monitoring

The outreach to global media

Social media groups large communities

Multiple engagement methods

Exploiting the Horizon Results Platform, the EU Knowledge Valorisation Platform and the Horizon Result Booster services



# What could be done at EU level to help?

Reactivate CORDIS facility for projects' informative pieces

Horizon Results Booster “advanced”

Multi language content

Scientific publications

Partners' communication managers; formal obligations

Liaising and engaging with other projects under specific and monitored action plans

# Thank you

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