



openDBL

Improving Buildings is Improving EU

D4.1 Communication and Dissemination Plan (CDP) - M6

Disclaimer and acknowledgements



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Acronym **openDBL** **GA No. 101092161**

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Contents

Introduction.....	8
openDBL project summary.....	8
Mapping openDBL outputs	10
Deliverable Overview and Report Structure.....	12
1. D&C plan.....	12
2. D&C strategy	12
2.1. openDBL brand identity.....	13
2.2. Stakeholder Engagement	14
2.3. Channels and tools.....	14
2.4. Events and conferences.....	16
2.5. Networking and clustering	16
2.6. Knowledge Sharing activities.....	16
2.7. Non-Scientific Publications	16
2.8. Peer-Reviewed Publications	17
2.9. Pilot Spotlight Sessions, Demos and Exhibitions	17
2.10. Hackathons	17
3. D&C activities performed in last 6 months	17
4. Planning for next 6 months	19
4.1. Planning for overall KPIs.....	19
4.2. Social Media content planning.....	20
4.3. Social media Training	24
5. Monitor	24
Conclusions	24

List of Tables

Table 1 Glossary of terms and acronyms used.....	7
Table 2 openDBL work description	10
Table 3 – D&C strategy implementation timeline	13
Table 4 - D&C activities performed during M1-M6 of openDBL.....	18

List of Figures

Figure 1 – openDBL logo	13
Figure 2 – openDBL choice of colours.....	14
Figure 3 - openDBL brand identity conception, design, and development.....	26
Figure 4 – openDBL webpages	28
Figure 5 – openDBL D&C activity monitoring sheet.....	28

Glossary of terms and acronyms used

Table 1 Glossary of terms and acronyms used

Acronym/Term	Description
B2B	Business to Business
B2C	Business to customer
D&C	Dissemination and Communication
DIGI	Digiotouch OU (a partner of the openDBL project)
EC	European Commission
KPI	Key Performance Indicator
GA	Grant Agreement
IoT	Internet of Things
WP	Work Package

Executive summary

The objective of this deliverable is to provide an overview of the dissemination and commission activities to be performed in WP4 in openDBL project. As WP4 leader DIGI is responsible for supporting and facilitating all the D&C activities including monitoring performances, providing all the D&C channels, tools, materials to be used in the project. The plan also consists of networking and clustering activities and knowledge sharing activities to be delivered under D4.10 and D4.6.

This deliverable provides a detailed outline of the D&C activities to be performed during the project lifetime along with a summary of the actions done in last 6 months and an initial planning of next 6months.

All partners will be actively involved in the D&C activities and DIGI has developed a methodology for easy reporting and monitoring.

Introduction

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 openAPI, 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.

To reach its goals openDBL is divided into 6 WPs with different goals, tasks and deliverables. The goal of WP4 is Goal 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 2 openDBL work description

openDBL GA Component Title	openDBL GA Component Outline	Respective Document Chapter(s)	Justification
DELIVERABLE			
D4.1	This deliverable provides a detailed planning of task 4.1. It reports the summary of the actions performed in last 6 months and an initial planning of next 6 months.	<i>Section 4</i>	• Overall strategies • Media and actions • Tools • Detailed planning • Content strategies • Monitoring
TASKS			
T4.1	The goal of this task is to define and periodically update (starting early in the project) a Communication and Dissemination Plan (CDP) to ensure the 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	<i>Section 4</i>	• Overall strategies • Media and actions • Tools • Detailed planning • Content strategies • Monitoring

	be implemented (HOW), the timing (WHEN) and geographical level (WHERE) of the planned activities. The CDP will also address the overall dissemination strategy, including 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.		
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Deliverable Overview and Report Structure

1. D&C plan

D&C activities are the backbone of the project. It enables the interaction and engagement between the project partners and stakeholders. It helps to build a sustainable community that will remain beyond the project timeline. The main objectives of the D&C plan are following:

- Raise awareness of the project activities
- Educate the stakeholders through knowledge sharing plan
- Keep regular communication through different media and channels
- Influence all the stakeholders with project results for future exploitation
- Find similar EU initiatives and build synergies with best practices
- Facilitate the collaboration with different standardization committees
- Build a strong community that lasts beyond the project duration

The plan will comprise in different stages:

- Knowledge and Awareness: This phase includes the knowledge gathering and finding target audience. At the next step of the stage comes to establish a brand identity of openDBL. It focuses on the visibility, familiarity of the brand among the stakeholders.
- Strategy: Next stage comes as the strategy development to engage stakeholders. It aligns the D&C activities with the project goals. It also includes a long term planning for suitability.
- Action Plan: To execute the strategies and keep the brand consistency the action plan is drafted. Different targeted messages will be created depending on the targeted audience and interest of the stakeholders. This phase also includes analysis and monitoring of the previous planning and iterate the process if needed.

2. D&C strategy

To maximum the impact of the project a strong strategy has been built in the initial months of the project.

Table 3 – D&C strategy implementation timeline

M1-M6	Creation of Brand identity and online presence
M6-M12	Promotion of the projects and early results and knowledge sharing
M12-M36	Loyalty building and sustainability
M7-M36	Analysis, monitor the performance and rebuild if needed

2.1. openDBL brand identity

openDBL brand identity has been created in M1. All the elements and colors of the logo has been created keeping in mind the project theme. The buildings inside the logo shows the pillar of the project. It is designed a way that has a digital touch which completely serves the purpose of the project. Additionally, the circle around the logo represents the circularity of the project. A detailed brand book had been given to the project partners consists of brand vision, logo feature, style, size, proportion, brand identity, color, applications etc. (Annex- I).

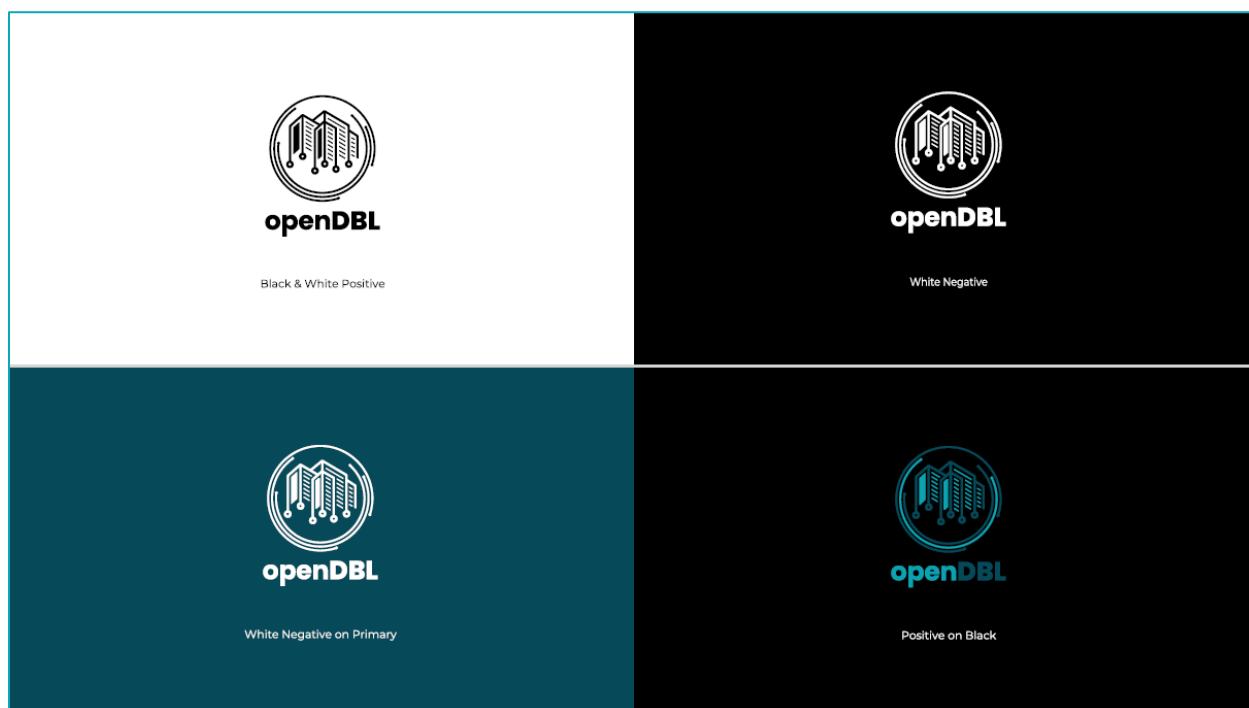


Figure 1 – openDBL logo

Blue represents the color of technology while green represents circularity. Therefore, a mixture of these two remains the primary colors of the brand identity.

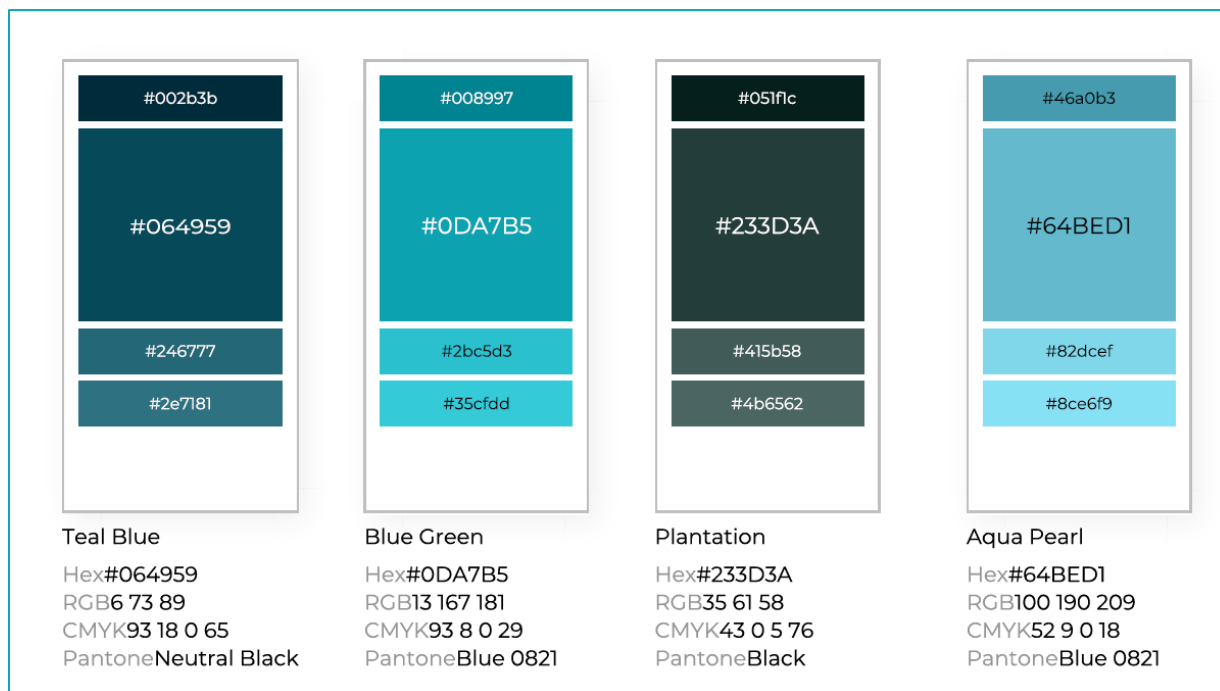


Figure 2 – openDBL choice of colours.

2.2. Stakeholder Engagement

A detailed stakeholder analysis is available in D4.10, Communication, dissemination and stakeholders' activities report (submitted in M6).

2.3. Channels and tools

2.3.1. Splash page and Website

DIGI had created a landing splash page in M2 to share the general information about the project, partners etc. The page featured a teaser video along with brief description about the project mission, objectives and consortium.

A full official website of the project has been developed and delivered by DIGI. The website is -

- **Responsive:** The website is fully responsive to different devices such as desktop, tablet, mobile phones.
- **Newsletter subscription:** The website has a newsletter subscription form for the interested stakeholders.
- **Social Media Links:** Social media links are available for enabling direct access of the information sharing.

- **Registration for upcoming events** : Upcoming events like summer school, webinar registration forms will be available in the website
- **Privacy and cookie policy** : The website includes all privacy, cookie policy, term and conditions. A detailed guideline about the website is written in D4.5.
- **Analytics** : The website has google analytics to measure the impressions, visitors and overall performance.

Website screenshots are presented in Annex II. A detailed website guideline can be found in D4.5.

2.3.2. Videos

Videos plays a crucial role in modern communication. All social media algorithms work in favor of videos. Therefore openDBL team has a strong strategy to release videos in different formats such as promotional videos, interviews, reels, demos etc. A teaser video, kick off video and a series of partners videos have been created in M3 where all the partners discussed about their entity and responsibility which have been published in different media.

2.3.3. Communication toolkit

DIGI had developed a set of communication tool kit to support the partners in the formal and informal communication along with submission of the deliverables. DIGI has created word template for deliverable, PPT template for openDBL presentations, backgrounds for online meeting.

2.3.4. Newsletter

Digi will distribute Newsletter in every three months based on the project performances. 2 News Letters have been already created by DIGI and In2it. In the more active phases M7-M36 DIGI will actively send the News Letters to the stakeholders.

2.3.5. Press Release

From the coordinator CETMA and partner In2it DIGI has received a local media coverage during the kick off meeting in Brindisi and Ruvo in Italy. Also, a formal PR is planned in July, during the 2nd face to face meeting of the project partners. The partners are encouraged to reach as many journalists as possible to get the maximum coverage.

2.3.6. Social media

OpenDBL social media pgs. are online from M1. They include [LinkedIn](#), [Twitter](#), [YouTube](#). Facebook and Instagram will be created in following months to build a

community in the pilot sites and run different campaigns. To build the social media banners, posts, cover and display pictures DIGI has created plenty of multimedia in recent pasts. The pages are updated with posts regularly. It will increase the frequency as the project will progress and the results will start arriving. A detailed performance monitor will be added to successive deliverables.

2.4. Events and conferences

Organizing events and participating in similar events increases the visibility of the project. Scientific and business conferences are a major part of D&C activities inside the project. DIGI has participated in SmartBuilt4EU Project in M3. The SmartBuilt4EU project organised its Final Conference “Smart Buildings in Europe” on March 23. The conference gathered 60 in Brussels and around 120 people joined the conference online. Participating in this event physically, openDBL has gained a strong visibility very early in the project.

2.5. Networking and clustering

Task 4.4 is dedicated to ensure the connection and alignment of openDBL to other similar initiatives at European level. Stakeholders from different countries in project fields like policy makers, researchers, international (e.g., ISO/TC 59), European (e.g., CEN/TC 442, CENELEC TC 205) and other formal standardization Technical Committee members or other activities related to standardization. As the next step all stakeholders will be requested to map local/national and European level stakeholders.

CETMA, the project coordinator, collaborates with EU DG GROW (Construction) by participating in technical tables and events organised by them. A detailed networking and clustering activities is reported in D4.10.

2.6. Knowledge Sharing activities

In task 4.3 In2it has developed a methodology to effectively share the knowledge gained during the project, aligning the consortium partners to the KSP activities to be undertaken and their timetable. A detailed knowledge sharing activities is reported in D4.6

2.7. Non-Scientific Publications

News articles magazines, blogposts come under non-scientific publications and it is very much useful for the awareness phase and later on to educate the targeted stakeholders. As the project progresses more insights will be developed and shared through non-scientific publications.

2.8. Peer-Reviewed Publications

Peer-reviewed publications play a crucial role in the scientific community and have several important benefits. It provides a level of credibility of the action performed. It facilitates the dissemination activities of the project and help the researcher to give input, build further works on top of the previous work done. To showcase the advanced knowledge developed in the project in the later stages, DIGI will create a plan to deliver the acquired knowledge to the community through Peer-Reviewed Publications.

2.9. Pilot Spotlight Sessions, Demos and Exhibitions

All these sessions would help the boost the communication and later on find the exploitation partners or consumers. It is developed in a way that the user inputs can be taken and tested which makes the proposed solution more market friendly.

2.10. Hackathons

DIGI will organize 3 hackathons during the project lifetime. It will not only help to support the project communication, it will also help the your researcher community to have a hands-on session to innovate. A rapid-prototyping and will on the other side will help the technical WPs to facilitate of remove any impediment if there is inside the project. Through hackathon it is possible to make collaboration and synergies with the similar activities.

3. D&C activities performed in last 6 months

This section comprises of an example of activities performed till M6 in Table 4.

Table 4 - D&C activities performed during M1-M6 of openDBL

	M1	M2	M3	M4	M5	M6	M7	M8	M9	M10	M11	M12
Identity & Brand manual	X											
Templates & supporting materials		X										
Splash Page	X											
Social Media channels		X										
Teaser video	X											
Event			X									
Website				x								
Promotional Materials (Brochure, poster...)				X								
Interview videos			X									
1st Newsletter						X	X					
Press Release							X					
Pilot video					X							
Workshop												
Peer reviewed publication												
Non scientific publication					X							
Pilot demo												
Deliverables						X						

4. Planning for next 6 months

4.1. Planning for overall KPIs

DIGI has developed an systematic approach to move forward with the D&C activities. Below are the excels that will be discussed during the face to face meeting with the partners to achieve maximum input and participations for next 6 months (e.g., M7-M12).

KPIs	Deliverables	Date	Objectives	Preparation	Ownership	Partners	Channels (website, social media, etc.)
Project Website	2500+ monthly visitors						
Social Media Channels	Facebook: 20-30 posts LinkedIn: 24 posts Twitter: 30-35 tweets						
Newsletters	3						
Press Release	1						
Infographics, Banners	2						
Overview Video	3						
Pilot Video	1						
Business Development Meetings	2						

KPIs	Deliverables	Date	Objectives	Preparation	Ownership	Partners	Channels (website, social media, etc)
Project Reports and Deliverables	2						
Peer-Reviewed Publications	1						
Non-Scientific Publications	2						
Pilot Spotlight Sessions, Demos, and Exhibitions	3						
Business Conferences and Trade Fairs	4						

4.2. Social Media content planning

In M6 DIGI has received a large amount of impressions in the social media. In the next 6 months the actions will be more diversified.

4.2.1. Social Media Communication (all)

Platforms	Frequency of Posts	Tone	Target Audience
LinkedIn	1-2/week	Professional B2B	focus on industry insights, case studies, and thought leadership related to digital building logbooks
Facebook	2-3/week	Informal B2C and B2B	include updates on new features, customer testimonials, behind-the-scenes glimpses, and engaging posts that generate discussion and interaction.
YouTube	1-2/month	Informative B2C and B2B	share tutorial videos, product demos, webinars, and interviews related to digital building logbooks.
Twitter	3-5/week	Conversational B2C and B2B	share quick tips, industry news, updates, and participating in relevant conversations using relevant hashtags.

4.2.2. Content strategies and frequency of posts (LinkedIn)

Facts/ Insights - 1/ month
Events/ Conferences/ Webinars / Workshops - 2/ month Reminders about the events, Post event thoughts
Product/services/ website posts - 2-3/month
Polls - 1-2/month
Partners, key stakeholders - 2/month
Updates - 1-2/month What did we achieve so far? What's in store for the next 2 years?
Regulations/ News - 1/month
Topical Days - 1/month
Newsletters/ Press Releases - 1/month

4.2.3. Content strategies and frequency of posts (Twitter)

Content Categories	Frequency
Reposting LinkedIn content	all relevant posts
Highlights of the key features and functionalities of OpenDBL.	1-2/month
Frequently asked questions and answers about OpenDBL.	3-4/ month
How OpenDBL can contribute to a greener and more sustainable future.	1/month

Product updates and news	2-3/month
Highlight partnerships or collaborations with other eco-conscious organizations, showcasing the collective effort towards sustainability.	1/month
Engage followers by asking questions or hosting polls related to sustainability and technology topics	2-3/month

4.2.4. Content strategies and frequency of posts (YouTube)

Post	Category
MONTH 7	
Create a video that provides an overview of your tech/sustainable project, explaining its purpose, goals, and how it addresses environmental challenges. Use visuals, animations, and clear narration to make it engaging and informative.	Project Explainer Video
Invite an expert in the field of sustainability and technology for an interview. Discuss their perspective on the project, its impact, and the broader implications of integrating technology and sustainability.	Expert Interview
Compile snippets or clips from relevant webinars or conferences where the project was discussed. Create a video highlighting key insights, discussions, or presentations related to the digital building logbook.	Snippets/Clips from Webinars/Conferences
MONTH 8	
Create a video showcasing messages or quotes from key stakeholders and project partners, expressing their support for the digital building logbook project and its goals.	Messages from Key Stakeholders and Partners
Create a video specifically focusing on Pilot 1 of your project.	Video of Pilot 1
MONTH 9	
Invite another expert in the field of sustainability and technology for an interview. Discuss their perspective on the project, its impact, and the broader implications of integrating technology and sustainability.	Expert Interview
Compile snippets or clips from relevant webinars or conferences where the project was discussed. Create a video highlighting key insights, discussions, or presentations related to the digital building logbook.	Snippets/Clips from Webinars/Conferences
Create a video specifically focusing on Pilot 2 of your project.	Video of Pilot 2
MONTH 10	
Create a video showcasing messages or quotes from key stakeholders and project partners, expressing their support for the digital building logbook project and its goals.	Messages from Key Stakeholders and Partners

Create a video specifically focusing on Pilot 3 of your project.	Video of Pilot 3
MONTH 11	
Invite another expert in the field of sustainability and technology for an interview. Discuss their perspective on the project, its impact, and the broader implications of integrating technology and sustainability.	Expert Interview
Compile snippets or clips from relevant webinars or conferences where the project was discussed. Create a video highlighting key insights, discussions, or presentations related to the digital building logbook.	Snippets/Clips from Webinars/Conferences
Create a video specifically focusing on Pilot 4 of your project.	Video of Pilot 4
MONTH 12	
Create a video showcasing messages or quotes from key stakeholders and project partners, expressing their support for the digital building logbook project and its goals.	Messages from Key Stakeholders and Partners
Create a video specifically focusing on Pilot 5 of your project.	Video of Pilot 5

4.2.5. Content strategies and frequency of posts (Facebook)

4.3. Social media Training

Partners are encouraged to use their own and institutional pgs. to boost the openDBL communication activities. However, it is found that a social media training is needed to bring more people onboard. In the upcoming face to face meeting, DIGI will organize a social media training to guide partners for upcoming social media campaigns.

5. Monitor

For a successful delivery of the D&C, DIGI has developed a standard methodology to capture and monitor the performances and partner contribution. A ss of the monitor sheet is provided in Annex III.

Conclusions

This deliverable reports the dissemination and communication channels, activities, and interlinking with other project deliverables. The activities performed in first six months are presented along with details of a plan for the next six months.

Annex I – openDBL brand identity

Vision

Improving Building is improving EU





Our Logo

We are very proud of our logo, and we require that you follow these guidelines to ensure it always looks its best. openDBL Logo shows digital preservation of building construction. (Logbook which deals with a professional activity of subject)

Logo Versions

The openDBL Logo should be used mostly with the Teal Blue and Blue Green colors. The negative openDBL Logo can be used on dark image backgrounds with high contrast between them. The Monochrome version logo should be used on documents that are printed in black & white.



Primary Color Positive



Secondary Color Positive



Black & White Positive



White Negative



White Negative on Primary



Positive on Black

Logo & Icon Proportions

The openDBL logo has a fixed proportion of 1:1.2 width. These proportions were chosen carefully and they are not to be changed. The icon has a perfect square proportion of 1:1 and acts as the focus as well.



Clear Space

Clear space is the area surrounding the global signature and icon that must be kept free of any elements, including text, graphics, borders, or other logos. The minimum clear space required for the preferred global signature is equal to 'x' or the height and width of the openDBL icon.



Minimum Size

Establishing a minimum size ensures that the impact and legibility of the logo is not compromised in application.



The openDBL logo should never be smaller than 77px in digital or 20mm in print.



The openDBL icon should never be smaller than 10px in digital or 2.8mm in print.

Our Color Palette

The colors selected for the openDBL signature reflect the company's values. The colors have been specifically chosen to represent the brand and should not be altered under any circumstance. For Printing Instances, a Rich Black should be used for text with C40 M10 Y0 K100.

Primary Color

#00728F

Secondary Color

#00838F

Tertiary Color

#009999

#233D3A

#064959

#0DA7B5

Instead of the colors referred to on this page, you may use the PANTONE colors listed above, the standards for which can be found in the current edition of the PANTONE COLOR FORMULA GUIDE. The colors shown on this page and throughout this guideline have not been evaluated by PANTONE, Inc. for accuracy and may not match the PANTONE color standards. PANTONE is a registered trademark of PANTONE, Inc.

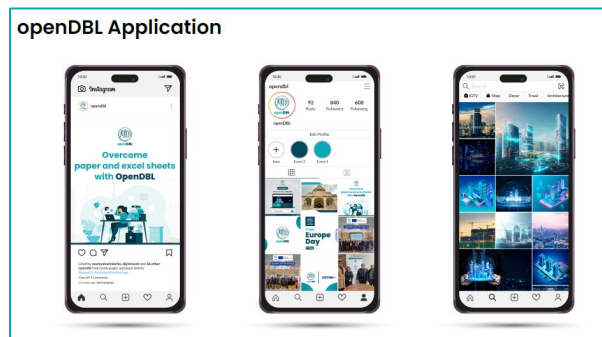
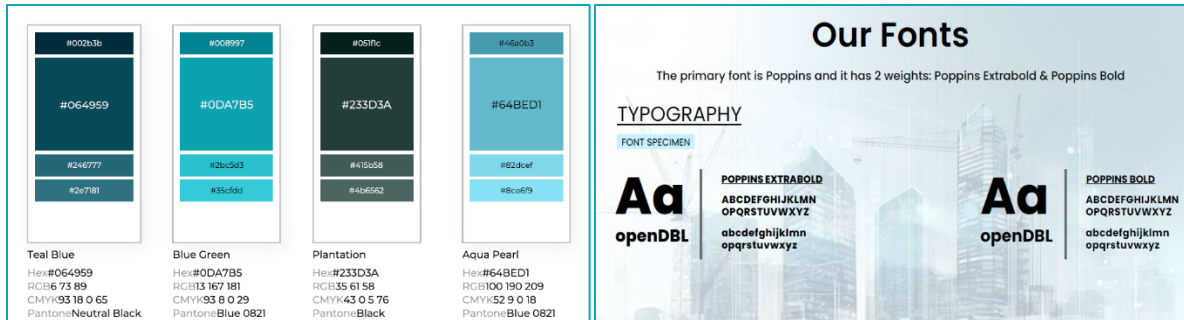
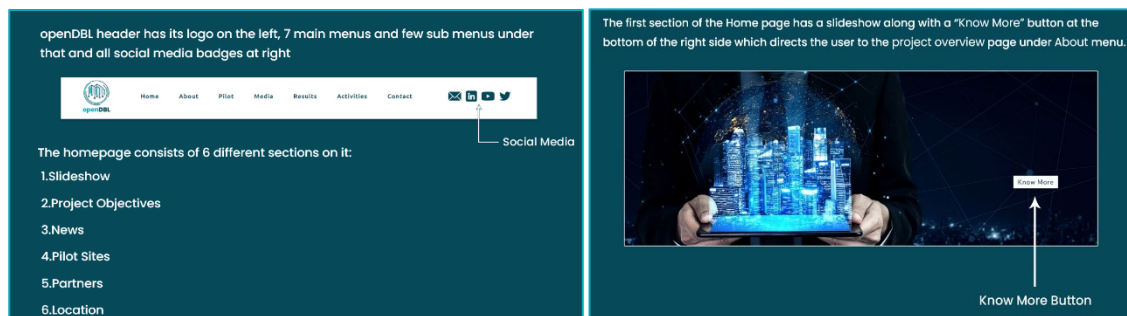
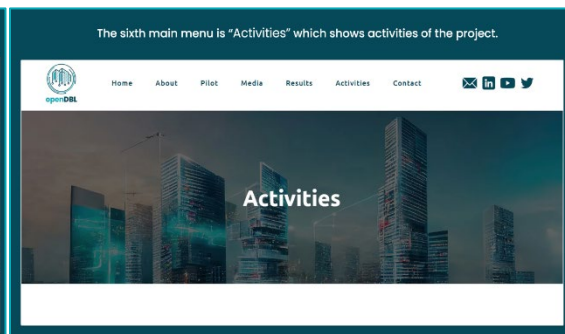
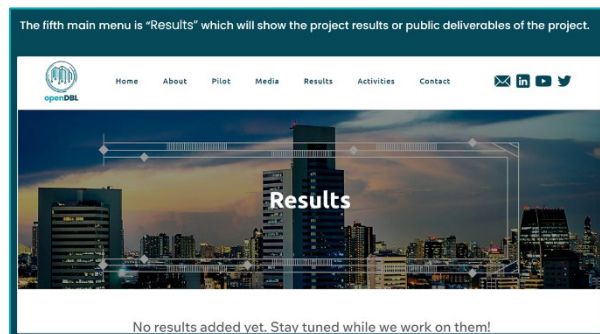
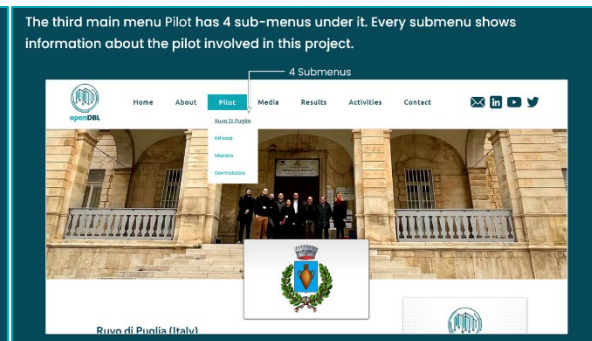
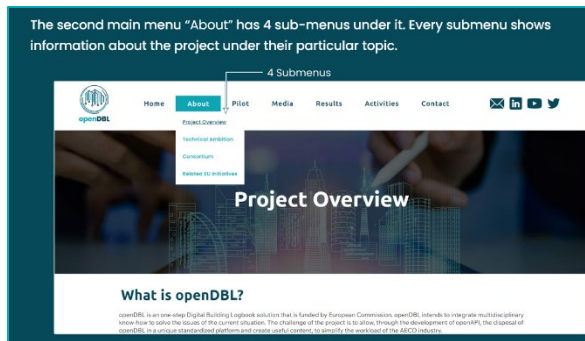
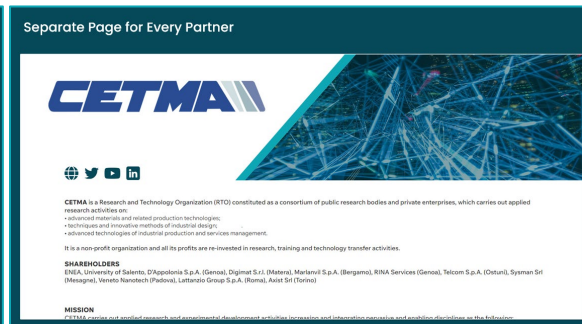
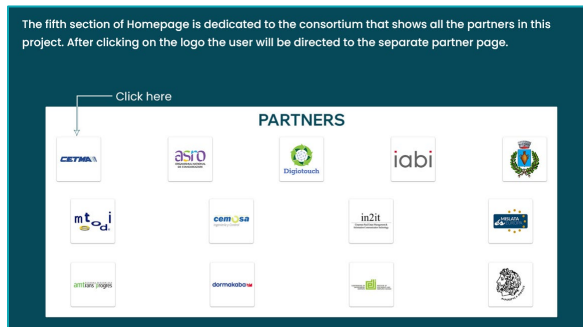
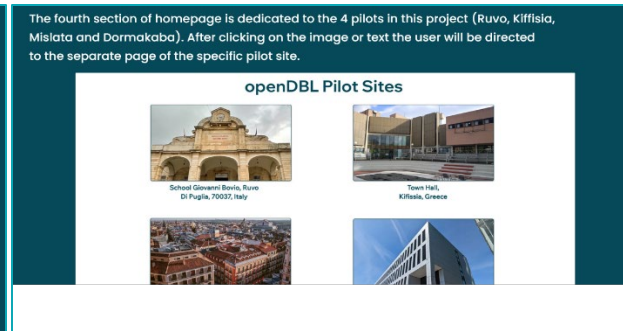
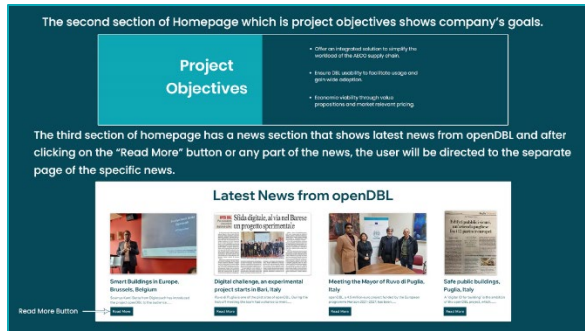


Figure 3 - openDBL brand identity conception, design, and development

Annex II openDBL website





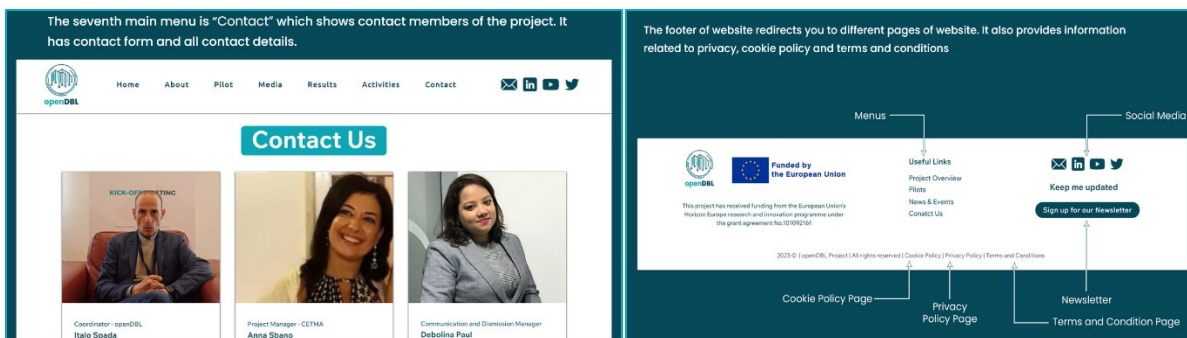


Figure 4 – openDBL webpages

Annex III – openDBL D&C activity monitoring sheet

Partner	Communication activity	Date	Link to WP	Description	Message	Target Audience	Communication Tool / Channel	Web link	Outcome of the Activity / Analytics	Reposts/ Mentions	Status of Communication Activity
DIGI	SOCIAL MEDIA	12/06/2023	AI	Video	Mistral is one of the major pilots of openDEIL project. Here is a glimpse of the pilot from Adria Vela Cusò	All stakeholders	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7073959375478432224	29 Total Video Views 73 Impressions, 6 Reactions, 0 Comments, 1 Click, 137% Click-through rate, 3.55% Engagement rate		Live
					Mistral is one of the major pilots of openDEIL project. Here is a glimpse of the pilot from Adria Vela Cusò	All stakeholders	Twitter	https://twitter.com/openDEIL/status/1663195651617364224	0 Comments, 1 Retweet, 1 Like, 28 Views		
DIGI	SOCIAL MEDIA	12/06/2023	AI	Video	We're thrilled to announce the launch of our new website https://www.openDEIL.eu/ , where you can explore our innovative one-stop Digital Building Lookbook solution. 🌐 Discover how we're revolutionizing the way buildings are managed, documented, and maintained. 🏡 Visit our website > https://www.openDEIL.eu/ today and experience the power of digital transformation in the AECO industry.	All stakeholders	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7073967839354505968	136 Impressions, 7 Reactions, 2 Comments, 2 Clicks, 2.27% Click-through rate, 8.82% Engagement rate	1-ITALOMATTIA SPACA 2-Marco Avvisi	Live
					We're thrilled to announce the launch of our new website https://www.openDEIL.eu/ , where you can explore our innovative one-stop Digital Building Lookbook solution. 🌐 Discover how we're revolutionizing the way buildings are managed, documented, and maintained. 🏡 Visit our website > https://www.openDEIL.eu/ today and experience the power of digital transformation in the AECO industry.	All stakeholders	Twitter	https://twitter.com/openDEIL/status/1663195651617364224	0 Comments, 1 Retweet, 1 Like, 28 Views		
DIGI	SOCIAL MEDIA	07/06/2023	AI	Website Launch		All stakeholders	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7073967839354505968	136 Impressions, 7 Reactions, 2 Comments, 2 Clicks, 2.27% Click-through rate, 8.82% Engagement rate	1-ITALOMATTIA SPACA 2-Marco Avvisi	Live
DIGI	SOCIAL MEDIA	05/06/2023	AI	World Environment Day	Happy World Environment Day! At openDEIL, we are proud to be part of the global sustainability movement. Together, let's embrace sustainable practices and pave the way for a healthier planet. 🌱 #WorldEnvironmentDay #Sustainability #GreenFuture #Renovation	All stakeholders	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7073967839354505968	61 Impressions, 2 Reactions, 1 Repeat, 1 Click, 1.64% Click-through rate, 6.56% Engagement rate	1-ITALOMATTIA SPACA	Live
DIGI	SOCIAL MEDIA	23/05/2023	AI	First glimpse of field work at Ruvo	Ruvo pilot site is one of the areas where the openDEIL new initiatives and novel technologies will be implemented on a small scale to test their feasibility, effectiveness, and potential impact before broader implementation. Here is the first glimpse of the field work done by Mario Caputi and team @inCE.	All stakeholders	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7069311332533373292	151 Total Video Views, 10 Impressions, 2 Reactions, 0 Clicks, 2.83% Click-through rate, 8.96% Engagement rate	1-ITALOMATTIA SPACA 2-Angelo Piccolo	Live
DIGI	SOCIAL MEDIA	15/05/2023	AI	Generic Post	Embrace your journey towards accessibility and convenience supporting the economic and Renovational impact. Follow openDEIL for more details.	All stakeholders	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7067353626046437639	389 Impressions, 10 Reactions, 0 Comments, 0 Clicks, 2.83% Click-through rate, 5.86% Engagement rate	1 Comment	Live
DIGI	SOCIAL MEDIA	15/05/2023	AI	Generic Post	Embrace your journey towards accessibility and convenience supporting the economic and Renovational impact. Follow openDEIL for more details.	All stakeholders	Twitter	https://twitter.com/openDEIL/status/1663195651617364224	0 Comments, 0 Retweets, 1 Like, 43 Views		Live
DIGI	SOCIAL MEDIA	12/05/2023	AI	Video	Presenting Prof Rocco Steinmann and his Institute of Applied Building Informatics's role in the openDEIL project.	All stakeholders	LinkedIn	https://www.linkedin.com/feed/update/urn:li:activity:7062770640053733236	62 Total Video Views 193 Impressions, 9 Reactions, 0 Comments, 0 Clicks, 3.02% Click-through rate, 7.64% Engagement rate		Live

Partner	Communication activity	Date	Link to MP	Description	Message	Target Audience	Communication Tool / Channel	Web link	Outcome of the Activity / Keynotes	Repost/ Mentions	Status of the Communication Activity
DGI	SOCIAL MEDIA	09/05/2023	AI	Europe Day	In openCEL we are celebrating Europe Day. openCEL is a Horizon-Europe project that brings 13 European partners together to digitize the building industry. #openCEL #HorizonEurope	All stakeholders	LinkedIn	https://www.linkedin.com/feed/update/author/10635336640	3 Reactions, 3 Reports, 2 Clicks, 9.95% Click-through rate, 6.88% Engagement rate	SPADA 2 - Bianca Maria Parrini 3 - e-Medid	Live
DGI	SOCIAL MEDIA	09/05/2023	AI	Europe Day	In openCEL we are celebrating Europe Day. openCEL is a Horizon-Europe project that brings 13 European partners together to digitize the building industry. #openCEL #HorizonEurope	All stakeholders	Twitter	https://twitter.com/openCELinAI/status/1655242450564348172	0 Comments, 0 Retweets, 1 Like, 61 Views		Live
DGI	SOCIAL MEDIA	02/05/2023	AI	Video	Presenting Soumya Kante Datta, CEO of Digonouch talks about the role of Digonouch in openCEL. #HorizonEurope #eCBT #BBM #digitaleconomy	All stakeholders	LinkedIn	https://www.linkedin.com/feed/update/author/1029352366266643004	205 Total Video Views 495 Impressions, 7 Reports, 1 Report, 6 Clicks, 1.24% Click-through rate, 3.03% Engagement rate 1 Comment	1 - ITALO MATTIA SPADA	Live
DGI	SOCIAL MEDIA	02/05/2023	AI	revisited from Digonouch	@digonouch Is hiring a social media intern who will work on @openCEL project, introduce our R&D tech platform during @latvia650 , and execute campaigns acquire the initial customers. You can apply through - https://lnkd.in/g/7u44F7 #socialmedia #marketing #zoom @skdatta2070	All stakeholders	Twitter	https://twitter.com/digonouch/status/165526764263666424	0 Comments, 2 Retweets, 1 Like, 62 Views		Live
DGI	SOCIAL MEDIA	25/04/2023	AI	Video	Presenting Kai Oberster-Uster from domat.alba, one of the partners of openCEL speaking about domat.alba's role in the project. #HorizonEurope #BuildingInformation	All stakeholders	LinkedIn	https://www.linkedin.com/feed/update/author/1029352366266643004	54 Total Video Views 202 Impressions, 7 Reports, 0 Reports, 1 Clicks, 0.5% Click-through rate, 3.96% Engagement rate		Live
DGI	SOCIAL MEDIA	25/04/2023	AI		openCEL Partner Presentation - CETMA	All stakeholders	Youtube	https://www.youtube.com/watch?v=Uw3v3QZM1u4&ab_channel=openCEL	2 Views		Live
DGI	SOCIAL MEDIA	25/04/2023	AI		openCEL Partner Presentation - ASRO	All stakeholders	Youtube	https://www.youtube.com/watch?v=Uw3v3QZM1u4&ab_channel=openCEL	11 Views		Live
DGI	SOCIAL MEDIA	25/04/2023	AI		openCEL Partner Presentation - nDi	All stakeholders	Youtube	https://www.youtube.com/watch?v=Uw3v3QZM1u4&ab_channel=openCEL	2 Views		Live
DGI	SOCIAL MEDIA	25/04/2023	AI		openCEL Partner Presentation - Digonouch	All stakeholders	Youtube	https://www.youtube.com/watch?v=Uw3v3QZM1u4&ab_channel=openCEL	3 Views		Live
DGI	SOCIAL MEDIA	25/04/2023	AI		openCEL Partner Presentation - DIMOS KFSSBA	All stakeholders	Youtube	https://www.youtube.com/watch?v=Uw3v3QZM1u4&ab_channel=openCEL	4 Views		Live
DGI	SOCIAL MEDIA	25/04/2023	AI		openCEL Partner Presentation - CEMOSA	All stakeholders	Youtube	https://www.youtube.com/watch?v=Uw3v3QZM1u4&ab_channel=openCEL	1 View		Live
DGI	SOCIAL MEDIA	25/04/2023	AI		openCEL Partner Presentation - IABI	All stakeholders	Youtube	https://www.youtube.com/watch?v=Uw3v3QZM1u4&ab_channel=openCEL	11 Views		Live

Figure 5 – openDBL D&C activity monitoring sheet