



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101023664.



WASTE2FUNC

Project Acronym:	WASTE2FUNC
Project Title:	Lactic acid and biosurfactants sourced from sustainable agricultural and industrial (food) WASTE feedstocks as novel FUNCtional ingredients for consumer products
Project Number:	101023664
Topic:	BBI.2020.SO1.D1
Type of Action:	BBI-IA

Deliverable 7.6

Launch of WASTE2FUNC website and press release

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Deliverable:	D7.6	
Work Package:	WP7	
Due Date:	30/11/2021	
Submission Date:	23/12/2021	
Start Date of Project:	01/06/2021	
Duration of Project:	42 months	
Organisation Responsible of Deliverable:	BBEPP	
Version:	V1.0	
Status:	Final	
Author name(s):	Sofie Lodens	
Reviewer(s):	Katrien Molders	
Type:	<input checked="" type="checkbox"/> R – Report <input type="checkbox"/> E - Ethics <input type="checkbox"/> O – Other	
Dissemination level:	<input checked="" type="checkbox"/> PU – Public <input type="checkbox"/> CO – Confidential, only for members of the consortium (including the Commission)	

Revision History			
Version	Date	Modified by	Comments
1.0	23/12/2021	Sofie Lodens	Deliverable ready for submission

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1 Introduction

As discussed in Deliverable 7.4: “Plan for Dissemination, Communication and Exploitation of Results Ready” a press release and website are 2 of the many communication activities. These are highlighted in this deliverable.

2 Website

A specifically tailored website is developed for displaying information about the project objectives, activities and results to interested public and stakeholders. The aim of the website is to inform, persuade and engage the target groups and the general public. A first version of the website will be online in month 6. The website is set up by the lead partner, but all consortium partners contribute to the content.

The consortium will identify relevant messages to be included using the list of messages in the communication plan.

Analytics and its impacts of these dissemination and communication will be measured using Google Analytics and content will be managed according to the results.

The WASTE2FUNC website was published on October 27th, 2021 under the URL <https://www.waste2func.eu>. The website will be updated regularly. News and events related to the work will be updated. It is based on the Open-Source software WordPress, which allows improving the visibility of WASTE2FUNC via Search Engine Optimisation (SEO). The European General Data Protection Regulation (GDPR) will be adhered to.

Below a print screen can be found of the homepage

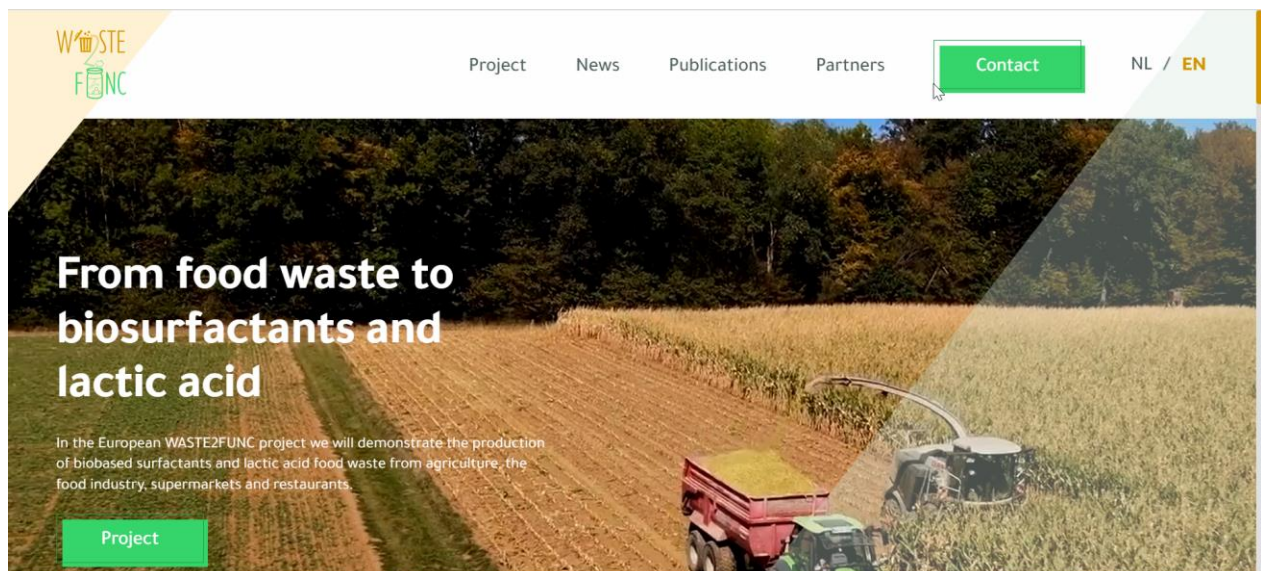


Figure 1: Printscreen of the WASTE2FUNC homepage (English version)

3 Press release

Press releases will communicate on the project and intermediate results and important milestones to key media actors. This will include at least one press release at the start of the project, one midterm, and one at the end. The first press release will be published mid January 2022.

Below a draft of this press release can be found. The press release will be reworked slightly and sent out mid January. It will also be published on the website.

WASTE2FUNC builds platform to collect food waste from agriculture, food industry, supermarkets, auctions and restaurants to convert it into bioplastics and biosurfactants

Ghent, 11 January 2022

WASTE2FUNC, a European BBI-JU funded project has been granted a 6,7 M€ budget to build a platform to efficiently collect food waste from agriculture, food industry, supermarkets, auctions and restaurants. These food wastes are currently often discarded, left on the field or incinerated and thus show no value. They will become valuable raw materials to be converted into bioplastics and biosurfactants (which have applications on cosmetics and personal hygiene) using industrial biotechnology. The project consists of 12 partners from 5 countries and include SMEs (owning the conversion technologies), large enterprises such as Croda, Evonik and Ecover (for testing the ingredients in potential end products) research institutes (optimizing the processes) and agricultural associations (connecting with the farmers). This will decrease CO₂ emissions with at least 20% and increase value from waste with 2-10 fold and create (high tech) jobs for the primary- and downstream sector in Belgium and Europe.

Currently, food waste flows such as fruit and vegetables that don't meet the standards or bad batches from food processing companies that no longer can be sold, often don't have a potential end-use route. Consequently, they just rot on the field, are discarded or even incinerated. This leads to unnecessary CO₂ emissions which can be avoided by using the streams to convert them in to high-value products. Project coordinator Sofie Lodens explains: *"TripleW and Ghent University/Bio Base Europe Pilot Plant have developed technology to convert food waste into biosurfactants (used in home- and personal care products) and bioplastics. This technology will be demonstrated on larger scale in this project."*

Work will be done to efficiently collect food waste streams without end-use via a registration website/app to register food waste flows from the agriculture and food industry for collection by a waste collector. There will also be intensive consultation with farmers about how we can make the collection of such food waste worthwhile and what compensation should be given in return and thus looking into a revenue model for the farmers. In addition, consultations will also be held about the availability of these waste streams, both among farmers and the (food) industry.

In the previous years, TripleW and Ghent University/Bio Base Europe Pilot Plant have successfully developed technology to convert food waste into functional ingredients (lactic acid and microbial biosurfactants) that can be used respectively in the production of bioplastics and personal-and homecare applications. Sofie Lodens explains: *"TripleW is starting their first lactic acid production rounds in their demonstration plant on the site of Group Op de Beeck in Kallo, Belgium, soon. Ghent University and Bio Base Europe Pilot Plant have recently established the start-up of their spin-off company "Amphistar" to bring the technology they have developed for the production of Microbial Biosurfactants to the market."* These functional ingredients will be tested and evaluated in end products by large companies such as Evonik, Croda and Ecover.

The ultimate goal at the end of the project is to have a view on the potential of establishing a biorefinery in which functional molecules can be made from all this collected food waste in a sustainable and economically profitable way. These functional molecules can subsequently be used as building blocks for bioplastics and as ingredients in cosmetics, in biological detergents and in numerous other applications. WASTE2FUNC will contribute to a more sustainable industry by using renewable resources and by its circular approach. This will decrease CO₂ emissions with at least 20% compared to the current production processes of these molecules and increase value from waste with 2-10 fold and create (high tech) jobs for the primary- and downstream sector in Belgium and Europe.

In de notes to editors:

WASTE2FUNC is made possible thanks to funding from the Bio Based Industries Consortium Joint Undertaking (BBI-JU), it is coordinated by the Belgian open-access pilot facility for development and scale-up of biobased processes: Bio Base Europe Pilot Plant. The consortium partners are Inbio.be (Ghent University), Triple W, Ecover, Innovatiesteunpunt voor landbouw en platteland, Organic Waste Systems, Arche Consulting, Group Op de Beeck, Croda, Evonik, NNFCC and City University of Hong Kong. The project kicked off in June 2021 and will end in November 2023, the total project budget is 13,965 M€ of which 6,7 M€ is budget from BBI-JU.

Sofie Lodens, PhD, Project Coordinator of the WASTE2FUNC project can be contacted for interviews and further information about the project.

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