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D7.10 Project podcast

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DISCLAIMER

This deliverable has been prepared in the context of the project CAFIPLA receiving funding from the Bio Based Industries Joint Undertaking (JU) in accordance with the grant agreement No 887115. The JU receives support from the European Union's Horizon 2020 research and innovation programme and the Bio Based Industries Consortium).

It must be stressed that the views expressed in this CAFIPLA Deliverable "D7.10 Project podcast" are the sole responsibility of the authors and do not necessarily reflect the views of the Bio Based Industries Joint Undertaking (JU).

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EXECUTIVE SUMMARY

The goal of CAFIPLA is to develop an integrated pre-treatment process to convert heterogeneous organic materials to building blocks for the bio-based economy. To reach this aim, the CAFIPLA project focusses on an integrated biomass valorisation strategy that combines a carboxylic acid and a fibre recovery platform (CAP/FRP).

CAFIPLA is a market-oriented, R&D-driven project strongly relying on an interdisciplinary approach, both within the consortium as through stakeholder involvement. Therefore, a strong dissemination, communication, and exploitation strategy is fundamental for the project's success and the exploitation of the project results beyond.

The present document “D7.10 Project podcast” describes the objective, technical implementation, and envisioned distribution of the CAFIPLA podcast series, which focuses on the valorisation of biogenic organic waste treated with the CAFIPLA technology. Intermediates and products obtained from the CAP and FRP are presented and set into context with current economic context and ecological challenges. The podcast was designed to target stakeholders including non-experts e.g., the general public, consumer organisations, the media, researchers and academics, policy makers but also other BBI/CBE projects, BIC and BBI consortia members, biowaste processors and producers and biogas plant owners as potential customers of the CAFIPLA technology. The main goal is to inform these stakeholder groups about the value-added biowaste-based CAFIPLA products and their further applications.

The Podcast series is titled “CAFIPLA – From biowaste to bioproducts” and the four podcast episodes focus on: (1) Lactic acid as a central intermediate from the CAP, (2) medium-chain carboxylic acids (MCCA) and (3) microbial protein (MP) as products from the CAP as well as fibres and fibre-based materials as the products obtained from the FRP.

To maximise the dissemination outcome, the podcast as a public deliverable will be distributed through a broad range of dissemination channels e.g. via the CAFIPLA website¹ and newsletter, advertised via the CAFIPLA LinkedIn channel and disseminated through the DECHEMA social media and newsletters. Furthermore, the podcast series is additionally available on Spotify².

¹ https://cafipla.eu/home_cafipla/ongoing/publication-and-media/

² <https://open.spotify.com/show/14YN1D21NxNdBOlzoVJIMG>

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ABBREVIATIONS

ABBREVIATION	DESCRIPTION
ATB	Leibniz Institute for Agricultural Engineering and Bioeconomy
BBI JU	Bio Based Industries Joint Undertaking
BIC	Biobased Industry Consortium
CAP	Carboxylic Acid Platform
CBE JU	Circular Biobased Europe Joint Undertaking
FRP	Fibre Recovery Platform
FRD	Fibres Recherche Developpement
MCCA	Medium-chain carboxylic acids
MP	Microbial protein
UGent	University of Ghent

1 INTRODUCTION

The deliverable “D7.10 Project podcast” of the CAFIPLA project is part of WP7: Dissemination, communication, and exploitation (Task 7.2 Dissemination) and refers to the conceptualisation and design of a podcast, which introduces the project’s products in a conversational way to be further used for promoting the CAFIPLA concept and technology to reach stakeholders and encourage engagement with CAFIPLA.

The overall aim of CAFIPLA is to develop an integrated pre-treatment process to convert heterogeneous organic materials to building blocks for the bio-based economy. To reach this aim, the CAFIPLA project focuses on an integrated biomass valorisation strategy that combines a carboxylic acid and a fibre recovery platform (CAP/FRP). Since CAFIPLA is a market-oriented, R&D driven project that strongly relies on the interdisciplinary approach within the consortium as well as through active stakeholder involvement. Therefore, a strong dissemination, communication, and exploitation strategy is fundamental for the project's success and the exploitation of the project results beyond.

1.1 AIM AND OBJECTIVE OF THE DELIVERABLE

The deliverable D7.10 contains a modern dissemination material for increasing the visibility of CAFIPLA within the community as well as to reach all groups of potential stakeholders. Based on the communication strategy described in “D7.1 Communication matrix”, which identified CAFIPLA stakeholders, the CAFIPLA Project podcast described in this deliverable was designed to be interesting and informative to e.g., the general public, consumer organisations, the media, researchers and academics, policy makers but also other BBI/CBE projects, BIC and BBI consortia members, biowaste processors and producers and biogas plant owners as potential customers of the CAFIPLA technology. The main goal is to inform these stakeholder groups about the value-added biowaste-based CAFIPLA products and promote their further application potential. Intermediates and products obtained from the CAP and FRP are presented and set into context with current economic context and ecological challenges. The four podcast episodes focus on: (1) lactic acid as a central intermediate from the CAP, (2) medium-chain carboxylic acids (MCCA) and (3) microbial protein (MP) as products from the CAP as well as fibres and fibre-based materials as the products obtained from the FRP.

1.2 DISTRIBUTION OF THE PODCAST

The podcast as a public deliverable will be distributed via a broad range of dissemination channels e.g. via the CAFIPLA website³ and newsletter, advertised via the CAFIPLA LinkedIn channel and disseminated through the DECHEMA social media and newsletters to maximise the dissemination outcome. The DECHEMA Twitter and LinkedIn accounts reach 3,703 and 9,395 followers (November 2022), respectively, of an expert biotechnology and chemistry community. Additionally, the CAFIPLA Project podcast is available on Spotify and also will serve all partners as an advertising material to be distributed through their own communication channels. In the following, the content and structure of the podcast is shortly summarised.

³ <https://cafipla.eu/>

2 PODCAST CREATION

2.1 GENERAL IDEA

The CAFIPLA Project podcast should serve as a modern dissemination material to introduce the CAFIPLA products obtained from biowaste valorisation via the integrated CAFIPLA technology platforms CAP and FRP. In this way, the visibility of CAFIPLA within the community is increased and the economic and ecological potential of the overall concept is promoted to all groups of potential stakeholders. The overall aim of the podcast series is to set the focus on the application potential and put emphasis on biowaste-based solutions to multiple current problems the fossil-based or even sugar-based economies are currently facing.

2.2 CONCEPT AND STRUCTURE

The CAFIPLA podcast comprises a series of episodes with a duration of 10-20 min each, in which the CAFIPLA products are introduced by the respective experts from the project. The episodes published in November 2022 are hosted by DECHEMA and were recorded with the CAFIPLA partners ATB, UGent, Avecom and FRD as guests, respectively. During the episode, the interview focuses on the respective bioproducts these partners produce with the CAFIPLA technology: (1) Lactic acid as first CAP intermediate product, (2) medium-chain carboxylic acids (MCCA), e.g. caproic acid, (3) microbial protein as well as the FRP products (4) fibres and fibre-derived materials.

After a general introduction, the partners explain their roles within the CAFIPLA project and introduce the product they are focusing on within their specific work package. The following conversation then covers how the respective conventional production routes work, what the benefits of the CAFIPLA process are and how the economic potential can be assessed. The episodes end on a more general forecast as to the impact, expected hurdles and future potential of the CAFIPLA technology.

2.3 TECHNICAL IMPLEMENTATION

The preparation, recording and postproduction were realised in cooperation with the full-service recording studio for audio production, Feinton⁴, in Frankfurt (Germany). The podcast experts were commissioned to support the technical recording and production of the CAFIPLA Project podcast (see Fig. 1) as well as post-production editing and mastering. They additionally realised the recording and production of the podcast Intro and Outro sequence as well as the selection of a teaser passage that were used to start the episodes in the most engaging and interesting way.

⁴ <https://feinton.net/>



Figure 1: Podcast recording at Feinton studio. Picture source: DECHEMA

2.4 HOSTING AND PUBLICATION



Figure 2: Podcast visual

The podcast is hosted on the German podcast hosting platform “Podcaster”⁵. The basic package “Podcaster” allows the creation of the CAFIPLA Project podcast channel “CAFIPLA – From biowaste to bioproducts” (Figure 2) and offers storage space of 250 MB. After creating the podcast channel, the hosting platform provides a link for the respective RSS feed, which was submitted directly to Spotify, where the podcast with all episodes is publicly available. The link to the CAFIPLA podcast⁶ is also embedded on the CAFIPLA website (Figures 3 and 4). Following, the informational text elements of the podcast in general as well as for the individual episodes is summarised:

2.4.1 GENERAL PODCAST DESCRIPTION

The CAFIPLA Project podcast presents bioproducts that are made by using the CAFIPLA technology to valorise mixed biowaste. This technology combines two platforms, the Carboxylic Acid Platform (CAP) and the Fibre Recovery Platform (FRP), to make maximum use of the underutilised biogenic waste streams. Hosted by DECHEMA, the episodes each focus on one of the biowaste-based products and their application potential. Together with the partners from the Leibniz Institute for Agricultural Engineering and Bioeconomy (ATB), the University of Ghent, Avecom and Fibres Recherche Developpement (FRD), we are discussing the chances and challenges of: (1) Lactic acid as first CAP intermediate product, (2) medium-chain carboxylic acids (MCCA), e.g. caproic acid, (3) microbial protein as well as the FRP products (4) fibres and fibre-derived materials.

⁵ <https://www.podcaster.de/>

⁶ <https://open.spotify.com/show/14YN1D21NxNdBOlzoVJIMG>

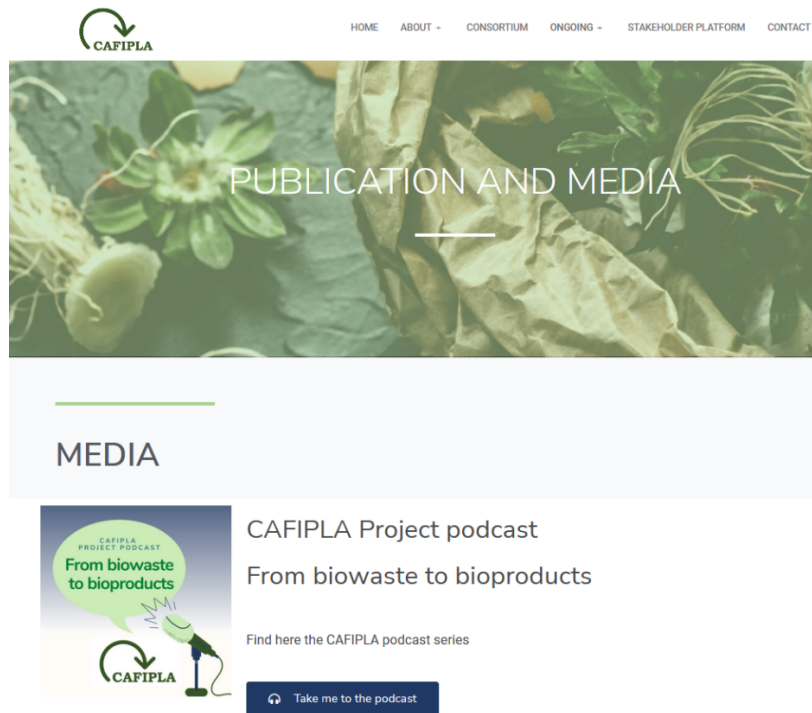


Figure 3: CAFIPLA Project podcast “From biowaste to bioproducts” on the website

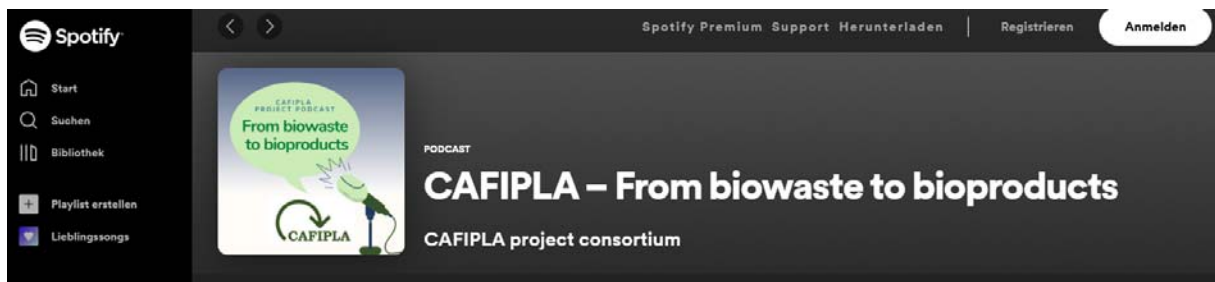


Figure 4: CAFIPLA Project podcast “From biowaste to bioproducts” on Spotify

2.4.2 SPECIFIC EPISODE DESCRIPTIONS

2.4.2.1 EPISODE: ATB & LACTIC ACID

Title: Biowaste fermentation for the production of lactic acid

Description: In this episode, we are talking with Pablo López Gómez from the Leibniz Institute for Agricultural Engineering and Bioeconomy (ATB) in Potsdam (Germany) about the CAFIPLA intermediate product lactic acid – how it is produced from biowaste, what it can be used for and why this is a great step towards a circular bioeconomy.

2.4.2.2 EPISODE: UGENT & MCCAS

Title: Engineering bioprocesses to produce bio-oil from biowaste-based lactic acid

Description: In this episode, we are talking with Kevin Sabbe and Ramon Ganigué from the University of Ghent (Belgium) about medium-chain carboxylic acid (MCCA)-biooil and caproic acid, which are example products obtained within CAFIPLA. We discuss what MCCAs are, what they can be used for and how they can serve as sustainable replacement for environmentally harmful raw materials.

2.4.2.3 EPISODE: AVECOM & MICROBIAL PROTEIN

Title: Microbial resource management as a tool to valorise biowaste

Description: In this episode, we are talking with Mariane van Wambeke and Kim Windey from Avecom in Ghent (Belgium) and learn in which way microbial protein is produced from biowaste within CAFIPLA and how it can replace traditional protein sources for sustainable fertilisers or feed proteins.

2.4.2.4 EPISODE: FRD & FIBRE-MATERIALS

Title: Optimising recovery and recycling of fibres from mixed biowaste

Description: In this episode, we are talking with Pierre Bono and Thibault Lerouge from Fibres Recherche Developpement (FRD) in Troyes (France) about the CAFIPLA Fibre Recovery Platform (FRP). They explain how fibres are extracted and recycled from mixed biowaste, what this fibre material can be used for and why such recycled materials have – ecologically and economically – a promising future.

2.5 ADVERTISEMENT

The podcast was published on the CAFIPLA website and will be advertised with a dedicated article in the NEWS section. Further advertisement will be rolled out on all CAFIPLA channels, such as LinkedIn, newsletters, as well as via the DECHEMA channels, via the CBE JU communication team and by all project partners within their networks.

3 CONCLUSION

The CAFIPLA Project podcast adds a new dimension to the project's dissemination portfolio. This first audio-only material is very up to date with the current zeitgeist and is therefore highly suitable to draw the stakeholders' attention to the CAFIPLA project and products. A broad range of stakeholders will be targeted ranging from the general public, consumer organisations, media, researchers and academics, policy makers, other BBI/CBE projects, BIC and BBI consortia members to biowaste processors, producers, and biogas plant owners. The four episodes published in November 2022, hosted by DECHEMA, and recorded with the CAFIPLA partners ATB, UGent, Avecom and FRD as guests are focusing on: (1) Lactic acid, (2) medium-chain carboxylic acids (MCCA), (3) microbial protein as well as (4) fibres and fibre-derived materials. The podcast will ultimately contribute to the success of the project by helping to raise awareness for the valorisation of biowaste, inform stakeholders about the potential of the CAFIPLA technology as well as attract potential future customers of technology and products. As a public deliverable, the podcast series is available on the CAFIPLA project website as well as published on Spotify and will be advertised via all communication channels, especially on social media. Furthermore, the episodes will be distributed through the partners' communication channels on all future opportunities as a promotional material.

4 REFERENCES

CAFIPLA – D7.1 (2020), Deliverable D7.1 Communication matrix, August 2020.