

Work Package 7 – Dissemination, communication, and exploitation of results

D7.2 – Intermediate report on the dissemination and communication strategy

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This deliverable is the ALIGNED project (grant no. 101059430) deliverable 7.2, containing the intermediate report on the Dissemination and Communication strategy.

March 2023 – March 2024

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Type of Action	RIA	Website	www.alignedproject.eu

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Acronyms and abbreviations	Description
BBI JU	Bio-based Industries Joint Undertaking
CEN	European Committee for Standardization
CEPI	Confederation of European Paper Industries
EC	European Commission
EP	Environmental Performance
EU	European Union
EPLCA	European Platform on Life Cycle Assessment
GLAD	Global LCA Data Access
GLAM	Global Guidance on Environmental Life Cycle Impact Assessment Indicators
GP	General Public
ISO	International Organization for Standardization
JRC	Joint Research Centre
KOM	Kick-Off Meeting
LCA	Life cycle assessment
LCDN	Life Cycle Data Network
NGOs	Non-governmental organisations
NORLCA	Nordic Life Cycle Association
PEF	Product Environmental Footprint
PM	Policy Makers
R&I	Research and Innovation
SC	Scientific Community
UNEP-SETAC	United Nations Environment Programme and the Society for Environmental Toxicology and Chemistry
WP	Work Package
PR	Press Release
SEO	Search Engine Optimisation

Executive summary

This document outlines the intermediate communication and dissemination strategy devised for the ALIGNED project. Our primary objective is to ensure the effective outreach and engagement of diverse stakeholders, encompassing academic researchers, industry professionals, civil society representatives, policymakers, and other pertinent audiences. By strategically targeting these groups, we aim to maximize the impact and relevance of our project outcomes.

This section outlines the key components of the communication and dissemination strategy for the ALIGNED project:

- **Participation in Events:** Actively engaging in relevant conferences, workshops, and seminars to showcase project objectives, milestones, and facilitate networking opportunities with potential collaborators.
- **Website Updates:** Ensuring regular updates on the project website to keep stakeholders informed about progress and achievements, fostering transparency and accessibility.
- **Social Media Engagement:** Leveraging social media platforms to share project news, updates, and engage with online communities associated with the ALIGNED project, enhancing visibility and outreach.
- **Newsletter Distribution:** Developing and distributing regular newsletters to engage diverse audiences and provide concise updates on project activities, maintaining stakeholder engagement and interest.
- **Accessible Materials:** Producing and disseminating accessible and easy-to-understand materials such as brochures, videos, and factsheets to enhance awareness and understanding of the project among non-technical audiences, promoting inclusivity and knowledge dissemination.
- **Stakeholder Analysis and Engagement Refinement:** Continuously assessing and refining stakeholder engagement strategies to ensure effective communication and collaboration throughout the project lifecycle.
- **Project Branding Enhancement:** Enhancing project branding through various communication channels, including public engagement, policy engagement, industry collaboration, and academic partnerships, strengthening the project's visibility and impact across diverse stakeholders.

These elements collectively form a comprehensive strategy aimed at maximizing the reach, engagement, and impact of the ALIGNED project within its target audience.

The ALIGNED project is deeply committed to fostering partnerships and collaborations with relevant organizations and European projects to amplify its impact and accomplish its objectives. In this pursuit, ALIGNED has established a collaborative relationship with the HEU project CALIMERO (grant number 101060546), which shares similar goals and focus areas. Together, ALIGNED and CALIMERO have co-developed numerous initiatives, aligning their efforts to advance shared objectives and priorities. This collaborative endeavor underscores ALIGNED's unwavering commitment to harnessing synergies and pooling resources to drive sustainability and innovation across the bio-based sectors.

Furthermore, ALIGNED is dedicated to disseminating its activities through active participation in various events and nurturing institutional relationships with esteemed organizations. Overall, the ALIGNED project's communication and dissemination strategy are meticulously crafted to effectively engage a broad spectrum of stakeholders and ensure widespread dissemination and adoption of its results.

1. Introduction

This deliverable reviewed the strategy established at the beginning of the project and went through the KPIs established to check their degree of compliance and assess if there was any need to adapt the strategy. It included a summary of the activities performed during this period.

It contains the description of the Intermediate report on the Dissemination and Communication Strategy by the ALIGNED project, which aims to improve the environmental performance of bio-based industrial processes in five sectors: construction, woodworking, textiles, pulp and paper, and bio-chemicals. The main objective of ALIGNED dissemination strategy is to ensure that the outcomes of the project (concepts, scientific results, methodologies, validated work, etc.) are consistently disclosed to appropriate target stakeholder groups.

This is part of Task 7.1 Communication & dissemination plan which specifies that a detailed Dissemination and Communication Plan was produced at the beginning of the project (M6). The dissemination plan will go through three phases where the objectives and nature of the activities will shift to better adapt to ALIGNED's evolution: (i) an awareness phase (M1-M12) in a community of interested stakeholders and suitable channels, which has been accomplished; ALIGNED is currently at the second phase of scientific cooperation (M6-M36), where knowledge is managed for the cooperation of ALIGNED with similar projects and initiatives and ensuring the availability of research outputs to targeted audiences. Finally, the exploitation-focused phase (M24-M36) supports the actual exploitation of project results by the target users.

This deliverable will review the strategy established at the beginning of the project and go through the KPIs established, to check on their degree of compliance and see if there is any need to adapt the strategy. It will include a summary of the activities performed during the period.

1.1. Context of WP7

The purpose of Work Package (WP) 7 in ALIGNED project is to ensure that the project results reach key targeted audiences with different purposes: the exploitation of the project's KERs by the bio-based industry stakeholders, the execution of dissemination activities which will also foster knowledge replication of the LCA frameworks developed, the identification and engagement of stakeholders around the bio-based industry and the LCA practitioners, the communication to wider, non-specialised audiences and the building of a cooperation strategy with the European Commission and relevant projects and initiatives.

1.2. Objectives of Task 7.1

At the beginning of the project (M6), a detailed Dissemination and Communication Plan was produced, drawing upon the preliminary indications provided in Section 2.2 and developed collaboratively with the consortium. The main objective of the ALIGNED dissemination strategy is to establish guidelines and a plan to engage with its key stakeholders and enhance its promotion.

A multistep and multichannel approach will be used in the ALIGNED dissemination strategy to reach and engage different stakeholders and target groups with adjusted information for needs and interests. This strategy contributes towards achieving the project's specific objective number 3: Inform, involve, and empower all relevant stakeholders, enabling an efficient methodological uptake and practice improvement to support the sustainable growth of the bio-based sector in Europe. In addition, it will also help to deliver the following project results:

- Directly improve the Environmental Performance (EP) in five exemplary industrial processes in five bio-based sectors (pulp and paper, textile, bio-chemicals, woodworking & construction), by disseminating the proposed solutions to key stakeholders in these sectors.

- Disseminate data on EP – and recommendations to improve it – in the five industrial bio-based sectors in the European Union (EU).

2. Dissemination strategy

As described in the initial [Communication and Dissemination Plan](#), the main objective of the ALIGNED project dissemination strategy is to ensure that the outcomes of the project (concepts, scientific results, methodologies, validated work, etc.) are consistently disclosed to target stakeholder groups.

The dissemination plan will go through three phases where the objectives and nature of the activities will shift to better adapt to ALIGNED evolution:

1. **An awareness phase (M1-M12)** during which a community of interested stakeholders will be identified and as well as best suitable channels for engagement will be identified and prioritised.
2. **A scientific cooperation phase (M6-M36)** where the cooperation of ALIGNED with similar projects is initiated and the availability of research outputs to targeted audiences is ensured.
3. **An exploitation-focused phase (M24-M36)** supports the actual exploitation of project results by the targeted users. Further mapping, analysis, grouping and engagement with target stakeholders will be performed throughout the project.

A summary of the activities that will be carried out in relation to the relevant KPIs can be found below:

Table 1 ALIGNED Dissemination activities

ALIGNED.Tool/Channel	Stakeholder category	KPIs/target
Brochure & leaflets	All	Publications: 100 brochures + 300 leaflets
Project Website	All	800 visits per year
Social media (X (Twitter) and LinkedIn)	Key stakeholders, Multipliers	200 followers; 0,6% engagement rate
Videos	Key stakeholders, Multipliers	2 project videos – 300 views total/each?
Newsletter	Key stakeholders, Multipliers	2/y. with 1,7% opening rate / 300 subscribers
Press Releases	Multipliers	200 media outlets/articles covered
Scientific Publications	All	10 publications
Position papers & e-learning resources	All	6 guidelines, and e-learning resources in total
Consultation rounds	Key stakeholders	10 consultation rounds, two per bio-based sector
Methodology workshops	Key stakeholders	3 webinars (15-25 attendees per workshop)
Sector engagement workshops	Key stakeholders	10 online workshops, two per bio-based sector
Meetings for standardisation/policymaking	Facilitators	3 exploitation meetings held with relevant stakeholders

Conferences and events	All	Min 6 conferences/year with 1 presentation/year
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3. Communication and dissemination activities in M7 – M18

At this stage of the ALIGNED project, consortium prioritized raising awareness of the project goals and making results accessible as they emerged. In collaboration with the project partners, SIE distilled key findings into engaging articles published on the dedicated project website. Strategic social media engagement further directed traffic of interested stakeholders to this valuable resource. Currently, within the ongoing scientific cooperation phase (M6-M36), ALIGNED actively connects and collaborates with similar projects and initiatives related to bio-based industry and circular economy. This ensures the continuous flow and targeted dissemination of research outputs to relevant audiences.

As the project progresses, communication and dissemination activities will be closely associated with the project's deliverables and progress. Social media has been coordinated with updates on the project website to drive users to it as the main source of information.

Communication efforts were increased during key moments of the project such as workshops, the release of research findings, and the rollout of the project. SIE and other partners of the consortium worked to keep the ALIGNED project visible through regular updates, special events, and activities throughout the duration of the project. ALIGNED project has settled a collaborative approach with other [EU-funded related initiatives](#) such as CALIMERO, MODEL2BIO, ECOSYSTEM, and SUSTRACK among other organisations (EuBioNet, GRETE NETWORK).

In this last phase ALIGNED also contacted the related initiatives Concise Consumer Communication, BioReCer and SUSCERT4BIOBASED to boost and maximise the impacts on the different tools and channels.

3.1 Communication Channels

3.1.1 Social Media Accounts

Social media channels were established in M1 and have been regularly updated at least once per week with relevant contributions from partners, including events, conferences, newsletters, relevant documents and other ALIGNED project-related content.

Three Social Media accounts have been created to maximize public and professional engagement: X (formerly known as Twitter), LinkedIn and YouTube.

X (Twitter)

Regarding social media channels, during first reporting period, the project has exceeded the KPIs. On X ([Twitter](#)), ALIGNED has reached 223 followers (KPI: 200) with a total of 54 updates, more than 6,662 impressions and an average engagement rate exceeding 0.13% (KPI: 0.6%).

LinkedIn

On [LinkedIn](#), the project has reached 462 followers (KPI:200) with a total of 54 updates, more than 27,827 impressions and an average engagement rate of 0,8% (KPI: 0,6%) during this reporting period. In both LinkedIn and X (Twitter), hashtags such as #bioeconomy, #innovation, and #LCA were

incorporated in the posts. A call to action was included to encourage users to visit the website for further information, aimed at boosting traffic to the site. All communication efforts were tracked and recorded on a dissemination table that has been set up in ALIGNED’s Teams, with access granted to all partners.

YouTube

On [YouTube](#), SIE created ALIGNED YouTube Channel and launched the [official project video](#) in M12, reaching more than 67 views. To increase visibility and impact, SIE incorporated subtitles in six languages, allowing users to add subtitles in their local languages. Additionally, SIE embedded the official video in the project website’s Home tab.

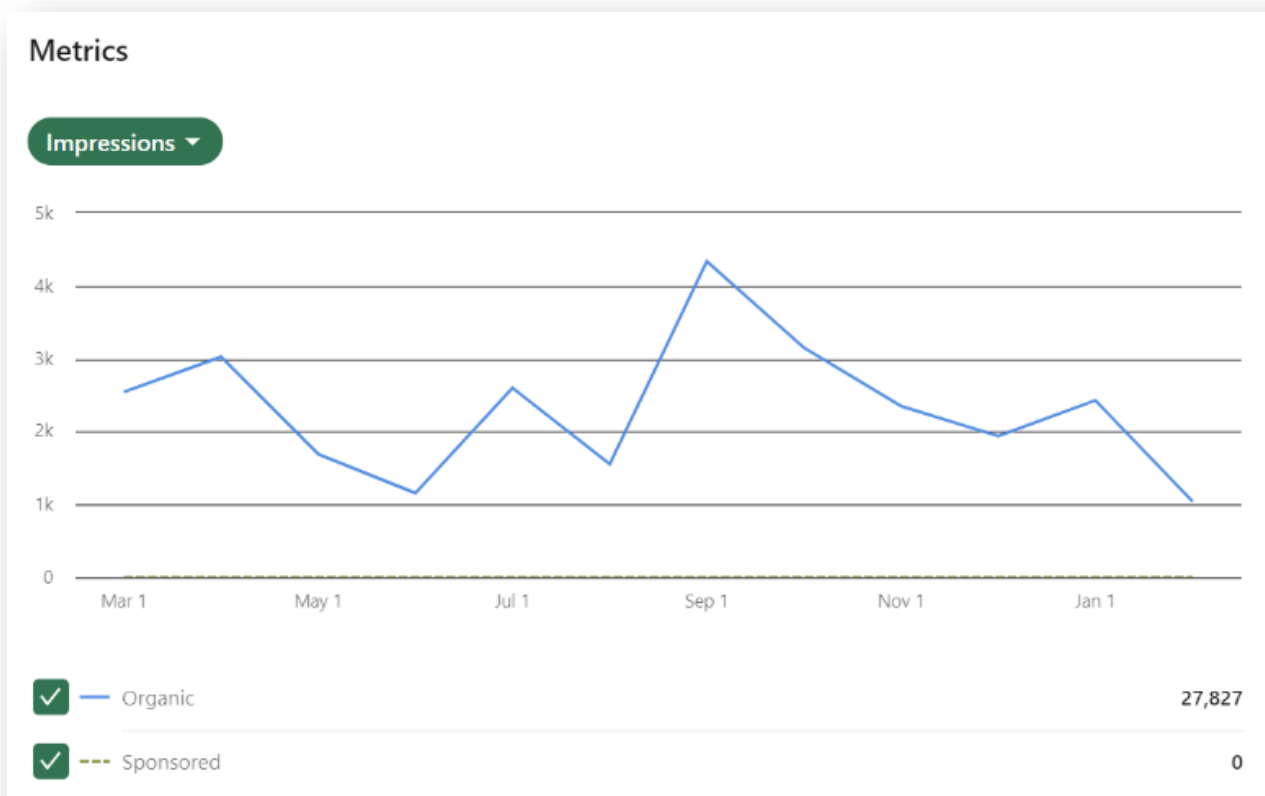


Figure 1 ALIGNED Project Social Media (LinkedIn) Impressions overview (March 2023- February 2024).

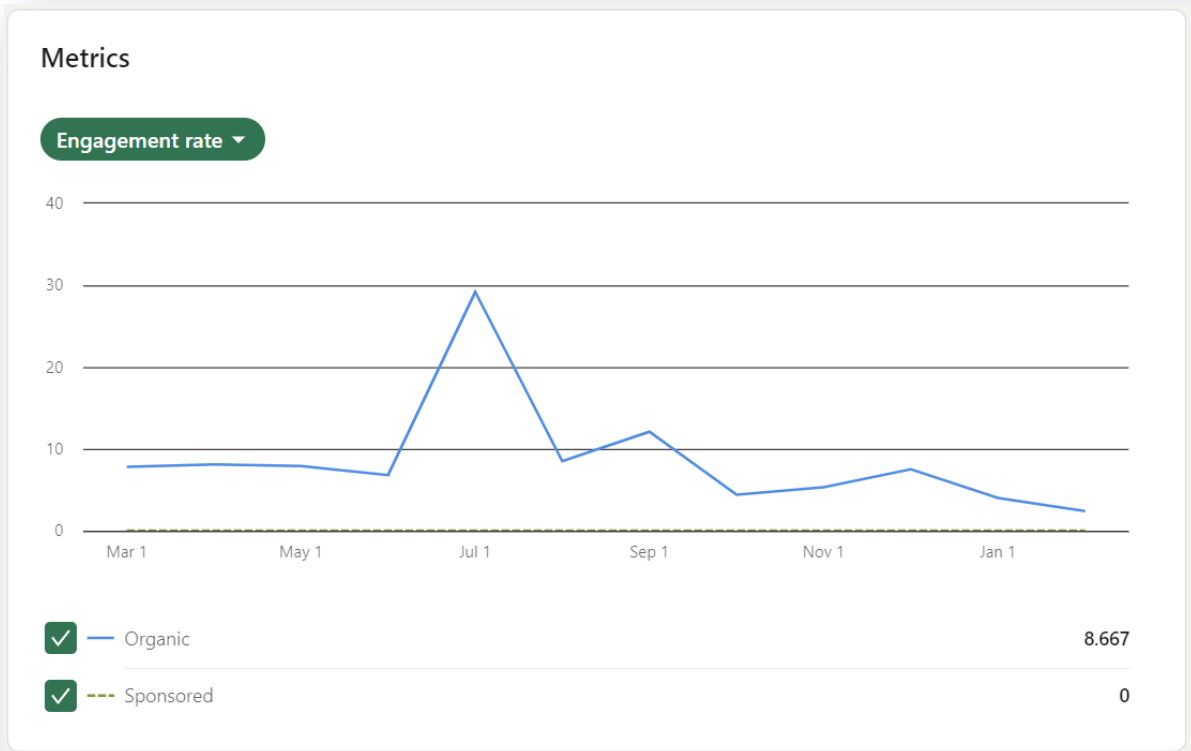


Figure 2 ALIGNED Project Social Media (LinkedIn) Engagement rate (March 2023- February 2024).

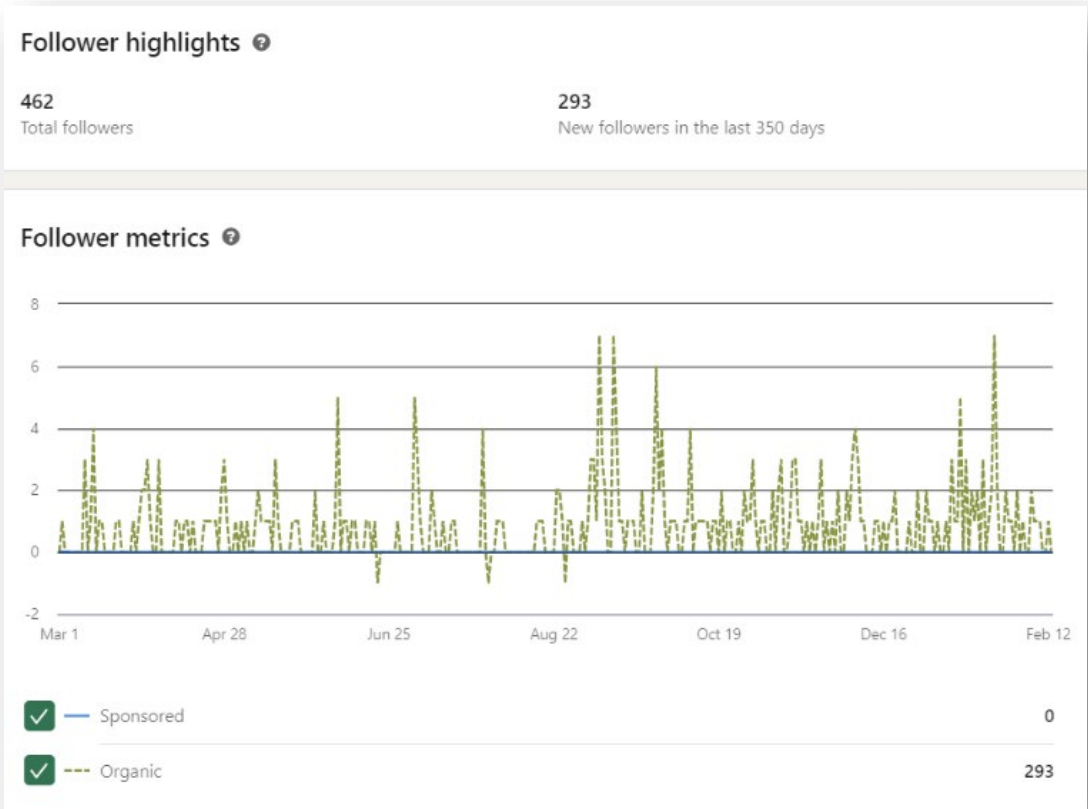


Figure 3 ALIGNED Project Social Media Followers (LinkedIn) overview (March 2023- February 2024)

3.2 Website

Since the official release of the website on the second month of the project journey, ALIGNED partners have contributed widely to its update by providing information on milestones, giving interviews, informing about events, consolidating dissemination materials, etc. The [ALIGNED website](#) has been also updated on a regular basis with [news content](#). [Documents section](#) has been updated to contain the significant outcomes developed in the last 18 months including: [second press release](#), 4 [public deliverables](#), [marketing materials](#), [3 newsletters](#) and relevant news.

Additionally, a new website tab containing information from the results of the sector overviews. This 'sectors' tab, contains subpages with information on each of the sectors that the ALIGNED project is working on:

- [Construction sector](#): This section contains practical information with several references and materials to give an overview of the bio-based materials and sustainability of the construction sector, as well as an infographic that shows the key results of the construction sector overview of T2.2.
- [Woodworking sector](#): This section summarizes and gives the key results of the woodworking sector overview written for T3.2. This includes sustainability issues in the sector, deforestation, different additives used in the woodworking sector and their bio-based alternatives. The key results are also shown in an infographic.
- [Textile sector](#): This section summarizes and gives the key results of the textiles sector overview written for T4.2. The webpage gives an overview of the EU textiles sector and the different bio-based and synthetic fibers used, as well as the textile production process and its sustainability issues. The key results are also shown in the form of an infographic.
- [Pulp and paper](#): This section summarizes and shows the key information of the pulp and paper sector overview written for T5.2. This includes information on the pulp and paper production process, its different inputs and outputs, and the various bio-based applications of these outputs. This information is also shown in the form of an infographic.
- [Bio-based Chemicals](#): This section contains the key information from the chemicals sector overview written for T6.2, including the various sustainability challenges and opportunities linked to bio-based chemicals production. The key information is also shown in the form of an infographic.

In order to facilitate the sign-ups for the stakeholder network, another tab called 'Network' was created. This webpage gives information on the purpose and benefits of signing up for the ALIGNED stakeholder network and contains an embedded sign-up form for the network.

Website Insights

So far, the performance of the website is in line with the KPI reflected in the initial C&D Plan. During this period, the website received more than 13.503 sessions (KPI: 800 visits per year) and the total number of page views is more than 11.337, (since M7-M18). This report is based on data from the server logs. Starting from M18, SIE will need to migrate to Google Analytics 4 because the dynamic nature of the technology and legal landscape.

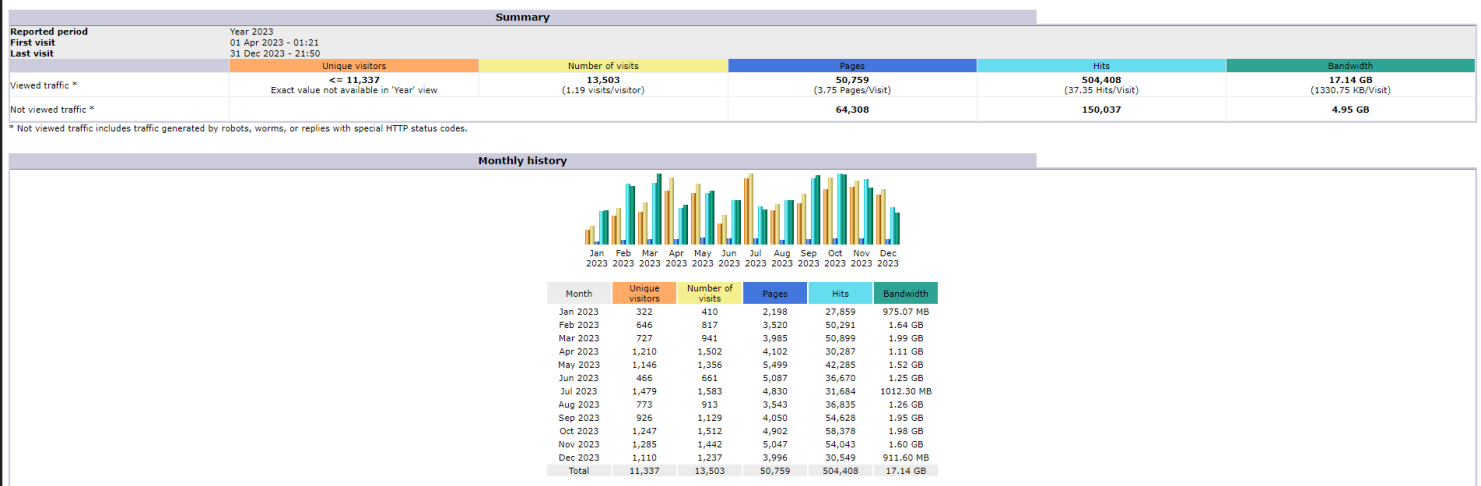


Figure 4 ALIGNED project website analytics (M7 -M18)

Regarding the News subpage, since M6 until today, 15 blog posts have been published (starting from the newest):

1. [Exploring Sustainable Solutions: A4F's Impact at AlgaEurope](#)
2. [ALIGNED AND THE EUROPEAN GREEN DEAL](#)
3. [Utexbel's Contribution to Sustainable Textile Production in the ALIGNED Project](#)
4. [The role of OLEON at the ALIGNED Project](#)
5. [Interview with Partners: AlgaeForFuture](#)
6. [ALIGNED LCA Methodology Workshop](#)
7. [ALIGNED's Second General Assembly in Antwerp](#)
8. [ALIGNED and CALIMERO Projects Joined Forces at LCM 2023](#)
9. [ALIGNED PARTICIPATES IN A WORKSHOP ORGANISED BY SUSTRACK DURING THE EU GREEN WEEK](#)
10. [ALIGNED AS A SPEAKER IN THE SEAMARK FORUM](#)
11. [ALIGNED AS SPEAKER IN A WEBINAR ORGANISED BY BIOECONOMY FOR CHANGE](#)
12. [ALIGNED PARTICIPATES IN THE SETAC 33RD ANNUAL MEETING IN DUBLIN](#)
13. [CONSULTATION ROUND INSIGHTS: INTERVIEW WITH MARISA GROENESTEGE FROM BTG](#)
14. [ALIGNED CELEBRATES ITS FIRST GENERAL ASSEMBLY MEETING](#)
15. [ALIGNED AS SPEAKER IN THE ECOSYSTEX 3RD DISSEMINATION WEBINAR](#)

3.3 Industry- Stakeholder Engagement

The project's success in achieving its goals depends on the involvement of stakeholders from the very beginning. A list of stakeholders that will be continuously updated has been created collectively by all the partners starting with M1. More than 205 stakeholders have already agreed to take part in the stakeholders' network, and they will be informed about the project developments, events, and results through the newsletter and direct contact.

Based on their expertise, they will be invited to participate in different activities such as the three LCA methodology workshops, as well as the sector-specific workshops and consultation rounds to gather feedback on the sector's perspectives regarding environmental impact assessment. In M6 the first round of the 5 sector-specific workshops was held, following the first round of sector consultations in the form of an online survey. The sector-specific workshops were meant to verify the results of the

sector overviews (T2.2, 3.2, 4.2, 5.2, 6.2), to receive feedback on sector-specific goals and activities of ALIGNED, to gain insights into stakeholder opinions on environmental sustainability in the sector, and to inform and engage stakeholders.

Additionally, there are also workshops regarding LCA methodology. The first of three LCA methodology workshops was organized in October 2023 (M13) and the second LCA methodology workshop is planned to be held April 3, 2024 (M19). The workshop held in October focussed on challenging the research set-up and preliminary results, with the aim of getting buy-in and gathering feedback from stakeholders.

3.4 Scientific publications

The ALIGNED project's scientific publications based on scientific excellence and research achievements will be distributed among the scientific community, education stakeholders, the bio-based sector, and policymakers. The project partners are expected to submit 10 peer-reviewed scientific papers by the end of the project. Until today, ALIGNED has produced 5 publications. The overall scientific impact of the ALIGNED scientific publications will also continue after the project and will be measured through the number of citations.

Title	Media Outlet	Status
The environmental impacts of the lignin-first biorefineries: A consequential life cycle assessment approach	Resources, Conservation and Recycling Supports	Published
Paper based on results LCA case study	Prepared paper (LCA & SEA c. study)	
Life Cycle Assessment and circular practices in The woodworking sector	Clean Technologies and Journal	Submitted
LCA Paper	SWEDES Conference	Submitted
Publishes paper on LCA in woodworking		Under review

Table 2 ALIGNED list of the publications.

3.5 Press releases

The ALIGNED's [second press release](#) was issued to spread out information on the collaboration between ALIGNED and CALIMERO. This action was part of the clustering strategy to maximize project impacts and efforts. It was also sent to more than 200 media outlets and both projects were published in media such as [Interempresas](#).

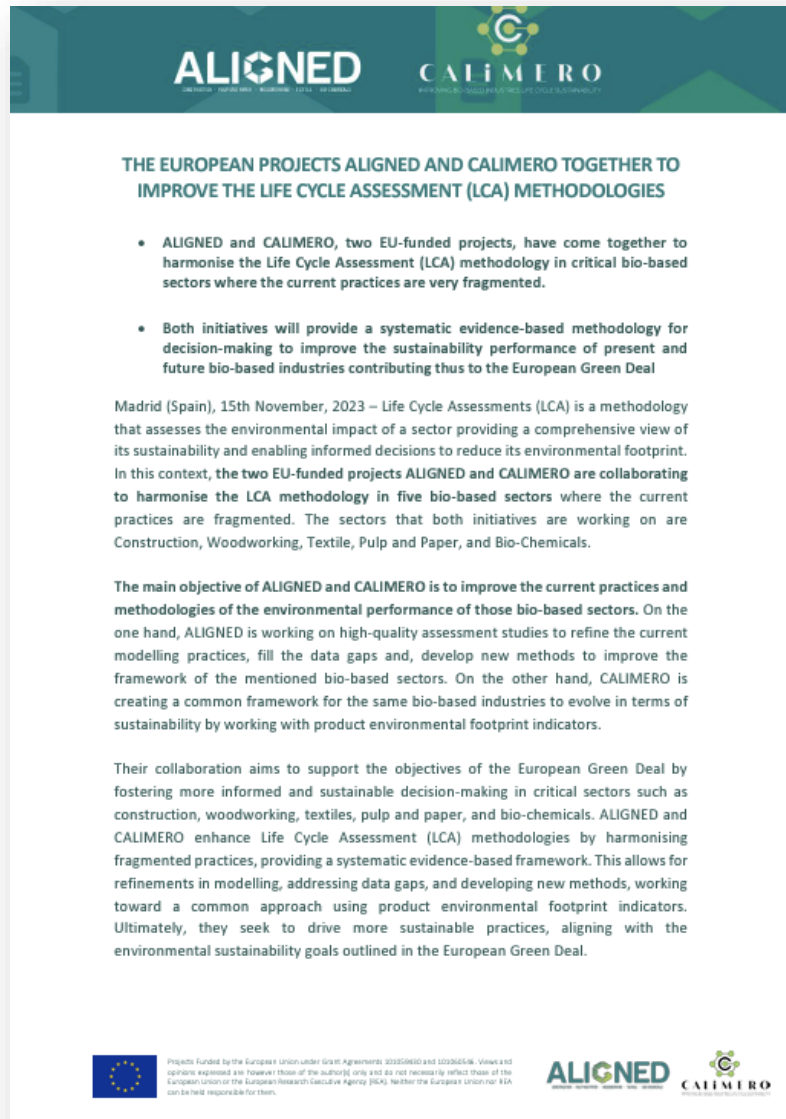


Figure 5 ALIGNED project second press release.



Figure 6 Example of media publication.

The total impacts for this type of communication reached 250 media outlets in total, including media, consortium partners and related projects portals. The actual impact exceeded the target Key Performance Indicators (KPI: 200), reaching a total of 250 media outlets.

3.6 Printed and digital materials

ALIGNED printed and digital materials are intended for distribution at various events, including partner network meetings, conferences (like the International Conference on Life Cycle Management 2023 in Lille, France – see figure 8), exhibitions, workshops, and training sessions. An updated [brochure](#), a [poster](#), and a [factsheet](#) have been created, incorporating the logos of our new partners, A4f and INRAE.



Figure 7 ALIGNED Marketing materials: Brochure, Roll-Up and Poster with the updated logos



Figure 8 ALIGNED at LCM in Lille with ALIGNED's poster (September 2023).

3.7 Newsletters

As of M18, the Newsletter has 221 subscribers (KPI 300) and an average of 32.7% open rate per Newsletter. The Newsletters are also uploaded to the [Documents section](#) on the ALIGNED website. From there, users can easily access each Newsletter and subscribe to receive upcoming ones. Three newsletters have been issued since the project began:

[Newsletter 1](#): Included the general project information such as the main objectives, impacts, methodology, the kick-off meeting, clustering activities, stakeholders' information and some events and conferences attended. Sent on March 14, 2023.

[Newsletter 2](#): Included the official project video, the LCA methodology workshop, consultation workshops, clustering synergies, information about the project general assembly and a factsheet about the construction sector. The second project newsletter was shared with 113 recipients. Sent on September 26, 2023.

[Newsletter 3](#): Included news on the LCA Methodology Workshop, corporate video, Circular & Biobased Textiles · Innovation Hub with Centexbel partner, Interview with Partners, Events, Meetings & Conferences, clipping from the third press release. The third project newsletter was shared on March 12, 2024, with 219 recipients.

ALIGNED 1ST NEWSLETTER

CONSTRUCTION · PULP AND PAPER · WOODWORKING · TEXTILE · BIO-CHEMICALS



ALIGNED
CONSTRUCTION · PULP AND PAPER · WOODWORKING · TEXTILE · BIO-CHEMICALS

Newsletter 1 - March 2023

ALIGNED - Improve environmental assessment in multiple bio-based sectors



ALIGNED, a project funded under European Union's Horizon Europe Research and Innovation Programme, kicked off with a face-to-face meeting in Aalborg on October 25, 2022.

For 36 months, world-class researchers within Life Cycle Assessment (LCA) and system modelling, consultancy, technology and communication will join forces to advance the scientific field of LCA and collaborate with industries and representatives from five bio-based sectors: construction, woodworking, textile, pulp and paper and bio-chemicals.


[Press Release](#)

ALIGNED has been connecting with other relevant stakeholders since its start on October 22, sharing the initiative in several events, conferences and workshops, among other activities, highlighting:

- ALIGNED as a poster in **SUSTRACK (SMI-1) Workshop** (February 29)
Patrik Rånmarin, from BTG Sida, was in charge of providing a short presentation of the ALIGNED project, focusing its objectives, expected outcomes, and sectors of interest.
- ALIGNED is presented during an **IDA LCA seminar** (February 29)
Mikaela Pözl, from the Aalborg University team and the project coordinator of the ALIGNED project, had the opportunity to give a seminar in the framework of Prospective assessment and uncertainty in LCA for technology development, organized by the Danish Society of Engineers (IDA).
- ALIGNED present in the **Prospective LCA network** (November 29)
Mikaela Pözl, from the Aalborg University team and the project coordinator of the ALIGNED project introduced the ALIGNED project to more than 70 attendees during the seminar through "Prospective LCA network" initiative, and invited them to follow the project on social media channels.


[Stay Tuned!](#)

Clustering Activities



[ALIGNED team ECOSYSTEX](#)

[Executive - joint initiative to accelerate collaboration in textile sustainability](#)



[ALIGNED & CALMERO to improve the LCA in bio-based sectors](#)


We are glad to be part of ECOSYSTEX, an initiative of the European Commission's Research Executive Agency (REA), the European Health and Digital Executive Agency (HDCA) and the Circular Bio-based Europe Joint Undertaking to accelerate collaboration in textile sustainability.

ALIGNED and CALMERO projects share several synergies, including the involvement of common stakeholders and the coordination of harmonization efforts. Both projects aim to reach industry, consultants, policymakers, and the European Commission and will collaborate in efforts to maximize outreach.

Methodology

The ALIGNED framework will allow us accurately to model key aspects not covered in current practice: the competition for biomass and for land, dynamic and time-specific carbon accounting, and biodiversity and socio-economic impacts.

ALIGNED will also develop future energy and resource scenarios derived from integrated assessment models, and a consistent approach to uncertainty assessment. All of this, following a 5-step methodology:



1. Use integrated assessment models for scenario modeling

2. Develop harmonised models for land and time-dependent carbon accounting

3. Harmonised guide to uncertainty analysis


4. Take the approach to six bio-based sectors

5. Build on consequential modelling to model competition for biomass and land

6. Integrate socio-economic aspects in the assessment

[Read More](#)

Events & Conferences



Those consultations are meant to gather information on the sector's perspectives regarding environmental impact assessment: "What are the environmental impacts, how do we measure them and how can these assessment methods be improved?"

It will take you about 10 minutes to fill in this survey, and your answer will help us gain further insights into those different sectors and their sustainability!

[Join Us!](#)

CONSORTIUM



[Meet Our Partners](#)



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101059430

[in](#) [x](#) [v](#) [e](#)

Figure 9 ALIGNED first newsletter (March 2023).

Introducing ALIGNED Corporate Video

ALIGNED's LCA Methodology Workshop

Join the first ALIGNED Methodology Working Group in a deep discussion of LCA methodology. The group will discuss the state of the art in LCA methodology and identify key challenges. The group will also discuss the state of the art in LCA methodology and identify key challenges. The group will also discuss the state of the art in LCA methodology and identify key challenges.

11 Rue, Tuesday, October 3, 2023
 8:30 AM - 12:00 PM
 4 Seats Available

Events, Meeting & Conferences

ALIGNED has been connecting with other relevant stakeholders, sharing the initiative in several events, conferences, and workshops, among other activities, highlighting:

ALIGNED present at the Conference on Life Cycle Management (LCM) in Lille

- Massimo Pizzoli, professor at Aalborg University (AAU) and the Project Coordinator of the ALIGNED project together with some other members presented the project's impact and fostered widespread adoption of sustainable practices within the bio-based sector.
- David Rivek E. De Souza from the Norwegian University of Science and Technology (NTNU) presented a preview of the European chemical sector, highlighting the sustainability practices and bio-based opportunities with the poster 'Assessing Biomass sustainability potentials in the chemicals and materials sector'.

[Read More](#)

ALIGNED at EU Green Week: Advancing Circular Bio-Based Economy

ALIGNED and SUSTRACK joined forces at the EU Green Week. Massimo Pizzoli from Aalborg University represented ALIGNED in a working session on boosting the circular bio-based economy organized by SUSTRACK. Working collaborations ahead!

[Read More](#)

General Assembly in Antwerp, Belgium

In the heart of Antwerp, Belgium, the ALIGNED consortium celebrated its second general assembly meeting. Organizers from Aalborg University, Massimo Pizzoli, and Flora Champetier warmly greeted fellow consortium members. The event celebrated past achievements and offered insights into the project's status. The meeting, last September 6th, marked a significant gathering of consortium members.

[Read More](#)

Consultation Round

ALIGNED is looking for an active partner with a strong background in LCA methodology. We are looking for an active partner with a strong background in LCA methodology. We are looking for an active partner with a strong background in LCA methodology.

[Read More](#)

Stakeholders Corner

Consultation Rounds - We want your inputs!

These consultations are meant to gather information on the sector's perspective regarding environmental impact assessment. What are the environmental impacts, how do we measure them and how can they be minimized or avoided?

It will take you about 15 minutes to fill in this survey, and your answer will help us gain further insight into those different sectors and their sustainability!

[Join Us!](#)

CONSORTIUM

ALIGNED is a consortium of 10 partners from 8 different countries and their sustainability!

[Meet Our Partners](#)

This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement 101059430.

Chartering Activities

ALIGNED is a consortium of 10 partners from 8 different countries and their sustainability!

[Read More](#)

Figure 10 ALIGNED second newsletter (September 2023).



Newsletter 3 - March 2024

ALIGNED's LCA Methodology Workshop



Our partner ETO hosted the LCA Methodology Workshop last October 3, 2023. With an impressive attendance of 130 active contributors, the event facilitated profound discussions and exchanges of ideas among professionals and experts in the field. An outcome of the workshop was the profound comprehension attained concerning LCA methodologies, their

Circular & Biobased Textiles - Innovation Hub



The Textile GTP has launched the Circular & Biobased Textiles Innovation Hub to help textile enterprises, research organizations, brands and retailers to learn, network and collaborate on the hot topics of circular and biobased textiles. The new project that

Biogenic Carbon Accounting in a LCA framework



On January 16, ALIGNED Project Coordinator Mariana Pagan from Aalto University gave a presentation about "Biogenic Carbon Accounting in a LCA Framework" based on ALIGNED work to do a more sustainable and circular industry and ecosystem. The seminar was organized by the project CO2UPPACT about carbon capture.

Interview with Industrial Partners

UTEXBEL



Jean-Luc Dreyfus
Chief of Innovation at Utebel

In this interview with Mr. Jean-Luc Dreyfus, representing Utebel, we explore Utebel's specific role within the ALIGNED project. Utebel is at the forefront of this initiative, aiming to realize circular textile products, including yarns and fabrics, with an environmental impact comparable to their virgin material counterparts.

[Read more here](#)

Events, Meeting & Conferences

ALIGNED has been connecting with other relevant stakeholders, sharing the initiative in several events, conferences, and workshops, among other activities, highlighting

AlgaeForFuture (A4F)



Lavinia Mattarella
R&D Senior Project Manager
at A4F

In our interview with Lavinia Mattarella from AlgaeForFuture, a key partner in the ALIGNED Project, we dive into their role in advancing sustainability within the Bio-Biobased Industry. A4F focuses on implementing advanced Life Cycle Assessment (LCA) methods to evaluate the environmental performance of large-scale industrial microalgae cultivation and bio-refineries. This pioneering work aims to shape the future of sustainable standards and practices in this emerging industry.

[Read more here](#)

OLEON



Adrien Karabin
ACO Engineer - Oleon

Oleon, an international company, plays a crucial role in representing the Biochemicals sector within the ALIGNED project. In this interview featuring Adrien Karabin, we will explore Oleon's specific role, with a primary emphasis on their selected case study concerning the production of acid-dissolved fibers from plant-based fatty acids.

[Read more here](#)

AlgaeEurope 2023



ALIGNED partner A4F, showcased its algae-based innovations at a Guest Seminar at AlgaeEurope 2023. The conference, renowned for its commitment to sustainability, featured A4F's expertise in algae solutions. Key members from A4F presented insights on sustainable bio-refineries, algae protein in bio-products, and zero-based seaweed bio-products. A4F's presentations highlighted their role in circular bioeconomy models and technological advancements during the conference, held from December 13th to 15th, 2023.

[Read More](#)

Related Initiatives

ECOSYSTEX

The ALIGNED project is glad to be part of the ECOSYSTEX project, a collaborative initiative to accelerate collaboration in textile sustainability.

ECOSYSTEX Member Projects



SUSTCERT4BIOBASED

ALIGNED is proud to be part of the SUSTCERT4BIOBASED project, a collaborative initiative to accelerate collaboration in textile sustainability.



Upcoming events



Next Year, ALIGNED is participating in the SICM Europe 2024 Annual Meeting in Berlin. Our Partners from various university partners a poster about the project. Stay tuned for more news!



ALIGNED will soon begin the Horizon Results Booster (HRSB), an initiative of the European Commission aimed at providing a continuous stream of innovations to the market and maximizing the impact of publicly funded research in the EU.



Figure 11. ALIGNED third newsletter (March 2024).

3.8 Events organised

International Conference on Life Cycle Management 2023 in Lille, France

Last September 2023, in collaboration with the CALIMERO Project, the ALIGNED project organized a side event at the International Conference on Life Cycle Management in Lille, France. The topic of the side event was “Improving sustainability performance of bio-based industries using advanced life cycle thinking approaches” and a total of 25 people attended the event.

Sector-specific and LCA methodology workshops.

In this period, the ALIGNED project organized 6 online workshops, 5 workshops on sector-specific environmental sustainability and 1 on LCA methodology. In total, 230 people have attended these workshops.

Table 3 ALIGNED organised online workshops

EVENT	DATE	PARTNER(S)	TYPE/ DESCRIPTION
Construction sector workshop	March 2023	BTG	Sector-specific online workshop on environmental sustainability in the construction sector. A total of 12 people from the sector attended.
Woodworking sector workshop	April 2023	BTG	Sector-specific online workshop on environmental sustainability in the woodworking sector. A total of 10 people from the sector attended.
Textiles sector workshop	May 2023	BTG	Sector-specific online workshop on environmental sustainability in the textiles sector. A total of 18 people from the sector attended.
Pulp & Paper sector workshop	May 2023	BTG	Sector-specific online workshop on environmental sustainability in the pulp & paper sector. A total of 7 people from the sector attended.
Bio-based chemicals sector workshop	June 2023	BTG, NTNU	Sector-specific online workshop on environmental sustainability in the chemicals sector. A total of 23 people from the sector attended.
LCA Methodology workshop	October 2023	AAU, BTG, INSAT	The first of three LCA methodology workshops. The online workshop was organized by BTG and AAU, with presentations from AAU and INSAT. A total of 160 people attended the workshop.

3.9 Events attended

In this period, consortium members have already attended a total of 10 events to disseminate the ALIGNED project:

Table 4 Dissemination events attended by project partners.

EVENT	DATE	PARTNER(S)	TYPE/ DESCRIPTION
ALGAEUROPE 2023	DECEMBER 2023	A4F	A4F was a Gold Sponsor at AlgaEurope 2023. The conference was held in Prague last December 12-15, 2023. Key team members like Luís Costa presented insights on sustainable decarbonization, algae's potential in bioplastics, and land-based seaweed aquaculture.
LCM 2023	SEPTEMBER 2023	AAU, NTNU	Collaboration with CALIMERO. Projects presentation in trade fair: Improving sustainability performance of bio-based industries using advanced life cycle thinking approaches.
EU GREEN WEEK	JUNE 2023	AAU	Presentation: Limits, barriers and solutions to boost the transition towards a circular bio-based economy.
SEAMARK FORUM	JUNE 2023	AAU	Presentation: good practices in LCA of emerging technologies
BIOECONOMY 4 CHANGE WEBINAR	MAY 2023	AAU	Online Seminar: Aligning life cycle assessment methods and bio-based sectors for improved environmental performance.
SETAC MEETING	MAY 2023	AAU	Poster presentation: A framework for the LCA of bio-based products
ECOSYSTEM WEBINAR	MARCH 2023	BTG	Project presentation: objectives, expected outcomes, and sectors of interest.
SUSTRACK WORKSHOP	FEBRUARY 2023	BTG	Project presentation: objectives, expected outcomes, and sectors of interest.
IDA CONFERENCE	FEBRUARY 2023	AAU	Oral Presentation: Prospective assessment and uncertainty in LCA for technology development
PROSPECTIVE LCA NETWORK	NOVEMBER 2022	AAU	Oral presentation: Prospective LCA network

3.10 Clustering: Interaction with other EU initiatives

The ALIGNED project has conducted several clustering activities with related projects and initiatives such as [CALIMERO](#), [ECOSYSTEMEX](#), and others identified and mentioned in the project website under related initiatives.

CALIMERO and ALIGNED developed a joint communication and dissemination strategy to maximize the impacts and efforts of both projects. Some examples of this strategy have included:

- Creating a [common website update](#) about the collaboration between the projects.
- Launching a [joint press release](#).
- Developing a [joint factsheet](#) to engage with the non-specialized audience about *the top 3 facts you must know about LCAs*.
- Joint participation in the LCM 2023.



Figure 12 Joint update between ALIGNED and CALIMERO

Sustcert4BioBased

<https://sustcert4biobased.eu/sustcert4biobased-aligned-sister-projects-working-towards-advancing-the-biobased-sector/>

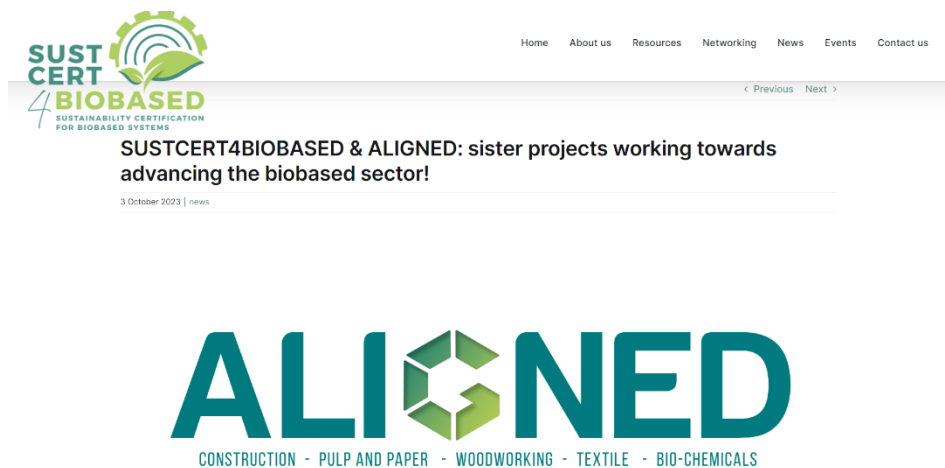


Figure 13 ALIGNED on the SUSTCERT4BIOBASED Website.

The ALIGNED website has been updated with two significant enhancements. Firstly, the "[Related initiatives](#)" tab now includes three new projects: Concise Consumer Communication, BioReCer, and SUSTCERT4BIOBASED. Secondly, an updated "[Clustering category](#)" within the "News" section.



Figure 14. Related EU initiatives placed in ALIGNED project website.

During this period, ALIGNED and CALIMERO have applied to the Horizon Results Booster to keep reinforcing joint dissemination efforts. The application to the module was submitted and approved in M18. Within this application, SIE is at least expected to completed the first two modules of the [Horizon Results Booster](#): *Module A: identifying and creating the portfolio of R&I project results*, and *Module B: Helping projects from the portfolio to design and execute a portfolio dissemination plan*.

Additional clustering activities undertaken by ALIGNED project included participation in the [ECOSYSTEMX](#), an initiative facilitated by the European Commission's Research Executive Agency (REA), the European Health and Digital Executive Agency (HaDEA) and the Circular-Biobased Europe Joint Undertaking. This initiative aims to accelerate collaboration in textile sustainability. Additionally, the project [joined the GRETE Network, an initiative focusing on developing innovative technologies for](#) the initial stages of the wood-to-textile value chain. Furthermore, ALIGNED became a part of the

[European Bioeconomy Network](#), an alliance of more than 100 projects and initiatives dedicated to promoting, communicating, and supporting Bioeconomy. The main goal of these clustering activities is to optimize and maximize efforts, increasing knowledge sharing, networking, mutual learning, and coordination of joint activities and events. Comprehensive updates on these clustering initiatives are available on the [ALIGNED's website](#).

4. Future Actions

- The ALIGNED project is scheduled to participate in the SETAC Europe 34th Annual Meeting in May 2024.
- In collaboration with partner BTG, the ALIGNED project will host its second LCA Methodology Workshop in May 2024.
- A joint training activity is being planned for the autumn with the EU project [LIGNICOAT](#).

SIE will maintain weekly updates on social media channels and the website, as well as monitoring dissemination activities, scientific publications, conferences, and events. Furthermore, we will also issue newsletters, with the next one scheduled for release in month 21.

Annex I – Impact on media outlets and other relevant websites.

1. SUSCERT4BIOBASED

Related Initiatives - Web post

SUSCERT4BIOBASED & ALIGNED: sister projects working towards advancing the biobased sector!

<https://sustcert4biobased.eu/sustcert4biobased-aligned-sister-projects-working-towards-advancing-the-biobased-sector/>

2. INTEREMPRESAS

Media Outlet Impact. Press Release '*Los proyectos europeos ALIGNED y CALIMERO se unen para mejorar las metodologías de evaluación del ciclo de vida (LCA)*'

[https://www.interempresas.net/Quimica/Articulos/496340-proyectos-europeos-Aligned-Calimero-unen-mejorar-metodologias-evaluacion-ciclo-vida-\(lca\).html](https://www.interempresas.net/Quimica/Articulos/496340-proyectos-europeos-Aligned-Calimero-unen-mejorar-metodologias-evaluacion-ciclo-vida-(lca).html)

3. CALIMERO

Clustering tab on CALIMERO's website. Other innovative projects, which CALIMERO interacts with:

<https://calimeroproject.eu/clustering/#>

Annex II – ALIGNED project Dissemination Table

Partner	Dissemination activity name	What? Type of dissemination activity	Who? Target audience Reached	Why? Description of the objective(s) with reference to a specific project output (max 200 characters)	Status of the dissemination activity	Relevant link	Date
AAU	Contact with researchers in ForestPaths project	Other scientific collaboration	Research communities	Sharing of literature and expertise on modelling carbon in forest for LCA, relevant for Task1.2	Ongoing	https://efi.int/projects/forestpaths-co-dt	October 2022
BTG	Mobilisation and Mutual Learning Workshop	Clustering activities	Research communities	Facilitating the awareness and knowledge exchange among EU HE projects on "standardization, certification, labelling"	Ongoing		14 February 2023
SIE	Participation in the GRETE Network	Collaboration with EU-funded projects	Industry, business partners	Interaction in the GRETE project networking space on LinkedIn, they asked us many questions about the project	Delivered	https://www.linkedin.com/feed/update/	January 2023
AAU	LCA as decision support in technology development	Conferences	Research communities	Improve the use of LCA in the early development phases of new technologies	Delivered		February 2023
BTG	World Bio Markets 2023	Conferences	Industry, business partners	Two-way communication with bio-based chemicals sector on their LCA issues and how ALIGNED can play a role	Delivered	https://www.worldbiomarkets.com/	May 2023
AAU	ALIGNED Presentation at B4C	Other	Industry, business partners	Aligning life cycle assessment methods and bio-based sectors for improved environmental performance	Delivered	https://www.bioeconomyforchange.eu/	February 2023
NTNU	Abstract submitted to SETAC Europe 2024 (Seville)	Conferences	Research communities	Potential climate change mitigation from bio-based chemicals	Ongoing	In progress	May 2024
AAU	Abstract submitted to SETAC Europe 2024 (Seville)	Conferences	Research communities	Assessing methodological choices in wood-based biorefinery LCA literature	Ongoing	In progress	May 2024
AAU	Abstract submitted to SETAC Europe 2024 (Seville)	Conferences	Research communities	Carbon Flux Forest Model Extended to Multiple Species and Forest Management Practices: Data and Validation	Ongoing	In progress	May 2024
AAU	Abstract submitted to SETAC Europe 2024 (Seville)	Conferences	Research communities	Fully dynamic carbon footprint of circular biobased systems – A framework with temporal life cycle inventory data	Ongoing	In progress	May 2024
				Massimo gave a presentation about "Biogenic Carbon Accounting" in a LCA framework" based on ALIGNED work, to an online audience of about 120 industry and academics. The seminar was organised by the EU project			
AAU	Presentation about "Biogenic Carbon accounting" at the N Clustering activities		Research communities	NOVAFERT about biobased fertilisers.	Delivered	https://www.biorefine.eu/events/esniva	jan-24
				MICROALGAE: A ROUTE TO SUSTAINABLE DECARBONISATION			
AAF	Presentation at AlgaeEurope 2023	Conferences	Industry, business partners	Luís Costa, Cristina T. Matos; Cláudia Ribeiro; Bruno S. Ferreira	Delivered	https://algaeurope.org/	December 2023

Partner	Communication Activity Name	Description	Who? Target audience	How? Communication channel	Outcome	Status	Relevant link	Date	Project Month
PR	SE participation in ALIGNED	SE prepared and launched a Press release about its participation in the ALIGNED project	Civil_society	Press_Release	62 media outlets address	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	October 2022	1
SE	Announcement: SE's participation in ALIGNED	LinkedIn social media post sharing SE's participation in ALIGNED	Civil_society	Social_Media	7200 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	October 2022	1
SE	Announcement: SE's participation in ALIGNED	Twitter social media post sharing SE's participation in ALIGNED	Civil_society	Social_Media	760 followers	Delivered	https://twitter.com/SustainableOctober2022	October 2022	1
SE	Announcement: SE's participation in ALIGNED	Instagram social media post sharing SE's participation in ALIGNED	Citizens	Social_Media	581 followers	Delivered	https://www.instagram.com/alignedproject/	October 2022	1
SE	SE's participation in KOM	LinkedIn social media post about KOM	Civil_society	Social_Media	7200 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	October 2022	1
SE	SE's participation in KOM	Twitter social media post about KOM	Civil_society	Social_Media	760 followers	Delivered	https://twitter.com/SustainableOctober2022	October 2022	1
SE	SE's participation in KOM	Instagram social media post about KOM	Citizens	Social_Media	581 followers	Delivered	https://www.instagram.com/alignedproject/	October 2022	1
AAU	Announcement: AAU's participation in ALIGNED	Twitter social media post sharing AAU's participation in ALIGNED	Civil_society	Social_Media	700 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	October 2022	1
ANTW	Announcement: Maxim Tschulkow joining the Aligned-project, linked to Prof. Stevens	LinkedIn social media post about Post-doc Maxim Tschulkow	Civil_society	Social_Media	323 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	October 2022	1
AAU	KOM	Maximo Pizzoli's Twitter: KOM	Civil_society	Social_Media	694 followers	Delivered	https://twitter.com/m_pizzoli	October 2022	1
INSAT	Participation in ALIGNED	Lorie Hamelin's Twitter: KOM	Civil_society	Social_Media	371 followers	Delivered	https://twitter.com/loriehamelin	October 2022	1
AAU	Presenting ALIGNED objectives and info in online seminar	Giving presentation at the "Prospective LCA network" online seminar, one side at Research_communities	Research_communities	Event	76 researchers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	October 2022	1
AAU	Sharing PR	Sharing official PR about the partner's news section	Civil_society	Website	995 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	October 2022	1
AAU	KOM	The Department of Planning, Aalborg University shared a post about the start of ALIGNED	Civil_society	Social_Media	995 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	October 2022	1
SE	Announcement: SE's participation in ALIGNED	Web post about SE participation in ALIGNED (spanish)	Civil_society	Website	309 monthly viewers	Delivered	https://sustainabledevelopment.un.org/	October 2022	1
SE	Announcement: SE's participation in ALIGNED	Web post about SE participation in ALIGNED (spanish)	Civil_society	Website	309 monthly viewers	Delivered	https://sustainabledevelopment.un.org/	October 2022	1
ANTW	Report of the IO-meeting	LinkedIn social media post of the IO-meeting in Aalborg and awareness of our project	Civil_society	Social_Media	296 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	November 2022	2
NTNU	Participation in ALIGNED	Instagram social media post about KOM (Naril Rinke D. de Souza)	Civil_society	Social_Media	668 followers	Delivered	https://www.instagram.com/alignedproject/	November 2022	2
NTNU	Participation in ALIGNED	Sharing official ALIGNED post on LinkedIn	Civil_society	Social_Media	509 views	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	November 2022	2
NTNU	Announcement: AAU's participation in ALIGNED	Sharing AAU post on LinkedIn	Civil_society	Social_Media	465 views	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	November 2022	2
NTNU	Stakeholders network	Sharing official ALIGNED post on LinkedIn	Civil_society	Social_Media	538 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	November 2022	2
FOR	Report PR	LinkedIn report (Maximo Pizzoli): official press release	Civil_society	Social_Media	500 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	November 2022	2
AAU	Report PR	LinkedIn report (Maximo Pizzoli): official press release	Civil_society	Social_Media	449 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	November 2022	2
AAU	Report PR	LinkedIn report (Søren Løkke): official press release	Civil_society	Social_Media	995 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	November 2022	2
ANTW	Report PR	LinkedIn report (Steven Van Passel): official press release	Civil_society	Social_Media	996 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	November 2022	2
ANTW	Report post KOM	LinkedIn report (Maxim Tschulkow): KOM	Civil_society	Social_Media	323 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	November 2022	2
SE	Report post KOM	LinkedIn report (Jelisei Goyanes): KOM	Civil_society	Social_Media	363 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	November 2022	2
BTG	BTG participation in ALIGNED	LinkedIn post about BTG participating in ALIGNED	Civil_society	Social_Media	883 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	November 2022	2
BTG	Blog post about BTG participation in ALIGNED (NL)	Post on news section about BTG participation in ALIGNED (NL)	Civil_society	Website	800 monthly visitors	Delivered	https://www.btgworld.com/nl	November 2022	2
BTG	Blog post about BTG participation in ALIGNED (EN)	Post on news section about BTG participation in ALIGNED (EN)	Civil_society	Website	800 monthly visitors	Delivered	https://www.btgworld.com/en	November 2022	2
UTEX	Report post KOM	LinkedIn report: KOM	Civil_society	Social_Media	1633 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	November 2022	2
NTNU	Report stakeholders list	LinkedIn report (Naril Rinke D. de Souza): fill in form for the stakeholders network	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	November 2022	2
BTG	Report stakeholders list	LinkedIn report (Naril Rinke D. de Souza): fill in form for the stakeholders network	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	November 2022	2
INSAT	Report website launch	LinkedIn report (Lorie Hamelin): website now available	Civil_society	Social_Media	820 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	December 3	3
SE	Report website launch	LinkedIn report (Jelisei Goyanes): website now available	Civil_society	Social_Media	363 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	December 3	3
NTNU	Report website launch	LinkedIn report (Naril Rinke D. de Souza): website now available	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	December 3	3
NTNU	Report website launch	LinkedIn report (Marcos Watanabe): website now available	Civil_society	Social_Media	479 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	December 3	3
NTNU	Report 100 followers	LinkedIn report (Naril Rinke D. de Souza): first 100 followers	Civil_society	Social_Media	479 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	December 3	3
NTNU	Report 100 followers	LinkedIn report (Marcos Watanabe): first 100 followers	Civil_society	Social_Media	479 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	December 3	3
ANTW	Report construction consultation	LinkedIn report (Maxim Tschulkow): ALIGNED project construction consultation	Civil_society	Social_Media	323 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	January 4	4
INSAT	Report consultation round	LinkedIn report (Lorie Hamelin): construction survey now live	Civil_society	Social_Media	825 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	January 4	4
BTG	Report consultation round	LinkedIn report: construction survey now live	Civil_society	Social_Media	1869 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	January 4	4
NTNU	Report consultation round	LinkedIn report (Naril Rinke D. de Souza): construction survey now live	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	January 4	4
AAU	Report consultation round	LinkedIn report (Maximo Pizzoli): construction survey now live	Civil_society	Social_Media	456 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	January 4	4
AAU	Report consultation round	LinkedIn report (Agneta Ghose): construction survey now live	Civil_society	Social_Media	500 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	January 4	4
ANTW	Report consultation round	LinkedIn report (Ewald Van den Auweler): construction survey now live	Civil_society	Social_Media	1000 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	January 4	4
BTG	Report consultation round	LinkedIn report (Patrick Reumerman): construction survey now live	Civil_society	Social_Media	391 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	January 4	4
NTNU	Report project partners	LinkedIn report (Naril Rinke D. de Souza): showcasing project partners on the web	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	January 4	4
NTNU	Report blog post	LinkedIn report (Naril Rinke D. de Souza): blog post about new section on website	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	January 4	4
BTG	Blog post about BTG participation in construction survey (NL)	Post on news section about construction survey	Civil_society	Website	800 monthly visitors	Delivered	https://www.btgworld.com/nl	January 4	4
BTG	Blog post about BTG participation in construction survey (EN)	Post on news section about construction survey	Civil_society	Website	800 monthly visitors	Delivered	https://www.btgworld.com/en	January 4	4
NTNU	Report Meet the Partners post	LinkedIn report (Naril Rinke D. de Souza): Meet the Partners	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	January 4	4
SE	Report Meet the partners TW post	Twitter Report: Meet the Partners post	Civil_society	Social_Media	777 followers	Delivered	https://twitter.com/alignedproject	January 4	4
SE	Report consultation round	Twitter Report: consultation Rounds	Civil_society	Social_Media	777 followers	Delivered	https://twitter.com/alignedproject	January 4	4
SE	Report consultation round	Twitter Report: consultation Rounds	Civil_society	Social_Media	777 followers	Delivered	https://twitter.com/alignedproject	January 4	4
ANTW	Report ALIGNED project has joined the European Bioeconomy network	LinkedIn report (Maxim Tschulkow): ALIGNED project has joined the European Bioeconomy network	Civil_society	Social_Media	323 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	February 5	5
AAU	guest lecture at ANTW	ALIGNED (objectives, ambition, and partners)	Research_communities	Event	15 attendees	Delivered	N/A	February 5	5
BTG	Report Sustrack Workshop	LinkedIn report (Patrick Reumerman): sustrack workshop	Civil_society	Social_Media	391 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	February 5	5
BTG	Blog post about BTG participating in ALIGNED	LinkedIn post about BTG participating in ALIGNED	Civil_society	Social_Media	1952 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	February 5	5
BTG	Report Ecosystem Post	LinkedIn report (BTG): Ecosystem	Civil_society	Social_Media	1952 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	February 5	5
NTNU	Report webinar 15 march	LinkedIn report (Naril Rinke D. de Souza): construction survey now live	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	February 5	5
BTG	Report consultation round	LinkedIn report: construction survey now live	Civil_society	Social_Media	1952 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	February 5	5
NTNU	Report consultation round	LinkedIn report (Naril Rinke D. de Souza): construction survey now live	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	February 5	5
BTG	Blog post about BTG participating in ALIGNED	LinkedIn post about BTG participating in ALIGNED	Civil_society	Social_Media	1952 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	February 5	5
BTG	Report consultation round	LinkedIn report: construction survey now live	Civil_society	Social_Media	1952 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	February 5	5
ANTW	Report ALIGNED project has joined the European Bioeconomy network	LinkedIn report (Maxim Tschulkow): Eubionet	Civil_society	Social_Media	323 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	February 5	5
NTNU	Report ALIGNED project has joined the European Bioeconomy network	LinkedIn report (Naril Rinke D. de Souza): Eubionet	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	February 5	5
SE	Report Callinero	Twitter Report: Callinero post	Civil_society	Social_Media	777 followers	Delivered	https://twitter.com/alignedproject	February 5	5
SE	Report ALIGNED project has joined the European Bioeconomy network	Twitter Report: Eubionet welcomes Aligned	Civil_society	Social_Media	777 followers	Delivered	https://twitter.com/alignedproject	February 5	5
SE	Report Callinero	Twitter Report: Callinero post	Civil_society	Social_Media	777 followers	Delivered	https://twitter.com/alignedproject	February 5	5
SE	Report LCA seminar	Twitter Report: LCA seminar	Civil_society	Social_Media	777 followers	Delivered	https://twitter.com/alignedproject	February 5	5
SE	Report consultation round	Twitter Report: consultation Rounds	Civil_society	Social_Media	777 followers	Delivered	https://twitter.com/alignedproject	February 5	5
SE	Report webinar 15 march	Twitter Report: webinar 15 march	Civil_society	Social_Media	777 followers	Delivered	https://twitter.com/alignedproject	February 5	5
SE	Report Ecosystem Post	Twitter Report: Ecosystem Post	Civil_society	Social_Media	777 followers	Delivered	https://twitter.com/alignedproject	February 5	5
SE	Report Sustrack Workshop	Twitter Report: Sustrack	Civil_society	Social_Media	777 followers	Delivered	https://twitter.com/alignedproject	February 5	5
ANTW	Report ALIGNED project brochure	LinkedIn report (Maxim Tschulkow): brochure	Civil_society	Social_Media	322 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	March 6	6
NTNU	Report Woodworking Workshop	LinkedIn report (Naril Rinke D. de Souza): Woodworking Workshop	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/update/urn:li:activity:6911111111111111111	March 6	6

SIE	Report Mode2Bio post	Twitter Report: Mode2Bio	Civil_society	Social_Media	835 followers	Delivered	https://twitter.com/ALIGNED	March	6
SIE	Report Newsletter 1 post	Twitter Report: Newsletter 1	Civil_society	Social_Media	835 followers	Delivered	https://twitter.com/ALIGNED	March	6
NTNU	Report Newsletter 1 post	LinkedIn report (Nariã Rinke de Souza): Newsletter 1	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/	March	6
SIE	Report Brochure post	Twitter Report: Brochure post	Civil_society	Social_Media	835 followers	Delivered	https://twitter.com/ALIGNED	March	6
BTG	Report Newsletter 1 post	Twitter Report (Patrick Raumermann's Twitter profile)	Civil_society	Social_Media	46 followers	Delivered	https://twitter.com/ALIGNED	March	6
SIE	Report Newsletter 1 post	Twitter Report: Newsletter 1	Civil_society	Social_Media	835 followers	Delivered	https://twitter.com/ALIGNED	March	6
ANTW	Report Callmoro	LinkedIn report (Ewald Van den Auwelaert): callmoro	Civil_society	Social_Media	1235 followers	Delivered	https://www.linkedin.com/feed/	March	6
ANTW	Aligned WP1 & WP3	presentation Aligned, WP1 and WP3 to faculty at university (Ewald Van den Auwe	Research_communities	Exhibition	20	Delivered	https://www.linkedin.com/feed/	March	6
ANTW	Report ALIGNED project (meeting day)	LinkedIn report (Maxim Tschukow): 1st GA	Civil_society	Social_Media	328 followers	Delivered	https://www.linkedin.com/feed/	April	7
NTNU	Report Textiles Survey post	LinkedIn report (Nariã Rinke D. de Souza): textiles survey now live	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/	April	7
NTNU	Report Woodworking Workshop	LinkedIn report (Nariã Rinke D. de Souza): woodworking workshop	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/	April	7
ANTW	Report Joint Factsheet with Callmoro HE	LinkedIn report (Edwald V. den Auwelaert): Joint Factsheet with CALIMERO HE	Civil_society	Social_Media	1237 followers	Delivered	https://www.linkedin.com/feed/	April	7
NTNU	Report Joint Factsheet with Callmoro HE	LinkedIn report (Nariã Rinke D. de Souza): Joint Factsheet with CALIMERO HE	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/	April	7
BTG	Report Textiles Workshop	LinkedIn report (Laura Monteiro): Textiles Workshop	Civil_society	Social_Media	490 followers	Delivered	https://www.linkedin.com/feed/	April	7
BTG	Report Textiles Workshop	LinkedIn report (Jurjen Spekrijse): Textiles Workshop	Civil_society	Social_Media	697 followers	Delivered	https://www.linkedin.com/feed/	April	7
NTNU	Report ALIGNED project (meeting day)	LinkedIn report (Marcos Watanabe): 1st GA	Civil_society	Social_Media	496 followers	Delivered	https://www.linkedin.com/feed/	April	7
NTNU	Report ALIGNED project (meeting day)	LinkedIn report (Nariã Rinke D. de Souza): 1st GA	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/	April	7
ANTW	Report ALIGNED project (meeting day)	LinkedIn report (Edwald V. den Auwelaert): 1st GA	Civil_society	Social_Media	1237 followers	Delivered	https://www.linkedin.com/feed/	April	7
BTG	Report Marisa Groenestage CR interview	LinkedIn report (Marisa Groenestage): Interview CR	Civil_society	Social_Media	2550 followers	Delivered	https://www.linkedin.com/feed/	April	7
BTG	LinkedIn post	LinkedIn mention about CR	Civil_society	Social_Media	1983 followers	Delivered	https://www.linkedin.com/feed/	April	7
SIE	LinkedIn post ALIGNED project (Meeting Day)	LinkedIn post about 1st GA	Civil_society	Social_Media	1500 followers	Delivered	https://www.linkedin.com/feed/	April	7
SIE	Twitter post ALIGNED project (Meeting Day)	Twitter post about 1st GA	Civil_society	Social_Media	7640 followers	Delivered	https://www.linkedin.com/feed/	April	7
SIE	LinkedIn post ALIGNED project (Meeting Day)	LinkedIn post about 1st GA	Civil_society	Social_Media	1175 followers	Delivered	https://twitter.com/5a9rjag	April	7
NTNU	Report Marisa Groenestage CR interview	LinkedIn report (Nariã Rinke D. de Souza): Interview CR	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/	April	7
NTNU	Report Biochemicals survey	LinkedIn report (Nariã Rinke D. de Souza): Survey Biochemicals	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/	May	8
NTNU	Report Workshop P&P	LinkedIn report (Nariã Rinke D. de Souza): Workshop P&P	Civil_society	Social_Media	543 followers	Delivered	https://www.linkedin.com/feed/	May	8
AAU	LinkedIn post SETAC	LinkedIn mention (Agneta Ghose): SETAC	Civil_society	Social_Media	878 followers	Delivered	https://www.linkedin.com/feed/	May	8
BTG	LinkedIn post	LinkedIn mention about CR	Civil_society	Social_Media	2050 followers	Delivered	https://www.linkedin.com/feed/	May	8
SIE	LinkedIn post	LinkedIn mention about ALIGNED	Civil_society	Social_Media	7868 followers	Delivered	https://www.linkedin.com/feed/	May	8
AAU	Report Workshop P&P	LinkedIn report (Agneta Ghose): workshop P&P	Civil_society	Social_Media	878 followers	Delivered	https://www.linkedin.com/feed/	May	8
BTG	LinkedIn post about construction insights	LinkedIn mention (Jurgen Sp.) about construction insights	Civil_society	Social_Media	712 followers	Delivered	https://www.linkedin.com/feed/	May	8
BTG	LinkedIn post about construction insights	LinkedIn mention about construction insights	Civil_society	Social_Media	2050 followers	Delivered	https://www.linkedin.com/feed/	May	8
AAU	LinkedIn post about Workshop P&P	LinkedIn post (Agneta Ghose): workshop P&P	Civil_society	Social_Media	878 followers	Delivered	https://www.linkedin.com/feed/	May	8
AAU	Report ALIGNED B4C forum	LinkedIn report (Mashnoor Pirozi): B4C	Civil_society	Social_Media	481 followers	Delivered	https://www.linkedin.com/feed/	May	8
SIE	Report Biochemicals survey	Twitter report: Biochemicals survey	Civil_society	Social_Media	1999 followers	Delivered	https://twitter.com/ALIGNED	May	8
SIE	Report GRETE Network Post	Twitter report: GRETE Network post	Civil_society	Social_Media	1999 followers	Delivered	https://twitter.com/ALIGNED	May	8
SIE	Report Workshop P&P	Twitter report: Workshop P&P	Civil_society	Social_Media	1999 followers	Delivered	https://twitter.com/ALIGNED	May	8
SIE	Report ALIGNED B4C forum	Twitter report: ALIGNED B4C forum	Civil_society	Social_Media	1999 followers	Delivered	https://twitter.com/ALIGNED	May	8
SIE	Report Workshop P&P	Twitter report: Workshop P&P	Civil_society	Social_Media	1999 followers	Delivered	https://twitter.com/ALIGNED	May	8
SIE	Report SETAC	Twitter report: SETAC	Civil_society	Social_Media	1999 followers	Delivered	https://twitter.com/ALIGNED	May	8
SIE	Report Marisa Groenestage CR interview	Twitter report: CR interview	Civil_society	Social_Media	1999 followers	Delivered	https://twitter.com/ALIGNED	April	7
BTG	Post about textile article	LinkedIn mention about ALIGNED	Civil_society	Social_Media	2093 followers	Delivered	https://www.linkedin.com/feed/	June	8
BTG	Blog Post: The EU Bio-based Textiles Sector	BTG website	Civil_society	Website		Delivered	https://www.linkedin.com/feed/	June	8
BTG	ECOSYSTEX - ALIGNED MENTION	LinkedIn Post (Jurgen Sp.)	Civil_society	Social_Media	712	Delivered	https://www.linkedin.com/feed/	JULY	9
SIE	Mention ALIGNED Lorie Hamelin	Twitter mention (Lorie Hamelin)	Civil_society	Social_Media	379	Delivered	https://twitter.com/hamelinlab	JULY	9
SIE	Mention ALIGNED Jurjen Spekrijse	LinkedIn post (Jurjen Spekrijse): BTG	Civil_society	Social_Media	500	Delivered	https://www.linkedin.com/feed/	June	8
BTG	Report announcement ALIGNED presentation	LinkedIn Report (Jurjen Spekrijse)	Civil_society	Social_Media		Delivered	https://www.linkedin.com/feed/	May	8
BTG	Presentation ALIGNED in thematic session on environmental assessments	Presentation	Research_communities	Event	20	Delivered	https://www.linkedin.com/feed/	June	8
SIE	Report TECHTERA	LinkedIn Report (SIE)	Civil_society	Social_Media	2338 followers	Delivered	https://www.linkedin.com/feed/	January	16
SIE	Report from press release	Press release	Civil_society	Media_Article	2500	Delivered	https://www.internpress.net/construction-1/		14
SIE	Report Lorie Hamelin	LinkedIn Report (SIE)	Civil_society	Social_Media	19	Delivered	https://www.linkedin.com/feed/	December	15
BTG	Report ALIGNED Factsheet	LinkedIn Report (SIE)	Civil_society	Social_Media	2304	Delivered	https://www.linkedin.com/feed/	December	15
BTG	Report ALIGNED Woodwork	LinkedIn Report (SIE)	Civil_society	Social_Media	2304	Delivered	https://www.linkedin.com/feed/	November	14
CENT	Report ALIGNED	LinkedIn Report (SIE)	Civil_society	Social_Media	6284	Delivered	https://www.linkedin.com/feed/	March 2024	18