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ISRAEL VIRTUAL MISSION

August 3, 2022

Agenda:

8:00 - 08:45 Presentation of the PERCY project and the clusters involved.

08:45 - 09:30 Presentation of **Israel Innovation Authority** and discussion - Danny Seker, Managing Director ISERD

09:30 - 10:15 Presentation of **UBQ Materials** and discussion - Shay Ben-Moshe, Business Development Manager

PERCY consortium presentations

PCD (Danmark), WFG (Germany), Polymeris (France), SPK (Slovakia)

Participants: Daniela Adelhelm (WFG), Dorte Bælum (PCD), Paulina Berganza (POL), Annabelle Sion (POL), Veronika Dolezalova (SPK), Richard Tekel (SPK) and Jan Vaclav (SPK)

Guests: Jozef Kraxner (SPK), Andrea Frahm (WFG)

The screenshot shows a Microsoft Teams meeting interface. The main content is a presentation slide titled "Examples of Plastic Recycling Projects" with the "dmn" logo at the bottom. The slide features several images: a large industrial machine, a person in a white lab coat, a blue recycling truck, and various plastic waste and recycling components. On the right side of the Teams window, there is a "Ludia" chat window showing a list of participants:

- Zdieľat pozvánku
- Aktuálne v tejto schôdzi (9)
- V Veronika (Host)
- AF Andrea Frahm (Guest) (Host)
- AS Annabelle SION
- DS Dan Seker
- DA Daniela Adelhelm Organizátor
- DB Dorte Walzl Bælum
- J Jan (Guest) (Host)
- PB Paulina BERGANZA
- TR Tekel Richard

The bottom of the screenshot shows the Windows taskbar with the date 3. 8. 2022 and time 8:28.



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PERCY

Schödza | Microsoft Teams x +

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ACTIVITIES

Danish Companies Working with Plastic Recycling:

Mechanical recycling:	Chemical recycling:
<ul style="list-style-type: none"> - Trebo - Dansk Affaldsminimering - Genplast - Compsoil - Redivivus - A.V. Pehrsson - Plastix - RC Plast - Aage Verstergaard Larsen - EPS Recycling - Re-match - Letbek - CemeCon - Genan - IMDEX 	<ul style="list-style-type: none"> - Plastcon/Makeen Energy - Quantafuel - Waste Plastic Upcycling - Waste2Value - Reaktor - Polytech

dmn

Ludia x

Zdieľajte pozvánku

Aktuálne v tejto schôdzi (9)

- V Veronika (Host)
- AF Andrea Frahm (Guest) (Host)
- AS Annabelle SION
- DS Dan Seker
- DA Daniela Adelhelm
Organizátor
- DB **Dorte Walz Baelum**
- J Jan (Guest) (Host)
- PB Paulina BERGANZA
- TR Tekel Richard

+4 DS AF DA

18°C Přev. slunečno 8:29 3. 8. 2022

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ACTIVITIES

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dmn

26:36

Dorte Walz Baelum

PB J AS TR AF DA

18°C Přev. slunečno 8:29 3. 8. 2022



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WEG
WIRTSCHAFTS
FÖRDERUNG
RAUM HEILBRONN

**Wirtschaftsförderung
Raum Heilbronn GmbH**

**Regional Development
Agency Heilbronn**

29:40

Daniela Adelhelm

AF AS DS TR PB

Paulina BERGANZA Daniela Adelhelm Dorte Watzl-Baahm Jan (Guest) (Host)

18°C Přev. slunečno 8:32 3. 8. 2022

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Project Name:
**International Cluster Cooperation
for Recycling of Polymers**

Title: International Cluster Cooperation for Recycling of Polymers

Topic: Clusters Go International – Supporting preparatory actions for the establishment and shaping of new European Strategic Cluster Partnerships for Going International

Granted by: Executive Agency for Small and Medium-sized Enterprises

Project number:
NUMBER.951200 — PERCY

39:36

Grant Agreement number: 951200 — PERCY — COS-CLUSINT-2019-3-01

AF AS DS PB

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AN ECOSYSTEM OF NATIONAL SCOPE

534 members and 386 industrialists

Members

- Research and training organizations, laboratories
- VSEs, micro-enterprises, start-ups
- Associations
- SME
- Technical center
- Large groups
- ETI

6 Main regions

ÉTABLISSEMENTS PRINCIPAUX
ANTENNES RÉGIONALES

57:50

Paulina BERGANZA

+2 AS DS DB DA J TR

Daniela Adelhelm Jan (Guest) (Ho... Tekel Richard Paulina BERGANZA

22°C Přev. slunečno 9:00 3. 8. 2022

08:45 - 09:30 Presentation of Israel Innovation Authority and discussion - Danny Seker, Managing Director ISERD

Schödza | Microsoft Teams

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Annabelle SION

Paulina BERGANZA

01:06:06

Dan Seker

JK AF TR DB J

Daniela Adelhelm

22°C Přev. slunečno 9:09 3. 8. 2022



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➤ The Israeli High-Tech Industry Yields Significant Economic Value

10% of total employees in the market	47% of total Israeli exports
335,000 workers in high-tech	25% of income tax* Paid by tycoons
15% of total GDP	

רשות החדשנות
Israel Innovation
Authority

Source: Central Bureau of Statistics 2020
* CBS 2018

+2 TR DB J PB AS DA

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⚠ Nahrávání záznamu sa začalo. Účasťou na tejto schôdzi vyjadrujete svoj súhlas s tým, že budete nahrávaní. [Zásady ochrany osobných údajov](#) Zrušiť

➤ Human Capital – Not Enough Employees

March 2021 State Comptrollers report states:

“ There is a chronic shortage of skilled employees in the high-tech industry in Israel, which poses a strategic threat to the technology sector in particular and to the Israeli economy in general. ”

The shortage is due, inter alia, to the small pool that makes up the Israeli high-tech industry work force, which includes mostly residents from the center of the country. Jewish men are not ultra-Orthodox. The country does not include minorities.

01:12:58

JK AF TR DB J PB AS DA

Paulina BERGANZA Annabelle SION Daniela Adelhelm Dan Seker

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Nahrávanie záznamu sa začalo. Účasťou na tejto schôdzi vyjadrujete svoj súhlas s tým, že budete nahrávaní. [Zásady ochrany osobných údajov](#)

Zrušiť

The Innovation Authority in a Nutshell



NIS 1.5 Billion
Annual Budget
Grants and Investments



NIS 0.5 Billion
Annual International Budget,
(including the
Horizon Program)



4,461 Applications
in 2020
About 50% approved

Dan Seker

01:20:21
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DA

Paulina BERGANZA

Annabelle SION

Daniela Adelhelm



Nahrávanie záznamu sa začalo. Účasťou na tejto schôdzi vyjadrujete svoj súhlas s tým, že budete nahrávaní. [Zásady ochrany osobných údajov](#)

Zrušiť

A Step up in Implementing Innovation

Beta Nation Connecting Israeli breakthrough innovations to state and global challenges



The Pilot Program

Implementing innovative technologies in various Beta sites



Coordinated Pilot Program

A focused and timed effort that includes a critical mass of multi-sector piloting activities, designed to bring about a reality altering innovation



Innovation Portfolio

Identify, validate, initiate and manage a variety of focused interventions to accelerate the implementation of innovation

Dan Seker

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CIRCLE - Plastic Recycling Technologies
Supported by the Israel Innovation Authority

CIRCLE is a new consortium for the traditional industry sector, established with the support of the Israel Innovation Authority (formerly the Office of the Chief Scientist of the Ministry of Economic Affairs). This consortium is part of the MANDAT program of the Innovation Authority's Technology Infrastructure Division. Within the program, industry and academia cooperate for a period of three years on the development of generic technologies to promote innovation for a specific industry segment in Israel. CIRCLE aims to find solutions to two problems that present a significant challenge in the field of plastics recycling:

1. Methods to treat industrial waste composed of multi-layer plastic films – which are present in very difficult to recycle due to their heterogeneous composition.
2. Methods to increase the amount of recycled material in plastic products while maintaining / improving the quality of the final product.

The consortium will develop a range of scientific-chemical technologies with the aim of improving these two issues. In a separate, already successful, process will create biodegradable products and biodegradable...

01:23:01

Dan Seker

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Paulina BERGANZA Annabelle SION Daniela Adelhelm Dan Seker

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רשות החדשנות
Israel Innovation Authority

PLANETech
Climate Change Technologies

The State of Israel views innovation as a valuable resource and vital component in ensuring the continued economic prosperity of the Israeli economy. The Israel Innovation Authority is an independent statutory entity responsible for advancing innovation as leverage towards inclusive and sustainable economic growth in Israel. The Authority's mission is to strengthen Israel's technological leadership and culture of entrepreneurship, and to increase the economic value they generate for the Israeli economy. The Authority regards innovation as the most significant driver of the Israeli economy and envisions a future where the Authority formulates policy to implement this mission via a program...

PLANETech is a nonprofit innovation community for climate change technologies – a joint venture of the Israel Innovation Institute and Consensus Business Group. PLANETech aims to lead the Israeli and global climate tech ecosystem in tackling climate change via a combination of approaches. This is done by modifying business focus and technologies towards climate change challenges, supporting the deployment and implementation of innovative climate technologies, and by building a global network for climate tech innovators.

The report was written by Dr. Tamar Moise and Uriel Klar of PLANETech and Ari Siegmann of the Israel Innovation Authority.

Special thanks to the joint climate team for transforming a multitude of data into a solid report - Dvora Porat, Dana Gourevich, Aviva Polisar, Noga Carmin, Shai Becker, Eilior Bliach, Sam Eisenberg and Gal Sharon. Special thanks also to the team of SparkBeyond!

01:25:20

Dan Seker

SB JK AF TR DB J PB AS DA

Paulina BERGANZA Annabelle SION Daniela Adelhelm Dan Seker

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01:27:02

Dan Seker

Opportunities & Barriers to Climate Tech in Israel

Artificial Intelligence as a Technology Driver

Artificial Intelligence (AI) contributes to the fight against climate change across a wide variety of sectors including electricity, transportation, industry, buildings, forestry, land use, and many others. By supporting distributed energy grids, precision agriculture, sustainable supply chains, environmental monitoring, energy-efficient buildings, and enhanced weather and disaster prediction, AI-based innovations reduce greenhouse gas emissions and resource consumption, and aid in climate adaptation. By accelerating scientific discovery and improving computational simulations, AI acts as a primary technology driver in many additional cross-cutting domains from which climate innovations evolve.

Israel has proven capabilities in AI, is home to successful AI startups, and is a leader in AI innovation. AI-based solutions for AI companies to provide to its customers are advancing solutions to fight climate change.

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01:27:13

Dan Seker

17 <https://www.sortisemedia.com/intelligence/global-ai/>

Challenge: Alternative Proteins

Numbers: 45 companies of which 42 are startups (6% of all startups). These startups have raised a total of 364 million USD.

Technology Showcase: 5 startups in cultivated meat (dairy, 10 in fermentation, 21 in plant-based proteins. The number of startups is growing rapidly each year and investments increased 11-fold (1140%) between 2018 and 2021. Of the 42 startups, 34 were established from 2016 onwards, and 15 of these were established in 2013 and 2020. Four alternative protein companies are publicly traded on the Tel Aviv Stock Exchange (2 cultivated meat, 1 plant-based protein and 1 fermentation company) which serves as a means to raise the capital needed to support the long path to market. [Learn more in our commercial report.](#)

Why Cu
The traditional meat industry is responsible for high levels of greenhouse gas emissions (directly from livestock and indirectly through growth of livestock

such as land and water. As global demand for meat is not expected to decline, cultivated meat can provide a source of complete protein, valuable minerals, and vitamins while drastically decreasing emissions, water use and land use. One of the primary challenges for cultivated meat is to reduce the costs, such that it will be cost-competitive after scale-up.

Why Israel?
Cultivated meat companies were established in Israel as early as 2013, and have raised 1.8C million USD of capital.

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Challenge: Clean Energy Systems

Numbers: 235 companies of which 119 are startups (18.6% of all startups). These startups have raised a total of 2 billion USD.

Technology Showcase:
Of the 119 startups, 23 (20%) are solar energy companies, 34 (29%) are energy storage companies, and an additional 30 (25%) provide "software only" solutions for energy management.

Why Energy Storage?
Energy storage enables mass implementation of intermittent renewable energy such as solar, wind and waves. Storage makes it possible to better balance electricity supply with demand, enhances flexibility, reliability, and resilience of centralized and micro-grids, and can be deployed to avoid costly new transmission infrastructure and power plants.

Why Israel?
Israel has a growing population of startups with impressive traction of private capital with nearly 30% of all Clean Energy Startups founded in Israel.

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Dan Seker

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Paulina BERGA... Jan (Guest) (Host) Daniela Adelhelm Dan Seker

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Challenge: Sustainable Mobility & Transport

Numbers: 137 companies of which 75 are startups (12 % of all startups). These startups have raised a total of 1.8 billion USD.

Technology Insights:
Of the 75 startups, 25 (33%) are in New Mobility - technologies and infrastructure that facilitate shifts to low carbon transportation modes (notably in the area of shared mobility, micro-mobility and high-capacity public transport services), influence individual travel behavior, and provide alternatives to traditional vehicle ownership.

Why New Mobility?
Integration and increased capacity of new mobility services such as shared, public, and low-carbon private transportation (e.g., bicycles, e-bikes, electric mopeds), have the potential to replace travel by personal single-passenger cars. Digital connectivity can improve operation efficiency and reduce costs. A challenge cycle analysis confirms lower emissions for any new

mobility mode in a particular setting, e.g., the impact of "deadheading" - the empty vehicle travel distance - in ride-sourcing schemes needs to be assessed. Emissions can depend also on capacity, occupancy, infrastructure, and maintenance, and all these need to be assessed alongside the user convenience of more multimodal travel.

Why Israel?
As new mobility is predominantly software-based, the field can nurture itself from the proliferating Israeli ICT ecosystem and rely upon the well-established and experienced Israeli automotive innovation sector. Of the 25 startups in new mobility, 13 (50%) were established between 2016, and 6 (20%) of these were

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Dan Seker

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Paulina BERGANZA Jan (Guest) (Host) Daniela Adelhelm Dan Seker

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Israeli Innovation Industry is at an All Time High

~500 Active Investment Organizations

335,000 Employees

~400 Multinational R&D Centers

~10,000 Active Companies

01:11:01

Dan Seker

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Paulina BERGANZA Annabelle SION Daniela Adelhelm Dan Seker

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Ludia Zdieľať pozvánku

Aktuálne v tejto schódzi (9)

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- DB Dorte Walzl Baelum
- J Jan (Guest) (Host)
- JK Jozef Kraxner
- PB Paulina BERGANZA
- SB Shay Ben-Moshe
- TR Tekel Richard

01:54:23

Dorte Walzl Baelum Daniela Adelhelm Tekel Richard Shay Ben-Moshe

J JK AF PB

24°C Přev. slunečno 9:57 3. 8. 2022



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Dorte Walz Baelum Daniela Adelhelm

Jozef Kraxner Shay Ben Moshé

02:00:58

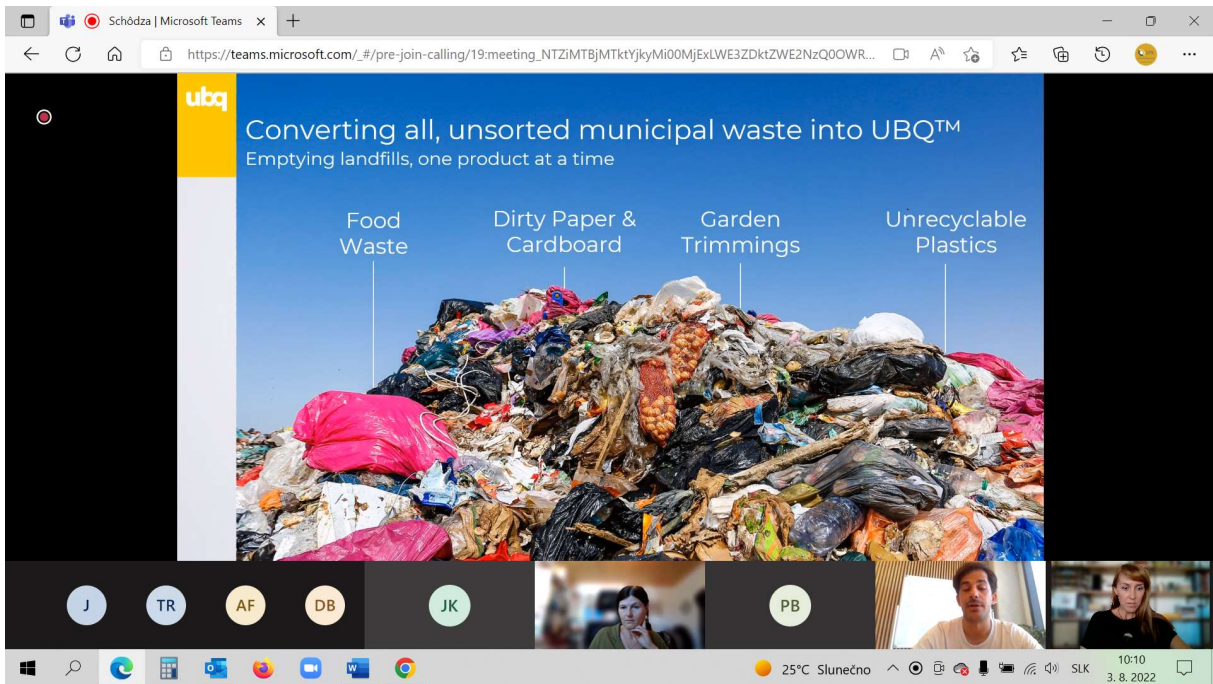
24°C Přev. slunečno 10:03
3. 8. 2022



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09:30 - 10:15 Presentation of UBQ Materials and discussion - Shay Ben-Moshe, Business Development Manager)





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Climate-positive impact

A comprehensive Life Cycle Assessment (LCA) using a time horizon of 20 years (GWP₂₀ - IPCC AR5)

"This positions the UBQ™ Material as the most climate-positive thermoplastic material in the market today." **Quantis**

Material	Average Net Carbon Footprint of 1 kg (GWP ₂₀)
UBQ™ Material	-11.7 kg CO ₂ eq
Polypropylene (PP)	2.8 kg CO ₂ eq

ENVIRONMENTAL BENEFIT
14.5 kg CO₂eq

* Analysis calculates the climate impact of waste diverted from unmanaged landfills in Israel. The climate impact of UBQ™ made in other geographic locations requires individual evaluation.

Participant avatars: J, TR, AF, DB, JK, PB

System tray: 25°C Slunečno, 10:15, 3. 8. 2022

Environmental impact equivalency

Understanding the massive potential of UBQ™ on global scale

1.0 ton of UBQ™	=	1.3 ton landfill waste diverted	=	11.7 ton CO ₂ eq prevented	=	948 trees* Annual CO ₂ eq sequestration
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Data verified and backed by Quantis based on existing production in Israel
*10-year-old conifers

Participant avatars: J, TR, AF, DB, JK, DA, PB

System tray: 25°C Slunečno, 10:17, 3. 8. 2022



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Mercedes-Benz: Developing climate-positive auto parts

Mercedes-Benz AG is the first automotive company to partner with UBQ Materials	Testing the use of UBQ™ in Mercedes-Benz car parts and supply chain products – initial positive results	Promoting the use of UBQ™ among partnering manufacturers to boost carbon footprint offsetting
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JK TR AF DB PB

25°C Slunečno 10:18 3. 8. 2022

McDonald's : Serving up climate positive McTrays throughout LATAM

Arcos Dorados, the largest McDonald's franchise in the world has partnered with UBQ to produce more sustainable products.	The first product the franchise launched is a new version of the iconic 'McTrays' made with UBQ™.	Arcos hopes to expand implementation of the climate positive material in building material display and supply chain parts.
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JK TR AF DB PB

25°C Slunečno 10:19 3. 8. 2022



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PepsiCo: Leveraging logistics as an opportunity for impact

PepsiCo uses UBQ's innovative plastic-alternative in logistics pallets create a more sustainable supply chain.

PepsiCo is promoting a strategic transformation with PepsiCo Positive (pep+), which puts sustainability at the heart of the business.

The pallets made with UBQ™ diverts over 739 KGs of waste from landfills and loops it back into a valuable material resource.

PEPSICO ubq

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25°C Slunečno 10:19 3. 8. 2022

Tried and Tested UBQ™ Applications

A growing list of endless possibilities

Automotive

- Carrier Plates
- Center Console Boxes
- Arm Rests
- Service Panels
- Airbag Retainer Boxes
- Front Bumpers

Home & Garden

- Chairs
- Tables
- Storage Boxes
- Composters
- Storage
- Pet Houses

Retail

- Seating Areas
- Greenhouses
- Garden Tools & Hoses
- Pilasters
- Toolboxes
- Playground Equipment & Kid Playground

Logistics & Supply Chain

- Pallets
- Bottle & Dairy Crates
- Trash Bins & Cans
- Waste Crates

Building & Construction

- Pipes & Tubes
- Flooring
- Wall Cladding
- Shock Pads
- Semi-finished Sheets

Decorative Surfaces

- Decking
- Sheets & Substrates
- Bricks
- Bathroom Partitions
- Playground Floors

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UBQ Compatibility

UBQ is compatible with main polymers and applicable to major manufacturing processes in the plastic industry

Compatible Materials	Polypropylene (PP)	Polyethylene (PE)	Polyvinyl Chloride (PVC)	High Impact Polystyrene (HIPS)	Polyactic Acid (PLA)	Ethylene-vinyl Acetate (EVA)
	Thermoplastic Elastomer (TPE)	Thermoplastic Olefin (TPO)	Acrylonitrile Styrene Acrylate (ASA)	Acrylonitrile Butadiene Styrene (ABS)		
Compatible Manufacturing	Injection molding	Extrusion	Compression molding	3D printing	Roto-molding	Blow molding

In Development: Blown Film

Participant avatars: J, TR, AF, DB, JK, PB

System tray: 25°C Slunečno, 10:21, 3. 8. 2022

UBQ Materials Certifications and Compliances

Regulations

Compliances

Certificates

In Process

Participant avatars: J, TR, AF, DB, JK, PB


System tray: 25°C Slunečno, 10:22, 3. 8. 2022




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ubq Impact starts at the material source
Leveraging existing supply chain to expand distribution channels



UBQ™ MATERIAL



UBQ™ INTEGRATORS






PRODUCTS


DROP-IN MATERIAL DEVELOPMENT & MANUFACTURING

We are leveraging 3 things:

1. Existing supply chains
2. Expertise in material formulation
3. Seamless and compliant solution

J
TR
AF
DB
JK




25°C Slunečno 10:23
3. 8. 2022

ubq




Israel


Commercial production since 2019

- 2021+ Global expansion in The Netherlands
Continued development of materials portfolio and applications
- 2020 UBQ™ validation with world class Brands & Manufacturers
Expansion of international, cross-industry client base
- 2019 UBQ becomes commercial
Market launch of UBQ™
- 2018 Completion of:
 - Plant upscaling in Israel
 - Commercial trials
 - Product standards & certifications
- 2013 Installation of pilot R&D plant
- 2012 UBQ established



J
TR
AF
DB
JK



25°C Slunečno 10:25
3. 8. 2022



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UBQ Materials raises \$170 Million
Funding global expansion to localize waste-to-production cycle

UBQ Materials raises USD 170 million to convert waste into sustainable plastic substitute

TPG Rise invests in UBQ Materials to convert waste into recyclable plastic substitute

UBQ Materials raises \$170 million to convert landfill waste into recyclable plastic substitute

Waste-to-Recyclable Plastics Startup UBQ Materials Raises \$170 Million to Fund Global Expansion

TPG Rise Leads \$170M Investment in UBQ Materials

UBQ Materials raises \$170 million to produce thermoplastics from waste

UBQ Materials' plastic replacement product attracts \$170M from impact investor TPG Rise

UBQ Materials and Bazan Group Sign Agreement for Usage of Waste-Based Material

UBQ Materials Raises Millions

UBQ Materials, a company that converts unsorted low-ODS domestic waste into thermoplastics (UBQ), has signed an agreement with Bazan Group's wholly-owned subsidiary, Carrol Oxitel (CAOX),

25°C Slunečno 10:26 3. 8. 2022

Netherlands
Industrial scale expansion Q4 2022

- 80,000 metric tons UBQ™ production capacity
- (60% already committed)
- 104,600 metric tons of waste diversion
- 912,614 metric tons of CO2eq avoided*
- Equal to annual CO2eq sequestered from 74M trees*

* Calculated using ISO-compliant LCA from Israeli-made UBQ™

25°C Slunečno 10:26 3. 8. 2022



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Schödza | Microsoft Teams x +

https://teams.microsoft.com/_#/pre-join-calling/19:meeting_NTZIMTbjMTktYjkyMi00MjExLWE3ZDktZWE2NzQ0OVR...

Ludia

Zdieľaj pozvánku

- V Veronika (Host)
- AF Andrea Frahm (Guest) (Host)
- AS Annabelle SION
- DA Daniela Adelhelm
Organizátor
- DB Dorte Walzl Baelum
- J Jan (Guest) (Host)
- JK Jozef Kraxner
- PB Paulina BERGANZA
- SB Shay Ben-Moshe
- TR Tekel Richard

02:51:38

Daniela Adelhelm

Dorte Walzl Baelum

AS J PB AF JK

27°C Slunečno 10:54
3. 8. 2022