



BIMplement

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.

www.bimplement-project.eu

Report:**D.6.1 Dissemination and Communication Plan**

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Partners involved

IVE, all partners



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Change records

Version	Date	Author	Changes
Version 1.0	2018-04-01	IVE	First version provided
Version 2.0	2018-04-06	AVE	AVE inputs
Version 3.0	2018-04-13	ISSO	ISSO inputs
Version 4.0	2020-05-07	IVE	Updated version provided
Version 4.0	2020-May & June	AVE, ACE, Astus, ISSO, Mostostal, LSA	Inputs provided
Version 5.0	2020-August	IVE	Final version
Version 6.0	2021- January	IVE	Revision due to the review meeting. Information about the e-learning platforms and online channels used by the members of the consortium added in section 4.5. Links to Media channels added in section 4.8.4

Summary

This Communication Plan is an important part of BIMplement project since it will guide the messages to the project's affected stakeholders. How well the partners communicate throughout the life cycle of the project can make the difference between success and failure.

This Communication Plan defines the general communication requirements for the project and includes:

- Dissemination and Communication Strategy
- Dissemination Content
- Target Groups and Main Stakeholders
- Dissemination Channels
- Report on undertaken Dissemination Activities
- Appendices

It's important to note that changes may need to be made to this plan as the project moves forward.

This Plan will be subject to revision on a yearly basis. A final version will be submitted at the end of the project as a final report (D.6.6) on all undertaken dissemination activities.

1. Dissemination and Communication Strategy

Communications management is about keeping everybody in the loop. The main goal of this plan is to provide the right information to the right person at the right time in a format that works for them. Having a plan will:

- Consolidate the project visibility among stakeholders and the general public at EU level and beyond
- Set expectations with stakeholders and the project team.
- Improve decision making.
- Keep the team up-to-date with current and upcoming tasks.
- Define roles and responsibilities.
- Improve procedures.
- Outline processes for dealing with risks and issues.

While dissemination activities focus on knowledge and information transfer towards stakeholders and specific specialists, communication activities complement the project dissemination as they add public value to the achievements of the project by aiming at larger audiences.

2. Dissemination Content

2.1 Objective

Nearly Zero Energy Building (nZEB) construction and renovation need an enhanced systematic approach for the **quality control of the entire process**. This is the first prerequisite to reduce the gap between designed (predicted) and actual performances of buildings, both in terms of energy efficiency and in indoor environmental quality. The most important part of this enhanced quality control approach is a **fully qualified and equipped workforce**, capable to implement, execute and perform all the necessary labor actions with a full understanding of the responsibility of their own profession and actions, as well as the relation with the other involved professions and actions within the value chain. BIMplement will offer a methodology to create and standardize the needed qualifications and a range of learning tools to unlock and implement these qualifications. To be future-ready subject specific qualifications will be enriched with the skills and competences needed when performing the job in a nZEB project that is using BIM. By using a standardised methodology the created qualifications will be transparent and comparable between EU member states, thus facilitating and providing EU mobility.

This approach is condensed in the following **objectives**:

- To improve the overall quality of nZEB new constructions and renovations, based on BIM-enabled workplace learning, addressing the entire value chain in a cross-trades multidisciplinary approach
- To create a new generation of professionals and craftsmen, qualified to deliver high quality nZEB-projects by using technical, cross-trade and BIM skills and competences
- To foster interactions between different trades and professions enabled by a flexible qualification methodology for integrating technical, cross-trade and BIM related skills and competences into the workplace learning environment
- To sustain the qualification and training schemes a replication and exploitation strategy will be developed and validated

2.2 Methodology

The overall methodology of BIMplement is based on the direct implementation of the results of the related BUS and Construction Skills projects in combination with a direct implementation of the methodologies combining quality assurance with large scale qualification schemes. This will be brought into practice on local and regional scale, by demonstrating, testing and validating the methodology and effectiveness of qualification schemes in real projects. By using the existing local and regional networks of the project partners involved a large impact will be achieved within a short time.

The project phases in BIMplement are:

2.2.1 Development phase

BIMplement starts with the development of a BIM-enhanced Qualification Framework/methodology, executed on two dimensions:

- From the BUS and Construction Skills projects (such as BUS-NL, FR, LT and ES and H2020 PROF/TRAC) the approach for a EU Qualification Framework for performing nZEB professional activities will be adapted for:
 - Workers: filling the framework.
 - Professionals: validation of the PROF/TRAC Qualification Framework and if needed extending or adapting this.

- Adding the cross-trade aspects OR interdisciplinary Skills
- Adding the BIM-process when performing nZEB professional activities. This includes the mapping of which extra skills and competences are needed to optimise the results in nZEB-construction and renovation projects, linked to the professional activities and the workers and professionals involved.

An overall matrix will be developed in which the five phases in the construction process are discriminated (programme, design, elaboration, realisation, operation & maintenance), and the professions and specialism involves including the levels. This matrix will be filled in with the skills and competences need for each profession/specialism and the related training schemes to acquire the necessary competences. The EQF methodology and guidelines for National Qualification Frameworks will be taken into account.

2.2.2 Implementation phase

The methodology and related qualification schemes will be implemented on a generic level for the subjects **Ventilation and Air tightness**. This matrix will be further elaborated for:

- the professions / specialisms and EQF levels involved in each phase;
- the required skills, competences and descriptors for the addressed technologies and technology components;

that are needed to enhance and ensure the quality of ventilation systems and air tightness. Next, this matrix will be linked to the available trainings.

BIM will be used as a universal carrier for all the information that is needed for the quality enhancement and related trainings. Moreover, in a next step, the matrix can be linked with 'real' projects, documented in BIM.

2.2.3 Pilots, demonstration and validation phase

Once elaborated, this Quality and Skills matrix will be made specific for each country involved in BIMplement. In the pilots reach involved country selects a number of projects in which the training and qualification, based on the matrix, will be executed and tested in practice. The pilots will be used for the verification of the matrix and the qualification schemes and give feedback to the previous steps. The pilots will also be used to test the value of BIM-enhanced tools to empower the different kinds of learning loops. Each project will start with a small scale local awareness campaign on the necessity of quality control and the role of new methodologies to achieve this such as BIM.

BIMplement aims for a mass large scale qualification implementation of the methodology in 30 – 35 construction and renovation projects in France, as a learning and replication case for the other countries, each executing about 5 projects. In total, the implementation and demonstration takes place in 50 projects.

2.2.4 Exploitation and replication phase

As the action is limited to training and qualification of professions involved in ventilation technologies and air tightness it is important to initiate and organize further exploitation and replication of the project to increase the number of skilled building professionals and craftsmen across the building value chain. An exploitation strategy should support this and will lead to a continuation after the project duration. This exploitation plan facilitates:

- the upscaling of the methodology to other /new topics
- sustaining the used content within existing tools

- upscaling the action to other countries by a free and open methodology, implementation services and a shared open development platform.

For a fast and effective exploitation and promotion the existing PROF/TRAC open training platform will be used. Another important issue is the collaboration and connection with European umbrella associations (like REHVA, ACE and Housing Europe) and suppliers through EU networks (like EUBAC, EVIA, EHPA etc.). These networks will take care for the further upscaling of the methodology to other/new topics for their products and concepts within the platform.

2.3 Impact

BIMplement will achieve the following impact:

- Creation and implementation of sustainable qualification and training schemes for building professionals and/or blue collar workers
- Plans for sustainability after the project's life and replication across the EU
- Increase in the number of skilled workers (building professionals and/or blue collar workers)
- Improved collaboration and understanding across different trades and professional groups
- Demonstrated reduction in the gap between designed and actual energy performance through improved quality of construction in specific projects
- Measurable energy savings and/or renewable energy production resulting from improved skills
- Improved market recognition of skills in the building sector (industry standards)

3. Target Groups and Main Stakeholders

An important issue is the collaboration and connection with European umbrella associations (like ACE, REHVA and Housing Europe) and suppliers through EU networks (like EUBAC, EVIA, EHPA etc.).

ACE (Architects' Council of Europe) is directly involved in the project increasing its impact. The ACE dissemination channels are listed in section 4.8.

Housing Europe signed a letter of support for the BIMplement project in November 2017.

3.1 Letters of Support received during proposal stage

At the beginning of the project, the main target groups and stakeholders were identified. Table 1 shows the entities that signed the letter of support. A direct one-on-one communication will take place to the member entities below. This direct communication will strongly support a direct roll-out of the implementation of the project.

01 LETTERS OF SUPPORT

Organisation	Country
Dutch Building Information Council	Netherlands
AGA CAD	
Lithuanian Association of Civil Engineers	Lithuania
National Passive House Association Lithuania	Lithuania
Lithuanian Open BIM initiative	Lithuania
Polish Association of Construction Employers	Poland
Dutch Ketenstandard	Netherlands
BESCA, Spain	Spain
CYPE, Spain	Spain
Universitat Politècnica de València	Spain
Federacion Valenciana de Empresarios de la Construcción	Spain
Innovacion tecnologica BIM	Spain
building SMART, Spanish Chapter	Spain
Eurogypsum	Belgium
Housing Europe	Belgium
STABU	Netherlands
BPIE	Spain
AVS	Spain
COACV	Spain

3.2 Breakdown of identified Target groups and Key Actors

Tables 2-8 provide an overview of all identified target groups and main stakeholders. A more general and wider communication strategy will take place to them.

02 LOCAL GOVERNMENT

Organisation	Acronym
ICLEI Europe	ICLEI Europe
Energy Cities	Energy Cities
Covenant of Mayors	Covenant of Mayors
URBACT	URBACT
Eurocities	Eurocities

03 CENTRAL GOVERNMENT

Organisation	Acronym
European Commission, DG Climate Action	DG CLIMA
European Commission, DG Education and Culture	DG EACEA
European Commission, DG Employment	DG EMPL
European Commission, DG Energy	DG ENER
European Commission, DG Environment	DG ENV
European Commission, DG Research and Innovation	DG RTD
European Parliament, Industry, Research and Energy Committee	ITRE
European Parliament, Culture and Education Committee	CULT

04 CONSTRUCTION BUSINESS

Organisation	Acronym
European Plaster and Plasterboard Manufacturers Association	EUROGYPSUM
Federation of European Heating, Ventilation and Air Conditioning	REHVA
European Construction Forum	European Construction Forum
European Union Centre for Facility Management	European Union Centre for
European Council of Engineering Chambers	ECEC
European Federation of National Engineering Associations	FEANI
European Council of Civil Engineers	ECCE
European Federation of Engineering Consultancy Associations	EFCA
International Confederation of Inspection and Certification	CEOC
European Union of Developers and House Builders	UEPC
European Construction Industry Federation	FIEC
European Federation of Building and Woodworkers	EFBWW
Electric Underfloor Heating Alliance	EUHA
Association of the European Heating Industry	EHI
European Heat Pump Association	EHPA
The European Alliance of Companies for Energy Efficiency in Buildings	EuroACE
Council for Aluminium in Building	CAB
The European Concrete Platform	ECP
European Ready Mixed Concrete Organization	ERMCO
European Federation for Precast Concrete	BIBM
The European Cement Association	CEMBUREAU
European Insulation Manufacturers Association	EURIMA

Committee for European Construction Equipment	CECE
Construction Products Europe	CPE
European Federation for Construction Chemicals	EFCC
European Aggregates Association	UEPG
Glass for Europe	Glass for Europe
Federation of the European Building Joinery Associations	FEMIB
Lightingeurope	LightingEurope
European Alliance to Save Energy	EU ASE
European Solar Shading Organization	ES-SO
European Building Automation and Controls Association	eu.bac
European Committee of Air Handling and Refrigeration Equipment	Eurovent
European Partnership for Energy and the Environment	EPEE
European Ventilation Industry Association	EVIA
Federation of European Rigid Polyurethane Foam Associations	PU Europe
Air Conditioning and Refrigeration European Association	AREA
European Association for External Thermal Insulation Composite	EAE
European Smart Metering Industry Group	ESMIG
European Demolition Association	EDA
Fire Safe Europe	FSEU
World Green Building Council	WGBC
World Business Council for Sustainable Development	WBCSD
Architects Council of Europe	ACE

05 ENERGY

Organisation	Acronym
Euroheat & Power	EHP
European Photovoltaic Industry Association	EPIA
European Federation of Intelligent Energy Efficiency Services	EFIEES

06 RESEARCH AND ACADEMIA

Organisation	Acronym
Building Performance Institute Europe	BPIE
European Council for Construction Research, Development and Innovation	ECCREDI
European Construction Technology Platform	ECTP
European Commission, Joint Research Centre	DG JRC
European Network of Building Research Institutes	ENBRI
European Network for Housing Research	ENHR
European Network of Construction Companies for Research and Development	ENCORD
BUILD UP	BUILD UP

07 NGO's

Organisation	Acronym
International Network for Sustainable Energy - Europe	INFORSE-Europe

08 OTHER PUBLIC

Organisation	Acronym
Executive Agency for Small and Medium-Sized Enterprises	EASME
Innovation & Networks Executive Agency	INEA
European Institute of Innovation and Technology	EIT
European Enterprise Network	EEN
Urban Intergroup of the Parliament	Urban Intergroup of the Parliament
ManagEnergy	ManagEnergy
UNEP Sustainable Buildings and Climate Initiative	UNEP-SBCI
CEN TC 442 on BIM	
EU BIM Task Group	
European Student's Forum	AEGEE

4. Dissemination Channels

4.1 Internal communication

Project partners will use DROPBOX as a repository for project documents including official documents, deliverables and other background material, which is essential to project deployment. The structure in DROPBOX will be organized according to the work packages.

4.2 Website

The URL of BIMplement official website is the following: <http://www.bimplement-project.eu/>

IVE as “WP6 – Communication” leader will undertake the handling of the Content Management System (CMS) of the website as administrator. BIMplement website has to be updated on a regular basis with the co-operation of all other partners regarding content provision and site population.

The project website, which is not only a repository of institutional information, but will be considered as a lively tool with continuously updated contents (news and press releases, original articles and interviews, posts of project-related news from external sources, cross-linking). The website is used as the main interface towards the main stakeholders (architects, engineers and technical experts), who are interested in the work and achievements of BIMplement, but also towards the public. See *annex 3*. The project website includes the following features:

- Short description of the project including its aims and results and highlighting the financial support from the Union.
- A repository for publications (articles, e-newsletters) and project documents (including reports, deliverables, promotional material, etc.).
- Cross-linking with and between existing networks and associations and portals of different stakeholders.
- Links to major websites and portals, including those managed by the European Commission and additional specific initiatives supported by the European Commission.
- The six monthly eNewsletters, which will be distributed not only to web registered users but will be made publicly available on the project website.
- The project brochure produced at two different stages: the first one at the beginning of the project to inform relevant stakeholder communities of the start of the project and its objectives and the second one on the project's achievements
- The production and distribution of press and news releases each time the project will reach a milestone and produce a result that may be of interest for a larger audience
- Articles, interviews, news and press releases will not only be published on the project website but also distributed via information multipliers and thematic portals (such as BuildUp, Construction 21 and Construable) as well as through social media directly managed by the project and the partners (Twitter, Facebook, LinkedIn discussion groups).
- The set-up and animation of the project Social Media accounts to ensure adequate coverage of project activities on the social networks, aiming at both professional and public networks, thus guaranteeing sustainability of the community also after the termination of the project.
- Complete information about the training offer: dates, place, content, modality, duration, objective, instructions for registration

4.3 Social media

In BIMplement project it is advisable to use social media to bridge disciplinary boundaries, to engage in knowledge exchange with partners and stakeholders, and to provide a channel for the public communication of their research.

Social and professional networking tools nevertheless offer a range of opportunities to researchers. Perhaps first and foremost they provide a way to keep track of people connected to you professionally. If you become an active user they can also offer opportunities to build and maintain professional relations and provide a forum for collaboration.

In order to make BIMplement more widely available the project will use the following:

- **Twitter** (www.twitter.com) is the clear market leader, a general tool used for a wide range of purposes. The discussion that you participate in will vary depending on who you are following and how you engage with them. MICROBLOGGING. [@H2020BIMplement](https://twitter.com/H2020BIMplement)
- **Facebook** (www.facebook.com). Many people use it mainly for social rather than professional activity. SOCIAL AND PROFESSIONAL NETWORKING TOOLS. [H2020 BIMplement page](#)
- **LinkedIn** (www.linkedin.com) is a professional networking site. It is more popular in business than in academia but offers a range of functionality that suggests it may be useful for researchers. SOCIAL AND PROFESSIONAL NETWORKING TOOLS. [BIMplement H2020 EU group](#)
- **YouTube** (www.youtube.com) is one of the most popular video sharing websites. It has a profound impact on MEDIA AND ADVERTISING. [H2020 BIMPLEMENT](#)

Social media are particularly useful in disseminating information. Whatever you feel about changing the way you do your research or about the challenges to scholarly quality assurance processes, the idea of disseminating your research more widely and more effectively is probably appealing. Social media are above all about communication and are therefore ideal for researchers who wish to make their research more widely available.

4.4 E-newsletter

BIMplement will use **MailChimp** for creating and managing mailing lists, newsletters and automated campaigns. MailChimp is the most famous email marketing software (EMS). It's simple and easy to use and gives you a number of easy options for designing, sending and saving templates of your emails. See *annex 4*.

The electronic versions of the newsletter will be available in English. Versions will also be made in the national languages as long as the partners translate the texts and send them to the IVE.

E-newsletters will be made available on the project website, in order to improve visibility of the project via electronic means, and sent out via e-mail to consortium partners and other registered stakeholders, whose contact lists are directly managed by the project. The consortium partners will also distribute the newsletter to their networks, which are not directly managed by the project.

4.5 E-learning platform

IVE offered the possibility of creating a specific space in [Moodle](#) for those partners who needed support because they did not have their own training platform. But it was not necessary since most of the courses have been held in person and for the online courses each partner has used their own channels or the channels of key collaborators in their region.

The use of online platforms widely known by users such as [Zoom](#), [Teams](#), [GoToWebinar](#) / [GoToMeeting](#) or [YouTube](#) has been frequent. These platforms are not specifically intended for training but they are very useful for offering videos (both live and delayed, since they can be easily recorded) and interacting with the attendees through chat. Due to the COVID-19 pandemic, the quick reaction of the partners has been important to move some trainings that were planned face to face to the online format.

Partners accustomed to using specific training platforms have used them, as they offer a wide range of useful functionalities in course management, such as registering attendees, knowing their connection time, taking exams, taking surveys, participate in forums, etc. This has been the case of IVE that has used its space in Moodle called "[IVE virtual classroom](#)", and also the case of ISSO that uses the [aNewSpring](#) for serving out e-learning created by ISSO so, future e-learning based on BIMplement results will be added to this company repository.

Also a BIMplement [KROQI](#) platform has been set up by ASTUS to the attention of French speaking BIMplement coaches and BIMplement trainers. It contains different documents such as partial translation in French of several deliverables, BIM models and technical documents related to several pilots and experimental projects aiming at developing the use of BIM models on construction sites, French presentation of the BIMplement kit, including some pedagogical French videos. Access codes to the platform is free of charge, upon @ request to m.olivier@astus-construction.fr, p.perreau@astus-construction.fr, info@lesgrandsateliers.fr

The open training platform of the H2020 construction skills project **PROF/TRAC** project has been used to exploit the main results of the BIMplement project. As this open platform will be continued after the PROF/TRAC project duration and because of its open modular structure this is a very good environment to continue the exploitation of the outcomes of the BIMplement project. The BIMplement methodology, the matrix, the enhanced tools, supporting methods and means for the target groups, training courses, guides developed during the project have been integrated into the [PROF/TRAC platform](#).

4.6 Webinars

Preferably, the [BUILD UP portal](#) will be used to hold webinars at a European level. For this, the consortium will follow the steps indicated by the BUILD UP staff regarding the promotion of the webinar, delivery of content, necessary preliminary tests, etc.

4.7 Dissemination material

4.7.1 Visual identity

Image, recognition, and impact are elements of paramount importance in graphic design. The visual elements which have been designed taking into account the need to incorporate existing graphic illustration of logos of related projects and partners. The visual identity elements, present in all communication tools, will communicate the BIMplement vision and the success of the initiative, in which the European Union plays a central role.

Professionally conceptualized and designed, the visual identity will not fail the test of time, thus, ensuring consistency and longevity for the initiative. The logo, the colours, the typeface, the imagery and photography is in harmony and is graphically representative of all objectives on all developed materials and strategies. There is an esthetical coordination with PROF/TRAC platform. See *annex 6*.

4.7.2 Templates

To ensure a common visual identity for the project, the designer has created two templates: for A4 reports (word file) and for Power Point presentations (ppt file).

4.7.3 Brochure

There will be two project brochures produced at two different stages: the first one at the beginning of the project to inform relevant stakeholder communities of the start of the project and its objectives and the second one on the project's achievements.

The electronic versions of the brochure will be available in English. Versions will also be made in the national languages as long as the partners translate the texts and send them to the IVE.

4.7.4 Video teaser

The video teaser was conceived as a trailer that illustrates the project in just three minutes. The video was uploaded on YouTube and have been posted on social media profiles. Moreover, it has been embedded on the website. To watch the video [click here](#).

4.7.5 Other dissemination material

The project will also produce other printed materials, such a 1 poster and 1 project rollup to be displayed during fairs, conferences and workshops.

4.8 Existing Dissemination Channels

In addition to the BIMplement project channels, the existing corporate channels of the partners will be used to communicate the main news, milestones and results of the project. These existing channels are listed below:

4.8.1 Partner institutional websites:

Website	URL
AVE	https://www.ville-emploi.asso.fr/
ASTUS	http://www.astus-construction.fr/
ISSO	https://isso.nl/home/
HUYGEN	https://www.huygen.net/
RIVC	http://www.rivc.eu/
LSA	http://www.statybininkai.lt/en/
IVE	https://www.five.es/
MOSTOSTAL	https://www.mostostal.waw.pl/
ACE	https://www.ace-cae.eu/

4.8.2 Social media: twitter, facebook, linkedIn, youtube, Instagram

Social media	URL	Followers
AVE	https://twitter.com/AVEmploi	1961

ASTUS	https://twitter.com/Astus38	393
	https://www.facebook.com/Astus38/	119
	https://fr.linkedin.com/in/astus-construction-173230ab	+500
ISSO	https://twitter.com/issonieuws	1777
	https://www.youtube.com/user/isso1974	347
HUYGEN	https://twitter.com/Huygenresearch	39
LSA	https://www.facebook.com/statybininkai/	1585
LSA	https://www.linkedin.com/company/statybininkai/	1405
IVE	https://twitter.com/Fundacion_IVE	3054
	https://www.facebook.com/InstitutoValencianoEdificacion/	2064
	https://www.linkedin.com/company/ive/	995
	https://www.youtube.com/user/InstitutoIVE	925
MOSTOSTAL	LinkedIn: https://cutt.ly/QylfZUZ	12363
	https://www.youtube.com/channel/UCEcf3LJR9m5Kh8f6Fwv897A	390
	https://www.instagram.com/mostostal_warszawa/	493
ACE	https://twitter.com/Ace_Cae	1700
	https://www.facebook.com/ArchitectsEU/	6474
	https://www.linkedin.com/company/architects'-council-of-europe-ace-/	1617

4.8.3 Newsletter subscription

Newsletter	Subscribers
ASTUS	1900
IVE	23894
ACE info	3500
ACE alerts	3500

4.8.4 Media channels: Press, blogs, TV, radio

Media channels	
ISSO	Topsector Energy , Techniek Nederland , Digideal Gebouwde Omgeving & BIM-loket
HUYGEN	Dutch/Flemish Buidling physics society magazine , TVVL magazine
RIVC + LSA	Digital journal " Skaitmeninė Statyba "
IVE	TV: https://apuntmedia.es/va/directe/tv Radio: https://www.facebook.com/onaarquitectonica/ Press: https://www.gva.es/va/inicio/area_de_prensa Website: https://www.construible.es/
MOSTOSTAL	The Polish Association of Construction Employers (distribution BIMplement newsletters)
ACE	LinkedIn Groups: "Urban Issues", "Environment and Sustainable Architecture" all run by the ACE ACE Work Groups: Responsible Architecture and Urban , CPD ACE General Assembly

4.8.5 Reference in institutional websites

The partners published information about the project on their institutional websites, providing a short description of the project, its aims, expected results, partnership and highlight the financial support received from the European Union's h2020 framework programme for research and innovation under grant agreement no 745510:

URL's	
AVE	https://www.ville-emploi.asso.fr/bimplement-projet-europeen-lalliance-villes-emploi/
ASTUS	http://www.astus-construction.fr/9967-bimplement.htm
ISSO	https://isso.nl/projecten/bimplement/
HUYGEN	https://www.huygen.net/services/research-en/bimplement-en
RIVC	http://www.rivc.eu/
IVE	https://www.five.es/project/bimplement/
ACE	https://www.ace-cae.eu/activities/eu-funded-projects/on-going-projects/

5. Communication Activities

The CDP activities and resources will be focused to achieve the highest possible level of awareness and impact among the target groups. Dissemination and communication activities within the project would be, among others, as mentioned below:

- Newsletters to regularly inform on the project progress to all our audiences.
- Development and timely update of the website.
- Presence in social media, especially Twitter and Facebook
- Press releases and op-eds to media with wide outreach: blogs, newspapers, radio and TV.
- Public events and visits (Partnership development meetings, workshops).
- Organization of seminars and discussions with participation of target groups.

5.1 Events

Note: Due to the restrictions derived from the COVID-19, many of the face-to-face events planned for the last semester (from March to August 2020) have been canceled or have been forced to change, for example, to online mode. For this last semester, online communication and dissemination has been promoted instead of the usual face-to-face events, meetings and workshops.

The project outcomes will be further disseminated through presentations at local, national and international conferences, seminars, fairs, and other new dissemination formats. It is envisaged to have a contribution to at least 2 international conferences. The presentations of the project results will be independent from the training events, as they have different scopes and target groups.

All partners will contribute to the activity and organize events. BIMplement will also participate to external events. IVE will send all partners a reminder email at the beginning of every month in order to have the events calendar updated. In addition to big events partners should also report more private events (e.g. work meetings).

Whenever a partner participates in an event, the following steps must be followed:

- Notify at least one month in advance to IVE by email (pesparza@five.es / mnavarro@five.es) in order to publish it asap on the website.
- Fill in the excel “BIMPLEMENT_DisseminationActivities” in Dropbox / WP6.
- Create a folder with the date and entity in Dropbox / WP6 / EVENTS (for example: 180306_IVE).
- Inside the folder, add the template fulfilled. You can download the template from: Dropbox / WP6 / EVENTS
- Inside the folder, add images too (logos, promotional images, photos during the event, etc.).
- During the event, remember to tweet and mention @BIMplement.
- After the event, please write a short piece of news with relevant information (attendees, minutes, agreements reached, key ideas, etc.). Upload it to the folder.

The “EVENT template” must contain the following fields at least:

- Organizer & contact person
- Date
- Title

- Place
- Time
- Link
- Description
- Comments

It can also be included other documentation e.g. papers, presentation, photos, proceedings, minutes, etc.

5.2 Training courses

Each pilot will promote the courses by its involved partners via their own channels and present the BIMplement results in national level events in local language.

The courses will be disseminated through the project website and social networks. For this, the organizers must follow the same steps as those indicated in "Events" (see section 5.1).

For online courses, the IVE may create a space in Moodle if necessary for the use of partners who need it. Moodle is a learning platform designed to provide educators and learners with a secure and integrated system to create personalised learning environments. A simple interface, drag-and-drop features, and well-documented resources along with ongoing usability improvements make Moodle easy to learn and use.

5.3 National workshops

5 national workshops will be carried out to present relevant findings. The aim is to bring the results to the national target groups (suppliers, building constructors, Installers, Real Estate Developers and Housing companies) by making them aware of the contents and benefits of the developed framework and the outcomes of the project results.

5.4 Proactive Communication

Through one-to-one communication, meetings, emails and participation at events of relevant stakeholders.

5.5 Clustering Activities

With other European projects, European and National Technology Platforms and related associations.

6. Evaluation and metrics

Every communication strategy requires an evaluation plan to ensure that all activities are being carried out on time and that they are achieving the expected impact. In order to establish this plan, a set of indicators shall be developed in order to monitor the impact.

The results from these indicators will help the WP leader to make decisions about any correction/modification that needs to be made in the Communication Plan (E.g. if a certain communication tool is proving not to be very effective, efforts will be undertaken to use another communication tool or to focus on those which have the most impact). The following indicators are proposed:

6.1 E-newsletter

For newsletters it is important to ensure that the publication meets the expectations of the intended target audience. Any measurement should also ensure that it is possible to provide specific learning which can feed into any modification of content for the future.

BIMplement's newsletters will be sent from Mailchimp so, online measurement will be the most appropriate tool. In addition, we can use subscription information to collect some background information on our readers.

The following metrics are associated with emailing of newsletters:

Subscribers	The number of people subscribed to the newsletter
Unsubscribes	Number of people unsubscribing from the newsletter
Open rate	The percentage of subscribers that open the newsletter
Forward rate	The percentage of subscribers that forward the newsletter to friends/colleagues
Bounce rate	The percentage of mails not delivered because of closed email accounts, error in mail address or the like
Click rate	The percentage of clicks that follow at least one link in the newsletter
Conversation rate	The percentage of subscribers that perform the desired action

6.2 Website

Website analytics and online surveys are the most common tools for website evaluation. Website analytics is easy to use and you can set it up as to receive regular monitoring reports. Surveys among users should only be undertaken very occasionally. Website analytics deliver quantitative data for the performance such as number of visits and page views. Online surveys deliver information aspects such as visitors' satisfaction, missing content and ease of use.

The table below provides the key metrics to be collected to evaluate the website:

Unique visitors	The number of users requesting pages from the website during a given period, regardless of how often they visit.
Visits	The number of visits (or sessions) to a website.
Page Views	Number of pages requested (also called Page Impressions)

Return Visit Rate	The Return Visit Rate is calculated as the number of visits from returning visitors divided by the total number of visits to the site.
Time spent per visit	The average amount of time spent per visit.
Page views per visit	The average number of pages viewed per visit
Bounce rate	Bounce rate is defined as the percentage of visits that only has one page view before exit.
Goal completion rate	The percentage of visitors that complete a defined goal.

Other interesting metrics that can be obtained from the analytics tool is the distribution of traffic in terms of devices used geographic location and the sources (referrals) to the traffic.

6.3 Social media

Measuring social activities can be done on both campaigns that are launched and on existing, more permanent profiles. In campaigns, it makes sense to measure both during the campaign and after the campaign has ended. Finally, measuring can be done on a channel level (example: a Facebook page) and on an item level (example: a Facebook post).

Bimplement will use the tools for measuring activities built into the social media networks to get the benefit of more advanced data analysis such as influencer identification, trends and pattern recognition, which can be tailored more specifically to a campaign's measurement needs.

Relevant metrics on Twitter:

Followers	Number of Twitter users following the account
Retweets	Total number of times tweets has been retweeted by other users.
Favourites	Total number of times tweets has been marked as a favourite by other users.
Impressions	Number of times a tweet was loaded onto a device's screen.
Engagement Rate	Any actions (including retweets and favourites) taken on a tweet, divided by the number of impressions this tweet received.

Relevant metrics on Facebook:

Page Likes	Total (accumulated) Page Likes.
Reach	Number of users that have been exposed to a page post (item) or any item related to the page.
Engagement Rate	The percentage of people who liked, commented, shared or clicked a post after having been exposed to it.

Relevant metrics on Facebook Ads:

Running duration of the ads	Start and end date
Ad budget spent	Total amount spent
Overall campaign Reach	Number of Facebook users who saw the ad during the campaign
Click-through rate	Number of clicks divided by the number of times the ad was displayed
Results	Results depend on the purpose the campaign was created to support on Facebook. Most campaigns aim at Page Likes.

6.4 Events

A project event involves the planned promotion of the image or policies of the European Commission in a way which engenders goodwill in the individuals attending, influences opinion and helps to build relationships and mutual understanding.

The metrics should focus on the number of registered people and the number of participants who finally attended the event.

In order to analyse attendance it will be important to collect information on the registered participants so, it's advisable to use an online registration form to facilitate registration and analysis. The analysis would usually cover the following issues: Did we reach those we wanted to engage? How many did we reach? What is the share of those reached with what we actually wanted them to take from the conference? Did we reach out to new audiences (especially important if that was an objective)?

Surveys are also very useful tools for measuring and evaluating events. A survey is a quantitative data collection tool that allows you collect feedback from those participating in the conference. Using a survey allows you to collect information on: Background (what people know, what they have done), What they think (their attitudes and opinions), What they intend to do or have done as a result of participation in a conference, Their opinions on the conference's organization.

Basically, four types of surveys can be used for an event: online, print, telephone, face to face. We will opt for the printed survey whenever possible or online as a second option.

7. Report on undertaken Dissemination Activities

There will be a regular reporting every six months on the forecast of planned and undertaken dissemination activities for each consortium partner. For this, an excel file has been created that gathers the main data of the actions carried out by all the partners, that are the following:

- Date
- Responsible Partner/ Author(s)
- Type of Activity* (filterable option)
- Location
- Title of event/ publication
- Number of persons reached
- Type of audience reached* (filterable option)
- Countries addressed
- Description of activity/ notes e.g. related link/ name of publisher+journal+info if 'open access' in case of publication

This file constitutes the roadmap or index from which the most relevant actions will be highlighted to be explained in more detail, both to the Commission through the corresponding report and to the general public, through the BIMplement project channels. (web, social networks, eewsletter, etc.).

An excerpt from this file is added below as an example. The complete file will be included in D6.6 "Final report on Communication activities".

Date (yymmdd)	Responsible Partner/ Author(s)	Type of Activity: (1)	Location	Title of event/ publication	Number of persons reached	Type of audience reached (2)	Countries addressed
171130	ACE	Press release	Online/Via e-mail	ACE Info 05/2017 - eNewsletter	2850	Policy Makers, Industry, Scientific Community	worldwide
171201 - 171202	ACE	Organisation of a Conference	Brussels	Oral presentation and briefing note to ACE General Assembly	100	Industry	EU
171217	IVE	[Press release]	GVA website	La Generalitat participa en un proyecto europeo del programa 'Horizon 2020' sobre formación en 'Building Information Modeling'		[Policy makers]	Spain
171220	IVE	[Social media]	Facebook			[General Public]	
171220	IVE	[Social media]	Twitter @H2020BIMplement			[General Public]	
171222	IVE	[Social media]	Linkedin BIMplement			[General Public]	
171201	HIA/ ACE	[Participation to a conference]	ACE @Brussels	BIM in Europe	118 (82 ACE delegates - architects, 30 external participants, 6 ACE employees)	[Industry]	European member states as part of the umbrella organization ACE
180206	AVE/ISSO	[Participation to a workshop]	Brussels	BIMeet		[Scientific Community (higher education, Research)]	

8. Appendices

8.1 Appendix 1: list of identified target groups and key actors

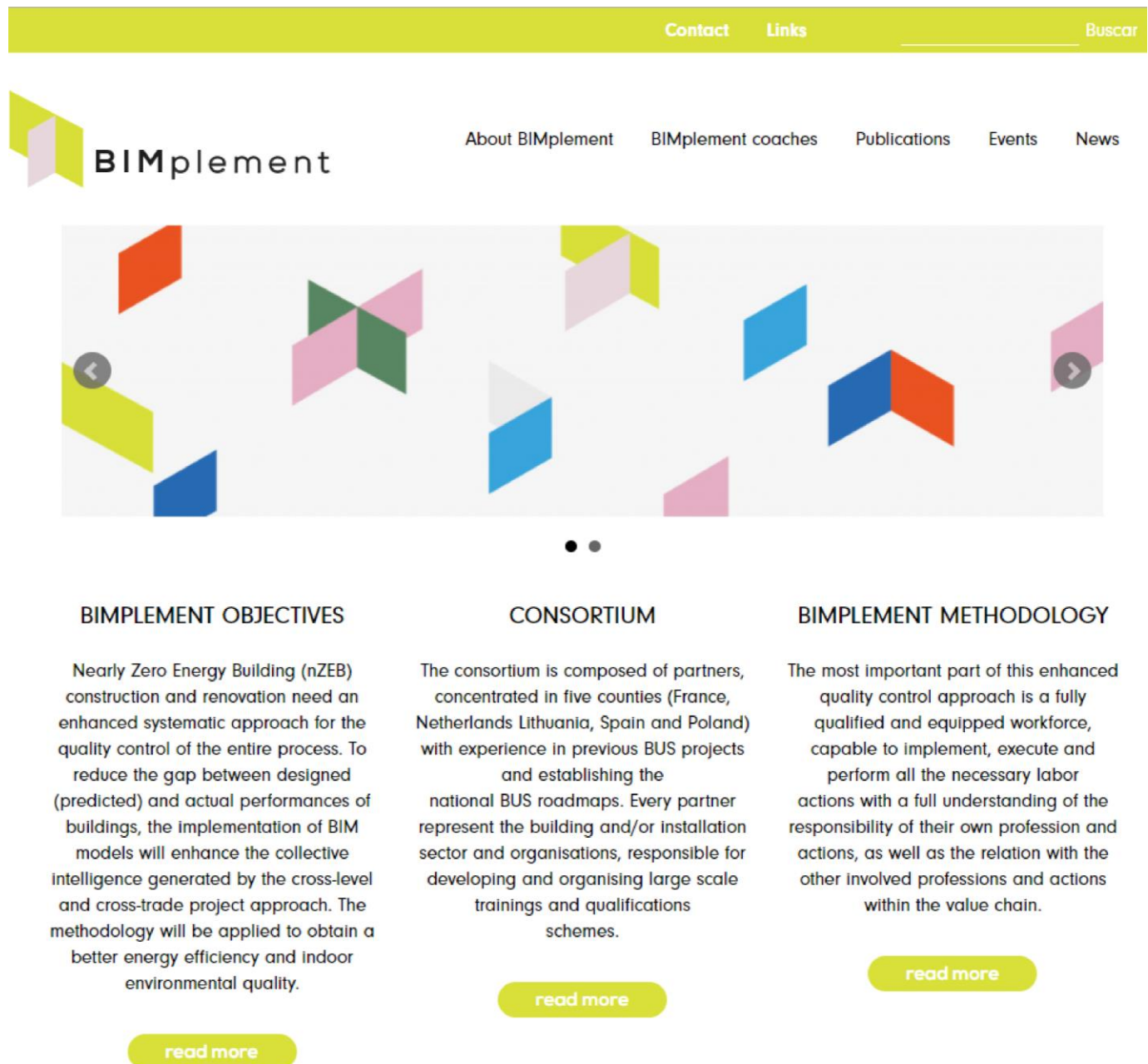
Organisation	Country	Contact person
AGA CAD		Donatas Aksomitas
Lithuanian Association of Civil Engineers	Lithuania	Edvinas Butkus
National Passive House Association Lithuania	Lithuania	Aidas Vaičiulis
Lithuanian Open BIM initiative	Lithuania	Vaidotas Šarka
BESCA, Spain	Spain	Juan Pérez
CYPE, Spain	Spain	Benjamín González
Universitat Politècnica de València	Spain	Iván Cabrera
Innovacion tecnologica BIM	Spain	Francisco Pla
building SMART, Spanish Chapter	Spain	Sergio Muñoz
Eurogypsum	Belgium	Frédéric Melchior
Housing Europe	Belgium	Sorcha Edwards
BPIE	Spain	Oliver Rapf
AVS	Spain	Enrique Bueso
Eurogypsum	Belgium	Frédéric Melchior
Housing Europe	Belgium	Sorcha Edwards
BPIE	Spain	Oliver Rapf

8.2 Appendix 2: BIMplement logo




8.3 Appendix 3: BIMplement website


8.3.1 Home



8.3.2 Events

[Contact](#) [Links](#)

[About BIMplement](#) [BIMplement coaches](#) [Publications](#) [Events](#) [News](#)



UPCOMING EVENTS

MAY

03 <small>MAY</small>	BIM SEMINAR
17 <small>MAY</small>	EUBIM 2018: BIM INTERNATIONAL CONGRESS (VALENCIA, SPAIN)
18 <small>MAY</small>	EUBIM 2018: BIM INTERNATIONAL CONGRESS (VALENCIA, SPAIN)
19 <small>MAY</small>	EUBIM 2018: BIM INTERNATIONAL CONGRESS (VALENCIA, SPAIN)

JUNE


04 - 08 <small>JUN</small>	SUSTAINABLE ENERGY WEEK (BRUSSELS, BELGIUM)
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OCTOBER

01 <small>OCT</small>	3RD MEETING (WARSAW, POLAND)
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8.3.3 News

[Contact](#) [Links](#)

[About BIMplement](#) [BIMplement coaches](#) [Publications](#) [Events](#) [News](#)




News

Training French BIMplement coaches

26-3-2018

On Tuesday, March 13th took place the 2nd training day of the French BIMplement coaches. This training was organized with our partner: ASTUS Construction. Eight Employment Houses are involved in the project: Employment House Saint-Quentin Employment House Lille Homme Hellemmes Employment House of Nièvre Employment House of Dijon (CREATIV) Employment House Pays Voironnais et Sud Grésivaudan Employment [...]

[read more](#)



8.4 Appendix 4: BIMplement E-newsletter

[View this email in your browser](#)



BIMplement

H2020 BIMplement project Newsletter #21 March 2018



Newsletter item title

Lorem Ipsum is slechts een proeftekst uit het drukkerij- en zetterijwezen. Lorem Ipsum is de standaard proeftekst in deze bedrijfstak sinds de 16e eeuw, toen een onbekende drukker een zethaak met letters nam en ze door elkaar husselde om een font-catalogus te maken.



"BIM Coaches Training": 2018 January 9th and 10th

The BIMplement project will have "BIM coaches" whose main task will be to identify the future trainers in the BIMplement methodology developed under the project.

[read more](#)

Newsletter item title

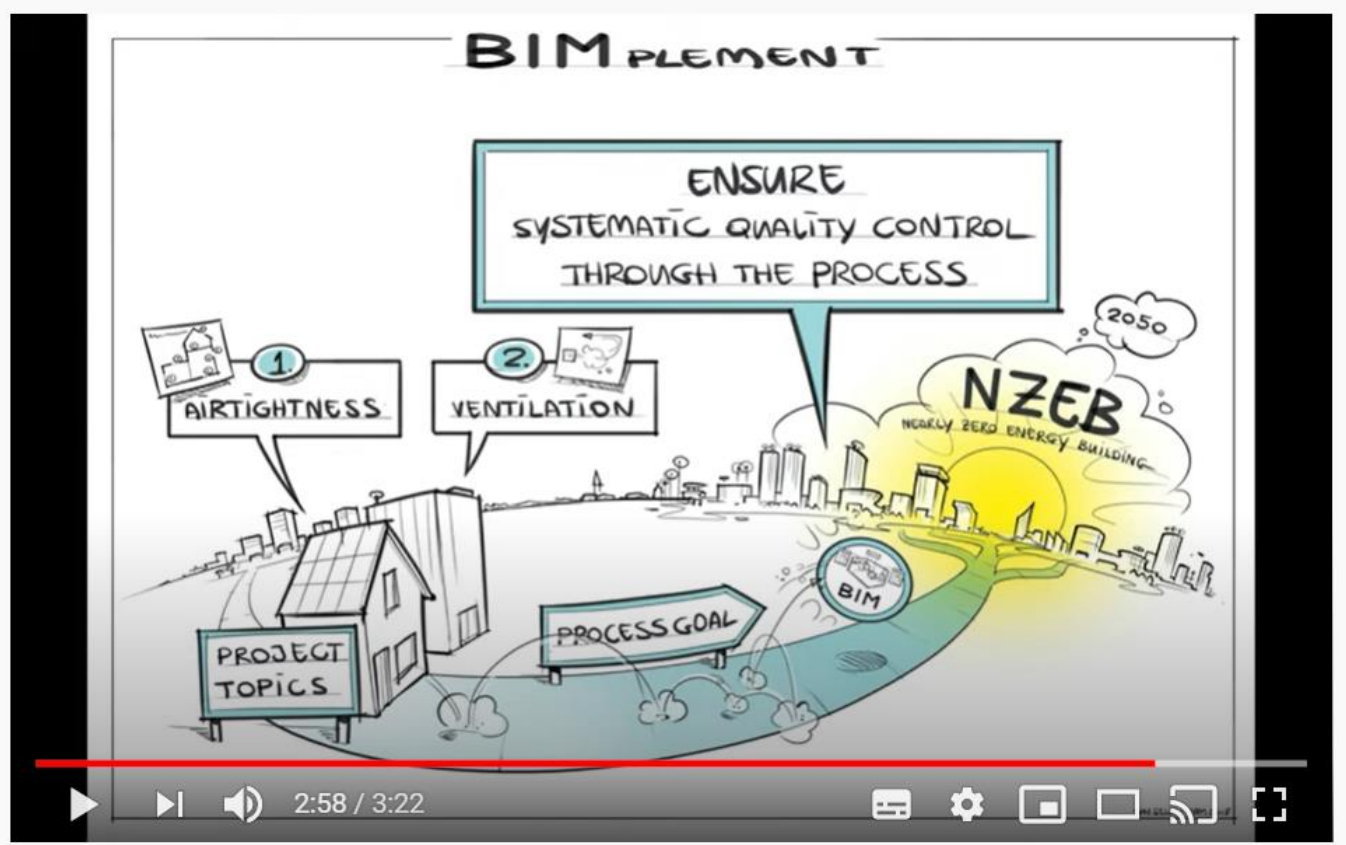
Lorem Ipsum is slechts een proeftekst uit het drukkerij- en zetterijwezen. Lorem Ipsum is de standaard proeftekst in deze bedrijfstak sinds de 16e eeuw, toen een onbekende drukker een zethaak met letters nam en ze door elkaar husselde om een font-catalogus te maken.





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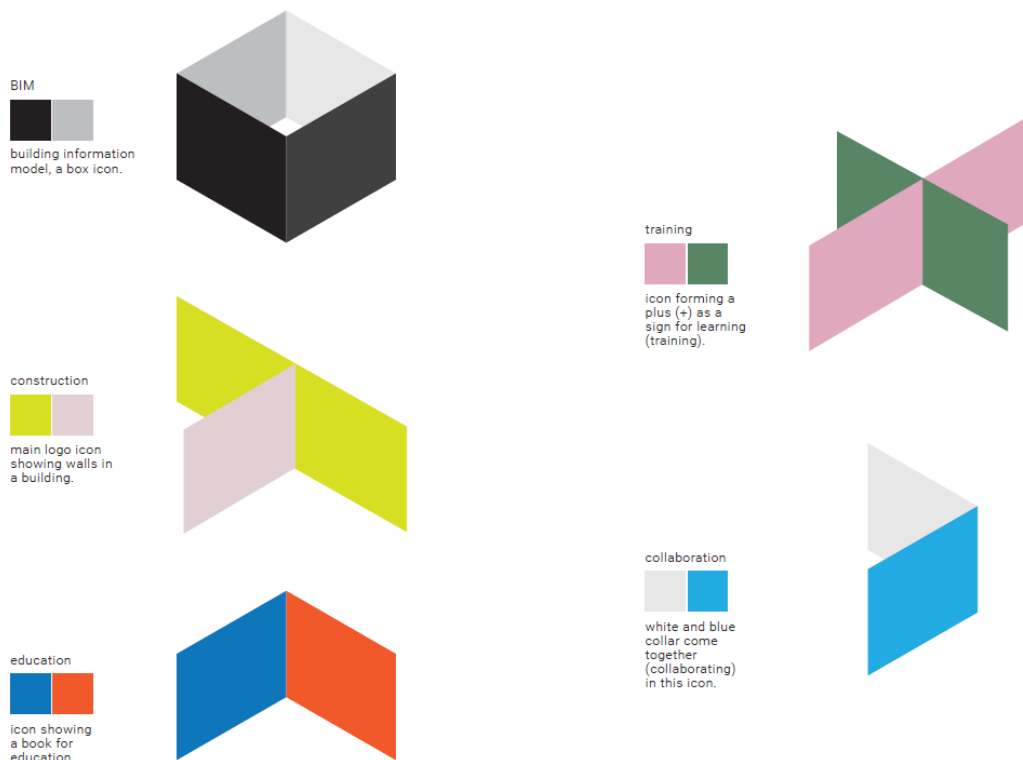
8.5 Appendix 5: Video teaser



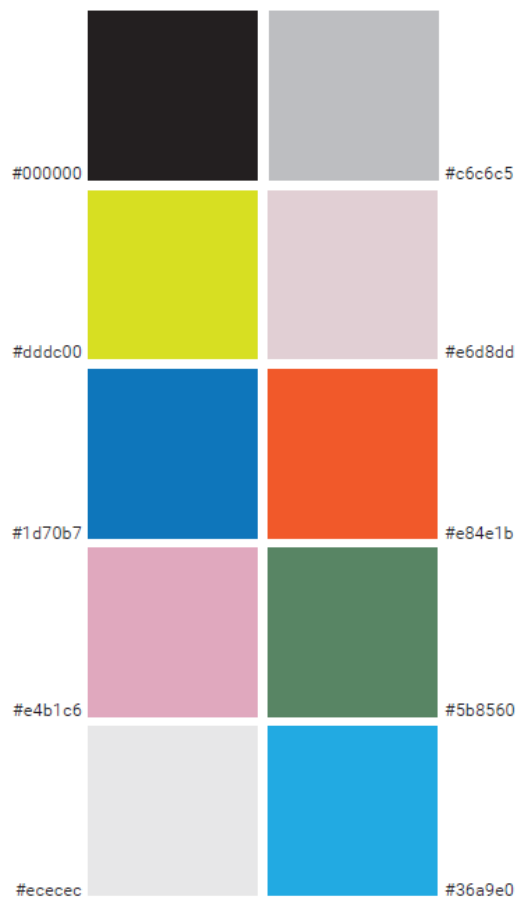
To watch the video [click here](#)

8.6 Appendix 6: Project identity manual (excerpt)

8.6.1 Concept



8.6.2 Colors and fonts



NEXA light

NEXA custom

NEXA bold

logo font

Roboto Light

Roboto Light Italic

8.6.3 Examples



COLOFON

BIMplement



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