

---

## **Education for zero energy Buildings using Building Information Modelling**

---

Grant Agreement: 600946-EPP-1-2018-1-IE-EPPKA2-KA

# **07.1 Communication Plan**

Issued by	Architects' Council of Europe
Date:	2019-03-12
Version:	V 0.1
Report number	O-7.1
Task number:	Task 7.1
Status:	Draft
Dissemination level:	Confidential

Document history				
V	Date	Organisation	Author	Description
0.1	2019/03/11	ACE	Eleni Gkoni & Dr. Veronika Schröpfer	Initial version
1.0	2019/03/14	ACE	Eleni Gkoni & Dr. Veronika Schröpfer	First version submitted
1.1	2019/04/01	LIT, UZ-FCE, ACE	Elisabeth O'Brien, Dr. Bojan Milovancovis, Dr. Veronika Schröpfer	Up-date, comments included

---

**Approved on behalf of XXX as BIMzeED Lead WP**

Name:

Organisation:

Date:

Signature:

---



---

**Approved on behalf of LIT as BIMzeED Project Coordinator**

Name:

Organisation:

Date:

Signature:

---

**Disclaimer**

The information in this document is provided as is and no guarantee or warranty is given that the information is fit for any particular purpose. The user thereof uses the information at its sole risk and liability.

The document reflects only the author's views and the Community is not liable for any use that may be made of the information contained therein.

## Table of contents

1	Executive summary .....	4
2	Communication and Dissemination Strategy .....	5
3	Role of Consortium Partners .....	7
4	Dissemination Content .....	9
5	Target Groups and “Supportive” Key Stakeholders .....	10
5.1	Databases of major educational partners & training organisations and students .....	16
6	Dissemination Channels .....	18
7	Report on scheduled dissemination activities .....	26
8	Appendices .....	27
8.1	Corporate Visual Identity .....	27
8.2	Project Website .....	28
8.3	Social Media Outreach .....	29
9	Conclusions .....	30

## 1 Executive summary

Effective Communication and Dissemination are the pillars of the BIMzeED approach in terms of reaching different target groups in order to raise their awareness of new BIM and nZEB training opportunities and initiatives. The Communication strategy differs for every category of identified stakeholders, while the BIMzeED core message and project identity remain transversal to all communication and dissemination activities.

The two main target groups in the project are the **HEIs** (higher education institutions), **VETs** (vocational education training), **i.e. educators and academics**, along with **students, apprentices and SMEs** (site managers, craft workers, senior operatives) being the direct beneficiaries, and **policy makers, building owners, industry providers** being the indirect beneficiaries. The Communication Plan, apart from incorporating different sectors of the construction and educational fields with experience in the areas of BIM and nZEB, **also addresses and involves “supportive” stakeholders** (members of EAB (External Advisory Board), NSGs (National Steering Groups) and Associate Partners), that include policy makers, local authorities, European and national construction federations and professional bodies, SMEs. These stakeholders are expected to support the dissemination and the sustainability of the project even beyond its lifetime.

This is the first Communication Plan (M4), outlining the overall strategy and planned activities for the successful dissemination and communication of the project progress and results. As communication and dissemination is a continuous process, activities will take place during all stages of the project and beyond to ensure the sustainability of the outcomes. There is a strong link between the Dissemination and Communication Plan and the Sustainability Plan O7.8. This document will be updated annually throughout the project duration with reports of the partners on their dissemination activities, new dissemination materials and amendments to the strategy, if needed. At the end of the project all findings will be compiled in a final report: O7.2 Dissemination Plan.

The current report aims to inform consortium partners of their expected contribution in all aspects of Dissemination and Communication, and also to communicate to the EC the consortium's strategy.

The Communication plan comprises:

1. Dissemination and Communication strategy, including communication levels (EU/National/Regional) and responsibilities/ roles attributed to each partner;
2. Activity plan per partner/ country;
3. The dissemination content;
4. List of target stakeholders to be addressed (inventory of key actors);
5. Dissemination channels: specifying the various tools that will be used to reach each target group;
6. Schedule and details of planned dissemination activities amongst partners, including a provisional list of events, conferences and fairs
7. Appendices:
  - a) Corporate Identity
  - b) Project Website
  - c) Social Media Outreach

## 2 Communication and Dissemination Strategy



The communication and dissemination strategy of BIMzeED, consists of a multi-layered approach to ensure that the needs of all target groups are met and the sustainability of the project outcomes is established beyond the project duration.

BIMzeED's dissemination and communication activities will be carried out in view of consolidating the project's visibility among the identified target groups within the construction sector at regional, national, EU level and beyond.

This communication plan foresees the design and implementation of different strategies, activities and materials for raising (a) awareness and (b) understanding of new BIM and nZEB training opportunities and initiatives, as well as for (c) involving stakeholders, hence enhancing the impact.

**Dissemination activities stimulate further action** are resulting from the adoption of outputs of the project and will be targeted to key actors "influencing" and "bringing about change", such as HEI and VET students and training staff, and SMEs. The identified "supportive" key stakeholders will be reached in order to be involved and enhance the project impact.

**Dissemination activities focusing on stimulating deeper understanding of the project outcomes**, will be addressed towards direct and indirect beneficiaries, internal and external partner organizations (consulting and developing organisations/agencies public or private, policy makers, regional and local authorities actors supporting BIM and nZEB).

**Communication activities** will be complementary to dissemination and are intended to raise awareness, targeting media and public in order to promote BIMzeED's objectives among communities in partner countries and broader.

Clustering with other relevant European projects and cross-fertilization with other national and European initiatives will also be promoted. Clustering activities especially with other EU projects such as NET-UBIEP, VET4LEC, eCentral, BIMEET, iCARO and further BIM projects will be very important to strengthen impacts, increase the outreach potential of the project concepts and raise awareness among different stakeholders and eventually the public at large. Synergies can be found in joint exploitation of communication tools and services including among others: web mutual link exchange, organisation of common events, common outreach activities to local stakeholder groups, use of social media and exchange of best practices.

In order to reach the identified target groups, BIMzeED will use a wide variety of online tools, offline materials, articles, reports, presentations, networking, and events. The BIMzeED consortium will also build on existing channels and networks.

The identified beneficiaries will be reached in several ways such as:

- The project website and numerous links to it from other websites, including partners’;
- Promotional flyers, posters and brochures in four languages, project logo;
- Bi-annual e-newsletter;
- At least one national press release each year;
- Establishing contacts with other HEIs and VETs offering related curricula; they will in turn reach their students/learners;
- Training programmes presenting through workshops the learning units (LU), methodologies and the e-portal to be integrated in HEIs and VETs (two in each partner country)
- Establishing contacts with SMEs, Networks, Associations in the field, in order to disseminate training in other countries (based on a database of major educational partners and organisations)
- The digital community created by the active participation of the target groups and stakeholders, supported by construction networks; a key to connect knowledge and share experiences
- The Erasmus+ project results dissemination platform;
- Academic papers being submitted to relevant open access journals to show case the research and outcomes from the project.
- The final conference at EU level, gathering all categories of target groups
- To maximise dissemination, BIMzeED will exploit extensive networks, events, journals, professional bodies, centres of excellence and affiliated associations. Associated partners will be key to support the communication and dissemination of BIMzeED results.

### 3 Role of Consortium Partners

All BIMzeED partners will have a major role for providing input and insights, supporting the dissemination of the project's results, participating in the project's communication tools and activities and making the most of their own dissemination networks and collaborations.

**LIT** : Being the project coordinator, the main role of LIT is to assure that the dissemination and communication activities and materials are fully aligned with the project's objectives, and to review the sustainability and exploitation plans. LIT will assist with the preparation of toolkits for educators and students on the E-learning portal and will assist in the final conference organisation and implementation. LIT as a HEI is responsible for submitting a minimum of two EU journal papers in open access during the lifetime of the project

**ACE**: The ACE is in charge of coordinating all dissemination and communication activities and is responsible for preparing the Sustainability Plan and final dissemination report. Its contribution is particularly important due to its interactions with EU bodies and professional representatives both at EU and national levels. It is also responsible for the development of the bi-annual e-newsletters (in English), with the input from all partners. The ACE will establish a Youtube channel to store and promote promotional and training videos. Finally, the ACE will develop a database of major educational partners and relevant organisations with the input and support from all consortium partners.

**TEA**: TEA is responsible for producing the exploitation plan and is also assigned with the task of reviewing the sustainability plan and preparing the toolkits for educators and students on the E-learning portal with LIT. TEA is also in charge of setting-up the project website and maintaining it for two years after the project's end. TEA will establish the Social Media Platforms to promote the project. **LIT**, along with **TEA** are expected to promote outputs of BIMzeED in Ireland, participating in events organised by the construction federation and the Construction Industry Register.

**UZ-FCE**: UZ-FCE as a HEI is responsible for submitting a minimum of two EU journal papers in open access during the lifetime of the project. They are also expected to contribute to the translation of the produced dissemination materials into Croatian.

**REGEA**: Main expected contribution is increasing visibility of the project through participating in dissemination activities and organise events. REGEA will support the translation of dissemination material into Croatian.

**OE**: Apart from contributing to the dissemination activities of the project, OE will provide the necessary translations into Hungarian. OE as a HEI is responsible for submitting a minimum of two EU journal papers in open access during the lifetime of the project.

**EMI**: EMI is expected to work closely with ACE to outreach to the appropriate audience and achieve training targets set out for the Pilot Training (Task 5.3). EMI will support the translation of dissemination material into Hungarian.

**CIM-UPC**: The main expected contribution is increasing visibility, involving stakeholders and organizing events. CIM-UPC will provide the Spanish translations of the dissemination materials.

**IteC**: Apart from contributing to the dissemination activities of the project, IteC will use BIM and infographics to design e-flyers, e-posters and e-brochures to printable quality.

**All partners** are responsible for delivering one article per year promoting the project. Such articles can be via Blogs or Vlogs, Press Releases, articles in relevant newsletters. It is expected from all partners to identify and liaise with local and regional interested parties, and share experiences, methodologies and results, but also to engage them in the project planning, implementation and evaluation, cultivating a permanent cooperation for the use of project products in the future.



## 4 Dissemination Content

BIMzeED aims to improve the human-capital basis of the construction sector, acting on HEIs and VET systems in Europe. The BIMzeED project focuses on the training needs for the current and future construction industry with the main purpose to encourage

- 1) better employability
- 2) low-carbon growth
- 3) green and nZEB skills
- 4) increase in youth employment

The challenge of the BIMzeED project is to overcome skills' mismatching and improve employability in the current European construction market by improving and extending the existing skills of trainers, SMEs, site managers, craftworkers and other experienced operatives.

The objectives of BIMzeED are:

- To identify the knowledge and skills gap in BIM and nZEB within the HEI and construction sector for each partner country.
- To update the knowledge and skills of educators and trainers and SMEs in the field of BIM and nZEB through provision of specific new innovation educational materials.
- To stimulate development of new training and education programmes/modules in the fields of BIM/nZEB, which can be integrated into existing HEI programme delivery.
- To transfer knowledge of BIM and nZEB to and from other countries.
- To strengthen links between lecturers, industry and SMEs with innovative technologies and installations creating connected learning communities (viewing case studies, on-site site visits, industry demonstrations).
- To strengthen employability in teaching and SMEs, known as business development cooperation

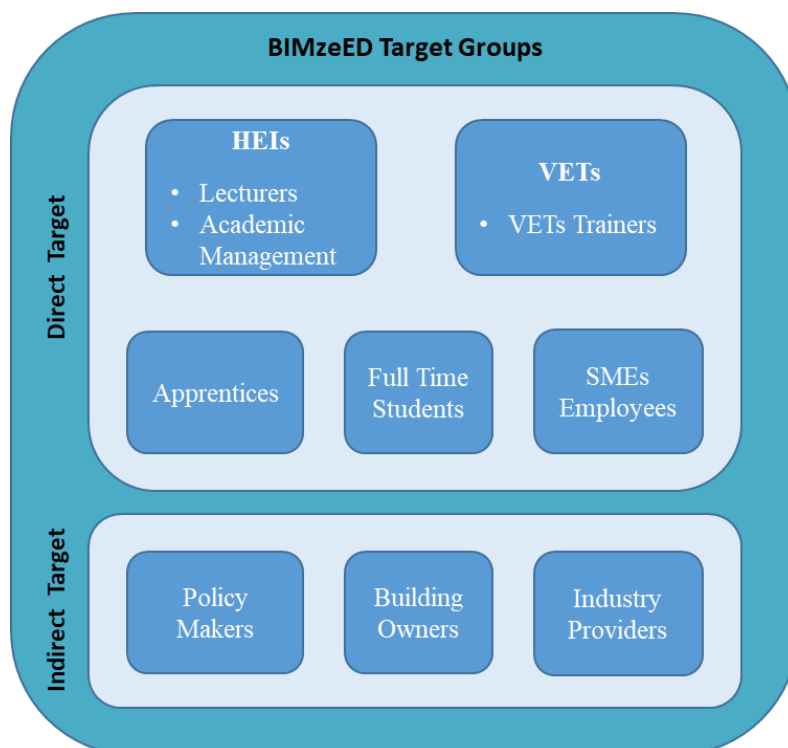
Therefore the BIMzeED project supports the construction industry, through education and training to upskill on technical innovation and digitalization. In this context, BIMzeED will:

- Develop and pilot 12-16 Learning Units (LU) acknowledging the gaps in BIM and nZEB training programmes across Europe targeting the four countries: Ireland, Spain, Hungary, Croatia and the EU. The aim will be to increase understanding of BIM/nZEB within existing construction training curricula, thus capitalizing on the opportunities that environmental protection can offer to the labour force.
- Train and up-skill 120 educators at European HEIs and VETs by piloting the new learning resources and training materials, which will be made available as transferrable Learning Units.
- Pilot the Learning Units with 400-500 construction/ architecture students, site managers, craftworkers and other experienced operatives therefore improving their employability.
- Work with over 20 various professionals, SMEs, Industry, product and technology providers, R&D and policy makers across Europe to support a profitable and low carbon future.

By working with SMEs to tackle skills mismatches and promote excellence in skills development, BIMzeED is in line with the “renewed EU agenda for higher education” (Education and Training 2020 strategy ET2020) and also ensures that SMEs are not left behind in this fast-developing industry.

## 5 Target Groups and “Supportive” Key Stakeholders

BIMzeED will directly upskill existing educators in the HEI and VET systems, but it will also target existing construction students, site managers, craftworkers and other experienced operatives. The targeted direct and indirect stakeholders include: pivotal policy makers in the educational and construction chains, academics, staff and students in the HEIs and VETs, various professionals (technologists, engineers, architects), SMEs and employees, product and technology providers, R&D and large building owners.



Also addressed and involved early on in the project are identified “supportive” key stakeholders (members of EAB, NSGs and Associate Partners), that include policy makers, local authorities, European and national construction federations, SMEs, industry providers, professional bodies, educational and training providers, as well as experts in the fields of BIM and nZEB. These stakeholders are expected to support the dissemination and the sustainability of the project even beyond its lifetime.

In order to establish contacts with other training partners and relevant organizations, a database of major educational partners and relevant organisations will be developed by ACE, with the support and input from all partners. This will be utilised to disseminate information and support exploitation and will be updated on an annual basis (T7.1).

**Table 1: Target groups to be reached through the project partners and key stakeholders**

Target Group	Targeted Impact	Communication Means	Level
<b>Direct beneficiaries: HEIs lecturers, HEIs academic managers, VETs trainers</b>	Raise awareness, Stimulate deeper understanding of the project outcomes, Stimulate further action/ impact: Train and up-skill with innovative methods, delivery and knowledge of BIM and nZEB	All members of the consortium and NSGs to make use of their networks to reach other HEIs, VET/ training providers throughout the EU taking advantage of the database of major educational partners	National (through the HEIs consortium members, HEIs associated parnters and key stakeholders), European through the ACE
<b>Direct beneficiaries: apprentices and students</b>	Raise Awareness, Stimulate deeper understanding of the project outcomes, Stimulate further action/impact, receive training	Through HEIs and VET/ training providers, resulting from the adoption of the LUs. Outputs of BIMzeED promoted by all partners	National (through the HEIs consortium members and HEIs associated parnters), European through the ACE
<b>Direct beneficiaries: SMEs and employees</b>	Raise Awareness, Stimulate deeper understanding of the project outcomes, Stimulate further action/impact	Through Industry associations & sector organisations involved in the consortium	National (through the SME consortium members and NSGs), European through ACE and FIEC, as an associated partner
<b>Indirect beneficiaries: Policy makers</b>	Raise Awareness, Stimulate deeper understanding of the project outcomes, such as skill gaps and new training	Implications of long-term impacts of the BIMzeED training and approach to be brought to the attention of policy makers and public authorities in partner countries through all consortium partners, NSGs, Associated partners	National through NSGs and Associated partners, European through ACE
<b>Indirect beneficiaries: Building owners</b>	Raise Awareness, Stimulate deeper understanding of the project outcomes	Outreach through partners' networks, Housing Agencies and Local Authorities within NSGs	National through partners and NSGs, EU level through ACE's network (to UIPI)
<b>Indirect beneficiaries: Industry providers</b>	Raise Awareness, Stimulate deeper understanding of the project outcomes	Through partners' networks and Industry representatives within NSGs and Associate Partners	National through NSGs and Associated partners, European through FIEC

### “Supportive“ Key stakeholders:

30 supportive stakeholders, apart of the NSGs and EAB, will play an important role in the dissemination of the project outcomes. Among them are policy makers, local authorities, European and national construction federations, SMEs, industry providers, professional bodies, educational and training providers, as well as experts in the fields of BIM and nZEB.

These supportive key stakeholders, apart from advising BIMzeED, will be proactive in communicating project outcomes to their contacts, disseminating and promoting the trainings at EU and national levels.

- FIEC, representing 29 member organisations, will disseminate the information and trainings across Europe.
- 3 Local Authorities and 3 Housing Agencies will communicate the outcomes to their networks and contacts.
- 4 Industry providers (among which Saint Gobain) will outreach at EU level
- 4 Professional bodies to contribute in dissemination activities.

The outcomes of the work of NSG and EAB will be integrated into the ongoing communication activities and will serve as focal points of interactions with the media.

**National Steering Groups:** Key stakeholders and relevant organisations will be involved to form National Steering Groups in each partner country: experts, policy makers, industry partners and other relevant organisations. The NSGs will meet in M6, M17 and M30 in each country, in order to advise and review the trainings and disseminate relevant information (members to be identified). **In M6 all partners will hold a national NSG workshop in which skills shortages, gaps, mismatches and barriers in the construction sector, in particular within SMEs, will be analysed and outcomes of skill needs and future challenges will be established.**

**Expert Advisory Board:** 10-12 experts and representatives from across the EU will form the Executive Advisory Board (**Table 2**). A first list has been compiled at the beginning of the project, which will be updated along the process, according on availability and expertise required.

**Associate Partners:** The Associate Partners will be supporting the dissemination and sustainability of BIMzeED. They will be also part of the NSGs and the EAB. Among them are policy makers, Local Authorities, European and national construction federations, SMEs, industry providers, professional bodies, educational and training providers as well as experts in the fields of BIM and Nzeb. They are also potential stakeholders, multipliers and opinion leaders, also proactive in dissemination across the EU. (**Table 3**)

**Table 2: Identified Members of the Expert Advisory Board**

No	Country	Name & Organisation	Description	Additional Information	Contact of partner
1	EU	tbd	Chair or member of ACE BIM working Group	<a href="https://www.ace-cae.eu/practice-of-the-profession/work-groups/">https://www.ace-cae.eu/practice-of-the-profession/work-groups/</a>	ACE
2	Germany	Professor Timo Hartmann, Civil Engineering Institute TU Berlin	Coordinator BIMSPEED project Professor for Civil Systems Engineering	<a href="https://www.rehva.eu/fileadmin/REHVA_Journal/REHVA_Journal_2018/RJ5/20-22/20-22_RJ1805_WEB.pdf">https://www.rehva.eu/fileadmin/REHVA_Journal/REHVA_Journal_2018/RJ5/20-22/20-22_RJ1805_WEB.pdf</a>	ACE
3	Poland	Piotr Dymarski, Mostostal	BIMplement project partner, EC project reviewer expert	<a href="http://www.bimplement-project.eu/about-bimplement/objectives/">http://www.bimplement-project.eu/about-bimplement/objectives/</a> <a href="https://www.mostostal.waw.pl">https://www.mostostal.waw.pl</a>	ACE
4	UK	Dr Henry Abanda Fonbeyin, School of the Built Environment Faculty of Technology, Design and Environment	PhD, Dipl. -Ing., PGcert (Distinction) BSc (Hons), CEng MEEC MIET FHEA Senior Lecturer School of the Built Environment Oxford Brookes University	<a href="https://www.brookes.ac.uk/templates/pages/staff.aspx?uid=p0075437">https://www.brookes.ac.uk/templates/pages/staff.aspx?uid=p0075437</a>	ACE
5	Specific country of interest	tbd	ACE Member Organisation in a specific country of your interest	<a href="https://www.ace-cae.eu/about-us/ace-members/">https://www.ace-cae.eu/about-us/ace-members/</a>	ACE
6	SI	prof. dr. Žiga Turk, univ. dipl. inž. grad.	-	<a href="https://www.fgg.uni-lj.si/seznam-zaposlenih/ziga-turk/">https://www.fgg.uni-lj.si/seznam-zaposlenih/ziga-turk/</a>	LIT
7	HR	prof.dr.sc. Zlata Dolaček Alduk	prof.dr.sc. Zlata Dolaček Alduk is teaching BIM and energy efficiency in the course "Integrated design" at the Univeristy J.J. Strossmay, Croatia		REGEA

8	HR	Associate Prof. Dipl.-Ing. Dr.techn. Iva Kovacic	Iva Kovacic is Associate Professor and Head of Research Group for Integrated Planning at the Department for Industrial Building and interdisciplinary Planning at the Faculty of Civil Engineering, Vienna University of Technology.		UZ-FCE
9	EU	Adam Matthews	Chair of the EU BIM Task Group		ACE
10	UK	Adam Burd	BSi		LIT
11					
12					

**Table 3: Associated Partners**

No	Country	Associated Partners	Description	Expertise
1	IRELAND	National Standards Authority of Ireland (NSAI)	Public National Authority on standards and certification	Standards nZEB/BIM
2		Engineers Ireland (EI)	National organisation promoting, supporting and regulating the built environment	nZEB/BIM
3		Royal Institute of the Architects of Ireland (RIAI)	National organisation promoting, supporting and regulating the built environment for architects.	nZEB/BIM
4		Department of Housing Planning and Local Government (DHLG)	Government Department for the development of policies and standards in relation to nZEB and construction in Ireland	Standards and nZEB
5		Department of Business Enterprise and Innovation (DBEI)	Government Department for Training, Skills, Innovation, Research and Development	Education and Training
6		Construction Industry Federation (CIF)	Federation for the Construction Industry and SMEs	nZEB/BIM
7		Saint-Gobain Construction Products (SGC)	Construction Products Industry	Industry Providers nZEB
8		Construction Information Technology Alliance (CITA)	Industry Nationwide Organisation	BIM



9	UK	British Standards Institute (BSI)	Development of Standards	BIM
10	HUNGARY	HEP ESCO d.o.o (HEP)	Energy Consulting Agency in Zagreb	nZEB
11		National Federation of Hungarian Contractors (NFHC)	Professional Federation representing the interest of 190 Hungarian building contractors, SMEs at national and international level.	nZEB
12		Association of Adult Education Providers (AAEP)	The largest national adult education professional organization of 198 businesses, schools, universities and non-profit organizations supporting quality assurance and consumer protection efforts. They are organisers of the annual National Adult Education Conference.	Education and Training
13		National Federation of Housing Cooperatives Hungary-(NFHC)	Public Buildings and Authorities	nZEB
14		Hungarian Passive House Association (HPHA)	MAPASZ oversees construction, operation and assessment of innovative buildings (energy-efficiency, environmental friendly with high comfort level); issuing MAPASZ Superior certificate for advisors.	nZEB
15		Hungarian Coordinating Association of Building Engineering (HCA)	National Umbrella Association for associations, foundations, university faculties and VET related organisations in the field of building engineering services	Education and Training
16	SPAIN	Housing Agency Catalunya (HAC)	Large Housing Agency	nZEB
17		Modelical Consultoria S.L. (MCSL)	Private company creating information solutions for the AEC sector: digital workflows and tools with BIM to provide quality design, build and operation for a better built environment.	BIM
18		College of Technical Architects and Building Engineers of Barcelona (CTABEB)	Professional Association of Building Engineers	BIM
19	EUROPE	European Construction Industry Federation (FIEC)	European Construction Industry Federation Network of 29 national federations.	Industry nZEB/BIM
20	CROA	HEP Esco (HEP)	Development and financing energy efficiency projects	nZEB

21		Planetaris (PLN)	Design company	Industry Providers
22		Faculty of Civil Engineering, Josip Juraj Strossmayer University of Osijek (FCE)	Higher Education Institution, faculty under a public university	Education and Training
23		School of Buildings and Crafts (SBC)	Education Institution VET	Education and Training
24		The Croatian Chamber of Commerce (CCC)	Industry Representation.	Industry Support
25		Keindlbau (KNB)	Design Company	Industry Providers
26		Karlovac County (KVC)	Local Authority	Building Owners
27		Zagreb County (ZGC)	Local Authority	Building Owners
28		Krapina-Zagorje County (KZC)	Local Authority	Building Owners
29		Croatian Association of Facade Thermal Insulation System Manufacturers (HUPFAS)	Members of HUPFAS are a network of 15 companies, who are producers of facade components and/or systems	Industry Providers
30		Baumit d.o.o. (BAU)	Design Company	Industry Providers

## 5.1 Databases of major educational partners & training organisations and students

Successful implementation of piloting and evaluation of trainings requires outreaching to the appropriate audience (30 educators within HEIs and VETs per country, 120 in total). It is critical that a suitable number of educators, who provide training in a number of construction related areas participate, thereby ensuring that the resources developed have a wide application. The selection of educators will be based upon specific criteria according to the content, the national context and the desired educators' profile and it will be done at least two months prior to the commencement of the piloting, under EMI leadership.

The outreach to the construction industry conducted in WP2 and WP7 will form the database for possible students for Target Group 2. BIMzeED will aim to train between 400-500 construction workers and students in the construction industry including apprentices.

In each country these will comprise of:

- 40 students (targeting students in 3 different existing courses in HEIs)
- 20 apprentices (targeting existing apprentices across VETs and HEIs)



- 40 workers in SMEs (target SMEs to carry out 3/4 workshops nationally)

## 6 Dissemination Channels

Various dissemination activities ensure a good visibility of the project towards the identified target groups and general public. These are based on a Dissemination and Communication strategy tailored to the various needs and expectations of the target groups. Ways of contacting actors differ in three main respects:

- Type of link established with each actor (from being informed to being involved);
- The number of actors being reached;
- The effectiveness in getting the outcomes of the project understood.

In order to maximise impact, the project first developed a visual design and corporate 'brand' identity including a project logo, giving the project an image, recognition and impact. The above are to be used in templates for tools, presentations, newsletters, and a website eye-catcher. Full consideration to graphical guidelines of the EC Erasmus + were given.

**BIMzeED website** is a key tool for the project in providing access to information and resources from the project. It is structured around the relevant target groups i.e. HEIs, VETs, Students, SMEs etc to allow users to get direct access to the specific information they require. <http://www.bimzeed.eu>

**Social Media activities** will focus on a number of key platforms that are relevant to enterprise and academia, i.e. LinkedIn, Twitter. All Social Media Platforms will be integrated and promoted using tracking analytics utilizing key hashtags e.g. #BIM #nZEB #LowEnergy, etc. The Social Media Platforms will commence following a large selection of relevant players in the construction market and also expert leaders in the field. These will be used as both multipliers of information provided by the project but also as information feeds into the project. Already collectively, the consortium has a total of 55,840 FB Followers, 13,205 Twitter followers and 28,228 LinkedIn followers, not including own personal individual contributions (**Table 4**). The project outputs and results will also be transferred and multiplied through the partners' own dissemination channels.

**Traditional promotion resources** will also be used to support the project e.g. E-newsletters, brochures and posters. Each partner will be provided with some standard materials e.g. PowerPoint presentations (10-12 slides, to be updated annually) which they will use to promote and disseminate the work of the project within their own countries and networks.

### **Publications, presentations and workshops**

Academic papers will be submitted to relevant journals to showcase the research and outcomes from the project. From M18 to M30, Train the Trainer and Training programmes will be implemented in each country. The workshops will present the learning units, methodologies and portal and dissemination materials. All partners will take every opportunity to promote the project through other events.

### **Final conference**

The project will host a major European conference, if possible, side by side with e.g. the BIM Summit or the European Education Summit, at the end of the project to promote and make available the outputs and results from the project. This event, to be organised by LIT and ACE, will target European participants and will also aim to record keynote presentations from relevant partners to be made available on the project website afterwards.

**Other EU projects** being carried out by BIMzeED partners will also disseminate and discuss the results and outcomes of this project. These include:








- VET4LEC, which identifies the issues that arise in low energy construction in Europe looking at the industry labour market, VET system and on-site practices.
- BIMEET, harmonises energy related BIM qualification and skills frameworks available across Europe with a view to reach a global consensus through a “BIM for energy efficiency” expert panel. This project will assist greatly with the dissemination aspects of the learning units and integration into the adapted BIMEET business models to ensure the sustainability of BIM-EQF trainings.
- Other EU projects such as iCARO, BIMcert, NET-UBIEP, Fit-to-nZEB, PROF/TRAC, RenoZEB, TripleA-reno, BIMSpeed, BIM4EEB and BIMplement will disseminate common results and recommendations.






**Table 4: Dissemination channels overview**

Communication channel	Activity and content	Targeted audience	Coverage and update
<b>Public and project websites</b>	Collect all relevant news, results, documents, and events to disseminate openly. Explain and promote BIMzeED project objectives and disseminate information by making the deliverables available (public website); Events, News and Updates section. Access E-learning portal; collaboration workplace for the consortium.	Academia and Trainers (HEIs, VETs) Policy makers; Education and training institutions; Research Community; SMEs , Wider public/ identified target groups; for project website: restricted access area of the website for the consortium.	Online from M4 until 2 years after project's completion; Regular updates (quarterly) of the public website; daily use of the project website by the consortium. Input from all partners
<b>Social Media</b>	LinkedIn Groups, Twitter, etc. connected to the public and project website, websites of partners.	HEI & VET networks; academic and student networks, Research Institutes, SMEs, NGOs; platforms for knowledge exchange; industry providers, general public	All partners to be given support to utilise these platforms

<b>Promotional and dissemination material</b>	Digital Newsletters/ e-flyers (for training promotion), e-posters, and e-brochures, press releases, training and promotional videos.	Distribute to key market actors (namely organisations HEIs, VETs and private, academics, architects, engineers, building managers, SMEs, industry players, distributors of nZEB-compatible technologies, products and materials providers) and generally interested public.	E-newsletters every 6 months (2 special editions of the e-newsletters will be dedicated to main project achievements and the pilot trainings). project brochures, 1 poster; 1 article per year per partner, 1 press release per country per year, Input and distribution by all partners.
<b>Reports/ Educational material</b>	Toolkits providing basic guidelines to use the E-learning portal and access information of the project results.	Toolkit for Educators and Toolkit for Students	2 editions of each toolkit, towards the end of the project, to be published on the website, available in 4 languages
<b>Publications, presentations and workshops</b>	Research papers, conference papers, and presentations; Train the Trainer workshops, Training programmes workshops, Major final conference.	National, EU and international academic and professional communities. Final conference to target EU participants.	HEIs are responsible for min 2 EU journal papers during the project's duration. Targeted at specific and relevant journals e.g Energy and Buildings Journal or National educational journals. 1 national paper to be produced during each year of the project.

**Table 5: Partners' own dissemination channels**

Partner	Websites				 	Other links
LIT	<a href="http://www.lit.ie">www.lit.ie</a> <a href="http://flexiblelearning.lit.ie">http://flexiblelearning.lit.ie</a>	@LimerickIT	@LimerickIT @A2pbeer @freed @train2nzeb	Limerick Institute of Technology	 LimerickIT	Partners Steering Groups EU projects
		5487 followers	20,864 followers (in total)	23,324 followers	1,133 subscribers	
TEA	<a href="http://www.tippenergy.ie">www.tippenergy.ie</a>	@Tippenergy	@TipperaryEnergyAgency	Tipperary Energy Agency	 Tippenergy	Partners Steering Groups EU projects
		2,542 followers	1694 followers	1380 followers	71 followers	
UZ-FCE	<a href="http://www.grad.unizg.hr/">http://www.grad.unizg.hr/</a>	-	@UniZg @fit2nzeb @netubiephr	Bojan Milovanović	-	Partners, steering groups EU projects Fit-to-nZEB; Net-Ubiep
		-	10,784 Followers (in total)	507 Followers	-	
REGEA	<a href="http://www.regea.org">www.regea.org</a>	@RegeaAgency	@regeaSZhr	North West Croatia		Partners Steering Groups

				Regional Energy Agency (REGEA)	 RegeaChannel	EU projects
		201 followers	2 204 followers	79 followers	11 subscribers	
EMI	<a href="http://www.emi.hu">http://www.emi.hu</a>	-	@EMI	-	-	Partners Steering Groups EU projects
		-	373 followers	-	-	
ÓE	<a href="http://www.uni-obuda.hu">www.uni-obuda.hu</a>	@uni_obuda	@ObudaiEgyetem	Óbudai Egyetem - University Óbuda	 Óbudai Egyetem	Partners Steering Groups EU projects
		332 followers	8303 followers			
ITeC	<a href="https://en.itec.cat/">https://en.itec.cat/</a>	@ITeC_es	@ITeC_cat	ITeC – Institut de Tecnologia de la Construcció de Catalunya	 ITeC	Partners Steering Groups EU projects
		2275 followers	284 followers	2131 followers	84 subscribers	
CIM-UPC	<a href="http://www.fundaciocim.org">www.fundaciocim.org</a>	@cim_upc	@cimupc	-		Partners Steering Groups EU projects
		1432 followers	7977 followers	-	155 subscribers	
ACE	<a href="http://www.ace-cae.eu">www.ace-cae.eu</a>	@Ace_Cae	@ArchitectsEU	Architects' Council of Europe (ACE-CAE)	 Architects' Council of Europe	Partners EU Steering Committees EU projects
		900 followers	3700 followers	780 followers	1300 followers	

The following **Table 6** elaborates on each dissemination channel in detail.

**Table 6: Dissemination activities and target groups**

Type of dissemination	Type of audience	Channels	Number	Indicators	Contents
<b>Proactive Communication</b>	General	Through newsletters every six months ( four languages), one-to-one communication, emailing and invitation to events to relevant stakeholders and the European Commission.	6	500 people	Project progress, events and relevant news
<b>Social media</b>	General	BIMzeED LinkedIn group, Facebook and Twitter, plus social media run by partners.		800 people	Project progress, events, relevant news, interaction with public
<b>Videos</b>	General	BIMzeED YouTube channel	1	800 views	Trainings/ webinars, info

<b>Dedicated website</b>	General	BIMzeED website: interactive environment that will give access to all the aspects related to the project activities and will permit to collaborate and actively participate in the platform development. The private part will be a collaborative working space for developing the project.	1 (5 years minimum)	4000 visits	BIMzeED objectives overview, partnership and public deliverables Latest news and features
<b>Poster and brochure</b>	General	Specific project poster, flyer and brochure will be prepared for external communication and translated to the 4 national languages.	9	2000 people	General information
<b>Presentation s</b>	General	PPT presentation (approx.10 slides) will be available in all partner languages and by updated annually for partners to communicate main project objectives and outputs	1	250	General information
<b>Publications</b>	Scientific community	HEI partners of BIMzeED will publish the results in open access scientific literature, in the field of construction, energy, BIM and ICTs. Moreover, results are intended also to be published through EC channels, e.g. CORDIS, BuildUP.	10	500 readers	Publishable project results, specially devoted to WP2, WP3 and WP4
<b>National training &amp; dissemination workshops</b>	Target group 1- HEIs AND VETs educators	Train the Trainer Workshops (1 per country)	4	120	BIMzeED learning units, methodologies , e-portal to be tested
	Target group 2- construction workers, students, apprentices	Training Workshops (1 per country)	4	400-500	Reviewed LUs, in order to evaluate their suitability in pilots
<b>Partners' dissemination</b>	Direct & Indirect beneficiaries	e.g. ACE Newsletter: distributed by email to 3.500 direct contacts every	-	4000 people	Project progress, events and

<b>n networks and channels</b>		2 months and to the 44 Member of ACE, representing over 600.000 practicing architects from 31 countries. ACE Website and other web-based channels ACE Events: yearly Working Group meetings and biannual General Assembly, attended by around 100 delegates of the ACE member organisations.			relevant materials
<b>Participation in conferences, congresses and events</b>	Scientific community, students, end-users	BIMzeED content, methodology and further exploitation opportunities will be presented at conferences, exhibitions, and peer reviews, enabling the partnership to engage with larger audiences. Final conference at EU level with min 100 participants	5	500 people	Publishable project results
<b>Clustering Activities</b>	EU projects and networks	With other EU funded on-going related projects (such as NET-UBIEP, VET4LEC, eCentral and BIMEET), European and National Technology Platforms and other networks and initiatives. FIEC, EFBWW and ACE have an extensive outreach to other European organisations & connections in construction industry including Global Alliance for buildings and Construction (Global ABC); European Construction Forum (ECF) and European Council for Construction Research, Development, and Innovation (ECCREDI)	6 initiatives	400 people	Information on the project and its progress and achievements
<b>Large scale communication</b>	General public	Results will be communicated to the public at large scale via	6	2000 people	General information. Relevant news



		mass media communication: social networks, newspapers, magazines, TV.			
--	--	--	--	--	--

**Table 7: Dissemination activities, target groups and Impact**

Time	Activity	Target Groups	Impact
<b>Project Kick Off</b> Month 0-6	Website Launch & Social Media Presence	Academia and Trainers (HEIs, VETs) Policy makers; Education and training institutions; Research Community; SMEs	Initial project insights Develop project network and connections
	KOM	Project Partners, Associate Partners, Observer Countries	Deeper understanding of project targets, tasks and outputs
	Article x 1	General Public and Interested Parties	General Project information
<b>Phase 1</b> Month 0-12	Website & Social Media Presence	All from M0-M6	Detailed project information provision. Engagement with consultation. Engagement with Gap Analysis
	Article x 1	General Public and Interested Parties	Update on tasks, outputs and status
	Conference Pres x 1	Broader Interest Groups	Broaden the engagement network
<b>Phase 2</b> Month 12-24	Website & Social Media Presence	All from M0-M12	Detailed project information provision. Piloting and Evaluation of LUs/Modules
	Article x 1	General Interest	Update on tasks, outputs and status
	Conference Pres x 1	Broader Interest Groups	Direct engagement and connection with other stakeholders and networks
<b>Phase 3</b> Month 24-36	Website Development & Social Media Activity	All from M12-24	Detailed project information provision. Piloting and Evaluation of Learning Units
	Article x 1	General Interest	Key Project Outcomes and Results
	Conference Pres x 1	Broader Interest Groups	Direct engagement and connection with other stakeholders and networks
<b>Post Project – Month 30+</b>	Workshops with Policy Makers	Policy Makers	Project Exploitation and sustainability planning
	Exploitation Meetings	Observer Countries, National Stakeholder Groups, EAB	Meetings to progress us and value of BIMzeED Nationally
	Website Development & Social Media Activity	All from M24-30+	Updating and highlighting outputs and developments post project end. Partner and Observer Country updates and country activities



Quality controls are essential for the completion of dissemination and exploitation activities. Therefore, For the dissemination and communication activities, critical indicators of success will include:  
Number of Website Visitors, Social Media Followers, Engagement %

## 7 Report on scheduled dissemination activities

There will be regular reporting every six months on the forecast of planned and report on undertaken dissemination activities for each consortium partner. Table 8 displays the reportin template for undertaken dissemination activities or/ and planned by the consortium partners. This will be used for the partners to be filled in. In the next up-dated version of this report, the report of the first 12 months will be included.

In addition to this, all consortium partners are requested to share any proof of the undertaken activities, such as publications or photos of events. These will be included in the annex of the annual update of the dissemination and communication guide.

**Table 8: Dissemination activity reporting**

BIMzeED Dissemination Activities M1-12										
No.	Date	Responsible Partner/ Author(s)	Type of Activity: please choose and report one from the drop-down-list on button next to cell	Location	Countries addressed	Title of event/ publication	Size of addressed audience	Type of addressed audience	Description of activity/ notes e.g. related link/ name of publisher/journal/info if 'open access' in case of publication	Main aim / impact of the activity
1	05.11.2018	ACE	Press release	Online/Via e-mail	EU	ACE Info 05/2018 - eNewsletter	2850	Policy Makers, Industry, Scientific Community	<a href="https://www.ace-cae.eu/index.php?id=991">https://www.ace-cae.eu/index.php?id=991</a>	Inform EU architects about the project, its aim and objectives
2	22.11.2018	ACE	Participation to an event other than a conference or workshop	Brussels, BE	EU	ECORED meeting	12	Industry	<a href="https://www.ecoredi.org">https://www.ecoredi.org</a>	Inform EU players about the project start, its aim and objectives
3	24.11.2018	ACE	Organisation of a Conference	Leeuwarden, NL	EU	Briefing Note to the General Assembly of ACE	100	Architects & Architect Chambers		Inform ACE member organisations of the new project and ACE role, possibilities to provide input and stay in touch.
4	18.12.2018	ACE	Press release	Online/Via e-mail	EU	ACE Info 06/2018 - eNewsletter	2850	Policy Makers, Industry, Scientific Community	<a href="https://www.ace-cae.eu/activities/publications/ace-info/">https://www.ace-cae.eu/activities/publications/ace-info/</a>	Inform EU architects about the project, its aim and objectives
5	26/27.02.2019	ACE	Participation to an event other than a conference or workshop	Roma, IT	EU	ICARO project kick-off meeting funded under the same call, spoken about parallels to BIMzeED and possible synergies	10	HEIs, VETs, Industry, Scientific Community		Inform about the project, its aim and objectives
6	21.01.2019	LIT	Social media	Online/Via e-mail	Ireland	Publicity for KOM in Thurles at LIT	21.000	HEIs, VETs, Industry, Scientific Community, Students	<a href="http://www.lit.ie/">http://www.lit.ie/</a>	Inform about the project, its aim and objectives
7	21.02.2019	UZ-FOE	Participation to a conference	Zagreb, Croatia	Croatia	Zgrade 2020+ Energetika učinkovitost i održivost zgrada nakon 2020 (Buildings 2020+ Energy efficiency and sustainability of buildings after 2020)	250	HEIs, Students, Industry	<a href="http://www.nzeb.hr/kupovi.html">http://www.nzeb.hr/kupovi.html</a>	
6	04.03.2019	ACE	Non-scientific and non-peer reviewed publications (popularised publications)	Online/Via e-mail	EU	ACE MOIS #1/2019 - eNewsletter	2850	Policy Makers, Industry, Scientific Community	confidential	
7	07.03.2019	ACE	Participation in activities organised jointly with other EU project(s)	Brussels, BE	EU	Bi-lateral meeting with BuildUP Team to discuss dissemination and communication strategy	5	Media	<a href="http://www.buildup.eu/en">http://www.buildup.eu/en</a>	plan a BuildUP BIM month
9	15.03.2019	ACE	Participation in activities organised jointly with other EU project(s)	Brussels, BE	EU	Meeting with partners of BIMREN and BIMSpeed to discuss parallels and synergies	8	Industry, Scientific Community	<a href="http://www.bim-speed.eu">www.bim-speed.eu</a>	discuss synergies
8	19.03.2019	UZ-FOE	Organisation of a Conference	Zagreb, Croatia	Croatia	nZeb & BIM - Nova stvarnost (NZE & BIM - the new reality)	220	HEIs, Students, Industry	<a href="http://www.gbcroatia.org/hr/naoznaba-nzeb-i-bim-nova-stvarnost/02.html">http://www.gbcroatia.org/hr/naoznaba-nzeb-i-bim-nova-stvarnost/02.html</a>	
9	15.-18.5.2019	UZ-FOE	Participation to a conference	Vodice, Croatia	Croatia	19. HRVATSKA KONFERENCIJA O KVALITETI (19th Croatian conference on quality)	100	HEIs, Industry	<a href="http://www.hdizvalota.hr/drustvo/19-hrvatska-konferencija-o-kvaliteti-od-15-do-18-svibnja-2019">http://www.hdizvalota.hr/drustvo/19-hrvatska-konferencija-o-kvaliteti-od-15-do-18-svibnja-2019</a>	


## 8 Appendices

### 8.1 Corporate Visual Identity

The project logo was developed by LIT in M3. It was reviewed and approved by all partners. The logo will be used in all project-related publications.




A template was developed for all partners to use when reporting their outputs:



**Education for zero energy  
Buildings using Building  
Information Modelling**

Grant Agreement: 600946-EPP-1-2018-1-IE-EPPKA2-KA

# Title



Issued by	Organisation
Date:	2019-xx-xx
Version:	V0x.x
Report number	O-x.x
Task number:	Task x.x
Status: :	Final/Draft
Dissemination level:	Confidential/public

EN templates (for infographics, e-flyers, e-posters and e-brochures) for PR material will be developed in M6 by ITeC and ÓE

## 8.2 Project Website

The project website: <http://bimzeed.eu/> was delivered by TEA at M3 (T7.4).

Currently, the website accommodates:

- Integrated Social Media Platforms
- Events, News and Updates section

Key functionality within the website will eventually include:

- User account creation to allow for tracking of users
- Access to E-Learning Portal
- E-Newsletter functionality



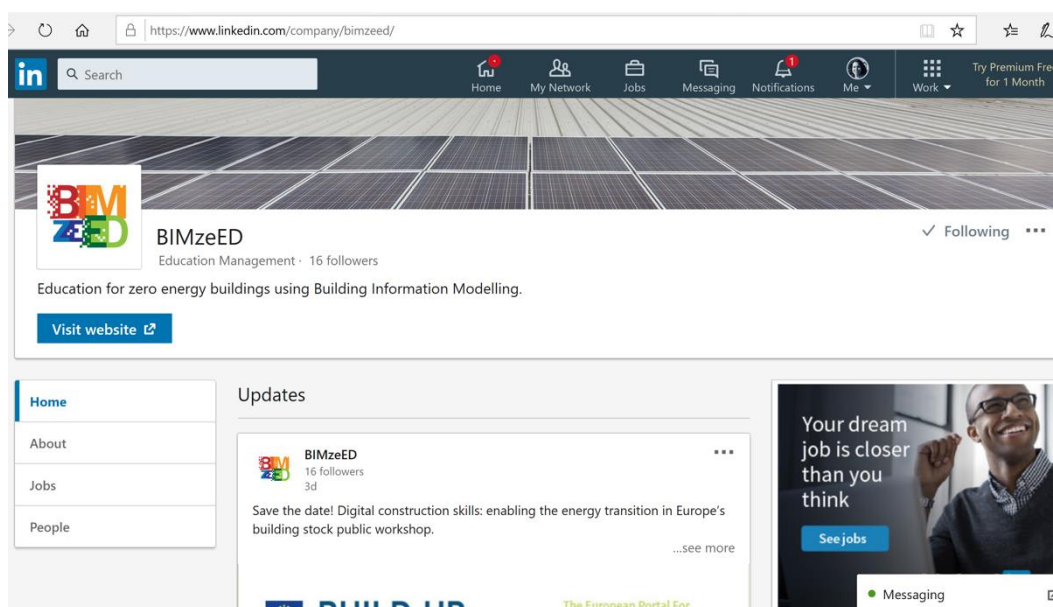
### 8.3 Social Media Outreach

The project has from early on established links on social media.

The Twitter account has 37 followers: [https://twitter.com/bimzeed\\_eu](https://twitter.com/bimzeed_eu)



The LinkedIn company profile can be found here: <https://www.linkedin.com/company/bimzeed/>



## 9 Conclusions

This report has presented the overall strategy and planned activities for the successful dissemination of BIMzeED project progress and outputs. As communication and dissemination is a continuous process and not a one-time effort at the end of the project, activities will be taking place at all stages of the project. As a result, this document will be constantly updated throughout the project lifespan with reports of the partners on their expected and actual dissemination activities.

In order to ensure project recognisability and successful dissemination it is important that all partners follow the indications mentioned in this plan (O7.2) when disseminating BIMzeED project results. This includes proper use of the project name, logo, colour pallet, template as well as acknowledgment of EU funding.