



openDBL

Improving Buildings is Improving EU

***Communication and Dissemination Plan
(CDP)
M12***

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 goal of this deliverable is to outline a comprehensive strategy for communicating and disseminating the outcomes of the openDBL project. This strategy falls within WP4 dissemination and communication activities.

This is a revised report and continuation of Deliverable D4.1 which was submitted in M6. This document offers an overview of planned communication and dissemination activities for the project's duration, including a roadmap for the second 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 Dissemination and Communication plan 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 dissemination and communication 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			
D4.2 Communication and Dissemination Plan (CDP) – M12	It reports updated communication and dissemination strategy and plan of the project.	<i>Entire report</i>	<i>A revised and continued version of D4.1 submitted in M6 to provide a communication and dissemination strategy for openDBL project for M13-M24.</i>
TASKS			
<i>T4.1 Strategic Communication and Dissemination Plan</i>	Goal 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 be implemented (HOW), the timing (WHEN) and	<i>Entire report</i>	<i>Led by DIGI a communication and dissemination plan is described for M13-M24.</i>

	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.		
4.2.1 Dissemination actions 4.2.2 Communication activities	<i>The dissemination manager, DIGI, will manage open 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 to communicate 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</i>	Section 2 and 3	<i>Led by DIGI, communication and dissemination activities are plan to be performed by the partners are described.</i>

	<i>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 targets. Supporting communication material will be developed to strengthen communication activities and the visual impact of the project.</i>		
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1. Introduction

Communication and dissemination activities are important artefacts of openDBL to maximise its economic, social, and environmental impacts in the European landscape and beyond. While communication activities are designed to inform citizens, stakeholders, and media about the openDBL results in general, dissemination activities make the scientific knowledge and results available publicly for scientific, industrial communities, policy makers, and public authorities (as seen in Figure 1).

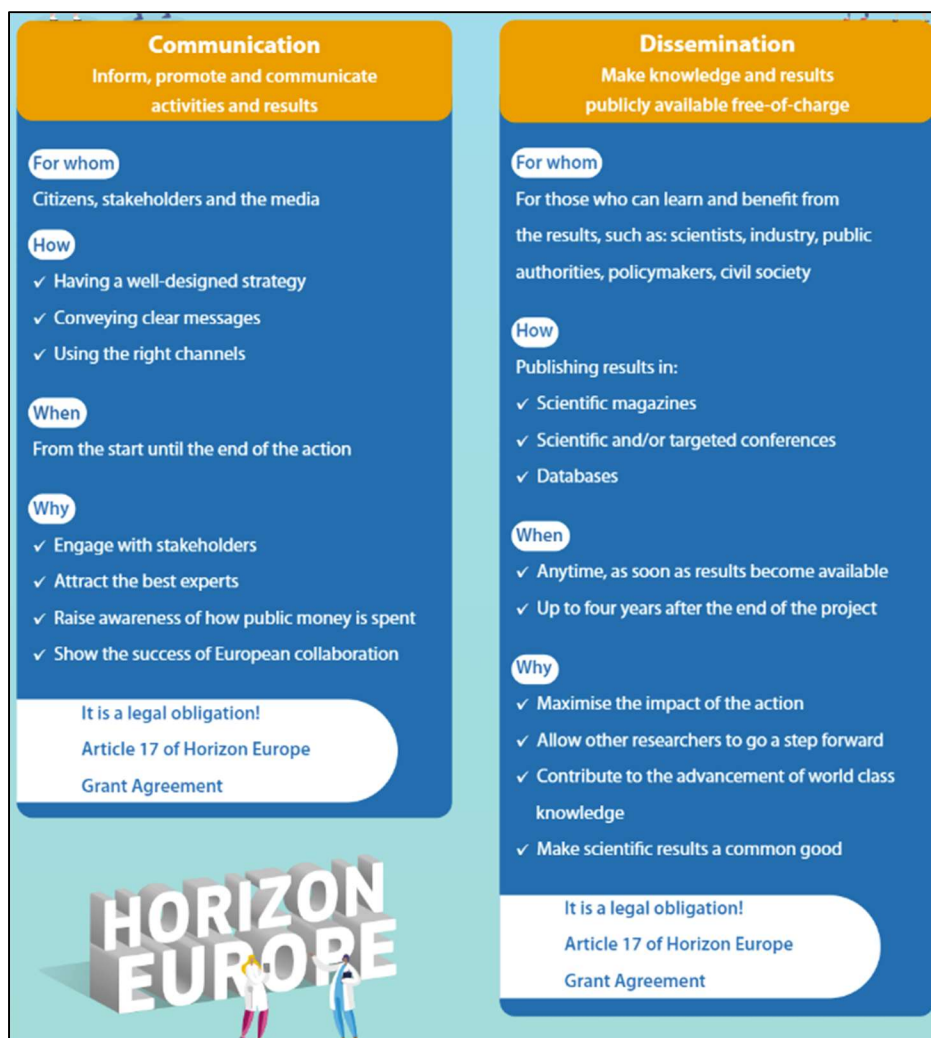


Figure 1 – Communication and dissemination activities in general.

1.1. Purpose of the deliverable

The main purpose of the deliverable D4.2 is to report a consolidated view of the communication and dissemination activities plan for the second year of the openDBL project. Estimations on the achievement of associated KPIs are also presented.

1.2. Structure of the deliverable

The rest of the deliverable is structured as follows. Section 2 provides a summary of activities performed until M12 while Section 3 provides the planning for communication and dissemination activities foreseen for the period of M13-M24. Section 4 outlines the estimated KPIs and finally the report concludes.

2. Communication and Dissemination activities

During the first year of the project, WP4 dedicated its efforts to establishing effective means of project communication and dissemination tools and channels in accordance with the detailed plan outlined in D4.1. This deliverable is the revised CDP till M24.

2.1. Communication Activities

2.1.1. openDBL website

DIGI crafted a preliminary landing page or splash page for openDBL at the beginning of the project (Month 2) while working on a complete website. The official website <https://www.opendbl.eu/> was developed until M4 and successfully launched in M5 (May 2023). The details of the tasks involved in designing and creating the website are reported in the Deliverable D4.5. Since then, there have been regular updates and maintenance of the website, such as, creation of new webpages as per progress of the project activities (e.g., openDBL summer school). During the second year, the main goals for the project website are to add more relevant content and ensure the website's technical aspects are up to date. The focus will be on creating added content and SEO optimization. The concentration will be on engagement strategies, social media plans, and analytics to drive more organic traffic. Ongoing tasks include regular content updates, performance monitoring, security checks, user engagement, and staying updated with industry trends for sustained website growth. In addition to that, more sister projects and similar initiatives will be added to the website in terms of building a meaningful DBL community around the openDBL project.

2.1.2. Social Media Channels

2.1.2.1. LinkedIn

During the second half of 2023, the [LinkedIn](#) account has been continually active. We made 42 posts, getting an average of ~500 views each month. Followers increased from 95 (at the beginning of M7) to 250 (at the end of M12). These are the specific LinkedIn groups that openDBL is actively engage with and consider relevant to the project's interests and objectives such as -

- **BIM Community** - This group focuses on discussions, resources, and networking opportunities related to Building Information Modeling (BIM) practices and technologies.
- **Smart Buildings** - Thoughtful discussions around smart buildings.

- **Women in BIM** - To create a global online community of female BIM professionals.
- **SMART CITIES and Buildings** - Talks about R&D and Innovation in Construction, Research and Innovation in Building and Construction, Green Construction, Sustainable Building, Construction Informatics, Construction IT and more.

In the second year, the LinkedIn strategy will focus on establishing thought leadership within the industry. The aim is to emphasize industry insights, trends, and expert opinions through articles, infographics, and engaging visuals. The focus will be on pilot based case studies, testimonials, and success stories that demonstrate the impact of openDBL.

2.1.2.2. *Twitter*

The [Twitter](#) channel has also seen similar activities from openDBL partners. Each month, we have received around 500 impressions. The follower count has grown to 62. openDBL actively follows and engages with discussions on topics such as trends, innovations, market analysis, sustainability, and technology advancements. Here are specific Twitter handles and hashtags that we actively interact with and find relevant to our project.

- @bim4legal - Discusses legal aspects and implications of BIM.
- @R2MSolution - fills the gap between research activities and market implementation. Expertise in Innovation, Engineering, Sustainability, Energy and ICT.
- @BIM_PLUS - Provides news, updates, and insights on BIM and related technologies.
- @TheB1M - A popular account sharing videos and insights about construction and BIM.
- @REA_research - Research Executive Agency funding #HorizonEU.
- @BRE_Group - Discusses various building-related topics including sustainability and digital solutions.
- @EU_BUILDUP - focuses on improving energy efficiency in buildings across Europe.

#BIM #AECO #construction #dbl #horizoneu #buildingmanagement #innovation #sustainability are useful hashtags to be used.

In Year 2 Twitter will emphasize in boosting engagement and brand visibility. Starting with joining relevant conversations using trending hashtags and sharing quick, informative content, our strategy will involve hosting polls, sharing engaging videos and infographics. This will help to deepen audience engagement and participation, contributing to our brand's wider recognition.

2.1.2.3. *YouTube*

The [YouTube channel](#) has currently 4 new subscribers. The videos have amassed 123 views in total, with 16 videos uploaded during the first year. In year 2, more pilot focused videos will come up keeping the pace of the project along with expert interviews and user need for BIM activities.

2.1.2.4. *Facebook*

openDBL started a Facebook channel with 9 subscribers. A regular update about the project news, events have been published on Facebook time to time building a stronger community.

Here are a few planned activities for creating Facebook groups within openDBL pilot sites in year 2.

- **Local Community Engagement Group:** Create a Facebook group specific to each openDBL pilot site. This group can serve as a hub for local community engagement, allowing residents, businesses, and stakeholders within the pilot site area to join. Encourage discussions on sustainability, building management, and the benefits of digital building logbooks. Share updates, relevant articles, and success stories related to the pilot project.
- **Partnership & Collaboration Group:** Create a group aimed at fostering partnerships and collaborations among stakeholders involved in the openDBL project. Invite representatives from local authorities, building owners, technology providers, and sustainability organizations. Facilitate discussions on potential collaborations, joint initiatives, and ways to maximize the impact of digital building logbooks in the pilot sites.

2.1.2.5. *Social Media Training*

During the second plenary meeting, project partners received social media training, focusing on Twitter and LinkedIn. The training was organised by DIGI and covered the basics, including creating accounts, posting content, utilizing hashtags, and more. This session was positively received, resulting in increased activity on the project's

social media pages. To follow up with the pace an advanced training will be scheduled during the middle of year 2 (M18/M19).

In Year 2, openDBL social media strategy aims to achieve two main objectives: increased engagement and informative updates. We are striving to create more interactive content that encourages people to participate and connect with us. This means more engaging posts, discussions, and activities to involve our audience. Additionally, we will be regularly sharing updates about our project's progress and achievements in a clear and interesting way. Our goal is to keep everyone informed and engaged, creating an online community around our project.

- **Enhance Engagement:** Drive increased interaction by creating more interactive content, encouraging discussions, and fostering active participation from our audience.
- **Share Informative Updates:** Regularly communicate project progress, achievements, and milestones in a clear and engaging manner to keep followers informed and involved.
- **Community Engagement:** Cultivate an online community by encouraging dialogue, responding to inquiries, and creating a space for collaborative discussions and sharing among our audience.
- **Expand Reach:** Utilize diverse content formats such as videos, infographics, and engaging posts to capture attention and appeal to a wider audience, extending the project's visibility and impact.
- **Strengthen Connections:** Focus on building deeper connections with our audience and creating a sense of belonging within our online community.

2.1.3. Newsletter

There were three email newsletters sent by DIGI. These newsletters were created with the contents from all partners and are now curated by DIGI. They are also available on the project [website](#).

In the upcoming year, openDBL newsletters will continue to serve as a pivotal communication tool, working synergistically with our website and social media platforms. These newsletters will function as broadcasting platforms, spotlighting major events, ongoing activities, upcoming opportunities, and planned webinars and conferences. This approach ensures our audience remains well-informed about key developments and forthcoming engagements. In year 2, openDBL NL will focus on pilot sites, specific technology development and business development.

2.1.4. Press Release

As a part of the 2nd F2F meeting of openDBL, Dormakaba PR team has prepared a press release, and it received a media coverage of 33 stakeholders. The press release describes the overall project objectives and emphasized on Dormakaba's role in the EU-funded openDBL project. A similar will be followed between M13-M24 in terms of Press Release activities engaging more stakeholders.

2.1.5. Infographics, banners

DIGI has created different infographics, banners, posters, rollups dedicated to the events in different countries. Infographics and banners are created in alignment with the project's goals. There is 15+ events planned between M13-M24, and DIGI has started outlining customised infographics dedicated to each event as the graphics play a vital role at business conferences and events with the project partners, delivering the main messages, important news, and showing the impact the project has made in a clear and powerful way.

2.1.6. Multimedia content

During the consortium meeting in Zurich (July 2023) Dormakaba has collaborated with four openDBL partners (in2it, e-Metodi, Dormakaba, and Mislata) to create videos discussing the project and the pilots. These videos have been uploaded to both the official openDBL, Dormakaba's website, YouTube, and other social media channels. There will be the creation of impactful videos highlighting the project's main concepts, pilot successes, and timely updates. Through engaging video content, we aim to convey key project ideas, celebrate pilot achievements, and keep the audience informed about ongoing developments in a visually compelling manner across various social media platforms. There will be the creation of impactful videos highlighting our project's main concepts, pilot successes, and timely updates. Through engaging video content, we aim to convey key project ideas, celebrate pilot achievements, and keep our audience informed about ongoing developments in a visually compelling manner across various social media platforms. A series of expert interviews in form of podcast will take place in year 2 as part of CDP and understanding the business needs of the project.

2.1.7. Printed materials

During the events partners have printed and distributed openDBL roll ups, printed material for fostering project communication.

The brochures, flyers, and posters will be made especially for events, conferences, and business tradeshows. They give a quick but complete view of our project – objectives, achievements, and offerings. These materials look great and have short, clear information to catch people's attention and help them understand our project.

2.1.8. Business Development Meetings

During the event participation in partners participates in the business development meetings for understanding the future needs, also, a dedicated interview process took place in WP1 to understand the different stakeholder and user needs and later will be communicated on the website and other social media channels. 50+ interviews were taken covering several industry experts and general users. The similar efforts will be continued in year 2.

2.1.9. Events, Conferences and Workshops

Organizing and actively participating in events significantly enhances the visibility and outreach of our project. These occasions play a pivotal role in our dissemination and communication activities, amplifying our project's presence and impact. Scientific and business conferences form a substantial component of our project's activities, providing invaluable platforms for knowledge exchange, networking, and highlighting our initiatives. There is an online seminar planned for M14 where project partners and sister projects will participate.

2.1.9.1. Promotional Campaign for Webinar

The promotion of the online seminar in January 2024 for the event happening in February 2024 on Digitalization of Building Management and use of VR in BIM (Final agenda to be published in M13). Below in Table 2 is given a campaign plan for the upcoming online seminar.

Table 2 – Marketing campaign for online seminar to be place in M14.

Platforms	Week 1	Week 2	Week 3	Week 4
Website	Update homepage banner with online seminar details	Create a dedicated online seminar registration page	Share the detailed agenda on the online seminar page	Highlight speaker bios and testimonials

Email	Send email about online seminar announcement	Share detailed online seminar agenda	Reminder email with registration link	Last chance email for late registrations
LinkedIn/Facebook	Post teaser content, engage with audience	Share registration page	Share speaker insights, tag speakers	Final call-to-action for registration
Twitter	Tweet teaser with engaging visuals	Share registration page	Countdown tweets with exciting updates	Final reminder tweets

2.1.9.2. Purpose of the communication channels

Each platform will serve a specific purpose throughout the campaign:

- **Website:** This is the main hub for information, regularly updated with fresh content, speaker details, and a registration link.
- **Email:** Sending out timely, engaging emails will help to keep the audience informed, intrigued, and encourage them to register.
- **LinkedIn/Facebook:** Utilize this platform to share content, engage with the audience, and tap into professional networks for increased visibility.
- **Twitter:** Short content with relevant hashtags and engaging visuals will help generate excitement around the online seminar.

2.2. Dissemination Activities

2.2.1. Summer/Winter School organization:

openDBL organized a [Summer School with Politecnico di Milano \(Polimi\)](#) on 21st July 2023. It aimed at disseminating the concepts of BIM, digital building logbooks, and openDBL's approach to the students, scientific & industry communities. This summer school was a focused one-day program on the practical implementation of digital transformation in the building industry and was organised as a remote event. Similar initiative will be taken between M13-M24 along with the active participation of academic partner in openDBL such as IABI.

2.2.2. Scientific and non-scientific publications

As the project is now in the initial stages, there were no scientific paper publication took place in year 1. However, as the project will advance and will produce more

results, the paper publications will take place in different channels and forms. A detailed plan on that is submitted in KSP D4.7.

2.2.3. Publications, pilot sessions, hackathons

During the first year, there has not been noteworthy results in sharing within the scientific community as the activities are ongoing and yet to produce concrete results. There are tailored plans to arrange tailored pilot sessions and hackathons aimed at enhancing dissemination efforts during the second and third year of the project.

2.2.4. EC tools for dissemination

There are several tools and platforms European Commission offers to support dissemination and exploitation activities that openDBL is planning to exploit¹.

- Open research Europe platform: an open access, publishing platform for scientific papers for Horizon 2020 and Horizon Europe beneficiaries, including an open peer review and article revision.
- Horizon dashboard: an interactive knowledge platform where you can extract statistics and data on EU research programmes.
- Horizon results platform: A platform for highlighting your research results, finding collaboration opportunities and getting inspired by the results of others. The Horizon Results Platform TV provides additional support, including testimonials and interviews from project participants that have succeeded as entrepreneurs.
- Horizon results booster: Free consulting services including a portfolio dissemination and exploitation strategy, business plan development and go-to-market support.
- European standardisation booster supports Horizon Europe and Horizon 2020 projects to contribute to standardisation in Europe and beyond.
- Innovation radar: An initiative that identifies high-potential innovations, based on a data-driven methodology, and assists EU-funded researchers and innovators in reaching the market with their innovation.

3. Planning for Year 2 of openDBL

DIGI has developed a systematic approach to move forward with the D&C activities. Below are the initial KPIs for the next 12 months (e.g., M13-M24).

¹ https://rea.ec.europa.eu/dissemination-and-exploitation_en

Table 3 – Planning for M13-M16

Dissemination	Communication
Non-Scientific Publications: Release 2 in-depth peer reviewed publication and 1 pilot case study on industry-relevant publication. Pilot Spotlight Sessions, Demos, and Exhibitions: Conduct 2 spotlight sessions highlighting early pilot results, participate in 1 hackathon demonstrating prototype innovation. Business Conferences and Trade Fairs: Attend 2/3 industry-specific trade fairs, present findings in 1 keynote presentation.	Project Website: Optimize SEO and content to achieve 1200 monthly visitors. Update with new project report and blog posts. Social Media Channels: Aim to reach 18k followers, increase monthly impressions to 700. Newsletters and Press Releases: Distribute 2 newsletters focusing on project progress, distribute 1 press release on major milestone achievement. Multimedia Content: Release 1 overview video highlighting recent progress and launch 1 pilot-focused video demonstrating user experience along with a promotional video on the project. Printed Materials: Assess needs for additional printed materials and start designing new brochures or pamphlets. Business Development Meetings: Schedule and conduct 2 meetings with potential collaborators or investors.

Table 4 – Planning for M17-M20

Dissemination	Communication
Peer-Reviewed Publications: Aim to finalize and submit the draft for the peer-reviewed publication at least in 2 journals. Non-Scientific Publications: Release 1 comprehensive	Project Website: Enhance content with feedback, aiming for an average of 1400+ monthly visitors. Social Media Channels: Target 22k followers and aim for 900 monthly impressions.

whitepaper and 1 interview in an industry magazine. Pilot Spotlight Sessions, Demos, and Exhibitions: Organize 2 spotlight sessions highlighting mid-project findings, participate in 1 technology exhibition highlighting advancements. Business Conferences and Trade Fairs: Attend 2 international conferences, deliver 1 keynote presentation, and participate in panel discussions.	Newsletters and Press Releases: Distribute 2 newsletters highlighting recent events and 1 press release. Infographics, Banners: Design and release 2 engaging infographics or banners highlighting project impact and progress. Multimedia Content: Create 1 more overview video highlighting project advancements.
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Table 5 – Planning for M21-M24

Dissemination:	Communication:
Pilot Spotlight Sessions, Demos, and Exhibitions: Conduct final 1-2 spotlight sessions presenting conclusive results, participate in 1 innovation showcase or fair. Business Conferences and Trade Fairs: Attend 2 major international conferences, aiming for a keynote presentation and a workshop or seminar presentation	Project Website: Strive for 1600+ monthly visitors, update with the latest report and multimedia content. Social Media Channels: Aim to reach 25k followers, target 1000+ monthly impressions. Newsletters and Press Releases: Distribute 2 final newsletters highlighting project accomplishments, 1 press release celebrating the project's achievements at the halfway mark. Multimedia Content: Develop a video summarizing project achievements and impact.

	Business Development Meetings: Plan and execute 3 meetings.
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3.1. Social Media Planning

The social media planning will be based on the successful strategies of the past six months, which we will adjust to align with upcoming webinars, conferences, and events. This approach aims to maintain our effective practices while integrating new and relevant content. The social media strategy involves consistent and frequent posting across our channels. We aim to actively engage with our audience to boost traffic and interaction. Here is a six-month social media calendar for openDBL focusing on LinkedIn, Twitter, Facebook, and YouTube. The content will cater to the BIM and AECO industry and will include relevant social media days.

3.1.1. JANUARY (M13)

Table 6 – Social media planning for January 2024

Platform	Content
LD, TW, FB	Recap of Year 1 accomplishments and a glimpse into openDBL's Year 2 goals
LD, TW, FB	Sharing success metrics achieved during Year 1 of openDBL
LD, TW, FB	Celebrating #DataPrivacyDay, emphasizing openDBL's commitment to data security
LD, TW, FB, YT	Teaser: openDBL's participation in the 3rd plenary meeting in Mislata, Spain
LD, TW, FB	Highlights from the 3rd plenary meeting - key discussions and outcomes

3.1.2. FEBRUARY (M14)

Table 7 – Social media planning for February 2024

Platform	Content
LD, TW, FB	Case study highlighting successful BIM implementation with openDBL
LD, TW, FB	Explainer post: How openDBL simplifies AECO project management
LD, TW, FB	Tutorial video: Using openDBL tools for streamlined BIM workflows
LD, TW, FB	BIM Awareness Day
LD, TW, FB	Official announcement of the online seminar with date & brief overview
LD, TW, FB	Introduce online seminar speakers/panellists

LD, TW, FB	Daily countdown reminders
LD, TW, FB	Live updates during the event
LD, TW, FB	Recap of key takeaways

3.1.3. MARCH (M15)

Table 8 - Social media planning for March 2024

Platform	Content
LD, TW, FB	Highlighting key partnerships driving openDBL innovations
LD, TW, FB	Infographic: The future of BIM technology with openDBL
LD, TW, FB	FAQs about openDBL and BIM integration
LD, TW, FB, YT	World Engineering Day

3.1.4. APRIL (M16)

Table 9 - Social media planning for April 2024

Platform	Content
LD, TW, FB	Tips and tricks for optimizing BIM workflows using openDBL
LD, TW, FB	Spotlight on openDBL team members and their contributions
LD, TW, FB	addressing specific BIM/AECO queries

3.1.5. MAY (M17)

Table 10 - Social media planning for May 2024

Platform	Content
LD, TW, FB	Infographic: Key statistics highlighting openDBL's impact
LD, TW, FB	Sharing insights on the role of data interoperability in BIM
LD, TW, FB	addressing specific BIM/AECO queries

3.1.6. JUNE (M18)

Table 11 - Social media planning for June 2024

Platform	Content
LD, TW, FB	Exploring openDBL's roadmap and upcoming features
LD, TW, FB	Case study video: Real-life applications of openDBL in AECO projects

LD, TW, FB	Celebrating #SocialMediaDay, engaging followers with a special event or content
LD, TW, FB, YT	Digital Innovation Day

3.1.7. Social Media calendar relevant to openDBL

Also, DIGI has created a calendar for **social media days** that are relevant to the BIM and AECO industries.

Table 12 – Planned social media calendar for openDBL project

Date	Social Media Days
28th January	Data Protection Day
3rd Feb	BIM Awareness Day
4th Mar	World Engineering Day
5th March	World Energy Efficiency Day
21st April	World Creativity and Innovation Day
22nd April	Earth Day
The first week of May	Construction Safety Week
15th May - 19th May	Infrastructure Week
23rd June	Digital Innovation Day
2nd October	World Architecture Day
6th November	World Paper Free Day

Conclusions

This deliverable summarises the D&C activities of M7-M12 while presenting an overview of planned communication and dissemination activities for the project's second year. 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. The updated plan for the final year will be provided at M24 with D4.12.