

TWEETABLE FACTS

1. Content promoting the project, progress and results;
2. Content revolving around sharing ideas and stories from leaders of the industry and/or businesses;
3. Content as interaction with the audience.

Minimum standards:

- Use the hashtag *#retrofeed* (Twitter and LinkedIn)
- Tag *@retrofeedEU* (Twitter) - www.linkedin.com/company/retrofeed (LinkedIn)
- Add project website www.retrofeed.eu

Additional

- Add tags (*project consortium / target groups*)
- Add additional *hashtags*

For content promoting the project, progress and results

- RETROFEED project, the opportunity for moving towards a *#biobased* and *#circular* economy in energy intensive *#industries* - www.retrofeed.eu
- How to enable *#industries* to use variable, bio-based and circular *#feedstock*? Visit our project website www.retrofeed.eu / *@retrofeedEU* *#retrofeed*
- How to reach +22% in *#resourceefficiency*, +19% in *#energyefficiency*, together with - 9.3 M€ in costs and -135 kton in CO2 *#emission*? Check it out --> www.retrofeed.eu / *@retrofeedEU*
- *#Circular*economy concepts + *#biobased* feedstock + *#waste* industry residue = alternative and circular feedstock --> www.retrofeed.eu / *@retrofeedEU*
- RETROFEED = increasing knowledge in REII processes by deploying advanced modelling techniques and implementing a new monitoring infrastructure in different steps of the *#productionchain* --> www.retrofeed.eu / *@retrofeedEU*
- RETROFEED aims at implementing a *#circulareconomy* approach leveraging on *#retrofitting* for the introduction on by-product and *#waste* streams as *#alternativefeedstock* www.retrofeed.eu / *@retrofeedEU* *#retrofeed*
- Adapting REII equipment for the provision and use of *#biobased* materials, thus replacing traditional *#feedstock* for improving the processes of *#environmental* performances = RETROFEED www.retrofeed.eu / *@retrofeedEU* *#retrofeed*
- How to improve the *#controlsystem* of retrofitted processes in order to deal with a higher *#variability* in *#feedstock* while improving their overall technical, economic and

#environmental performances? Solution: RETROFEED www.retrofeed.eu / @retrofeedEU #retrofeed

- RETROFEED aims at developing a Decision Support System for assessing the best retrofitting options and operation plan of the improved processes to achieve a high impact over the whole #productionchain www.retrofeed.eu / @retrofeedEU #retrofeed
- Retrofeed = ensures results replication and the exploitation of the #retrofitting potential in REILs through a retrofitting methodology, contributions to #standards and #capacitybuilding activities www.retrofeed.eu / @retrofeedEU #retrofeed

For content revolving around sharing ideas and stories from leaders of the industry and/or businesses

- What are the highlights in the #agrochemical, #aluminium, #cement, #ceramic and #steel industrial world? How are they tackling #circulareconomy and #sustainability? www.retrofeed.eu / @retrofeedEU #retrofeed
- What's the current state-of-the-art of the industrial digital landscape when talking about #agrochemical #aluminium #cement #ceramic and #steel sectors? What's the advantage of embracing new waves of technology? www.retrofeed.eu / @retrofeedEU #retrofeed
- What are the latest news in the #agrochemical, #aluminium, #cement, #ceramic and #steel industries? www.retrofeed.eu / @retrofeedEU #retrofeed

For content as interaction with the audience

- Did you miss the first xxxxx? Have a look at it *link* www.retrofeed.eu / @retrofeedEU #retrofeed
- Smart and digital retrofitting activities in process industry: #agrochemical #aluminium #cement #ceramic and #steel industry joining forces towards #innovation in just a blink of an eye www.retrofeed.eu / @retrofeedEU #retrofeed

[non exhaustive list - to be updated during the project execution]