Circular and Bio-Based Solutions for the Ultimate Prevention of Plastics in Rivers Integrated with Elimination And Monitoring Technologies

Deliverable D6.2
Preliminary D&C report

Deliverable information

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Project profile

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Executive Summary

The UPSTREAM project aims to improve the cleanliness and water quality of the rivers by deploying and demonstrating into 5 demo sites a suite of 15 advanced solutions to deal with pollution in terms of litter, plastic and microplastic in European rivers. This challenge is afforded by a consortium (22 partners from 11 countries), from top European Research and Technology Organisations (RTOs), specialized Small and Medium-sized Enterprises (SME) technology providers, a large company and completed by promoting a strong engagement of citizens and stakeholders. This complex scenario requires a well oriented organization for implementation and effective monitoring based on efficient and clear management tools and assignments.

Deliverable D6.2: "Preliminary D&C report", is implemented under WP6: "Knowledge co-creation, community engagement & dissemination", and in particular under Task 6.1: "Dissemination, Communication, Community Engagement strategy" and Task 6.2: "Active communication with analytics". This deliverable contains report on Dissemination and communication activities from M1-M24.

Deliverable Keywords: *Dissemination activity, communication activity, website analytics, social media analytics, ambassadors.*

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Table of Abbreviations

Abbreviation	Definition
DCCES	Dissemination, Communication, Community Engagement strategy
KER	Key Exploitable Results
KM	Key message
KPI	Key Performance Indicator
L	Litter
MP	Microplastics
P	Plastics
RTO	Research and Technology Organisations
TG	Target group
WP	Work package

1. Introduction

1.1. Purpose of the report

The purpose of this report is to present and evaluate the dissemination and communication (D&C) activities undertaken as part of the UPSTREAM project over the past 24 months. It offers a comprehensive overview of the strategies implemented to raise awareness, engage stakeholders, and share project outcomes. Specifically, the report outlines the D&C framework, a detailed summary of activities conducted, progress towards Key Performance Indicators (KPIs), targeted stakeholder groups, and core messages communicated. It also highlights the role of community involvement, analyzes website traffic and social media engagement metrics, and discusses the contributions of project ambassadors and collaborations with sister projects.

A central theme underpinning all D&C efforts was the promotion of increased awareness about river pollution and the critical importance of citizen and stakeholder engagement in mitigating environmental harm. Messages were carefully designed to resonate with diverse audiences, from policymakers and environmental professionals to local communities and educators, highlighting shared responsibilities and opportunities for action.

To fully realise the UPSTREAM project's potential, secure lasting impact, and drive systemic change, it is vital that communication efforts continue beyond the formal project period. Consistent, transparent, and engaging communication must be maintained to foster a legacy of environmental stewardship and to catalyze broader societal and policy-level shifts in how river pollution is understood and addressed.

2. Knowledge co-creation, community engagement & disseminations objectives

The main objectives of the WP6 (Knowledge co-creation, community engagement & disseminations) are:

- Create an inclusive strategy to address the prevention of pollution from litter, plastics and MP and inspire behavioural change & new actions and the scientific rationale behind it.
- Effective and strategically communicate the identified problems and include UPSTREAM outputs and exploitation plans to involved demo site regions and exploit the practices to associated regions.
- Connecting the established communication channels and active community of citizens, stakeholders and actors in value chains creating new circular business cases.
- Support engagement of multidisciplinary and target audiences, through participatory practices, co-creative and citizens science formats for the promotion of a participatory socio-ecological governance of achieved outputs and gained know-how.

2.1. Dissemination and communication overview

An introduction of communication and dissemination planning is given in this part, with a focus on its significance for engaging stakeholders and efficiently disseminating information. Along with anticipated Key Performance Indicators (KPIs), it covers important tools and activities. The main objective is to develop a dissemination plan by including stakeholders through the proper channel, tracking and assessing the impact, and encouraging cooperation. This section acts as a guide to efficiently plan and execute strategies for disseminating project information, maximising impact, and accomplishing project goals by offering a thorough understanding of communication and dissemination strategy. The UPSTREAM Dissemination & communication activities (M1-M24) are presented in *Annex 1*, meanwhile the UPSTREAM Publications (M1-M24) are presented in *Annex 2*.

In order to strengthen the visibility and impact of the UPSTREAM project, we have compiled a set of **Dissemination and Communication Guidelines** (Figure 1) to support all partners in effectively promoting the project and its results. The guidelines have already been sent to all consortium partners. The guidelines provide essential instructions for the organization and implementation of dissemination activities, including event planning, social media outreach and reporting procedures.

Upstream

FOR WASTE-FREE EUROPEAN RIVERS

EU MISSIONS

RESTORE OUR OCEAN & WATERS

Communication & Dissemination Guidelines

Dissemination Manager-WP6 Leader

PURPOSE

Communication aims to enhance the visibility of the project and actively engage with wider audiences. *Dissemination* focuses on sharing the project's research outcomes with relevant stakeholders to maximize their impact and utilization.

To effectively promote the project, its objectives, and its results while showcasing each partner's contributions, all partners are required to adhere to the following guidelines:

1. Organizing and Participating in Events

Partners should actively contribute by:

- Organizing project-related events such as workshops, seminars, webinars, or open days to engage stakeholders and the public.
- Attending conferences, workshops, and trade fairs to present and discuss the project's relevance and findings.

2. Pre-Event Requirements (At Least 5-10 Days Before the Event)

- Send event details via email to ***NIC - Mirica Karlovits (mirica.karlovits@ki.si)***
- Always include ***Ana María López Sabirón*** in CC (*anamaria.lopez@aitiip.com*) as she provides additional communication support for the project.
- The event will be promoted via the project's social media channels and website as an upcoming event.
- Alternatively, use the designated **MS Teams Excel sheet** to submit all relevant event details.
- If a partner is organizing the event, a **roll-up banner**, **poster** or **flag** should be printed and displayed at a visible location.
- The **UPSTREAM logo**, along with **EU** and **UKRI logos** must be visible on all digital and print materials used for organizing or participating in the event.

3. During the Event

- Capture **high-quality pictures** (and videos if possible) showcasing participation with the **UPSTREAM logo visible** (e.g., using the project's roll-up banner, poster or flag).

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- When posting on social media (of the organization or personal accounts), tag **@UPSTREAM** and include relevant hashtags: **#Upstream, #CleanRivers, #PlasticFreeRivers, #PreventPollution, #Environment, #EUmissions, #HorizonProject, #HorizonEurope**

4. Post-Event Requirements

- Prepare a **short, informative summary** of the event and submit **photos/videos** and **presentation slides (PPT)** via email to Mirica Karlovits (mirica.karlovits@ki.si)

CONTACT:

If you have any questions about the Communication & Dissemination Guidelines, please do not hesitate to contact WP6 leader: **NIC - Mirica Karlovits (mirica.karlovits@ki.si)**

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Figure 1: UPSTREAM Dissemination and Communication Guidelines.

2.1.1. Target groups and key messages

A key element of the UPSTREAM project is efficient communication and distribution. Determining the target groups for communication and dissemination is essential to achieving the intended impact and guaranteeing that project outcomes reach the right stakeholders. The target groups for the UPSTREAM project are summarised in Figure 2 and Table 1.

Figure 2: UPSTREAM Target groups.

Table 1: Identified target groups for D&C activities and the specific segments within each group.

Target groups	Specific groups	Key message themes
TG1: Scientific & research community	Universities, RTOs across Europe	KM1: Monitoring results and mapping of L, P, and MP in WWTPs and rivers KM2: Monitoring technologies KM3: Prevention technologies KM4: Elimination of MP at WWTP KM5: Elimination of L, P, and MP in rivers KM6: Valorisation and circular solutions KM7: Life cycle & environmental performance of the demonstrated solutions KM8: Business models & market potential for monitoring, prevention, elimination and valorisation of L, P, and MP. KM9: Training & replication materials KM10: Exploitation opportunities
TG2: Industrial end users	WWTPs, water utility companies, recycling companies	
TG3: Industrial supply and value chains	Plastics/polymer producers, packaging suppliers, industrial equipment suppliers	
TG4: Financial actors	Investors, banks, fund managers	
TG5: Policymakers	Governments, EC, policymakers, regulators, politicians, lobbyists, NGOs	
TG6: Consumers & general public	Social media influencers, general public, environmentalists, generation Z entrepreneurs	

2.1.2. Dissemination activities and KPI

Dissemination activities are carried out to promote and publicise the project results to specific target groups who can use the results and enable their adoption. A specific focus will be replicating the technologies across Europe, especially in regions that have not been involved in Mission Ocean projects so far. In Table 2 the Target group, key messages, implementation strategies, and key performance indicators per measure are presented.

Table 2: Target group, key messages, target and reached KPI.

Measure	TGs	KMs	Target KPI	Reached KPI (M1-M24)
Scientific publications	TG1, TG3	KM2-7	At least 10 publications in total, at least 10 citations per paper 12 months after publication. Targeted publications: Environmental Science and Technology (impact factor: 9.028), Science of the Total Environment (IF: 10.75), and Green Chemistry (IF: 10.18).	Scientific papers with IF: 9 Conference papers: 2 Posters: 3
Online media publications	All	All	At least 3 results-focused online publications.	Podcasts: 2 Online interviews: 6 Online publications: 4 Social media: 16
Attendance at events	TG1-3, TG5	KM1-7	Presentations in at least 8 events in total.	Events: 41; Clean-ups: 7; Conferences: 21; Fairs: 2; Exhibitions: 3; Open days: 4
Workshops	TGs 1-3	KM2-10	10+ workshops held in years 2 - 4 with min. 50 attendees each.	Workshops: 12
Promotion to professional bodies	TGs 2-4	KM2-8, KM 10	Presentation to at least 4 events.	UPSTREAM project presentations at events: > 10
Linking with other EU and regional initiatives	TGs 1-3, TG5	All	At least 2 join events with other projects organised and completed; presence in at least 6 events organised by other projects.	Cluster events: 4 (with EU projects Remedies, ReLeaf)

Targeted publications: *Environmental Science and Technology (impact factor: 9.028), Science of the Total Environment (IF: 10.75), and Green Chemistry (IF: 10.18).*

The UPSTREAM Dissemination & communication activities (M1-M24) are presented in *Annex 1*, meanwhile the UPSTREAM Publications (M1-M24) are presented in *Annex 2*.

As part of its commitment to open science and reproducibility, the UPSTREAM project has officially adopted **Zenodo** as its open-access repository for research outputs. The publications, public deliverables as well the promotion materials are available in Zenodo repository space.

Zenodo repository space: link

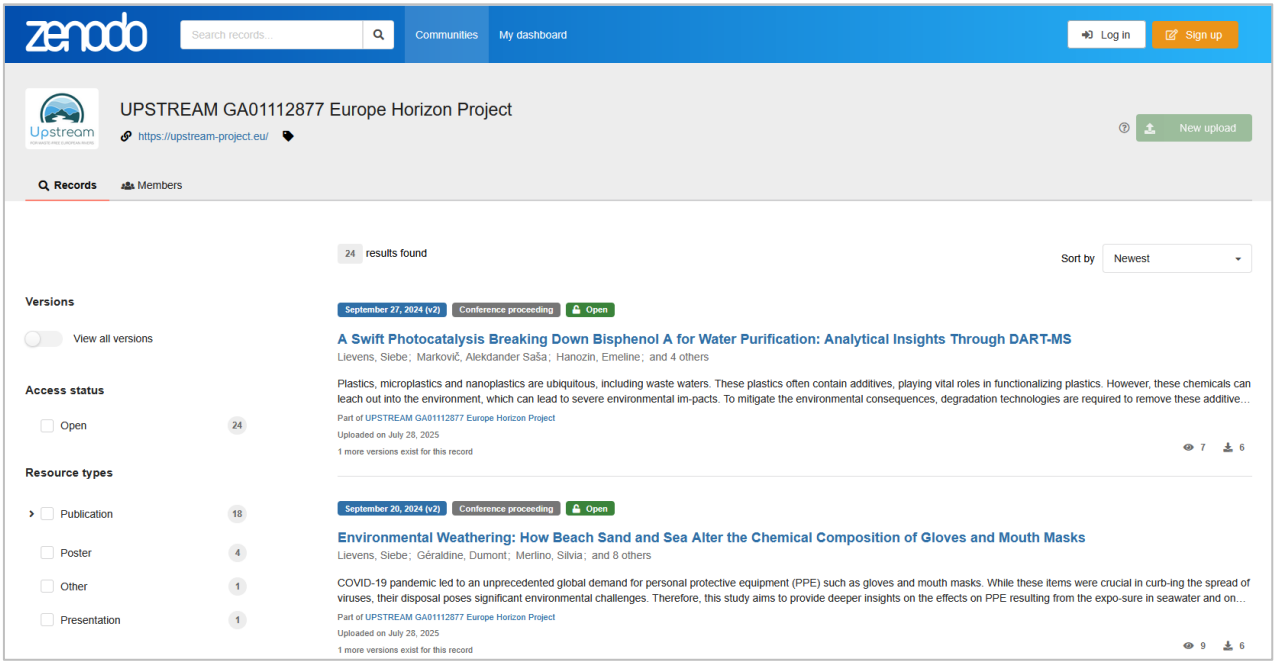


Figure 3: UPSTREAM Zenodo repository space.

2.1.3. Communication activities and KPI

The aim of communication activities is to promote the project and results to a broad audience, including the general public and audiences outside the specialist fields of the project. It shows how EU funding is helping to tackle societal challenges, with a focus on supporting solutions to eliminate plastics pollution.

In Table 3 the List of communication activities to be carried out throughout the project is presented.

Table 3: List of communication activities to be carried out throughout the project.

Measure	TGs	KMs	Target KPI	Reached KPI (M1-M24)
Visual ID & brand Project website	All	n/a	At least one update per 10 days. From 100 hits/month in year 1 to 800 hits/month in year 4.	Website was publicly accessible in M6 and s regularly updated with the latest news.
General marketing materials	TG2-5	All	Comprehensive marketing material pack by M6.	External communication material: poster, roll-up, leaflet, flag were completed by M6.
Popular science & press articles	TG2-5	KM1-8	At least 3 popular science articles.	10 articles in journal, 2 publications in conference proceedings, 3 posters at conferences
Social media	TG6	KM1, 6-9	At least 1000 (min. 20/month) posts/stories with at least 200000 followers across all channels by M48.	LinkedIn: 3043 followers and 44,796 post impressions, Instagram: 127 followers and 63 posts, Facebook: 868 followers, YouTube: 226 views

The UPSTREAM Dissemination & communication activities (M1-M24) are presented in *Annex 1*, meanwhile the UPSTREAM Publications (M1-M24) are presented in *Annex 2*.

3. UPSTREAM Website analytics

Websites play a crucial role in today's digital age and serve as a central hub for information, communication and interaction. The UPSTREAM website serves as interactive communication platforms that enable two-way communication between the UPSTREAM project and its stakeholders. The UPSTREAM website was public available in February 2024 (M6).

The UPSTREAM website is available here: https://upstream-project.eu/

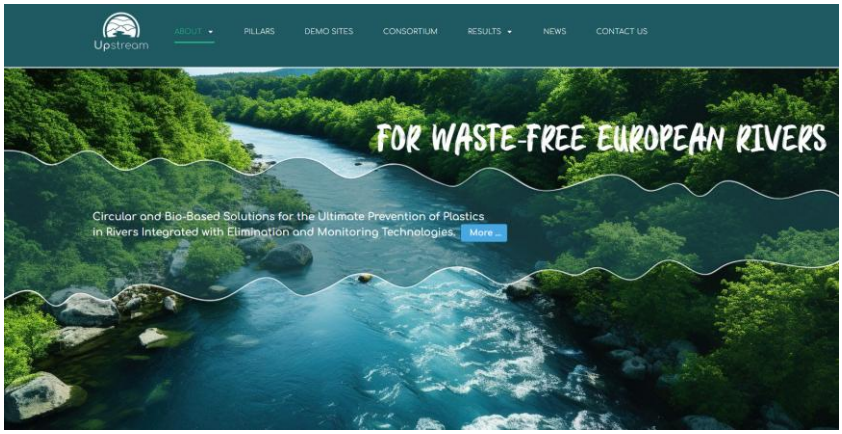
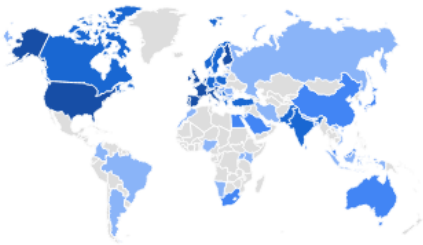


Figure 4: UPSTREAM Website and QR code.

The website will continue to be maintained regularly including activities and updates necessary to keep a website functioning properly, up-to-date, and secure.

UPSTREAM website analytics are kept to ensure ongoing monitoring and analysis of data related to the performance and usage of the project's website. The process involves collecting, measuring, and interpreting various metrics to gain insights into how the website performs, how users interact with it, and what actions can improve its effectiveness. The website analytics were made for the period from February, 2024 (UPSTREAM website was public available) to July 2025 (M23, to complete the deliverable). Below, some key aspect of UPSTREAM website analytics are summarised:

Audience: According to the data provided, the UPSTREAM website received visitors from a total of 67 countries worldwide (Figure 5) in period from February 2024 to December 2024. Most of these visitors were from the European countries, accounting for 86% (Figure 6).



DRŽAVA	AKTIVNI UPO…	
Netherlands	205	-
United Kingdom	173	-
Spain	120	-
United States	120	-
Finland	111	-
Ireland	93	-
Slovenia	93	-

Figure 5: Visitors around the globe (Feb – Dec, 2024).

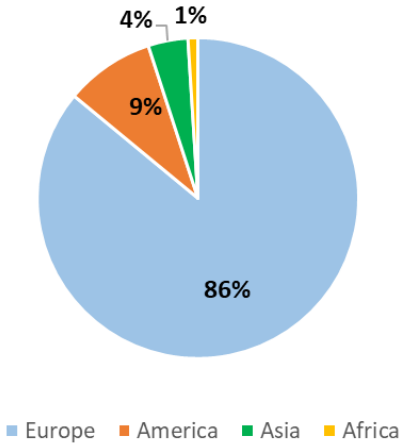
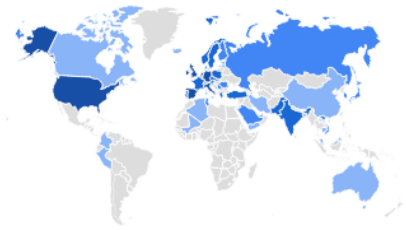


Figure 6: Visitors per continent (Feb – Dec, 2024).

During the year, the website was visited by visitors from 60 different countries, 84% from Europe, 9% from America, 6% from Asia and 1% from Africa (Figures 7-8).



DRŽAVA	AKTIVNI UPO…	
United Kingdom	89	↓35,5 %
Spain	86	↑48,3 %
United States	57	↓26,0 %
Slovenia	53	↓26,4 %
Germany	46	↑70,4 %
Netherlands	42	↓76,7 %
Italy	34	↓19,0 %

Figure 7: Visitors around the globe (Jan – July, 2025).

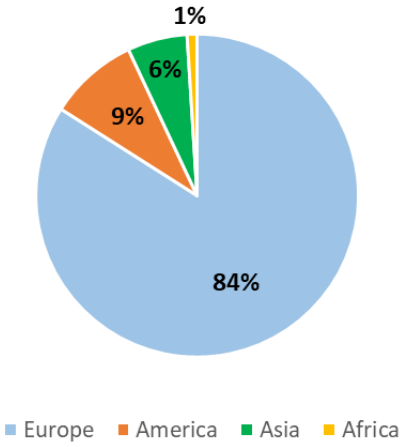


Figure 8: Visitors per continent (Jan – July, 2025).

In the period from February to December 2024, there were around 1,500 **active** and **new visitors** who accessed the UPSTREAM website (Figure 9).

Figure 9: Active and new visitors (Feb – Dec, 2024).

In the period from January to July 2025, there were 685 active and 659 new visitors who accessed the UPSTREAM website (Figure 10).

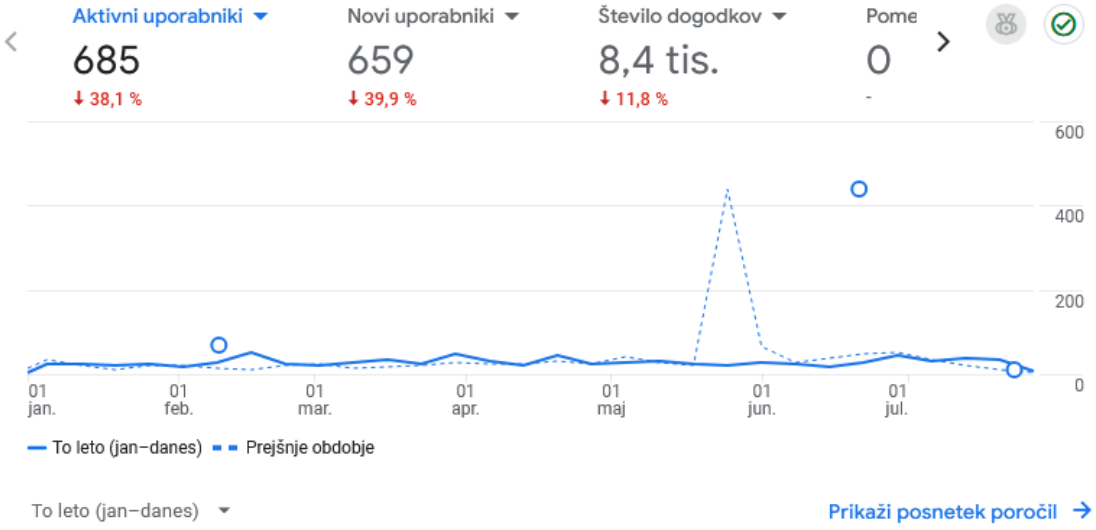


Figure 10: Active and new visitors (January – July, 2025).

The website analysis reveals that most **visitor clicks** are concentrated on the Homepage, accounting for 1,800 of clicks in the period from February to December 2024 (Figure 11) and 1,200 of clicks in the period from January to July 2025 (Figure 12).

Ogledi glede na Naslov strani in razr...

NASLOV STRANI IN...	OGLEDI	
Upstream project - fo...	1,8 tis.	-
The project - Upstrea...	492	-
Consortium - Upstre...	416	-
Upstream – For wast...	390	-
Demo sites - Upstrea...	348	-
UPSTREAM - 1st e-N...	267	-
News - Upstream	210	-

Figure 11: Visitors clicks (Jan – Dec, 2024).

Ogledi glede na Naslov strani in razr...

NASLOV STRANI IN...	OGLEDI	
Upstream project - fo...	1,2 tis.	↓9,4 %
The project - Upstrea...	337	↓13,6 %
Consortium - Upstre...	202	↓37,3 %
Demo sites - Upstrea...	140	↓45,5 %
UPSTREAM - 1st e-N...	16	↓94,0 %
News - Upstream	119	↓16,8 %
Pillars - Upstream	109	↑4,8 %

Figure 12: Visitors clicks (Jan – July, 2025).

4. UPSTREAM Social media platforms

Engaging various stakeholders in EU project communication is essential for successful project implementation. Social media platforms have billions of active users worldwide, providing a vast audience for communication. This makes it an effective tool for reaching out to a large number of people quickly and efficiently.

Social media allows individuals and organizations to build their brand identity, establish credibility, and increase visibility. Consistent and engaging communication on social media can help attract followers, supporters, customers, and stakeholders. Overall, they play a crucial role in modern communication by facilitating widespread, instantaneous, and interactive communication, enabling targeted messaging, amplifying content, building brands, and providing valuable data and insights.

Hashtags

A hashtag is a word or phrase preceded by the "#" symbol, used on social media platforms to categorize content and make it discoverable by other users interested in that topic. Hashtags allow users to organize and search for content related to specific themes, events, or discussions. For the effective communication, reach, searching efficiency and branding of SM's campaigns, hashtags need to be used (and especially for LinkedIn, Facebook and Instagram).

The UPSTREAM lead hashtag is ***#ForWasteFreeEuropenRivers***. Other important hashtags are: #Upstream, #CleanRivers, #PlasticFreeRivers, #PreventPollution, #Environment, #EUmissions, #HorizonProject, #HorizonEurope

4.1. UPSTREAM LinkedIn account and analytics

LinkedIn is the world's largest professional networking platform has become an indispensable tool for professionals across worldwide. With over 1 billion members in more than 200 countries and territories worldwide is the fastest growing professional networking platform. LinkedIn will provide a range of opportunities for UPSTREAM project to connect, collaborate, and promote its initiatives within the European and global community. By using LinkedIn effectively, stakeholders can enhance the impact, visibility, and success of the project.

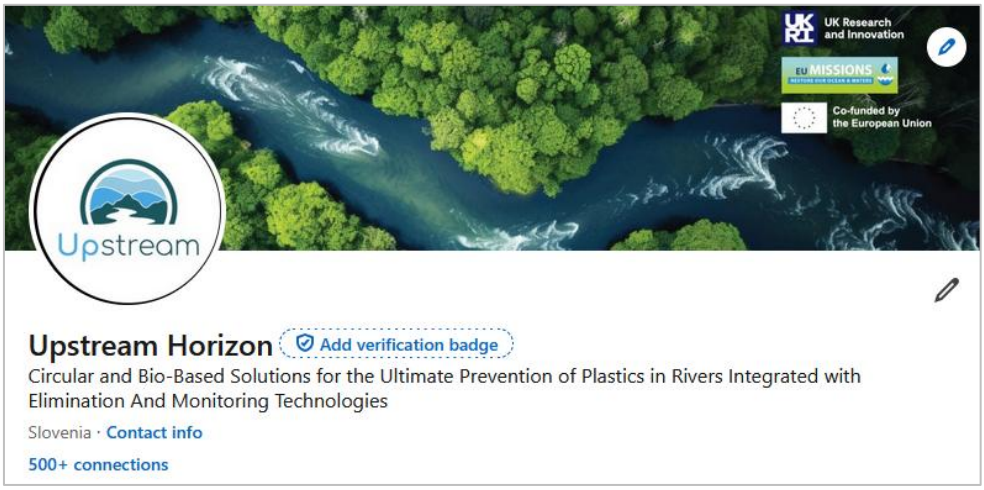


Figure 13: UPSTREAM LinkedIn page.

UPSTREAM LinkedIn: https://www.linkedin.com/in/upstream-horizon-project/

UPSTREAM LinkedIn Analytics record and measure data related to the performance and impact of the project on the LinkedIn platform. Numerous metrics and statistics, including number of followers, engagement rate, reach, and impressions, are tracked during this process. Through data analysis, the team discovers trends, learns how well their LinkedIn communication and dissemination efforts are working, and makes well-informed decisions to maximise their exposure.

The UPSTREAM LinkedIn page has already 3,043 followers (see Figure 14), indicating a growing audience interested in the project's updates and content. In terms of engagement, in the past 365 days the outreach on the UPSTREAM LinkedIn page has exceeded 1,238 engagements (see Figure 15), indicating active interaction and interest from the audience. Additionally, as seen in Figure 16, the project's posts have received an astounding 43,000 impressions in the past 365 days, indicating a broad audience and possible visibility among LinkedIn members. These figures show how the UPSTREAM LinkedIn profile has a good effect and generates engagement in promoting the project's objectives and accomplishments.

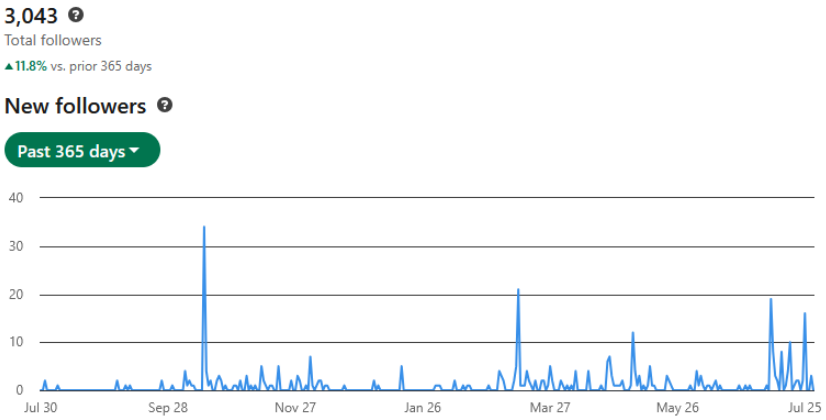


Figure 14: Followers on LinkedIn page in the past 365 days.

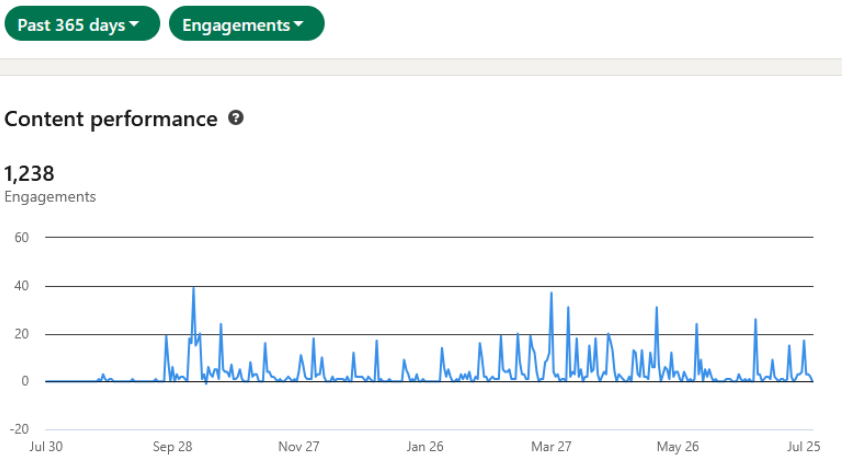


Figure 15: Post Engagements on LinkedIn page in past 365 days.

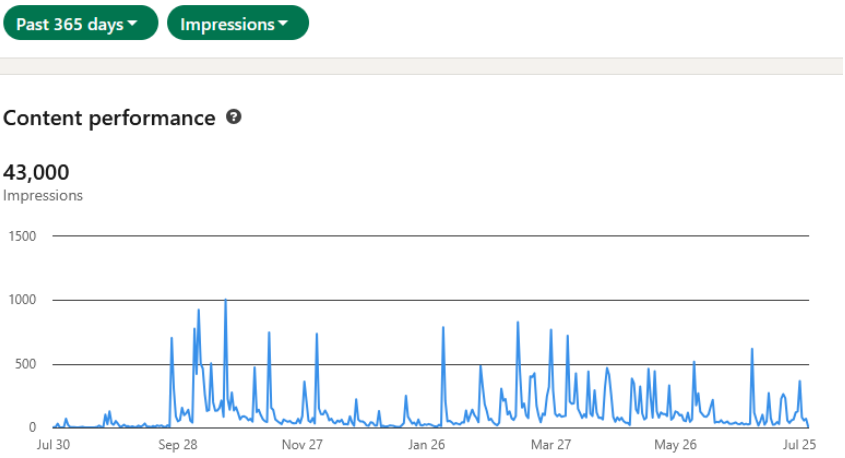


Figure 16: Post Impressions on LinkedIn page in the past year.

4.2. UPSTREAM Instagram account and analytics

Instagram offers a powerful platform for UPSTREAM project to visually communicate, engage with stakeholders, raise awareness, drive action, and ultimately, make a positive impact within the European community and beyond. The account has 127 followers and regularly shares updates, totalling 63 posts to date.

UPSTREAM Instagram: https://www.instagram.com/upstreamproject/

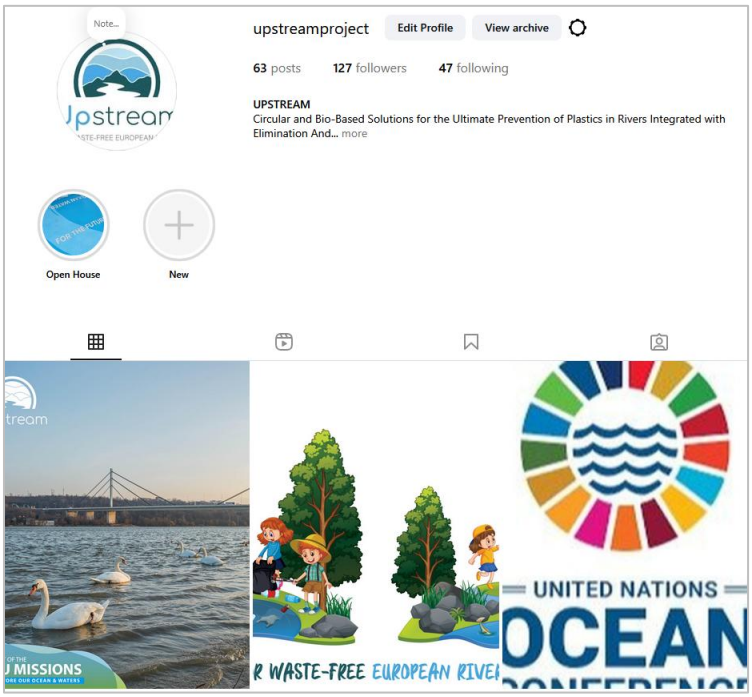


Figure 17: UPSTREAM Instagram page.

4.3. UPSTREAM Facebook account and analytics

Facebook Analytics was a tool provided by Facebook to help businesses and marketers understand how users interacted with their Facebook pages, apps, and websites. It allowed for deep insight into user behaviour, campaign performance, and conversion tracking. For assessing the UPSTREAM project's online visibility, audience participation, and the overall effect of its Facebook communication efforts, Facebook Analytics offers useful data.

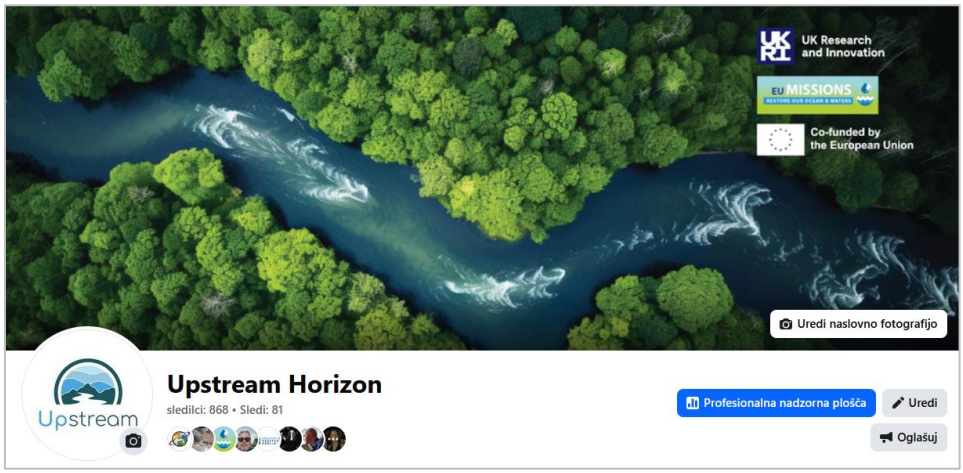


Figure 18: UPSTREAM Facebook page.

Figure 19: Facebook followers.

The UPSTREAM's Facebook page currently has 868 followers (Figure 19), reflecting a steadily growing online community. From January to July 2025, the page recorded a total of 4,457 views, indicating strong interest in its content. During this same period, there were 206 direct visits to the page and a total reach of 1,036, demonstrating consistent visibility among both followers and new audiences. These figures highlight the page's role as an active platform for engagement, information sharing, and outreach. Continued efforts in content strategy, community interaction, and promotional activity can further enhance visibility and follower engagement in the coming months.

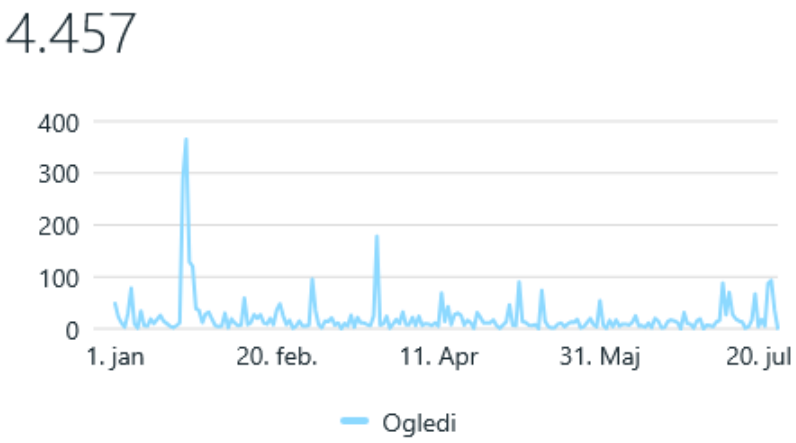


Figure 20: Facebook views (Jan-July 2025).

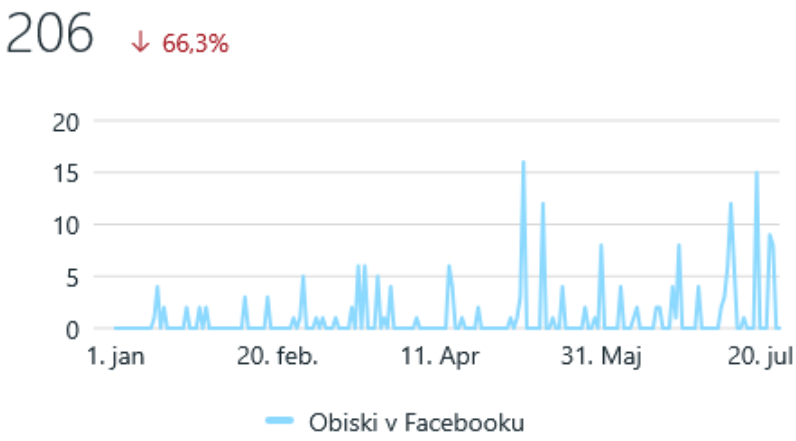


Figure 21: Facebook visits (Jan-July 2025).

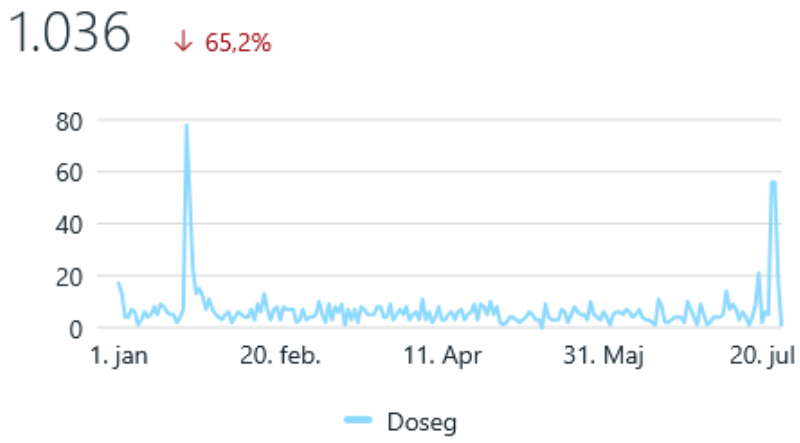


Figure 22: Facebook reach (Jan-July 2025).

4.4. UPSTREAM YouTube channel and analytics

The UPSTREAM YouTube channel serves as a dynamic hub for project-related videos. The account was created in November 2024 (M15) and hosts 4 videos that have collectively garnered 226 views in past 9 months.

UPSTREAM YouTube: https://www.youtube.com/@UPSTREAMproject

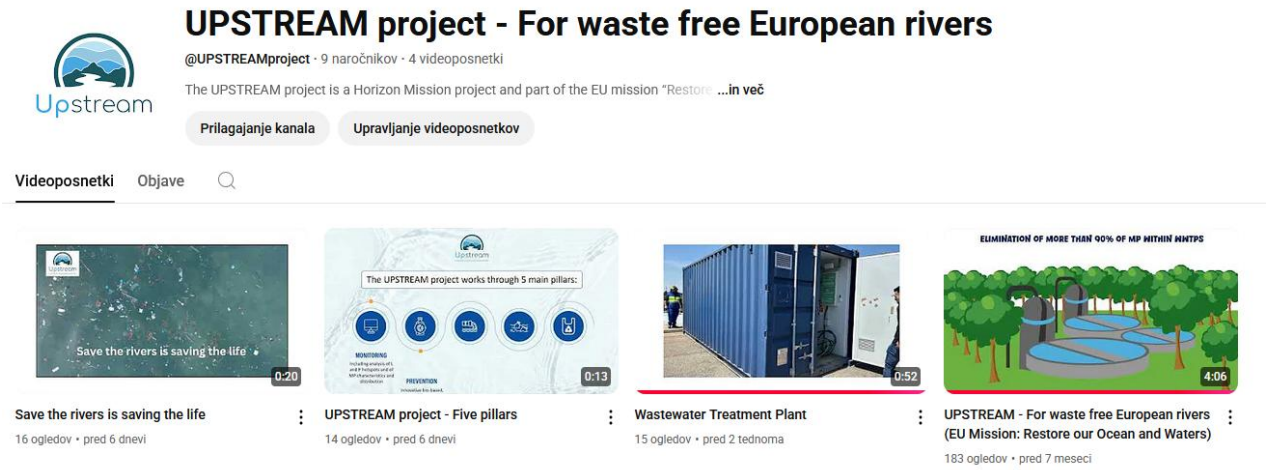


Figure 23: UPSTREAM YouTube channel.

5. UPSTREAM Animation video

Project goals, actions, and results can be communicated in a dynamic and captivating way via video animations. They have the power to tell stories, showcase results, and create emotional connections with viewers. Second, videos have the ability to reach a larger audience, which includes the general public, policymakers, and stakeholders. Moreover, videos can simplify complex concepts, making them more accessible and understandable.

The **UPSTREAM project animation video** was public available in the UPSTREAM website, as well as was shared though the project's social media platforms in **December 4th, 2024 (M16)**. This video is a powerful tool to present and promote the project, highlighting its vision, objectives and value.

The UPSTREAM Animation video is available in the links bellow:
https://upstream-project.eu/upstream-animation-video/
https://www.youtube.com/watch?v=KI89Ydvnf0Q

Figure 24: UPSTREAM Animation video.

6. UPSTREAM Ambassadors

The UPSTREAM Ambassadors play a vital role in bridging science, policy, and local action to protect and restore Europe's rivers. Their mission is to raise awareness, promote innovations, and foster collaboration across sectors and borders — ensuring that the project's goals reach local communities, regional stakeholders, and national decision-makers.

The project's goal is to connect and get in touch with at least 15 Ambassadors. We have so far recruited **6 Ambassadors**. They all share UPSTREAM's vision within their community and social media channels, provide valuable input, encourage discussions, raise awareness, and motivate others to take action.

UPSTREAM Ambassadors: https://upstream-project.eu/the-upstream-ambassadors/

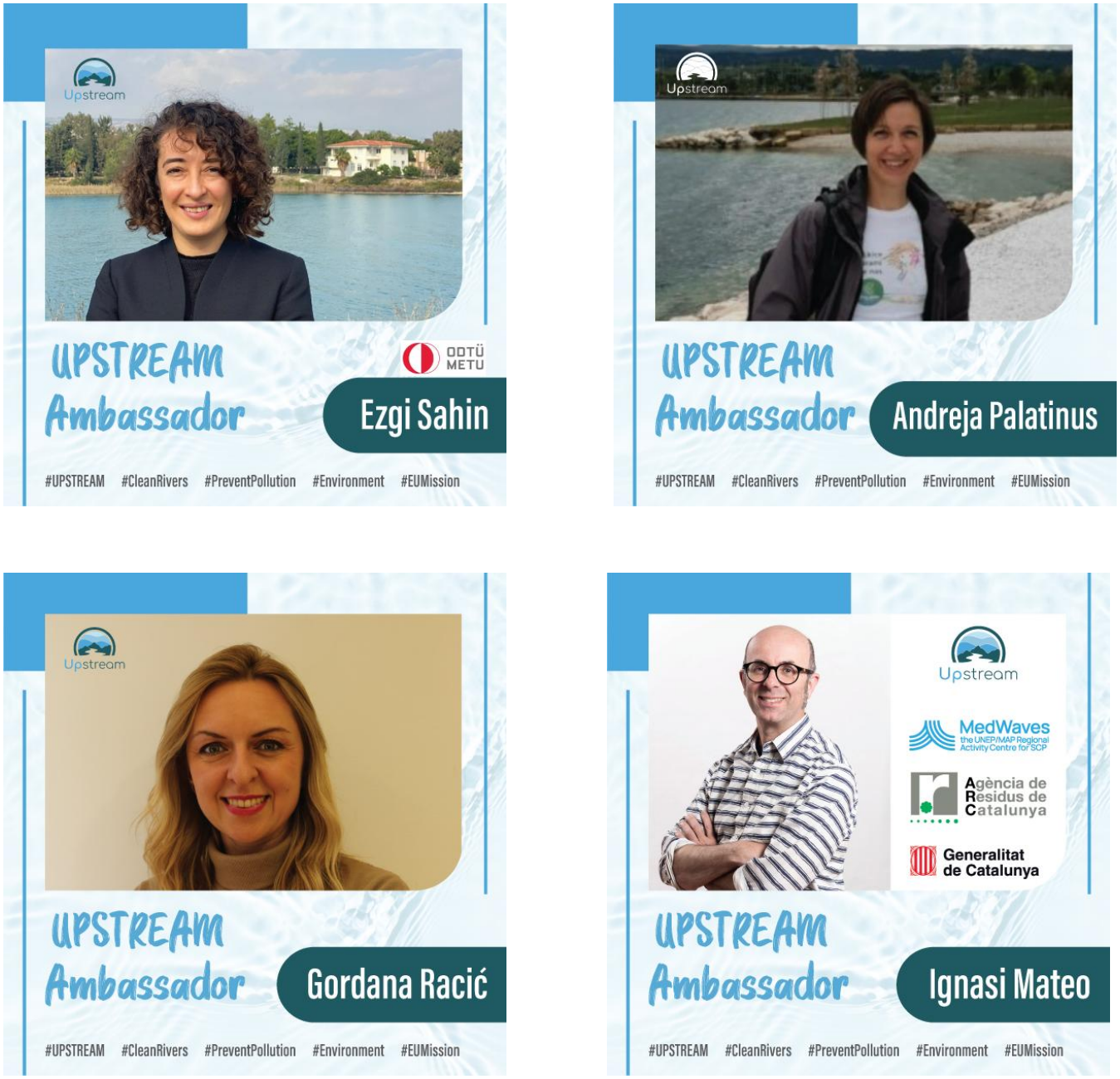


Figure 25: UPSTREAM Ambassadors.

7. UPSTREAM Sister projects

The UPSTREAM sister projects have been identified under topics HORIZON-MISS-2021-OCEAN-03-01: Mediterranean sea basin lighthouse – action to prevent, minimise and remediate litter plastic pollution (REMEDIES), HORIZON-MISS-2021-OCEAN-03-02 - Mediterranean Sea basin lighthouse (BlueMissionMed) and HORIZON-MISS-2022-OCEAN-01-04: prevent and eliminate litter, plastics and Microplastics: Innovative Solutions for Plastic Free European Rivers (Inspire).

Communication with the sister project is ongoing and our mission are to foster collaboration and synergies between projects, align research efforts, facilitate knowledge sharing & dissemination of results among projects and with stakeholders (policy-makers, industry, citizens, NGOs, etc.) in the same field.

Figure 26: UPSTREAM Sister projects.

REMEDIES: Co-creating strong uptake of REMEDIES for the future of our oceans through deploying plastic litter valorisation and prevention pathways (Grant agreement ID: 101093964)

The EU-funded REMEDIES project aims to restore our seas and rivers through deploying (micro)plastic litter valorisation and prevention pathways. Project activities will revolve around monitoring and detection, collection and valorisation, and prevention and reuse of plastic waste. The REMEDIES movement is striving to co-create a plastic-conscious society by applying cutting-edge technology and circularity approaches, underpinned by a holistic citizen engagement framework. After validating the technologies in eight demonstration sites, they will be scaled up in 33 more locations across the Mediterranean, while 400 tonnes of plastic litter will be collected in the marine and riverine environment. Moreover, during this EU mission, EUR 500 000 of cascade funding will be granted to foster real zero-waste solutions with two open calls targeting five associated regions.

REMEDIES website - link

BlueMissionMed: Lighthouse coordinating and supporting the innovation ecosystem for a Healthy, Pollution free Mediterranean Sea (Grant agreement ID: 101094073)

In line with the European Green Deal, the EU Mission "Restore our Ocean and Waters by 2030" aims to eliminate pollution and make the blue economy (the economic activities that depend on the sea) carbon-neutral and circular. In this context, the EU-funded BlueMissionMed project will inspire, inform, assess, mobilise, connect and empower all the actors that can take a role in preventing and eliminating pollution in the Mediterranean sea and waters. The project will build on, connect and structure existing initiatives and activities with the aim of designing and supporting a well-functioning basin scale innovation ecosystem as well as upscaling solutions in all forms (technological, social, business, governance). The aim is to ensure fast progress towards the achievement of the Mission objectives.

BlueMissionMed website - link

Inspire: Innovative Solutions for Plastic Free European Rivers (Grant agreement ID: 101112879)

European rivers are facing significant challenges due to pollution from litter, macroplastics and microplastics, which pose a risk to aquatic ecosystems. In this context, the EU-funded INSPIRE project brings together 20 innovative technologies and strategic actions to detect, collect and prevent the extent of aquatic litter. The project aims to provide a holistic solution by testing technologies and actions in six use cases while involving 26 partners from the academia, industry, and communication sectors. INSPIRE strives to establish a modular master plan for scaling up technologies and actions, offering 'fit for all' solutions applicable and replicable in rivers across Europe, contributing to the drastic reduction of litter, macroplastics and microplastics in our rivers.

Inspire website - link

8. Conclusions

The UPSTREAM Preliminary D&C report highlights the outreach activities carried out during the past 24 months. The project has successfully laid the foundation for raising awareness, engaging stakeholders, and ensuring the visibility of the project's objectives and early progress. Key actions — such as the launch of the project website, creation of social media channels, development of a visual identity (presented in Deliverable 6.1), and participation in initial events — have established a strong basis for outreach and stakeholder engagement.

Moving forward, the project will build on this groundwork by implementing targeted dissemination and communication actions aligned with the project's milestones and results, ensuring that key messages reach relevant audiences effectively. Continuous monitoring and adaptation of the strategy will help maximise impact, foster collaboration, and support the long-term exploitation of results, in line with the project's commitments under the Horizon Mission programme.

Annex 1: UPSTREAM Dissemination & communication activities (M1-M24)

Table 4: UPSTREAM Dissemination & Communication activities (M1-M24).

	Partner	Date	Title	Location	Activity type	Aud.	Link
1	TOC	10/2023	Logic Blossom Tree Planting and Environmental Education	Logic Blossom area, India	Clean up	12	n.a
2	UKCEH, VITO	11.10.2023	EUROqCHARM Stakeholder workshop 2023	Brussels, Belgium	Workshop	~50	Link
3	NIC	20.10.2023	3. International Circular Packaging Conference	Ljubljana, Slovenia	Conference	~250	Link
4	UoA	16.10.2023 - 17.10.2023	Remote Sensing of Marine Litter Workshop (RSMLW) 2023	Noordwijk, Netherlands	Workshop	~100	Link
5	NVMT	25.10.2023	Open day Terni	Terni	Open day	~100	n.a
6	NVMT	7.11.2023 - 10.11.2023	Ecomondo 2023	Rimini, Italy	Event	~300	Link
7	UKCEH	13.11.2023 - 17.11.2023	ETH-Zurich Early Careers Microplastics Workshop, Monte Verita	Ascona, Switzerland	Workshop	~100	Link
8	AITIIP	23.11.2023	Technological breakfast workshop on 'Bioeconomy	Zaragoza, Spain	Workshop	~20	Link
9	UoA	29.11.2023	REMEDIES Cluster Meeting in Oujda, Morocco	Oujda, Morocco	Cluster Meeting	~100	Link
10	EDEN	30.11.2023	Launch of BlueMissionMed Hub Fran ce	La Seyne sur Mer, France	Event	~100	Link
11	NVMT	12.12.2023	Post on the social media of Novamont	Online	Social Media	~1500	Link
12	UNSPMF	22.12.2023	Podcast -"Labkast"	Novi Sad, Serbia	Podcast	~2000	Link
13	UNSPMF	December 2023	Micro(plastics) is everywhere around us	Beograd, Serbia	Event	~30	n.a
14	AITIIP, NIC	Monthly from January 2024	Mission Ocean | Communication Working Group	Online	Workshop	~50	n.a
15	NVMT	16.1.2024 - 17.1.2024	Marca	Bologna, Italy	Fair	~100	n.a
16	EDEN	30.1.2024	Horizon Europe Mission Day “Regenerating our ocean and waters”	Paris, France	Event	~200	Link
17	TOC	February	Darley Park River Clean-Up	UK	Clean up	~20	n.a
18	UNSPMF	1.2.2024	UPSTREAM project presentation on SUPRIMES project workshop	Novi Sad, Serbia	Workshop	~45	Link
19	DWS	8.2.2024	Micropollutants Conference 2024, British Water	Leeds, UK	Conference	~100	Link
20	AITIIP	13.2.2024	Biodegradable Materials, Packnet	Madrid, Spain	Workshop	~50	Link
21	DWS, UoB	29.2.2024	Radio interview-BBCRario 4	UK	Media	~1000	Link
22	TOC	March 2023	Big river clean-up, Derby Derwent River	UK	Clean up	~40	n.a
23	LEI	01.03.2023 - 02.03.2024	3rd International Conference on Advances on Water Treatment and Management (ICAWTM - 24)	Gandhinagar, India	Conference	~70	Link
24	DWS, UoB	6.3.2024	TV interview BBC Midlands Today (local news)	UK	Media	100000	Link
25	ZINNAE	18.3.2024	Steering committee meeting	Online	Media	~50	Link
26	ZINNAE	22.3.2024	Post on the social media of ZINNAE	Online	Social Media	805	Link

	Partner	Date	Title	Location	Activity type	Aud.	Link
27	NIC	22.3.2024	Secondary school visit	Ljubljana, Slovenia	Open day	~50	Link
28	VITO	April 2024	Analytical expert lab: Detection of microplastics and their accompanying additives	Mol, Belgium	Other	~20	n.a
29	UNSPMF	April 2024	Mycroplastics days workshop	Novi Sad, Serbia	Event	~45	n.a
30	W30	8.4.2024	Abfallentsorgung als Herausforderung für eine nachhaltige Landnutzung und den Naturschutz - Welche Rolle Spielt	Brandenburg, Germany	Event	~50	Link
31	W30	18.4.2024	World Circular Economy Forum	Brussels, Belgium	Event	~150	Link
32	AITIIP	2.5.2024	Student engagement in science	Zaragoza, Spain	Open day	~30	n.a
33	W30	3.5.2024	Gesunde Erde / Gesunde Kinder - Kongress	Wolfsburg	Event	~150	Link
34	DWS, UoB	05.05.2024 - 09.05.2024	SETAC Europe 34th Annual Meeting	Seville, Spain	Conference	~1500	Link
35	ZINNAE, TECNO, AITIIP	14.05.2024 - 15.05.2024	Challenges, trends and solutions in developing and processing bio-based product (2nd IPPT TWIN Conference)	Zaragoza, Spain	Conference	~70	Link
36	W30	13.05.2024-17.05.2024	IFAT	Munich, Germany	Exhibition	~10000	Link
37	ZINNAE	15.5.2024	Post on website on ZINNAE	Online	Website	~10000	Link
38	ZINNAE	15.5.2024	Post on social media of Novamont	Online	Social Media	805	Link
39	NVMT	21.5.2024	Post on the social media of Novamont	Novara, Italy	Social Media	1455	Link
40	NVMT	22.5.2024	Induction Novamont-Versalis	Novara, Italy	Event	10	n.a
41	AITIIP	23.5.2024	SYSTEMIC TRANSFORMATIONS TO ADDRESS MARINE POLLUTION. BlueMisionMED. Spanish Hub Workshop at MARLICE 2024 - III International Forum on Marine Litter and Circular Economy	Valencia, Spain	Conference	~200	Link
42	W30	24.5.2024	Blue Mission Hub Malta, Italy, Tunesia	Online	Conference	~150	Link
43	NIC, W30, VITO, TOC, SVT	30.5.2024	EU Green Week 2024 - REMEDIES & UPSTREAM Cluster Meeting	Online	Cluster Meeting	~200	Link
44	AITIIP/NIC/VITO	7.6.2024	Scientific and entrepreneurial approaches for effective communication about microplastics	Ljubljana, Slovenia	Event	~50	Link
45	EDEN	10.6.2024	Mobilising stakeholders from Türkiye towards the implementation of transformative innovative solutions for the EU Mission Ocean and Waters within the Mediterranean basin	Turkey	Workshop	~50	Link
46	W30	12.16.6. 2024	Explore Science	Mannheim, Germany	Event	~2000	Link
47	W30	17.6.2024	Water Europe	Brussels, Belgium	Conference	~500	Link
48	UKCEH	21.6.2024	WEPAL-QUASIMEME/NORMAN Interlaboratory Study on the Analysis of Microplastics in Environmental Matrices. ROUND 2024 - Development Exercise DE 17	Netherlands	Other	~90	n.a
49	W30	24.6.2024	Deutschlandfunk Kultur	Germany	Media	~5000	Link
50	NIC	30.6.2024	48th FEBS Congress	MIlano, Italy	Conference	~250	Link

	Partner	Date	Title	Location	Activity type	Aud.	Link
51	W30	6/2024	Kick Start Green Innovations	Germany	Event	~50	Link
52	TOC	July	Water stations In Faisalabad, Pakistan.	Faisalabad, Pakistan	Event	~500	Link
53	W30	31.8.2024	ZDF plan b, da geht was Deutschland	Germany	Media	~5000	Link
54	TOC	August	Africa CleanUp	Elegushi Beach, Lagos, Nigeria	Clean-up	~50	Link
55	TOC	September	Beach clean-up	Kedonganan Beach /Bali, Indonesia	Clean-up	~900	Link
56	TOC	September	UN General Assembly Science Summit	Online	Event	~50	Link
57	TOC	September	Clean-up	Samajik Uthaan area of India	Clean-up	~50	Link
58	DWS	11-12.9. 2024	ASPIS cluster meeting	Copenhagen, Denmark	Conference	~150	Link
59	UNSPMF, UoA	14.9.2024	Danube river monitoring	Novi Sad, Serbia	Other	~15	Link
60	TOC	13.9. - 17.9. 2024	London Fashion Week	London, UK	Event	~500	Link
61	VITO	9-14.09. 2024	EU TalentON	Katowice, Poland	Event	~150	Link
62	W30	20.9.2024	Baden TV Aktuell	Germany	Media	~10000	Link
63	UoA	24.9.2024	Mediterranean Researchers' Night, MEDNIGHT 2024	Greece	Exhibition	~5000	Link
64	VITO	23-27.9. 2024	5th Edition of the International Conference MICRO 2024	Lanzarote, Spain	Conference	~800	Link
65	NOVAID	27.9.2024	European Researchers' Night 2024 in Lisbon	Lisbon, Portugal	Exhibition	~220	Link
66	W30	28.9.2024	State Final - Elevator Pitch	Schwaebisch-Gmund, Germany	Event	~50	Link
67	UoB	29.09-4.10.2024	International Symposium on Halogenated Persistent Organic Pollutants (Dioxin 2024)	Singapore	Conference	~150	Link
68	W30	16.10.2024	Kongress BW	Stuttgart	Event	~300	Link
69	W30	1.11.2024	Greentech Live	Berlin, Germany	Conference	~150	Link
70	NVMT	6.11.2024	Boosting technology, business models and societal engagement for the implementation of the EU Mission Restore our Ocean and Waters in the Mediterranean	Rimini, Italy	Event	~200	Link
71	UNSPFM	8.11.2024	4th REMEDIES Cluster Meeting, themed "(Micro)plastics: How to Prepare for Tomorrow."	Ljubljana, Slovenia	Clustering Meeting	~50	Link
72	NIC	8.11.2024	Cluster Meeting - (Micro)plastics: How to prepare for tomorrow	Ljubljana, Slovenia	Clustering Meeting	~50	Link
73	TOC	10/2024	Plastic for Pads Project	Nigeria	Clean-up	~100	n.a
74	ZINNAE	12.11.2024	Social media post visit large demonstration project	Online	Social media	~200	Link
75	UKCEH	14.11.2024	Perkin Elmer/National Oceanographic Centre Microplastics Symposium 2024, Southampton, UK	Southampton (UK)	Conference	~100	Link
76	UKCEH	18.11.2024	Science Media Centre Briefing - Microplastics	UK	Event	~10	n.a
77	UNSPFM	11/2024	Naučni kompas 2 - Mikroplastika	Novi Sad (Serbia)	Interview	888000	Link
78	W30	20.11.2024	20. BEW-Fachgespräch: Kleinkläranlagen	Essen/Online	Event	~150	Link

	Partner	Date	Title	Location	Activity type	Aud.	Link
79	VITO	24.11.2024	Dag van de Wetenschap	Mol, Belgium	Event	~150	Link
80	UoB	25.11.2024	The Guardian - newspaper article showcasing UoB work on PFAS and MP	international	Online newspaper	10000	Link
81	VITO	24.11-24.12.2024	VITOPolis	Mol, Belgium	Event/Co-Labs	~200	Link
82	TOC	12/2024	Clean up activity with the We Rise Together Foundation	Indirapuram, India	Clean up	~15	Link
83	NOVAID	3.12.2024	NOVA Science & Innovation Day	Lisbon, Portugal	Event	~150	Link
84	ZINNAE	4.12.2024	Social Media post promoting the new animation video	Online	Social media	150	Link
85	UNSPFM	5-6.12.2024	4th International Student Conference - DISC2024	Novi Sad, Serbia	Conference	~200	Link
86	UNSPMF	6.12.2024	DISC2024 – 4th DIFENEW International Student Conference	Novi Sad, Serbia	Conference	~200	Link
87	NOVAID	10.12.2024	Social Media post promoting UPSTREAM at NOVA SCIENCE & Innovation Day	Online	Social Media	806	Link
88	W30	11.12.2024	SWR1 Leute	Online	Broadcast	500	Link
89	AITIIP	13.12.2024	Social Media post promoting the new animation video	Online	Social Media	~400	Link
90	TECNO	16.12.2024	Social Media post promoting the new animation video	Online	Social Media	~400	Link
91	UKCEH	18.12.2024	Environment Protection Wales - Government/Academics Knowledge exchange workshop: Plastic in the Environment Community of Interest Group	Cardiff (Wales), UK	Event	~100	Link
92	NOVAID	10.1.2025	Social Media post promoting the new animation video	Online	Social Media	240	Link
93	TOC	12.1.2025	Environmental Education	Bali	Event	~50	Link
94	NOVAID	15.1.2025	Social Media post promoting the new animation video	Online	Social Media	807	Link
95	DWS	30.1.2025	ASPIS Academy Interview: between academis and business	Online	Interview	~150	Link
96	UKCEH	30.1.2025	Blogpost on UKCEH website explaining the RSVP tool publication	Online (UK)	Social media	10000	Link
97	UoB, DWS	1.2.2025	Should we be worried about our drinking water?	Online world	SkuNews interview	10000	Link
98	NOVAID	17.2.2025	X Bioengineering Week (X Semana da Bioengenharia)	Lisbon, Portugal	Event	~150	Link
99	TOC	22.2.2025	London Fashion Week Sustainability Showcase	UK	Event	~300	Link
100	LEITAT	March 2025	Final Master Thesis defence	Cerdanyola (Universitat Autònoma de Barcelona), Spain	Master Thesis defense	~20	Link
101	ZINNAE	4-6.3.2025	SMAGUA	Zaragoza, Spain	Fair	500	Link
102	LEITAT	6.3.2025	Master class	UB (Universitat de Barcelona)	Event	~30	Link
103	TOC	7.3.2025	Zero Waste	Bali	Event	~30	n.a
104	UNSPMF	10.03.2025	Education of the public health experts of the project "minimizing crossborder water contamination of microplastics"	Sombor, Serbia	Workshop	~50	Link

	Partner	Date	Title	Location	Activity type	Aud.	Link
105	TOC	11.3.2025	Bridging the Knowledge Gap	Global	MSN News post	1000	Link
106	TOC	19-21.3. 2025	Clean-up and Go Green	UK	Event	~50	Link
107	ZINNAE	24.3.2025	Post in ZINNAE's LinkedIn profile	Online	Social Media	807	Link
108	UNSPMF	26.03.2025.	MicroplasticDays	Ljubljana, Slovenia	Conference	~100	Link
109	ZINNAE	28.3.2025	Post in ZINNAE's LinkedIn profile	Online	Social Media	807	Link
110	TOC	5.4.2025	Elegushi Beach Cleanup, Lagos	Nigeria	Clean-up	130	n.a
111	UKCEH	8.4.2025	AGRIFOODPLAST	Brussels, Belgium	Conference	~100	Link
112	UNSPMF	10.04.2025.	Microplastic for breakfast	Vrčin, Serbia	Workshop	~150	Link
113	TOC	4/2025	Environmental Education	Nigeria	Event	~50	n.a
114	TOC	24.4.2025	Clean-up at Obalende Bus Park	Nigeria	Clean-up	~150	n.a
115	LEITAT	24.4.2025	Join event Upstream and ReLEAF project	Barcelona, Spain	Cluster event	50	Link
116	UNSPMF	25.4.2025	Rewarding workshop	Ljubljana, Slovenia	Event	~50	Link
117	TOC	26.4.2025	Launch of EU Horizon Mission river cleaning tech at Mercia Marina	Derby, UK	Event	~20	Link
118	TOC	5/2025	Clean-up drive, tree planting and education	India	Event	~50	n.a
119	UoB	5/2025	Wins Midlands Sustainability Excellence Award 2025	UK	Event	~50	Link
120	TOC	April, May and June	Zero Waste and Environmental Classroom	Bali	Event	~50	n.a
121	NIC	13.5.2025	Stakeholder Meeting (Green Home from Montenegro)	Ljubljana, Slovenia	Event	15	Link
122	TOC	21.5-18.6.2025	Environmental Action Engagement	Lagos, Nigeria	Workshop	30	n.a
123	NIC, UNSPMF	22.5.2025	MicroDrink: Synergy creation - Roundtable discussion	Online	Workshop	18	Link
124	UoB	26-28.5. 2025	Green Deal Biotechnology	Aveiro, Portugal	Conference	200	Link
125	UoA	28-30.5. 2025	Surface Plastic Remote SEnsing (SPARSE): a way forward for the detection of marine litter and floating matter	Santa Chiara Lab - Università di Siena	Workshop	~150	Link
126	ZINNAE	4.6.2025	ZINNAE commission of innovation	Zaragoza, Spain	Meeting	33	n.a
127	UNSPMF	8-12.6.2025	ICCE2025	Belgrade, Serbia	Conference	~150	Link
128	TOC	12.6.2025	Clean-up of River Hindon in India	India	Clean-up	~50	n.a
129	TOC	13.6.2025	UN Ocean Conference	Online	Conference	~250	Link
130	TOC	21.6.2025	SDG Advocacy Awards	Nigeria	Conference	~80	n.a
131	LEITAT	23-26.6.2025	7th IWA International Conference on Eco-technologies for Wastewater treatment	Stockholm, Sweden	Conference	300	Link
132	W30	26-27.6. 2025	OPEN-HOUSE Landau	Landau, Germany	Open house	~60	Link
133	DWS	5.7.2025	Royal Society Summer Science Festival	London, UK	Education event	10000	Link

Through a wide range of initiatives, the UPSTREAM project has made great progress in communicating its objectives and innovations, successfully engaging a variety of different stakeholders, communities and the general public. The key highlights are shown in the following figures.

Figure 27: Logic Blossom Tree Planting and Environmental Education.

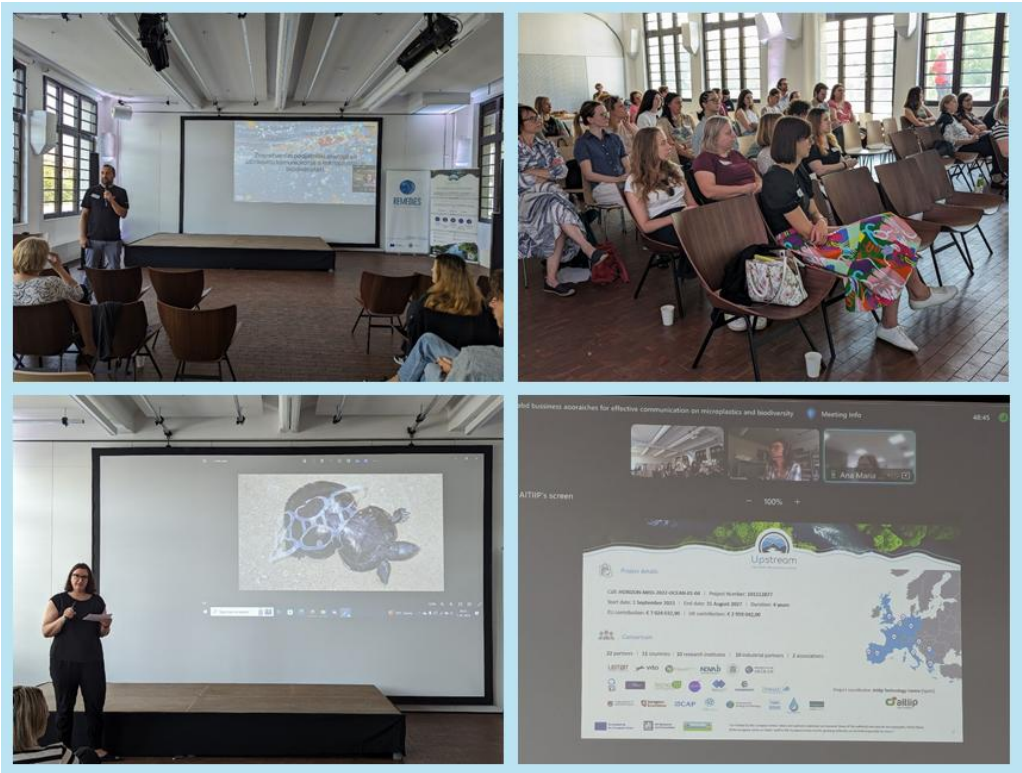


Figure 28: Scientific and entrepreneurial approaches for effective communication about Microplastics.

Figure 29: 1st UPSTREAM Steering Committee Meeting.

Figure 30: UPSTREAM project presentation on SUPRIMES project workshop.

Figure 31: EU Green Week – REMEDIES & UPSTREAM Cluster Meeting.

Figure 32: Danube river monitoring.

Figure 33: International Conference MICRO 2024.

Figure 34: Master thesis presentation.

Figure 35: International conference - MICROPLASTICdays 2025.

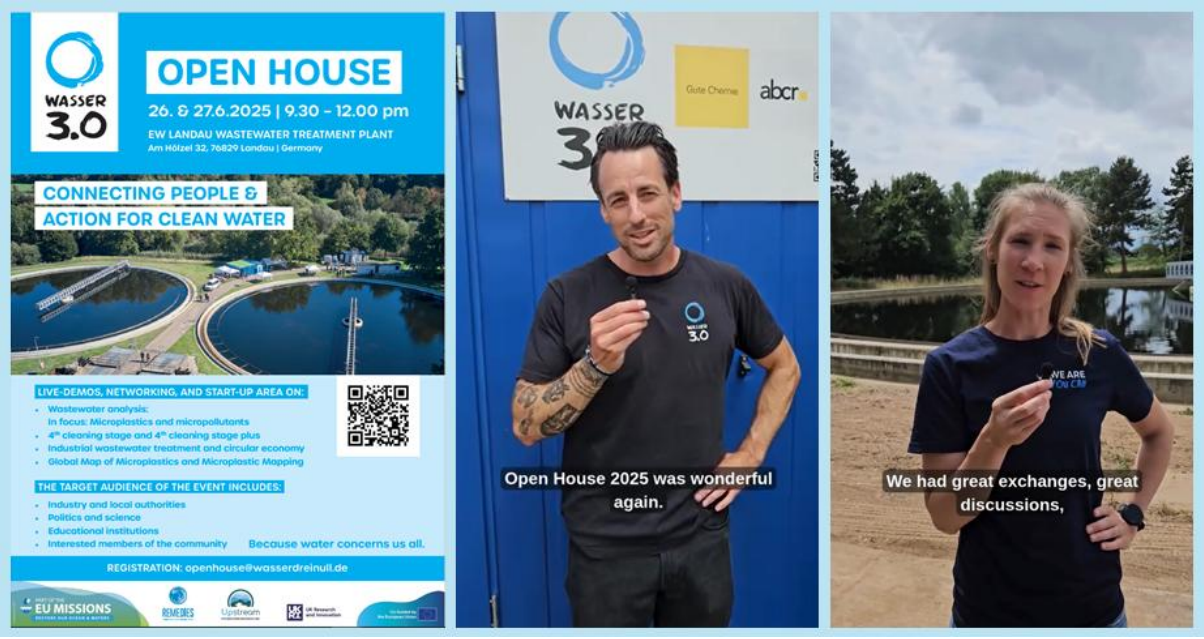


Figure 36: OPEN HOUSE – Wasser 3.0.

Annex 2: UPSTREAM Publications (M1-M24)

Table 5: UPSTREAM Publications (M1-M24).

	Partner	Type of publication	Title	Authors	Journal	Link
1	W30	Article in Journal	Development of an Inexpensive and Comparable Microplastic Detection Method Using Fluorescent Staining with Novel Nile Red Derivatives	Michael Toni Sturm, Erika Myers, Dennis Schober, Anika Korzin, Katrin Schuhen	MDPI Analytica	Link
2	W30	Article in Journal	Fast Forward: Optimized Sample Preparation and Fluorescent Staining for Microplastic Detection	Michael Toni Sturm, Erika Myers, Anika Korzin, Sabrina Polierer, Dennis Schober, Katrin Schuhen	MDPI Microplastics	Link
3	NIC	Publication in conference proceedings/workshop	Review of global production and market analysis of bioplastic packaging	Mirica Karlovits, Uroš Novak, Blaž Likozar	Proceedings of the 3rd ICPC	Link
4	W30	Article in Journal	Beyond Microplastics: implementation of a two-stage removal process for microplastics and chemical oxygen demand in industrial wastewater streams	Michael Sturm, Erika Myers, Dennis Schober, Anika Korzin, Katrin Schuhen	MDPI Water	Link
5	W30	Article in Journal	Long-Term Monitoring of Microplastics in a German Municipal Wastewater Treatment Plant	Michael Toni Sturm, Erika Myers, Anika Korzin, Dennis Schober, Katrin Schuhen	MDPI Microplastics	Link
6	NIC	Article in Journal	Hierarchically Porous Polyacetylene Networks: Adsorptive Photocatalysts for Efficient Bisphenol A Removal from Water	David Šorm, Jiří Brus, Albin Pintar, Jan Sedláček, Sebastijan Kovačič	ACS Polymers Au	Link
7	VITO, NIC	Poster	A Swift Photocatalysis Breaking Down Bisphenol A for Water Purification: Analytical Insights Through DART-MS	Siebe Lievens, Aleksander Saša Marković, Emeline Hanozin, Jan Jordens, Aline Reis De Carvalho, Sebastijan Kovačič, and Milica Velimirović	MICRO2024 International Conference	Link
8	VITO	Poster	Environmental Weathering: How Beach Sand and Sea Alter the Chemical Composition of Gloves and Mouth Masks	Siebe Lievens, Géraldine Dumont, Silvia Merlino, Jan Jordens, Lucia Ricci, Simona Bronco, Cristina De Monte, Stefano Pezzini, Aline Reis De Carvalho, Marina Locritani, and Milica Velimirović	MICRO2024 International Conference	Link

	Partner	Type of publication	Title	Authors	Journal	Link
9	VITO	Poster	Unrvelling the Fate of Microplastic Leachable Compounds: a Fast Screening using Ambient Pressure Ionization	Siebe Lievens, Jan Jordenes, Aline Reis De Carvalho and Milica Velimirovic	MICRO2024 International Conference	Link
10	UoB	Article in Journal	Combined toxicity of perfluoroalkyl substances and microplastics on the sentinel species Daphnia magna: Implications for freshwater ecosystems	Tayebeh Soltanighias, Abubakar Umar, Muhammad Abdullahi, Mohamed Abou-Elwafa Abdallah, Luisa Orsini	Environmental Pollution	Link
11	W30	Article in Journal	Comparative Long-Term Monitoring of Microplastics in the Effluent of Three Different Wastewater Treatment Plants with Two, Three, and Four Treatment Stages	Michael Toni Sturm, Daphne Argyropoulou, Erika Myers, Anika Korzin, Pieter Ronsse, Oleg Zernikel, Dennis Schober, Katrin Schuhen	MDPI Water	Link
12	UKCEH	Article in Journal	Ensuring representative sample volume predictions in microplastic monitoring	Richard K. Cross, Sarah L. Roberts, Monika D. Jürgens, Andrew C. Johnson, Craig W. Davis, Todd Gouin	Microplastics and Nanoplastics	Link
13	UNSPMF	Publication in conference proceedings/workshop	Harmonized protocols for surveying and monitoring litter, plastics and microplastics - UPSTREAM project approach	Aleksandra Tubić, et al	MicroplasticDays 2025, FKKT	Link
14	LEI	Article in Journal	Effect of Microfiltration Membrane Configuration in Microplastics Recovery from Wastewater Treatment Effluent	Rubén Rodríguez-Alegre, Sergi Durán-Videra, Laura Pérez Megías, Montserrat Pérez-Moya, Julia García-Montaño, Carlos Andecochea Saiz and Xialei You	MDPI Membranes	Link
15	VITO	Article in Journal	From COVID-19 Personal Protective Equipment (PPE) to pollutants: A multi-analytical approach towards environmental weathering of gloves and face masks in beach sand and sea	Siebe Lievens, Lucia Ricci, Géraldine Dumont, Stefano Pezzini, Simona Bronco, Cristina De Monte, Jan Jordens, Aline Reis De Carvalho, Marina Locritani, Milica Velimirovic, Silvia Merlino	Marine Pollution Bulletin	Link
16	UNSPMF	Publication in conference proceedings/workshop	Developing plastic litter density maps along the Danube riverbank near Novi Sad, Serbia	M. Vijuć, D. Papageorgiou, A. Tubić, M. Watson, R. Tomić, M. Dubovina, K. Topouzelis	19th International Conference on Chemistry and the Environment	Link