



PolyUrethane Recycling Towards  
a Smart Circular Economy

## Deliverable

D6.11 Communication plan (update 7)

WP6 – Communication, Dissemination and Exploitation

### Project Information

Grant Agreement n°	814543
Dates	1st January 2019 – 31st December 2022

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This project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 814543.  
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## Publishable Summary

The PReSmart communication plan is updated every 6 months since the beginning of the project. The consortium has achieved the following elements:

-  project identity set including logo and templates
-  project website - [www.puresmart.eu](http://www.puresmart.eu)
-  project LinkedIn page - [www.linkedin.com/company/14836915](https://www.linkedin.com/company/14836915)
-  project video - [youtu.be/ZzcJH6ExSs4](https://youtu.be/ZzcJH6ExSs4)
-  three newsletters

- in 2020: [www.puresmart.eu/wp-content/uploads/2020/05/PReSmart-Newsletter\\_May-2020\\_VF.pdf](http://www.puresmart.eu/wp-content/uploads/2020/05/PReSmart-Newsletter_May-2020_VF.pdf)

- in 2021: [https://www.puresmart.eu/wp-content/uploads/2021/05/PReSmart-Newsletter\\_May-2021\\_VF.pdf](https://www.puresmart.eu/wp-content/uploads/2021/05/PReSmart-Newsletter_May-2021_VF.pdf)

- in 2022: <https://www.puresmart.eu/third-project-newsletter/>

-  Four MOOCs




- Chemolysis of polyurethane containing end-of-life-polyurethane waste streams:  
<https://youtu.be/UuLfjJNT3k8>

- Sorting of plastic waste streams by near-infrared spectroscopy:  
<https://www.youtube.com/watch?v=KbZxEnoUZ5M>

- Smart design of plastics for improved recycling:  
<https://www.youtube.com/watch?v=N3GLJTVv36Y>

- Polyurethane in the landscape of polymer recycling:  
<https://www.youtube.com/watch?v=OBqOhOFcpJw>

On the exploitation aspects:

-  - The partners have filed 4 patents, some of them being shared between partners. Discussions are running on IP sharing and exploitation forms
-  - 3 Key Exploitable Results (KERs) are followed up for further exploitability analysis.
-  - Analyses are being performed on each KERs regarding the exploitation potential of each KER, including patent, market, and competitive analysis.