



GTOG: From production to recycling: a circular economy  
for the European gypsum Industry with the demolition  
and recycling Industry



**GYPSUM TO GYPSUM**

**After Life Communication Plan**

Start date of the project: 2013/01/01

Duration: 36 months

LIFE PROGRAMME: LIFE11 ENV/BE/001039





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### DOCUMENTS HISTORY

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## I. Introduction

The overall aim of this project is **to transform the gypsum demolition waste market** to achieve higher recycling rates of gypsum waste, thereby helping to achieve a resource efficient economy. The market transformation will start happening with the establishment in the project of a collaborative business model between the demolition/processing/manufacturing & recycling industries.

Close loop recycling for gypsum products will only happen if:

1. Deconstruction techniques are applied systematically for all demolition and refurbishment projects;
2. Sorting of waste is done at source - thereby avoiding mixed waste;
3. Processing is carried out according to high quality standards;
4. Incorporation in the production process is carried out with innovative processes.

The project confirmed in practice that recycling of gypsum based waste is feasible and possible if the 4 steps mentioned above are performed. Then 30% reincorporation in the manufacturing process can be achieved.

## II. After Life Communication plan

Item	Activities	Time Frame/Dates
<b>Electronic tools</b>		
<ul style="list-style-type: none"> <li>• Website</li> </ul>	Eurogypsum to keep the GtoG website as a dynamic website with evolving information stemming from the partners or from other relevant stakeholders - all questions received to be answered.	Ongoing
<ul style="list-style-type: none"> <li>• Layman report in electronic format in German, French, Greek, and Spanish</li> </ul>	To be distributed electronically by the partners and the gypsum national associations to the relevant national stakeholders.	2016-2017
<b>Printed documents</b>		
<ul style="list-style-type: none"> <li>• Layman report in English</li> </ul>	To be disseminated to European stakeholders at workshops, conferences and face-to-face meetings by Eurogypsum.	2016-2017
<b>Presentations at EU and national conferences</b>		
<ul style="list-style-type: none"> <li>• Eurogypsum and partners to make presentations on the GtoG results and additional gypsum activities in recycling</li> </ul>	<ul style="list-style-type: none"> <li>• Eurogypsum presented the GtoG project to a Chinese delegation on 7 July 2016 at Eurogypsum offices.</li> <li>• Eurogypsum presented the GtoG project results to the Life platform on a circular economy on 27 June 2016.</li> </ul>	2016 onwards



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	<ul style="list-style-type: none"> <li>• Saint-Gobain Gyproc held a workshop in February 2016 presenting the GtoG project results to the members of the Belgian and Gypsum Federations.</li> <li>• Continue to push for additional presentations adapting to new development on recycling in the industry.</li> </ul>	
<b>Workshops and exhibitions</b>	<ul style="list-style-type: none"> <li>• Eurogypsum and partners to organise periodically workshops at EU and at national level on the development of recycling activities in the industry inviting the relevant stakeholders (see point III).</li> <li>• Whenever possible, in industry exhibitions, show the results of the GtoG project.</li> </ul>	2016 onwards
<b>Additional communication tools</b>		
Infography on the Gypsum industry	Develop an infography on the Gypsum Industry including key figures on recycling.	2017
Newsletter for Gypsum recyclers	A newsletter on gypsum recycling activities and regulatory and non-regulatory framework will be drafted once to twice a year and distributed to the stakeholders in point III in addition to the Eurogypsum members and gypsum recyclers.	2016 onwards
<b>Press</b>		
Specialised Press	Publications in gypsum specialised press on the further developments in gypsum recycling activities.	2016 onwards

### III. Targeted stakeholders for dissemination After-Life

Target audience categories	Persons / Legal organizations targeted
<b>Civil society</b>	
NGOs	<ul style="list-style-type: none"> <li>• European Environmental Bureau</li> </ul>
Associations	<ul style="list-style-type: none"> <li>• European Quality Association for Recycling</li> <li>• European Demolition Association</li> <li>• US gypsum association (covering the US and Canada)</li> <li>• Eurima European Insulation Manufacturers Association (mineral wool)</li> <li>• Exhiba - European Extruded Polystyrene Insulation</li> <li>• Eumeps - European Manufacturers of Expanded Polystyrene</li> <li>• PU Europe - Federation of European Rigid Polyurethane Foam Associations</li> <li>• Glass for Europe - Glass</li> <li>• Orgalime - Liaison Group of the Mechanical, Electrical, Electronic and Metalworking Industries</li> <li>• European Council of Architects (ACE)</li> <li>• Construction Products Europe( (CPE)</li> <li>• Cerame-unie</li> <li>• European aggregates association (UEPG)</li> <li>• European Association for External thermal insulation composite systems</li> <li>• European Quality Assurance Association for Panels and Profiles</li> <li>• European Panels and Profiles Association</li> <li>• Federation of European Window and Curtain Wall Manufacturers'</li> <li>• Municipal Waste Europe</li> <li>• European federation of waste management and environmental services (FEAD)</li> <li>• Association of cities and regions for recycling and sustainable resource use management (ACR+)</li> <li>• European DIY Association</li> <li>• European association of national builder's merchants and manufacturers (UFEMAT)</li> </ul>
Unions	<ul style="list-style-type: none"> <li>• European Union of contractors of plastering, dry lining, stucco and related activities ((UEEP)</li> </ul>
Federations / Confederations	<ul style="list-style-type: none"> <li>• European Federation for building and woodworkers association</li> <li>• FIEC - European construction industry federation</li> <li>• European Builders Confederation (EBC)</li> </ul>
<b>Policy makers</b>	
European Institutions	<ul style="list-style-type: none"> <li>• DG Environment (EC)</li> <li>• DG GROW (EC)</li> </ul>



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European Parliament	<ul style="list-style-type: none"><li>• Environment &amp; Health Committee members</li></ul>
National authorities	<ul style="list-style-type: none"><li>• WRAP (UK)</li><li>• DEFRA</li><li>• ADEME (FR)</li><li>• VROM (NL)</li><li>• Flemish Government (BE)</li><li>• Umwelt Bundesamt (DE)</li></ul>
<b>News</b>	
European	<ul style="list-style-type: none"><li>• Euractiv</li><li>• Ends Europe</li><li>• Poltico</li><li>• The EU Observer</li><li>• European agenda</li><li>• Agence Europe</li></ul>
National	<ul style="list-style-type: none"><li>• ZKG (Zement, Kalk, Gips) (DE)</li><li>• Ciment, bétons, chaux, plâtres (FR)</li><li>• UNEP : Newsletter published by Union Nationale des Entrepreneurs plafonneurs-cimentiers, ornemanistes, plaquistes, chapistes, rejointoyeurs, ravaleurs, staffeurs et façadiers asbl ou " U.N.E.P. " .</li></ul>