



BIM based fast toolkit for  
Efficient rEnovation in Buildings

## D10.5 Promotional material package



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<b>Call for Proposal</b>	LC-EEB-02-2018 Building information modelling adapted to efficient renovation
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<b>Acronym</b>	BIM4EEB
<b>Project Grant Agreement</b>	820660

### **D10.5 Promotional material package**

<b>Work Package</b>	WP10
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<b>Contributing Partner</b>	ACE
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0.2	24.05.2019	Comments regarding index	ACE, Veronika Schröpfer
0.3	21.06.2019	Release in box after spread materials revision	Politecnico di Milano, Cecilia Bolognesi
0.4	24.06.2019	Comments on whole deliverable	ACE, Veronika Schröpfer
1.0 FINAL	28.06.2019	Approval for the coordinator and submission to EC	Politecnico di Milano, 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This deliverable contains original unpublished work except where clearly indicated otherwise.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 work done in the first months to design the promotional material package of the project, defined on the contents emerged from the project work packages with a look at the general theme that intertwines them: a BIM based fast toolkit for efficient rEnovation in Building.

The first draft of the promotional materials has been presented in its first steps during plenary meeting, as explanation of the general sentiment that influences it; then it was developed in the following months. Here it comprises after the identity positioning summary both templates to be used and filled by partners (they contribute to the creation of a brand identity) and ready promotional materials (part of the dissemination kit), such as:

- project logo, colour palette, fonts
- deliverable template
- headed paper
- PowerPoint template
- leaflet template
- poster template
- roll-up poster template
- e-postcards
- general leaflet
- posters
- promotional roll-up
- website

In the 4<sup>th</sup> month a press kit and a press release have been developed, as D10.2, and are included herein order to present the whole dissemination kit. All items are available to partners in a private share folder on box. They will shortly be downloadable from the website when released in .indd or .IDML extension or pdf.

Politecnico of Milano has coordinated and undertaken the task, and the reviewers have been chosen among partners.

## PUBLISHING SUMMARY

A promotional material package is a collection of tools for partners that builds a coherent statement of the project. It includes the positioning of the coordinated identity of the project for different target, specialized one or only curious one, allowing people to be aware of the main features, goals, progress and results of the project. The materials have been created in a clear and direct way, avoiding celebratory tones, going deep into the materials it concerns with no fear. The project considers images representing:

- less performing buildings
- new buildings
- construction phases, site included;
- the BIM Toolkit and BIM tools.
- stakeholders
- tenants

The logo describes the core of the project: it summarises different ideas connecting ideas of complexity of the processes it improves, its pragmatic nature, the renewal of the process. Its presence in the whole materials assure the belonging to the project intention.

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## 1 Introduction

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A promotional material package is a collection of instruments describing with simple tools the project. Here it is divided into two parts: a set of templates for dissemination activities to be used and modified by partners themselves and a ready dissemination kit, useful for all partners in official occasions with general statement and data. It considers the main objectives to promote the project and results through various channels and advertising materials.

This document briefly summarises the work of first months. All items are available to partners in a shared folder and some of them downloadable from the project website ( [www.bim4eeb-project.eu](http://www.bim4eeb-project.eu) ).



## 2 Brand identity

The brand identity has been described in the Cooperate identity package already. Here we can summarize that is it formed by all the visible elements of the project that are mainly included in the logo: colour, shape, symbolic meaning, main written message. They convey a symbolic meaning in a view that can include both image and written message. The branch of the tree as a symbol of complexity and the colours as a spur of efficiency contaminate all the communication strategy.

### 2.1 Project logo, colour palette, fonts

In Cooperate identity package the colour palettes for the logo have been built in order to suggest a chromatic scale from green to blue through yellow and red to recall energy description with thermographic instruments.

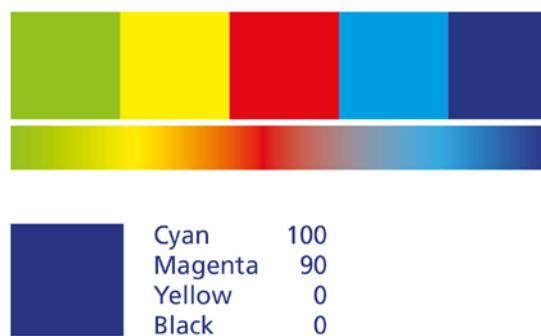


Figure 1: Colour palette and main colour for background

The logo aims to summarise and connect ideas of complexity of the processes it improves, its pragmatic nature and its renewal of the process.

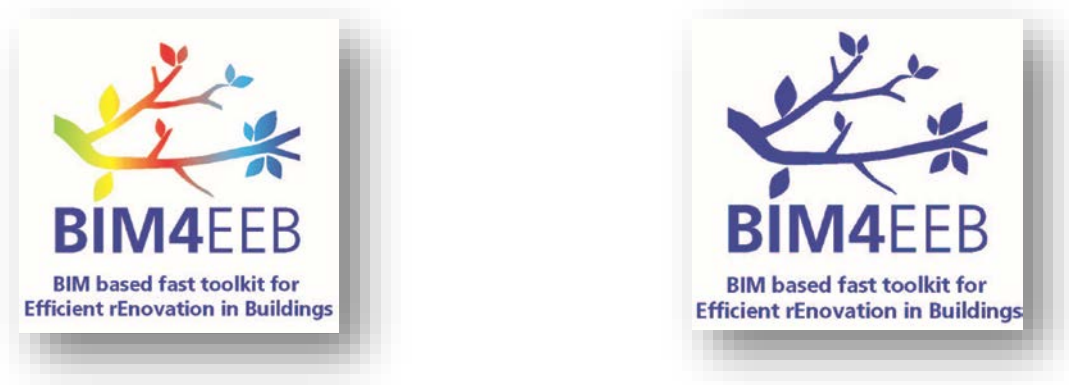


Figure 2: Logo full version and monochrome

## 2.2 Deliverable template

In D10.1 we presented a template for deliverables, in order to format the most possible any deliverable or other official communication among partners. This template is the one here used.

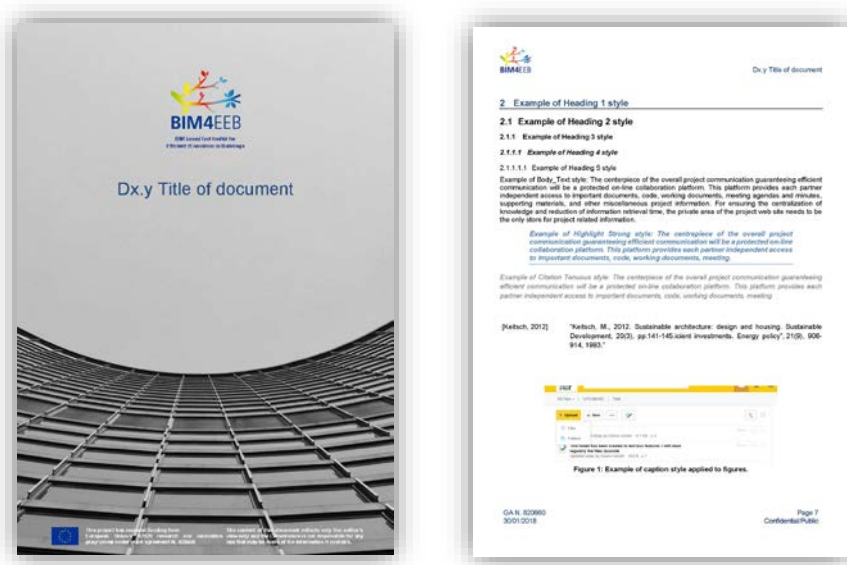


Figure 3: Deliverable template

## 2.3 Headed paper

Given to partners in .docx format, full version with all logos; single one with BIM4EEB logo and one partners'.



## 2.4 PowerPoint template



Figure 5: PPT template – the cover



Figure 6: PPT template

## 2.5 Leaflet template

Released in idml and idd file.



Figure 7: The leaflet template

## 2.6 Poster template

FRUTIGER ROMAN CP 12 - LINESPACING AUTO

# BIM4EEB

TITLE:  
FRUTIGER LIGHT - cp 62 - linespacing 53

Text:  
Frutiger Roman cp 10  
Linespacing Auto

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Figure 8: Two poster templates

The poster is considered for scientific dissemination. It is released in .idml and .indd in blue or white background in ¼ of the printing proportion. The template page is available to all the partners in the sharing platform box.

## 2.7 Roll-up template

The roll-up is considered for general announcement of meetings or fairs and conferences. The dimension of the template is 1/4, format file and it is released in .idml and .indd. The template page is available to all partners in the sharing platform box.



FRUTIGER ROMAN CP 23  
LINESPACING AUTO


# BIM4EEB

TITLE:  
FRUTIGER LIGHT  
cp 116 - linespacing 100

**Date: Frutiger bold cp 31**


**Timetable:** General data:  
**Frutiger** Frutiger Roman cp 23  
**Bold** Linespacing Auto  
**cp 23**  
Hours:  
Frutiger  
Roman cp 18

Text:  
Frutiger Roman cp 18  
Linespacing Auto

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Figure 9: Roll up template

## 2.8 Template for twitter

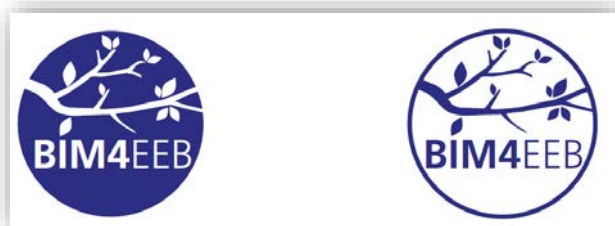


Figure 10: Template for twitter

The identity guideline discourages the use of the logotype split from the words below. Only in some cases it can be suggested in the monochrome feature to help a simplified vision in small areas, such as templates for smart devices and surfaces as shown here below.

Main colour suggested is always blue and it becomes the pin of twitter account. Pin+ image form the twitter account.



Figure 11: A tweet example

## 2.9 Newsletter template



**Figure 12: Newsletter template**

As requested, a six-monthly newsletter will reach all subscribers. The newsletter will be used mainly to link back to articles on the website in order to generate more traffic.

Its header contains logo and link to the home page of the website. The footer includes EC Agreements and a disclaimer.

## 2.10 LinkedIn template



**Figure 13: LinkedIn template**

A LinkedIn company account has been developed according to general deliverable template. The consortium is requested to follow it and support the spread of its news articles.

### 3 Dissemination kit

It contains general advertising materials that will be used within the project for raising awareness about BIM4EEB among partners towards various target groups, scientific researchers and the general public.

The dissemination kit is a set of materials ready to transmit the main intents of the project explaining its research lines, its progress and results. As the project evolves according to the growth of research, it is formed by the following.

#### 3.1 Leaflet

A general leaflet presenting objectives and numbers of the project has been prepared for dissemination during fair and meetings. It is in English and it presents an overview of the project in numbers and general sentences.

BIM4EEB is a EU-funded project supporting the renovation industry in retrofitting existing residential buildings with a complete **BIM-based toolkit** to make the flow of information efficient and decrease intervention working time, while improving building performances, quality and comfort for inhabitants. These tools will allow to **rapidly reconstruct 3D digital models of existing buildings** and to seamlessly integrate semantic data in order to perform advanced evaluations of design options for renovations. Main results will include **guidelines for BIM implementation** and providing an easy, practical and operational platform as a central repository of information, namely **Common Data Environment (CDE)**, with different connected tools.

The validation of the developed tools and the proposed methodology will be carried out also adopting the main outcomes of the project to three Best Practice Examples. These Best Practice Examples have been selected for their representativeness on the project's application target and because of the attention for selected end-users. The whole project will be developed relying on a user-centric approach, considering different involved users: stakeholders as designers, construction companies and service companies will derive advantages of the implementation of BIM-based processes as inhabitants. For this reason three social houses and residential apartments have been selected as case studies in Poland, Italy and Finland.



[www.bim4eeb-project.eu](http://www.bim4eeb-project.eu)

[@BIM4EEB](https://twitter.com/BIM4EEB) [in BIM4EEB](https://www.linkedin.com/company/bim4eeb)



Figure 14: General leaflet

## 3.2 Promotional roll up

As an example for next meeting a roll-up based on the template has been prepared.



Figure 15: The meeting roll up

## 3.3 Press kit

It is a pre-packaged set of promotional materials distributed to members of media for promotional use. It is downloadable from the project website [BIM4EEB Deliverable 10.2 “Press Kit”].

It is formed by the first press release, the project post cards, and the project presentation.

### 3.3.1 Press release (D10.2)

Presented in press kit already and added with partners' logos as well.



#### PRESS RELEASE

**BIM4EEB, a BIM-based toolkit for the renovation of residential buildings: an efficient flow of information, decreasing construction time, while improving building performances, quality and comfort for inhabitants.**

A new EU-funded Horizon 2020 project kicked-off with a meeting at the Politecnico di Milano, Italy in January. Its name **BIM4EEB** stands for **BIM** based fast toolkit for **E**fficient **R**enovation in **B**uildings. The project consortium aims to develop an attractive and powerful BIM-based toolkit, able to support all stakeholders in building retrofit during all stages of the project, from designers to construction companies and service companies.

#### Context

Tackling climate change and cutting greenhouse gas emissions, in order to prevent huge repercussions for the planet's ecosystem, has become one of the most important global challenges and one of EU's top priorities. Decarbonisation of energy use in the European building stock is at the top of the EU agenda for gradually transforming EU's economy into a high-efficiency low carbon economy.

A significant fraction of the current building stock in Europe is over 50 years old, but the overall improvement in energy efficiency requires the significant acceleration and growth of the EU renovation market, at rates of over 3% (over the whole EU building stock) in contrast to the current annual rate of approximately 1%. The EU has set an 80% reduction goal in primary energy consumption by 2050 (European Climate Foundation, 2010), supported by the definition and implementation of the Zero Energy Building (ZEB) and nearly Zero Energy Building (nZEB) targets.

To achieve those ambitious targets, the Architecture, Engineering and Construction (AEC) industry is even undergoing a significant shift away from the use of 2D and 3D CAD models towards more semantically enriched digital models based on the implementation of Building Information Modelling (BIM). The need for managing information in digital environments along the building life-cycle has been recognised also by the European Union Public Procurement Directive (EUPPD), encouraging the 28 European Member States to require the use of BIM for publicly funded construction and building projects in the EU by 2016.

This trend has reached a point, where BIM is being used by several operators of the AEC industry, mainly for new buildings, but several barriers need still to be overcome for enhancing BIM implementation, especially for renovation processes.

Due to the complex nature of digital information in BIM, the model creation process for existing buildings is a time consuming and costly process. Moreover, the most significant challenges in BIM as a domain for interoperability are collaboration and scale, handled by a large and complex Industry Foundation Classes (IFC) language.

#### Expected results

The general objective of **BIM4EEB** is to propose methods and tools for overcoming current barriers arising in different stages of renovation processes (from field survey, initiation and design to construction and management), developing guidelines for BIM implementation and providing an easy, practical and operational platform as a central repository of information, namely Common Data Environment (CDE), with different connected tools.

Public and private owners will be able to use a tool that eases decision-making and asset management, thanks to the exploitation of augmented reality and the use of updated digital logbooks. This toolkit is the basic instrument for increasing semantic interoperability between software and stakeholders involved along the overall renovation process (design, planning, construction, performance assessment and management).

End-users of the entire renovation process will actively participate in the development phases ensuring the full matching of project deliverables with the market expectations. In particular, two public administrations and two general contractor companies will validate the toolset in a social housing setting and private residential buildings in Italy, Poland and Finland. Inhabitants will benefit by the increase of building performances, quality and comfort.

The project targets low energy performance multi-store residential buildings of the second half of the 1900s that account for about 20% of the existing European building stock. These case studies have significant energy retrofit potential and the applied retrofit strategies (including times and costs for BIM implementation) will be scalable and replicable.

#### Useful information

The project, running from January 2019 till June 2022, is coordinated by Politecnico di Milano, together with Fondazione Politecnico di Milano, and involves fourteen partners: Teknologian tutkimuskeskus VTT Oy, Solintel M&P, Research Institutes of Sweden (RISE), University College Cork - National University of Ireland, Suite5 Data Intelligence Solutions Limited, One Team Srl, Technische Universität Dresden, Caverion Suomi Oy, Visualynk Oy, Architects' Council of Europe (ACE), CGI Sverige AB, Regione Lombardia, Azienda Lombardia per l'Edilizia Residenziale di Varese - Como - Monza Brianza - Busto Arsizio (ALER) and Prochem.

**Project reference:** Horizon 2020, Grant agreement n.820660  
**Timeline:** January 2019 - June 2022  
**Website:** Coming soon  
**Twitter:** @BIM4EEB  
**Email:** info@bim4eeb.polimi.it



The BIM4EEB team at the Kick-off meeting, 23 January 2019, Milan



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### 3.3.2 The Project Post/ e-cards

They have been designed as promotional material, using images and icons suitable and easily understandable for all audiences of BIM4EEB by ACE and distributed already to the consortium as part of D10.2. The consortium partners can make use of them by sharing them with stakeholders, press and general public.





Figure 12 The e-cards

## 4 Conclusions

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This deliverable contains all available promotional material to direct every step of the partners in dissemination events.

The specific materials are already on the website to be downloaded by everybody.

For new events partners are invited to use templates provided in the shared box to disseminate the richness of the project with clean uniformity of style.