



BIM based fast toolkit for
Efficient rEnovation in Buildings

D10.6 Communication and Dissemination Plan - Annual revision 12M



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D10.6 Communication and Dissemination Plan - Annual revision 12M

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Statement of originality:

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EXECUTIVE SUMMARY

The BIM4EEB Communication and Dissemination Plan outlines the strategies that are used to communicate and disseminate the project progress, achievements and outcomes to general public and various target audiences. Furthermore, it describes the activities performed and the means used in order to promote the BIM4EEB project.

This is the second revised version of the Communication and Dissemination Plan, after the first twelve months of the project. The plan will be revised annually.

This plan describes the methods of dissemination, and the tools and channels used, such as project-related events and conferences. It shows the identification of project's target groups and key stakeholders, emphasising the internal process used to manage knowledge outputs, ensuring proper dissemination and communication of results.

The Communication and Dissemination Plan contains a set of rules, such as accuracy of language and images, a timetable for events and tasks for each of them, to ensure that all relevant knowledge coming out of the project is carefully managed.

The advice is set-up in order to:

- a) Disseminate the project and its progress in the best way possible, awareness raising and ensuring information provision
- b) Ensure that outputs produced in the BIM4EEB project are customised and transferred to identified target users.

At this stage the communication plan reports a series of dissemination actions carried out in the first twelve months and which will be further developed in the next year.

This Communication and Dissemination Plan has been developed by the Politecnico di Milano.

All project partners have been encouraged to participate in dissemination and communication actions in the web as well as in real activities, sharing key data and results amongst partners first and then with the public.

PUBLISHING SUMMARY

Communication and dissemination through targeting the different target and consumer groups are the aim of the BIM4EEB approach. This plan aims to ensure the involvement of all project partners in this activity and in all aspects of dissemination and communication activities. As first year deliverable it gives the opportunity to have a glance at the first twelve months' activities, and appreciate their future stage for the next year. The overall strategy through tools and coordinated action presented in this document has its first revision here better defining dissemination players through partners, target audiences, correspondence between dissemination tools and targets, and main dissemination channels.

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1 Introduction

- Objectives

This document aims to provide an up-graded dissemination and communication plan divided into two steps: what has been done so far in the first twelve months, followed by an outline of the next year with expected dissemination activities (such as workshops, meetings, general conferences, papers, demonstrations).

- Relation with other tasks

This document follows the WP 10 Communication and Dissemination as described in the Grant Agreement, and D 10.3 First dissemination and communication plan outlining the strategy and action of the project. It is building upon and including previous Communication and Dissemination deliverables, such as the Corporate Identity package and the press kit.

- Relation with partners

All partners have been invited to contribute to dissemination and communication activities. A bi-annual reporting of these activities has been implemented and fed into this deliverable and its up-dates in the BIM4EEB 'continuous reporting' of the EC portal SEDIA.

As reported in the DoA several dissemination activities by each of the consortium partners have been considered, in respect to their networks and collaboration and are summarised below:

Polimi is the main author of most deliverables, such as cooperate identity package, dissemination and communication plan, website, promotional material package, offering a holistic visual identity to the project.

ACE is the coordinator of the Work Package and supports communication and dissemination activities among all consortium partners. They have set up the dissemination activities reporting tool and authored the press kit and press release.

Polimi, TUD, RISE, VTT, UCC IERC have higher involvement in scientific dissemination.

CAVERION, CGI Sverige, OneTeam, SUITE5, SOLINTEL, VisuaLynk, PROCHEM and Regione Lombardia have higher involvement in dissemination and communication towards their network in Europe with dissemination activities such as fairs and workshops.

Updating D 10.3 to D 10.6

In this release some section of the previous Dissemination and Communication plan have been deleted for two reasons:

- Corporate identity of the project such as logo, templates are being applied by partners.
- The main objective of this deliverable has been assumed to be a summary of past activities and planning of the next.

We shortly summarize previous activities in corporate identity as follows:

Table 1: General overview

Tasks	PoliMi	ACE-CAE	
Logo	L		
Leaflet	L		
PPT Template	L		
Deliverable Template	L		
Poster template	L		
Twitter Account	L	C	
Linkedin Account		L	
Website	L	C	
Newsletter	L		
YouTube page and video		L	
e-cards		L	
Press release		L	L Leading
		C	C Contributing

L = Leading; C = Contributing

Hereafter follows an up-date of chapters such as strategy and activities carried out or planned for the next year.

2 Strategy

2.1 Overview

This deliverable aims to

- show the path to create awareness and consensus amongst the consortium partners to increase the impact of every Communication and Dissemination activity organised by each partner
- show past and future actions of dissemination

Here we summarise the previous table of the main strategy adding new updates. The different messages for dissemination and communication, adapted to reach the identified target groups are developed out of them.

Table 2: Dissemination actions main strategies

Requirements intercepted by the project	The building renovation industry is growing strongly. However, designers, construction and service companies often fail to provide attractive solutions for building retrofitting. BIM4EEB will deliver an attractive and powerful BIM based toolset able to support every phase of it. Public and private owners will be able to use the tools thanks to the exploitation of augmented reality and the use of updated digital logbooks.
General objectives	The general objective of BIM4EEB is to propose methods and tools for overcoming current barriers arising in different stages of renovation processes, from survey, design to construction and management. Among its products: guidelines for BIM implementation and operational platform as a central repository of information, namely the Common Data Environment (CDE), with different connected tools.
Specific objectives of the project	<ol style="list-style-type: none"> 1. To maximise efficiency in building renovation through: reduction in renovation working time and cost; building quality control; a fast energy audit; decrease of net primary energy use; 2. To accelerate the market uptake across Europe towards a digital built environment through: implementation of BIM-based renovation business for construction companies; implementation of BIM-based dynamic energy assessment connection of BIM and GIS environments; implementation of as-built data collection. 3. To speed data gathering and processing creating: fast mapping tools for acquiring data of existing buildings and creating BIM models; innovative tools for connecting BIM models and BACS; 4. To ensure interoperability among different stakeholders and tools, harmonising and providing common data exchange formats
Key messages for communication	Drivers: renovation working time reduction of 20%, renovation costs reduction of 15%, building quality control with less than 10% performance gap and net primary energy use decrease of 10%.

	<p>A central platform: to provide different services for managing information collected in renovation processes, usable by several devices.</p> <p>Tools to allow the management of comprehensive, integrated models specifying building services systems, automation and control systems in an integrated, holistic and comprehensive way: fast mapping tools for acquiring data of existing buildings and creating BIM models (30%-time reduction).</p> <p>Sensors for monitoring building performances when they have inhabitants in or out of them.</p> <p>Guidelines for BIM adoption for public administrators and private stakeholder for extensive dissemination action.</p> <p>Involvement of stakeholders at any level.</p> <p>Large European consortium with involvement of 15 partners from eight different European countries.</p> <p>Funding from the European Union’s Horizon 2020 Research and Innovation Program under G.A. no. 820660.</p> <p>(Include EU flag in all printed material and website/ social media accounts.)</p>
<p>Communication objectives</p>	<p>BUILD A PROJECT IDENTITY</p> <p>Definition of key messages to be reached with simple key sentences and images together with graphical elements.</p> <p>MEDIA CHARACTERISATION FOR DISSEMINATION <i>Up-dated</i></p> <p>Press releases, social media, website, conferences and exhibitions, are all considered tools to disseminate the project and to make it better known. From M12-M24 more attention to target audience of the events will be given, better considering the concurrence between specific events and research targets, simplifying the language in generic events, making them less technical and more engaging with research.</p> <p>WORK AS A TEAM for PROJECT SUCCESS <i>Up-dated</i></p> <p>The dissemination action is a core activity of all partners involved. The partners must feel with pride the belonging to the team and work for the success of the project. Main partners must feel the responsibility to involve smaller partners in collective dissemination actions. All partners actively collaborate at all dissemination and communication activities; they take part to an internal communication process through a dedicated data base storage, used as central information and communication system formed by a google form which automatically up-dates an excel file, and a folder in box to collect images and documents of the events.</p> <p>CLARITY OF THE PROCESS AND RESULTS <i>Up-dated</i></p> <p>The clarity of communication and dissemination is an objective, as it</p>

	<p>is synonymous of the clarity of the processes and objectives achieved.</p> <p>Since the processes and products of BIM4EEB often seem to be too complex to be described to a broader public, three infographics have been developed for the activities of the second year.</p>
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2.2 Methodology

In order to reach a large audience all over Europe, and possibly even beyond, the fifteen partners are individually requested to be active in the dissemination of the project giving continuously feedback (whenever it arises) about:

- dissemination opportunities, both for events and publications
- participation, as testimonials of the project in relevant meetings
- own presentations and contents to be given for press releases and to be added in website

The right workflow of the project campaign is to define first the target group, then the message, then the channel and the most appropriate way to make the type of event or communication channel coincide with the most appropriate target group. Every action has to underline the role of the European Community as means of source of funding and main partner in all our innovation actions considering the European citizens as a main target group. The following statement is used in all dissemination and communication material:



“The BIM4EEB project has received funding from the European Union’s Horizon 2020 Research and Innovation Programme, under Grant Agreement number 680820.”

2.3 Timeline for Planning of Dissemination activities

In order to organise partners’ agenda, a specific timetable is shared to let all partners organise to contribute by:

- Informing every partner about communication and dissemination activities by adding dissemination materials for this specific occasion in the specific folder on the sharing platform box.
- Sharing the contents of their work package to any occasion they consider good to communicate the project’s activity.
- Including the publishable summary at the beginning of each deliverable submitted renders it easier to disseminate and communicate the results, considering demo sites as well.
- Using their network to present the project.
- Presenting the project in real or virtual events they participate.

Table 3: Dissemination actions updated from 12 to 24

	month 13	month 14	month 15	month 16	month 17	month 18	month 19	month 20	month 21	month 22	month 23	month 24
TOOLS	January	February	March	April	May	June	July	August	September	October	November	December
Social media: Twitter, LinkedIn												
Attended Meetings												
Intern. Conferences, trade fair												
Skypecalls among sister projects												
Journals, papers												
Workshop												
Non scientific publication												

2.4 Target groups

Communication and dissemination are a core activity in BIM4EEB, as it is crucial for the further market exploitation, replication and valorisation. The latter is addressed in WP 9 ‘Exploitation and standardisation’ paving the way for further commercial and business activities after the project duration.

The communication plan aims to affect a larger AEC industry group than the one involved in the dissemination plan, which aims to ensure that the results of the project are adopted by decision makers and the scientific community. The communication plan is mainly dedicated to final users, such as tenants and citizens. Tools considered are the ones with larger diffusion such as social media, websites and general fairs.

Target groups become a central theme for the right dissemination of results as well. There are six target categories listed in the DoW to be considered for dissemination activities

1. Architecture, Engineering and Construction (AEC) industry (including ESCOs)
2. Facility Management and Maintenance Companies
3. Public Institutions/ authorities and municipalities
4. Building occupants/energy consumers and building owners
5. Technological platforms and professional associations and initiatives
6. Scientific community

The involvement of inhabitants is considered a key aspect in BIM4EEB, since the project aims to radically change the renovation process also taking into account the collaboration with inhabitants to improve the outcome of renovation activities for the benefits of all stakeholders and inhabitants themselves.

For this purpose, a limited number of inhabitants living in the three demonstration buildings will be involved

in the demonstration and informed during the evolution of the project.

In the first six months, partners have freely developed or attended general communication activities, such as meetings, up-loading photos etc. in the shared project platform box.

According to the first year of KPI's activity and timing as described in the Grant Agreement here below the first results

Table 4: KPIs (Key Performance Indicators) and dissemination tools

Communication activity	Key Performance Indicators	Year 1, state of the art
Workshop organised	Nr workshop organised/participants	5, 180
Workshop attended	Nr workshop attended/ N stakeholders contacted	22/330
Social Media	LinkedIn posts per months/Twitter/ YouTube views/ Followers, Likes, interactions	LinkedIn 18 posts in the first 6 months of activity See related report Twitter 20 tweets, in the first 6 months of activity See related report
Newsletter	Number/invited stakeholders	2/100
Publication	N publication in peer review journal and magazines	Expected 4
Industries Renovation industries	Nr contacted	11000 10% min on amount= 1000
Association	N of associations/projects with direct liaisons	5 associations 6 members of LC-EeB-02-2018 projects 5 associatios

The benchmarks for all partners are:

• Diffusion through media:

KPIs are: number of press releases and related publications generated and distributed.

• Diffusion through events:

KPIs are numbers of people reached, numbers of new followers, positive feedbacks via questionnaires.

The deliverables measured against quantitative indicators will be aligned with categories of activities and target audience defined in the continuous reporting pages of the EC portal SEDIA, in order to determine the relevance and effectiveness of each action giving the definition of a measurable communication strategy.

• Diffusion through social media:

Two newsletters per year for targeted groups are planned for each year, percentage of subscription per year will be used as KPIs.

LinkedIn, Twitter, YouTube: KPIs are numbers of people reached, numbers of followers, interactions,

feedbacks.

On-line media - creating, hosting and maintaining website:

KPIs are: visits per year/time spent by users on site/ numbers of public EC communications connected. Google reports every three months. The definition of a measurable communication strategy goes through the coordination of actions to target groups and among partners.

As reported in DoW under '**29.1 Obligation to disseminate results**', the partners, unless it goes against their legitimate interests, must — as soon as possible — 'disseminate' their project's results by disclosing them to the public by appropriate means (other than those resulting from protecting or exploiting the results), including in scientific publications (in any medium). As stated in **29.2 Open access to scientific publications** the Partners assure their open access to peer-reviewed scientific publications relating to their results.

With article **38.1.1 Obligation to promote the action and its results** the beneficiaries assume that they must promote the action and its results, by providing targeted information to multiple audiences (including the media and the public) in a strategic and effective manner.

The partners were repeatedly invited to engage the targets interest inviting them in subscribing the newsletter and follow socials.

3 Communications activities

Communication activities from 1st to 6th month

Activities and output from M1-M6 are summarised in the previous D10.3 in chapters: 3.1 Corporate identity; 3.2 Logo and similar such as project logo, colour palette, fonts, deliverable template, power point template, leaflet template, posters template, roll-up template, template for twitter, postcards, general leaflet, posters, promotional roll-up, folders, letter template; 3.3 Press kit and Press release. Also they are added in this Deliverable as an Annex to D 10.6.

After approval every material as a template for partners has been embedded in the shared data base as structural base for any communication and also in the website. Social media accounts just started in month six.

3.1 Activities from 6th to 12th month: Website

The website <http://www.bim4eeb-project.eu> was released according to plan on 24 June 2019. From that date it has become the platform for any communication activity and information for different target groups. Website is the landing page for all the Twitter posts and LinkedIn often addresses to it. It is growing in number of pages and accessible information. In the last six months it has developed more pages and re organized others. For instance, it is now showing information on the demonstration buildings and tools.

Social media accounts and European funding statement has been duplicated in the top of the home page, even though it was already at the bottom of the pages before, in order to be clearly seen in every device at a first glance to the website.

The website is going to be constantly improved and updated with:

- a video gallery embedded in YouTube;
- news and events;
- Google analytics is taken into consideration, monitoring traffic and behaviour. Analytics will be extremely useful to modify the communication strategy, if necessary.

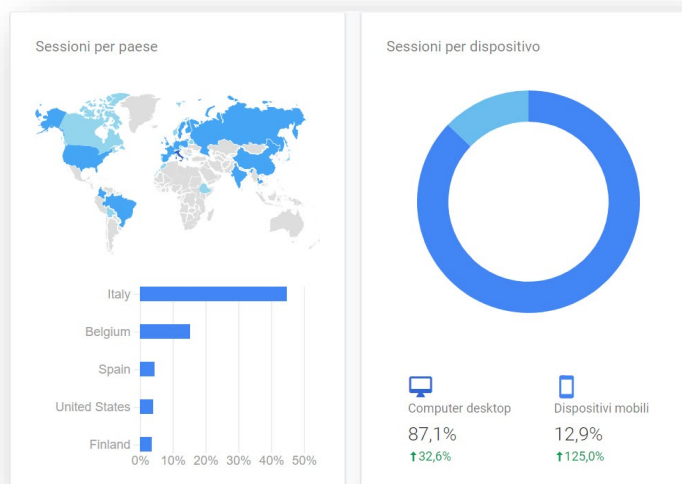


Figure 1: Geography of website users and tools used to access with

Trends are investigated to develop the communication plan accordingly.

3.1.1 New pages added



Figure 2: Demo cases page

A whole page has been created at <https://www.bim4eeb-project.eu/demo-cases.html> to host the demonstration cases. It contains technical information and expected results attached as pdf downloadable of the three demo sites in Finland, Poland, Italy.

Another page has been added at <https://www.bim4eeb-project.eu/pressroom.html?cat=surveys> to host the surveys running in the first part of the project. The surveys are open to different stakeholders and remain online to be fed. Several invitation are launched to feed them

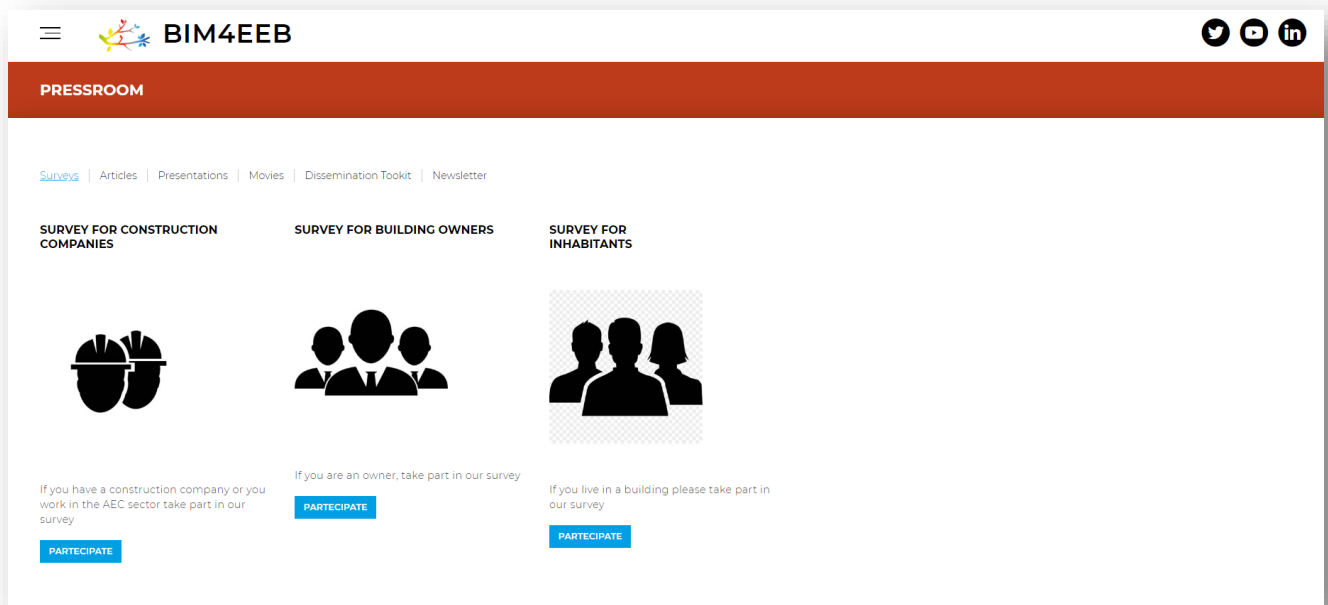


Figure 3: Pressroom/Survey page

3.1.2 Reports

In the reports page the first public deliverables have been added to be accessible freely by everyone and share our first results with the general public. They will be added every time their status becomes public.

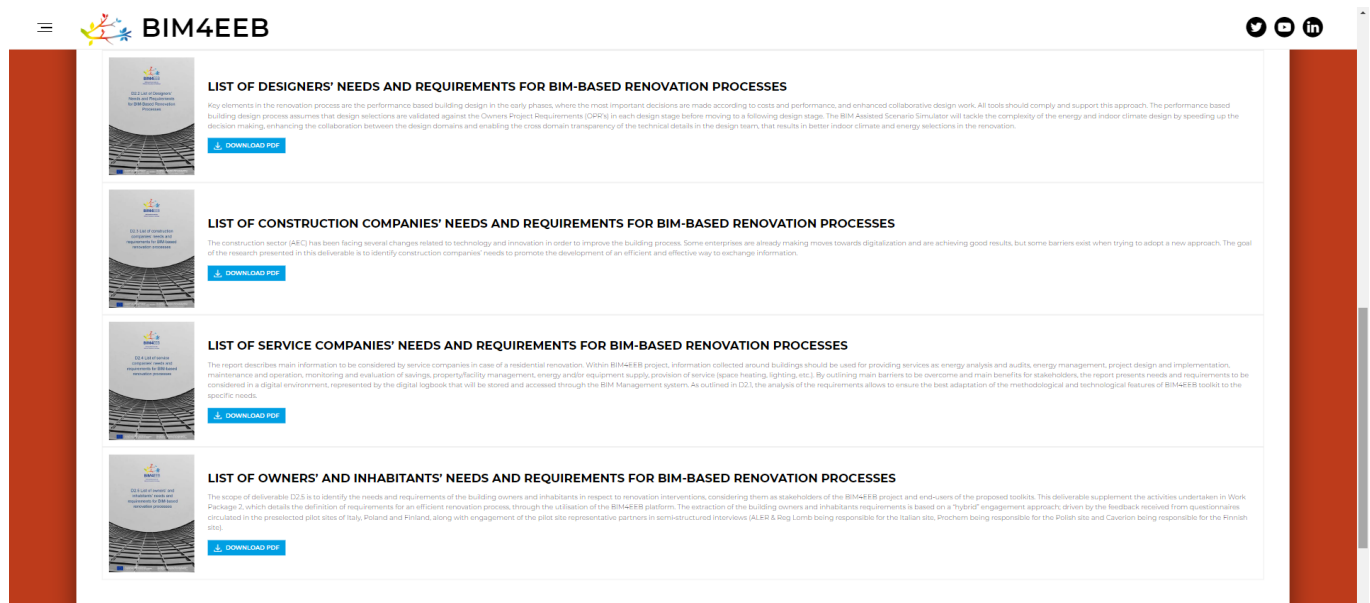


Figure 4: Report's page

3.1.3 Google analytics first results

The website google analytic shows an activity in constant growth both as new users and as returns during these last months.

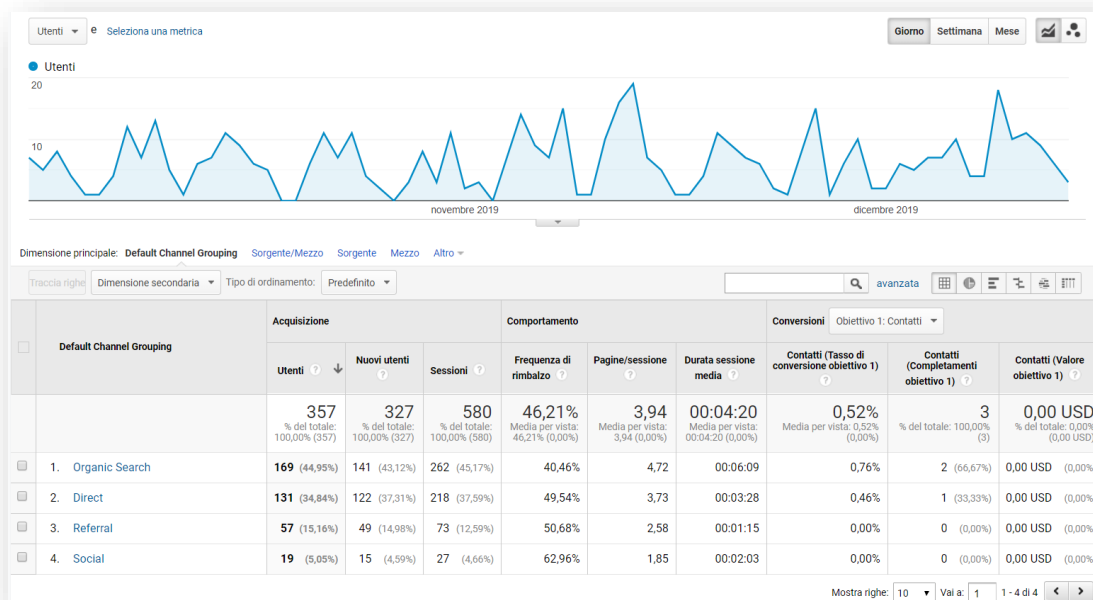


Figure 5: Website last 90 days with n of users, sessions, bounce rate, time for session

3.2 Activities from 6th to 12th month: translation of leaflet and launching in the web

The leaflet has been translated into the seven partner languages and has been located in the pressroom/dissemination toolkit webpages at <https://www.bim4eeb-project.eu/pressroom.html?cat=dissemination-toolkit>



Figure 6: The leaflet

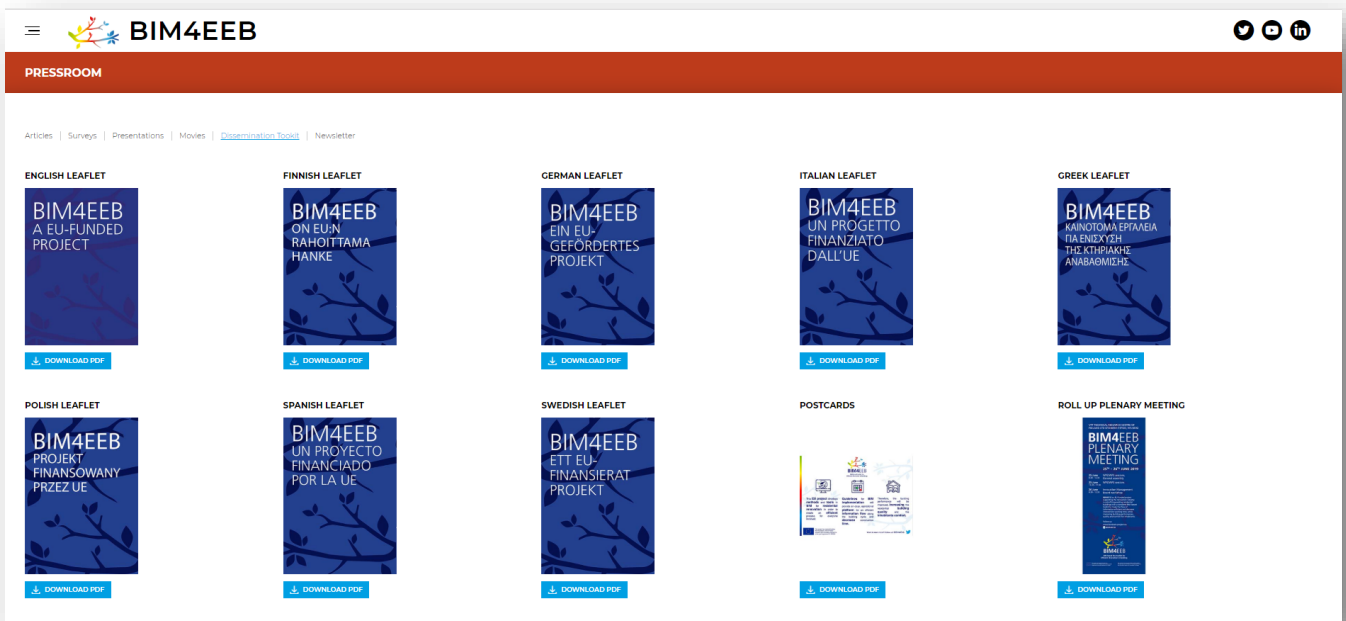


Figure 7: Pressroom/Dissemination toolkit

The leaflet has been launched in the web with dedicated tweets and LinkedIn posts.

3.3 Activities from 6th to 12th month: Twitter

Twitter activity has grown as reported in the graphics below showing the last 3 months' activity.

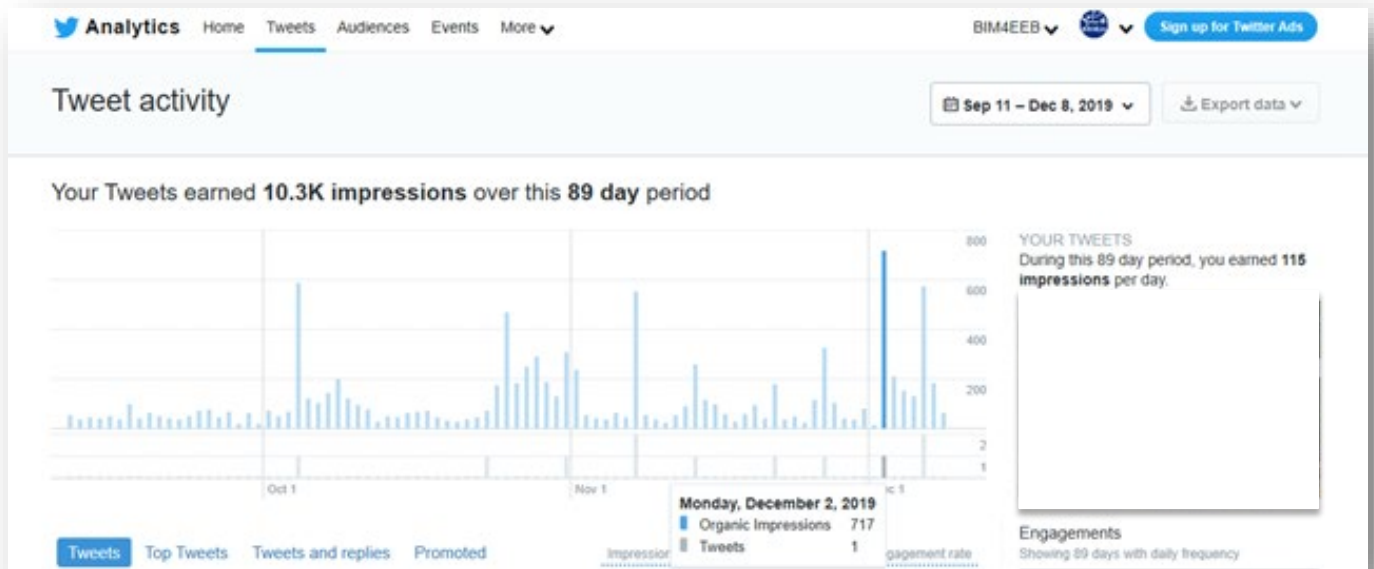


Figure 8: Twitter activities

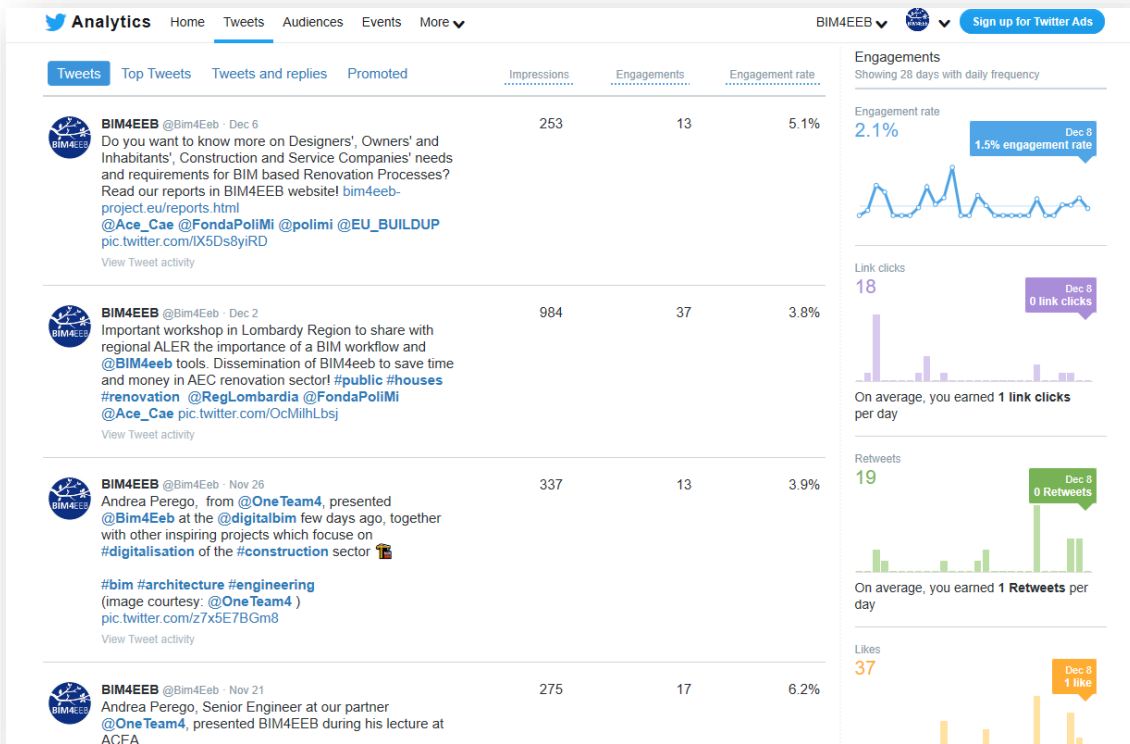


Figure 9: last tweets- activity report

3.4 Activities from 6th to 12th month: LinkedIn

A LinkedIn company page has been created at the beginning of the project and posts regularly aiming at one post per week. The figures below display the statistics in regards to visitors, followers and up-dates. The page has received 61 visitors of which 53 decided to follow it.

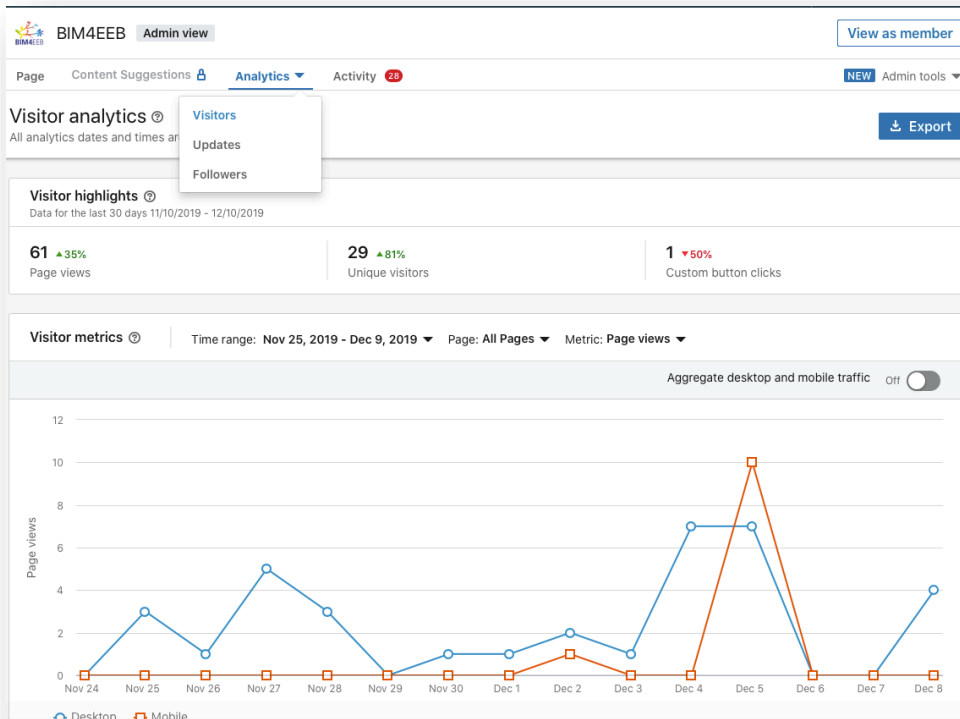


Figure 10: Visitors of the LinkedIn Company page

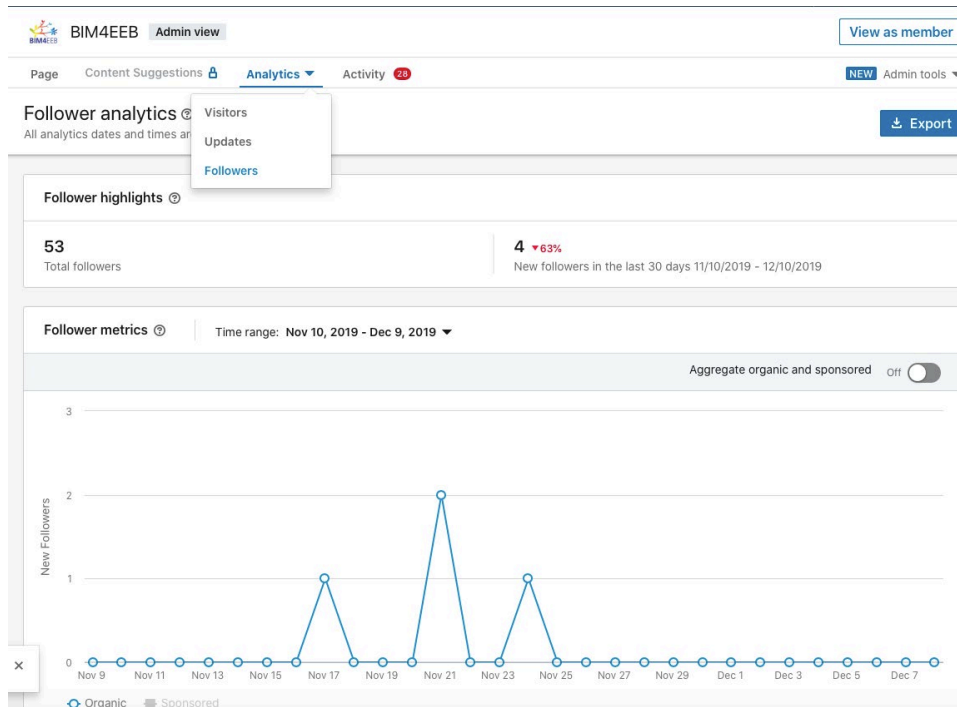


Figure 11: Followers of the LinkedIn Company page

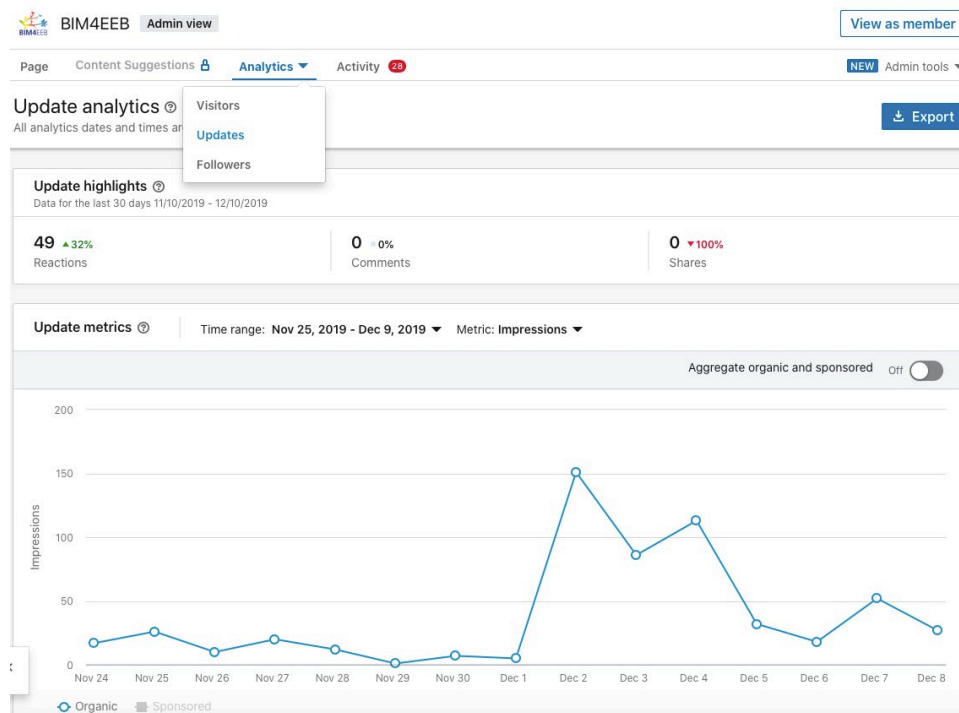


Figure 12: Up-dates of the LinkedIn Company page

3.5 Social Media Campaign

All partners

- provide photos and short videos and ask communication staff direct intervention regarding their dissemination activities.
- provide a reference list of links and blogs to follow
- retweet and share the contents of the project.

Twitter @Bim4Eeb provides:

- Presentation of the main features of the project
- Presentation of one of the partners to be published every Thursday (starting in January 2020);
- Dissemination of events (with pictures + launch of those to follow)
- Creation of "quotes" and images;
- Recurring contents (subscription to the newsletter);

LinkedIn <https://www.linkedin.com/company/36020334/admin/> provides through the project page:

- Presentation of one partner per week (starting in January 2020);
- Presentation of the events;
- Sharing of infographics and charts suggested by partners;
- Post about the project main features

The YouTube channel https://www.youtube.com/channel/UCq_-Wx-f1TWQoZz-iMBL3Yw/ was launched on 20 June 2019 is going to be feeded with wideo from partners.

3.6 Newsletter

The first newsletter has been launched at the end of July. His complete description is included in annex at the end of this chapter.

The second newsletter is going to be released and it will contain: status of the project by the coordinator; deliverables published on the website; an overview on surveys and demonstration buildings.

Every newsletter will contain a report on the state of the art of the project and will be the occasion to provide results to deliverable activities and tools. They will be the occasion to launch the infographic of every year.

During 2020 2 newsletters will be launched.

4 Dissemination activities carried out from month 6 to month 12 by the consortium

These activities, already partially reported in the 10.3 deliverable can be found updated here below.

Table 5: Last activities by the consortium/zoom on amount of participants

C					Scientific community (Higher Education, Research)	Industry	Civil Society	General Public	Policy Makers	Media	Investors	Customers	Others
26/11/2019	RISE	Organisation of a Conference	Stockholm, SE	Digitalize in Stockholm	50	100	50	0	50	10	0	0	0
26/11/2019	RegLomb	Organisation of a workshop	Milano, Palazzo Lombardia	WORKSHOP - A.L.E.R. E B.I.M.: STATO DELL'ARTE Digital&BIM	28	0	0	0	0	0	0	0	0
21/11/2019	OneTeam	Exhibition	Bologna		0	0	0	40	0	0	0	0	0
20/11/2019	VTT	Participation to an Event other than a Conference or a Workshop	Helsinki	Recotech (real estate and construction technologies), official side event of SLUSH	50	550	0	0	20	10	5	100	0
19/11/2019	OneTeam	Participation to a Conference	Turin	One Team Tour Torino	5	15	20	0	0	0	0	30	5
12/11/2019	OneTeam	Participation to a Workshop	Rome	Talent Garden Roma Ostiense @ACEA	30	10	0	0	0	0	0	0	0
05/11/2019	ACE	Participation to an Event other than a Conference or a Workshop	GA RenoZEB meeting	GA RenoZEB meeting	0	20	0	0	0	0	0	0	0
25/10/2019	ACE	Flyer	Brussels, BE	The 8th European University-Business Forum 2019	150	100	0	0	0	0	0	0	0
24/10/2019	RISE	Participation to an Event other than a Conference or a Workshop	Täby, Stockholm, SE	Sustainable city development with IT-solutions	5	0	20	0	10	0	30	0	0
17/10/2019	VTT	Participation to an Event other than a Conference or a Workshop	Lyon, France	Smart Cities & Communities Lighthouse network event	50	20	0	0	30	0	0	0	0
02/10/2019	PoliMi	Non-scientific and non-peer-reviewed publication (popularised publication)	Milan	BIM4EEB BIM based fast toolkit for Efficient rEnovation in Buildings: the definition of requirements for an efficient renovation process with digital ICT tools	0	0	0	0	0	0	0	0	0
30/09/2019	UCC	Participation in activities organised jointly with other EU project(s)	Guatemala city, Guatemala	International Conference on Master Accreditation i Guatemala	40	40	10	50	10	5	0	0	10
30/09/2019	TUD	Participation to an Event other than a Conference or a Workshop	Düsseldorf, GER	VDI3814-workshop Building Automation	10	20	0	0	0	0	0	0	0
28/09/2019	SUITES	Participation to a Conference	Athens	ASHRAE Event 2019, Greek Chapter	0	0	0	500	0	0	0	0	0
27/09/2019	ACE	Flyer	Vilnius, LT	BIMplement meeting	0	15	0	0	0	0	0	0	0
25/09/2019	TUD	Participation to a Conference	Lüneburg, GER	GLT-Anwendertagung (yearly conference for operators of building services management)	50	70	10	10	0	0	50	200	0
18/09/2019	SOLINTEL	Flyer	Paris	STUNNING Final Conference	20	30	0	0	10	0	0	0	0
18/09/2019	TUD	Participation to an Event other than a Conference or a Workshop	Chemnitz, GER	VDI3812-workshop automation in residential buildings	10	20	0	0	0	0	0	0	0
11/09/2019	ACE	Flyer	Vilnius, LT	ICARO project meetings	15	0	0	0	0	0	0	0	0
09/09/2019	TUD	Participation to an Event other than a Conference or a Workshop	Köln, GER	eCI@ss Automation Functions	5	10	0	0	0	0	0	0	0
04/09/2019	ACE	Flyer	Brussels, BE	DigiPLACE kick-off meeting	10	20	0	0	10	0	0	0	0
02/09/2019	ACE	Flyer	Brussels, BE	Meeting with the Bundesarchitektenkammer Digitalisation	0	4	0	0	0	0	0	0	0
28/08/2019	ACE	Flyer	Brussels, BE	TripleA-reno gamification task force meeting at Housing Europe	5	5	0	0	0	0	0	0	0
11/07/2019	TUD	Participation to an Event other than a Conference or a Workshop	Düsseldorf, GER	VDI3814-workshop Building Automation	10	20	0	0	0	0	0	0	0
09/07/2019	TUD	Participation to an Event other than a Conference or a Workshop	Frankfurt, GER	VDMA - BIM for Armatures	15	25	0	0	5	0	0	0	0
24/06/2019	TUD	Participation to an Event other than a Conference or a Workshop	Köln, GER	eCI@ss Automation Functions	5	10	0	0	0	0	0	0	0

117758	Scientific community (Higher Education, Research)
10939	Industry
3634	Civil Society
14381	General Public
1130	Policy Makers
700	Media
250	Investors
10512	Customers
1340	Others

5 Networking with other EU-funded projects- second call

A first skype event was organized by Polimi to share information with sister projects in May 2019. The skype call involved members of LC-EeB-02-2018 projects for networking purposes. The agenda considered 10 min of presentation of each project, followed by 10 min for questions and sharing of PPT presentations. At the end the group decided to organise a skype call every six months and a real meeting (possibly in the beginning of 2020). Additionally, the sister projects expressed their intention to work together on common surveys related to BIM use, maturity, requirements of industry.

All the material has been shared in a separate data base (Box, the environment where we share contents) and all the partners involved participated.

Here the list of the projects involved:

- ENCORE
- SPHERE
- BIMERR
- BIM-Speed
- BIM4Ren
- BIM4EEB

The second call took place November 2019 and involved the same projects.

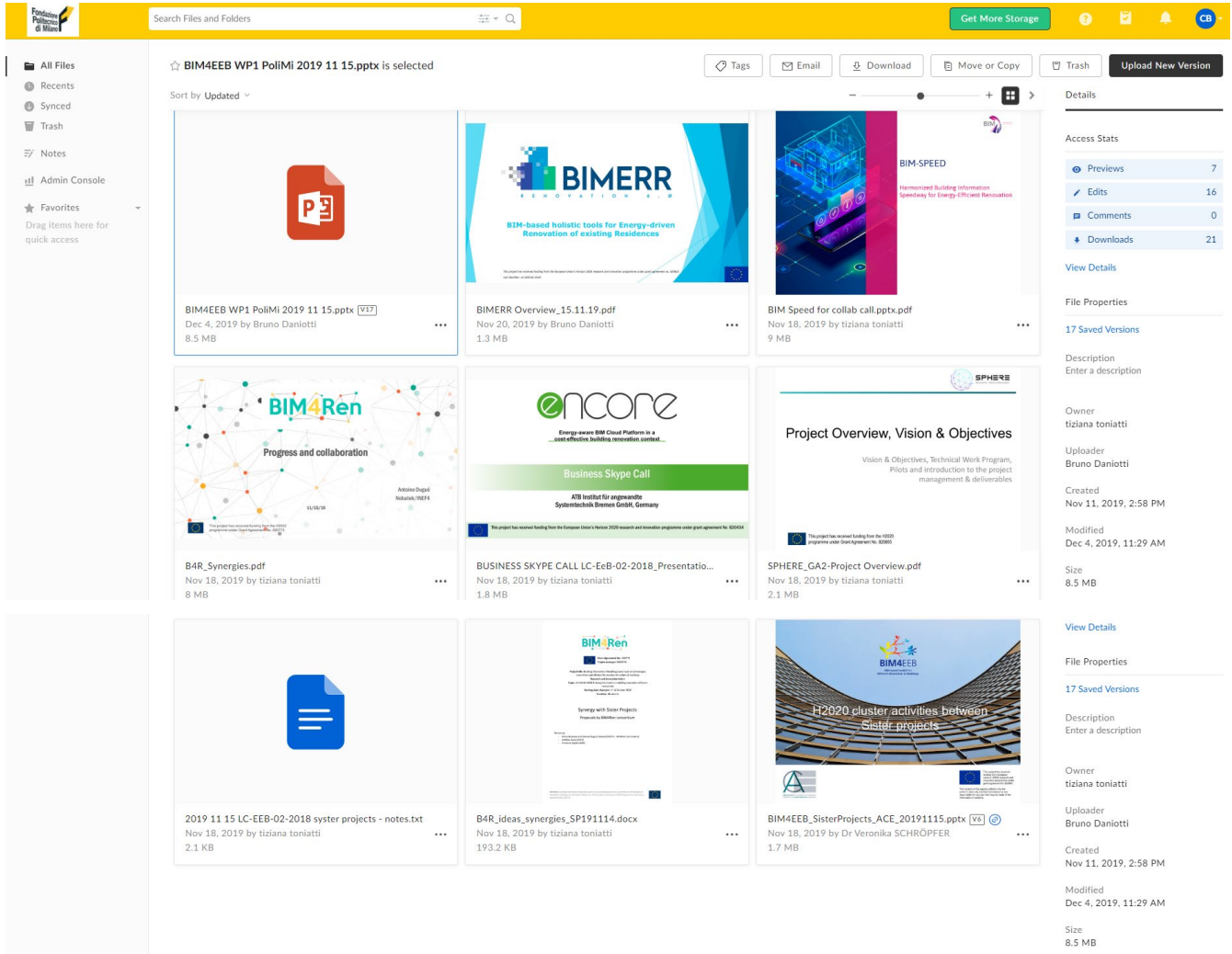
A first step was sharing presentations, received only by BIM4REN, BIM-Speed, Encore, Sphere followed by the possibility to organise a common dissemination activity:

- Sphere proposed an open workshop with LC-EEB-02-2018 in Barcelona, May 2020
- BIM4EEB proposed a Conference in Milano, June 2020, or a meeting in Brussels at ACE's offices during EUSEW.
- BIM-Speed proposed a scientific meeting with all involved academics, in Berlin, 2020. It is necessary to provide a list of academic partners for invitation with the aim to joint publications/ discuss about scientific publications of the sister projects.
- BIM4REN proposed working groups and asks for reference persons.

SPHERE focuses on digital twin building as system of system.

BIMERR Provide response to BIMERR questionnaire (link in the presentation, but presentation missing)

BIM-SPEED focuses on time to market solution. Open for use case in WEB and cooperation with university Berlin conference.



The screenshot displays a OneDrive file sharing environment. The interface includes a search bar at the top, a navigation pane on the left with options like 'All Files', 'Recents', and 'Admin Console', and a main grid of file thumbnails. The files shown include:

- BIM4EEB WP1 PoliMi 2019 11 15.pptx** (8.5 MB, Dec 4, 2019)
- BIMERR Overview_15.11.19.pdf** (1.3 MB, Nov 20, 2019)
- BIM Speed for collab call.pptx.pdf** (9 MB, Nov 18, 2019)
- B4R_Synergies.pdf** (8 MB, Nov 18, 2019)
- BUSINESS SKYPE CALL LC-EeB-02-2018_Presentatio...** (1.8 MB, Nov 18, 2019)
- SPHERE_GA2-Project Overview.pdf** (2.1 MB, Nov 18, 2019)
- 2019 11 15 LC-EEB-02-2018 syster projects - notes.txt** (2.1 KB, Nov 18, 2019)
- B4R_ideas_synergies_SP191114.docx** (193.2 KB, Nov 18, 2019)
- BIM4EEB_SisterProjects_ACE_20191115.pptx** (1.7 MB, Nov 18, 2019)

On the right side, a 'Details' panel is visible for the selected file, showing 'Access Stats' (7 Previews, 16 Edits, 0 Comments, 21 Downloads), 'File Properties', and '17 Saved Versions'.

Figure 13: Box, the sharing environment among partners where stored sister project's presentation

6 Planned activities for the next 12 months

Table 6: Dissemination activities (M12-M24)

DISSEMINATION ACTIVITIES 2ND YEAR	P	V	S	R	U	S	O	T	C	V	A	C	R	A	P
	O	I	O	I	C	S	N	U	A	I	C	C	L	A	R
	L	M	L	N	E	S	E	D	V	S	G	G	O	L	C
	I	T	T	T	S	S	A		U	U	I	I	M	E	H
	J		E	E	C	5	M		N	L	E	J	B	R	E
			L												
PLANNING AND ORGANIZING WORKSHOP, FAIRS, EXHIBITIONS	L	L	C	L	C	C	L	L	C	C	L	C	L	C	C
PLANNING AND ORGANIZING WORKSHOP ON RESEARCH COOPERATION AMONG SISTER PROJECTS	L	C	C	C	C	C	C	C	C	C	C	C	C	C	C
DEVELOPING COOPERATION WITH OTHER PROJECTS	L	L	C	C	C	L	L	L	C	C	L	C	C	C	C
PUBLICATIONS															
CONFERENCE PAPER	L	L			L	L	L	L							L

L= Leading; C= Contributing

Future Events

In order to plan, coordinate and manage dissemination activities the consortium plans attendance to conferences and events. Here below some potential events within the up-coming 12 months, where some partners plan to attend.

Table 7: Potential future events for dissemination observed

<ul style="list-style-type: none"> • https://europeanbimsummit.com/en/ Barcelona (April 2020)
<ul style="list-style-type: none"> • https://bim-w.com/en Paris (May 2020)
<ul style="list-style-type: none"> • Academic conference Berlin (May 2020)
<ul style="list-style-type: none"> • Midterm Conference of BIM4EEB Milan (Spring/summer 2020)
<ul style="list-style-type: none"> • EUSEW 2020 Brussels (June 2020)

Each partner proposed specific activities in relation to the commitment agreed and the state of work. Some proposals for 2020 are here included, partner not included collaborates.

VTT:

2.-4.6.2020	VTT	Participation to a Conference	Sao Paulo, Brazil	Bra	18th International Conference on Computing in Civil and Building Engineering & 37th International CIB W78 Conference	http://www.pcc.usp.br/icccbe-w78-2020
2.-4.9.2020	VTT	Participation to a Conference	Moscow, Russian	Rus	13th European Conference on Product & Process Modelling (ECPMP) 2020	https://ecppm2020.org/about
29.-30.9.2020	VTT	Participation to an Event other than a Conference or a Workshop	Helsinki, Finland	Finl	World Summit on Digital Built Environment (WDBE 2020)	https://kirahub.org/en/wdbe2020/
Spring 2020	VTT	Participation to an Event other than a Conference or a Workshop	Espoo, Finland	Finl	Open clinic of Smart Otaniemi innovation ecosystem	https://smartotaniemi.fi/
Spring 2020	VTT	Participation to an Event other than a Conference or a Workshop	Espoo, Finland	Finland	The results seminar of Digitalizing Construction Workflows (DiCtion) research project	https://www.aalto.fi/en/diction
Spring 2020	VTT	Participation to an Event other than a Conference or a Workshop	Espoo, Finland	Finland	Results seminar of Building 2030 Consortium	https://www.aalto.fi/fi/building-2030

RISE:

31.01.2020	RISE	Participate in conference Södertälje Science Week	Södertälje, Sweden		Science and research for future digitalisation of sustainable societies	https://sccp.se/scienceweek/om-science-week/
01.04.2020	RISE	Participate in conference Nordbygg	Stockholm, Sweden		Construction and real estate industry	https://www.nordbygg.se/?sc_lang=en
June 2020	RISE	Participate in Sustainable Building conference	Gothenburg, Sweden		Linking the Global Building Sector to the Sustainable Development Goals 2030	https://beyond2020.se/conference/programme-overview/
November 2020	RISE	Participate in conference Kistamässan	Stockholm, Sweden		Digitalization of Built Technology	https://kista.com/english/
Summer 2020	RISE	Workshop in Almedalen	Visby, Sweden		Workshops for Industry, Academy, Public	Workshops for Industry, Academy, Public

ONE TEAM:

march-april 2020	Participation to a Conference	Milan	One Team BIM Conference	To introduce main features and goals of BIM4EEB Project
march-april 2020	Participation to a Conference	Rome	3D Modeling & BIM	BIM for construction industry
june 2020	Participation to a Conference	Milan	One Team User Meeting	To introduce main features and goals of BIM4EEB Project
october 2020	Exhibition	Bologna	SAIE Bologna 2020	This is an occasion of networking to discover the excellence of the entire building supply chain, through specific paths dedicated to "strategic markets" and key themes
autumn 2020	Exhibition	Bologna	Digital&BIM	This is an occasion of networking to discover the excellence of the entire building supply chain, through specific paths dedicated to "strategic markets" and key themes

UCC:

29-30 01 2020	UCC	Participation to a Conference	Dublin	The "IOT and Industry 4.0 Expo"	Workshop http://www.iotconnectlive.ie/
27 02 2020	UCC	Participation to a Conference	Belfast	Supply Chain Conference and Expo".	Workshop http://www.northernirelandmanufacturing.co.uk/

SUITE 5:

Fall 2020	Suite 5	Participation to a conference	Greece	Energy in buildings	https://www.ashrae.gr/
Fall 2020	Suite 5	Participation to a Conference	Paphos, Cyprus	Medpower	http://medpower2020.org/

POLIMI:

Spring 2020	PolIMI	Participation in BIM summit	Barcellona	Conference on BIM environment	https://europeanbimsummit.com/en/ Barcellona (/
Spring 2020	PolIMI	Participation in Academic conference	Berlin	Academics on BIM	
Summer 2020	PolIMI	Organising Mid Term conference	Milan		

7 Conclusions

The first year of the project involved the partners to identify the dissemination strategy to better impact its outcomes; many of the partners' activities and the same deliverables began without producing immediate results that are expected in the coming months; it was the beginning of the work mainly focused on providing preliminary information and insights from the partners and the existence of the project.(M1-6)

In the second part of the year the focus has been the production of a comprehensive set of tools to disseminate the message extracted from the first meeting, mainly, and something from deliverable. Identified target groups are more considered and involved in the project (M6-12).

The next year (M12-24) will be mainly focused on assessment of the success of dissemination activities against Key Performance Indicators, setting up strategies if needed to ensure long lasting dissemination, visibility and involvement of all the target groups.

In order to allow this path a mid term check will be delivered to partners in the middle of the year to ensure the goals presumed.

8 Annex

In order to keep everybody informed on previous decisions here included chapters of last D10.3 deliverable as annex.

3 Communication activities carried out from month 1 to month 6

3.1 Corporate identity

The corporate identity pack was delivered in March 2019 to the fourteen partners as a first cooperate guide / identity kit founded on some allegorical images that communicate simple concepts related to this project, its complex nature and its potential of renewing the renovation process and built result. BIM4EEB provides tools that will improve as consequence a sustainable environment from this reason the choice of the branch colored with typical energy efficiency classes plus blue as identity colour. The branch offers the idea to interlink the elements of renovation workflows to satisfy the representational needs of modern construction planning methods and practices with a specific emphasis on the preconditions and effects of activities.

The goal of this deliverable already released is to produce a clear and easy strategy to communicate in every situation the project, giving practical tools as well as visual identity guidelines. This means that partners can manage available tools but follow a main strategy in case of necessity and absence of precise visual instruments.

3.2 Logo

As a cooperate identity of the project, the logo expresses the meaning of the project. It is visually recognizable, versatile, in order to be declined in every communication product.

Owing to the complexity of the whole project a branch has been chosen to feature all the elements of the project as an allegory of complex systems with natural rules, made more efficient by energy control featured by colors inside.

The typography for BIM4EEB is the font Helvetica freely available in several weights and in italics. This font will be used for headlines and body text as well in all the documents and communication tools being not graced but simple and clear, appropriate for scientific documents.

Helvetica AaBbCcDdEeFfGg

The color palettes have been built in order to suggest a chromatic scale from green to blue through yellow and red to recall part of energy description with thermographic instruments.

Blue background has been kept for printed materials, red mainly for home initial website images.

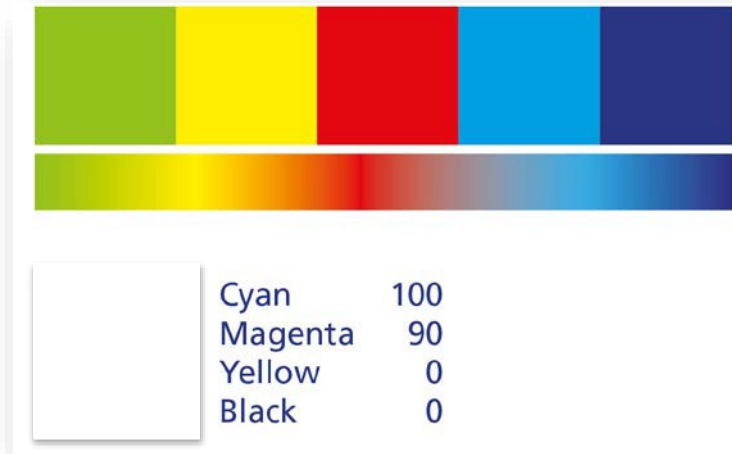


Figure 1: Logo palette, full version and monochrome

The identity guideline discourages the use of the logotype split from the pictogram or payoff 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 color suggested for logo is always blue or white when in a colored tile.



Figure 2: Logo monochrome for small devices

3.3 Press Kit

Starting from the logo and the sharing of other materials such as a PPT template, a press kit has been

prepared in March 2019. It consists of three main elements used for communicating with the media.

1. A press release (Italian and English)
2. A PowerPoint presentation of the project
3. Promotional post or e-cards, designed by partner ACE using some icons designed by Politecnico of Milano as promotional material, easily understandable for all audiences of BIM4EEB.

The materials are also available on the project website in a special media press room page.



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 of Milan, 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 toolset, able to support all stakeholders in building retrofitting 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 deliveries 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 Lombarda per l'Edilizia Residenziale di Varese - Como - Monza Brianza - Busto Arsizio (ALER) and Prochem.



Figure 3: English press release

Project reference: Horizon 2020. Grant agreement n.820660
Timeline: January 2019 - June 2022
Website: Coming soon
Twitter: @Bim4Eeb
Email: infobim4eeb@polimi.it



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



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 820660. The sole responsibility for the content of this website lies with the authors. It does not necessarily reflect the opinion of the European Community.



Figure 4: English press release

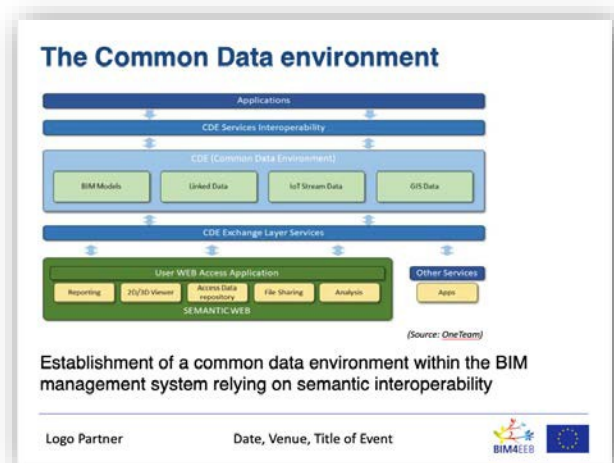


Figure 5: Part of the PPT presentation



Figure 6: e-cards

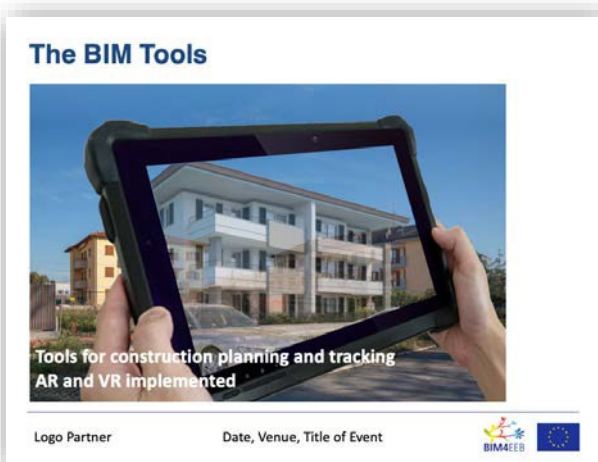
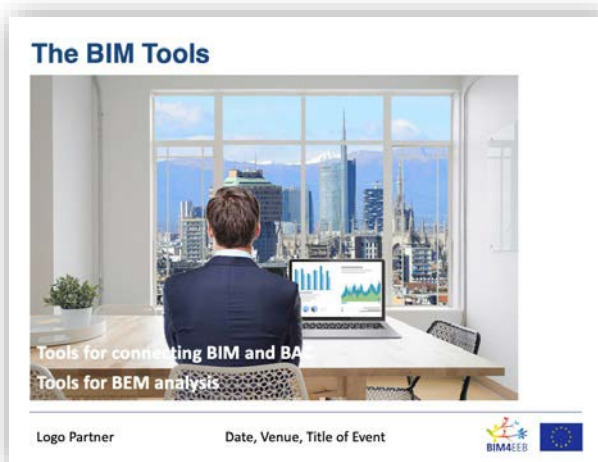
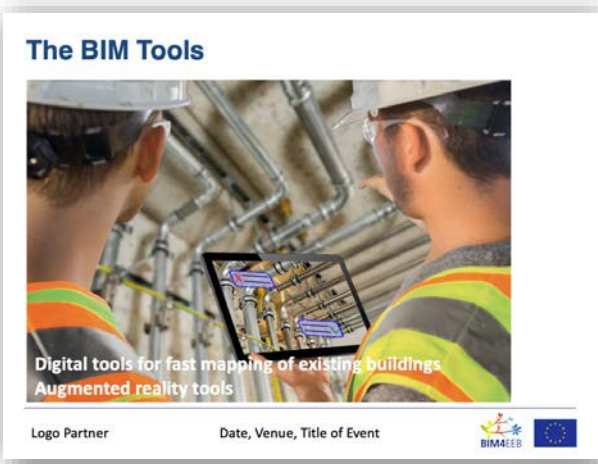
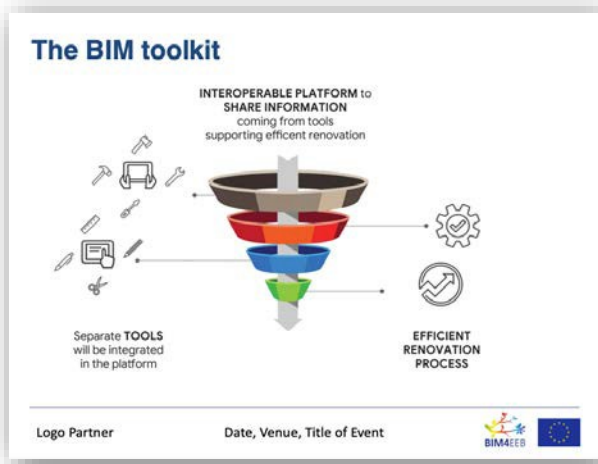


Figure 7: Part of the icons available developed

After approval every material as a template for partners has been embedded in the shared data base as structural base for any communication containing:

- project logo, color palette, fonts
- deliverable template
- power point template
- leaflet template
- posters template
- roll-up template
- template for twitter
- qr-code for link to the website
- postcards
- general leaflet
- posters
- promotional roll-up
- folders
- letter template

3.4 Press release

The press release (Figure 4 above) is part of the press kit and has been written in English and translated into Italian. Partners were requested to translate it into their native languages in order to assure a better understanding. It can be downloaded by the website at <https://www.bim4eeb-project.eu/media/doc/Press%20Release.pdf>

3.5 Website

The website <http://www.bim4eeb-project.eu> provides a multilevel description of the project and of its activities: at a first glance it has a simple message and it is meant to be a tool for communication, able to promote the project goals and results beyond the project own community, understood by non-specialists, clear and straightforward. The website will be kept alive and running one year after the end of the project.

Additionally, it is also conceived for a deeper dissemination, publishing public deliverable and results for scientific and general public. It presents the same style of the other communication materials composing of the brand identity and logo. Due consideration to the Graphical Guidelines of the European Commission were given.

The template uses a responsive design not only in terms of general framework of the pages but also in the message spread by images: home images will be progressively changed during the progress of the project starting from energy-consuming residential buildings far from optimization processes to better cases up to achieving best practices.

The BIM4EEB website was released on 24 June 2019.

In developing the site, particular attention was paid to optimize search engines for better content indexing.

All SEO practices for positioning including metadata management are planned (title and description); the TAGs in the images, internal linking, rich-snippets and the use of url rewriting (address rewriting) including the keywords for search engine spiders. Every single index url to search engines should be provided for eventually redirect it to the new resource. One or more forms, contacts, or requests for generic information are integrated with the possibility of receiving text fields, dates and privacy acceptance. Google Analytics is active and will be used to analyze traffic and behavior.

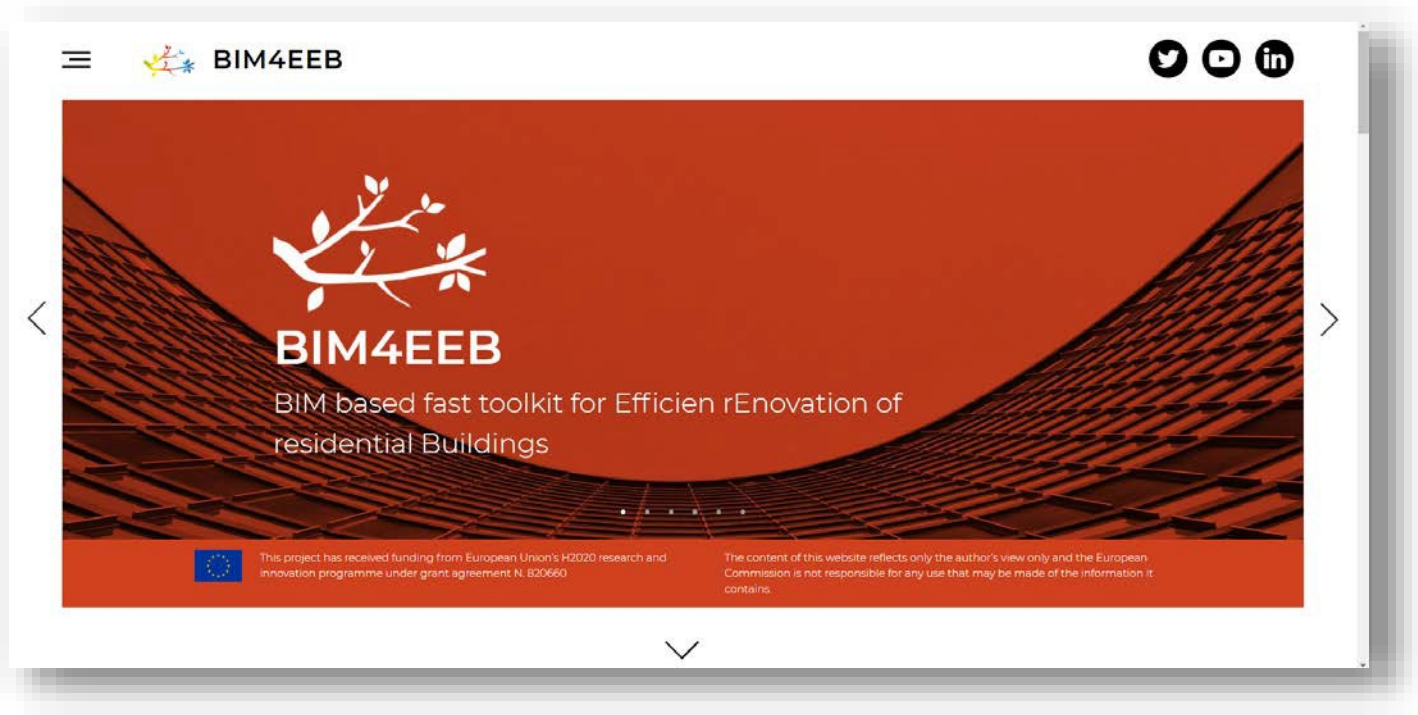


Figure 8: The home- first step images

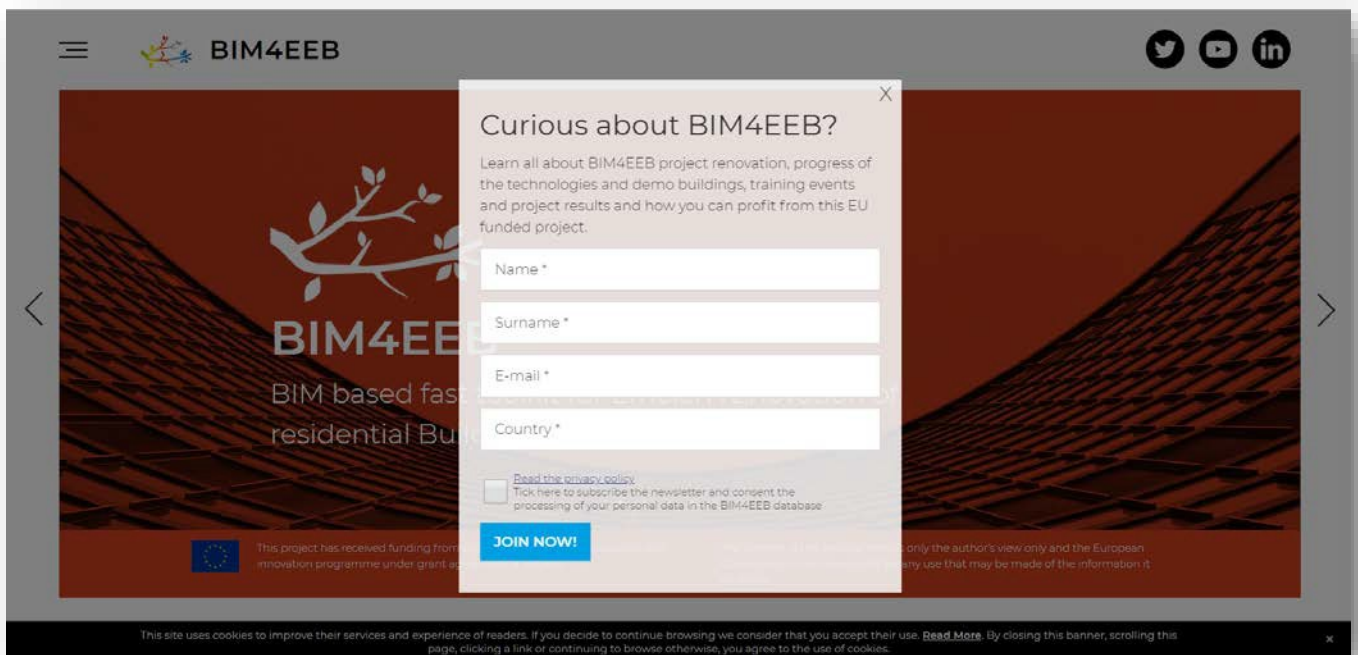


Figure 9: The home – first access

In this first view EC logo, funding statement and social media accounts are visible (already at the bottom of the page before). The following image contains home with the newsletter subscription form.

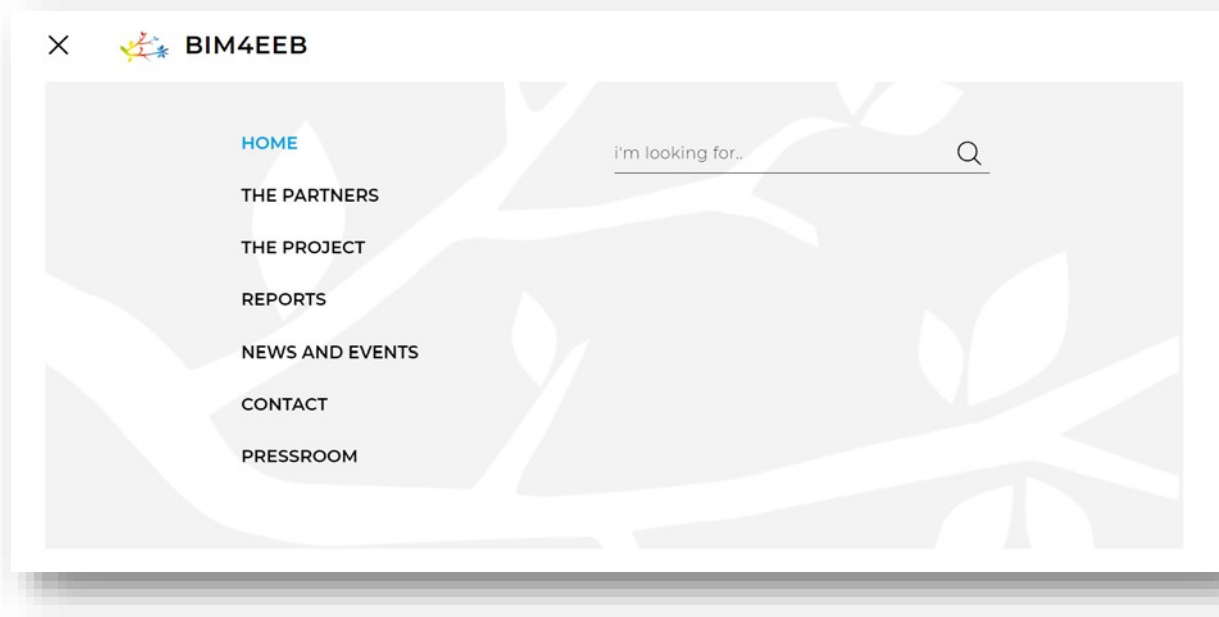


Figure 10: The menu- First step image (June 2019)

At the present stage, there are seven main sections composing the site: 1. Home 2. The partners 3. The project 4. Reports 5. News and events 6. Contact 7. Pressroom

A new section has been added presenting the Demonstration Cases.

3.6 Twitter, newsletter and YouTube channel

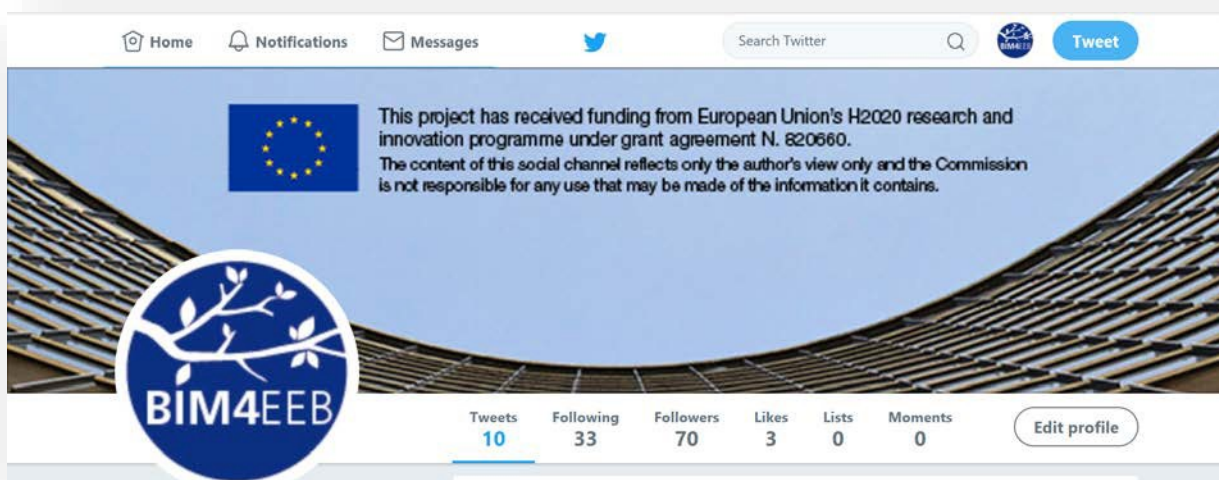


Figure 11: Twitter home (June 2019)

A twitter account has been created in order to post at least every 15 days. It is considered a communication tool and informs in a plain and clear language about events, progress and related content.



Figure 12: Example of a tweet (June 2019)

A newsletter is organized and aims at disseminating mainly goals achieved, results and invitation to planned events. The newsletter has specific and clear information and links directly to the website, in order to increase website visits. It is kept light weight in order to be easily opened by every device. All newsletters are stored in the website in a newsletter archive page,

The first newsletter has been released by the end of June and it is meant to be published and distributed every six months. The first issue is based on a short welcome text by the coordinator, link to the website partners' page, the presentation of the advisory board, future events, etc.



Figure 13: General structure of the 2019 newsletter

The newsletter is going to be sent out to a subscribers list created directly on the website, when interested parties subscribe to it through the website. Every newsletter will be archived in the website in a specific section of the pressroom. <https://www.bim4eeb-project.eu/pressroom.html?cat=newsletter>

A YouTube channel https://www.youtube.com/channel/UCq_-Wx-f1TWQoZz-iMBL3Yw was launched on 20 June with a simple introduction video, using the project presentation and new videos will be posted to be shared when available.

5.1 Newsletter

The first newsletter has been released at **month 6** and the next one will be at the **12**.



Figure 18: First newsletter

The table of content will be discussed and approved by all partners. Following the general scheme adopted for the first number, it will probably be composed as following:

_an article by the coordinator (welcome and summarising the results obtained so far and the milestones reached by the project);

_a brief description of the project at the actual stage, together with the involvement of one or more partner;

_ "News & Events" (pointing out some of the exhibitions, conferences or meetings that will be attended by the partners and where people might get information on the project).

_ Links to landing page of the website

The homepage of the website includes a pop-up inviting visitors to subscribe the newsletter.

5.3 Website & Social media campaign

The website <https://www.bim4eeb-project.eu/>

is going to be constantly improved and updated with:

- a video gallery embedded in Youtube;
- news and events;
- Google analytics will be taken into consideration, monitoring traffic and behaviour. Analytics will be extremely useful to modify the communication strategy, if necessary. At the end of the first year a detailed description will be provided. Trends will be investigated to develop the communication plan accordingly.

According to the social media campaign:

- all partners are requested to provide photos and short videos and ask communication staff direct intervention regarding their dissemination activities.

- all partners are requested to provide a reference list of links and blogs to follow
- all partners are requested to retweet and share the contents of the project.

Twitter @Bim4Eeb will provide:

- Presentation of the main features of the project: at least one every 15 days
- Presentation of one of the partners: one per week, to be published every Thursday;
- Dissemination of events (with pictures + launch of those to follow)
- Creation of "quotes" and images;
- Recurring contents (subscription to the newsletter);

LinkedIn <https://www.linkedin.com/company/36020334/admin/> will provide through the project page:

- Presentation of one partner per week;
- Presentation of the events;
- Sharing of infographics and charts suggested by partners;
- Post about the project main features

A YouTube channel https://www.youtube.com/channel/UCq_-Wx-f1TWQoZz-iMBL3Yw/ was launched on 20 June 2019 with a simple video using the project presentation and new videos will be posted to be shared when available.

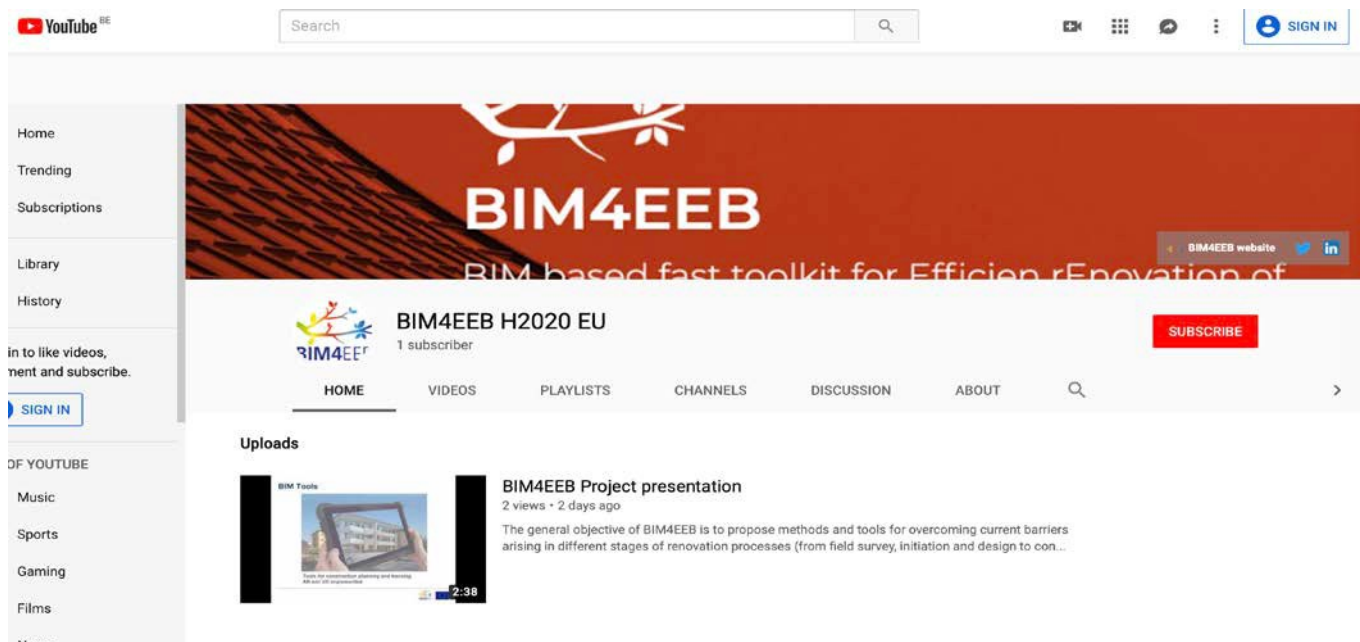


Figure 19: The YouTube channel