

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

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07.7 Exploitation Plan

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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:

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Table of contents

1	Executive summary	4
2	Introduction	4
3	Aims of the BIMzeED project	5
4	An overview of the BIMzeED target groups.....	6
5	BIMzeED Key Exploitable Results.....	7
6	Outline of the Communication Methods of the BIMzeED project	Error! Bookmark not defined.
7	Exploitation Roadmap.....	9
8	Conclusion.....	10

1 Executive summary

The BIMzeED Exploitation Plan, along with the project's Sustainability Plan and Communication Plan will maximize the BIMzeED impact in the long-term, enabling the wide uptake of the trainings even after the end of the project.

The purpose of the BIMzeED Exploitation Plan is to provide a roadmap for the permanent application and expansion of the training activities, methodologies and portal conducted in the frame of the BIMzeED approach. It will be a guide as to how the tool kits and learning units produced in the BIMzeED project can be used by other HEIs, VETs, other training providers and EU projects who will build on our learning units.

Based on the evaluation outcomes, the Exploitation Plan will be revised, proposing approaches for a more effective use. The final version of the BIMzeED Exploitation Plan will be submitted near the end of the project in M34.

2 Introduction

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 construction industry across Europe is facing major challenges in achieving energy efficiency targets, in particular for Near Zero Energy Building (NZEB), but they are also experiencing a digital revolution, with Building Information Modelling (BIM). The BIMzeED project intends to improve the human-capital basis of the construction sector, which is identified as a strategic initiative by the European Commission, acting on HEIs and VET systems in Europe. The BIMzeED project aims to support the construction industry, through education and training to upskill on technical innovation and digitalization.

To maximise the impact of BIMzeED in the long-term, it is essential to further extend the use, implementation and development of the BIMzeED outputs and to propose specific actions which promote their further exploitation. The success of this effort will be based on the following key elements: **the sustainability plan and the exploitation plan, supported by the communication plan**. The first two, with support from the tools provided by the communication plan, will enable awareness raising of the training programmes across Europe and will ensure the commitment of the involved stakeholders to promote new opportunities through training for the construction industry in the future.

This Exploitation Plan comprises:

- Aims of the BIMzeED project
- An overview of the BIMzeED target groups
- Outline of the Communication methods of the BIMzeED project
- Overview of the Key Exploitable Results from the BIMzeED project

3 Aims of the BIMzeED project

With the challenges facing the construction industry and the current digital revolution with Building Information Modelling in mind, the aims of the BIMzeED project are to;

- Identify the knowledge and skills gap in BIM and NZEB within the HEIs and construction sector for each partner country.
- 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
- Stimulate development of new training and education programmes/modules in the fields of BIM/NZEB which can be integrated into existing HEI programme delivery.
- Transfer knowledge of BIM and NZEB to and from other countries
- 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)
- Strengthen employability in teaching and SMEs, known as business development cooperation

The BIMzeED Consortium Partners will realise these aims through the following actions;

- 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 and HE 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.

4 An overview of the BIMzeED target groups

Target Group	Targeted Impact	Communication Means	Level
Direct beneficiaries: HEIs lecturers, HEIs academic managers, VETs trainers	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 partners and key stakeholders), European through the ACE
Direct beneficiaries: apprentices and students	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 partners), European through the ACE
Direct beneficiaries: SMEs and employees	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
Indirect beneficiaries: Policy makers	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
Indirect beneficiaries: Building owners	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)
Indirect beneficiaries: Industry providers	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

5 BIMzeED Key Exploitable Results

The Key Exploitable Results of the BIMzeED project were defined during the 2nd partner meeting in Szentendre, Hungary. The partners were split into two groups; HEIs and Industry, to take part in an Exploitation Workshop. As a result of this workshop, the Key Exploitable Results of the BIMzeED project were defined as well as how they will each be exploited and who will exploit them.

The Key Exploitable Results are;

- HEI Learning Units
- VET Learning Units
- E-Learning Platform
- Network of BIMzeED trainers
- Learning outcomes of the BIMzeED project to develop other courses/LUs
- Database of BIM and NZEB information
- Research papers published as a result of the BIMzeED project
- Improving trainers' skills
- Partner's databases of contacts/resources

Each of these Key Exploitable Results will be exploited by;

- BIMzeED project partners
- National Steering Group Committee members
- Construction Companies
- Educational Institutions such as HEI, LifeLong Learning, VET
- Training Providers

During the Exploitation Workshop, the partners discussed how to best exploit The Key Exploitable Results. Many options were mentioned including;

- online e-portal
- videos on YouTube
- create a certificate of the information/new skills
- use an ISSO BUSAPP for trainings used
- have the Learning Units used on HEI and LL courses such as BA and Master programmes

These methods will be defined further as the project goes on and the Learning Units are developed.

6 Outline of the Communication methods used for exploitation of the BIMzeED project's KERs

In order to realise the aims of the BIMzeED project and to ensure the target groups are reached in all partners countries, the following communication methods will be carried out.

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. 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.

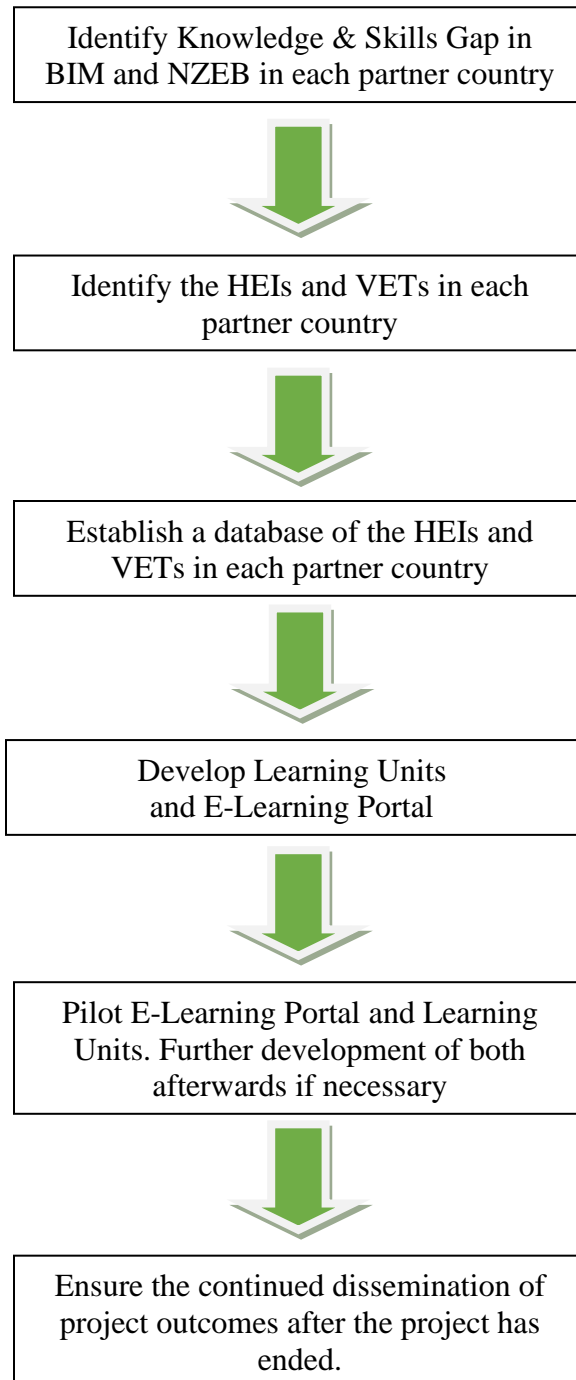
Publications, presentations and workshops

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.

7 Exploitation Roadmap



8 Conclusion

It will be the responsibility of each Consortium Partner to identify the developed key exploitable results and support their exploitation in order to maximize the BIMzeED impact in the long-term, enabling the wide uptake of the trainings even after the end of the project.