



DELIVERABLE 7.3

First version of the Dissemination Plan

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Acronyms

ACE - Association for Consultancy and Engineering

ADEME - L'Agence de l'environnement et de la maîtrise de l'énergie (Environment and Energy Management Agency)

ASM – ASM Centrum Badań i Analiz Rynku Sp. z o.o

BERTIM - “Building energy renovation through timber prefabricated modules”

BIM - Building Information Modeling

CAD – Computer Aided Design

CO- Confidential (level of dissemination)

CAM – Computer Aided Manufacturing

CEN/TC – European Comitee for Standarization/ Technical Committee

CIB - Conseil International du Bâtiment (International Council For Research And Innovation In Building And Construction)

CNC machines - Computer (or computerized) Numerical Control machines

CORDIS - Community Research and Development Information Service

D – Deliverable

DWT-I4FEDW – DWT Impregnation for Fireproof Excellent Durability Wood

E2B EI - Energy Efficient Building European Initiative

EC – European Comission

ECCREDI - European Council for Construction Research, Development and Innovation

ECTP - European Construction Technology Platform

EnR - European Energy Network

ENBRI - European Network of Building Research Institute

ENCORD - European Network of Construction Companies for Research and Development

ESW - European Structural Wood

EU - European Union

EuroACE - The European Alliance of Companies for Energy Efficiency in Buildings

FIEC - Fédération de l'Industrie Européenne de la Construction (European Construction Industry Federation)

FCBA - French Institute of Technology for forest based and furniture sectors

FB- FACEBOOK

H2020 - Horizon 2020 EU Research and Innovation programme

HVAC systems - Heating, Ventilation, Air Conditioning systems



ICLEI - International Council for Local Environmental Initiatives (Local Governments for Sustainability)

ICT- Information and Communication Technologies

IDAE - Instituto para la Diversificación y Ahorro de la Energía (The Institute for Diversification and Saving of Energy)

IMPRESS - New Easy to install and Manufacture PRE-Fabricated Modules Supported by a BIM based Integrated Design Process

M – Month

MORE-CONNECT - Development and advanced prefabrication of innovative, multifunctional building envelope elements for MODular RETrofitting and CONNECTIONS

PU-Public (level of dissemination)

PV panels – Photovoltaic panels

RICKS - Royal Institution of Chartered Surveyors

RES - Renewable Energy Sources

SB Alliance - Sustainable Building Alliance

SBCI - Sustainable Building and Climate Initiative

SME - Small and medium-sized enterprises

TECNALIA – Fundacion TECNALIA Research & Innovation

WINTHERWAX - WINdow based on THERmally modified wood with high performance WAX coating

WP – Work Package



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1. Executive summary

This *Deliverable 7.3 First version of the Dissemination Plan* serves as a background and framework document supporting all dissemination and communication activities within the BERTIM project: “Building energy renovation through timber prefabricated modules”. Although it provides many general information and provisions valid through the whole duration of the project, the focus is on the first year dissemination activities as it is a more suitable time frame to foresee and plan all dissemination activities.

The report starts with the description of the objectives, a short overview of the project. The report specifies what kind of information is going to be disseminated within the project. Firstly the technical objectives to be achieved (development of new methodology for buildings’ holistic energy efficient renovation process, prototyping, manufacturing assessment and validation of the prefabricated self-supporting timber modules system for building deep renovation and the development of the RenoBIM software platform that supports the energy efficient renovation process methodology). Secondly information about: the environmental impacts and economic aspects of the developed solutions, new business models developed within the project, and information concerning the overview of the project demonstration buildings will be included.

Then the key and basic element of each dissemination plan – target groups are identified. Among the audience that should be reached by the project promotional activities are the following professional and non-professional groups related to the technologies, tools, products and services that are being developed in BERTIM: building owners and their associations, decision makers in building renovation policies, related projects networking, architect and engineers, general contractors and construction managers, specialty contractors as well as manufacturers, SMEs (timber producers, contracting companies/investors), ICT developers, trade associations and clusters of producers (timber, panels).

The part of the report dedicated to dissemination and communication strategy defines the types of dissemination and communication activities together with their respective instruments/tools. Dissemination activities targeting the professional project stakeholders (scientific, business and industry community) will use the following instruments: press releases, scientific releases, scientific conferences, trade fairs, professional conferences and workshops, individual contacts, networking with other EU projects, the final conference. As far as the general audience go the following methods will be used: e-newsletters, brochures, posters and pop-up banners, multilingual website, short video.

Finally, the report provides the overview of the implementation plan of the dissemination activities and the detail for the first year of the project planned and performed by the Consortium.



2. Objective of the report

BERTIM project was elaborated with a clear practical orientation, which means that the products, methodologies and software tools developed are meant to find their way into the market in a relatively short period of time (approx. 1 year after the end of the project).

The objective of this deliverable is to present an overall communication and dissemination strategy designed for the BERTIM project and to plan the dissemination and communication activities to be performed during the first year of the project duration. The document outlines the dissemination and communication goals, main messages, the target audiences, communication channels, expected results to be achieved and timetable of the planned activities. The first version of the Dissemination Plan will give a draft outlook for the entire project duration. The entire life of the project will be considered while setting up the strategy for communication and dissemination.

However the dissemination activities planned by respective Partners are included and gathered with the use of dissemination template, which will be up-dated throughout the project work. The initial version of this document involves Partner's outlook for the ca. up-coming 12 months of the project. All relevant additional activities performed or planned in the scope of dissemination and communication will be up-dated each 6 months and included in the next edition of the Dissemination Plan in month 24.

Dissemination activities will have high priority as a way to attract the attention of relevant stakeholders with the objective of increasing the impact of the project and achieving the planned exploitation results. The main communication objective is to raise public awareness on BERTIM results and support the project goals and activities. The report aims to provide a clear understanding of the target groups that should be addressed as well as it identifies the dissemination messages and the dissemination tools that will be used to achieve the dissemination goals set in the project.

The diversity of timber penetration in construction, as well as the tradition and awareness of the use of this material among the northern regions compared to the rest of Europe will be considered when developing and delivering the dissemination and communication activities.

Two versions of the Dissemination Plan will be delivered throughout the project life span:

- D7.3 First version of the Dissemination Plan, (M6),
- D7.5 Final version of the Dissemination Plan (M24).

Additionally D7.5 Final Dissemination Activity Report will be delivered in M48.

The planned activities and communication actions will involve outlining the anticipated audience numbers and reporting of the ultimately reached audience, in order to keep track of the final impact.



3. Introduction

The BERTIM project goal is to develop a prefabricated solution which will provide the opportunity to renovate improving energy performance, air quality, aesthetics, comfort, and property value at the same time, while ensuring low intrusiveness during renovation works. The manufacturing of the solution will be included in a holistic methodology for the renovation project process, from data collecting to installation. The systemic methodology will be based in a digital data flow in BIM that will be implemented in a software tool named RenoBIM that will enable reduction of renovation operation time, customized mass production, and lower financial risk for investors.

BERTIM is set to provide:

- High energy performance prefabricated modules for deep renovation, integrating windows, insulation materials, collective HVAC systems, renewable energy systems and energy supply systems. The modules will be based in timber and recyclable materials for a low carbon foot print. The assembly system with the existing building will guarantee a very little time in the installation and low disturbance to tenants.
- An innovative holistic renovation process methodology from data gathering to installation that will improve the current processes of the wood manufacturing and installation industry. A digital workflow for the whole process will be defined to improve efficiency and accuracy of the mass manufacturing process. In order to support the renovation process a Renovation project design tool oriented to SMEs integrating BIM with CAD/CAM tools and assuring the interoperability with CNC machines for mass manufacturing processes will be developed.
- Affordable business opportunity for different stakeholders that could take the lead in the launching of the renovation process.

The BERTIM system will integrate roof modules for solar thermal and PV panels, an installation module for the centralization of the HVAC system for the whole building and envelope prefabricated modules with high insulation standards that will distribute the centralized hot water production to each dwelling and the ventilation air to each window of the building for individual ventilation of each room.

The roof modules will consist of residential prefabricated 3D modules in RES that integrated in existing building roof would add one floor to the existing building. For the cases where one floor cannot be added (legislation, technical constraints) to the existing building, a roof 2D module integrating the solar thermal panels and the PV panels will be designed.

In order to achieve the main WP7 objectives, the following **partial objectives** have been designed:



- To ensure that project dissemination and communication activities are well designed, planned, coordinated and implemented → this objective will be achieved within the project lifetime by means of Dissemination Plan prepared in M6 and updated in M24.
- To achieve involvement of the key audience groups as well as promote the project results among them → this objective will be achieved within the project lifetime by means of production of materials dedicated to selected markets and target groups and dissemination efforts performed by each Partner.
- To raise awareness and ensure wide social and market understanding of benefits of the solutions proposed as well as to promote the use of environmentally friendly materials → this objective will be achieved within the project lifetime by means of production of materials dedicated to selected markets and target groups and dissemination efforts performed by each Partner.

The indirect aim of the second and third objective is to influence in the market penetration of the developed products so to generate market demand for the products or services developed.

The above mentioned partial objectives will be achieved by different **tools, documents and activities of the whole consortium** that are described in this document in the following chapters.

In order to guarantee that consortium activities are effectively conducted, the Dissemination and Communication Plan is being elaborated at the early stage of the project. As previously mentioned, this document will be a master plan for all dissemination and communication activities that will be implemented during the project.

The presented report outlines the issues listed below:

- **WHAT** - what is the main message we want to communicate? (please see chapter: 4- Dissemination & Communication Messages)
- **WHO** - what are the target groups – who should be reached with information about the project? (please see the chapter 5. BERTIM target groups)
- **HOW** - through what channels will we reach the target groups in the most effective way? (please see chapter 6 - Dissemination and Communication strategy)
- **WHEN** - what is the time planner for the implementation of particular activities? (please see chapter 7 – Dissemination strategy implementation plan)



4. Dissemination & Communication Messages

The objective of the dissemination and communication activities is the exploitation of the BERTIM outputs and results and to achieve the expected impact of the project. So the messages are oriented to this exploitation.

In particular the dissemination activities will be oriented to raise awareness on the following **exploitable results**:

1. BERTIM methodology for buildings' holistic energy efficient renovation process
2. BERTIM prefabricated timber modules system for building energy efficient deep renovation
3. RENOBIM software tool, that includes
 - Buildings 3D models from laser scanning methodology
 - RenoBIM repository

Some of the target audience will vary depending of the result that is to be disseminated and communicated.

The **key messages** that will be included for the dissemination of the above mentioned products is, that:

BERTIM project provides:	And contributes to:
<ul style="list-style-type: none"> ▪ Reduction in buildings energy consumption by at least a factor of 2 with respect to current situation ▪ Use of recyclable materials with low environmental impact. ▪ Significant reduction of renovation operations while ensuring low intrusiveness and impact for users ▪ Business models for a maximum return of investment of less than 10 years for end-users. 	<ul style="list-style-type: none"> ✓ Increase of the competitiveness of the timber industry in construction sector ✓ Reduction of the impact of the building sector on the energy consumption ✓ Use of more sustainable and performing materials and products in the construction sector ✓ Improvement of the quality of life of citizens ✓ Increase of the rate of renovation needed to reach EU 2020 and 2050 energy, carbon and economic goals

The principles of communicating the message are the following:

1. Messages should be **clear, simple and easy to understand**. The language should be appropriate for the target audience, and non-technical language should be used where possible.
2. Messages should be **tailored to the receivers**. It is of paramount importance to carefully consider what they should know about the project. It is possible to send the same message to different audiences, but the relevance of the message to the receiver should be checked each time.



3. Messages of different projects related to the same subject can be **coordinated to enhance impact**.
4. Information should be **correct and realistic**.

In order to guarantee that the disseminated message is clear and coherent, the content of dissemination materials has been developed, comprising of: project presentations, brochure, poster, pop-up banner, content of the website, etc. (Deliverable 7.1)

As this is a European funded project the objective and message of BERTIM communication strategy is to inform the public and the target groups that BERTIM research project **contributes to a European 'Innovation Union' and accounts for public spending** by:

- achieving scientific excellence, contributing to competitiveness and solving societal challenges;
- showing how the outcomes are relevant to everyday lives, by creating jobs, introducing novel technologies etc.;
- making sure that results are exploited and taken up by industry and the scientific community to ensure follow-up.

At the starting phase of the project, the Consortium is focused on **spreading the general information about BERTIM, planned results and generated know-how**. The strategy first is to attract attention of the relevant target group and in next step provide them with concrete results and benefits.

As soon as new crucial outcomes dedicated to exploitable results will be available, the project will also deliver and disseminate new or updated promotion materials. This will be linked to key results, public deliverables and milestones achieved within the project especially with regard to: BERTIM holistic renovation process methodology, prefabricated modules, RenoBIM tool BERTIM target groups.

5. BERTIM target groups

Most crucial step in elaborating dissemination and communication strategy is the identification of stakeholders and target groups. This is vital for specifying goals as well as for communication with the public, and everyone affected by our project. Identification of target groups will be especially important for choosing and planning of promotion activities and elaborating communication materials and messages. This mean that we will decide which people we want to affect with a specific action.

BERTIM target groups are the groups interested in project technologies, tools, products, services, and the project as a whole – their potential customers, but in addition, also other groups that can stimulate the commercial exploitation of BERTIM results should be considered as the target audience.



Reaching the target audiences will greatly influence the market penetration of the developed products and may allow the recipients to directly benefit from the project results. However, the important matter to be taken into account in the dissemination approach is that apart from reaching the audience, it is also important that the BERTIM's message makes an impression and sticks to the minds of the observers.

The following target groups from the **demand side** should be taken into consideration:

- building owners and their associations,
- decision makers in building renovation policies,
- related projects networking,
- architect and engineers,
- general contractors and construction managers,
- specialty contractors as well as manufacturers.

Taking into account the rising awareness of the timber manufacturing industry and prefabricated modules manufacturers, the following entities from the **supply side** should be involved:

- SMEs (timber producers, contracting companies/investors),
- ICT developers,
- trade associations,
- clusters of producers (timber, panels).

Moreover, **science and research communities** (individual scientists and research centres) that could be interested in the project activities and outcomes should be treated as BERTIM target audience.

For each exploitable result the target groups will be identified and the key messages to be disseminated defined.



At the beginning of the project a database with contacts is carried out for each of the identified target groups. The consortium partners will build:

- a) Database of individual contacts (experts)
- b) Database of organisational contacts: associations, platforms, clusters, research centres, etc.



6. Dissemination and communication strategy

Dissemination activities will be carried out from early stage of the project and along the project lifetime. Partners will use various dissemination channels and methods in order to reach all identified target groups on national and European level.

The initial approach implies that the products to be commercialized (BERTIM prefabricated modules and RenoBIM tool) will be disseminated for clients attraction and market penetration without specific details of the products. This will allow the partners to develop project communication at an earlier stage of the project development. However, the elaborated methodologies will be fully disseminated, including all relevant details, among the scientific community.

Below we present detailed description of dissemination objectives, channels selected for specific target audience together with impact measured and planned schedule.

Table 1 Outline of the plan for Dissemination Activities

Dissemination channels	Target group	Key objective	Impact Measurement	Timing/ update
Web site multilingual	ALL target groups	To present project concept and activities to be contact point for interested parties. www will have a "feedback" element.	Number of web visits: 500 (every 6 months)	Set up in month 3; updated quarterly
E-newsletter	ALL	To summarize the main achievements of the project during the period and address activities for the next periods.	Number of subscriptions 300	Bi annual
Leaflet	ALL	To promote general project concept and results	Printed copies 2000	Every relevant event
Booklet	ALL	The result booklet is a compilation of the main project result elaborated on transnational basis in each WP	Eversion 200 /downloads	Last quarter of the project
Press releases professional	SMEs; business associations	To present commercial aims of the project, project results innovation and its commercial potential	Media contacts 100	All project duration



Dissemination channels	Target group	Key objective	Impact Measurement	Timing/ update
Scientific release	Researchers	To present how project results goes beyond state of the art and innovation	Number of papers: 5	All project duration
Scientific conferences	Researchers	To present project scientific goals and achievements beyond state of the art and innovation	Number of conferences: 10	All project duration
Trade fairs, professional conferences and workshops	SMEs business associations (supply and demand audience)	To present commercial results of the project, to gain interest of investors, companies other commercial partners	Number of participated conferences: 10-15 number of contacts 50/conference	All project duration
Individual contacts	EU level professional associations and networks	To explain the concept of the project, discuss possible promotion, get feedback	Number of contacts 60 and established partnerships 15	All project duration
Partners web sites	Depend on partner profile	To promote project in partner environment	Number of visits on the sub web 100	All project duration
Final Conference	ALL with emphasis on commercial	Presentation of the project results and stimulation of the exploitation.	Number of participants 100-150	Last quarter of the project
Web site multilingual	ALL	To present project concept and activities, to be contact point for interested parties. www will have a "feedback" element.	Number of web visits: 500 (every 6 months)	After the project end
Visit to demo buildings	ALL	Demonstration of the viability of the proposed solution	Number of participants in the visits 300.	After the project end
Partners web sites	Demand side and supply side audience	Provide contact with exploitation partners for potential clients or collaborators	Number of visits on the web site 100	After the project end
Visit to devoted fairs to show the final product	Demand side and supply side audience	To increase the market impact of the developed products	Number of contacts in the fairs 50	After the project end



6.1 Dissemination materials and activities

6.1.1 The geographical diversification of communication strategies

The different penetration levels of timber in the construction sector in relevant countries will be considered when designing the content of the dissemination messages. The communication strategy must reflect the awareness levels of the material use and the status of the use of timber in construction in selected regions in order to obtain better adjusted results.

As indicated in the Eurostat data from 2010, the growing stock of forest and other wooded land in the EU-28 is estimated to be 24,4 billion m³ (over bark). Germany, Sweden and France had the highest share – 14,3%, 13,8%, 10,6% respectively. Moreover, Germany had the largest growing stock in forests available for wood supply (approximately 3,5 billion m³). Finland, Poland, France and Sweden reported the value between 2,0 billion m³ and 2,6 billion m³. The highest net annual increment in forests available for wood supply was noted in Germany (107 billion m³ – that means about 13,8% of the total increase in the EU countries).

In 2013 Sweden produced the most roundwood within all EU states. Finland, Germany and France produced between 52 and 55 million m³. In 2014 the Nordic countries, and particularly Sweden, contributed more than half (1.2 million m³) of the net increase in European apparent consumption of sawn softwood¹.

There is a gap between the northern and western regions of Europe compared to the south, where the construction market is not well penetrated by timber products and the production of timber is substantially lower.

This should be reflected in **the communication strategy of the northern and western regions** (with high penetration of timber on the market) of the following key messages:

1. The **added values** of the know-how generated, exploitable results developed - prefabricated wooden modules technology, the holistic renovation approach and the RenoBim software e.g. in terms of impact/contribution to European economy and society and added value in terms of individual use.
2. The **competitive advantages** of the developed solutions in comparison to those currently offered on relevant markets.
3. Providing more **detailed, technical information** to the experienced representatives of SME's in the timber construction sector.

On the other hand, **the southern regions which exhibit less interest in timber in construction** and do not have a tradition of using this structural material should be approached with a slightly different strategy of communication that will put emphasis on:

1. Providing **more generic information** concerning the solutions with a **strong focus on the benefits**, such as the environmental and economic side of the developed solutions.
2. **Sharing good practices** from different countries where timber is more prevalent.

¹ Forest Products, Annual Market Review 2014-2015, UNITED NATIONS PUBLICATIONS, 2015, p. 6



6.1.2 Dissemination materials

6.1.2.1 Project website

BERTIM website is available under domain www.bertim.eu. Specification of the website is available in D7.2 Project website.

Website is the first source of information on any project, event, institution etc. After reaching the target audience either by presenting the project at a conference, attending a meeting or simple discussion, interested stakeholders will look for more information on the project in the internet and visit the webpage. It is very important to ensure easy readability of the webpage, therefore project jargon is avoided. Stakeholders interested in project progress may sign up for project e-newsletter.

The website is being designed in a way to easily provide information about the latest developments and the progress of the project. This objective is reflected in the system information on the website. The Website will be updated every month or when necessary. Information to be placed on the webpage will be delivered by all project Partners to ASM (manager of the webpage).

BERTIM website design refers the project logo. The colours and style of the webpage are coherent with all the dissemination materials. The webpage is a business card of the project therefore project identity rules have been respected in order to maximize BERTIM recognisability.

6.1.2.2 E-newsletters

Project e-newsletter will be elaborated and distributed every six months. It will include all recent information regarding project reports, events, workshops etc. Articles included in the newsletter will be written by all Project Partners. The Dissemination leader will be responsible for graphic layout of the newsletter.

The e-newsletter will be send to all stakeholders interested in the project. Database of contacts will consist of all contacts gathered in the framework of Task 7.2 from the project consortium partners.

1st edition of project newsletter has already been distributed in November 2015 (M6).

6.1.2.3 Project flyer

BERTIM leaflet has been developed in the beginning of the project. It presents main concept of the project, as well as information about the demo sites and partners.

The leaflet will be available for Partners in project intranet and in public part of the webpage for the audience - published on the project website in a pdf format. The flyer will be printed in 2000 copies and used as information material for technical visits and demonstrations, for meetings and conferences, correspondence and in other face-to-face meetings.



6.1.2.4 Poster and pop-up banner

BERTIM poster and pop-up banner has already been developed (in month 3) and sent to all Partners, as well as uploaded to the intranet of the project website. It will be presented at conferences, events, fair trades and every opportunity where project Partners will be presenting the project results.

6.1.2.5 Booklet

The result booklet is a compilation of the partial project result booklets elaborated on transnational basis in each WP. These booklets will be developed at the end of the project by the respective project partner and then printed. These printed versions will be then used as dissemination materials on relevant events by the project partners.

The entire summary of the project results in a result booklet will be provided in one document in an online form in order to allow the interested recipients to download it from the project website as well as the project partner's websites. The estimated impact is set to be a minimum of 200 downloads of the booklet.

6.1.2.6 Publications

R&D project Partners will be responsible for the publication of relevant results to scientific community by Scientific Publication.

Similarly, business project Partners will plan and implement publications in professional magazines or web sites, supporting exploitation of the project results.

Additionally consortium will use EC promotion channels for dissemination (research*eu results magazine, CORDIS Wire; CORDIS News, Headlines on the Commission's Research & Innovation website).

6.1.2.7 Build-up web

The Build Up web portal (<http://www.buildup.eu/>) will be an additional channel used for dissemination of the BERTIM project. The BUILD UP web portal is intended to gather the benefits of Europe's collective work on energy reduction in buildings for all relevant audiences. It brings together new practitioners and professional associations and motivates them to exchange their best working practices and knowledge and to transfer tools and resources.

The portal provides possibilities of proposing news, events, publications, links, case studies, tools, blogs and communities that are prepared from the bottom up by the website users. BERTIM project will be promoted on the Build Up website after the end of each Work Package and after the reaching of milestones, before the organizing of the Final Conference or in the cases when a public publication will become available.



6.1.3 Dissemination Events

6.1.3.1 Workshops and conferences

All consortium members will make an effort to present and distribute BERTIM information when attending events, conferences relevant to energy efficiency and city urban planning and management.

During the events Partners will present the project results and achievements, do networking, and empower exploitation of the results after project finalisation. List of events to be attended by Partners is included in chapter 8 “Dissemination activities by project Partners for the first year of project duration”. During the events Partners will collect contact details from stakeholders interested in project results to keep them updated about project progress e.g. by including them in the newsletter database.

6.1.3.2 Visits to demo sites

Further dissemination will be realized by demonstration of the energy efficient prefabricated modules in real demonstration buildings. Visits to the demo buildings will examine and prove the viability of the proposed solution. The number of visitors to the demo sites is expected to reach a minimum of 300 people. The promotion of demonstration buildings will be done by the social housing partners by means of their webpages (where public in general enters for information), by means of the BERTIM project website and the project participants' websites.

6.1.3.3 Final Conference

At the end of the project, in the last quarter of the project duration, a **Final Conference** will be organized in order to present the project results and stimulate the exploitation of the project results. Although the audience to this event will be heterogeneous, in the Final Conference, the results of the validation and demonstration activities will be available and the attraction of the project results will be higher compared to the previous events.

The Conference will gather around 100-150 participants representing all the target groups of audience indicated as relevant for the BERTIM project in this report.

The **Final Conference** will be also a very good opportunity to implement some measures for further evaluation of the project (more in chapter 9).

6.1.4 Networking with other EU projects and local/regional administrations

Networking with other EU projects and local or regional administrations is essential for both dissemination of the project ideas and results as well as for gaining support from the related research areas. Networking includes the exchange of achievements, experiences and know-how between associations and institutions representing construction sector, the timber manufacturers, the wood based industry, administrations and other organisations which may bring value to the project. The table below presents networking potential for BERTIM.



Table 2 Networks, platforms and research groups that will be linked to BERTIM

Type institution	Field 2
Industry Associations	CEI-Bois, the European Confederation of woodworking industries, Manufature Industry Eureka Cluster
International & EU organizations	International Energy Agency IEA – EBC (Annex 50); United Nations Environment Programme – Sustainable Buildings and Climate Initiative (UNEP SBCI), World Green Building Council (WGBC), International Council for Research and Innovation in Building and Construction (CIB)
Programs and initiatives	European Strategic Partnership for Sustainable Energy Education, Innovation and Technology (SEEIT)
Authorities on housing	Ministries of Housing, municipalities and regional governments
Public and private promoters on social housing	At European level: CECODHAs.
Associations construction	ACE, FIEC, ENCORD, Euroconstruct, ECCREDI, ENBRI, SBCI, CIB
Other EU building organisations	SB Alliance, EuroACE, ICLEI, RICS
European and national buildings related platforms	At European level: ECTP and the E2B EI. At National level: National Technology Platforms
Energy Management Agencies	At European level: European Federation of Regional Energy and Environment Agencies (FEDARENE) At National level: IDAE (ES), ADEME (FR), EnR (SE) Deutsche Energie-Agentur (DE)
Standardization bodies	CEN/TC 250 Eurocode 5: Design of timber structures

Among the related projects that the BERTIM consortium could benefit from cooperating with are:

6.1.4.1 Prefabricated modules (not wood):

HORIZON 2020:

- **MORE-CONNECT**
Development and advanced prefabrication of innovative, multifunctional building envelope elements for MODular RETrofitting and CONNECTions
http://cordis.europa.eu/project/rcn/193236_en.html
- **IMPRESS**
New Easy to install and Manufacture PRE-Fabricated Modules Supported by a BIM based Integrated Design Process
http://cordis.europa.eu/project/rcn/196758_en.html



- REnnovates
Flexibility Activated Zero Energy Districts
http://cordis.europa.eu/project/rcn/198375_en.html

SEVENTH FRAMEWORK PROGRAMME:

- RetroKit - Toolboxes for systemic retrofitting
http://cordis.europa.eu/project/rcn/104534_en.html

6.1.4.2 Wood related projects:

HORIZON 2020:

- ESW - European Structural Wood - for sustainable building components
http://cordis.europa.eu/project/rcn/196472_en.html
- DWT- Impregnation for Fireproof Excellent Durability Wood
http://cordis.europa.eu/project/rcn/196523_en.html
- LignoSilva - Centre of Excellence of Forest-based Industry
http://cordis.europa.eu/project/rcn/197118_en.html
- WINTHERWAX - WINdow based on THERmally modified wood with high performance WAX coating
http://cordis.europa.eu/project/rcn/196382_en.html

Although three of these projects have already ended it may be beneficial to include their participants, taking into consideration that networking can also be a means of transferring good practice, disseminating innovation and of building on lessons learned from other EU projects. By learning from other projects, problems can be avoided, new tools discovered and a network of collaboration can be developed that may be a valuable source of support for project development.

6.2 Communication materials and activities

6.2.1 Project Facebook page

Parallel to the dissemination performed via the project website, there will be a frequently updated Facebook page developed by a dissemination expert throughout the entire lifetime of the project. This FB page will be linked from the BERTIM website, as well from the FB pages and websites of the project partners.

The Facebook platform will be used to provide news about the project, photos documenting the recent activities, as well as links to relevant documents and information from other sources. It will be also used for networking purposes and interacting with the BERTIM followers and interested parties.



6.2.2 Video presenting the benefits of timber construction and the BERTIM solution

A video with the benefits of timber construction in general, and BERTIM solution in particular will be developed. The video will be translated from English to Spanish, French, Swedish and German. It will be uploaded into the YouTube video channel of the project, in partners' web-pages and TV Channels (Tecnalia YouTube channel). It will be available on the project website, as well as Facebook page and provided in the project description on the partners' websites. All relevant events, allowing for the use of multimedia, will also involve the use of the video for promotional purposes.

6.2.3 Press releases

Press releases allow research Partners to disseminate information to the media as well as other organizations.

In order to reach the general public, translation and distribution of the press releases by interested Partners at national level is expected. All partners are encouraged to send out press releases on their own markets, with mention the BERTIM project and that it is funded by the Commission. Press releases should be done to cover all major deliverables of the project. As dissemination leader, ASM will coordinate the press releases for the deliverables.

Press releases should generally not exceed one or two pages.

6.3 The use of the EU emblem in the context of Horizon 2020 Programme

As BERTIM Partners are beneficiaries of EU funding, we shall use the European Union emblem in our communication to acknowledge the support received under EU programme (High-resolution emblems can be found here: <http://europa.eu/about-eu/basic-information/symbols/flag/>).

The name of the programme (Horizon 2020) shall be used as verbal brand, i.e. references to it will be made without a regulated visual mark or logo.

Basic rules:

- The minimum height of the EU emblem shall be **1 cm**.
- The **name of the European Union** shall always be used **in conjunction with the name of the programme or fund and it shall be spelled out in full**.
- The typeface to be used in conjunction with the EU emblem can be any of the following: **Arial, Calibri, Garamond, Trebuchet, Tahoma, Verdana. Italic and underlined variations and the use of font effects are not allowed.**
- The positioning of the text in relation to the EU emblem is not prescribed in any particular way but **the text should not interfere with the emblem in any way**.
- The **font size used should be proportionate to the size of the emblem**. The colour of the **font should be reflex blue (same blue colour as the EU flag), black or white depending on the background**.



The statement about EU financing to be used throughout the whole project duration when communicating about BERTIM project:



The project has received funding from the European Union's Horizon 2020 research and innovation program under grant agreement No 636984.

Both elements: (1) the statement above and (2) EU emblem should be used according to the rules when communicating about the project (in promotional materials, project templates, project deliverables, project website, social media etc.).

If it would not be possible to include both elements e.g. when publishing articles in magazines (due to lack of space or especially in cases where we have no control of the final publication format or contents) please make sure to at least include the phrase: “the project has received funding from the European Union”.

More information regarding the use of EU emblem is available on:

1. http://ec.europa.eu/dgs/communication/services/visual_identity/pdf/use-emblem_en.pdf
2. http://ec.europa.eu/research/participants/data/ref/h2020/grants_manual/amqa/h2020-amqa_en.pdf



7. Dissemination strategy implementation plan

The public deliverables (PU) list (table below), gives an overview of when and what information is available for public audience. All written or oral dissemination activities will rest on either the project description or the relevant deliverable reports that are allowed to be introduced to the General public. Some findings and arising information will also be updated in the news section of the project website when relevant - independently of the emerging deliverables. All communication and promotion materials will be agreed upon with all Partners before sharing it with the public to ensure that no confidential information is included in the documents.

Table 3 BERTIM public deliverables

No.	Deliverable name	WP number	Short name of lead participant	Dissemination level	Delivery date
D2.1	BERTIM holistic renovation	WP2	COLLAGE	PU	M4
D2.2	Legislative and regulatory requirements for the building renovation	WP2	SP	PU	M4
D2.5	Efficient mass manufacturing and installation of prefabricated modules	WP2	TUM	PU	M9
D4.1	RenoBIM Architecture	WP4	DIETRICHS	PU	M13
D4.2	Building modelling guide	WP4	DIETRICHS	PU	M16
D4.6	Integration with external tools	WP4	TECNALIA	PU	M24
D7.1	Communication pack	WP7	ASM	PU	M3
D7.1	Implementation project website	WP7	ASM	PU	M3
D7.3	First version of the Dissemination Plan	WP7	ASM	PU	M6
D7.7	Final Dissemination Activity Report	WP7	ASM	PU	M48

In order to fulfil the impact indicators established in Table 1 the following time schedule is planned:

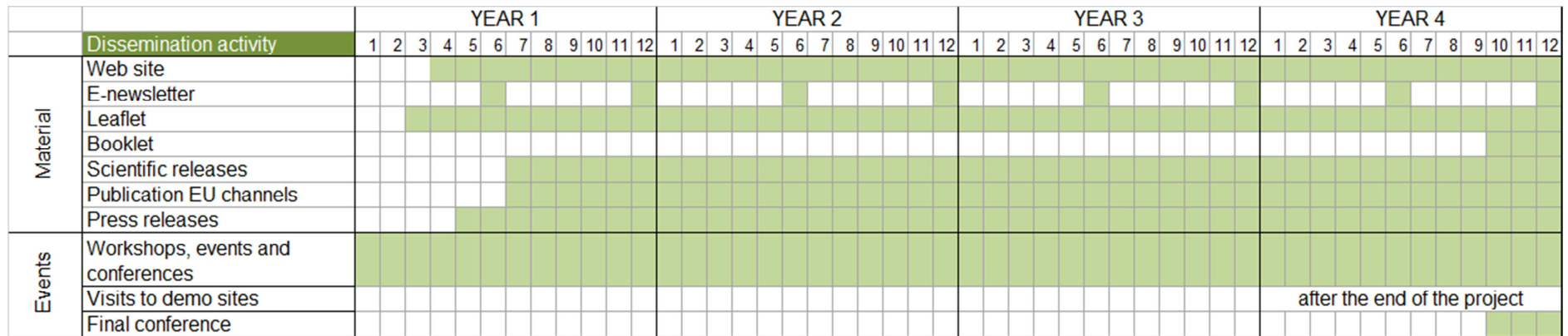


Figure 1 Dissemination activities Gantt chart



As indicated in the schedule of the dissemination activities presented above certain elements of the dissemination plan are intended to be used throughout the entire lifespan of the project.

The project website will be updated on a regular basis all along the project duration. It will be enriched with project news, public publications and any other relevant info after each important development (ending of work packages, events, and milestones). The info will be generated by ASM or provided by any of the consortium partners. The website also functions as an interactive platform for visitors who may log in and use the ability to comment on any of the given posts. Project newsletter is set to be released every 6 months and give an overview of the developments.

The project leaflet will be printed by ASM in 2000 copies and distributed among the partners. Each partner will use this dissemination material on several occasions, starting from conference presentations, workshops or any other events that will include presenting the project. Thus, it is also used throughout the entire project.

There are several scientific releases planned, however none of the scientific releases has been published in the first 6 months of the project. This is the time when the first intellectual output is generated. The minimum number of scientific releases is 5 by the end of the BERTIM project duration.

First press releases have already been published and more are to come in the next months, however there are no exact dates given for some of the publications planned in 2016 and further (this will be established closer to the due dates). The minimum number of press releases that will be developed during the project is 5 per year (20 by the time the project ends).

Similarly, in the case EU channels publications the minimum number is 4 per year (starting from the second year of the project duration).

As far as the conferences and other events go, the minimum number of visited events where the BERTIM project will be presented is 15 per year.



7.1 Dissemination activities by project Partners for the first year of project duration

All dissemination and communication activities have been described and explained in prior chapters. This chapter focuses on the distribution of activities by project Partners. In order to monitor the dissemination indicators and to maximize the dissemination impact of the project the consortium will keep track of the obtained numbers of audience in reference to each performed dissemination and communication activity. The estimated reach is also given in the planning of the activities.

The table below presents the respective activities that have already been or are planned to be implemented by Consortium in the following project year. This table will be updated throughout the project duration, after the first 12 months of the project and within the next Dissemination report in month 24. It will allow the assessment of BERTIM dissemination activities and enable analysis of identified dissemination reach indicator.

Based on this table, assessment of the success and scope of the BERTIM dissemination activities will be possible.

Experience has shown that producing a coherent strategy does not necessarily result in effective implementation unless the strategy is articulated as a clear set of actions.

Therefore, presented below is the list of dissemination and communication activities that have been implemented and are planned to be implemented during the following year. More actions will be planned and executed as the project will progress and generate new scientific knowledge and commercial viable solutions.



Table 4 Planned and Performed dissemination activities

Partner responsible	Activity	Objective of dissemination	Place	Date	Channel	Type of audience	Audience	Link to the website of the event	Status
TECNALIA	Conference inside the "WOOD'S WEEK" event, organised by BASKEGUR	Presentation of the project into the "Wood Technology's Day"	San Sebastian , Spain	24/11/2015	Conference	The industry of timber; Science & research centres	40	http://baskegur.eu/s/la-primera-semana-de-la-madera-de-euskadi-se-celebra-del-23-al-27-de-noviembre/	Finalised
TECNALIA	Presentation of BERTIM in the Innovawood General Assembly	Disseminate BERTIM project among the wood industry	Zagreb, Croatia	09/06/2015	Conference	Science & research centres	30	http://www.innovawood.com/	Finalised
TECNALIA	Presentation of BERTIM in the FCBA scientific Committee	Disseminate BERTIM project among the French timber stakeholders	Paris, France	15/10/2015	Conference	Science & research centres, French administration	40		Finalised
Dietrich's France	Reseau Dietrich's October Edition	presentation of project objectives, planned results, raising awareness	France	10/2015	Article (printed version & online)	wood building industry	paper version sent to 20.000 contact	Online version: http://www.yumpu.com/fr/document/fullscreen/54463480/dietrichs-reseau-octobre-2015	Finalised



Partner responsible	Activity	Objective of dissemination	Place	Date	Channel	Type of audience	Audience	Link to the website of the event	Status
Dietrich's France	Reseau Dietrich's 2016	presentation of project objectives, planned results, raising awareness	France	2016	Article (printed version & online)	wood building industry	paper version sent to 20.000 contact		Planned
SP	Wood Building Summit - annual conference with specific topic to "more building with wood"	BERTIM was presented by SP at the mini-exhibition	Skellefteå , Sweden	11/2015	Leaflet and personal information	All type of audience, operating on the wood sector		http://www.nolia.se/woodbuildingsummit/program-2/	Finalised
ASM	Presenting information about BERTIM project on a conference "Monitoring of construction market"	presentation of project objectives, planned results, raising awareness	Warsaw, Poland	28/08/2015	Power Point presentation on conference	Producers of construction materials, associations of entities operating on the construction market	ca. 100	http://konferencjarmrb2015.syskonf.pl/	Finalised
ASM	Information about BERTIM on ASM website	presentation the project, its activities & results, Partners and ASM responsibilities	Poland	07/2015	Information on the project online	All type of audience, operating on the construction, energy market but also public authorities	ca. 500 visits per year	http://asm-poland.com.pl/badania-i-projekty-miedzynarodowe/bertim/	Finalised



Partner responsible	Activity	Objective of dissemination	Place	Date	Channel	Type of audience	Audience	Link to the website of the event	Status
ASM	Presenting information about BERTIM project on H2020 Energy InfoDay	presentation of project objectives, planned results, raising awareness	Łódź, Poland	13/11/2015	Power Point presentation on event	All type of audience connected with energy sector	ca. 25	-	Finalised
ASM	Presenting information about BERTIM project on a meeting with construction materials producers organised by the Polish Windows and Doors Association	presentation of project objectives, planned results, raising awareness	Warsaw, Poland	06/10/2015	Power Point presentation on event	Mainly construction materials producers, carpentry sector	ca. 20	-	Finalised
ASM	Presenting information about BERTIM project on H2020 INFO DAY "Climate action, environment, resource efficiency and raw materials"	presentation of project objectives, planned results, raising awareness	Warsaw, Poland	06/10/2015	Power Point presentation on event	All type of audience connected with environment, climate issues	ca. 50	http://www.kpk.gov.pl/?event=info-day-climate-actionenvironmentresource-efficiency-and-raw-materials	Finalised



Partner responsible	Activity	Objective of dissemination	Place	Date	Channel	Type of audience	Audience	Link to the website of the event	Status
ASM	Presenting information about BERTIM project on in Technical University of Warsaw, The Faculty of Civil Engineering	presentation of project objectives, planned results, raising awareness	Warsaw, Poland	09/10/2015	Leaflets, oral presentation	Researchers working in Civil Engineering at the university	5		Finalised
TUM	Conference Paper	dissemination of scientific knowledge derived from BERTIM	Auburn, USA	18- 21 /07/ 2016	Conference	Academics, Industry	50 people on the parallel session, 250 in total	http://www.isarc2016.org/	Planned
TUM	Conference Paper	dissemination of scientific knowledge derived from BERTIM	Bern, Switzerland	10-11 /10/ 2016	Conference	Academics, Industry	50 people on the parallel session, 250 in total	http://abs.green/call-for-papers/	Planned
TUM	Journal Article	dissemination of scientific knowledge derived from BERTIM	Elsevier, International	----	Scientific Journal	Academics	not indicated	http://www.journals.elsevier.com/automation-in-construction/	Planned
ASM	Presenting information about BERTIM project on XIII Symposium of the National Council of EU Research Project Coordinators	presentation of project objectives, planned results, raising awareness	Warsaw, Poland	02/12/2015	Power Point presentation on event	All type of audience connected with European research projects	ca. 80	http://krab13.syskonf.pl/	Planned



Partner responsible	Activity	Objective of dissemination	Place	Date	Channel	Type of audience	Audience	Link to the website of the event	Status
ASM	Presenting information about BERTIM project on INTERNATIONAL CONFERENCE ON CONSTRUCTION CHEMICALS INDUSTRY	presentation of project objectives, planned results, structure of work, raising awareness	Warsaw, Poland	08/12/2015	Power Point presentation on event	All type of audience connected with construction chemicals industry	ca. 50	http://www.chemiaindustria.com.pl/konferencja/international-conference-on-costruction-chemicals-industry/2015/9	Planned
ASM	Presenting information about BERTIM project at the University in Kielce on EU research projects	presentation of project objectives, planned results, structure of work, raising awareness	Kielce, Poland	11/12/2015	Power Point presentation on event	Researchers working at the University	ca. 50		Planned
ASM	BUDMA fairs - The biggest Construction Industry Meeting in Poland	presentation of the project	Poznań, Poland	02-05/02/2016	Trade fairs - PPT / leaflet / poster	Construction industry	1,000 MANUFACTURERS; 50 000 of visitors; trade missions from 60 countries		Planned



Partner responsible	Activity	Objective of dissemination	Place	Date	Channel	Type of audience	Audience	Link to the website of the event	Status
ASM	Information about BERTIM in newsletter of the Polish Construction Technology Platform	presentation of project results, raising awareness, dissemination of scientific knowledge derived from BERTIM	Poland	03/2016 ; 10/2016	Article	Member of the PPTB (industry and researchers from construction industry)	ca. 50	http://www.pptb.pl/ENG/	Planned
ASM	E-newsletter	presentation of the achieved results, invitation to events	EU level	11/2015	E-newsletter	Industry, public authorities, researchers from construction industry from EU level	995		Finalised
ASM	Presenting information about BERTIM project on a conference "Monitoring of construction market"	presentation of the project and achieved results	Warsaw, Poland	10/2016	PPT / leaflet / poster	Producers of construction materials, associations of entities operating on the construction market	ca. 100	-	Planned
ASM	Sustainable Places 2016	presentation of the project	?	09-10/2016	PPT / leaflet / poster	Construction/energy sector, EU project participants	ca. 100		Planned



Partner responsible	Activity	Objective of dissemination	Place	Date	Channel	Type of audience	Audience	Link to the website of the event	Status
ASM	Information about BERTIM in newsletter to the European Construction Technology Platform and National Construction Technology Platforms	presentation of the project, achieved results	EU level	2 article / year	Article, press releases	Industry and researchers from construction industry from EU level	168	http://www.ectp.org/	Planned
ASM/Tecnalia	Construction and Building Materials - an international journal dedicated to the investigation and innovative use of materials in construction and repair	presentation of the achieved results	International	2017	Scientific publication	Industry and researchers from construction industry from EU level	not indicated	http://www.sciencedirect.com/science/journal/09500618/open-access	Planned
ASM	E-newsletter	presentation of the achieved results, invitation to events	EU level	05/2016 and every 6 months	E-newsletter	Industry, public authorities, researchers from construction industry from EU level	1500		Planned



Partner responsible	Activity	Objective of dissemination	Place	Date	Channel	Type of audience	Audience	Link to the website of the event	Status
ASM	Article about BERTIM in Dietrich's "News" magazine for the construction industry	presentation of the project	Poland	01/2016	On-line and printed magazine	Construction industry	not indicated	https://www.yumpu.com/user/dietrichs	Planned



8. Evaluation of Communication and Dissemination activities

Several activities will be pursued in order to evaluate the quality and correct choice of content for different target groups.

First, the success of the **project website** can be evaluated by checking the usage logs, hits. In addition an online survey will be published on the project website in order to assess its accessibility, clarity of the message, its readability, accuracy of information, overall structure etc.

The success of the **e-newsletter** will be evaluated by the number of opened links and articles in the newsletter, as well as with the use of an evaluation survey. After the release of project 1st and 2nd e-newsletter Dissemination leader will make random contact with the recipients to gather first opinion on the newsletter content. Received comments will help to improve next editions and better shape other dissemination activities.

As far as the planned **activities** go, the success of these dissemination actions will be evaluated by reporting the participation of the partners on the events with the assessment of the impact (final number of audience, number of obtained contacts, overall response to the project presentation etc.). Other actions, such as online publications will be evaluated with the use of the number of visit.

The evaluation will also play the role of monitoring the impact indicators which are planned for the dissemination actions:

Table 5 Expected impact of the dissemination activities

Dissemination channels	Expected audience (people)	% of people with commercial interest	Commercial contacts
Multilingual website	4000	2%	80
e-newsletter	300	10% Many of the recipients of the newsletters will be selected by the project team. So, the % of people with commercial interest will be higher.	30
Leaflet	2000	4% Leaflets will be distributed in the context of project related events. So, the % of people with commercial interest will be higher than the one in the web site.	80
Booklet	Already included in web site visits, as the booklet will be downloaded from the web site.	-	



Dissemination channels	Expected audience (people)	% of people with commercial interest	Commercial contacts
Press realises professional	100	300% The professional associations will act as an amplifier of our dissemination actions. So, for each professional association we expect at least 3 commercial contacts.	300
Scientific realise	No direct impact for Commercial contacts, but these actions provide a valuable technical recognition.	-	
Scientific Conferences	1000	2% The audience to these events is related with the project results, but very heterogeneous. So the % of people with commercial interest is estimated the same that the one for the web site.	20
Trade fairs, professional conferences and workshops	750	10% The audience are industrial stakeholders of the sector. So, the % of people with commercial interest is estimated as high as the one for the selected audience of the newsletters.	75
Individual contacts	60	50% These individual contacts can be considered as "precommercial" contacts. So the % of success is the higher one.	30
Partners web sites	Already included in web site visits, as this visits usually will be redirected to the project web site.	-	
Final Conference	150	10% Although the audience to this event will be also heterogeneous, in the Final Conference, the results of the validation and demonstration activities will be available and the attraction of the project results will be higher.	15



9. Conclusions

This report includes all elements that are required in a successful dissemination plan. Among these elements are the following: describing the purpose of the dissemination, identification of BERTIM target groups, developing the idea of a clear message, communication activities and dissemination materials, methods of dissemination, timing and planning of dissemination activities, as well as an evaluation plan for the implemented dissemination activities.

This dissemination plan provides the BERTIM project consortium with a solid framework against which to begin disseminating project results and activities. The BERTIM project partners will use this as an initial strategy which will be further reviewed, revised and updated as new opportunities and channels of communication will emerge during the project work develops. Dissemination materials and activities will be evaluated for their reach, effectiveness in targeting particular stakeholders and alignment with the stakeholders' interests.

This document will be revisited in the light of gathered experiences and new, emerging dissemination opportunities in month 24: D7.5 Final version of the Dissemination Plan.

A comprehensive Dissemination and Communication results report (D7.7) will be delivered in M48. It will lay out all the performed activities and evaluate the results of the dissemination work.