**BIMplement WP 4**

**BIM awareness campaign**

**Objectives ; messages ; target groups ; methodology ; tools**

**Three objectives**

* Convince all the stakeholders of the building value chain (public and private contractors, architects, enterprises ..) that BIM brings added values
* Present BIMplement
* Identify potential « pilot filed labs » and « experimental sites ».

**Messages**

* The quality requirements for both new constructions and renovations of buildings are increasing, toward NZEB. This trend is due to the fact that the impact of the buildings on the environnement is more and more taken into account, especially to fight against climate change.
* The building owners and users are more and more conscious of the importance of an optimised management of their assets. The numerical mock-up and BIM will help them to do it.
* A cross-hand and cross level approach is a key to quality.
* The use of BIM all along the value chain will both
* improve the management of the works
* and contribute to build up the skills of the professionals, especially in the field of « co-working/crosscraft » in the areas of the building where the question of airtighness is critical.
* BIMplement will create and test tools and methodologies to improve the skills of the professionals (blue and white collars)
* There is a need for workplaces where BIMplement will be tested.
* Highly qualified trainers will come to these workplaces to train the professionals involved.
* A local « BIMplement local project leaders » with a « BIMplement coach » will be in charge to organise and follow the local tests.

**Two target groups**

* The local public contractors, with two purposes :
* Raise their awareness about (a) the necessity to include in their call for tenders the requirements and the costs for qulity, and (b) the BIM process.
* Identify potential workplaces to test BIMplement
* Craftsmen and SME’s with the purpose of convincing them to build up their skills.

**Methodology : example of what is being done in France**

Phase 1

* A mail signed by the chairman and/or the managing director is sent to all the local public contractors and to the major private contractors.

In this mail there is

* A summary presentation of BIMplement
* An invitation to contact the local « BIMcoach »
* Short presentations (15 minutes) of BIMplement are made during meetings of decision makers (such as local politicians and their staffs)

Phase 2

* The BIMcoach meet each person that has expressed interest during phase 1, with the purpose of finding potential worplaces to test BIMplement., with the agreement and the support of the contactor

**Tools**

* Power points
* Brochures
* BIMmockup with viewer
* Witnesses