FLOWER
Flax composites, LOW weight, End of life and Recycling

research • cooperation • performance • flax • biocomposites • recycling • automobile • sailing • advertising • fibre • lightweighting

EUROPEAN UNION

Deliverable n°T.5.1.1

SYNTHESIS REPORT OF THE TRANSFER ACTIONS IMPLEMENTED BY THE BSO AND CLUSTERS
03/2023

UBS

Université Bretagne Sud ubs : INRAE UNIVERSITY OF PORTSMOUTH UNIVERSITY OF CAMBRIDGE

Depestele Teillage Vandecandelaere kairos environnement EcoTechnilin HOWA TRAMICO

Interreg France (Channel Manche) England

EUROPEAN UNION

European Regional Development Fund

Partners

PP Leader : UBS

Partners involved : UOC, HT, ET

Content

The FLOWER project partners drew on the knowledge and networks of the French and British competitiveness clusters to promote the project results in the automotive sector. Due to COVID, a number of events were cancelled and the partners had to scale down their interactions, especially in the period 2020-2021, when the project was producing its first industrial developments. However, the partners still managed to organise dissemination with the competitiveness clusters in three ways: dissemination of information via newsletters, promotion at thematic events and participation in the preparation of the fourth project conference.

Dissemination of information via newsletter and social networks

Thanks to good relations with the clusters and supporting organisations, the partners were able to keep in touch with intermediaries during the project and inform them of the project's progress and the various actions implemented. When information concerned the automotive sector, the Bioeconomy For Change cluster (formerly called IAR in the application), EMC2, MOVEO, Composites UK were contacted to disseminate this news either through their newsletters or through their respective social networks.
Firstly, the clusters were able to relay the production of the first full-scale headliner produced in the project. This production was one of the first demonstrators of the project. This was also the case when the company obtained a place as a finalist at the JEC AWARDS 2022, a worldwide composites prize recognising the quality of the product in front of applications from major automotive groups.
In addition, the B4C cluster relayed on its social networks the broadcasting of the TF1 report dedicated to the use of flax in the trim of its partner Howa Tramico.
Finally, the clusters relayed information on the project's events in their newsletters, and in particular on the fourth conference, as detailed below.

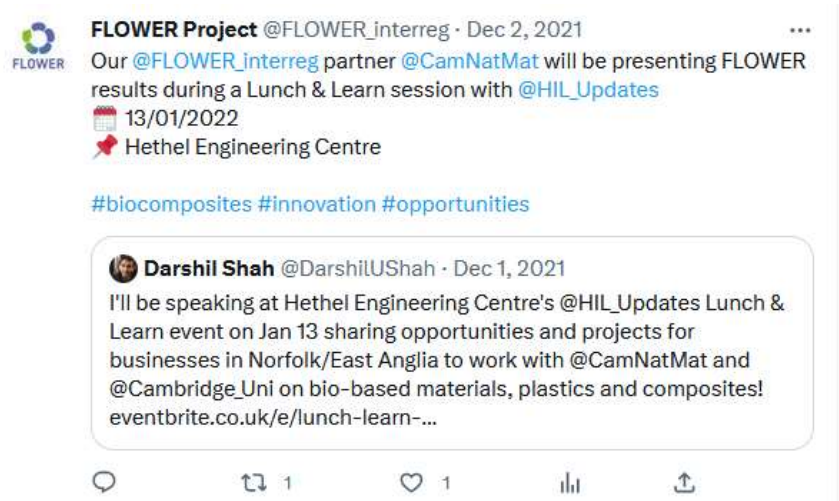
Promotion at thematic events

The partners communicated the progress of the project in the automotive sector through their participation in events organised by the competitiveness clusters. Due to the COVID crisis, this number of events was drastically reduced in the period 2020-2021, when the partners started to see results.

In connection with the Bioeconomy For Change cluster dedicated to the bioeconomy, UBS presented the results of the project during the biosourced materials commissions, a plenary meeting held once or twice a year. This committee brings together all the members concerned by this theme. About fifty people attended the event.
Alain Bourmaud (UBS) also presented the project's progress during the 24H B4C, an event that brings together all the cluster's members.

In addition, the EMC2 cluster invited partners UBS, EcoTechnilin and Howa Tramico to present automotive-related results at their COMPOLIVE conference, dealing with composites produced from olive tree fibres.

D. Shah and L. Dugor met with representatives of the Hethel Innovation cluster at the end of 2021 to decide on the dissemination of information on the last conference and these exchanges led to the organisation of a "Lunch & Learn" event to which D. Shah was invited to present the results of the project to industrialists in the automotive and composites sectors. This event was aimed at British companies and was attended by about thirty participants.



Due to the COVID crisis, partners were unable to attend a number of events they had planned to attend in conjunction with a cluster. This includes the Ecocomp and Composites Engineering events.

Conference FLOWER n°4 - Cambridge

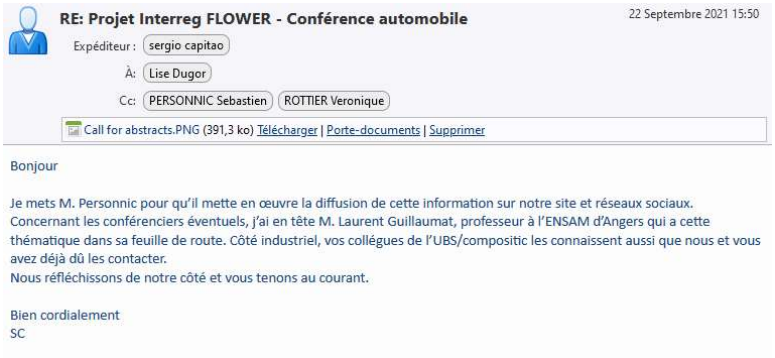
In addition, various clusters and organisations assisted the partners in the organisation and relaying of the conference which took place at the University of Cambridge: EMC2 / ID4CAR / IAR / MOVEO / Hethel Innovation. As a reminder, the theme of this conference was mobility and transport. It was held in Cambridge in December 2021 by videoconference and brought together around 65 different people.

Lise Dugor as project manager, and Darshil U. Shah as organiser for UoC coordinated the organisation of the event and held discussions with the above mentioned structures. Meetings were held with all of them one to two months before the final event, in the presence of either D. Shah or L. Dugor or both. The aim was to decide on the communication strategy to be adopted for each cluster.

A press release was sent to the poles before all these exchanges so that the structures could relay the information accurately:
« The European project FLOWER (co-funded by the Interreg France (Channel) England program) commenced in February 2018, with the aim to develop optimised, low-cost flax fiber reinforcements for a more circular composites industry with well-considered end-of-life scenarios for a diverse range of low-, mid- and high-performance applications such as point-of-sale advertising displays, automotive interior components, and elements of hydrofoil sailboats. Previous FLOWER conferences at INRAe, Nantes (April 2019), the University of Portsmouth (April 2020), and the University of South Brittany (April 2021) have served to share progress of the FLOWER project, as well as bring together academics and industry experts across the biocomposites supply chain to discuss scientific and technological developments relating to extending the uptake of biocomposites.
The fourth and final FLOWER conference will take place on 15-16 December 2021 at the University of Cambridge.
The central focus of this conference will be '**Biobased Composites for Mobility and Transportation: Moving towards Sustainability**'. Some of the key themes to be explored include understanding structure-property-function relations in plant fibre composites, the specificities of designing biocomposites for transportation applications, the end-of-life scenarios of biocomposites, and industrial development of biocomposite products.
The conference will take place over three half-day sessions and host around 25 talks. »

Below are examples of the contribution of each cluster, with evidence of emails exchanged or publications on networks.

For example, the ID4CAR cluster (since renamed ID4MOBILITY) relayed the event on its website and on their social networks to more than 2500 people. The cluster also proposed speakers to feed the exchanges on the day:



RE: Projet Interreg FLOWER - Conférence automobile

22 Septembre 2021 15:50

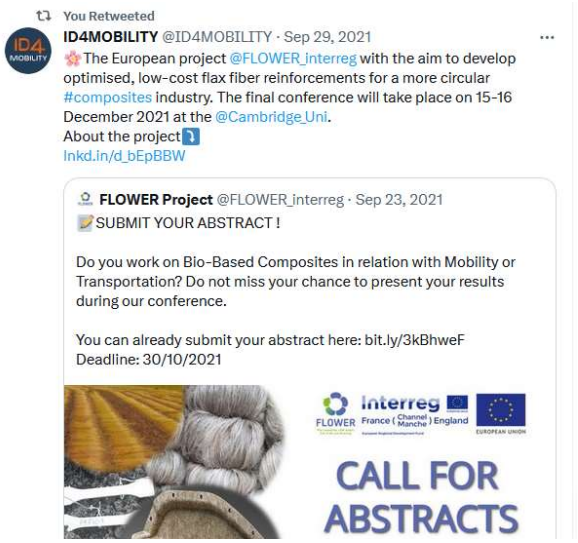
Expéditeur : sergio capitao
À: Lise Dugor
Cc: PERSONNIC Sebastien ROTTIER Veronique

Call for abstracts.PNG (391,3 ko) Télécharger | Porte-documents | Supprimer

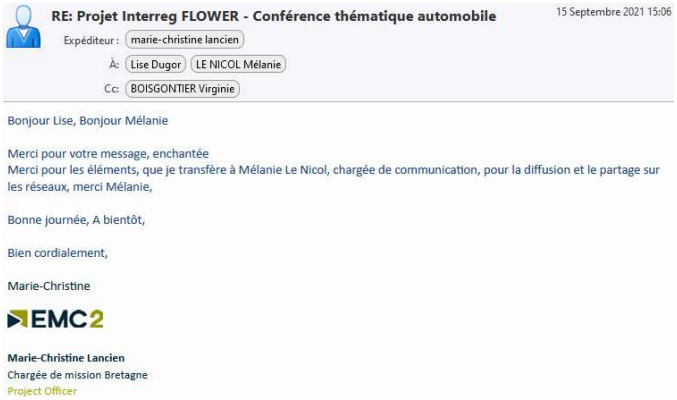
Bonjour

Je mets M. Personnic pour qu'il mette en œuvre la diffusion de cette information sur notre site et réseaux sociaux.
Concernant les conférenciers éventuels, j'ai en tête M. Laurent Guillaumat, professeur à l'ENSAM d'Angers qui a cette thématique dans sa feuille de route. Côté industriel, vos collègues de l'UBS/compositic les connaissent aussi que nous et vous avez déjà dû les contacter.
Nous réfléchissons de notre côté et vous tenons au courant.

Bien cordialement
SC



The EMC2 cluster also posted the "Save the date" and information about the event on its social networks, informing over 3,700 people:



RE: Projet Interreg FLOWER - Conférence thématique automobile

15 Septembre 2021 15:06

Expéditeur : marie-christine lancien
À: Lise Dugor LE NICOL Mélanie
Cc: BOISGONTIER Virginie

Bonjour Lise, Bonjour Mélanie

Merci pour votre message, enchantée
Merci pour les éléments, que je transfère à Mélanie Le Nicol, chargée de communication, pour la diffusion et le partage sur les réseaux, merci Mélanie,

Bonne journée, A bientôt,

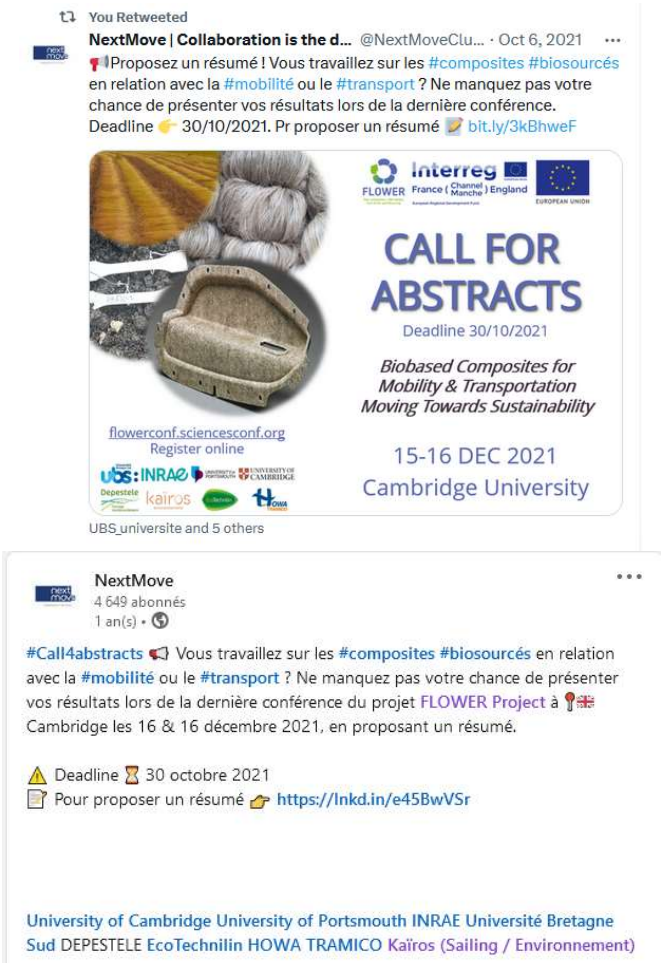
Bien cordialement,

Marie-Christine

EMC2

Marie-Christine Lancien
Chargée de mission Bretagne
Project Officer

The French cluster NextMove (formerly MOVEO) shared the event on its website, on its LinkedIn page and on its Twitter page. The event was relayed in their newsletter, which was sent to all their members. This communication reached around 5000 subscribers.



The IAR cluster (now B4C) relayed the information in its newsletter as well as in the diary sent every week to its 500 members. The event was also promoted at the cluster's Biosourced Materials Commission.

Finally, the Hethel Innovation cluster also promoted the event on their website and social networks to 800 subscribers following a meeting with D. Shah and L. Dugor.

As a result of these communications, the number of abstracts submitted for presentations had increased and made it possible to draw up a full programme.

Conclusion

Although the planned actions with the clusters had to be scaled down, overall they reached a destination of 300 people who were not aware of the project. Relationships with the clusters were created, maintained or strengthened, which will enable the partners to continue to promote their future developments.