



BYPROTVAL

**AFTER LIFE
COMMUNICATION PLAN
LIFE 16 ENV/ES/000467**

**PROTEIN RECOVERY AND RECYCLING FROM ANIMAL
BY-PRODUCTS TO DEVELOP HIGHER
VALUE-ADDED PRODUCTS**



INTRODUCTION

The aim of this document is to set up a plan to continuing disseminating LIFE BYPROTVAL project and their outcomes over the next years. This plan includes actions that the LIFE BYPROTVAL project consortium will carry out to disseminate the protein recovery and recycling from animal by-products to develop higher value-added products and the main results of the project, as well as the planned actions to continue with the recovery of valuable proteins for different industrial applications such as retaining agents for leather industry and as biostimulants for sustainable agricultural practices.

After-LIFE communication plan is mainly based on continuing to disseminate the results of the project and promoting its replicability to potential stakeholders already identified throughout the project. These dissemination activities will remain active for up to 5 years after project completion. This will be carried out by INESCOP, as project coordinator, and will be the maintenance and updating of the website and social media, delivery of leftover promotional material and attending events and conferences related to the project.



Figure 1. QR code of the video of LIFE byProtval project

PROJECT SUMMARY

LIFE byProtVal is a Spanish initiative that has emerged within the framework for the EU´s instrument for the Environment and Climate.

It is an **environmental** project that envisages the recovery of valuable animal proteins and their hydrolysates from different animal by-products (Category 2 and 3 ABPs).

LIFE byProtVal biotechnological process transform non-edible animal by-products into low carbon resources for re-use in other applications, contributing to a **circular bioeconomy** model towards a sustainable, resilient, and inclusive future.

LIFE byProtVal supports main EU policies on circular bioeconomy since it intends to make biowaste become into sustainable resources for the manufacture of added value products. Besides, the substitution of mineral fertilisers by the organic fertilising products or biostimulants produced in the project means a reduction of nitrogen leaching to groundwater and GHG emissions due to agricultural activities. Thus, it supports the implementation of EU policies on organic farming, as well as future Common Agricultural Policy and other policies derived from the European Green Deal, Farm to Fork Strategy and Sustainable Development Goals (SGDs).

Furthermore, the use of protein hydrolysates recovered in the project as functional chemicals in the tanning industry support EU policies regarding sustainable chemicals for a more responsible industry in line with the new *Ecodesign for sustainable products regulation* (ESPR), or the Safe and sustainable by design framework (SSbD, Commission Recommendation (EU) 2022/2510) aimed at steering the innovation process towards the green and sustainable industrial transition, among others.



4 Project partners



1 Demonstration plant developed



2 Validated treatment units



2 Validated secondary raw materials: meat-and-bone meal and protein-rich waste water



2 Bio-products analysed: biostimulants and bio-based agents for the chemical and leather sector



7 years |Duration: 01/09/2017-28/02/2024



Total budget 1.429.463 €
(EC contribution € 850.895)

LIFE BYPROTVAL MAIN RESULTS

- A demonstration plant has built where a broad range of protein hydrolysates from different animal by-products (category 2 and category 3) were produced for two main industrial applications: 1) biopolymers as sustainable chemicals for leather industry (retaining agents); 2) amino acids free based biostimulants. This plant will be available at EGA facilities (Almazán, Soria, Spain) to any company interested in conducting a demonstration trial.
- Recovery of approximately 85% of the proteins present in meat and bone meal and rendering process wastewater. The demonstrator has a capacity to produce up to 58.4 tonnes of protein per year.
- Introduction of new high value-added bio-products that can meet the current market demand for bio-based products, as well as new business opportunities for the recovery of other organic waste.
- Reduction of production costs and waste generation, increasing reliability of raw materials supply and potential savings in water consumption.

COMMUNICATION STRATEGY

During the project implementation, several dissemination activities have been carried out. Such activities have focused on spreading the LIFE byProtVal process and main products applications. The message has been adapted according to the target audience.

A Communication Plan has been established in order to ensure the dissemination and further implementation of LIFE byProtVal project objectives and achieved results.

Key strategy and actions have been planned in order to achieve the following main objectives:

- Disseminating LIFE byProtVal project and results
- Increasing awareness in the valorisation of ABPs and
- Reaching the relevant authorities and policy-makers.

Both the target audience and communication tools have been taken into account for the developed LIFE byProtVal communication strategy.

The dissemination of the project results is considered to be crucial to ensure proper public awareness, as well as to help replicability and transferability related tasks. For this reason, the project, as well as their outcomes, will be made public on a European level. The main target audience of the dissemination effort will be both managing and technical staff of the following industrial sectors:

- Meat processing industries and their associations
- Rendering companies and their associations and
- Industrial final users of chemicals based on collagen/protein derivatives such as tanning/leather and agrifood industries.

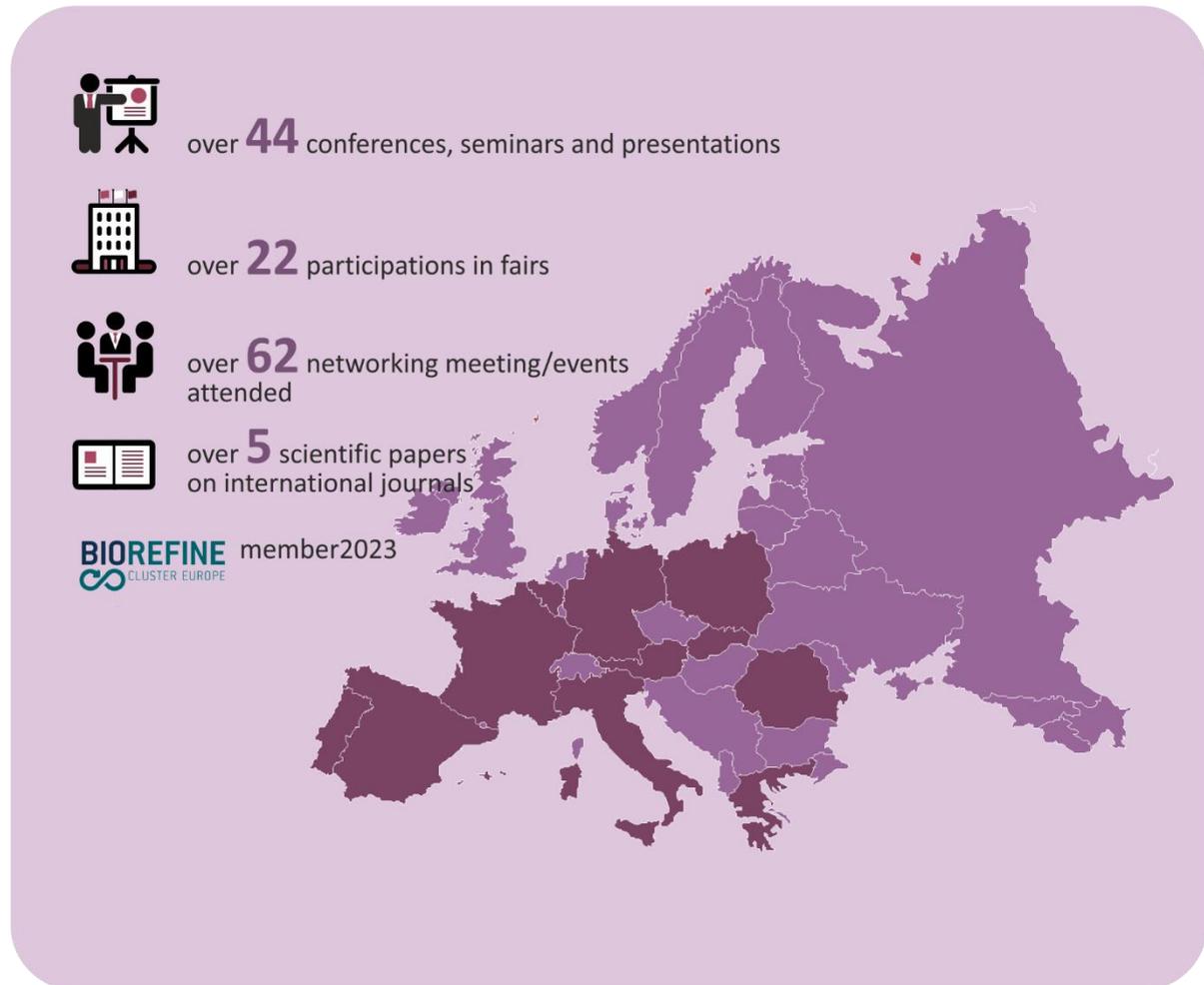
In addition, this dissemination effort will be extended to:

- European and National Agencies on Environment, Agriculture and Food
- Nongovernmental environmental organizations
- Commerce chambers; and
- General public

Special efforts will be made in order to reach Authorities and policy makers in order to increase the impact of the project results.

The language and media to be used in dissemination activities has been adapted according to the target audience.

During LIFE byProtVal project execution, it has been broadly disseminated as well as their main outcomes, through different channels:



The about mentioned activities took place mainly in Spain but also in France, Austria, Italy, Greece, Romania and Belgium, as well as in online.

AFTER LIFE DISSEMINATION ACTIVITIES

The LIFE byProtVal Communication Plan after it is ended, is mainly based on a continuous dissemination of the project results, and promoting its replicability to potential stakeholders, already identified, and contacted throughout the project.

In the establishment of this plan, both the target audience and communication tools developed in the project have been taken into account.

Main strategy and actions have been planned in order to achieve the main objectives described below.

Disseminating LIFE byProtVal outcomes

The objective of this action is to disseminate project objectives and results. The target audience will be meat processing industries and their associations, rendering companies and their associations and industrial final users of chemicals based on collagen/protein derivatives, such as tanning/leather and agrifood industries, and other interested stakeholders. In addition, this dissemination effort will be extended to European and National Agencies on Environment, Agriculture and Food, nongovernmental environmental organizations, commerce chambers, as well as to the general public. Main strategies will be:

- The project's website (<http://byprotval.eu>) will be maintained and updated during, at least, five years after the end of the project.
- The project's social networks will be maintained and updated: X (@byprotval) and LinkedIn (<https://www.linkedin.com/company/byprotval/>) will be active for five years after the end of the project.
- The demonstration pilot plant (unit 1 and 2) will continue to operate acting as a showcase for potential customers. EGA will provide the necessary staff for the operation and monitoring of the demonstration systems after the completion of the project.
- Dissemination to visitors to the partner's facilities will continue, e.g. at the project's results exposition at INESCOP's facilities.
- All the dissemination material generated during the project will continue to be available on the website for consultation and downloading online. It will also be made available to anyone interested in the project. Brochures and leaflets will continue to be distributed by the partners at relevant events or meetings with stakeholders and will continue to be available at each partner's facilities.

- The notice boards will be maintained at the premises of the project beneficiaries for at least two years after the end, in order for the public to be informed about the project objectives and results.
- The project will continue being disseminated in fairs, workshops and conferences, such as in CONAMA and the International Conference on Sustainable Solid Waste Management, among others.
- New information on LIFE byProtVal achievements will be published in the beneficiaries' websites and/or newsletters and sent to the most important associations related to the project such as ANICE, EFPRA or the Biorefine Cluster, among others.

€ Estimated annual budget: 2,500 €

Increasing awareness

The objective of this action is to increase awareness on the valuable protein recovery, as a way of upcycling for animal by-products cat 2 and cat 3.

- Different scientific papers on the main project results have been published in open access.
- Beneficiaries will participate in platforms and meetings concerning Environmental and Circular Bioeconomy, biorefineries, etc.
- Beneficiaries will monitor main European policies developments in order that LIFE byProtVal main results will be taken into account, such as European Biostimulants Directive.

€ Estimated annual budget: 1,500 €

Implementing LIFE byProtVal results

The objective of this action is to promote the implementation of the LIFE byProtVal bioprocess for the recovery of valuable proteins from different animal by-products, to replicate it in order sectors and for other animal by-products, and to promote the use of such proteins for the intended applications. Main strategies are:

- The project´s demonstration plant is available for those companies interested in carrying out demonstration trials
- Contact with policy makers in order to include LIFE byProtVal products into any category of the European Biostimulants Directive, etc.
- Following any technology available to overcome remaining technical limitations for protein based retaining agents, as well as for the biostimulants.

€ Estimated annual budget: 1,500 €.

For more information

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Watch the following video:



Location of the demonstration plant:
Carretera de Gómara, Km 2.8
Almazán, Soria, 42200 Spain



A DEMONSTRATION BIOPROCESS TO RECOVER HIGH ADDED VALUE PROTEIN

Project partners:



This project has received funding from the LIFE Programme of the European Union under Grant Agreement LIFE16 ENV/ES/000467