# Horizon 2020 research and innovation programme

Project: No 690323 SMART-Plant

## Full project title:

**S**cale-up of low-carbon footprint **ma**terial **r**ecovery **t**echniques in existing wastewater treatment **plant**s (SMART-Plant)

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Marketing campaigns support material

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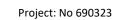
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Brief Description	This report presents 13 marketing flyers for the marketing support of the SMART-PLANT technologies, products and services. The two-page flyers include information on the challenge and goal of the process, service or product together with a graphical representation, a list of unique selling points and contact information of the respective partners.
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### **EXECUTIVE SUMMARY**

Proper marketing of the SMARTechs and related products or services from the EU innovation action is crucial to enable a successful commercial exploitation of the project outputs. To help the project partners and product owners with this task, the project consortium decided to develop marketing support material for each technology, service or product developed and demonstrated in the action.

This report contains 13 informative flyers for marketing purposes, which support the targeted communication towards key stakeholders in this sector. The two-page flyers include information on the challenge and goal of the process, service or product together with a graphical representation, a list of unique selling points and contact information of the respective partners. The uniform design generates a high memorability and a close association to the SMART-PLANT innovation action and provides professional marketing material for the targeted end-users such as wastewater treatment plant operators and managers or other professionals in this field.

SMART-Plant has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 690323.



### 1. INTRODUCTION

Proper marketing of the SMARTechs and related products or services from the EU innovation action is crucial to enable a successful commercial exploitation of the project outputs. To help the project partners and product owners with this task, the project consortium decided to develop marketing support material for each technology, service or product developed and demonstrated in the action. This task was led by KWB, but relied heavily also on the input of all project partners.

Based on a proposal of KWB and the related discussion at the general assembly in Lisbon (June 2018), the consortium agreed that marketing flyers for all SMARTechs should be generated in this task to support the marketing activities of the partners. They should be visually attractive and in a common SMART-PLANT layout and design to achieve high memorability and close association with the SMART-PLANT innovation action. The content of the two-page flyers should explain the basic characteristics of each SMARTech in an easy-to-understand level of detail, but still relying on a technical background of wastewater treatment plant (WWTP) operation. The main target group for the flyers was identified as WWTP operators or managers, but also engineers and other professionals working in the field of WWTP.

Starting from these defined requirements, KWB developed a suitable flyer pre-design and collected the related information about the SMARTechs from the partners (e.g. introductory text, photos, technical flow charts, unique selling points) or the available deliverables. KWB also subcontracted a professional designer to develop a visually attractive design of the flyers based on the SMART-PLANT branding. The first draft of the flyers for selected SMARTechs were presented and discussed at the general assembly in Barcelona (January 2019) to adjust the design and collect feedback from the consortium. It was also decided to have the flyers ready for promotion for the international conference in Venice (3<sup>rd</sup> IWA Resource Recovery Conference) in September 2019. Final feedback on the SMARTech flyers was collected at the general assembly in Athens (July 2019), and nine SMARTech flyers plus a matching cover could finally be presented and distributed to over 350 participants at the Venice conference.

Due to the very positive reception of the SMARTech flyers, the consortium decided then to extent the marketing flyers also to the SMART products and services, using the same SMART-PLANT design. This new set of four flyers was drafted for the last general assembly in Berlin (January 2020), again collecting feedback from the partners. Final versions of all 13 SMARTech flyers were ready in March 2020 and have been distributed to all partners and also uploaded on the SMART-PLANT website.

This report presents 13 SMART-PLANT marketing flyers in their final layout.



### 2. FLYERS FOR MARKETING OF SMARTECHS AND RELATED PRODUCTS

The following chapter contains 13 informative flyers for marketing purposes, which support the targeted communication towards key stakeholders in this sector. These flyers contain general and technical information of the different SMARTechs, products and services, and also information about their unique selling points to illustrate the specific benefits of these innovative technologies.

A list of the relevant processes and their related SMART products is provided below (Table 2-1).

Table 2-1: List of SMARTechs and SMART products or services with related marketing flyers

No	SMARTech	Process name	Recovered SMART products	Input and validation
1	1	Cellvation	Cellulose pellets or fluff	Cirtec
2	2a	AAT	Biogas	Agrobics
3	2b	SCEPPHAR mainstream	PHA-rich sludge and struvite	UAB
4	3	IEX (Ion exchange)	Aqueous ammonia, ammonium sulfate and calcium phosphate	CRAN
5	4a	SCENA	P-rich sludge	UNIVR
6	4b	SCENA-THP	-	NTUA
7	5	SCEPPHAR sidestream	PHA-rich sludge and struvite	UNIVR
8	А	PHA extraction and bio-composites	PHA powder and bio-composites	Biotrend, Ecodek
9	В	Biodrying and dynamic composting	Cellulose pellets and biofertilizer	UVIC
10	SMART-DSS	Decision support system	-	UAB
11	Monitoring	Online monitoring of energy and GHG	-	Wellness, UBRUN
12	SMART Materials	Materials recovered	Cellulose fluff, cellulose pellets, PHA- rich sludge, PHA powder, bio- composites	Cirtec, UAB, Ecodek
13	SMART Nutrients	Nutrient products recovered	Calcium phosphate, aqueous ammonia, ammonium sulphate, spent zeolite resin, struvite, biofertilizer	CRAN, UAB, UNIVR, UVIC

In particular, the two-page flyers are composed of the following items:

#### **FRONT PAGE**

- Header with project logo and EU map to locate the implementation site
- Name of the technology/product/service and short claim
- Informative text about challenges, goals, and related activities in the innovation action
- Photo of demonstration site or product, screenshot of software
- Footer with website of the project and reference to the H2020 funding instrument

#### **BACK PAGE**

- Graphical representation of the SMARTech or service (e.g. flow diagram), photos of products
- List of unique selling points with reference to their impact within the flow diagram
- Footer with contact information (website and/or email address) and logos of partner institutions within the consortium



This chapter shows all flyers in their final layout as of March 2020. The content of the flyers was produced and validated in close cooperation of KWB and the related case study partners. They have been distributed in electronic format to all partners and can be used for marketing purposes.

For all flyers, two file versions are available: one file with crop marks for printing, and one file optimized for web download without crop marks. The flow diagrams are also available as single file (jpg-format) for further use in presentations, print material or reports.

All flyers in web-format are available for download on the project website:

http://www.smart-plant.eu/index.php/the-project/technical-factsheets



### 2.1 Marketing flyer No.1 for SMARTech 1 (Cellvation)

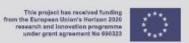


# Cellvation® Cellulose Recovery with Dynamic Sieving as Primary Treatment

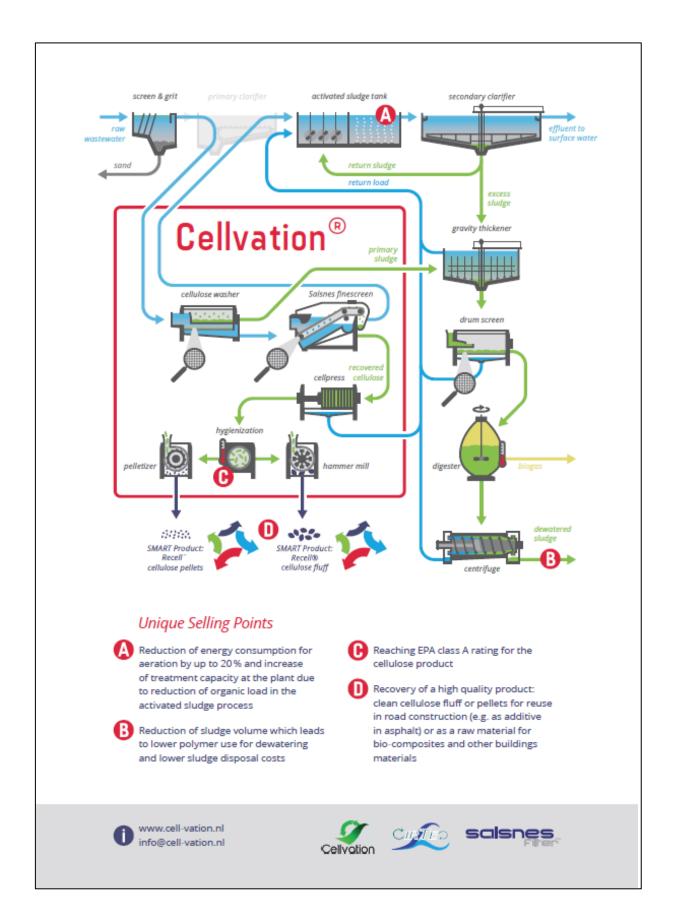
Municipal sewage water contains a high amount of suspended solids, and up to 70% of this material consists of cellulose fibers originating from the use of toilet paper. This cellulose is a valuable resource, but is also puts an additional burden on the wastewater treatment process. CirTec has developed a dedicated process called Cellvation® to separate the cellulose from the incoming sewage water and turn it into clean cellulose fibers: the product Recell®. During primary treatment, a special Salsnes fine-sieve separates cellulosic screenings from sewage water in a separate stage, which is washed and further processed to gain clean cellulose fibers. This product can be reused in construction materials or for down-stream blending with bioplastic such as PHA to form a robust bio-composite material.

Within the SMART-Plant project, a Cellvation® system with a capacity of up to 90 m³/h was installed at the sewage treatment plant Geestmerambacht (Netherlands). It demonstrates the technical feasibility of cellulose recovery and illustrates the potential of this new technology to contribute to a circular economy in the water sector.











### 2.2 Marketing flyer No.2 for SMARTech 2a (AAT)



# AAT

### Biogas Recovery in Primary Treatment with Polyfoam Biofilter

AgRobics has developed a patented anaerobic biofilter (AAT) that transforms wastewater into renewable energy. The system combines high COD and TSS removal as well as biogas production and is installed upstream of the aerobictreatmentstep. It decreases the organic load of the sewage by 30%, which results in a reduction of the energy consumption of the biological stage by 30% and an increase of the biogas production by 25%. An integrated polymeric based immobilization matrix acts as a surface for the attachment of a biofilm, which prevents biomass losses and allows high biomass concentrations.

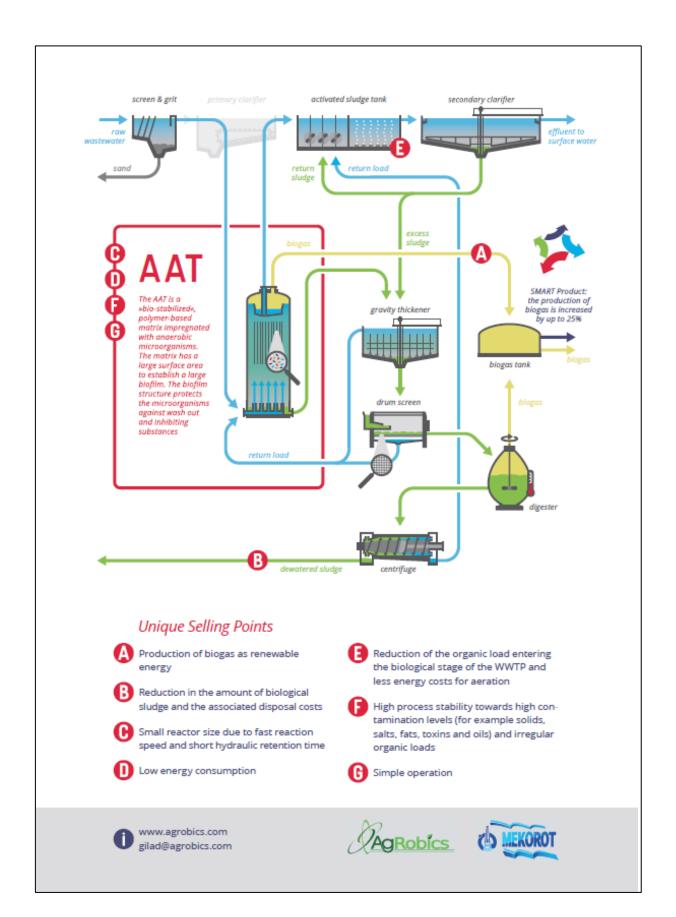
Within the SMART-Plant project, a demo system with a reactor volume of 25 m<sup>3</sup> with the aim to treat 100-120 m<sup>3</sup>/d of sewage was installed at the municipal wastewater treatment plant of Karmiel (Israel). This plant has special challenges due to organic-load peaks (e.g. fat and olive mill residuals) from a slaughterhouse and olive mill wastewater and can serve as a representative model of many treatment plants in warm regions.













### 2.3 Marketing flyer No.3 for SMARTech 2b (SCEPPHAR mainstream)



# SCEPPHAR

## Short-Cut Enhanced Phosphorus and PHA Recovery in Mainstream

Treating wastewater while simultaneously recovering products in a mainstream process: these ambitious goals have been realised by the SCEPPHAR process developed by the Universitat Autònoma de Barcelona together with Aigües de Manresa S.A.. This two-sludge SBR system recovers up to 50 % of phosphorus and produces a sludge enriched with PHA, which can be processed to bioplastics or used to increase methane production during anaerobic digestion. While meeting comparable effluent targets, operational costs of the SCEPPHAR process are lower than traditional activated sludge systems.

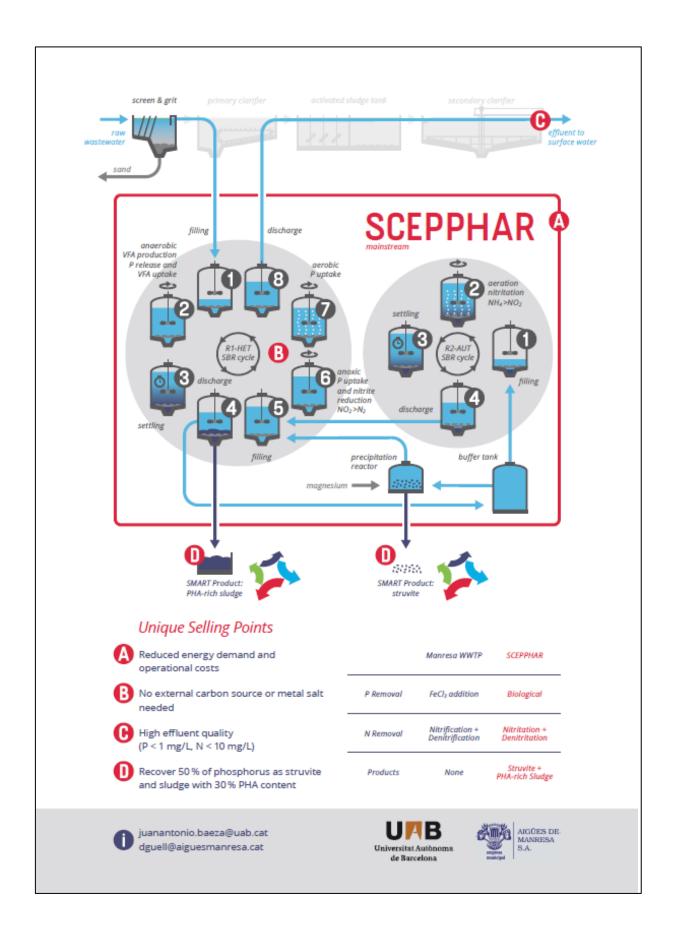
Within the SMART-Plant project, the SCEPPHAR process is demonstrated in a mainstream configuration with a capacity of 10 m<sup>3</sup>/d at the Manresa wastewater treatment plant (Spain).

The system is built to achieve effluent limits of P < 1 mg/L and N < 10 mg/L, removal up to 90 % of N via nitrite, recovery of around 50 % of the influent P and production of a waste sludge with a PHA content up to 30 %.









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### 2.4 Marketing flyer No.4 for SMARTech 3 (IEX)



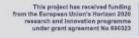
# **IEX**

### Ion Exchange for Ammonia and Phosphorus Removal and Recovery from Wastewater

Cranfield University has developed a tertiary nutrient removal and recovery technology based on ion exchange (IEX) processes. After secondary treatment, ammonia and phosphate are selectively removed from the wastewater with specific IEX media. The capacity of the IEX media is regularly restored by regeneration solutions, where the nutrients accumulate. With an ammonia stripper or a combined precipitation and filtration process, the nutrients are removed as products from the regenerants. Multiple use of the regenerants and high recovery rates are key aspects of the technology to ensure economic feasibility and sustainably. The recovered products are ammonia solution and calcium phosphate salts, which can be directly re-used in the chemical and fertilizer industries.

Within the SMART-Plant project, the IEX technology is demonstrated at Cranfield's wastewater treatment plant (UK) at a flow of 10 m<sup>3</sup>/day. The challenge of this pilot-plant is to demonstrate its long-term operation with optimized regeneration, high nutrient removal and minimized losses of the IEX media.

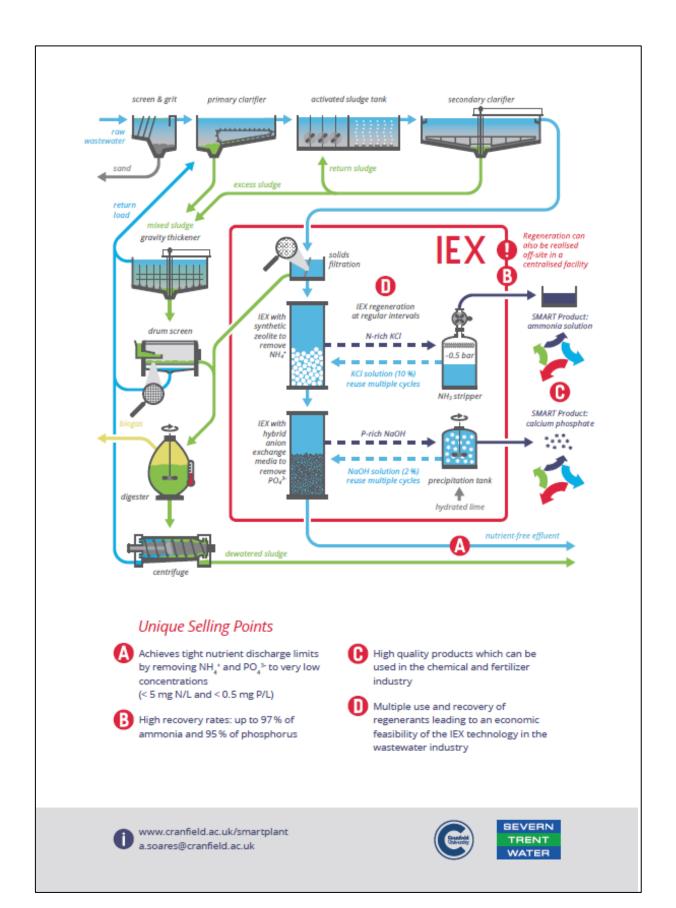














### 2.5 Marketing flyer No.5 for SMARTech 4a (SCENA)



# SCENA

### Energy-efficient Nutrient Removal from Sludge Liquor without External Carbon Source

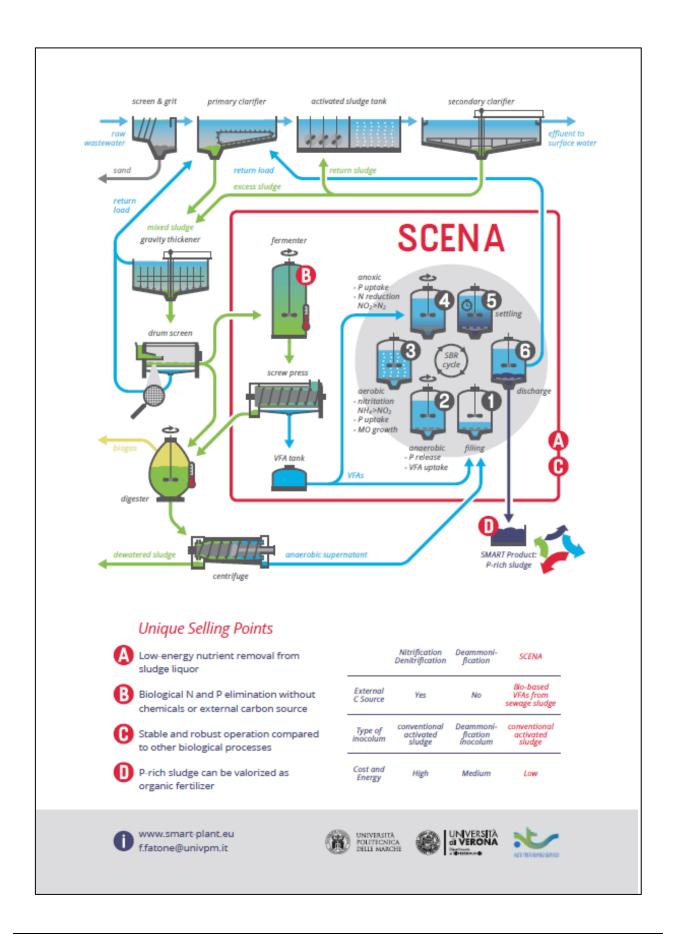
Sludge dewatering effluent after anaerobic digestion represents a highly concentrated stream of nitrogen and phosphorus, which may contribute up to 25% of the total load of the mainline WWTP. The SCENA process developed by the University of Verona aims to eliminate nitrogen and phosphorus from sidestream liquors by means of a short-cut biological process via nitrite and volatile fatty acids (VFAs) produced from acidogenic fermentation of sewage sludge. The process avoids the use of an external carbon source, which decreases the operational costs and the excess sludge production.

Within the SMART-Plant project, the SCENA process is demonstrated at full-scale within the wastewater treatment plant of Carbonera (Italy). The system treats 40-50 m³/d of anaerobic reject water under reliable and stable conditions and removes more than 75% of nitrogen and phosphorus. The produced excess sludge with a P content of up to 5% can be a valuable product for use as agricultural fertilizer.











### Marketing flyer No.6 for SMARTech 4b (SCENA-THP)



**SCENA-THP** Energy-efficient Nitrogen Removal from Sludge Liquor after Thermal Hydrolysis

Sludge liquor from dewatering of digested sludge is heavily loaded with nitrogen and phosphorus, especially when the sludge is pre-treated by thermal pressure hydrolysis (THP) before digestion. Hence, wastewater treatment plants (WWTPs) using THP exhibit a high fraction of N and P return load, putting an additional load on the mainline and limiting the overall treatment capacity of the plant. Moreover, sludge liquor after THP contains a low fraction of biodegradable organic carbon, so that conventional biological processes for nutrient removal in sludge liquor have to be operated with costly addition of an external carbon source.

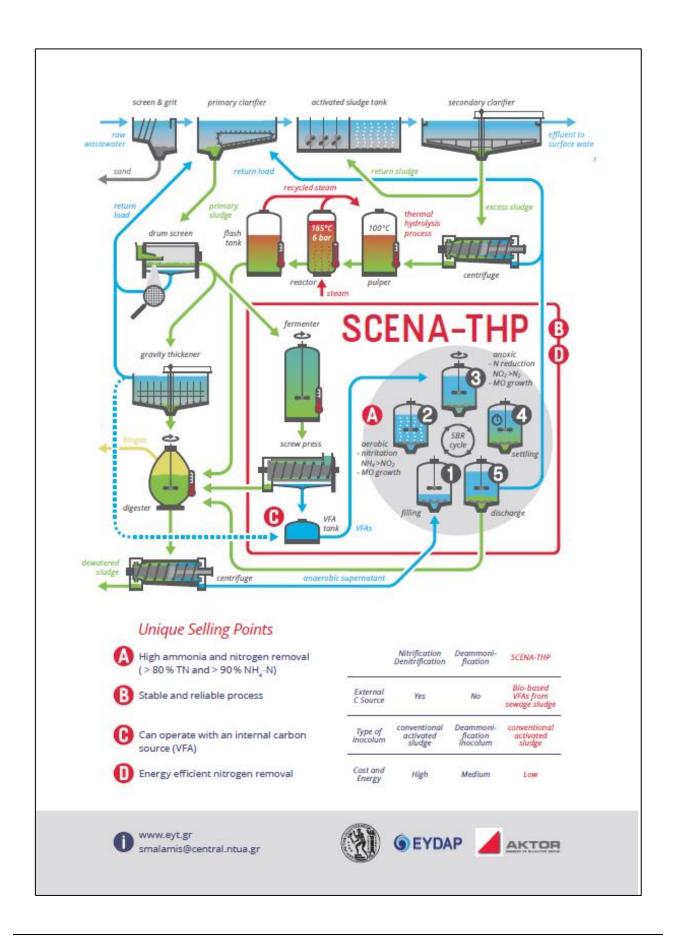
The SCENA process can remove nitrogen and phosphorus from sludge liquors with low energy demand and using an internal carbon

source such as supernatant from primary sludge thickening or VFA from fermentation of sludge. In the SMART-Plant project, this process is demonstrated at pilot scale (2 m<sup>3</sup>/d) at the Psyttalia WWTP in Athens (Greece), which operates a THP for the treatment of 50% of the excess sludge.











### Marketing flyer No.7 for SMARTech 5 (SCEPPHAR sidestream)



# SCEPPHAR Removal and recovery of nutrients and biopolymer production

The sidestream SCEPPHAR (short-cut enhanced phosphorus and PHA recovery) process was developed by the University of Verona to treat sludge liquor, which is highly loaded with nutrients nitrogen (N) and phosphorus (P). The process achieves up to 85% N removal, enables the recovery of phosphorus as struvite and produces a sludge enriched with biopolymer (PHA). In addition, it decreases the energy costs for sidestream treatment by up to 20%.

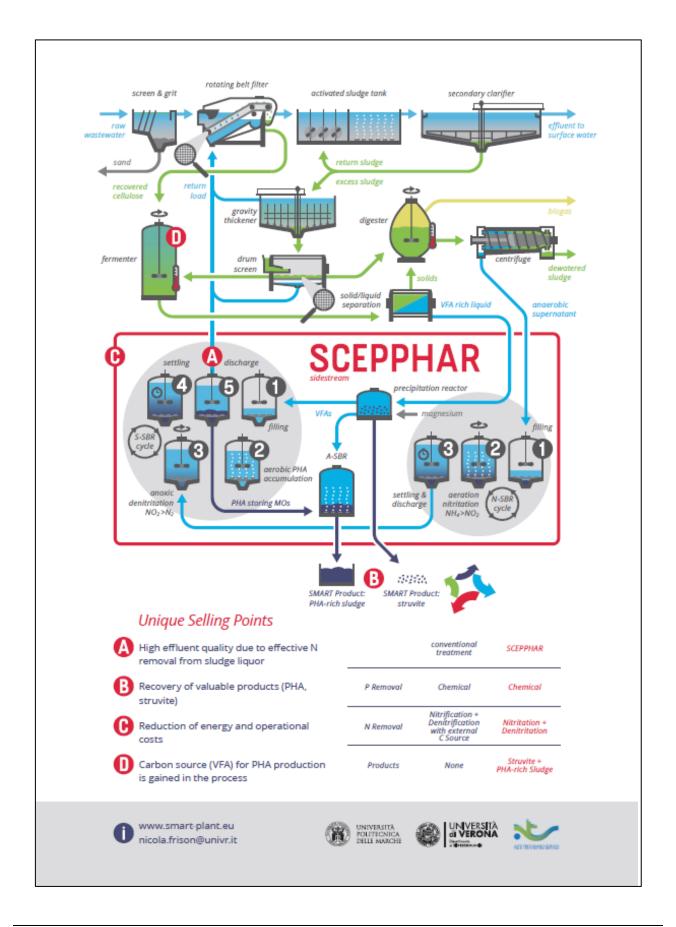
The system is tested in pilot scale at the wastewater treatment plant of Carbonera (Italy), treating 4-5 m3 of sludge liquor per day. The carbon source for optimised biopolymer production is produced on-site by fermentation of cellulosic sludge, which is recovered from raw wastewater

using a rotating dynamic filter. The recovered struvite can be used as P-based fertilizer while the PHA content in the biomass achieves up to 50% on dry weight basis.











### Marketing flyer No.8 for SMARTech A (PHA extraction and bio-composites)



# Bio-Composites Recovered Cellulose and PHA

# Composite Materials from

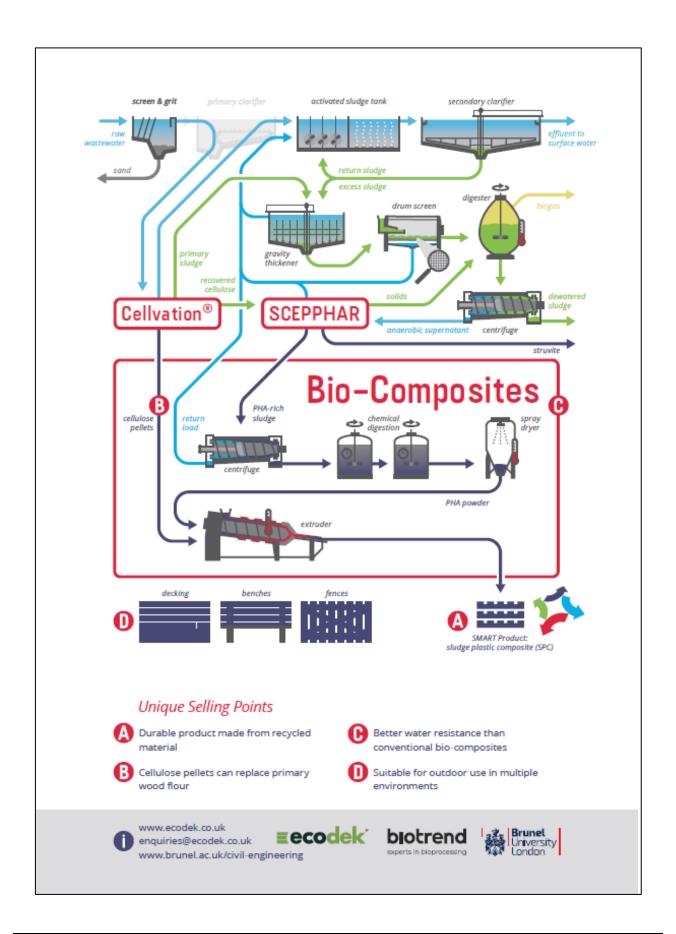
Composite materials based on a combination of biological materials and polymers are widely used in outdoor applications such as benches, fences and decking, amongst others. These bio-composite materials have excellent properties for long-lasting outdoor use and provide good mechanical strength and stability. Usually, they are produced by extrusion of a mixture of wood flour and polymer granulates. Recovered products from municipal wastewater such as cellulose or bioplastic (PHA) can also be used in the production of bio-composites, but these new materials require an adaptation of the existing production process.

Within the SMART-Plant project, different combinations of materials, additives and production conditions have been investigated at lab-scale by Brunel University London to generate high quality bio-composite products using recycled material from the wastewater sector. The bio-composite producer SBPL (Ecodek®) has optimised the production of bio-composites based on recovered cellulose at industrial scale.











### 2.9 Marketing flyer No.9 for SMARTech B (Biodrying and dynamic composting)

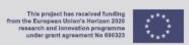


# Biodrying and biofertilizer from sewage sludge Dynamic Composting with low-energy biotechnology

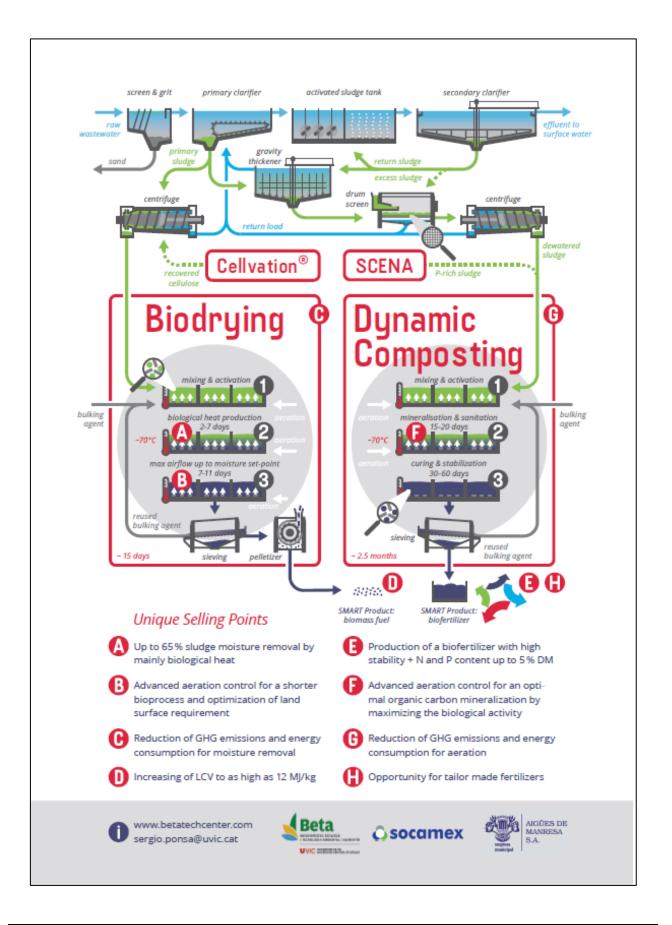
High prices for sludge disposal and goals of the circular economy demand for innovative processes to convert sludge into value-added materials or energy. For this purpose, BETA Tech. Center (TECNIO) from the University of Vic - Central University of Catalonia has developed advanced biodrying and composting processes to recover both energy and nutrients contained in sludge. These processes aim at producing biomass fuels with valuable calorific value and high quality biofertilizers, closing in turn material and energy cycles.

Within the SMART-Plant project, a modular pilot plant for biodrying and composting was operated at the wastewater treatment plant of Manresa (ES). Using an energy-efficient aeration system, the biodrying plant converts cellulosic sludge into a biofuel with moisture content below 40 % and a lower calorific value between 9 and 12 MJ/kg of product. Dynamic composting of P-rich biological sludge yields a stabilised biofertilizer with high content of both phosphorus and nitrogen (> 5 % TS).











### 2.10 Marketing flyer No.10 for DSS (Decision support system)

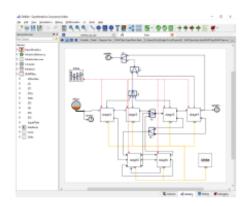


# SMART-DSS

Technology selection and benchmarking for plant retrofitting have become more challenging than ever because of the large number of possible plant-designs for a given wastewater treatment problem. This challenge is faced in the SMART-Plant project by a decision support system (DSS) to find the optimal configuration of a WWTP considering SMART-Plant resource recovery processes. To get the DSS started input data like WWTP location, population equivalents, legal limits and wastewater characteristics, needs to be defined by the user. Missing input information can be also scraped from web-databases by a Python script. The tool operates with a multiple parameter analysis, such as net present value, effluent quality index, frequency of effluent violation and greenhouse gas emissions, are

### Decision Support System for Upgrading Existing Plants

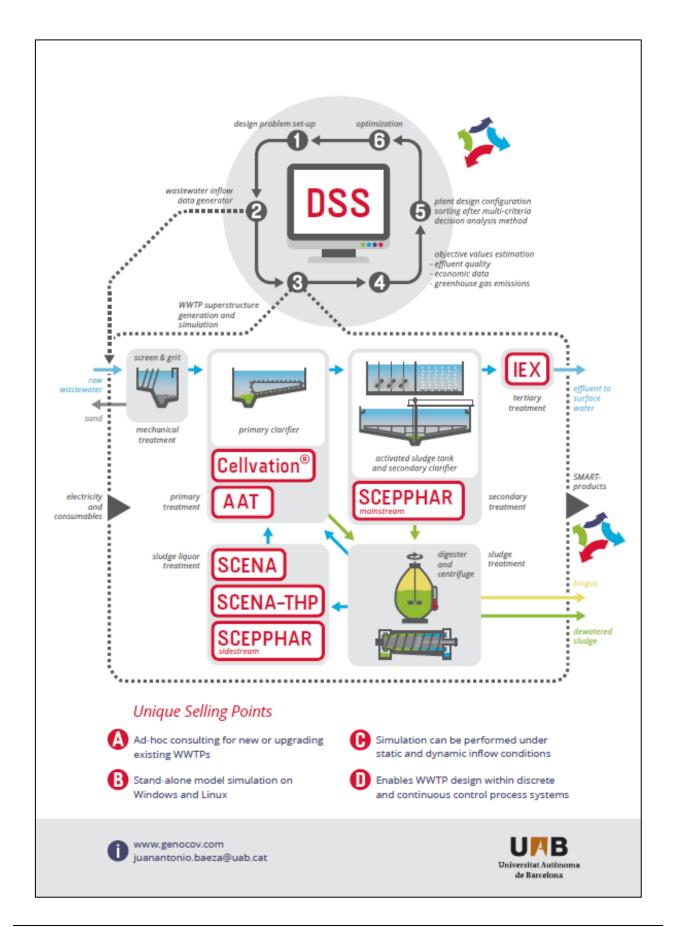
considered. All the possible configurations of a plant are built by automatic model replacement, simulated for a given inflow condition and sorted with a multi-criteria analysis to support decision making. During the optimization step, design parameters are refined by minimizing the NPV and constraining all other above mentioned parameters.













### 2.11 Marketing flyer No.11 for Monitoring (Online monitoring of energy and GHG)



# **Monitoring**

### Online Energy and Greenhouse Gas Monitoring and Control

SMART-Technologies for resource recovery aim to move towards low-carbon and energyefficient wastewater treatment. Real-time monitoring of energy demand and greenhouse gas emissions during process operation is crucial to inform operators on the actual performance of SMARTechs, optimise their operation, and detect process disturbance. Based on data from energy meters and greenhouse gas sensors Wellness Smart Cities has developed a web application platform to continuously record and display energy consumption and operational carbon footprint of the processes together with sustainability indicators and other metrics conventionally monitored in wastewater treatment.

In the SMART-Plant project, Wellness Smart Cities physically installed real time energy consumption and greenhouse gas meters at all demonstration sides. All measured variables are directly shown in an online tool to give the plant operator optimal insight and control. On top, Brunel University developed structured approaches to analyse heterogenous data from online sensors and laboratory analyses such as data mining techniques for pattern recognition, dependencies identification, and outliers detection.

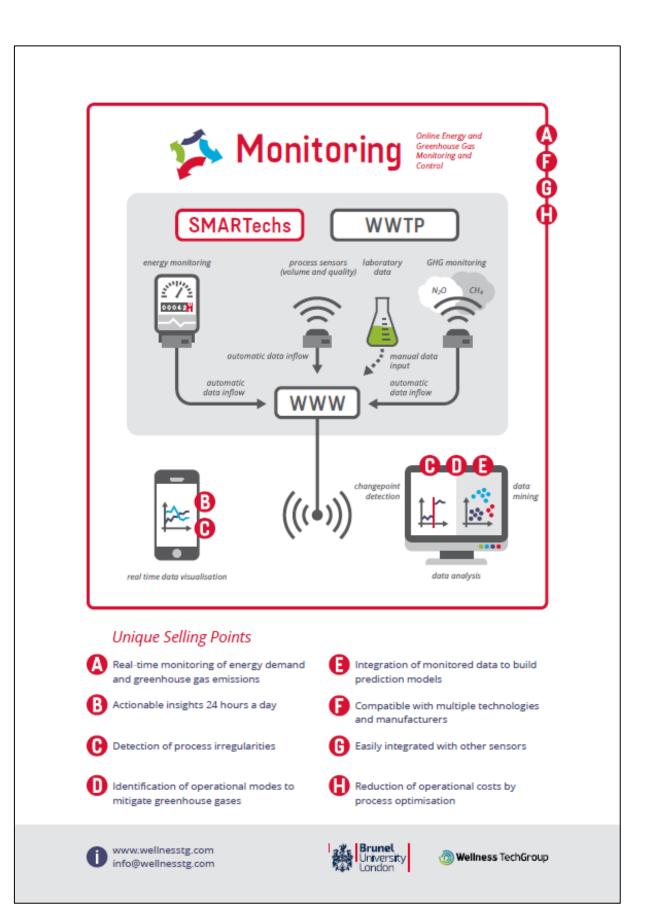


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### 2.12 Marketing flyer No.12 for SMART Materials (Materials recovered with SMARTechs)



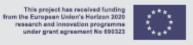
# SMART Materials

# Cellulose, Bioplastic and Biocomposites

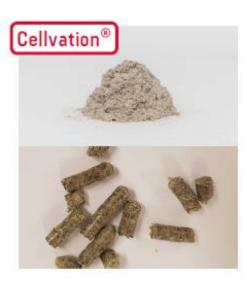
Innovative processes of SMART-Plant enable the recovery of valuable materials from municipal wastewater. Extracted raw materials can be used as intermediates for processing into commercial end products or as feedstock for different industrial applications. A primary intermediate is recovered cellulose, which can be extracted from municipal wastewater by fine-sieving (Cellvation® process) and drying into fluff fibres or compressed pellets (Recell®). Cellulose fluff can be applied in the chemical or construction industry. Cellulose pellets serve as structural material in the production of bio-composites, which are extensively used as sustainable building material for garden furniture, decks, facade covering or yard fencing. A second recovered material is bioplastic in the form of poly-

hydroxy-alkanoates (PHA), which is produced by selected bacteria growing on the organic content of wastewater. This PHA-rich sludge can either be dried and used directly as bioplastic input for low-grade applications, or PHA can be chemically extracted from the sludge, yielding a pure PHA powder with higher market value. PHA can also be used for the production of bio-composites, replacing fossil-based polymers in the value chain.









### Cellulose Fluff

- · Light-weight structural material
- · Hygienically safe (EPA class A)
- · Odour-neutral
- · Use as insulation material or asphalt binder
- Organic residue < 10 %

### Cellulose Pellets

- · Dry pellets easy to handle
- · Structural material for bio-composites
- · Cellulose content: 60-80 %
- · Reaching EPA class A rating



### PHA-rich Sludge

- · PHA-rich organic material
- PHA content < 40 % of dry matter</li>
- · Recovery of 1 kg of PHA per pe and year
- · Suitable as bio-based ingredient for bio-composites

### PHA Powder

- · Dry PHA powder
- · PHA content > 95 %
- · Pure product with high market value
- · Suitable for bio-composite production



# **Bio-Composites**

- · Bio-composite for outdoor use
- · Suitable for benches, fences and decking
- · High water resistance and stability
- · Low potential for slip
- · Made from recycled materials such as r-HDPE















### 2.13 Marketing flyer No.13 for SMART Nutrients (Nutrient products recovered with SMARTechs)



# SMART Nutrients

Calcium Phosphate, Aqueous Ammonia and Ammonium Sulphate, Spent Zeolite Resin, Struvite and Biofertiliser

Elemental nutrients, including phosphorus and nitrogen, are essential to all living organisms and key resources to enable food production security and manufacturing in Europe. Economically strategic industries rely on nutrients to deliver products and services, including agriculture, pharmaceutical and chemical industries. Following a circular economy approach, SMART-Plant demonstrated the recovery of various nutrient products from municipal wastewater using innovative technologies.

Ion exchange processes (IEX) were tested to remove nutrients from municipal wastewater and recover them as calcium phosphate, aqueous ammonia and ammonium sulphate. Phosphate was also recovered in the form of struvite in the SCEPPHAR process, and this can be applied directly in agriculture for its good fertiliser properties. The new EU fertiliser regulation even allows the application of struvite in organic farming, which opens new market opportunities.

Biofertiliser is a phosphorus rich compost, which is produced from P-rich sludge using an

advanced composting process. A highly stable product rich in P and N is obtained in less than 3 months, and it can be applied as a bio-based fertiliser.



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# Calcium Phosphate

- · High purity product with 13 % P content
- Low impurities (AI < 0.4 mg/g, heavy metals < 0.1 mg/g)</li>
- Used as a raw material for fertiliser, pesticide and chemical production

## Aqueous Ammonia and Ammonium Sulphate

- Aqueous ammonia (3 7 g N/ L) as raw material for plastic, textile and cleaning products
- Ammonium sulphate (21 % N) as raw material for fertiliser and in chemical production
- Low impurities (heavy metals < 5 µg/L)</li>

## Spent Zeolite Resin

- IEX media rich in potassium and ammonia that can be used as a conditioner in composting
- Direct use as slow release fertiliser in agriculture, forestry, energy crops and gardening



### Struvite

- · Use as a feedstock in fertiliser industry
- Direct use in agriculture, forestry, energy crops and gardening
- · Slow-release fertiliser
- · High purity and safe for the environment



### Biofertiliser

- Direct and safe use in agriculture
- Bio-based fertiliser: nutrient rich stabilised organic amendment
- Demonstrated high agronomic quality equivalent to mineral fertiliser



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