



I4-GREEN

I4-GREEN  
Press Releases  
D7.5  
25/04/2024

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*Entity: ISMC*



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## TABLE OF CONTENTS

Executive summary.....	6
1. Introduction.....	7
2. I4-GREEN Press Release Standards.....	7
2.1. Guidelines.....	7
2.2. Goals.....	7
2.3. Target media channels.....	8
2.4. Target audiences.....	8
2.5. Main languages.....	8
2.6. Timeline.....	8
2.7. Mention to EU funding.....	8
2.8. Communication Channels.....	8
3. Press Release Contents.....	9
4. Other I4-GREEN News channels.....	11
4.1. e-Newsletters.....	11
4.2. Website news pills.....	11
5. Next Steps.....	12
ANNEX I. Press Releases.....	13
ANNEX II. Newsite Screenshots.....	17

List of Figures		
Figure 1	I4-GREEN Web Resources Page.	Page 8
Figure 2	I4-GREEN Project launch news post from 'El Bierzo Digital'.	Page 8
Figure 3	I4-GREEN Open Call launch news post from the Mine.The.Gap project, 'Sploro' and 'European Digital Innovation Hubs Framework'.	Page 9
Figure 4	Partial screenshots of the news posts resulting from the circulation of the third press release	Page 9

List of Tables		
Table 1	Planning of the project Press Releases (M1-M30).	Page 10

Glossary	
Acronym	Meaning
C&D	Communication and Dissemination
WP	Work Package
EU	European Union

## Executive summary

This deliverable presents the purpose and scope of press releases within a European project's communication and dissemination actions, as well as the standards and the motivation behind the planning and preparation of press releases for I4-GREEN.

Press releases help to multiply the impact of C&D actions within the project. As leader of WP7, ISMC is entrusted with the responsibility of preparing the press releases in English. In case of necessity, each partner must ensure the translation of the press releases in their respective local languages. ISMC is accountable for the dissemination of these press releases within Europe, and, specifically, in Spain. The targeted audiences and media channels are specified also in this document.

During the first 18 months, the project has successfully produced 4 press releases that resulted in popularised publications in local or specialised online magazines, blogs, and social media. During the final year of the project, the Consortium plans to distribute at least 2 more press releases containing information about the project progress and the project results.

## 1. Introduction

Press releases are the main communication channel with journalist and editors and are key for an effective communication of the project to the general audience. A single press release acts as a news multiplier and fosters the project awareness among several media, reaching a wider public. The news pills usually feature project results of wider relevance and interest to the media and are be used as an alert for relevant media. This allows to present a global picture of the project goals, activities, and results to key local, regional, national, and international key media channels.

The reach of the press releases to a general audience includes prospective specialised audience. This can support the I4-GREEN quadruple helix ecosystem (enablers, investors, developers, and regional governments.) and the activities in WP5 by prospectively gaining attention of previously unreached European stakeholders.

In I4-GREEN, press releases are mainly linked to Task 7.3 (Traditional and offline communication) activities, and are centralised and produced by WP7 and Task 7.3 leader ISMC (with an *ad hoc* support of partners depending on the topic addressed) and are published on the project website. The press releases are created in English, as the official language for internal communication. Partners can translate the text into their national languages, adjust it for current policy contexts and national debates, and distribute them within their networks and to national media.

## 2. I4-GREEN Press Release Standards

### 2.1. Guidelines

The press release content will be prepared by WP7 leader ISMC, with support from the partners when necessary. Selected and important press releases with big impact must be approved by all partners. Specifically, the final press release will be approved by the project coordinator before publication.

The press release can be used directly by partners on their websites or can be circulated to the local, regional, national, and international media channels identified by the partners from each country, to serve as a basis for online articles and journals.

### 2.2. Goals

The main goals of the press releases are to (1) increase awareness on the I4-GREEN project (vision, mission, mantras); (2) give visibility to the I4-GREEN consortium; (3) strategically position the consortium partners; (4) disseminate the project results and increase the impact at local, regional and international level; and (5) establish relations with selected journalists/media houses.

### 2.3. Target media channels

The target media channels are local, regional, and national printed media, as well as local, regional and national digital media (newspapers, specialised blogs, etc.).

### 2.4. Target audiences

The target audiences are the ones identified during the development of the C&D Plan (D7.1). Although the press release will be written for the general public, the intention is also to reach and spark the interest of any unreached Industry Stakeholders, Scientific Community, Policymakers, EU-Brussels-Ecosystem.

### 2.5. Main languages

English will be the language in which the press releases will be initially prepared. After circulation to the I4-GREEN project partners, a partner from each country will be responsible for its translation to their national official or main languages, before its circulation to local, regional and national media.

### 2.6. Timeline

The press releases will be circulated throughout the project duration. The goal will be to release one periodically (i.e., every 6 to 9 months) to raise awareness and boost project visibility. However, the final number of press releases and their circulation will be adjusted depending on the availability of adequate content in terms of importance and novelty of the information to publish.

### 2.7. Mention to EU funding

Within its text, the press release will contain a mention to the funding by the European Commission, and (at least) the mandatory logos (see Annex I).

### 2.8. Communication Channels

The press releases will be shared with the consortium through the project repository on Teams (managed by the coordinator ICAMCYL).

The primary communication channel for the dissemination of press releases with the media is via e-mail. Each partner will leverage their existing contacts to proliferate the information at the national, regional, and local levels. Occasionally, phone calls may also be utilized to ensure that the press release is brought to the attention of key media channels.

The [website](#) features a dedicated "Resources" page (figure 1) that houses valuable materials and tools for dissemination. Among these resources, press releases have been made available for download by the public.



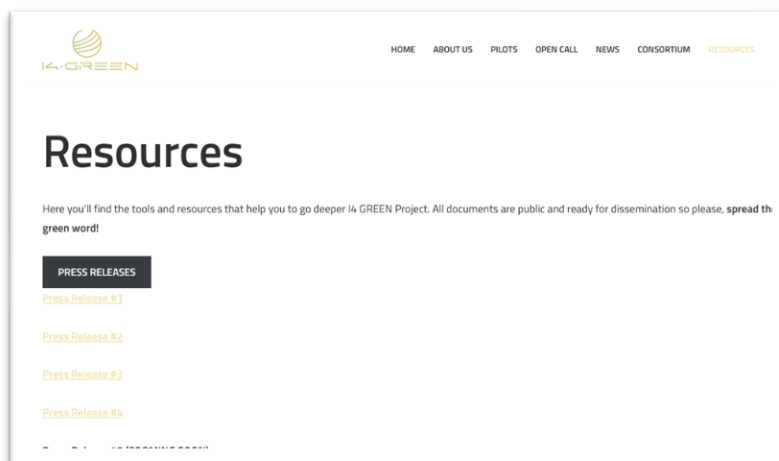


Figure 1. I4-GREEN Web Resources Page.

### 3. Press Release Contents

The first press release was published online on M1 by ISMC. It was prepared in English and conveyed key information about the I4-GREEN project, such as the duration of the project, funding, consortium members, key challenges, and the long-term vision of the project. The first press release can be reviewed on the I4-GREEN website. Several media echoed the release through their own channels (Figure 2).



Figure 2. I4GREEN Project launch news post from 'El Bierzo Digital'.

A second and third press releases were published on the I4-GREEN website, shared through the project's social media and circulated to disseminate the launch (M9) and the results (M14) of the Open Call, respectively. Again, several media and projects echoed the news through their own websites or social media accounts, as shown in Figure 3.

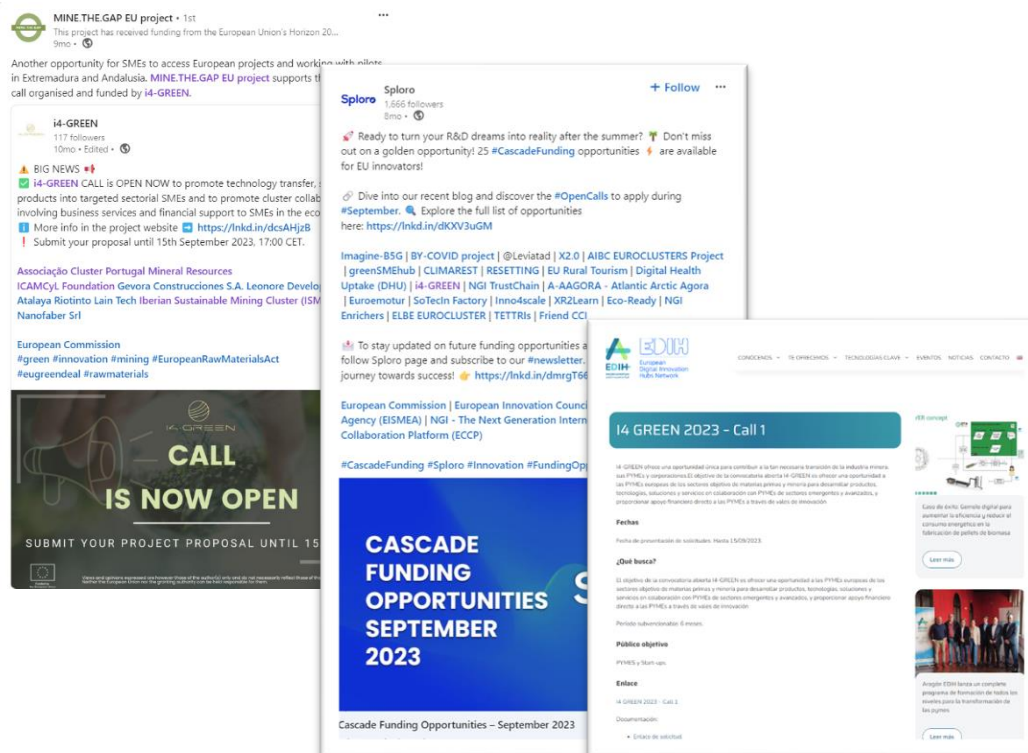


Figure 3. I4-GREEN Open Call launch news post from the Mine.The.Gap project, 'Sploro' and 'European Digital Innovation Hubs Framework'.

A fourth press release was circulated in M16, to disseminate the change in coordination of the project to ICAMCYL (Figure 4).



Figure 4. Partial screenshots of the news posts resulting from the circulation of the third press release (presenting ICAMCYL as the project coordinator). Screenshots of the complete articles can be found in Annex II).

Two more press releases are planned towards the final semester of the project. The focus will be an update of the project progress and the project closure, with achievements during the project execution, conclusions, and a summary of best practices.

Partner(s)	Press Release	Date
ISMC	Presentation to the I4-GREEN Project	M1
ISMC	I4-GREEN Open Call Launch	M9
ISMC	I4-GREEN Open Call Results: 12 Awarded SMEs	M14
ISMC	I4-GREEN Coordinator: ICAMCYL	M16
ISMC	I4-GREEN Project Progress	Planned M21
ISMC	I4-GREEN Project Closure	Planned M30

Table 1. Planning of the project Press Releases (M1-M30).

The four press releases published until M18 are included in Annex II.

## 4. Other I4-GREEN News channels

### 4.1. e-Newsletters

At least 3 e-newsletters will be circulated before the end of the project. The first one was circulated amongst subscribers in August 2023 (M10) and included general information about the project, the Kick-Off-Meeting, the Open Call and the Tech OS I4-GREEN Event in September 2023, as well as the recent Raw Materials Act and the EU Due Diligence Law. Two more newsletters are planned to be circulated by M20 and M30, mainly including information about project developments and results, respectively. The e-Newsletters' implementation was described through D7.3 (e-Newsletters) information about their content and their impact is included in the public reports and will be included in the project Final Report (M30).

### 4.2. Website news pills

The I4-GREEN website contains a specific [News tab](#) where articles about the project and related topics are published periodically. Information about these articles and their impact is included in the public reports and will be included in the project Final Report (M30).

## 5. Next Steps

The consortium will continue to produce at least 2 press releases presenting the progress and major achievements of the project. Updated on press releases and other news channels will be given through the Public Reports (D1.7 and D1.9 due in M24 and M30, respectively) and in the Final Report at the end of the project (M30).

## ANNEX I. Press Releases



### PRESS RELEASE #1

#### **EU-funded I4-GREEN project drives Interregional investment for the sustainable supply of raw materials in the EU Green Energy Transition**

November 21, 2022- In November 2022, a research and innovation project funded by the Interregional Innovation Investments Instrument (I3) has started, focused on the research and innovation for new models of interregional EU collaboration.

I4-GREEN is a 30-month European project that aims to drive and boost green, circular, and social tech deployment through joint investments, to ultimately reduce the EU dependence on imports of Critical Raw Materials and the negative impact on the environment of their extraction and processing.

The project is focused on the sustainable improvement of the value chain of raw materials and will implement 2 consolidated and profitable pilots in the southern region of Europe (Portugal and Spain) to deploy green circular innovations to the market, searching to achieve replicability in other EU regions by the end of the project.

The Iron Holm Oak pilot is an industrial-mining project for the recovery of rare earth elements from mining waste, incorporating modern technologies, under high criteria of environmental, social, and economic sustainability.

The Atalaya/Lain Tech pilot will innovate with an SME-owned green tech to extract strategic raw materials (Cu, Zn, Co and PGMs) from low grade ores.

As a cascade-funding project, I4-GREEN will establish an Open Call for SMEs developing solutions to cover the pilots' technological needs. Awarded SMEs will not only have the possibility to collaborate with the pilots through their solution's deployment but will receive support in the form of business services and financial support.

The final goal of these activities is to promote technology transfer, services, and products into targeted sectorial SMEs and to promote cluster collaboration tools involving business services and financial support to SMEs in the ecosystem.

Additionally, through its quadruple helix (enablers, investors, developers, and regional governments), the project will research and define the optimal approach for the integration of circular and sustainable practices within SMEs and its interregional deployment and replication to full EU scale.

On the 25<sup>th</sup> of November 2022 an on-line kick-off meeting will take place where the I4-GREEN consortium partners, beneficiaries of the funding, meet and present their role within the project: the Cluster Portugal Mineral Resources (ACPMR, Coordinator), ICAMCYL Foundation, Gevora, Leonore Development, Atalaya, Lain Tech, the Iberian Sustainable Mining Cluster (ISMC) and Nanofabre.

*The I4-GREEN project is coordinated by Cluster Portugal Mineral Resources, please contact us for further information: [i3.i4green.eu@gmail.com](mailto:i3.i4green.eu@gmail.com)*

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## PRESS RELEASE #2

**EU-funded I4-GREEN project launches its Open Call for SMEs with new products, processed and/or technical services for green, circular, and social tech deployment in mining**

June 26, 2023- I4-GREEN is a 30-month European project funded by the Interregional Innovation Investments Instrument (I3) focused on the research and innovation for new models of interregional EU collaboration. I4-GREEN aims to drive and boost green, circular, and social tech deployment through joint investments, to ultimately reduce the EU dependence on imports of Critical Raw Materials and the negative impact on the environment of their extraction and processing.

The I4-GREEN project is focused on the sustainable improvement of the value chain of raw materials and will implement 2 consolidated and profitable pilots in the southern region of Europe (Portugal and Spain). The project includes a system of cascade funding for SMEs applying to deploy their technologies in these pilots. A total budget of up to €448.500 will be available for funding, where up to 15 SMEs will receive up to €30.000 each.

The final goal of the Open Call is to promote technology transfer, services, and products into targeted sectorial SMEs and to promote cluster collaboration tools involving business services and financial support to SMEs in the ecosystem. It requires SMEs-driven innovation projects to foster the inclusion of new products, processes and/or technical services for the development of innovation projects within its two industrial pilots, with the objective of establishing new interregional and intersectoral value chains.

The objective of the Iron Holm Oak pilot (managed by consortium partners Gevora Construcciones S.A. and Leonore Development SL, in Extremadura, Spain) is to improve the sustainability of iron ore production and the creation of a circular mine, and to create and develop a forefront technology to recover REE from iron mining waste, while reducing environmental impact and relieving EU dependence on particularly Nd supply.

The E-LIX pilot (deployed by consortium partners Atalaya Riotinto Minera SL and Lain Technologies SL in Andalusia, Spain) be implemented for scaling up hydrometallurgical leaching of primary sulphide minerals for the sustainable recovery of essential metals for the green transition.

The call for proposals is open from the 1<sup>st</sup> of July, 2023 until September 15th, 2023 (17h CET). The call contains all the documents needed for understanding the goals and the conditions (Call announcement, Guide for applicants & FAQ) and for submitting proposals for the Open Call (Application template & Supporting documents for application), which can be found in the I4-GREEN website, through the following link: <https://i3-i4green.eu/opencall/>

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## PRESS RELEASE #3

**EU-funded I4-GREEN project selects 12 SMEs to support the project pilots**

December 11, 2023- I4-GREEN is a 30-month European project funded by the Interregional Innovation Investments Instrument (I3) focused on the research and innovation for new models of interregional EU collaboration. I4-GREEN aims to drive and boost green, circular, and social tech deployment through joint investments, to ultimately reduce the EU dependence on imports of Critical Raw Materials and the negative impact on the environment of their extraction and processing.

The I4-GREEN project is focused on the sustainable improvement of the value chain of raw materials and is implementing 2 consolidated and profitable pilots in the southern region of Europe (Portugal and Spain). The project includes a system of cascade funding with a total budget of up to €448.500 for SMEs applying to deploy their technologies in these pilots.

After a call for proposals, the project received a total of 28 applications from companies from consultancy, engineering, environmental protection, ICT and training sectors. Following a two-phase evaluation process where the proposals' feasibility and impact were evaluated among other criteria, 6 SMEs were selected to implement their proposals in PILOT 1 and other 6 SMEs were selected for PILOT 2.

The six SMEs selected for the Iron Holm Oak pilot (managed by consortium partners Gevora Construcciones S.A. and Leonore Development SL, in Extremadura, Spain) include five Spanish companies and one Portuguese company: FORCERA LDA, CRS INGENIERIA, Consultoría Geológica, S.L, INDUMINE GLOBAL, AM GLOBAL CONSULTORES, and AZCATEC.

The six Spanish SMEs selected for the E-LIX pilot (deployed by consortium partners Atalaya Riotinto Minera SL and Lain Technologies SL in Andalusia, Spain) are QUALIFICA2, SCYPI, PTyMIO-PROYECTOS TECNICOS Y MONTAJES INDUSTRIALES ONUBENSES, FSI FILTRACION SL, MONTAJES INDUSTRIALES Y MECANICA SEVILLANA and CUBICOFF.

These SMEs will be developing and implementing different solutions such as environmental footprint, exploitation and mining technique analysis, valorisation solutions and a collection of analysis, hydrological assessment, or environmental safety study and LCA; among others. Funded by the European Union. The content of this report reflects only the author's view. The European Commission is not responsible for any use that may be made of the information it contains.

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**PRESS RELEASE #4****I4-GREEN: Leading the way towards sustainable mining in Europe**

February 19, 2024- The initiative, coordinated by ICAMCyL, is transforming mining in Europe towards greener and more sustainable practices, promoting innovative technologies to protect the planet.

The I4-GREEN project emerges as a pioneering initiative, leading the way towards green and sustainable mining in Europe. Through technological innovation and interregional collaboration, we seek to reduce dependence on imports of critical raw materials and minimize the environmental impact of their extraction and processing.

Europe faces the challenge of reducing its dependence on imports of critical raw materials, essential for the energy transition and environmental sustainability. The I4-GREEN project responds to this challenge, unleashing the green innovation potential of the EU's interregional ecosystems. Its focus is on promoting mining that is both green, circular, and socially responsible.

I4-GREEN's main goal is to transform the European extractive industry. It seeks to revive ecosystems affected by deindustrialization, establishing a single node for the green transformation of extractive industries and generating cutting-edge process recovery technologies that are sustainable and have low environmental impact. This approach not only aims to mitigate negative environmental impact but also to unleash the power of green innovation to foster a sustainable transition in other EU regions.

Through the implementation of two consolidated and profitable pilots in Portugal and Spain, I4-GREEN demonstrates its commitment to technological innovation. These pilots serve as living laboratories to implement technological solutions that meet the needs of sustainable mining. From the re-evaluation of dumps and mining waste to the development of new products, processes, and technical services, the project promotes the application of green and circular technologies in mining.

The ICAMCyL Center stands out in the I4-GREEN initiative as a fundamental pillar in the promotion of sustainable mining practices and green innovation in Europe.

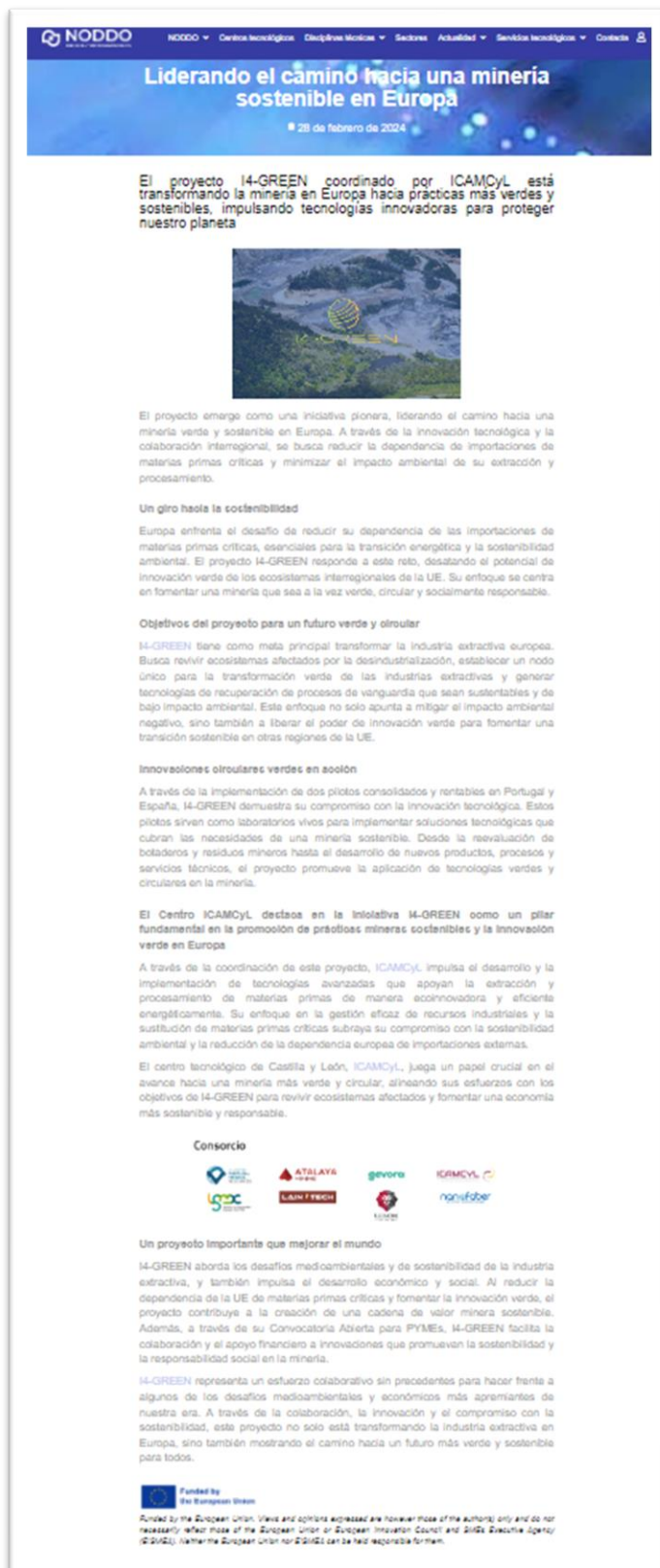
Through the coordination of this project, ICAMCyL promotes the development and implementation of advanced technologies that support the extraction and processing of raw materials in an eco-innovative and energy-efficient manner. Its focus on the effective management of industrial resources and the substitution of critical raw materials underlines its commitment to environmental sustainability and reducing Europe's dependence on external imports. ICAMCyL plays a crucial role in moving towards greener and more circular mining, aligning its efforts with the objectives of I4-GREEN to revive affected ecosystems and promote a more sustainable and responsible economy.

*The I4-GREEN project is coordinated by ICAMCyL Foundation, please contact us for further information: [projects@icamcyL.com](mailto:projects@icamcyL.com) or [i3.i4green.eu@gmail.com](mailto:i3.i4green.eu@gmail.com)*

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## ANNEX II. News Site Screenshots




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### Liderando el camino hacia una minería sostenible en Europa

28 de febrero de 2024

El proyecto I4-GREEN, coordinado por ICAMCYL, está transformando la minería en Europa hacia prácticas más verdes y sostenibles, impulsando tecnologías innovadoras para proteger nuestro planeta.



El proyecto emerge como una iniciativa pionera, liderando el camino hacia una minería verde y sostenible en Europa. A través de la innovación tecnológica y la colaboración interregional, se busca reducir la dependencia de importaciones de materias primas críticas y minimizar el impacto ambiental de su extracción y procesamiento.

#### Un giro hacia la sostenibilidad

Europa enfrenta el desafío de reducir su dependencia de las importaciones de materias primas críticas, esenciales para la transición energética y la sostenibilidad ambiental. El proyecto I4-GREEN responde a este reto, desatando el potencial de innovación verde de los ecosistemas interregionales de la UE. Su enfoque se centra en fomentar una minería que sea a la vez verde, circular y socialmente responsable.

#### Objetivos del proyecto para un futuro verde y circular

I4-GREEN tiene como meta principal transformar la industria extractiva europea. Busca revivir ecosistemas afectados por la desindustrialización, establecer un nodo único para la transformación verde de las industrias extractivas y generar tecnologías de recuperación de procesos de vanguardia que sean sostenibles y de bajo impacto ambiental. Este enfoque no solo apunta a mitigar el impacto ambiental negativo, sino también a liberar el poder de innovación verde para fomentar una transición sostenible en otras regiones de la UE.

#### Innovaciones circulares verdes en acción


A través de la implementación de dos pilotos consolidados y rentables en Portugal y España, I4-GREEN demuestra su compromiso con la innovación tecnológica. Estos pilotos sirven como laboratorios vivos para implementar soluciones tecnológicas que cubran las necesidades de una minería sostenible. Desde la reevaluación de botaderos y residuos mineros hasta el desarrollo de nuevos productos, procesos y servicios técnicos, el proyecto promueve la aplicación de tecnologías verdes y circulares en la minería.

#### El Centro ICAMCYL destaca en la iniciativa I4-GREEN como un pilar fundamental en la promoción de prácticas mineras sostenibles y la innovación verde en Europa

A través de la coordinación de este proyecto, ICAMCYL impulsa el desarrollo y la implementación de tecnologías avanzadas que apoyan la extracción y procesamiento de materias primas de manera ecoinnovadora y eficiente energéticamente. Su enfoque en la gestión eficaz de recursos industriales y la sustitución de materias primas críticas subraya su compromiso con la sostenibilidad ambiental y la reducción de la dependencia europea de importaciones externas.

El centro tecnológico de Castilla y León, ICAMCYL, juega un papel crucial en el avance hacia una minería más verde y circular, alineando sus esfuerzos con los objetivos de I4-GREEN para revivir ecosistemas afectados y fomentar una economía más sostenible y responsable.

#### Consortio



#### Un proyecto importante que mejorar el mundo

I4-GREEN aborda los desafíos medioambientales y de sostenibilidad de la industria extractiva, y también impulsa el desarrollo económico y social. Al reducir la dependencia de la UE de materias primas críticas y fomentar la innovación verde, el proyecto contribuye a la creación de una cadena de valor minera sostenible. Además, a través de su Convocatoria Abierta para PYMES, I4-GREEN facilita la colaboración y el apoyo financiero a innovaciones que promuevan la sostenibilidad y la responsabilidad social en la minería.

I4-GREEN representa un esfuerzo colaborativo sin precedentes para hacer frente a algunos de los desafíos medioambientales y económicos más apremiantes de nuestra era. A través de la colaboración, la innovación y el compromiso con la sostenibilidad, este proyecto no solo está transformando la industria extractiva en Europa, sino también mostrando el camino hacia un futuro más verde y sostenible para todos.

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Lunes 15 de Abril, 2024

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Tecnología

Proyecto I4-GREEN: Liderando el camino hacia una minería sostenible en Europa

La iniciativa, coordinada por ICAMCyL, está transformando la minería en Europa hacia prácticas más verdes y sostenibles, impulsando tecnologías innovadoras para proteger el planeta

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Proyecto I4-GREEN

Tiempo de lectura estimado: 3 minutos

El proyecto I4-GREEN emerge como una iniciativa pionera, liderando el camino hacia una minería verde y sostenible en Europa. A través de la innovación tecnológica y la colaboración interregional, se busca reducir la dependencia de importaciones de materias primas críticas y minimizar el impacto ambiental de su extracción y procesamiento.

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I4-GREEN tiene como meta principal transformar la industria extractiva europea. Busca revivir ecosistemas afectados por la desindustrialización, establecer un nodo único para la transformación verde de las industrias extractivas y generar tecnologías de recuperación de procesos de vanguardia que sean sostenibles y de bajo impacto ambiental. Este enfoque no solo apunta a mitigar el impacto ambiental negativo, sino también a liberar el poder de innovación verde para fomentar una transición sostenible en otras regiones de la UE.

Innovaciones circulares verdes en acción

A través de la implementación de dos pilotos consolidados y rentables en Portugal y España, I4-GREEN demuestra su compromiso con la innovación tecnológica. Estos pilotos sirven como laboratorios vivos para implementar soluciones tecnológicas que cubran las necesidades de una minería sostenible. Desde la reevaluación de botaderos y residuos mineros hasta el desarrollo de nuevos productos, procesos y servicios técnicos, el proyecto promueve la aplicación de tecnologías verdes y circulares en la minería.

El Centro ICAMCyL destaca en la iniciativa I4-GREEN como un pilar fundamental en la promoción de prácticas mineras sostenibles y la innovación verde en Europa

A través de la coordinación de este proyecto, ICAMCyL impulsa el desarrollo y la implementación de tecnologías avanzadas que apoyan la extracción y procesamiento de materias primas de manera ecoinnovadora y eficiente energéticamente. Su enfoque en la gestión eficaz de recursos industriales y la sustitución de materias primas críticas subraya su compromiso con la sostenibilidad ambiental y la reducción de la dependencia europea de importaciones externas.

ICAMCyL, juega un papel crucial en el avance hacia una minería más verde y circular, alineando sus esfuerzos con los objetivos de I4-GREEN para revivir ecosistemas afectados y fomentar una economía más sostenible y responsable.

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