



BIM based fast toolkit for
Efficient rEnovation in Buildings

D10.11 Dissemination and Communication Plan - Final Report



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D10.11 Dissemination and Communication Plan - Final Report

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0.3	20.06.2022	Internal review	Gabriele Canzi (FPM/PoliMi) Giulia Boffi (One Team)
0.4	21.06.2022	Internal Review	Hugo Grasset (Solintel)
0.5	22.06.2022	WP final and formal Leader's review and approval	Larissa De Rosso (ACE)
0.6	23.06.2022	Final and formal review and plagiarism check	Bruno Daniotti, Martina Signorini (PoliMi), Gabriele Canzi (FPM/PoliMi)
1.0	23.06.2022	Submission	Gabriele Canzi (FPM/PoliMi)

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EXECUTIVE SUMMARY

The BIM4EEB Communication and Dissemination Plan M36M42 describes the communication and dissemination actions performed till month 36 and the last 6 months from 36M to 42M. The division became necessary due to prolonged pandemic conditions that affected some of the activities and actually slipped others into the final semester of the project to ensure all project developments to have maximum visibility. Furthermore, it identifies communication strategies after the end of the project to be able to ensure its visibility by facilitating any development.

The plan and results for dissemination and communication and coordinate action is presented in this document divided in two steps a short summary of the actions carried out from month 24 to month 36, the following 36M-42M and the step planned after the project's end.

PUBLISHING SUMMARY

This plan accounts for all activities performed in the last months of the project with specific focus on different targets.

The activities related to the tool workshops have been explained more extensively in the respective deliverables, in this one we find a few activities described for illustrative purposes.

Activities related to both generic dissemination and early scientific dissemination activities according to the KPIs set under the Grant Agreement are reported.

The division in two parts is due to an update of the activities undertaken from month 24 to 36 and the following semester, with indications of steps to project closure and beyond

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1 M24-M36 Actions performed

Considering the commitments for the dissemination of the last months of the project it was decided to organize a next release of this plan up to month 36 for any improvements before the end.

Here below the actions performed between M24 and M36.

2021 was characterized by alternating phases of the pandemic situation, more manageable in some phases, less in others but generally difficult to predict. From one point of view, the difficulties to create in-person events increased the opportunities for sharing the online workshops and for social activity as well as created more desire to network. For this reason, some workshop activities in presence have been shifted to M36M42 to meet mitigate pandemic conditions, reinforced by the extension of the project of 6 months received.

KPI reported in the Grant agreement are the following:

Action communication	Key Performance Indicator (KPI) measures	Year 1	Y2	Y3	Beyond Y3
Workshops organised	Nr. workshops organised by partners / N. of stakeholders involved	2 / 80	3 / 90	3 / 120	4/150
Workshops attended	Nr. workshops attended with presentations / Nr. stakeholders contacted	5 / 30	7 / 50	7 / 70	
Social media	LinkedIn: posts per months / retweeted content/impressions	5/10/100	7/12/120	7/12/120	5/10/100
Newsletters	Number / invited stakeholders with redemption 10%	2 / 80'000	2 / 90'000	2 / 100'000	1/ 100'000
Publications	Nr. publications in peer-review journal and magazines	4	8	8	2
Architects/designers	Nr. contacted	100'000	100'000	100'000	100'000
Renovation Industries	Nr. contacted	3'000	3'000	3'000	4'000
Associations	Nr. of associations/projects with direct liaisons	20	25	30	30

Figure 1: KPI's for activities and timing.

In the following table an overview of dissemination actions in the central 12 months of RP2 is shown:

Table 1: Overview of dissemination actions performed from M24-M36

Action communication	M25	M26	M27	M28	M29	M30	M31	M32	M33	M34	M35	M36
	Jan 2021	Feb 2021	Mar 2021	Apr 2021	May 2021	Jun 2021	Jul 2021	Ago 2021	Set 2021	Oct 2021	Nov 2021	Dec 2021
Workshop organized												
Workshop attended												
Social Media												
Newsletter												

1.1 Conferences and workshops, activities with sister projects

Here below the events performed in 2021, organized or attended. The demonstration site workshops were shifted to the last semester (M36M42) for the reasons explained.

Table 2: M24-M36 conferences and workshop attended/organized

02/02/2021	One Team	Participation to a Conference	On-line	Italy	Renovate through BIM	Dissemination
30/09/2021	SUITE5	Participation to a Conference	On-line	EU, worldwide	Presentation of the paper "Towards BIM-enhanced building construction operations management tools"	Dissemination
29/10/2021	SUITE5	Participation to a Conference	On-line	EU, worldwide	Presentation of the BIM4EEB case in Sustainable Places workshop	Dissemination
05/02/2021	ACE	Participation to a Workshop	On-line	EU	Workshop with ACE members on dissemination activities	Dissemination
25/05/2021	One Team	Participation to a Conference	On-line	Italy	II BIM and digital transition ASSOBIM	The conference focused on the impact of the BIM in the market. The presentation of the BIM4EEB project explained how the BIM can improve the building renovation
11/06/2021	ACE SUITE 5	Participation in and organization of activities organised jointly with other EU project(s)	On-line	EU	Sister projects Ontology workshop co organized with BIM-Speed	Dissemination among sister projects focused on ontology
16/06/2021	One Team	Participation to a Conference	On-line -	Italy	Digital Transformation Days 2021	The aim was to raise awareness among customers to digitize process

30/06/2021	TUD	Participation to a Workshop	Berlin, Germany	Worldwide	An explanatory use case for the implementation of Information Container for linked Document Delivery in Common Data Environments	Sharing the BIM4EEB Research developments with scientific community. Effective discussions within the community along with the future implementations.
30/06/2021	SOLINTEL	Participation in activities organised jointly with other EU project(s)	On-line	EU	SB4EU KER Brochures	Dissemination of BIM4EEB Key Exploitable Results
28/07/2021	SUITE5	Participation to a Workshop	On-line	Italy	Contribution to the workshop with IT demo users	Dissemination
11/10/2021	TUD	Participation to a Workshop	Belval, Luxembourg	EU, worldwide	LDAC2021 - 9th Linked Data in Architecture and Construction Workshop	Sharing the project results with scientific community through the presentation of paper called "Ontological approach for the LOD-sensitive BIM-data management".
13/10/2021	TUD	Participation to a Conference	Luxembourg	EU, worldwide	CIB W78 conference	Attended to the conference and participated in the H2020 sister projects collaborative workshop.
28/10/2021	PoliMi	Participation to a Conference	On-line	worldwide	ICAMC & ICBSTS 2021 2021 7th International Conference on Architecture, Materials and Construction 2021 2nd International Conference on Building Science, Technology and Sustainability	A talk about BIM4EEB as an example of BIM-based platform for the construction sector

18/11/2021	One Team	Organisation of a workshop	On-line	Italy	BIMMS Workshop	Presentation of the main BIMMS functionalities, collection of feedbacks
22/11/2021	SUITE5	Organisation of a workshop	On-line	Poland	Presentation and training of BIM4Occupants Application	Presentation and training of BIM4Occupants Application
24/11/2021	TUD	Participation to a Conference	Saint Etienne, France	EU, worldwide	A Modular Ontology Framework for Building Renovation Domain	Workshop on an ontology-based framework that harmonizes and orchestrates ontologies recently developed for the construction domain.
30/11/2021	PoliMi and One Team	Participation in a Fair	Milano	Europe	Dissemination Event	Sharing experiences B2B with EU project

76% of the events have been followed online while BIM4EEB staff developed communication activities through all the social media channels (LinkedIn, Twitter, and YouTube).

The project involved again the sister projects in one meeting in 2021 to plan new coordinated activities. Then participation in the 1st and the 2nd Building digital twins International Congress followed, the first 11/06/2021, the second 26/05/2022 - and participation in 2 workshops at CIB W78, 11/10/21 LDCA 2021 and the second the 18/05/2022.

1.2 Scientific dissemination through publication M24-M36

The publications follow the developments of the tools and presentations of the previous year by a few months, having a substantial fallout precisely in 2021 as the year of publication.

Table 3: Overview of paper or publication printed in 2021

1 peer review	ALL	BIM4EEB: a BIM-based toolkit for Efficient rEnovation in Buildings	Daniotti B, Masera, G., Bolognesi, C.M., et al.	https://www.mdpi.com/2504-3900/65/1/17
2 peer review	PoliMi	"Building renovation process map in private and public works to improve communication and data exchange",	Signorini, M., Lupica Spagnolo, S.	doi:10.1088/1757-899X/1044/1/012012
3 peer review	PoliMi	"A Digital Logbook as an Interactive Tool to Fulfil Service Companies' Needs and Requirements in Building Renovations",	Signorini M., Lupica Spagnolo S., Dejacco, M.C.	doi:10.1088/1757-899X/1044/1/012010
4 peer review	PoliMi / VTT / SUITE5 / One Team / CGI / RISE / UCC	An Interoperable BIM-Based Toolkit for Efficient Renovation in Buildings,	Daniotti, B., Bolognesi, C.M., Lupica Spagnolo, S., et al.	https://doi.org/10.3390/buildings11070271
5 peer review	TUD	An explanatory use case for the implementation of Information Container for linked Document Delivery in Common Data Environments	Janakiram, K., Prathap, V., Menzel, K.	10.14279/depositonce-12021
6 peer review	TUD	Ontological approach for LOD-sensitive BIM-data management	Janakiram, K., Prathap, V., Menzel, K.	10.5281/zenodo.6006704
7 peer review	VTT	Towards BIM-Enhanced Renovation Management Tools with Support to Stakeholder Interaction.	Törmä, S., Kiviniemi, M., Lavikka, R., et al.	https://www.mdpi.com/2504-3900/65/1/15
	VTT	Early Stage Energy Refurbishment Assessment Tool for Buildings Using High-End BIM Data: Benefits and Challenges	Mätäsniemi, T., Shemeikka, J., Vesanen, T., & Hasan, A.	10.3390/proceedings2020065028
	UCC	BIMcpd: A Combined Toolkit for Constraint Checking, Performance Evaluation and Data	Brian O'Regan, Eoin O'Leidhin, Farah Tahir, Karen Mould, Stephen O'Donovan, Sinead O'Sullivan, Andriy	10.3390/proceedings2020065032


		Management in Building Renovation Projects	Hryshchenko, Dominic O'Sullivan	
	OneTeam	The BIM Management System: A Common Data Environment Using Linked Data to Support the Efficient Renovation in Buildings	Valra, A., Madeddu, D., Chiappetti, J., Farina, D.,	10.3390/proceedings2020065018

To facilitate dissemination in scientific channels each partner was asked to place publications in open access on Zenodo since 2021.

June 24, 2021 (v1)
Journal article
Open Access

View

Building Renovation Process Map in Private and Public Works to Improve Communication and Data Exchange

 Signorini, Martina; Lupica Spagnolo, Sonia;



Abstract Along the building process the cooperation among several stakeholders and the integration of information during the whole project life cycle, whether it is a new project or a renovation intervention, are two key essential factors. In fact, in AEC sector the loss of information, the lack of

Uploaded on June 24, 2021

May 11, 2021 (v1)
Journal article
Open Access

View

A Digital Logbook as an Interactive Tool to Fulfil Service Companies' Needs and Requirements in Building Renovations

Signorini, Martina;  Lupica Spagnolo, Sonia;  Dejaco, Mario Claudio;

Abstract The lack of an appropriate information management along the life cycle of a construction work is one of the major issues that AEC sector is facing. The collection and exchange of information is already complex for new buildings, but it becomes even more difficult for renovations. Thu

Uploaded on May 11, 2021

January 1, 2021 (v1)
Conference paper
Open Access

View

Workshop: BIM4EEB: A BIM-Based Toolkit for Efficient rEnovation in Buildings

Daniotti, Bruno; Masera, Gabriele; Bolognesi, Cecilia Maria; Lupica Spagnolo, Sonia; Pavan, Alberto; Iannaccone, Giuliana; Signorini, Martina; Cluffreda, Simone; Mirarchi, Claudio; Lucky, Meherun Nesa; Cucuzza, Marco; Andersson, Birgitta; Andersson, Per; Valra, Alessandro; Madeddu, Davide; Chiappetti, Jacopo; Farina, Diego; Törmä, Seppo; Kiviniemi, Markku; Lavikka, Rita; Kousouris, Spiros; Tsatsakis, Kostas; Shemelikka, Jani; Vesanen, Teemu; Hasan, Ala; Mätäsniemi, Teemu; O'Regan, Brian; O'Leidhin, Eoin; Tahir, Farah; Mould, Karen; O'Donovan, Stephen; O'Sullivan, Sinead; Hryshchenko, Andriy; O'Sullivan, Dominic;

Abstract On October 29th the workshop corresponding to the mid-term conference of BIM4EEB (Acronym of BIM Based Toolkit for Efficient rEnovation in Buildings, Horizon Project under grant agreement N. 820660) project was held during the Sustainable Places 2020 event. The main focus of the workshop

Uploaded on June 24, 2021

Figure 2: Zenodo page for BIM4EEB papers.

1.3 Social networks: LinkedIn, Twitter, Newsletter, and YouTube channel

KPIs stated in the initial communication plan related to social media have been greatly exceeded until month 36.

Main activities were developed before and after main events, also to spread some achievement of the project.

Linkedin- 548 followers. During the third year of the project, there was a minimum of two post per week at BIM4EEB LinkedIn account. The linkedIn page had 11.292 impressions and 28 post shared.

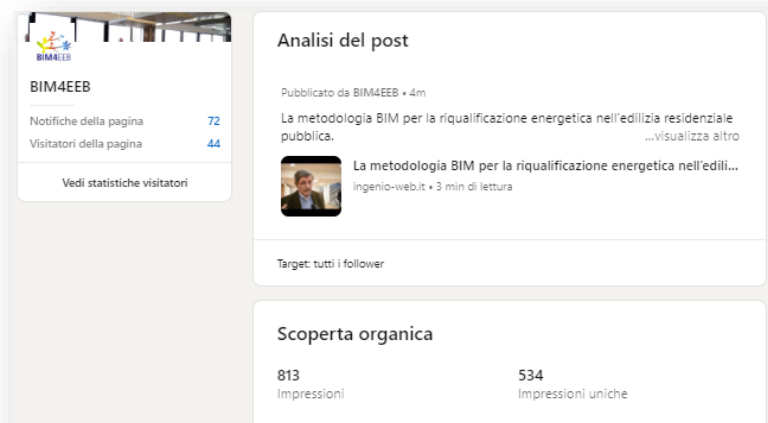


Figure 3: Screenshot from LinkedIn 2021

Twitter- 337 followers Year 3: 57 Tweet / 150 retweeted content / more than 10.000 impression



Figure 4: Screenshot from twitter 2021

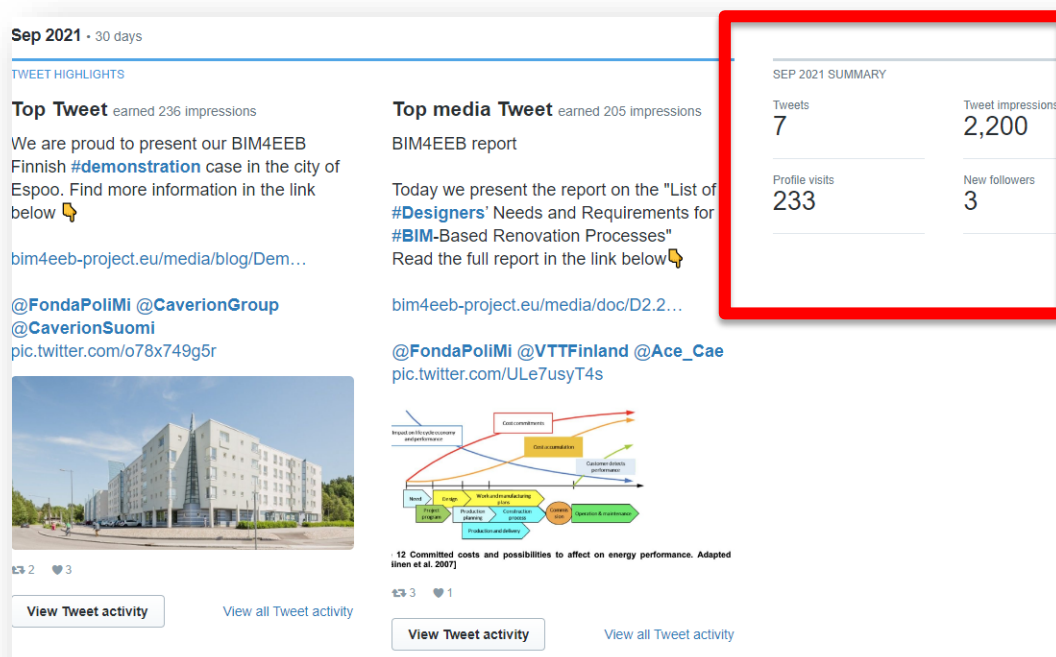


Figure 5: Analytics from a typical Tweet Sept. 2021

From 24M to 36M 2 Newsletter were sent reaching around 300 people each time.



Figure 6: 2 Newsletter in 2021

5 Videos were published in YouTube Channel from 24M to 36M receiving around 300 visualizations.

Videos were used in particular events as approach for training of SMEs or stakeholders as well as an additional support for conferences and workshops.

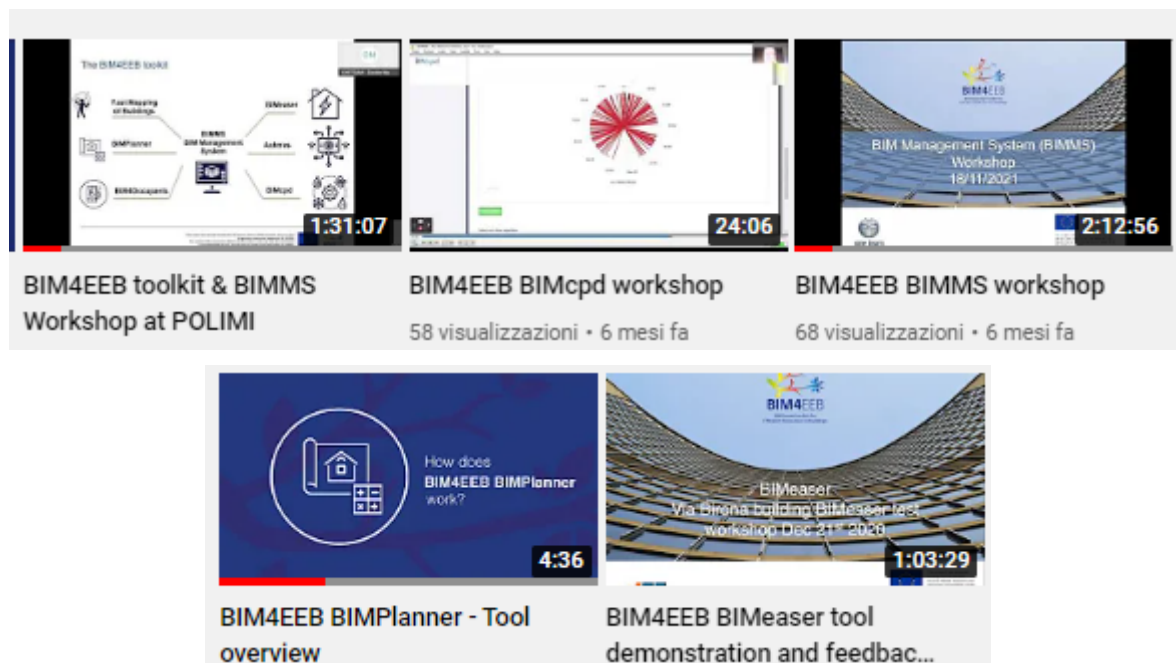


Figure 7: YouTube Videos in 2021

1.4 Action planned for M36-M42

The general consideration at the end of M36 was to flow into more public events possible to look for greater visibility in specific areas and with more stakeholders. The communication and dissemination strategy at the end of M36 is aligned with exploitation imperatives beyond the scope of the project. For this reason, focus is brought on reaching target markets through more public events with greater visibility in specific areas of the AEC industry involving new stakeholders that may be interested in the tools and are capable of providing critical feedback on functionalities and future developments in line with their needs. Specialized fairs were also considered as moments of visibility for conferences already on the calendar, such as BIM fairs, Architectural Fair.

2 M36-M42 Actions performed

The whole actions of the last semester were developed to bring users closer to the mature development of the project and to get closer to the SMEs world.

2.1 Workshops

The three e-workshops of demonstration case studies were performed in 2022 in order to disseminate the best practices achieved in the demonstration buildings and also to show the toolkits acting in real cases, involve advisors and stakeholders.

All the partners created the contents for the e-workshops, videos and PPTs. The workshops were performed in the first month of 2022. ACE and PoliMi coordinated the work. ALER VCMB, Regione Lombardia and PoliMI organized the Italian workshop. PROCHEM organized the Polish workshop. Caverion and VTT organized the Finnish workshop.

The workshop recordings are hosted by the BIM4EEB YouTube channel and were disseminated in all BIM4EEB social media reaching several visualization. Stakeholders and advisors were contacted to join the workshops.

Italian workshop: <https://youtu.be/KTBcA4vPMNI>

Polish workshop: <https://youtu.be/M2q9xGd2stU>

Finnish workshop: <https://youtu.be/cWGIPIQ8Jc>



WORKSHOP AGENDA:			
February 2, 2022 (14-16 CET)			
Start	End		Presenter
14:00	14:20	1. Welcome, introduction to the project	Aleksander Bartoszewski (PROCHEM)
14:20	14:30	2. Polish pilot site presentation	Aleksander Bartoszewski (PROCHEM)
		3. Demonstrated tools presentation:	
14:30	14:50	• BIMMS platform	Davide Madeddu (One Team)
14:50	15:10	• Fast mapping toolkit	Eva-Lotta Kurkinen (Rise)
15:10	15:30	• BIM4Occupants	Kostas Tsatsakis (Suite5)
15:30	15:50	• BIMcpd	Eoin O'Leidhin (UCC)
15:50	15:55	4. Surveys collection	
15:55	16:00	5. Conclusions	

Figure 8: Pictures from Italian and Polish workshops

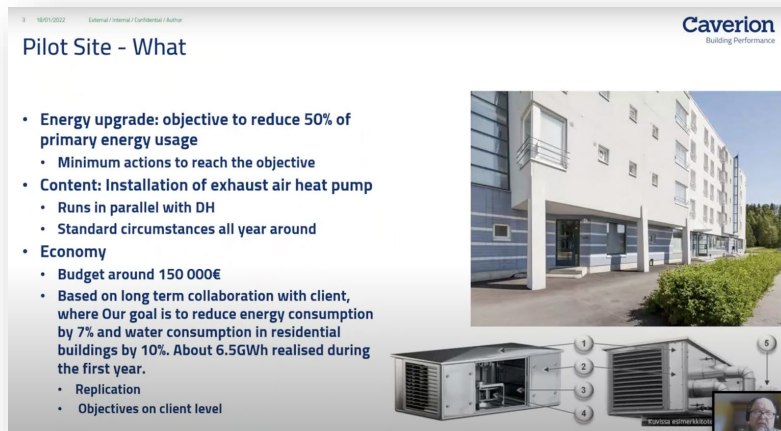


Figure 9: Italian workshop,19th Jan. Polish workshop,15th Feb. Finnish workshop – 18th Jan.2022

- 403 people attended to the 3 workshops - 366 online and 36 people in presence;
- The workshop recordings were viewed by 155 people.

As an example, the streaming of the Italian workshop, organized by Region Lombardy, was published in its web-pages providing direct streaming both in Italian and English. Ingenio, a web-based BIM magazine, was engaged in Italy to provide a simultaneous streaming like Regione Lombardia.

More communication pages were organized with videos and interviews.

<https://www.ingenio-web.it/33318-rigualificazione-energetica-degli-edifici-meno-costi-e-tempi-ridotti-con-la-piattaforma-bim-di-bim4eeb>



Figure 10: Region Lombardy web page for Italian workshop – 19th January

The Ingenio web media news was viewed by 5.357 people and the video interviews watched by 607 people. Some interviews to the partners were spread on that occasion.

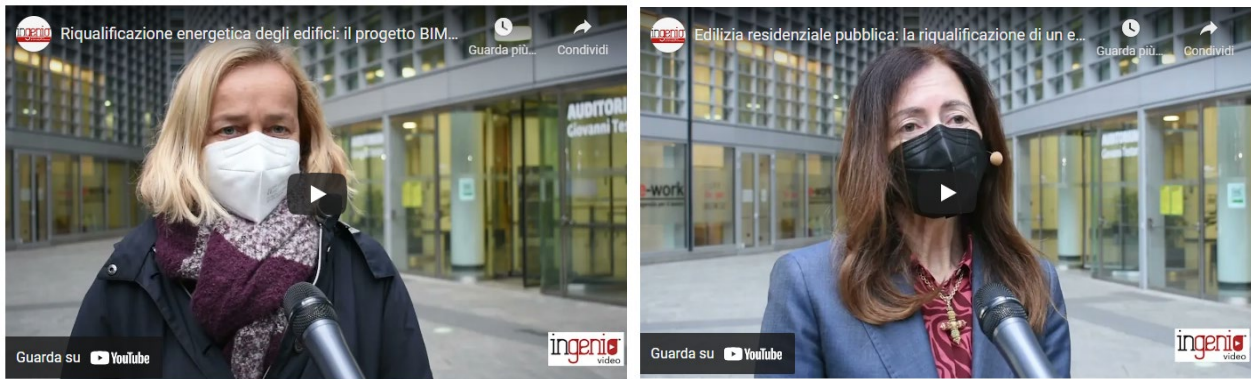


Figure 11: Two of the interviews during Italian Workshop-On the left the Vice Chancellor of Politecnico di Milano, Donatella Sciuto, on the right Manager of Housing Services, Immacolata Vanacore.

Another event was organized by UCC June the 15th, Building Energy Matchmaking Event.

All the workshops were followed and spread by our socials.

The workshops were attended by 402 people while the workshop recordings were viewed by 155 people. The Italian workshop was viewed by 5.357 people through the Ingenio strand the video interviews were watched by 607 people. Hence putting the recordings online increased the impact of the events afterwards by a lot.

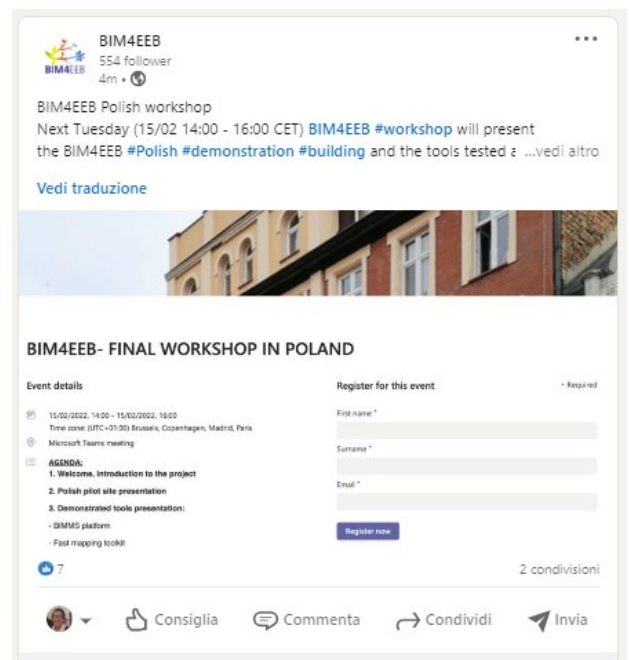


Figure 12: Socials during Italian and Polish workshops

2.2 Final conference and NEB

At the re-start of in-person activities and the first fairs, BIM4EEB partners decided to anticipate the final public conference at the BIMWorld Fair (<https://bim-w.com/>) in Paris. A small booth/stand to contact stakeholders was set up, while the central stage was booked for the final conference. The fair gathered 10.518 unique participants from 49 nationalities, 54% of the attendees were architectural practices, researchers and engineering firms, contractors, subcontractors, and builders, 8% of the attendees were property managers, 7% of the attendees were local authorities.



Figure 13: Final Conference in Paris at BIMWorld

A specific press release (<https://www.bim4eeb-project.eu/news/bim4eeb-final-conference-at-bimworld-parisproject-results-.html>) was done for the event, Twitter, LinkedIn posts and socials followed the event. The conference was attended by the main target groups spread in the fair: architectural practices, researchers and engineering firms, contractors, subcontractors and builders (54% of the attendees), property managers (8% of the attendees) and local authorities (7% of the attendees).

BIM4EEB partners decided to participate in the New European Bauhaus festival (NEB) by organizing two workshops in June in Brussels. The project was honoured to participate in NEB, a very important event in the European Level Even though they were workshops we consider them as special events for the location they were held, NEB. The round-table aimed to communicate the results of the toolkits among professionals and interested parties at the fair. A small booth/stand hosted flyers of the project to interested users.

The two round-table discussions were run and announced by socials and links from the website. The first event on the 10th June was a round-table discussion on the tools for digitalisation, inclusion, and affordability in building renovation. The event had the support of BUILDUP and was live streamed in their YouTube channel. The round table had interaction with the audience through Sli.do and a final session with questions and answers from the audience. The recording can be also found at [BIM4EEB YouTube channel](#).



Figure 14: Final Conference in Paris at BIMWorld



Figure 15: Tweet for NEB fair



Figure 16: The stand in the NEB fair and one of the two workshops.



Table 4: Overview of workshops attended or organized in 2022

18/01/2022	VTT	Organisation of a workshop	Online	Finland
19/01/2022	SUITE5	Participation to a Workshop	Online	Italy
19/01/2022	RegLomb	Organisation of a workshop	Hybrid	Italy
15/02/2022	SUITE5	Participation to a Workshop	Online	Poland
15/02/2022	PROCHEM	Organisation of a workshop	Online	Poland
24/03/2022	VisuaLynk	Participation to a Conference	Online	Worldwide
04/04/2022	SUITE5	Participation to a Workshop	Presentation of BIM4Occupants in CNOA event	EU
05/04/2022	ACE	Organisation of a workshop	Paris, FR	EU
16/05/2022	SUITE5	Participation to a Workshop	Online	EU
10/06/2022	ACE	Organisation of a workshop	Bruxelles	EU
11/06/2022	PoliMI	Organisation of a workshop	Bruxelles	EU

With these last workshops, all KPIs regarding organization of workshops or participation were largely surpassed.

M36-M42: 6 workshops attended, 5 workshop organized, 1 conference.

2.3 Peer reviewed scientific publication

The project has 20 scientific publications in the BIM4EEB Zenodo community and four publication next to be published will be added.

These last are related to activities performed in Build Sim Nordic conference 2022, SBE Regional Conference Innovation for the Urban Energy Transition, and World Building Congress.

Two papers have been peer reviewed and published in 2022.

Check and Validation of Building Information Models in Detailed Design Phase: A Check Flow to Pave the Way for BIM Based Renovation and Construction Processes	Andrich, William; Daniotti, B.; Pavan, A.; Mirarchi, C. et al.	10.3390/buildings12020154
The Development of a BIM-Based Interoperable Toolkit for Efficient Renovation in Buildings: From BIM to Digital Twin	Daniotti, B.; Masera, G.; Bolognesi, C.M.; Spagnolo S.L.; Pavan A.; et al.	10.3390/buildings12020231

One book is planned to be published in June 2022: Innovative tools and Methods using BIM for an Efficient Renovation in Buildings, Daniotti B., Lupica Spagnolo S., Pavan A., Bolognesi C.M. Editors.

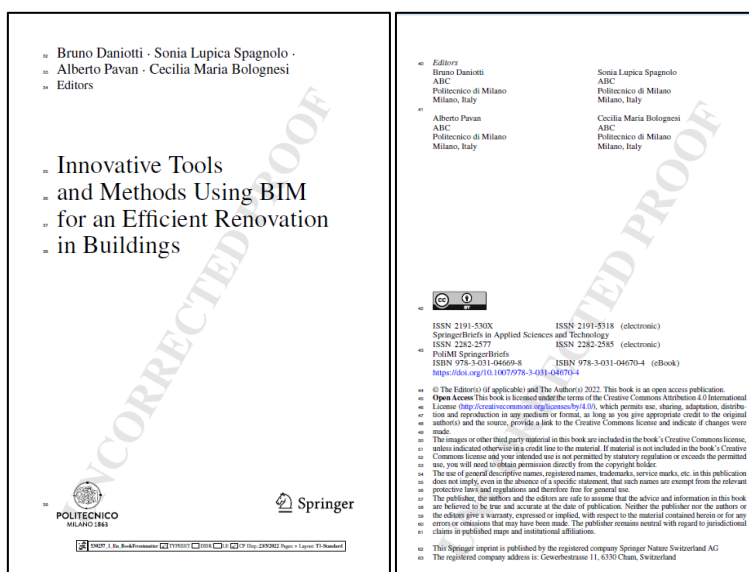


Figure 17: Preview of the book for Springer

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2.4 Social media, Newsletter, Website

Twitter: the twitter account has developed engagement over the past 6 months, as per the table below, reaching only in the last month (not yet finished) 263 profile visits.

gen-22	feb-22	mar-22	apr-22	mag-22	giu-22
2821	967	673	1300	1700	931

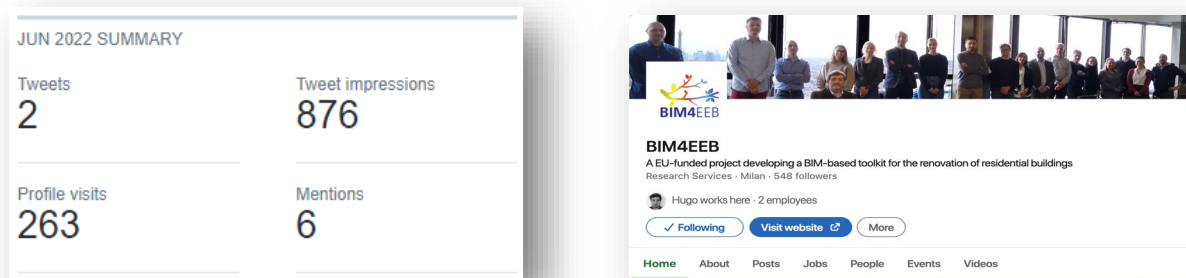
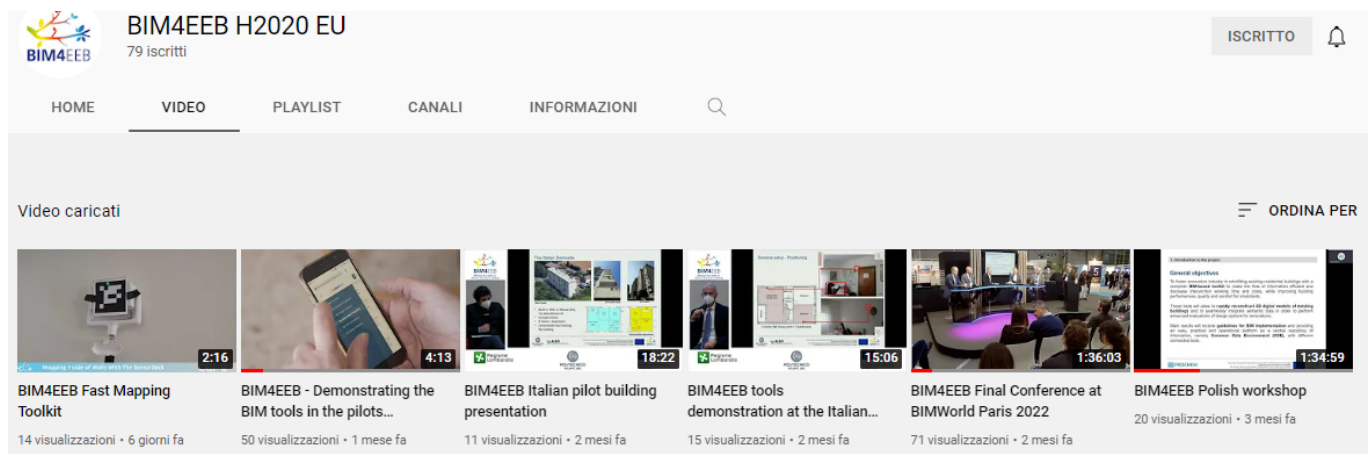


Figure 18: Tweet impressions and LinkedIn home page

LinkedIn: LinkedIn has reached 548 followers, delivered 171 posts, 13.126 impressions and 78 shares.

YouTube: YouTube channel was enriched with 9 new videos and 391 new visualization.



With these last actions, all KPIs for socials, numbers of posts, interactions etc. were largely surpassed. During the last 6 months 4 newsletters were sent. Each of them reaching 300 people every time.

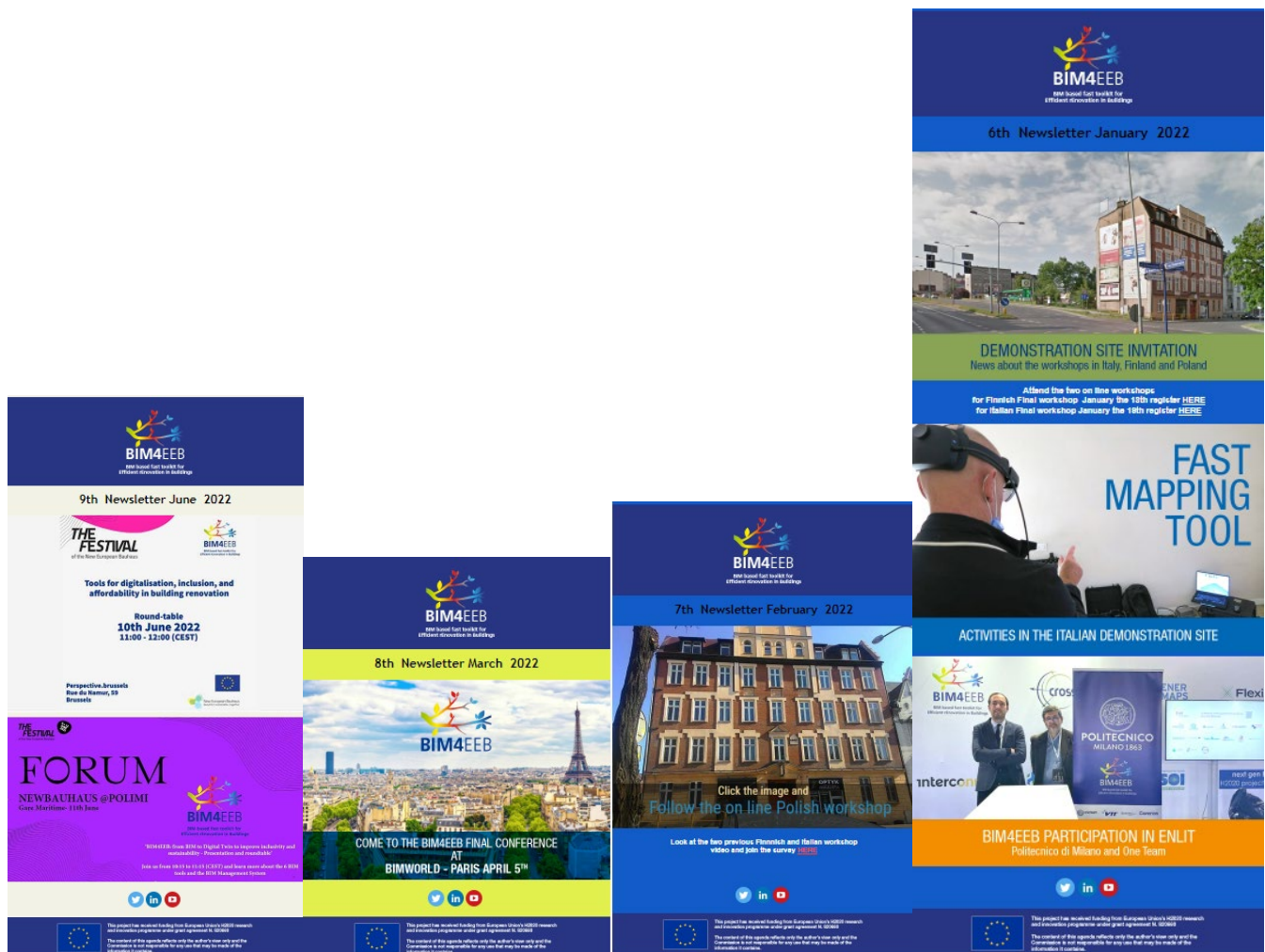


Figure 19: 2022 newsletter

Two of them were specially issued to inform the subscribers about the BIM World final conference and NEB round-tables events, the other newsletters issued were related to the project demonstration site workshops. All the newsletters have been collected in a specific page of the website.

477 are the subscribers of the newsletter through web pages. Fondazione Politecnico di Milano has shared the Newsletter with 16.000 follower. ACE has shared BIM4EEB news in their newsletter to approximately 15.000 subscribers.

The website: here below google analytics graphics are reported.

The website has become during the months:

- a repository of news to be linked from socials etc.;
- a repository for public deliverables and information for advisors and stakeholder;
- a specific page was prepared to inform better advisors, stakeholders, and SMEs for training as well including dictionary and videos.

Through the site, 130 requests have been received from interested stakeholders and nearly 50 in the past 6 months (M36M42).

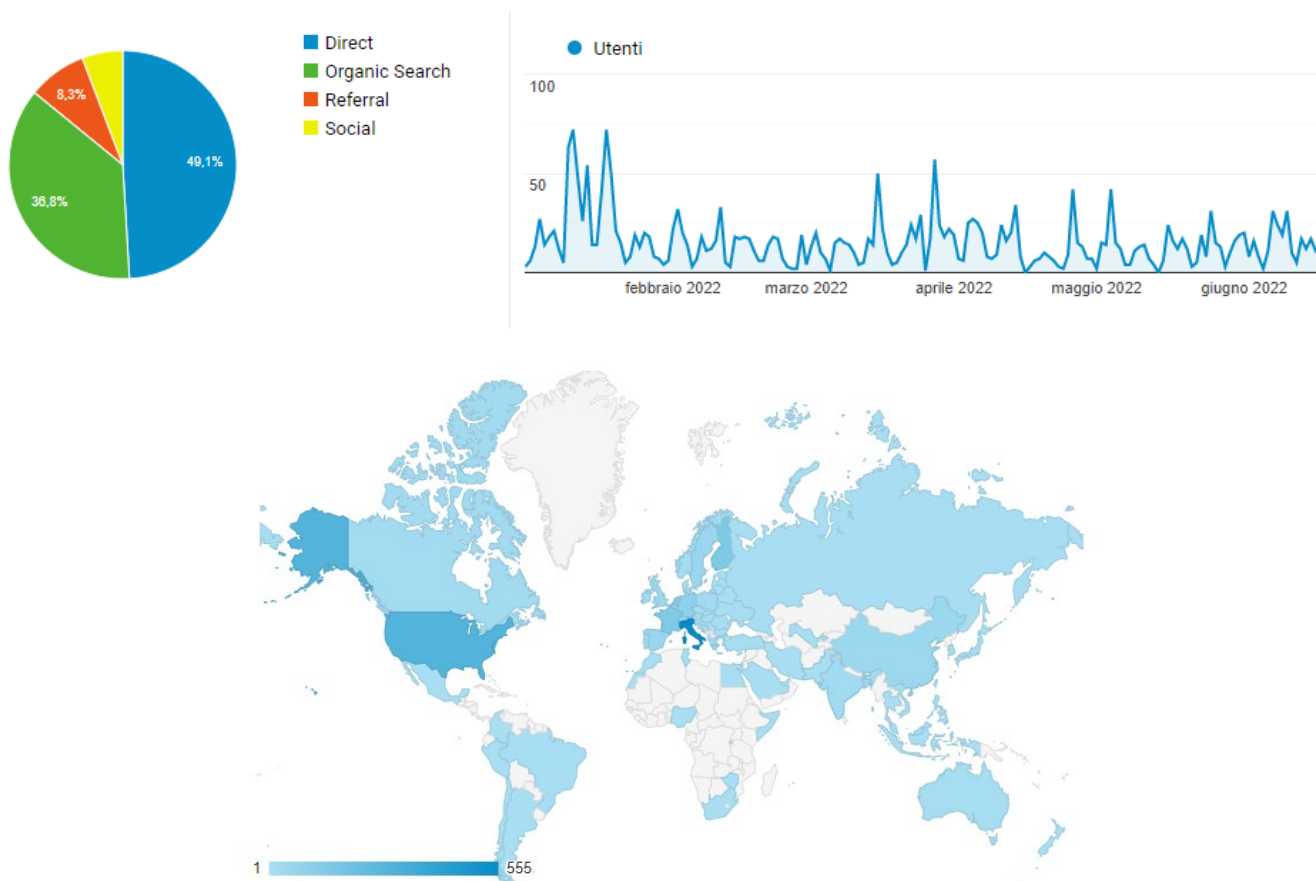


Figure 20: Access to the site from external or direct devices; numbers of visitors in the last 6 months for month. Country of origin of users in the last month.

Next steps and conclusion

The communication and dissemination of BIM4EEB were a great opportunity to develop a strategy toward exploitation to guarantee public coverage of the results as well as the promotion of the EU funding. From the initial stages, in fact, the goal has been increasing and dissemination actions aimed at more specific target users. The target audiences-stakeholders identified at the beginning of the project did not change. In order to better reach them as the months went by the project developed specific workshops, events, videos and updated the web page. In the last phases of the project, fostered by the fairs which were accessible, there were several contacts aimed at widening the possibility of concluding the development of BIM4EEB tools towards industry.

All requests will be explored in the next steps, while the project site, which stores all public deliverables, will be maintained for 4 years from the end of the project in static mode. Dissemination of the results is supported by the platform Zenodo, where the access to BIM4EEB community will be kept available.

In total BIM4EEB dissemination and communication activities reached a total of 324.600 people through 224 activities. A detailed list of all activities of the consortium can be accessed [here](#).