

RENEWABLE  
MATERIALS AND  
HEALTHY  
ENVIRONMENTS  
RESEARCH AND  
INNOVATION  
CENTRE OF  
EXCELLENCE  
(InnoRenew CoE)

**Dissemination**



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# INTRODUCTION

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The InnoRenew CoE has been active in sharing our work and has participated in dissemination activities, including the InnoRenew CoE website, scientific publications, news releases, social media, and participation in workshops, conference, and fairs.

## InnoRenew CoE Webpage

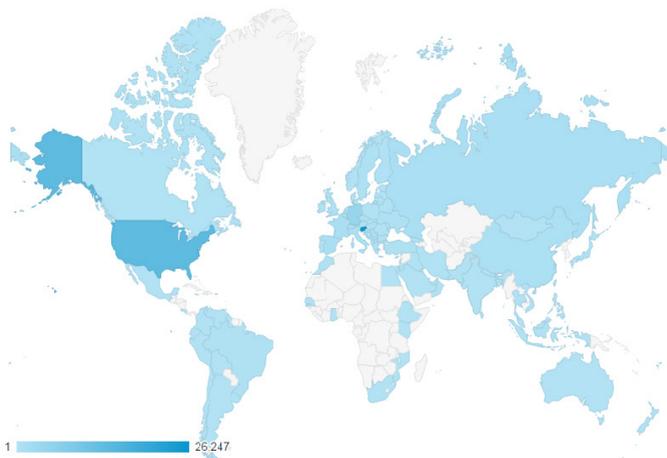
[The InnoRenew CoE website](#) was established within the first three months of the project. To reach the broadest audience the website is available in the English and Slovene language.

The webpage has five main sections, which offer information concerning the project its structure, objectives, partners, news items, and the living laboratory:

- About the project
- Partners
- News and Media,
- Work packages
- LL InnoRenew

All areas of the webpage are open to public except for the online Forum of the LL InnoRenew section where only registered members can access. The InnoRenew CoE webpage is provided and managed by coordinator of the project, University of Primorska.

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The [InnoRenew website](#) has a large international audience spanning the globe.

We invite you to visit the [webpage](#) and become better acquainted with the project!

## InnoRenew CoE and social media

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Social networks are used by the LL InnoRenew as a way to engage a broader audience and individuals of separate stakeholder groups.

To reach the widest possible audience and to engage them with the most modern means of electronic dissemination and communication, InnoRenew CoE created its presence on three social media platforms:

- [Facebook](#)
- [Twitter](#)
- [LinkedIn](#)



Professional public and scientific community, more closely related to the project, are engaged through means of LinkedIn, interactions with general population are assured on Facebook, while a wider professional and scientific audience are reached by Twitter. Links to these networks are available at the bottom of every InnoRenew webpage subpage.

Main goals for using social media:

- Communicate and engage with partners, stakeholders, public
- Share project results, like figures and publications
- Promote InnoRenew CoE, including public events, like roundtable discussions
- Introduce stakeholders and partners

In addition our social media networks also serve LL InnoRenew's affairs. In the framework of the project's living lab, they represent a way to engage broader audience, i.e. individuals of separate stakeholders groups, and are used as international platform where specific topics and questions arising from LL InnoRenew activities and the LL in general can be discussed.

## InnoRenew and dialogue with policy decision-makers

### National level

InnoRenew CoE has engaged with Slovene government officials, ministries, and policy-makers at several events during our first year. A sample of those events attended is presented here.



*Representatives of InnoRenew CoE, assoc. Prof. Dr. Andreja Kutnar, Prof. Dr. Dragan Marušič, Rector, dr. Matthew Schwarzkopf, Michael Burnard, dr. Črtomir Tavzes (all University of Primorska), and Marcus Becks (Fraunhofer WKI) met with the representatives of the Ministry of Agriculture, Forestry and Food (MAFF), and the Ministries of Economic Development and Technology (MEDT), and Education, Science and Sport (MESS). They presented the progress of the project, discussed next steps in the revitalisation of the Slovene forest-based sector with the representatives of the ministries, and the role research, development, and innovation should have in it, with special attention given to the fledgling InnoRenew CoE.*



*Prof. dr. Dragan Marušič, rektor of the Univeristy of Primorska, visited the Minister of Ministry for Education, Science and Technology, Prof. dr. Arsim Bajrami in Kosovo. Discussion included the collaboration of higher education and research institutions from Kosovo with the InnoRenew CoE. High interest was expressed by the Minister as well as Prof. dr. Ramadan Zejnullahu, rector of the University of Prishtina.*



*InnoRenew CoE and our living laboratory, LL InnoRenew, were prominently featured at the Workshop on the Implementation of the Smart Specialisation Strategies in Ljubljana, Slovenia on 7 April 2016. Several of our Slovene and international members presented in the section Smart Buildings and Homes including Wood Chain. The workshop was organised by the Slovene Ministry of Education, Science and Sport (MESS) and the Government Office for Development and European Cohesion Policy (GODCP), in collaboration with the European Commission, Directorate-General Joint Research Council (EC JRC) and Directorate General for Regional and Urban Policy (EC DG REGIO G1)*

## Bilateral level

During 2015 several high-level delegation and representatives from Germany and Slovenia met with InnoRenew CoE in Berlin and Braunschweig, which culminated in participation at the workshop "Establishment and expansion of joint research structures in Europe" in Bonn. The workshop was a part of the Federal Government's Internationalisation Strategy, and supports German institutions in benefitting as strategic partners from access to research capacities and centres of excellence that have been or are being established in the Central and South Eastern European Region. The aim of the projects is to improve the prospects for cooperation in the European Research Area and narrow the innovation gap within Europe. A subset of those events is presented here.



*Dr. Anna Prinz, Ambassador of Germany in Slovenia, and Prof. Dr. Dragan Marušič, rector of University of Primorska, discussed the importance of InnoRenew CoE project, its impacts and opportunities for Slovenia and Germany during her visit to the University of Primorska*



*In October 2015, several Slovene-German high-level delegation and representatives from Germany and Slovenia meet in Berlin and Braunschweig with InnoRenew CoE.*

*(L) The delegation visited InnoRenew CoE's Advanced Partner, Fraunhofer WKI, as a review of the scientific and research collaboration between Slovenia and Germany. The InnoRenew CoE is highlighted as a prominent example of good practice in such cooperation.*

*(R) Assist. Prof. Dr. Andreja Kutnar (University of Primorska), the Coordinator of the InnoRenew CoE, Prof. Dr. Dragan Marušič, the Rector of the University of Primorska were guests at the dinner hosted by the Ambassador of the Republic of Slovenia Marta Kos Marko in Berlin, Germany.*



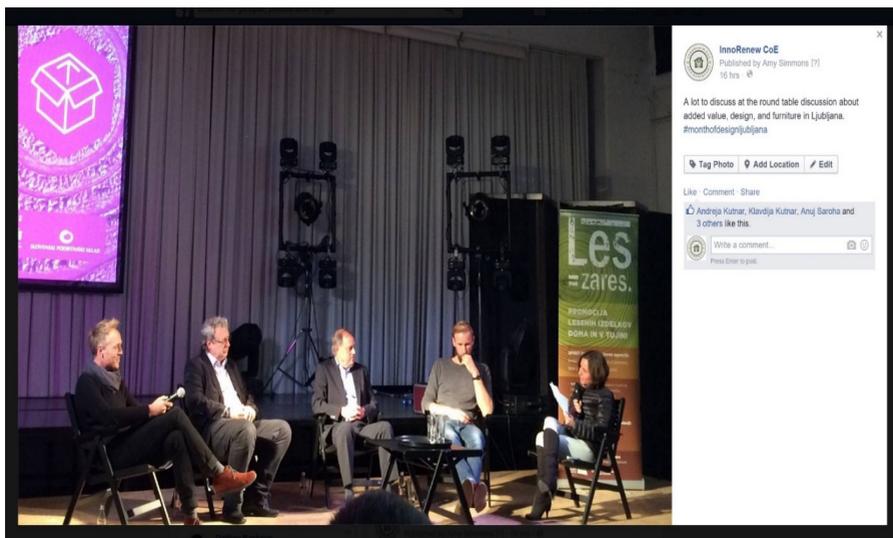
*On the 5th of April 2016 the German Ambassador to Slovenia visits the UP again – Prof. Jörg Steinbach meets with the rector of the University of Primorska. InnoRenew was presented and the presidents agreed that the opportunities for the cooperation between the universities exists.*

## InnoRenew and Public Events: Fairs, consortium meetings and public events

InnoRenew has a broad presence in the public sector both in Slovenia and abroad. InnoRenew partners regularly attend and present at events, fairs and consortiums. A sample of those events attended is presented here.



The Institute for the Protection of Cultural Heritage of Slovenia (IPCHS), an InnoRenew CoE project partner, presented the CoE and its Innovative Renewable Material Uses living laboratory LL InnoRenew on its exhibition stand at the Monumento fair in Salzburg, Austria between 28th and 30th of January 2016. Dr. Robert Peskar, the Conservator in Charge (IPCHS) has presented the CoE also in his keynote address at the opening podium discussion.



On 4 February 2016 in Ljubljana, Slovenia, Andreja Kutnar moderates the roundtable WOOD ICON – discussion on policies for forest-based sector.



The 4th Development Day of forest-based sector was held in Ljubljana on 10 March 2016 as a part of the Dom trade fair, with the topic Slovenian woodworking companies in the international R&D projects, and future aspects of the development support. In a session devoted to experiences with the EU research and development projects within Horizon 2020 and the 7th Framework Programme, our colleague dr. Črtomir Tavzes presented the InnoRenew CoE project and invited the members of the audience to join us as stakeholders in the LL InnoRenew.

## InnoRenew CoE at national and international conferences and workshops

Between September and December 2015, many events on national and international level took place, which were exploited for the presentation and promotion of InnoRenew CoE. A sample of those events attended is presented here.



Asst. Prof. Dr. Matthew Schwarzkopf (UP) and Michael Burnard (UP) presented the InnoRenew CoE project at the International Panel Products Symposium (IPPS) hosted by The BioComposites Centre in Llandudno, North Wales, UK on the 7th and 8th of October, 2015. Dr. Schwarzkopf is shown receiving an award for best poster presentation at the conference.



Dr. Črtomir Tavzes (IPCHS and UP) introduced the project at the Forest-based sector Technology Platform (FTP) 10th Year Anniversary Celebration, subtitled "Preparing for the future with the FTP family", and at the FTP's Advisory Committee meeting. The two events were held on 18th and 19th November, 2015, in Brussels, Belgium, respectively.



On 23rd November, 2015, Dr. Kutnar lectured on The internationalization of interdisciplinary research, development and innovation in the wood industry - International Projects of University of Primorska. In her presentation, that was a part of the Conference for work professionals at the Festival of Wood, held in Kočevje, Slovenia, she gave special attention to the InnoRenew CoE.



Michael Burnard presented InnoRenew CoE in his talk about The use of bio-materials in sustainable construction at the workshop "Towards a model for sustainable construction and energy efficient building" at the workshop "Towards a model for sustainable construction and energy efficient building", co-organised by the 'Smart Specialisation on Energy' of the European Commission and the Region of Andalusia, and held in Seville, Spain, on December 3rd, 2015.

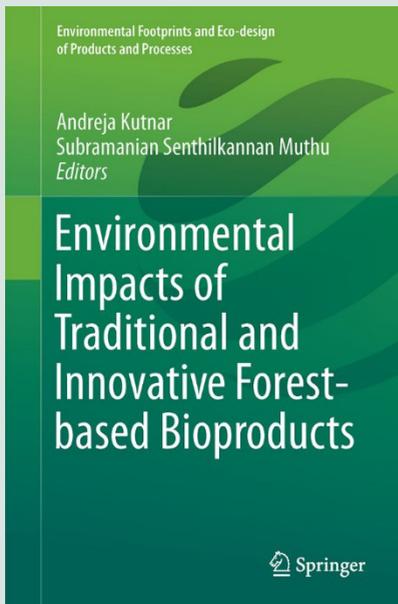


*Dr. Andreja Kutnar gave a presentation of InnoRenew CoE at the Professional conference “Increasing added value to the Slovene wood” at the 10th auction of valuable wood in Slovenia.*

More details and contributions of these events are available at: [innorenew.eu/en/news](http://innorenew.eu/en/news)

## PUBLICATIONS

InnoRenew CoE partners and stakeholders have authored manuscripts in international journals, co-authored and edited a book, and published in international conference proceedings. For additional information, please visit <http://innorenew.eu/en/news>.



A scientific book, Environmental Impacts of Traditional and Innovative Forest-based Bioproducts, was co-edited by InnoRenew CoE coordinator, Assoc. Prof. Dr. Andreja Kutnar. InnoRenew CoE partners, Michael Burnard and Matthew Schwarzkopf co-authored a chapter of the book. While LL InnoRenew stakeholder, Eric Hansen, authored a chapter on preparing for the bioeconomy.

This book provides a comprehensive description of traditional and innovative forest-based bioproducts, from pulp and paper, wood-based composites and wood fuels to chemicals and fiber-based composites.

## Publications at international scientific conferences

InnoRenew CoE project was presented at five international scientific conferences. Presentation topics include:

- InnoRenew CoE - renewable materials and healthy environments research and innovation centre of excellence
- Challenges and opportunities of the wood construction sector - insights from the Innorenew Coe market analysis
- Integrating ICT into research, development, and innovation in the wood sector at the new InnoRenew CoE
- InnoRenew CoE - Renewable Materials and Healthy Environments Research and Innovation Centre of Excellence - Innovative Renewable Material Uses Living Laboratory (LL InnoRenew)

InnoRenew CoE project partners attended conferences around the world:

- Llandudno, Wales
- Madrid, Spain
- Koper, Slovenia
- Ljubljana, Slovenia
- Curitiba, Brasil



*Conference participants at the 59th SWST International Convention: Forest resource and products: moving toward a sustainable future in Curitiba, Brasil.*

## INNORENEW IN THE MEDIA

The InnoRenew CoE has been featured prominently in Slovenian and international media. News outlets include: television, radio, print and online newspapers, and partner and stakeholder websites.

National Media	28 news items (radio, tv, print and online newspaper, and websites)
International Media	3 online newspapers and websites
Partner websites	News items and announcements
University of Primorska (UP)	3
Fraunhofer WKI (Germany)	3
The Institute for the Protection of Cultural Heritage of Slovenia (IPCHS)	1
The Slovenian National Building and Civil Engineering Institute (ZAG)	4
The Regional Development Agency of the Ljubljana Urban Region (RRA LUR)	3
The National Institute of Public Health (NIJZ)	1
Zavod e-Oblak (EuroCloud Slovenia chapter)	8
The University of Maribor (UM)	3
Pulp and Paper Institute (ICP)	1
Professional Journals	9

## SOCIAL MEDIA

Join the conversation about InnoRenew CoE on:

Facebook	<a href="https://facebook.com/InnoRenew">facebook.com/InnoRenew</a>
Twitter	<a href="https://twitter.com/InnoRenewCoE">twitter.com/InnoRenewCoE</a>
LinkedIn	<a href="https://linkedin.com/groups/8347719">linkedin.com/groups/8347719</a>
Website	<a href="http://www.innorenew.eu">www.innorenew.eu</a>