"Enabling market uptake of innovative separation and cleaning solutions for material recycling of all product groups contained in bio-wastes and MSW"

D.4.4

Conference presentations

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<td><strong>Project duration:</strong></td>
<td>30 months</td>
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**Document**

| **Deliverable number:** | 4.4 |
| **Deliverable title:** | Conference presentations |
| **Due date of deliverable:** | 29.04.2016 |
| **Actual submission date:** | 04.04.2016 |
| **Editors:** | Katharina Krell, GreenMatters |
| **Authors:** | Karl Dirkes, Heleen Muntinga, db technologies |
| **Reviewers:** | Katharina Krell, GreenMatters |
| **Participating beneficiaries:** | db, GreenMatters |
| **Work Package no.:** | 4 |
| **Work Package title:** | Business plan and exploitation |
| **Work Package leader:** | db technologies |
| **Work Package participants:** | ALL |
| **Estimated person-months for deliverable:** | 1.5 |

**Dissemination Level**

- **CO (Confidential, only for members of the consortium including the Commission Services)**
- **PU (Public)**: PU
- **PP (Restricted to other programme participants, (including the Commission Services)**
- **RE (Restricted to a group specified by the consortium including the Commission Services)**

| **Draft/Final:** | Final |
| **No of pages (including cover):** | 13 |
| **Keywords:** | Promotion, dissemination, marketing, events, conferences, presentations, exhibitions, trade fairs, clients, waste treatment, business |
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Executive summary

A very important means to promote new technologies and waste recycling concepts are public speeches and exhibitions at the most important industry gatherings. db technologies, Greenovate and Entsorgungs-Gesellschaft Westmünsterland mbH (EGW) have therefore attended 8 dedicated conferences and presented the innovative waste separation technologies along with the results of the performance tests carried out in various countries. To allow for optimal client contact, db was also present with exhibition booth containing SEPARATE communication material and one or two people at the booths to get as many quality connections from these presentations as possible.
1. Methodology

1.1. Preparation of conference presentations and exhibitions

There are a number of key events for waste management professionals, and these were first targeted for conference speeches and exhibition presence. Some of these events are combinations of conference and trade fairs. Combining a conference speech with the presence at an exhibition booth is a good way to attract the attention of potentially interested clients and other stakeholders to the exhibition booth, where a personal interaction can take place.

A standard power-point presentation was developed for use at conferences, but it was constantly enriched with new material stemming from the analysis results from the short and long-term tests.

For exhibitions, the SEPARATE roll-up banner was produced that served well as eye-catcher at exhibition booths. The available project leaflet designed to invite discussion with interested persons was taken to all exhibitions and was even translated into French. The SEPARATE video has specifically been equipped with subtitles for use at noisy conference grounds.

1.2. Holding of conference presentations and exhibitions

The presentations were mostly made by db sales director Karl Dirkes, but sometimes other consortium partners also presented the project. The presentations were usually 15 minutes long, and the SEPARATE project video was shown during the presentations.

The presentations focused both on technical aspects and on business opportunities.

The size and composition of audiences induced an individual touch to each presentation, depending if the majority of conference participants were academics or practitioners.

1.3. Follow-up of conference presentations and exhibitions

Where business cards were collected after a speech or at the exhibition stand it was followed-up by email, using the opportunity to send the presentation or more information, or the e-version of the leaflet, or any other information requested by the person(s) met.
2. Conference presentations and exhibitions held

In the following section, all conference presentations and exhibitions carried out for the promotion of the SEPARATE waste systems are described, mentioning five parameters:

1. Date and place of event
2. Name and type of event
3. Relevance towards the objectives of WP4
4. Potential / expected outcome (occurred or expected in the near future)

2.1. List of conference speeches and exhibitions held

20-21 February 2014, Dublin, Ireland

AD Europe 2014, International conference & trade fair on Anaerobic Digestion and Composting of Organic Waste & agricultural Residues

The European conference on anaerobic digestion and composting, AD Europe, Dublin 20th

-21st February 2014, brought together 193 professionals in renewable energy, organic waste and agricultural residue treatment, regulators and scientists from 22 countries around the world. The conference was jointly organised by the ECN and Cré - Composting and Anaerobic Digestion Association of Ireland. With 39 speakers covering topics from composting to anaerobic digestion, the conference was a vibrant forum to exchange knowledge and explore emerging techniques in the AD and composting sector.

Karl Dirkes of db technologies presented a speech on “Food and MSW Separation utilizing the OREX-Press on the 2nd day of the conference. It was a very international show with key players of the industry, like SITA, Veolia and Attero. The speech on the SEPARATE system gained acknowledgement as an interesting solution to pre-treat food waste for anaerobic digestion. Contacts were made with companies and communities in Sweden, England and Scotland.
**5-9 May 2014, Munich, Germany**

IFAT, Trade Show for Water, Sewage, Waste and Raw Material Management

This trade show is the world’s leading trade fair for water management and most important show of the industry. It is a biannual show organized by Messe München in Germany.

The SEPARATE project was presented on the stand of db technologies BV with a special poster and folder. Several stand workers advised approximately 124 visitors during five exhibition days. Prospect names were divided between several sales persons. Every company was contacted by this sales person for further advice or offers.

The db technologies’ stand generated a lot of interest, particularly with regard to the pre-treatment of food waste to be treated in anaerobic digestion. Most of the food waste is now being incinerated in Germany. Germany needs to change this in the next few years.

There is a lot of interest in our technique, but companies and communities are waiting to invest, because they would like to know which will become the preferred technique to pre-treat food waste before anaerobic digestion.

**2-3 July 2014, Birmingham, UK**

ADBA, Conference on AD & Biogas

UK’s only trade show dedicated exclusively to AD and biogas, two day conference with two day exhibition and 22 seminars. The show is the perfect place to find out the latest AD information, view the newest technology and equipment, hear policy and regulatory updates and network with key contacts from across the AD industry. In 2014, it had over 250 exhibitors and held over 20 workshops and seminars. The SEPARATE project was promoted as part of the solution of the Anaergia Group of companies. Unfortunately, there were not many visitors. The show turned out to be too much focused on agricultural waste. There was not much attention given to food and municipal waste.
In 2015 the same show was booked by Anaergia UK showing its combined solution of wet and dry waste pre-treatment by screening systems as well as the OREX-press and cleaning system and the biogas installations.

2-5 December 2014, Lyon, France

Pollutec, 26th international exhibition of environmental equipment, technologies and services

Project partners from db technologies and Greenovate! presented the innovative SEPARATE Waste Systems at Pollutec 2014 - the 26th international exhibition of environmental equipment technologies and services that took place from 2-5 December 2014 in Lyon.

Focus was given to separation of municipal solid waste (MSW) and bio-waste through an innovative hydraulic press and cleaning system that archives a large efficiency. This innovative solution leads to optimal use of organic matter, lower maintenance costs, improved digester performance, more gas yield per input unit and lower investment costs through shorter retention times.

The SEPARATE stand generated a lot of interest, particularly in terms of pre-treatment and separation of MSW through the hydraulic press and cleaning of the organic fraction afterwards. Some visitors were interested in feasible solutions for pre-treatment of MSW at local and municipal level at a reasonable price that the SEPARATE Waste Systems can offer. The improvement of the digester performance was confirmed to be a real need. Other visitors were interested in proper sorting of recyclables before using the SEPARATE Waste Systems. Certification of waste analysis results was seen as the right approach towards removing non-technical barriers to market replication of the innovative solution that radically improves the quality of bio-waste stemming from Municipal Solid Waste (MSW) and separate bio-waste collection.

At this trade show db technologies had a booth of 12m² with number E229 presenting its SEPARATE solution by means of banners and the French SEPARATE brochure. Karl Dirkes represented db technologies, whereas Greenovate!’s Ruska Kelevska helped to explain the SEPARATE message.
19-20 March 2015, Nantes, France

Biogaz Europe, biogas referent event in France

Together with partner Anaergia db technologies BV shared a stand with number YD45 in hall 2. We presented the SEPARATE solution with the OREX-press and the cleaning system with a banner and the French SEPARATE brochure. Visitors were interested in the SEPARATE solution for pre-treatment of MSW as improvement of digester performance seems a real need.

Several leads were generated and worked on by db technologies. db technologies enlisted its SEPARATE/OREX solution for the innovation competition trying to get a speech slot at the conference that took place parallel to the trade show. Unfortunately, db technologies was not selected as one of the most innovative companies exhibiting at the trade show.
Waste-to-Resources 2015, 6th international symposium on MBT, MRF & Recycling

This international symposium consisting of a conference, exhibition and site visits was held in Hannover. Dr. Martin Idelmann of Entsorgungs-Gesellschaft Westmünsterland mbH (EGW) held a presentation on “Conversion of MBT Gescher from residual waste to organic waste treatment” on Wednesday 6th of May in the section Technical development of MBT’s. As part of the EGW plant which generates energy from waste, the OREX and subsequent cleaning system was installed to test this pre-treatment solution to better prepare organic waste for fermentation and creating fertilizer from biological waste. Following the presentation visitors visited the booth of db technologies BV on the exhibition that took place simultaneously to the conference.

Furthermore, Greenovate!’s Astrid Severin held a presentation in the Mechanical Biological Treatment Plant section on the “Recovery of value from MSW and SSO by press extrusion and waste cleaning: moving away from landfill and incineration to biogas, recyclables and high quality RDF.” The presentation was ended with the SEPARATE film in which the film was explained. Through the interaction of presenter Astrid Severin and Karl Dirkes, the questions of the audience were convincingly answered and the SEPARATE solution received a lot of positive attention. In combination with the exhibition stand we received a great deal of good quality leads.

http://www.waste-to-resources.eu/tl_files/agenda/Programme_WtR2015_EN.pdf
2–4 July 2015, Tinos island, Greece

3rd INTERNATIONAL CONFERENCE on Sustainable Solid Waste Management

This conference is the largest free-of-charge scientific waste management conference in Europe. It is an annual event organized by the Technical University of Athens in cooperation with partners.

Katharina Krell applied for a presentation with an abstract and was chosen for a speech. The audience was mainly scientific, with 20% of practitioners, mainly from the Mediterranean basin.

The event helped establish the new separation solution in the scientific circles, and some contacts with interested practitioners were also made.

Following the handing out of SEPARATE leaflets at the conference, a large potential client got spontaneously in touch with the consortium and requested to visit the long-term test site. The contact being established, db follows closely up this commercial lead.

Following the presentation, the scientific committee of the conference pre-selected SEPARATE for publication in a renowned scientific peer-reviewed journal. However, the full paper got rejected due to insufficient scientific research data and depth (not surprising, SEPARATE is not a research project).
13-15 October 2015, Mumbai, India

IFAT, Trade Fair for Water, Sewage, Refuse and Recycling, Bombay exhibition Centre

This trade show is India’s leading fair in the waste management industry. The company db technologies had a stand in the Holland Pavilion of the Dutch Embassy showing its SEPARATE system on a banner and presenting the SEPARATE video on screen displaying the SEPARATE system in action. In the conference hall, Karl Dirkes held a presentation on “Recovery of Value from Municipal Waste by Press Extrusion and Waste Cleaning”.

Both the trade show as well as the speech helped to present the SEPARATE solution in India. Several contacts have been established. db technologies follow up these commercial leads in India together with an Indian partner.
3. Conclusions

The SEPARATE EC-funded project has proven to be a great asset on trade shows and conferences. Thanks to the EC funding it was much easier to explain a much needed pre-treatment solution for better digester performance. The EC branding with professional website, leaflet, banners, power point design and especially the high quality film provided excellent tools to explain the SEPARATE solution. The fact that this material was co-funded and while the SEPARATE project involved a set of neutral tests with different sorts of waste in several European countries provided potential buyers extra confidence.

It was handy to have EC branding rather than private company branding. Yet at times targeted persons got confused between the project name SEPARATE and the market product name of the waste treatment systems that have been dubbed “SEPARATE waste systems” for the sake of the EC project, but that in reality go by their commercial names of OREX and CleanREX.

Especially the combination of a trade show and a simultaneous conference, such as the Waste-to-Resources and IFAT in India, proves a valuable channel to reach to potential future clients. Several leads generated on conferences and trade shows led to one-on-one meetings. Some of the one-on-one meetings have the potential to lead to commercial contracts for db technologies in the future. However, these contracts take a long lead time of sometimes more than 5 years and it is not likely that any will be concluded before the end of the project.