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Modular, scalable and high-performance DE-polymerization by
MicrowavE TechnOgy

D9.4

IAB Impact generation report – M18

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DOCUMENT HISTORY

Version		Changed Contents		Contributing Partner(s)
N°	Date	Type	Action	
1.0	14/02/2019	Major	Explanatory report	gr3n

LIST OF ABBREVIATIONS AND GLOSSARY

Acronym	Explanation
IAB	Industrial Advisory Board

1 EXECUTIVE SUMMARY

This deliverable is the summary report about of all the activities related to the IAB.

The aim of the IAB is to actively involve several different stakeholders involved in the PET and polyester value chain, in order to better directing the development of the DEMETO project under technological and economical aspects. Furthermore, the strategic relationships established into the IAB, should ideally result in the identification of potential partnerships for the following development of the technology, as well as early adopters and users of the technology.

To this aim, the IAB is conceived to include at least one physical workshop per year (probably 2 in 2020, as for the final event of the IAB), grouping all the different stakeholders together, to have many points of view on the topics to be treated during the meeting, as well as an update call between two workshops, to provide to the IAB members the necessary updating on the development of the DEMETO project.

Up to now we held two physical workshop and one update call. All the events obtained relevant expression of interest and success, so that we have been able to involve in the development of the project important players of the PET and polyester value chain, such as the main biggest users of PET bottles (The Coca Cola Company and Nestlé), among the biggest users of PET packaging (Unilever and Henkel), relevant users of polyester and PET in other applications (sportswear: adidas, home textile: Ikea).

2 IAB PRESENTATION WORKSHOP

The IAB has been created with the aim of actively involving several stakeholders across the entire PET value chain in order to let them understand and accept the technological approach and the business value proposition underlying the DEMETO project.

During the kick-off event of the DEMETO project, held on 27th September 2017, several stakeholders have been invited for the presentation of the IAB and we received a very positive feedback in terms of attending and interest. DEMETO successfully got the attention of important players along the entire value chain, starting from the very beginning, i.e. oil and chemical companies (Repsol, Covestro), down to final users of PET and polyester in different industries and products (Nestlé, adidas, Ikea), and passing through waste collectors (A2A, Suez, Soex).

During the workshop the project has been presented under different aspects, covering mainly three different topics: 1) the technology underlying the solution proposed by DEMETO; 2) the business model implied in its commercial deployment; 3) the impact of the solution in the circular economy approach and its results.

The workshop was very successful, so that many of the players attending the event decided to step onboard of the IAB and to actively support and cooperate with the DEMETO project.

The following documents related to the IAB presentation workshop are attached in the deliverable:

- Agenda of the event
- Signature list of the participants
- 3 presentations of the above-mentioned topics in their non-confidential version

3 IAB 1ST OFFICIAL WORKSHOP

After the paperwork necessary to involve all the different stakeholders into the IAB, the first workshop has been organized on 9th February 2018. The initial group amounted to 16 entities external to the Consortium of DEMETO and comprising associations, private companies, big brands and financial investors.

The objective of the first workshop was to receive and analyse all the different requirements for the DEMETO from the point of view of all the stakeholders involved into the PET and polyester value chain, both on the material and on the sustainability aspects, as well as giving to the members some relevant updates on the development of the project. Thus, the stakeholders have been divided into different groups, depending on their nature (Raw Material Suppliers, PET/Polyester converters and producers, End Users), and specific questionnaires have been distributed before the meeting.

During the workshop, the aggregated answers resulting from the questionnaires filled in by the IAB members, have been presented and discussed.

The answers collected through the questionnaires and the following roundtables with all the different players (and thus points of view), have been extremely helpful for the definition of the directions to be followed by the partners of DEMETO for the following steps of the project. In fact, the partners of the Consortium have been able to receive several confirmations on some assumptions taken for the development of the technology and implied for the construction of the business case.

The following documents related to the IAB first workshop are attached in the deliverable:

- Agenda of the event
- Signature list of the participants
- Templates of the questionnaires distributed to the IAB members prior to the meeting

Presentations of the event related both on the updates of the project and on the round tables from the questionnaires are not attached as they are subject to confidentiality within IAB members.

4 IAB 1ST UPDATE CALL

Following the interest received for the first workshop, we received several expressions of interests by other relevant brands, both to join the IAB and to obtain information on the technology and on DEMETO project in general. In fact, important brands, such as The Coca Cola Company and Henkel, joined the IAB before the first update call, held on 18th October 2018, bringing the overall number of IAB members to 19.

During the webinar the members of the IAB received a detailed update on the development of the DEMETO project, both on the construction of the reactive unit as well as on the finalization of the process to be implemented into the demonstration plant.

No material related to the IAB first update call can be attached to the deliverable as it is subject to confidentiality within IAB members.

5 CONCLUSIONS

The IAB has proven itself to be a very relevant and powerful tool for the aimed scopes (explain DEMETO to the stakeholders of the PET and polyester value chain and cause them to accept it). In fact, through the IAB, the partners of the DEMETO Consortium, have been able to approach the most important players of the PET and polyester value chain.

Still today, we are continuously receiving request to join the IAB by several interested parties, so that we select the future members in order to avoid the risk of having an overcrowded and ineffective IAB.

5.1 Summary table

Major achievements		Links to other WPs
Task	Action	
9.1	Creation of the IAB	WP2: information received from the members of the IAB would be helpful to define the requirements of the plant and thus for all the WPs related to its design WP6: information would also be used for the construction and refinement of the BP
9.1	Establishment of strategic relationships	WP6: the current relationships established would be helpful for the future commercialization plan and strategic agreements

5.2 Next steps

Task	Foreseen action	Partners involved	Delivery Date
6.4	Contractual pre-agreement with strategic stakeholders	gr3n	M36
8.3	Testing, optimization and demonstration of de-polymerization performances	gr3n	M36