



# TREASURE

## D7.4: Dissemination videos

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## Technical References

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## EXECUTIVE SUMMARY

Deliverable 7.5, “Dissemination Videos,” is a report based on the video developed by UNIZAR within the framework of the TREASURE project, delivered as part of WP7 (tasks 7.1 and 7.2). This deliverable aims to summarize the activities undertaken to create a video that can be used not only to disseminate information about the project but also to highlight the current state of the automotive industry and the various opportunities within this sector.

With the collaboration of other partners who contributed different media content, as well as images and videos recorded in various locations, the video was finally presented at the Spring School in Paris, organized by NEXTMOVE.

In addition to this main video, which summarizes the activities developed in the TREASURE project as a response to the problem of the low circularity rate of current vehicles, other videos have been created throughout the project to reinforce the dissemination of the results.

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## 1. Introduction

The automotive industry is one of the largest in the world, consuming a significant amount of natural resources. Therefore, managing these vehicles at the end of their life is essential for transforming the sector, making it more sustainable, and improving resource efficiency.

Accordingly, the video developed focuses not only on the activities conducted in the TREASURE project but also on the issue of mineral resources. It highlights the availability and location of these resources, as well as the loss of minerals when a vehicle reaches the end of its life and is shredded.

This perspective aims to create a video that remains relevant beyond the TREASURE project, as the issue of mineral resources will continue to affect the sector. It seeks to raise awareness among society and companies about this ongoing challenge.

## 2. Collaboration with other partners

Although the video was developed by UNIZAR, content was collected from various partners, primarily those responsible for the pilot plants and those who already had communication materials.

Politecnico di Milano (POLIMI) provided images and videos of the collaborative robot (cobot), demonstrating its role in the disassembly process of their pilot plant. The footage shows the cobot moving independently and identifying critical components of a PCB for an operator to extract.

The University of L'Aquila (UNIVAQ) contributed images and videos of their hydrometallurgy pilot plant. The media showcases the construction of the pilot plant, the reactor in operation, and one of the final products obtained, specifically silver powder.

The last pilot plant was developed by the partner TNO, which provided images of the products created at their facilities. These pictures highlight a new generation of PCBs, primarily made from polycarbonate, silver, and LEDs.

In addition to the pilot plants, the partner TXT supplied some dissemination videos of the TREASURE platform. They also provided UNIZAR with credentials to access the platform, enabling them to showcase the most relevant sections developed under the project.

The manufacturing of vehicles is a significant part of the video, particularly focusing on eco-design. This section was provided by SEAT, using videos that had already been used in previous communication activities.

Finally, UNIZAR also contributed various materials and products for the video's development. A fully disassembled combi-meter was used to illustrate one of the challenges in recycling vehicles to obtain critical metals..

## 3. Video

The video, with a duration of around 5 minutes, was presented at the 3-day Spring School in Paris, organized by NEXTMOVE. It has also been uploaded to the various dissemination channels available for the project. The links are provided below:

YOUTUBE: <https://www.youtube.com/watch?v=X9ArqA54uZk>

Linkedin: <https://www.linkedin.com/feed/update/urn:li:activity:7196812885912653825>



Webpage: <https://www.treasureproject.eu/resources/>



Figure 1. Screenshot of the video

#### 4. Other videos

Although the main video of the TREASURE project was developed to disseminate the issues related to minerals and explain the activities of the project, other videos have also been created.

Accordingly, the Workshop in Brussels, within the Raw Material Week, was recorded and also uploaded to the youtube channel. Find the link below:

Youtube: <https://www.youtube.com/watch?v=xKdirzv4Fv0>

Moreover, interviews to three different partners were carried out in the same event:

- Paolo Rosa – Politecnico di Milano
- Antoinette Van Schaik – MARAS
- Stephan Harkema - TNO

With these interviews, short clips for dissemination purposes were done, uploading the content to the youtube channel, website, and linkedin profile:

YOUTUBE: <https://www.youtube.com/@TREASUREh2020/videos>

Linkedin: <https://www.linkedin.com/company/74023861/admin/feed/posts/>

Webpage: <https://www.treasureproject.eu/media/>

Find below some screenshots of the videos developed:

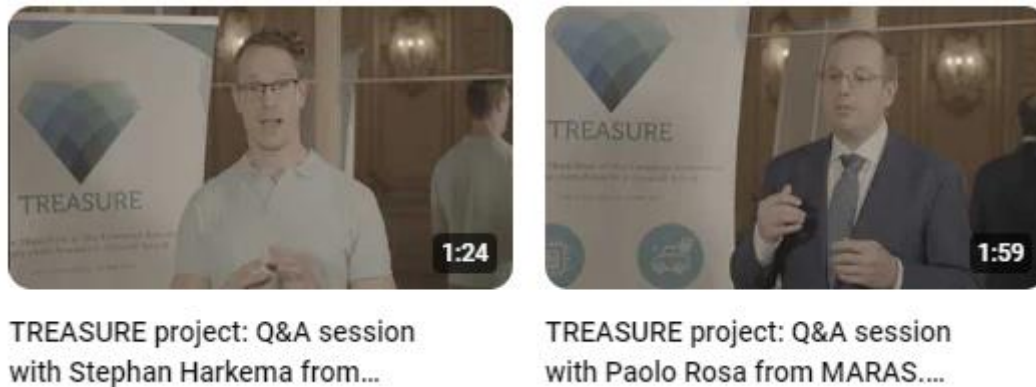


Figure 2. Screenshots of the videos on Youtube.

Additionally, SUPSI developed a tool called GRETA to perform life cycle assessments. GRETA is designed to facilitate LCA more easily and will be integrated into the TREASURE platform. To disseminate this tool and illustrate its various features and details, SUPSI, as the owner of GRETA, has created a video.

The link to this video is included in the dissemination channels of the TREASURE project and can be found below:

YOUTUBE: <https://www.youtube.com/watch?v=LBNv8ybjwGY>

Linkedin: <https://www.linkedin.com/feed/update/urn:li:activity:7199383136374255616>

Webpage: <https://www.treasureproject.eu/media/greta-tool-developed-by-supsi/>

Find below a screenshot of the video:

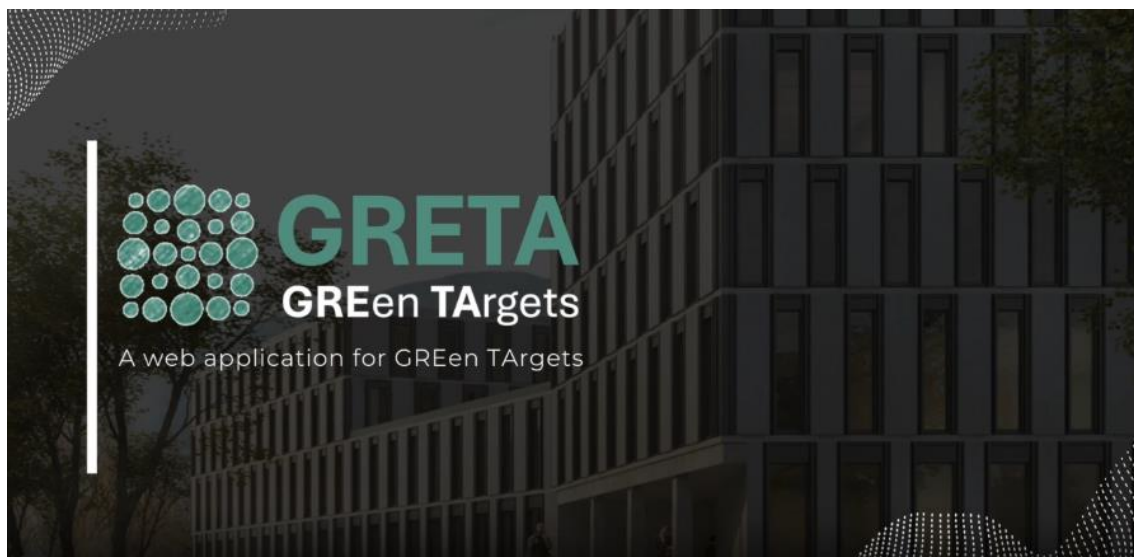


Figure 3. Screenshot of the GRETA video.

## 5. Conclusions

Communication is essential for spreading the knowledge gained during a project. Therefore, the creation of videos is key for the dissemination strategy to provide media content about a certain problematic and the activities carried out to overcome the issues found.



The video developed by UNIZAR aims to raise awareness of the current situation regarding minerals and how they are treated and handled by different sectors. As shown in the video, society, companies, and governments must take action to make the automotive industry more sustainable by increasing circularity.

In addition to this main video, short clips have been recorded for dissemination purposes, explaining the activities carried out by the partners interviewed.

SUPSI, as part of the consortium, created a video to disseminate a tool they developed for performing life cycle assessments. This video explains how environmental impacts can be calculated using this new tool and highlights its advantages over existing tools.