



Towards a learning building sector by setting up
a large-scale and flexible qualification methodology integrating technical,
cross-craft and BIM related skills and competences.

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Report:	D4.3 Methodology guide and tools for awareness campaigns
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D4.3 Methodology guide and tools for awareness campaigns

1. Executive summary

This deliverable presents the general methodology and steps for BIMplement coaches to implement awareness campaigns.

It contains the objectives, the target groups, the main message (s), the methodology and the available tools for the BIMplement coaches. This guide also specifies the method used for the follow-up and the reporting of the awareness campaigns.

2. Objectives

In work package 4, it is planned to organize BIM and related issues awareness campaigns in the selected local pilot territories. This methodology guide is a tool for a successful implementation of awareness campaigns, based on the first experiments. This deliverable comes in complement to D4.2 which presents training contents and awareness tools for BIMplement coaches.

The objective of this guide is to specify the objectives, the target groups, the main message (s), the methodology and the available tools for the BIMplement coaches. This guide also specifies the method used for the follow-up and the reporting of the awareness campaigns.

The awareness campaigns, implemented by the BIMplement coaches, have three objectives :

1. Creating awareness of all stakeholders of the building value chain (public and private contractors, architects, companies, etc.) that BIM brings added values, place it within the EU objectives to develop nZEB buildings, and specify that a focus will be given on air-tightness and ventilation
2. Present the BIMplement project
3. Identify potential « pilot field labs » and « experimental sites »

3. Target groups

The awareness campaigns have three main target groups:

1. The local public and private contractors
2. The project developers, including social housing

For these two target groups, the objective is :

- ✓ To raise their awareness about (a) the necessity to include in their call for tenders the requirements and the costs for quality, and (b) the BIM process as a tool to achieve these requirements
 - ✓ To identify potential workplaces to test BIMplement (pilot field labs and experimental sites)
3. Building and installation companies, with a special attention to craftsmen and SME's with the purpose to convince them to build up their skills in terms of nZEB building and on site use of BIM models..

4. Message

The awareness campaigns will address different types of audience. To maximize the effectiveness of our communication, the message of these awareness campaigns should be adapted to the different target groups. Understanding what our audience needs and expects, and adapting our

speech to their interests, level of understanding, etc.; enhances our chances of communicating successfully.

The main message is the following :

- ✓ 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 buildings on the environment 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 digital BIM models and implementation of BIM process on construction sites will help them to do it.
- ✓ A cross-craft 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,
 - contribute to build up the skills of the professionals,
 - especially in the field of « co-working/crosscraft »,
 - and in the critical fields of airtightness and ventilation.
- ✓ 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 can be tested.
- ✓ Highly qualified trainers will come on these workplaces to train the professionals involved.
- ✓ « BIMplement local project leaders » with a « BIMplement coach » will be in charge to organise and follow-up the local experimentation.

5. Methodology

The awareness campaigns will be organised in each of the countries participating in BIMplement project. The BIMplement coaches will implement these local campaigns.

Previous to the organization of the local campaigns, BIMplement coaches have participated in training sessions organized by ASTUS and received the appropriate training and tools in order to implement these campaigns.

Alliance Villes Emploi and the Employment Houses provided them with "know-how" based on their experiences carrying out similar awareness campaigns.

5.1. Awareness campaign for the local public and private owners and contractors

Different kind of meetings or events can be used to implement these awareness campaigns. Below 2 phases et some methodologies are proposed which can be carried out in an alternative or complementary way depending on the context in each of the countries.

Phase 1 can be implemented along different ways, to make participants aware of BIMplement objectives. Phase 2 will aim at setting up pilots projects :

Phase 1.a

- ✓ A message signed by the chairman and/or the managing director of the BIMplement local project leaders is sent to all the local public contractors and to the major private contractors
- ✓ In this message there is :
 - A summarized presentation of BIMplement

- An invitation to contact the local « BIMplement coach »
- ✓ Short presentations (15 minutes) of the H2020 BIMplement project are made during bilateral meetings with decision makers (such as local politicians and their staffs)

Phase 1.b

- ✓ Conference events organized on a local base focuses on “Advances and current status of the implementation of BIM methodology”. They are especially addressed to civil servants involved in the implementation of BIM in public administrations, but also to other agents involved in the construction value chain. In this framework, BIMplement project will be presented.
- ✓ If possible, survey of attendees will be done to collect their feedback about BIM and BIMplement approach.

Phase 1.c

- ✓ Bilateral contacting are possible during various events or via the social networks (LinkedIn, etc.)

Phase 2

- ✓ The BIMplement coach meets each person that has expressed interest during phase 1, with the purpose of finding potential workplaces to test BIMplement, with the agreement and the support of the contractor.

5.2. Awareness campaign for building and installation companies (craftsmen and SME's)

Different kind of events can be used for implementing awareness campaign addressed to building and installation companies, with a special attention to craftsmen and SME's

These events can be either :

- ✓ Identified by the BIMplement coaches : it can be a meeting organized by professional organizations or by organization which implement territorial network of the local companies coordination. In this case BIMplement coaches have to contact organisers and suggest to present BIM process and BIMplement project during the event.
- ✓ Organized by the BIMplement coaches : if one of the objective of the BIMplement local project leaders is to animate territorial network of the local companies (as, for instance, Employment Houses in France).

6. Tools

Since the beginning of the project, some tools have been created or collected in order to use them during the awareness campaigns:

- ✓ Methodology guide and tools for awareness campaign
- ✓ PowerPoint “presentation of BIM and BIMplement” (to be adapted to the national data)
- ✓ BIM models with viewer
- ✓ Brochure BIMplement
- ✓ Example of message for the local public contractors
- ✓ Videos
- ✓ Witnesses
- ✓ Description of the BIMplement training contents

During the BIMplement project, BIMplement coaches could get these tools in the Dropbox of the project.

In addition, during the project, new tools have been created, with different messages adapted to the target groups (local public contractors, craftsmen and SME's, etc.). They have been presented in D4.2, and are available on The [BIMplement site](#), and for French speaking coaches, on a specific KROQI collaborative plateforme.

7. Awareness campaign Reporting

Monitoring awareness campaigns is key to be able to demonstrate effectiveness or success in communicating messages. This will allow us to determine the impact of our awareness campaigns. Monitoring tools and methods can vary according to the type of action. For that purpose, some examples of reporting tools have been created.

There are mainly 2 kind of action to report :

- ✓ Bilateral meeting with contractors / relevant stakeholders
- ✓ Collective actions

For each kind of action, BIMplement coaches will fill up an excel file template (in the BIMplement DropBox and [BIMplement site](#)) which contain some information about the action.

7.1. For the bilateral meeting with public or private owners / contractors / relevant stakeholders:

- ✓ Date
- ✓ Project leader
- ✓ Country
- ✓ Name of the contractor / relevant stakeholders
- ✓ Type of contractor
 - Public contractor
 - Private contractor
 - Project developers
 - Social housing provider
 - Other (specify)

7.2. For the collective actions

- ✓ Date
- ✓ Project leader
- ✓ Country
- ✓ Title
- ✓ Place
- ✓ Time
- ✓ BIMplement tools used
- ✓ Target group 1 - Number
 - Public contractors
 - Companies
 - Civil society

- Partners
- Blue and white workers
- Jobseekers
- Professionals of employment
- Architects and technicians
- ✓ Target group 2 - Number (etc.)
- ✓ Web link

For each “collective actions” the BIMplement coaches have to create a folder in the Dropbox BIMplement and a template fulfilled, which describe the action :

- ✓ BIMplement project leader
- ✓ Title of the action
- ✓ Date
- ✓ Place
- ✓ Time
- ✓ Organiser
- ✓ Partners involved
- ✓ Description
- ✓ BIMplement tools used
- ✓ Target groups (type, number) :
- ✓ Feedback from the participants
- ✓ Comments

BIMplement coaches have also added evidences : signatures, web link, photos, etc.

Each partner analyzed their awareness campaign methodology and results, and presented them in Deliverable D4.6.

8. Collecting the feedback

A questionnaire template have been drafted to collect comments regarding topics of interest (some examples of the kind of questions that could be included).

General questions about the implementation of BIM

- Type of activity of your organization / company / studio / office (construction company/architect or engineering company/developer/building manager/public administration...),
- Did you know BIM methodology before this event? (Yes, little, quite, deeply, No, ...)
- Which, if any, of the following BIM tools do you mainly use? (list of main tools)
- How will you define your knowledge and skills in BIM? (consultant, expert, advanced, beginner, none..)
- What percentage of projects have you used BIM for the last 12 months?
- What was the reason for implementing BIM in your organization? (own initiative, bound by administration/builder/promoter/owner/other stakeholders, other reasons: company policy,

wide knowledge, ...)

- Which of the stages of the construction/project do you use BIM in?
- What kind/type of projects do you use BIM in?
- What percentage of people uses BIM in your organization?
- What are the main benefits the use of BIM has brought to your organization?
- When did you start to use BIM?
- What is your level of satisfaction on the use of BIM?
- Do you usually use IFC standard?
- What are the main barriers to use BIM in your work?
- Is the implementation of BIM planned in your organization?

Specific questions for contractors :

- Do you have difficulties in the management and the current follow-up of your construction markets ?
- How do you plan the coordination of the different actors involved in a construction site ?
- Do you integrate BIM in your calls for tenders and how? Is there consequence for this integration and if yes, which consequences?

Specific questions for the companies

- Have you received some kind of training in BIM during last 12 months?
- Are you planning to get some kind of training in BIM in the future? If you are, what kind of training are you thinking on?

Questions more focused on BIMplement presentation.

- Are the advantages of the BIM implementation clearer for you after this event?
- Have you found the presentation of the BIMplement project interesting?
- Are interested to know more about the project?
- Are you interested in testing/implementing BIMplement approach in your organisation?
- Which are the aspects of BIMplement project that you consider more interesting? Cross-trade and cross-level approach, testing in real scenarios, European qualification scheme, etc.

9. Implementation of awareness campaigns in the 5 partners countries

Details of the different events organized in each countries is given in Deliverable D4.6. it shows the range of approaches developed in each countries, whether focused on public or private owners or local authorities, or oriented toward private large companies wishing to implement the BIMplement tools in their own projects.

9.1. France

Most BIMplement coaches were employees of local employment houses. Because most of them

were not fluent in English, all necessary tools, presentations and documents have been translated in French, and made available on shared platforms.

In addition, when technical presentations were needed, both on BIM processes and of nZEB building, the French BIMplement coaches have been assisted by the French BIMplement trainers who participated in the awareness events.

All presentation and events have been given in French.

9.2. Spain, Netherlands, Lithuania, Poland

During the BIMplement project, the BIMplement coaches were the BIMplement partners or the BIMplement trainers that gave the training sessions. In these cases, all BIMplement coaches were fluent in English, they could use all English written methodology guides and tools.

The implementation part for the campaign has been tailored in local language.

For instance, in Lithuania, they used a case example from Visaginas as a tool for specific communication with potential clients (construction companies), and BIM training has been given in Lithuanian. All other partners from Spain, Netherlands and Poland acted the same.

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