



BIM based fast toolkit for
Efficient rEnovation in Buildings

D10.4 Project Website



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Version	Date	Comments	Main Authors
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0.2	07.06.2019	Comments from partners	Veronika.Schröpfer ACE-CAE; Gerardo Ambrosecchia ACE-CAE, TizianaToniatti- Fondazione Poitecnico di Milano Brian Oregan- IERC
0.3	24.06.2019	Comments from partners	Veronika.Schröpfer ACE
1.0 FINAL	28.06.2019	Final website online	Cecilia Bolognesi

Statement of originality:

This deliverable contains original unpublished work except where clearly indicated otherwise. Acknowledgement of previously published material and of the work of others has been made through appropriate citation, quotation or both.

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EXECUTIVE SUMMARY

This deliverable presents the project website. It contains both the structure, the main features and some screenshots.

The BIM4EEB website provides a clear description of the project activities and is the first tool for communication and dissemination promoting partners, project result, goals for a wide range of public.

It is characterised by the logo and colours of the other communication materials making the project recognisable at a glance. It is marked by many images veiled by the red colour that will be changed across the years to be substituted by not veiled and modern picture of green and energy saving new buildings, The BIM4EEB website has been release on 24 June to the public and is available at www.bim4eeb-project.eu

PUBLISHING SUMMARY

BIM4EEB website has been just launched.

There are three strengths of the visual identity of the site:

- clear identity with respect to the identity of the project;
- strong iconographic presence;
- project that changes over time depending on the project timeline

Its strength as a tool for communication is to have a strong possibility to spread information through the channels linked with it: Twitter, LinkedIn, YouTube using clear and simple language, short news and image as a link to new concepts.

The website is planned to be the first window of the project and hopefully will be linked to sister projects containing their links and giving everybody the possibility to grow in dissemination activities.

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1 Introduction

The BIM4EEB website has been launched on 24 June, 2019 and it is available at www.bim4eeb-project.eu. Politecnico di Milano has designed it and it has been reviewed in contents and technical feature. Politecnico di Milano has coordinated the efforts of the partners who started to be present in it with some information due to their project activity.

The site is the first presentation of the project to the scientific community and the general public. It provides a simple description of the project and its activity and it is meant to be a tool for wide communication able to spread scientific contents in a clear way to a wide audience. The website is coordinated according to the brand identity of the whole project using the same logo and colours already used in leaflet, newsletter.

Dissemination through the website aims at raising

- Attention of a wider public
- Awareness of the project itself
- Influences among specialists and dedicated industry

The subcontractor of the website has accomplished Politecnico with a Web Design Responsive (RWD) platform for PC, smartphone, tablet in HTML5 e CSS3. The Web space is on a proprietary server HOSTING PRO FULL. The rules and standards indicated by W3C for correct formatting of the various HTML and Tags have been taken into consideration.

In full compliance with the current regulations, when opening the site, the user will be informed of the presence of technical cookies.

The BIM4EEB website provides an impactful description of the project and main activities that partner develop for it. Also, it is the first access for press, providing first materials and also public deliverable for news.

2 The general structure

The website offers materials about the project, partners and designed research. It also has the task of welcoming visitors who are sent over by the newsletters and the various social networks.

The actual structure of the website is divided in:

- Home
- The Partners
- The Project
- Reports
- News and events
- Contacts
- Pressroom

The Homepage presents a carousel of images related to dated buildings that require redevelopment interventions and would benefit from BIM technologies and energy saving interventions. It is a responsive page that means that during the project's progress it will change, offering new images of renewed buildings, spread all over Europe, probably advantaged by some BIM technology applied. At the first opening a pop-up window asks you to subscribe to general newsletters to follow any project development.

The Partners page opens with an allegoric image of each partner activity and brings to their websites as well, with a short description and main contacts.

The Project page gives a short description of it, contains the grant agreement and will contain a time line of the main steps of the project during the years.

The Reports page contains the public deliverables, additionally to providing an overview of the process and advanced results during the project lifetime.

News and Events reports on main dissemination activities or principal events, including images for a first impact glance. Testimonials are included in images as they are mainly the tenants of the demonstration at the beginning, stakeholders and AEC leaders during the progress of the project.

Contact is a clear and open form for everybody to request further information.

Pressroom page contains a first dissemination kit, with an illustrated presentation of the project with intended objectives, a press release that is a short communication to report specific and brief information about BIM4EEB project, a leaflet that is a short description of the project that will be translated in all the languages of the partners; some e-postcards describing the project.

All project partners contribute to the structure and contents of the website continuously during the project life time.

Following are some screenshots of the different sections.

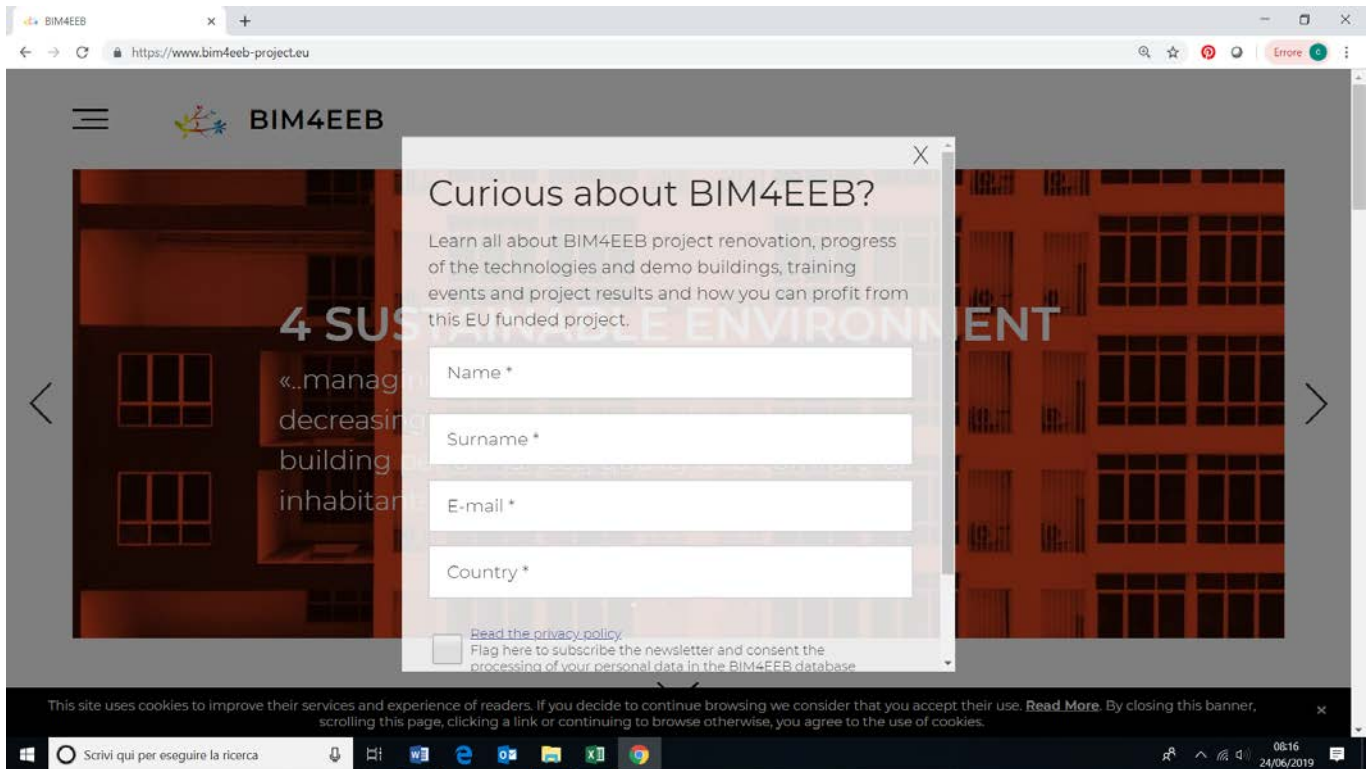


Figure 1: The homepage and the newsletter subscription form.

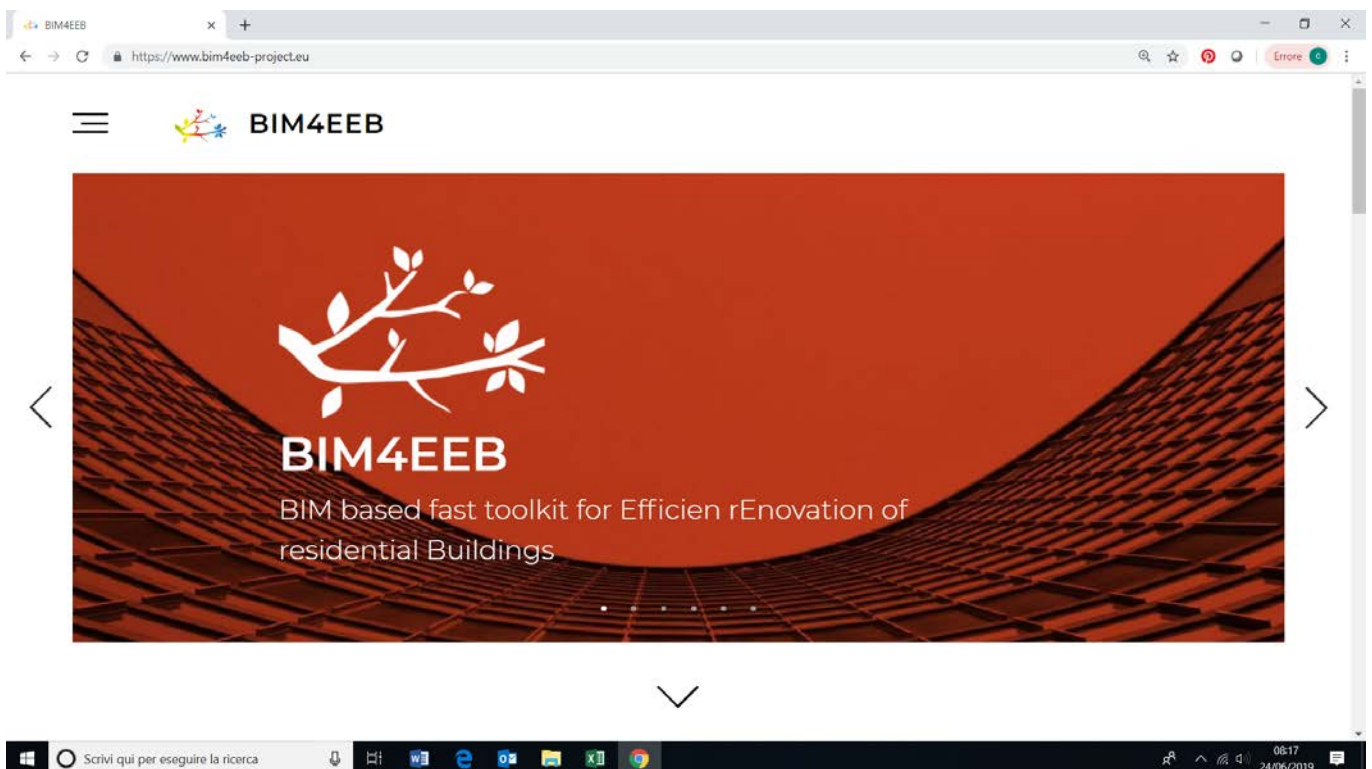


Figure 2: The first image of the carousel.

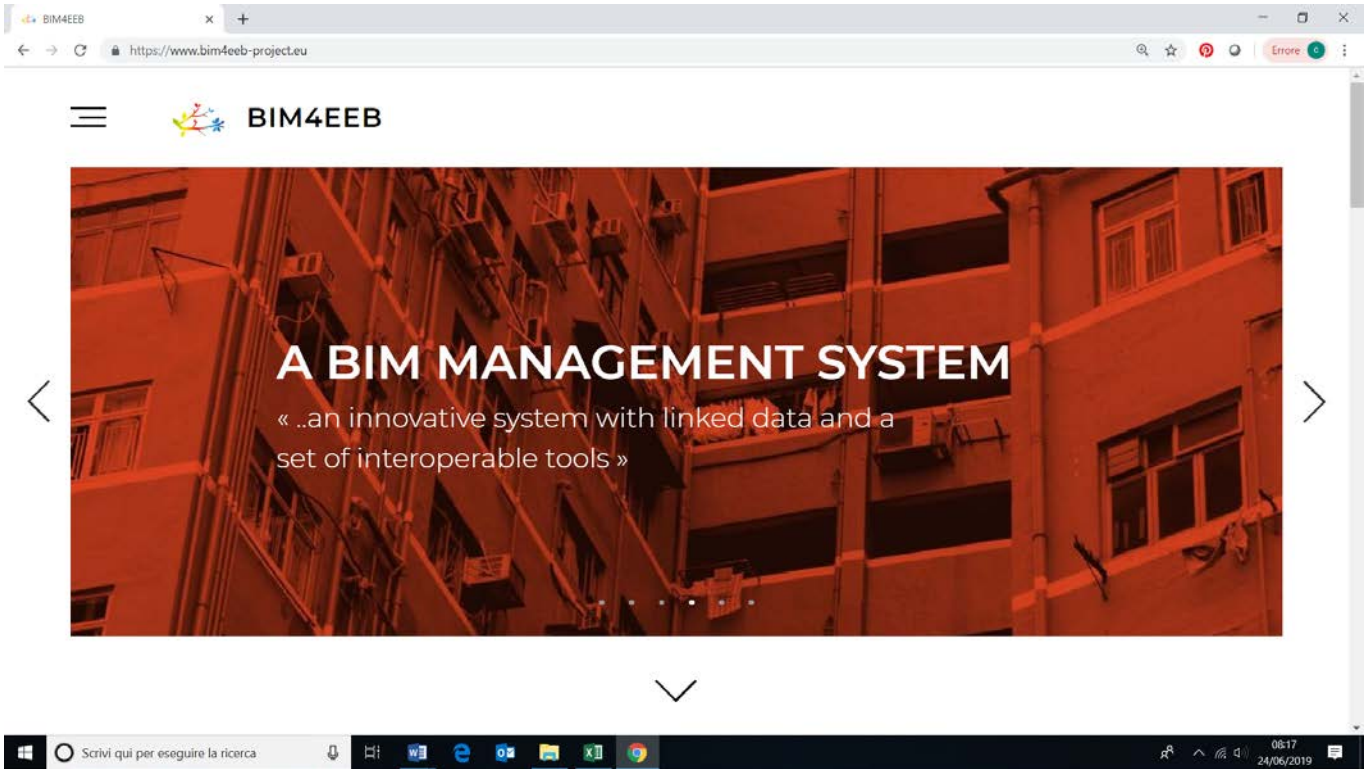


Figure 3: One of the images of the carousel and one of the main sentences.

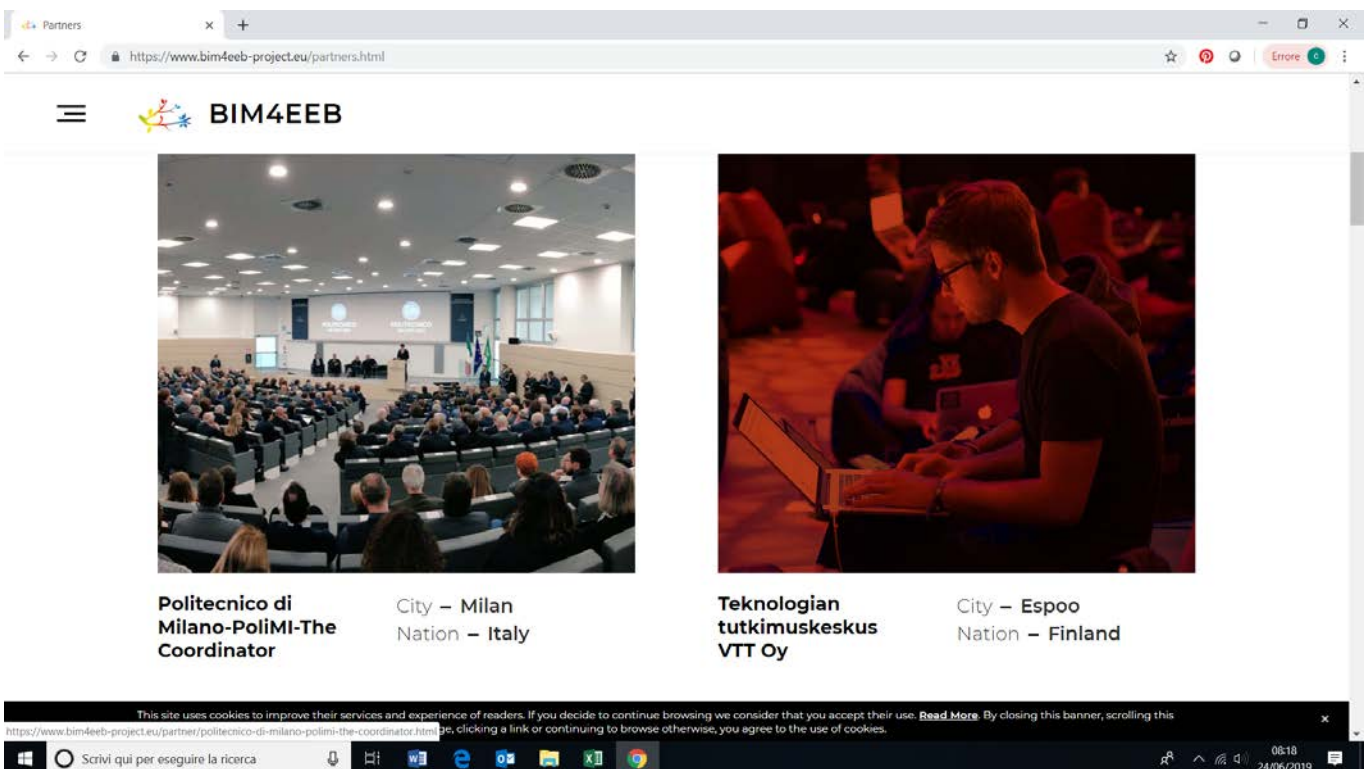


Figure 4: The start of the Partner's page

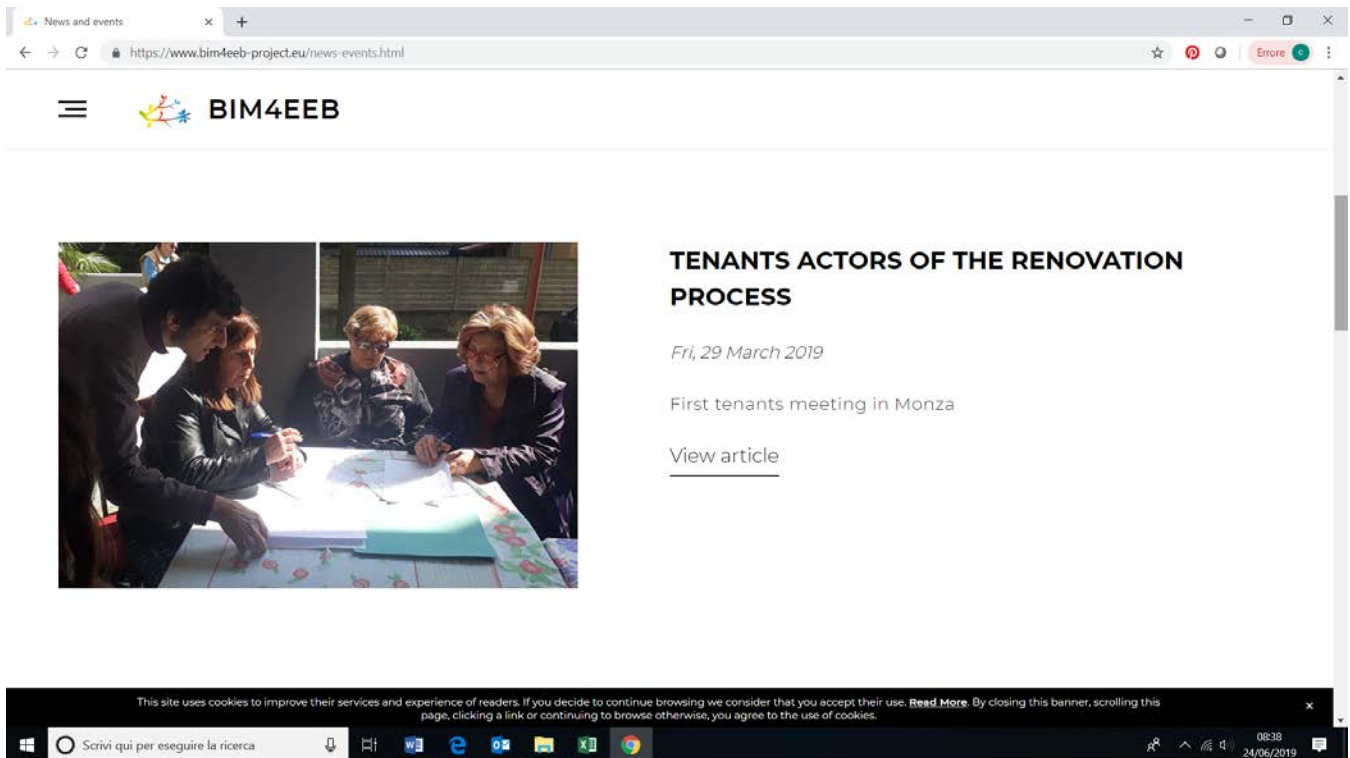


Figure 5: The News and Events page.

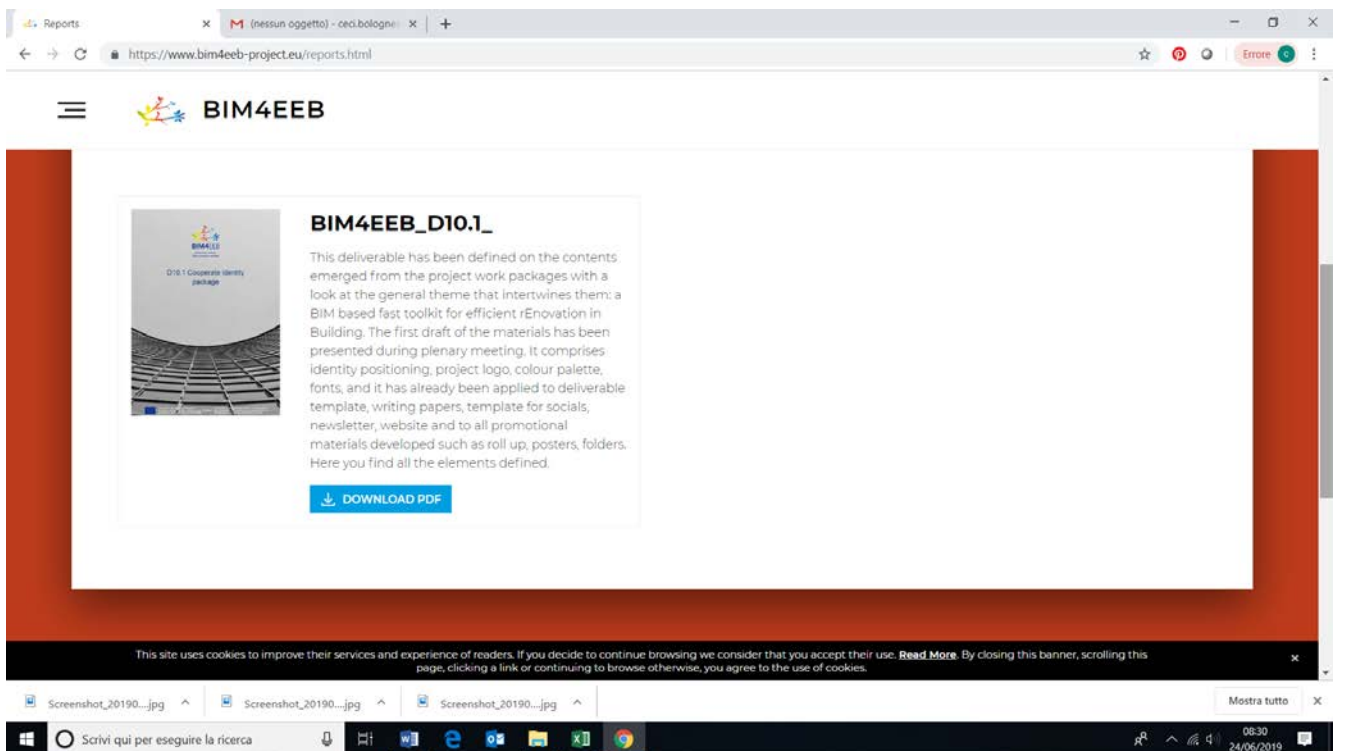


Figure 6: The Reports page.

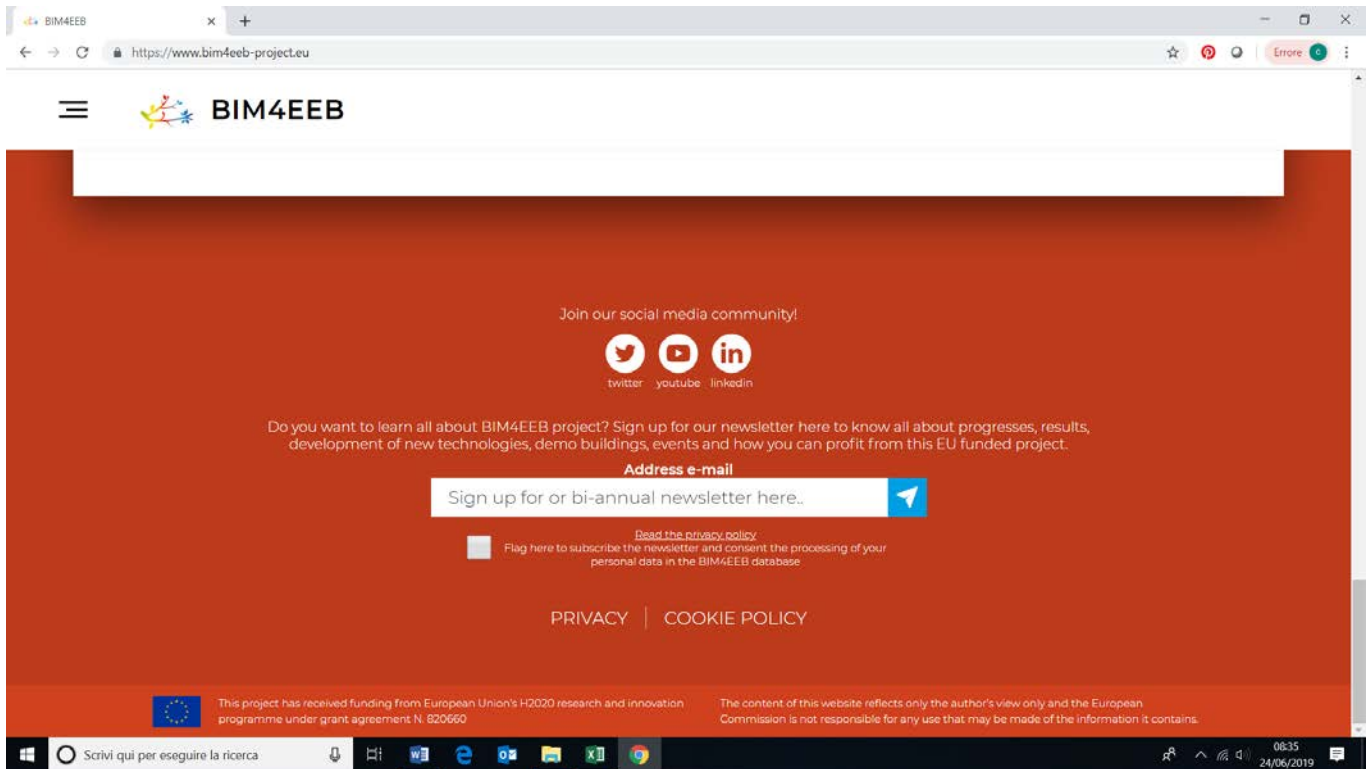


Figure 7: Footer menu with privacy policy and social media links at the bottom homepage.

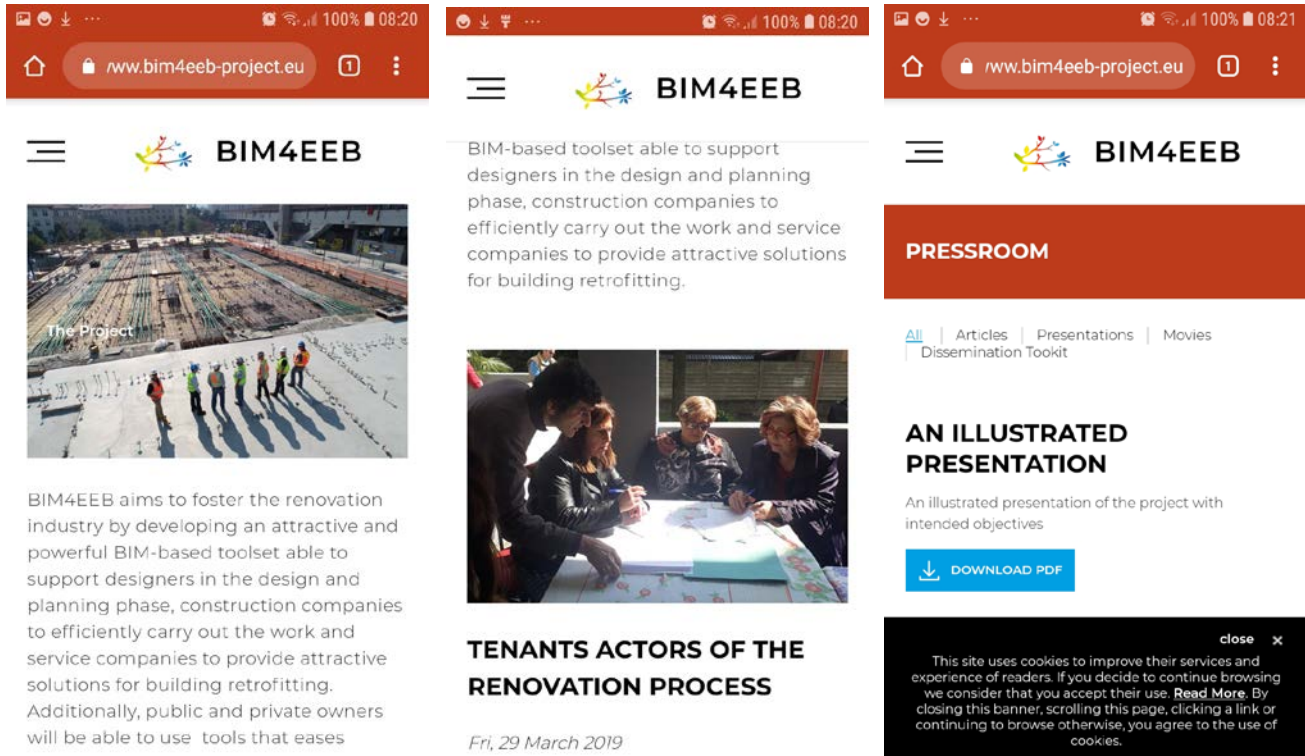


Figure 8: Screenshots from a smart device

3 Other resources

Google Analytics is active and will be used according to GDPR privacy policy to monitor the results of the communication strategy and get a complete picture of the accesses in terms of numbers of unique visitors, traffic sources, location.