

## EPC gGmbH Partner Portrait

**CO<sub>2</sub>EXIDE – CO<sub>2</sub>-based electrosynthesis of ethylene oxide**

**Successful organisation of the Sustainable Plastics Symposium and EPC gGmbH partner portrait**



[Click here to view the CO<sub>2</sub>EXIDE EPC partner film](#)

**EPC gGmbH** supports the optimisation of internal and external communication in the CO<sub>2</sub>EXIDE project. To maximise the project's public outreach, EPC is responsible for creating materials tailored to the project and the target audience, including project reports, flyers, hand-outs, brochures and concepts for public relations and stakeholder inclusion. EPC is also in charge of developing and supporting organisational as well as network-related processes for an efficient and practice-oriented knowledge transfer. The following current and former employees have been involved in the CO<sub>2</sub>EXIDE research:

Company CEO and communication and dissemination lead: **Ulrich Eimer**

Communication and dissemination lead: **Sabine Spilles and Vlatko Vilović**

Web and graphic design: **Katrin Oberländer**

Graphic design and video animations: **Ortha Dittmann**

## Final Transfer Event



*Sustainable Plastics Symposium invitation banner*

**EPC gGmbH** has been in charge of communicating and disseminating key project results to its main stakeholder audiences during the course of the project. As part of the communication actions entrenched in the Communication Plan, a final transfer event was planned for the late stage of the project in an effort to maximise the project's outreach. To that end, **CO2EXIDE** has joined forces with its partner project **Carbon4PUR** to organise the Sustainable Plastics Symposium on March 25.

For the past year, the COVID-19 pandemic has rendered the organisation of physical events across Europe impossible. Under these new circumstances, it was necessary to find alternative solutions to ensure that an equally impactful online Symposium takes place. Although event management activities changed in form, their core purpose remained the same – to bring a successful event to life. This meant turning to new instruments and channels. From the choice of appropriate online video conference applications to the creation of promotional materials, **EPC** was involved in the preparatory work for the event from the very beginning. The organisation of the event included the following tasks:

- Deciding on an appropriate video conference programme and managing it during the event (**Dechema** from **Carbon4PUR**)
- Creating PPT presentations to communicate main project results (**Fraunhofer IGB, EIKJU, Siemens Energy** and **Carbon4PUR** project partners)
- Inviting key stakeholders related to CCU and the plastics industry (**EPC, Siemens Energy; Dechema** and **Covestro** from **Carbon4PUR**)
- Designing and creating communication materials - invitation banner, event slide templates, agenda (**EPC, Siemens energy, Fraunhofer IGB, EIKJU; Dechema** and **Covestro** from **Carbon4PUR**)

- Generating and spreading wide-scale event announcements across social media channels, primarily on Twitter, LinkedIn and YouTube (**EPC, Fraunhofer IGB, EIKJU, Carbon4PUR** partners)

**EPC** has been involved in many of these tasks and contributed significantly to the organisation of the transfer event. On the one hand, it was the main responsible partner for sending out invitations to stakeholders from NGOs, Power-to-X companies, media and policymakers. The joint effort, led by **Dechema** from **Carbon4PUR**, amounted to over 400 people from all over the world registering for the event.

Another critical activity managed by **EPC** was the final design of the main slide depicting the symbiosis of the two projects, initially created by **Siemens Energy**. The slide was used between the two highlight sessions of the **CO2EXIDE** and **Carbon4PUR** projects. **EPC** was also involved in social media activities, working closely with other project partners on spreading the information about the event to relevant stakeholders. After the transfer workshop, **EPC** has published a news entry about the outcome of the event and shared it on its social media channels.

According to the feedback from the participants, the event was an astounding success. It generated a large interest among the stakeholders, some of which looked for further cooperation with the two projects. The involved **CO2EXIDE** team has greatly contributed to making the final transfer workshop successful. And a successful transfer of final results will be helmed by **EPC** in the remaining months of the **CO2EXIDE** project.



**EPC** – Project Corporation for Climate.Sustainability.Communication (non-profit) based in Berlin – provides support for the preparations and execution of complex interdisciplinary projects at the national and international level. **EPC** has a large network of scientific and applied partner organisations both in Germany and Europe. The company's work focuses on the conceptual development, guidance and coordination support for projects, mainly in the fields of renewable energies, bioenergy and sustainability.

**EPC** offers target-group specific communication, dissemination and facilitation services. These activities include project specific public relations, the development of communication and dissemination strategies and their practical application, conducting workshops and the long-term involvement of different stakeholder groups targeting at their active participation in project and planning processes. The facilitation of conferences and events as well as the realisation of seminars related to the topic of European funding completes the task spectrum offered by **EPC**.

The **EPC** team combines long-standing experience in project management and public relations. Communication and dissemination activities comprise social networking and other

innovative means of transferring academic and applied content to the relevant target audience.

<http://www.e-p-c.de>