

WOOL2LOOP

D5.3

Dissemination and communication summary report 1, WP5

Period: 1st June 2019 - 29th February 2020

Project acronym:	WOOL2LOOP
Full project title:	Mineral wool waste back to loop with advanced sorting, pre-treatment, and alkali activation
Grant Agreement no:	821000
Call / Topic:	H2020 CE-SC5-07-2018-2019-2020 Raw materials innovation for the circular economy: sustainable processing, reuse, recycling and recovery schemes
Version:	0.2
Update:	12.02.2020
Due date of deliverable:	29.02.2020
Actual submission date:	
Lead Partner of the deliverable:	University of Oulu
Author:	Heini Tuorila, University of Oulu
Start date of project:	01.06.2019
Duration:	36 months
Coordinator:	Saint-Gobain Finland Oy

Project funded by the Horizon 2020 Programme		
Dissemination level		
PU	Public	X
CO	Confidential, only for members of the consortium (including the Commission Services)	

PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

Modification Control

VERSION	DATE	DESCRIPTION AND COMMENTS	AUTHOR
0.1	04.02.2020	First draft	Heini Tuorila
0.2	12.02.2020	Updates (publications, events)	Heini Tuorila

List of contributors










- Heini Tuorila, University of Oulu

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


Channels

Wool2Loop dissemination, communication and clustering work package objective is to ensure strong public and private user and stakeholder participatory engagement throughout the project. We have established our own domain www.wool2loop.eu in September 2019 and it's available in English and in Finnish. It is the main public communication portal to communicate the project goals, activities, progress and achievements. Google analytics is also linked to the web page and a monthly report has been generated. Since linking the page in November, we have reached the web page visitors followingly:

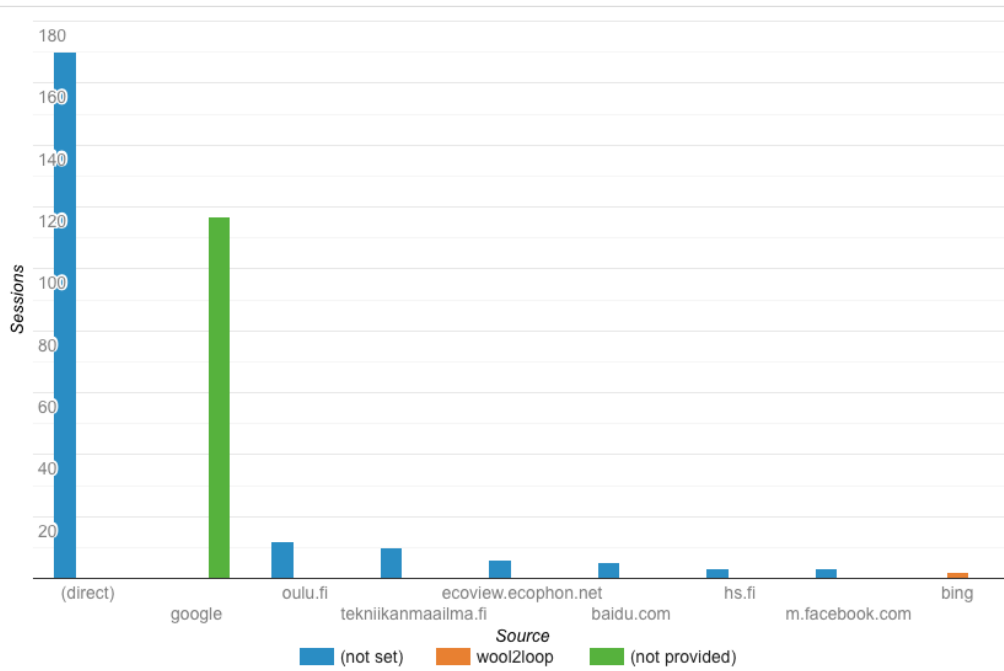
Country visits

Country	Page Views	% New Sessions
 Finland	224	71.93%
 Slovenia	99	40.00%
(not set)	85	84.00%
 Netherlands	50	48.15%
 United States	45	100.00%
 France	44	72.22%
 Germany	19	71.43%
 Belgium	18	83.33%
 Denmark	18	50.00%
 Austria	16	75.00%

Page Views and Pages/Session by Landing Page

Landing Page	Page Views	Pages/Session
/en/ 	604	2.24
/ 	42	2.33
/en/project/ 	41	2.05
/en/newsevents/ 	16	1.23
/en/partners/ 	12	1.33
/en/contact/ 	4	1.00
/partners/ 	2	1.00
/en 	1	1.00

Sessions by Source and Data Source



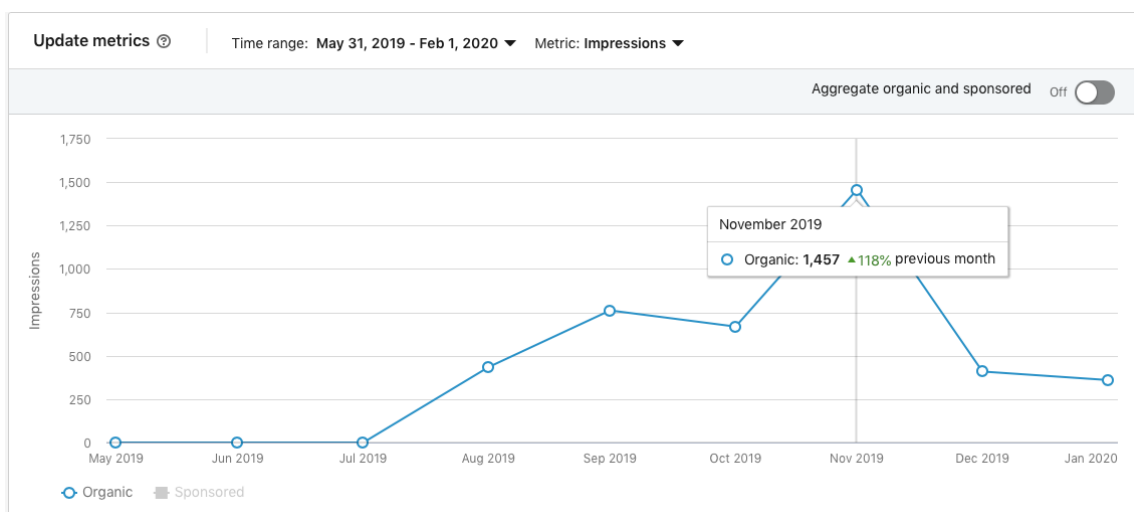
We have been increasing the awareness of the project also via our social media channels:

- LinkedIn: <https://www.linkedin.com/company/26500423/>
- Twitter: <https://twitter.com/wool2loop>

Hashtags used are: #Wool2Loop, #CircularEconomy and #H2020. The activity on those channels has been the following:


LinkedIn

- Followers: 83
- Impressions: up to 528 impressions / post
- Posts: up to 6 posts / month



Twitter:

- Followers: 18
- Impressions: 4300 impressions / 92-day period
- Posts: up to 6 tweets / month

Tweets	Top Tweets	Tweets and replies	Promoted	Impressions	Engagements	Engagement rate
	Wool2Loop -project @wool2loop · Nov 27	"Kiertotalous taklaa niin ilmastonmuutosta kuin luonnonvarojen ehtymistä. Se on myös taloudellinen mahdollisuus yrityksille ja yhteiskunnalle." #Oulu @UniOulu @streams_in mustread.fi/artikkelit/rat...		1,907	24	1.3%
	View Tweet activity				Promote	

Newsletter subscriptions have been collected at the project website into the Mail Chimp tool. We have currently 24 subscribers.

Project's internal communication is handled mainly via MS Teams. Articles have been distributed for all consortium members via email for comments and review before publication.

In media

Media articles and events where we have been and will be present have also been published through the project website:

In Media

- > **9 December 2019, Uusiouutiset:** Mineraalivillalle arvoketjuja: [LINK](#)
- > **1 October 2019, Betoni-lehti:** Ekologisten betoniteknologiainnovaatioiden kehittäminen arktisilla alueilla: [LINK](#)
- > **5 June 2019, MTV:** Anne Kaiser, Saint-Gobain Finland Oy, and Eelis Rytönen, NCC Property Development, talking about circular economy (in Finnish): [LINK](#)
- > **8 May 2019, Press Release:**
Timegate: Circular economy innovation project utilizing mineral wool waste from building and demolition received significant EU funding, [LINK](#),
STT: Rakennusteollisuuden mineraalivillajätettä hyödyntävä kiertotalouden innovaatiohanke sai merkittävän EU-rahoituksen, [LINK](#)
- > **31 January 2019, YLE:** Mirja Illikainen, University of Oulu - an interview on circular economy (in Finnish): [LINK](#)

Additionally, there are interviews given on Finnish newspapers and publications that mention Wool2Loop:



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- Jan-19 Oulussa kehitettiin maailman lujin betoni, joka ei sisällä sementtiä - puristuslujuus huimat 107 Mpa: [Tekniikka & Talous](#)
- Jan-19 Oulussa kehitettiin maailman lujin betoni, joka ei sisällä sementtiä - puristuslujuus huimat 107 Mpa: [Kaleva](#)
- Jan-19 Oulun yliopistossa kehitetty maailman lujin sementtiä sisältämätön ekokuivabetoni: [Radio Pooki](#)
- Jan-19 Jätteiden hyödyntäminen on ekoteko ja viimein se kiinnostaa myös yrityksiä - siksi tutkijat kehittävät uusia materiaaleja jätteestä: [YLE uutiset](#)
- Feb-19 Oulussa kehitettiin ennätysluja ekobetonin: [KEMIA 2/2019](#)
- Feb-19 Masuunikuonasta syntyi ennätysluja betoni: [Rakennuslehti](#)
- Mar-19 Ekobetonin on vihreämpi vaihtoehto: [KEMIA 3/2019](#)
- Apr-19 Lentotuhkat rakentamiseen: [Uusiouutiset 3/2019](#)
- Jun-19 Betoni tuottaa enemmän ilmastopäästöjä kuin lentoliikenne - pikkuinen firma Kannonkoskelta aikoo romauttaa päästöt tekemällä betonin jätteistä: [YLE uutiset](#)
- Jun-19 Mineraalivillajäte muuntuu Oulussa uusien tuotteiden raaka-aineeksi: [Rakennuslehti](#)
- Sep-19 Kestävä rakentaminen tutkimuspöydällä: [Loikka / Rakennustieto](#)
- Oct-19 Ekologisten betoniteknologiainnovaatioiden kehittäminen arktisella alueella: [Betoni-lehti](#)
- Oct-25 Sementissä Kiinni: [Suomen Kuvalehti](#)
- Nov-19 Ratkaisu betonin päästöongelmiin löytyisi kiertotaloudesta - kunhan julkiset hankinnat saadaan avuksi, sanoo professori Mirja Illikainen: [Must Read](#)
- Dec-19 Mineraalivillalle arvoketjuja: [Uusiouutiset 8/2019](#)
- Dec-19 Oulun yliopisto on kuin Baabelin torni - kansainvälistymisen etujoukoissa ovat tutkijat: Mirja Illikainen alkaa johtaa kierrätyksen osaamiskeskusta ja Susanna Pirttikankaan tutkimusryhmä digitalisoi teollisuutta: [Kaleva](#)
- Dec-19 Sementin valmistus on suurin ihmisen aiheuttamien CO₂-päästöjen lähde - Teollisuuden jätteistä voidaan valmistaa betonia, joka ei sisällä ollenkaan sementtiä: [Tekniikan Maailma](#)

Press releases

The first press release (15th September 2019) was about the establishment of InStreams Hub, which Wool2Loop is part of.

Publications, abstracts, conference papers

- Extended abstract for the Rilem Spring meeting (Jan 2020): “Optimization of alkali-activated mineral wool mixture for panel production”, by Slovenian National Building and Civil Engineering Institute, Slovenia
- Submitted paper for BEYOND2020 (Jan 2020): “Utilization of mineral wool from construction and demolition waste: sorting, pre-treatment, and alkali activation” by University of Oulu, Finland
- Conference paper SMASCO 2019 (Nov 2019): “Dissolution Studies of Glass Wool and Stone Wool at Alkaline pH+” by University of Oulu, Finland



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- Rilem Spring meeting abstract (Oct 2019): “Circular economic modelling - barriers and challenges throughout the value circle” by Applied Economics (ApHER), Denmark

Print outs, campaigns

We have one flyer, two roll-ups and two posters printed out for events communication. No special media campaigns as of yet.

Events

The consortium members have been actively participating in the events. The project results have also been communicated to relevant stakeholders via presentations and posters.

We have also organized a kick-off meeting for Wool2Loop members in Lier, Belgium, at 5th-6th November 2019, including a CRH plant visit in Lier. The meeting was to synchronize the information as well as kick-off the coming actions.

Below you may find the list of past events that we have participated and who from the project has been speaking in the event. We have also included posters and social media communication around the event.

- [SMASCO19: 1st International conference on smart materials for sustainable construction](#), 10-12 December 2019, Luleå, Sweden. Conference paper: "Dissolution studies of glass wool and stone wool at alkaline pH" by Rajeswari Ramaswamy, University of Oulu.
- [Decembrski XR Meetup](#), 11 October 2019, Ljubljana, Slovenia. Digital workshop speech by Rok Capuder from Zavod404.
- [European Days for Sustainable Circular Economy](#), 30 September - 1 October 2019, Helsinki, Finland.
- [15th International Congress on the Chemistry of Cement](#), 16-20 September 2019, Prague, Czech Republic.
- [The 2nd International Conference on Sustainable Building Materials](#), ICSBM 2019, in Eindhoven, the Netherlands, 12.-15 August 2019. Keynote speech: Prof. Mirja Illikainen, University of Oulu, on "Utilization of waste and residues in building materials".
- [XVI ECerS Conference](#), in Torino, Italy, 16-20 June 2019. Speech: Vilma Ducman, ZAG, on "Geopolymers and AAM: standards and regulation".
- [World Circular Economy Forum 2019](#), side session, in Helsinki, Finland, 5 June 2019. Speech: Juho Yliniemi, Oulu University, on "Mineraalivillajätteiden hyödyntäminen ekobetonin raaka-aineena".
- [Sustainable Built Environment conference \(SBE\)](#), in Helsinki, Finland, 22-24 May 2019. Speech: Juho Yliniemi, Oulu University, on "Mineral wool waste-based geopolymers".
- [Rakennusjätteistä kohti kierrätysmateriaaleja](#), in Kuopio, Finland, 28 March 2019. Speeches: Anne Kaiser, Saint-Gobain Finland Oy, on "Uusiomateriaalien hyödyntäminen rakentamisessa - esteet ja mahdollisuudet", "Kierrätys ja

kiertotalous rakennusmateriaalien toimittajan näkökulmasta" and **Juho Yliniemi**, Oulu University, on "Mineraalivillajätteestä geopolymeerejä - korvaako betonin?"

Coming events:

- [Construction Materials for a Sustainable Future](#), 15-17 April, 2020, Bled, Slovenia.
- [Beyond 2020: World Sustainable Built Environment Conference](#), 9-11 June 2020, Gothenburg, Sweden.
- [EuroScience Open Forum](#), 5-9 July 2020, Trieste, Italy.

Clustering

Co-operation with the national sustainability and circular economy and industry organizations has also been active.

We have the following initiatives ongoing:

1. University of Oulu has established an **InStreams Hub** (<https://www.oulu.fi/instreams/>) - An inorganic circular economy research community, which Wool2Loop takes part in. This inorganic circular economy research community is a cross-disciplinary hub in solving global sustainability challenges and focuses on interdisciplinary inorganic materials research and engineering and the management and utilization of inorganic side streams. It develops sustainable value chains and has high interest to put scientific research into practice. The Hub also provides research-based information to support decision-making and participates in public debate. The activities create conditions and models for a continuous cross-border cooperation, between companies and research institutes.
2. We have also established a **working group** between different parties, including H2020 CIRCUIT, WOOL2LOOP and EAKR HYPPY projects. For this collaboration consortium we plan to arrange a common info sharing session for 26th May 2020.
3. **Veep** project collaboration (<http://www.veep-project.eu/home.aspx>) is starting in February 2020.
4. **EDA** (European Demolition Association) collaboration (<https://www.europeandemolition.org/association/organization>) has been active via Johan D'Hooghe from Recycling Assistance (REAS) and the information received from the project will be used in the project publications.
5. **MIMA** (Mineral Wool Insulation Manufacturers Association) will be contacted in February 2020.
6. **EURIMA** (European Insulation Manufacturers Association) will be contacted in February 2020.