



openDBL

Improving Buildings is Improving EU

D4.3
Communication and Dissemination Plan
(CDP) – M24

Disclaimer and acknowledgements



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Glossary of terms and acronyms used

Acronym/Term	Description
AECO	Architecture, Engineering, Construction, and Operations
BIM	Building Information Management
CDP	Communication and Dissemination Plan
DBL	Digital Building Logbook
DIGI	Digiotouch
EC	European Commission
EU	European Union
GA	Grant Agreement
KPI	Key Performance Indicators
KSP	Knowledge Sharing Plan
KSP	Knowledge Sharing Plan
NL	Newsletter
PR	Public Relations
SEO	Search Engine Optimization
WP	Work Package

Executive summary

The deliverable aims to present an updated version of the communication and dissemination strategy along with the tasks and action plans for M25-M36 of the openDBL project.

This is a continuation of Deliverable D4.2 which was submitted in M12. This document offers a brief overview of planned communication and dissemination activities of 2nd year of the project and a detailed roadmap for the 3rd and final year of the project.

As the leader of WP4, DIGI will continue to oversee and manage the activities outlined in the communication and dissemination plan. This involves not only supervising these tasks but also evolving and feeding the primary channels, tools, and materials those have been created in the initial months of the project and to be used throughout the project.

This CDP details a systematic approach to reach specific groups and audiences through tailored actions and campaigns, making the pilot focused community for example.

Each partner will actively participate in implementing the communication and Dissemination activities, contributing significantly to sharing the project's goals, activities, and results effectively. This collective effort ensures that the project's objectives and results are well-disseminated and that there is a plan in place to sustain its impact beyond the project's duration.

openDBL project summary

openDBL intends to integrate multidisciplinary know-how to cover the requirements of the Call and solve the issues of the current situation. The challenge of the project is to allow, through the development of open API, the disposal of openDBL in a unique standardized platform and create useful content, to simplify the workload of the AECO industry.

The project pursues 3 objectives: 1) create a DBL with useful content and functionalities, 2) ensure openDBL is usable and simple to use, reducing the time spent to upload, search, and process the information and data to facilitate usage and gain wide adoption, 3) ensure attractive economics, through value propositions and convenient pricing. We'll provide any user with an integrated platform for their digitization needs; ensure that information and data conform to the latest trends and needs of our target clients and support the EU's circular economy and green policies; develop automatic classification systems and data standards; facilitate the operation and maintenance activities of the buildings. This will be achieved creating an Information Delivery Manual and a Data Model and further developing our existing platform used to create a DBL for an important Italian Public Contracting Authority. openDBL will support data matching with external databases and will integrate state of-the art technologies (AI, Blockchain, IoT and VR). Our ambition is to make openDBL the platform of reference for the monitoring of building consumption, transparencies of transactions and official documents, and the positive impact on maintenance and environment.

Work Package 4 Objectives

To reach its goals openDBL is divided into 6 WPs with different goals, tasks and deliverables. The goal of WP4 is to conduct targeted, effective and high-impact communication, and outreach activities of project results. Exchange of results, information and findings with end-users, stakeholders and other relevant parties is envisaged. As specific objectives: 1) Deliver tailored communication & awareness actions to specifically targeted audiences; 2) Promote the project and its outputs to the largest possible audience, maximizing the expected impacts of openDBL; 3) Iterative assessment and improvement of communication activities; 4) Implement and follow a dedicated stakeholder engagement strategy; 5) Define the Dissemination Plan, 6) Implement dissemination actions, including networking & clustering, 7) Define the transferability of the project's results and its further use by all partners.

Mapping openDBL outputs

Table 1 openDBL work description.

openDBL GA Component Title	openDBL GA Component Outline	Respective Document Chapter(s)	Justification
DELIVERABLE			
<i>D4.3 Communication and Dissemination Plan (CDP) – M24</i>	It reports updated communication and dissemination strategy and plan of the project for M25-M36	<i>Entire report</i>	<i>A revised and continued version of D4.2 submitted in M12 to provide a communication and dissemination strategy for openDBL project for M24-M36.</i>
TASKS			
<i>T4.1 Strategic Communication and Dissemination Plan</i>	Goal is to define and periodically update the CDP to ensure high visibility & promotion of the project and its results during the project execution and after the project ends. The Plan will be designed in order to fully achieve the expected impact of the project, including the target audiences that should be reached (WHO), the key messages to be conveyed to those audiences (WHAT), the channels and tools to be implemented (HOW), the timing (WHEN) and geographical level (WHERE) of the planned activities. The CDP will also address the overall dissemination strategy, including	<i>Entire report</i>	<i>Led by DIGI a communication and dissemination plan is described for M25-M36.</i>

	target groups, messages, dissemination materials and activities to assure that target stakeholders are informed and involved in the project, effective communication with other relevant EU business innovation projects.		
4.2.1 Dissemination actions 4.2.2 Communication activities	<i>The dissemination manager, DIGI, will manage openDBL dissemination actions. Moreover, all partners will be involved in the dissemination actions.</i> <i>DIGI will manage communication activities. Nevertheless, all partners will be responsible for communicating the project through their communication channels and towards their existing communities. openDBL visual identity, including the logo, all graphic elements and images, templates for presentations and reporting, and the website will be designed at the beginning of the project. The project's website will become the main access point to key information, including objectives, partners, activities, events, publications, project news, dissemination materials and crosslinks to other EU projects and initiatives. The management of the website contents will be backed up also by a social media strategy assessing the most efficient social networks to reach the targets and using different social networks to reach the project</i>	Section 2 and 3	<i>Led by DIGI, communication and dissemination activities are planning to be performed by the partners described.</i>

	<i>targets. Supporting communication material will be developed to strengthen communication activities and the visual impact of the project.</i>		
<i>Task 4.4. Connection with other initiatives and Stakeholder Engagement Plan</i>	<i>Goal is to ensure the connection and alignment of this project to other similar initiatives at EU level. Stakeholders from different countries in project fields like policy makers, researchers, international (ISO/TC 59, for ex), European (CEN/TC 442, CENELEC TC 205) and other formal standardization Technical Committee members or other activities related to standardization (for ex.: DigiPLACE (Digital PLATform for Construction in Europe), BIM4EEB (BIM based fast toolkit for Efficient rEnovation of residential Building)), who could provide the final input for use cases, will be consulted and enrolled from the first stage of the project. Regular contact with stakeholders through newsfeeds, workshops, roundtables and events will provide the Consortium with stakeholders' views. Stakeholders will be actively involved in communications actions, increasing their impact. Also synergies with the Horizon Europe 'Built4People' co- programmed Partnership will be pursued. A workshop will be organised in M14) in order to connect the public, the target groups, the media and the stakeholders to the project, whereas a final event</i>		

	<i>in M34 will be organized to communicate the project and inform key stakeholders on the project's main results, continue the dialogue and enhance exploitation.</i>		
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1. Introduction

1.1. Purpose of the deliverable

The main purpose of the deliverable D4.3 is to report a consolidated view of the communication and dissemination activities plan for the 3rd year of the openDBL project. Estimations on the achievement of associated KPIs are also presented. The plan will serve a useful guide for the partners to ensure effective communication and dissemination of the project activities and results till the end of the project.

2. Communication and Dissemination activities

During the second year of the project, WP4 dedicated its efforts to establishing effective means of project communication and dissemination tools and channels following the detailed plan outlined in D4.2. This deliverable is the revised CDP till M36. During the last 2 years of the project,

2.1. Communication Activities

This section presents the planned KPI for communication and the achievement so far in the project.

Tools & Channels	Metric Method	Target KPI	Results (M1-M24)	Status
Website	Website Visitors	2,500 monthly	48,100	
	Total Page Views		21,000	
	Countries		>7	
Social Media Channels	Total followers	50,000	844	
	Impressions	1,500 monthly	50,261	
Newsletters		15	11	
Press releases		10	7	
Infographic & banners		11	18	
Multimedia Content		7	38	
Printed Materials		1000 distribution	800	

Table1: Progress again KPI

2.1.1. openDBL website

As we enter the conversion phase of our marketing funnel, the website will play an even more pivotal role in our strategy. After laying a solid foundation over the past two years, with satisfactory traffic, we are now shifting our focus to using this platform to turn interest into tangible actions and deeper engagement. In the second year (M13-M24), efforts have focused on expanding content, optimizing SEO, and supporting communication and dissemination objectives.

In the next phase (M25-M36), the focus will be on the results and impacts of the project along with expanding research outputs, building stronger connections with EU-funded projects, implementing additional SEO strategies, and developing more interactive content like videos and joint webinars, workshops, focus group discussions etc.. These ongoing updates demonstrate openDBL's commitment to maintaining an informative and engaging website that supports the project's goals. With a strategic use of partner network a direct traffic to the websites will be implemented. Separate pages for events like hackathon, summer school with registration forms will be created on the website.

2.1.2. Social Media Channels

During last 2 years of the project, Social media platforms were used to connect with a wide audience, facilitate real-time updates, and engage stakeholders in meaningful conversations around openDBL's mission and activities.

Moving into Year 3 of the project, the social media strategy will revolve around the following objectives:

1. **Multimedia Integration:**

Continue to produce and promote videos (overview, pilot-focused, promotional), VR and AR content effectively. Visuals from on-site pilot activities and workshops will be used to create engaging posts.

2. **Targeted Content for Industry Stakeholders:**

Posts will focus on BIM, AECO sector advancements, sustainability, and the digital transformation of buildings, addressing both technical and broader industry audiences. Showcasing use cases of the openDBL platform, IoT integrations, and digital twin implementations to appeal to specific stakeholders.

3. **Consistent Posting with Relevant Hashtags:**



Use of #BIM, #DigitalTwin, #ConstructionInnovation, #SmartBuildings, and other trending hashtags to reach industry professionals. Alignment with international awareness days (e.g., Earth Day, Sustainable Building Week) to expand outreach.

4. **Increase Engagement:** Develop interactive content that increases participation, such as polls, Q&A sessions, and discussion prompts.
5. **Share Informative Updates:** Regularly communicate project milestones, achievements, and progress through engaging posts and articles. Highlight significant events and outcomes to keep the audience informed.
6. **Community Building:** Cultivate a sense of community by encouraging dialogue and responding to comments promptly. Create a space for collaborative discussions and knowledge sharing among followers.
7. **Expand Reach:** Utilize diverse content formats, including videos, infographics, and live streams, to attract a wider audience. Tailor content to different platforms to maximize engagement.
8. **Strengthen Connections:** Build deeper relationships with the audience by acknowledging contributions and feedback.

2.1.2.1. *LinkedIn*

LinkedIn played the most effective roles in the project. It will remain the major social media channel for openDBL, during the final year, campaigns will be created aiming to increase the number of followers and impressions.

2.1.2.2. *YouTube*

Being a very niche project, this year the strategy to increase traffic in YouTube will be to make more videos on the pilots.

2.1.2.3. *Facebook*

The project is being tested in different school and pilots. This year each pilot will create a Facebook community group to educate and engage the European citizens in the DBL project.

3.1. Social Media Planning

For the final year (M25-M36) of the openDBL project, the social media planning will capitalize on established strategies while adapting to evolving project needs, upcoming events, and milestones. Our goal is to sustain engagement, increase visibility, and promote interactions through carefully crafted content, leveraging various formats and channels.

Here is a refined social media strategy, including a six-month content calendar:

Six-Month Social Media Content Plan (M31 - M36)

An initial six-month social media plan is given here -

Month	Content Focus	Channels	Planned Posts
M25	Hackathon Promotion & 5 th Plenary Meeting	LinkedIn, Twitter, Facebook, YouTube	Event teaser, call for participation, video/posts
M26	Highlights from Hackathon Joint webinar	LinkedIn, Twitter, Facebook	Highlights from the hackathon (photos, videos, winner announcements). Planning for joint webinar
M27	Dormakaba event campaign and follow up Project Updates, IoT Infrastructure, Conference and talks	LinkedIn, Twitter, Facebook	Post showcasing the latest IoT installations in pilot sites. Infographics showing how IoT integrates with the digital twin concept, Participation the EU conferences.
M28	VR Demos, Interactive Content	LinkedIn, Twitter, Facebook, YouTube	Release a VR demonstration video from pilot sites. Host a LinkedIn poll asking followers their thoughts on VR in building management.
M29	Pilot Spotlight (Ruvo & Mislata)	LinkedIn, Twitter, Facebook, YouTube	Showcase digital twins and IoT data collection from Ruvo and Mislata pilots. Interview video with project partners

			highlighting key achievements.
M30	Pilot Spotlight (Kifissia and Dormakaba)	LinkedIn, Twitter, Facebook, YouTube	Feature infographics summarizing project outcomes to date, with a focus on impact on the construction industry.

This strategy ensures that social media channels remain active, aligned with project goals, and tailored to engage the audience until the completion of the project. By blending informative content with interactive and multimedia elements, we aim to maintain momentum and ensure openDBL's continued visibility in the final months.

2.1.3. Newsletter & Press Release

During Year 2, newsletters increased in frequency to highlight key events such as Joint Webinar, Summer School and Pilot Site Events and PR has been significant in the EU collaborative initiative such as three municipalities signing agreement etc.

Year 3 Newsletter and Press Release Planning

In Year 3, openDBL aims to continue leveraging newsletters and press releases to enhance visibility, engage stakeholders, and communicate progress effectively:

- **Newsletters:** Regular newsletters will be issued to provide updates on key project milestones, upcoming events, and recent achievements. They will include sections dedicated to partner highlights, pilot site progress, and community engagement initiatives.
- **Press Releases:** Press releases will focus on significant events, including major project milestones, pilot site achievements, and collaborations with external partners. Planned releases include:
 - **Pilot Site Updates:** Highlighting key progress and milestones at Ruvo, Mislata, and Kifissia sites.
 - **Collaboration Announcements:** Announcing new partnerships or agreements that expand the scope and impact of openDBL.
 - **Event Announcements:** Promoting summer schools, webinars, and hackathons where openDBL partners are actively participating or hosting.

By maintaining a consistent communication schedule, openDBL aims to strengthen its relationship with stakeholders, ensure transparency, and maximize the dissemination of its progress and results.

2.1.4. Infographics, banners

In year 2, DIGI developed infographics, banners, and roll-ups for webinars, summer school, and workshops, effectively communicating project messages and enhancing visibility. Looking ahead to Year 3, DIGI will be preparing customised infographics for each occasion. These materials will continue to be crucial in delivering the project's key messages and achievements at business conferences and events, ensuring that openDBL's objectives and outcomes are communicated effectively to a wider audience.

2.1.5. Multimedia content

DIGI produced videos with partners highlighting roles and progress, while CETMA developed VR videos for immersive insights into pilot sites. These were shared on YouTube and social media. Moving forward, DIGI will continue to create impactful video content, including expert interviews, to convey key project concepts, and keep the audience informed on ongoing developments.

2.1.6. Printed materials

During the public event in Ruvo Di Puglia organized by CETMA, DIGI specially designed brochures and agendas, which were created and distributed to support the project's effective communication.

2.1.7. Business Development Meetings

CEMOSA contributed to a TIMEPAC round table on data integration in building assessments and held a business development meeting for new collaborations.

In Year 3, openDBL will strategically plan business development meetings to foster partnerships and expand project outreach:

- **Conference-Based Meetings:** Arrange meetings during major industry events and conferences such as SAEI, SIMA, MIPIM etc where openDBL partners are present, creating opportunities to engage with key stakeholders and industry leaders.

- **Focus Areas:** Discussions will focus on potential collaborations for technology integration, scaling up pilot activities, and exploring funding opportunities to further develop project innovations.
- **Targeted Outreach:** Identify and reach out to relevant stakeholders, including municipalities, construction firms, and technology providers, to build meaningful partnerships that align with openDBL's goals.

These business development efforts aim to expand openDBL's network, enhance project impact, and ensure sustainability through strategic collaborations.

2.2. Dissemination Activities

This section presents the planned KPI for communication and the achievement so far in the project.

KS Channels		Target KPI (Goals from Proposal)	Planned (Deliverables 4.6)	Coverage	Done (Calendar2023)	Done (Calendar2024)	To do 2025 (KPI vs Done)
Project Reports and Deliverables		5	15	-10	15	12	-22
Publications (Peer reviewed)		2	5	-3	1	3	-2
Publications (Non-Scientific)		5	17	-12	0	5	0
Events	Workshops	3	8	-5	0	3	0
	Demos, Webinars, Exhibitions & Focus groups	10	29	-19	1	4	5
	Hackathons	3	0	3	0	0	3
	Summer school	3	6	-3	1	1	1
	Business Conferences and Trade Fairs	20	4	16	3	2	15
Presentations and Talks		10	27	-17	10	6	-6
Legenda							
		KPI covered					
		KPI not covered					

2.2.1. Scientific and non-scientific publications

openDBL partners will continue disseminating project knowledge in Year 3 through scientific journals, industry magazines, case studies, and collaborations with media outlets like TG Leonardo. The focus will be on publishing advancements in BIM, digital twin technologies, IoT applications, and sustainability, ensuring comprehensive dissemination to diverse audiences and showcasing the project's impact on the construction sector.

2.2.2. Events - Pilot spotlight sessions, demos, and exhibitions

2.2.2.1. Hackathon

In M25, openDBL will host its first hackathon in Malaga (M25), led by CEMOSA, to foster innovation and collaboration among participants, with a focus on digital solutions for building management. Additionally, a joint workshop will be organized

The 2nd hackathon will be hosted in Tallinn by DIGI. The topic is yet to finalize.

Hackathon Promotional Plan: The promotional plan for the hackathon in Malaga (M25) will include:

- **Social Media Campaign:** Leveraging openDBL's social media channels (LinkedIn, Twitter, Facebook) to promote the event, including teaser posts, countdowns, and event highlights.
- **Email Outreach:** Sending targeted email invitations to stakeholders, potential participants, industry professionals, and academia, highlighting the benefits of participating in the hackathon.
- **Partner Collaboration:** Engaging with openDBL partners to spread the word through their networks and platforms, enhancing reach and encouraging wider participation.
- **Event Page:** Creating a dedicated event page on the openDBL website with registration details, agenda, and promotional materials to provide participants with comprehensive information.
- **Newsletter:** A newsletter announcing the hackathon to generate media interest and attract participants from diverse backgrounds.

2.2.2.2. Summer School organization

Previously, openDBL has organised two summer schools in partnership with Politecnico di Milano, Italy. During the final year, another summer school will be organised by Digiotech in Tallinn, co-located with a plenary meeting.

2.2.2.3. Workshop

During the plenary meeting in Jan 2025, a public workshop will be planned to showcase the usage of openDBL platform. There will be similar workshop presented in the pilots to increase the awareness and educate the EU citizens. In Q2 of 2025 Dormakaba is planning a public event to enhance create a structured environment engaging all stakeholders and organizational personnel for sharing valuable impacts

of the project. It will increase the engagement of the people to look forward about the project.

2.2.3. Business conferences, Presentations and trade fairs

As in the year 3, project will have more results, project partners will continue to engage in the business conferences and presentation. To share the results of the project, the partners identified several Fairs and Conferences in the coming year to attend. The most important are:

- **SAIE** - The largest Italian trade fair for construction and BIM in Bari.
- **BIM World** - Focuses on BIM and digital construction, attracting professionals interested in the latest technologies and trends in Munich.
- **MIPIM** - One of the largest real estate events, bringing together influential players from all sectors of the international property market in Cannes.
- **UK Construction Week** - The UK's largest construction event, featuring a wide range of sectors within the construction industry in London.
- **SIMA** - An important event for the real estate sector in Spain, covering residential, commercial, and industrial real estate in Madrid.
- **European Building Summit** - This event focuses on industrialized construction, sustainability, and renovation, with a strong emphasis on digital technologies and BIM in Barcellona.

Although it is in the initial plan, SAEI will be most likely the final event and conference to be help before closing the project along with some collaborative approach with the sister project/similar initiatives.

2.3. Sister Project and Similar initiatives

Regarding the connection with Sister Projects and Similar EU Initiatives, all the similar initiatives identified were contacted via e-mail or via website.

A series of 1 to 1 meeting took place to introduce the scope of the projects, potential synergies, and collaboration activities.

On 26th of February a Joint Webinar with Sister Projects was organized together with Chronicle and DigiBUILD "Building Tomorrow: Navigating the Future with VR BIM-Driven Digitalization"

A follow-up meeting to discuss and identify how openDBL and COLLECTiEF can create synergies took place on 27th of November. For the next period follow-up meetings with DigiBUILD, easySRI, CHRONICLE will be scheduled.

Based on the research activity and the contacts and meetings established in the first 2 years of the project, for Year 3 of the project a series of meetings with Sister Projects will be organized. The aim is to organize follow-up meetings to create synergies and to identify collaboration activities.

In M34 a 2nd webinar will be organized under task 4.4. to inform the key stakeholders on the project's main results, continue the dialogue and enhance exploitation.

In addition to that, openDBL is collaborating to submit a joint proposal with COLLECTiEF project to host a workshop on policy during the [EUSWE 2025](#).

Further to that in the next period follow-up meetings with DigiBUILD, easySRI, CHRONICLE and other projects will be scheduled.

3. Conclusions

Year 2 has been a pivotal period for openDBL, marked by successful communication, engagement, and dissemination activities that have significantly enhanced the project's visibility and stakeholder collaboration.

As we move into Year 3, the focus will be on expanding outreach through targeted events such as the hackathon and collaborative webinars, ensuring sustained engagement and fostering innovation within the digital construction community. By building on the foundations laid in Year 2, openDBL aims to continue driving digital transformation, promoting sustainable building practices, and establishing itself as a leader in construction technology innovation.