

SPHERE

BIM DIGITAL TWIN PLATFORM

WP8: Stakeholder and exploitation-oriented communication, dissemination and training

D8.2 Dissemination and Communication Plan



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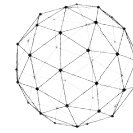
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1 Executive Summary

The goal of SPHERE's project is the improvement and optimisation of buildings' energy design, construction, performance, and management, reducing construction costs and their environmental impact while increasing overall energy performance.

This deliverable has been written in work package 8 and deals with the project processes, objectives, KPIs and monitoring with initial planning for the first reporting period with respect to Dissemination and Communication activities.

The objective of this deliverable is threefold:

- Describe communication guidelines from H2020 and to ensure these guidelines are appropriately treated in SPHERE;
- Establish the framework and fundamental aspects of project communication and dissemination activities;
- Establish the processes to plan, implement, assess and report dissemination and communication activities across the length of the project in a strategic way.

This document is organised into four sections:

- a critical analysis of H2020 communication guidelines and its relevance to SPHERE;
- SPHERE's Communication and Dissemination strategy;
- means for SPHERE's Communication and Dissemination performance monitoring;
- project Communication and Dissemination guidelines.

This document also includes 2 annexes: one with the template and the initial identification of potential dissemination and communication events/targets, and the other one summarising the communication/dissemination channels of the partners involved in SPHERE project.

On behalf of Authors

R2M, COMET and the Sphere Team.

2 Check Lists

DoA Checklist
relevant events aiming at providing an “ outsider view ” of the project to the consortium towards
will identify and plan dissemination opportunities , targeted audiences , key messages and depending on the dissemination stage , the tools to reach them
deliberate linkages to other similar projects , joint workshops with sister projects, and attendance
dissemination channels as (1) Dedicated website presenting the objectives, partners and the activities of the project (2) Publications in scientific literature and dedicated journals and reviews (3) Webinars to convey training to students and professionals (4) Presentations and participation at congresses, workshop, symposia conferences, exhibition fairs as well as (5) networking with other relevant projects .(6) Result outcomes to relevant standardisation CEN and ISO Technical Committees (7) Organization of Demo sites tour
promote SPHERE at EU level and beyond. Instruments to do this include: (1) SPHERE Website , (2) Public communication materials and branding (3) Social media , (4) Traditional media ; (5) Community ; (6) Newsletters
Progress will be measured regularly using these indicators and the dissemination and communication strategic plan will be updated accordingly

Table 1 DoA Checklist

Checklist for Dissemination [1]	
Item	Section
Describes concrete and well-timed measures for dissemination of all key results throughout project lifetime and after project end	Dissemination/communication timeline Dissemination/communication strategy
Uses effective channels and platforms for all groups of potential users (stakeholder networks and platforms, domain specific platforms, EEN, policy makers platforms, project website) with long-term perspective	Communication instruments and media channels
Facilitates and supports each of the impacts	Dissemination/communication guidelines
Reports dissemination activities and outputs	Dissemination/Communication performance monitoring

Includes quantitative and qualitative information and relates it to the project results	KPIs
Scientific results acknowledges EU funding and Open Access	Open Access

Table 2 Checklist for Dissemination

Checklist for Communication [2]	
Item	Section
starts at the outset of the action and continues throughout its entire lifetime	Dissemination/communication timeline
is strategically planned and not just be ad-hoc efforts	Dissemination/communication strategy
identifies and sets clear communication objectives	Objectives
is targeted and adapted to audiences that go beyond the project's own community including the media and the public	Target audience
chooses pertinent messages	Project key messages
uses the right medium and means	Comm. instruments and media channels
is proportionate to the scale of the action	Dissemination/Communication performance monitoring

Table 3 Checklist for Communication

3 Introduction

3.1 Objectives

In line with the “Communicating EU research and innovation guidance for project participants”[3] and “Communication of EU funded projects: transition to H2020”[4] the aim of this deliverable is to settle the SPHERE’s communication and dissemination strategy to reach the largest number of possible stakeholders, including general public, industry and academia).

This report, as the Communication and Dissemination Plan for SPHERE, is delivered in order to:

- Describe communication guidelines from H2020 and to ensure these guidelines are appropriately treated in SPHERE;
- Establish the framework and fundamental aspects of project communication and dissemination activities;
- Establish the processes to plan, implement, assess and report dissemination and communication activities across the length of the project in a strategic way.



This document is organised into four sections:

- a critical analysis of H2020 communication guidelines and its relevance to SPHERE;
- SPHERE’s Communication and Dissemination strategy;
- means for SPHERE’s Communication and Dissemination performance monitoring;
- project Communication and Dissemination guidelines.

This document also includes 2 annexes: one with the template and the initial identification of potential dissemination and communication events/targets, and the other one summarising the communication/dissemination channels of the partners involved in SPHERE project

3.2 Terminology (Communication vs Dissemination)

In order to avoid misunderstandings, it is always advisable to review the meaning of the two key words in this document: Communication and dissemination. European Commission has a web page of reference terms in which among other H2020 related terms, dissemination and communication are defined.

What is communication?

it is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.[5]

What is Dissemination?

Means to make the results of a project public (— by any appropriate means other than protecting or exploiting them, e.g. scientific publications).[5]

Communication	Dissemination
About the project and results	About results only
Multiple audiences <i>Beyond the project's own community (include the media and the public)</i>	Audiences that may use the results in their own work <i>e.g. peers (scientific or the project's own community), industry and other commercial actors, professional organisations, policymakers</i>
Inform and reach out to society , show the benefits of research	Enable use and uptake of results
Grant Agreement art. 38.1	Grant Agreement art. 29

Figure 1 Communication vs Dissemination

3.3 Target Audience

The target of this report is twofold: on one side to inform the EU commission, the project officer and the project reviewers about the processes, objectives, performance indicators with respect to Dissemination and Communication activities. On the other side to guide the project partners in the process of making a relevant dissemination and communication during SPHERE.

3.4 Relations to other project activities

At work package level

At work package level, all work package tasks are directly linked to the Work Package 7 (Market analysis & Exploitation). Both work packages provide support to the rest of technical and demonstrations tasks and they are very much focused on maximising the impact of the Sphere

project. The diagram below shows the work packages of the project, showing in grey the ones that provide support to the all the other work packages in the project.

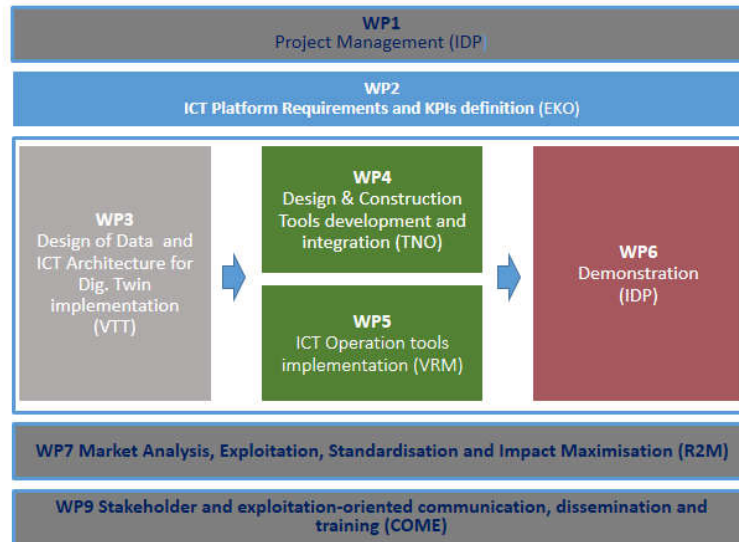


Figure 2 WP8 Links with other work packages

At task level

This deliverable is part of the task 8.1 but has different links with other WP8, mainly tasks 8.2 and 8.2, below a description of the task is presented, detailing in bold the link with Dissemination and Communication:

- *Task 8.1: SPHERE Stakeholder Oriented Communication Activities (Leader: COME / Participants: All / Start-End Month: M1-M48)* In line with H2020 guidelines “Transition to H2020, Communication for EU Projects,” this task will **develop a comprehensive and creative communication strategy within the communication and dissemination strategic plan**. Specific communication measures and strategies will be defined and adopted to promote SPHERE at EU level and beyond aimed to reach a broad range of stakeholders and the public. [...]
- *Task 8.2: SPHERE Exploitation Oriented Dissemination Activities (Leader: R2M / Participants: All / Start-End Month: M1-M48)* **SPHERE dissemination and communication strategic plan: produced early in the project (M3)** and updated in each period report to follow the staged approach defined in section 2 of the proposal. The dissemination plan will identify and plan dissemination opportunities, targeted audiences, key messages and depending on the dissemination stage, the tools to reach them. Deliberate linkages to other similar
- *Task 8.3: SPHERE Monitoring of communication and dissemination activities impact (Leader: COME / Participants: All / Start-End Month: M1-M48)* A set of key performance indicators has been initially defined in [the proposal] section 2.2 to check whether SPHERE is achieving its expected dissemination and communication impact; progress against them be reported as part of the regular reporting process. **Progress will be measured regularly using these**

indicators and the dissemination and communication strategic plan will be updated accordingly once a year, if required.

4 Critical analysis of H2020 communication guidelines

4.1 Analysis of the baseline H2020 communication guidelines

The baseline document for H2020 Communication Activities is Communicating EU research and innovation guidance for project participant[1].

In the following extract, its key message is captured:

Communication about European research projects should aim to demonstrate the ways in which research and innovation is contributing to a European 'Innovation Union' and account for public spending by providing tangible proof that collaborative research adds value by:

- *showing **how European collaboration has achieved more than would have otherwise been possible**, notably in achieving scientific excellence, contributing to competitiveness and solving societal challenges;*
- *showing **how the outcomes are relevant to our everyday lives**, by creating jobs, introducing novel technologies, or making our lives more comfortable in other ways;*
- ***making better use of the results**, by making sure they are taken up by decision-makers to influence policy-making and by industry and the scientific community to ensure follow-up.*

The guidelines provide a list of points to build an efficient communication strategy. Below the six main elements of the list are specified together with the link of this document taking care of this point.

- **Ensure good management:** deals with the resources, partners/experts involved and continuity. The section [Management](#) details SPHERE's dissemination and communication management.
- **Define your goals and objectives:** deals with defining realistic goals and objectives. In this document, the sections [Objectives](#) , [Processes to generate content at different project stages and Stage, purpose and communication media](#) describe SPHERE's goals and objectives.
- **Pick your audience:** focus on the definition of the audience and the relevant user groups. In this dissemination and communication plan we have include a section (called [Audience](#)) to describe the strategies depending on the audience and the benefits to different target groups.
- **Choose your message:** deals with creating relevant messages to reach the audience. This document includes, in the [Project key messages](#) section a set of messages the project will

deliver. These messages will be well backed with the project's [Visual identity](#) and [Dissemination/communication toolkit](#).

- **Use the right medium and means:** deals with used the best mediums and means to reach the larger possible audience and also with leveraging partners dissemination and communication multipliers. In the section [Communication instruments and media channels](#) we summarised the different media channels and in the section [Overview of partners' social media](#) we provide a summary of the result of the survey we performed on [Annex B: Communication and dissemination channels survey](#).
- **Evaluate your efforts:** deals with evaluating if the goals have been reached. In this dissemination and communication plan this is managed in the [KPIs](#) section, where the dissemination/communication Key Performance Indicators are detailed and in [Dissemination/communication monitoring](#) where the performance monitoring is described.

(Note that this checklist is not the only communication related checklist suggested by the EU commission. In the Checklists section of this document we add two more checklist and link their elements with different sections of this document)

The guidelines also present a collection of good practices from projects like SPHERE. We will use some lessons learnt from these projects as best practices for SPHERE. A few examples are reflected in the following points:

- include a **variety of tools and ideas** to help ensure that Europe's industries quickly understand the objectives of our project and the potential impact (COMET project)
- **Importance of communication.** Surprising the effect of a simple sticker displaying the **project's name** can have (COMET project)
- the best advertisement, however, is **demonstrating a working product** (COMET project)
- communication with the **broader public is never secondary** to publishing in high-profile journals like Nature or Science (Lupa Project)
- acquire a **good understanding of the ways your target audience will respond** to your message (Lupa Project)
- sending out a press release is a good way to **promote project actions**. [...] helpful to include a link to a video clip that introduced project work. (Argomarine project)
- **profit from existing meetings and conferences** and to **collaborate** with others to amplify project's work (Argomarine project)
- If project's story has a really **interesting visual element**, the broadcast press may want to come and interview you (Storage project)
- put some **long-term support** into your press campaign if it has been very successful (Storage project)
- plan and answer to the following: What do we want to achieve with this publicity? Who are our audiences? How will we achieve our objectives? (Storage project)
- important to **involve decision-makers and politicians** [...] he will automatically be followed by the press. In this way it is easier to get press coverage. (EPOSbed project)

- **focus your efforts** on a clear target audience to **maximise your investment** (EPOSbed project)

4.2 Analysis of a supporting presentation of the H2020 communication guidelines

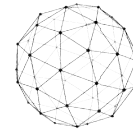
The “Transition to H2020” presentation entitled “Communication of EU Funded Projects – A Strategic Approach” by the EC Policy Officer T. Matraia is linked to the above guidelines and provides a good collection of hints and recommendations for the communication and promotion of EU funded projects. In this section, we will do an analysis of this presentation and show the relevance for SPHERE.

In the overview of the document, the EC Policy Officer mentions a few key points to establish the context

1. The need to cooperate in the current multipolar world of the research and innovation
2. The importance of new markets and opportunities and the international cooperation
3. The public-private-social partnerships and an innovation seamlessly connected to enterprise

Regarding the first point SPHERE will find inspiration, collaboration and liaisons with different past and ongoing research and innovation projects, leveraging the experience of SPHERE’s in H2020 projects. A table of potential liaisons and international research and innovation activities linked to SPHERE is shown below.

Project	Innovation	Cooperation	Link
BIM R&D	BIM R&D activities of the Flemish institute for development and research	Integration of data from CAD & BIM systems into a database	NEANEX
BMBF Cloud i/o	Secure and trustful cloud-based storage component for sensitive data	Security, privacy and scalability aspects	ASCORA
BRESAER	Breakthrough Solutions for Adaptable Envelopes for Building Refurbishment	Envelope system for buildings	EKO
BUILT2SPEC	SAAS solutions like Virtual Construction Management Platform	Self-Inspection, 3D Modelling, Management and Quality-Check	DE5, VRM, R2M
EuDEco project	Modelling the European data economy	Big Data domain to discuss challenges and data models	ASCORA



DoF (District of Future)	ICT to monitoring, management and optimization of energy production and consumption at a district	Energy efficiency solutions	IDP, VTT
ACCEPT project	Assistant for Quality Check during Construction Execution	Quality Checks	ASCORA
EEPOS	R&D project focus on energy management	Neighbourhood level energy management	CAV, VTT
ENERBUILCA	Life Cycle Assessment for Energy Efficiency in Buildings	Life Cycle Assessment	EURECAT
Energy In Time	Smart Energy Simulation Based Control	Energy consumption in the operational stage	CAV
EPESUS	Environmental friendly and energy efficient process design and monitoring	On life cycle analysis and environmental impact evaluation	EKO
GeoFit	Deployment of novel GEOthermal systems, technologies and tools	Energy efficient building retrofitting	EUR, COMS, R2M
HIT2GAP	Highly Innovative building control Tools Tackling the energy performance GAP	New tools and methodologies to reduce the gap	EUR, R2M, NUIG
INTERMODEL EU	Smart governance, network resilience and streamlined infrastructure innovation	Optimization from a holistic point of view	IDP
IZM (Illwerke Zentrum Montafon)	Customer project developed by Cree based on the LifeCycle Tower system	New standards regarding ecology and sustainability	CREE
LifeCycle Tower (LCT)	The LifeCycle Tower, based on Cree's system approach	Guarantee cost and quality, lower lifecycle costs and waste,	CREE
LOWUP	LOW valued energy sources UPgrading for buildings and industry uses	Efficient and sustainable cooling	EURECAT
METGROW +	EIP RMC status and its core role in EIT Raw Materials	industrially viable, flexible "New Metallurgical Systems" Toolbox	IDP

R2Cities	Renovation of Residential urban spaces: Towards nearly zero energy CITIES	Managing large scale district renovation projects	EKO
VIVACE	Value Improvement Through a Virtual Aeronautical Collaborative Enterprise	Aeronautic gas turbines based on EcosimPro.	EAI
ZEMedS	renovation of schools in a Mediterranean climate up to nearly zero-energy buildings	nZEB renovation of schools	EURECAT

Table 4 International research and innovation activities

Regarding the importance of new markets and the international cooperation, SPHERE involves partners with worldwide presence (e.g COMSA or BASF) thus the dissemination/communication focus will not only target EU level but also beyond aiming to reach a broad range of stakeholders and public worldwide. SPHERE's partner EKODENGE involves in the project its team in Turkey, increasing the possibilities for SPHERE to reach western asia media and markets.

The third point, public-private-social partnerships and a innovation seamlessly connected to enterprise, basically defines the core of SPHERE consortium: a SME-driven group of partners with the support of several research and technology organisations and large enterprises.



Figure 3 Communication Activities in H2020

The figure above shows the motivations for the increased attention to Communication Activities in H2020. Changing the perception from the general public and stakeholders stating that the “R&I is not linked to economic performance” and the “low perception of the R&I impact to the society” is some of the key objectives research and innovation project communication/dissemination should target. In order to achieve this, the presentation drafts some communication objectives to consider. The following list summarises them:

- **capture attention** (governments, authorities, public & private funding sources);
- **highlight** and enhance international research cooperation benefits and EU visibility
- **attract** businesses, potential partner, top scientists and students;
- Create market **demand**;
- Target the **exploitation & dissemination of research results**;
- **human impact**: disseminate success using HUMAN stories and demonstrate added value with EMOTIONS.

4.3 Open access

SPHERE will follow the Guidelines on Open Access to Scientific Publications and Research data in Horizon 2020. Also, in accordance with Article 29.1 of the Annotated Model Grant Agreement, the partners will ensure that the results are disseminated by appropriate means and as soon as possible. SPHERE will also follow the rest of the articles in point 29, for example, in SPHERE we will ensure (29.2) the publication in open access mode of all scientific publications derived from the project, the publication of the data needed to validate these scientific publications (29.3) and to mention the funding received by the European Union's Horizon 2020 research and innovation programme(29.4).

Following the “Open Access” and the “Visibility of EU Funding” points of the Grant Agreement, SPHERE will follow an open and active publication policy through publications in scientific journals. The Coordinator and the Communication Manager maintain a list of publications issued by Project participants, and all the publications include the terms “European Union (EU)” and “Horizon 2020” and grant information as required by the EC.

The project the participants will included in the web page of the project the generated articles finding a balance between timely free and open access, the IPR management and the exploitation possibilities.

5 Dissemination/communication strategy

5.1 Management

All SPHERE partners are involved in communication and dissemination activities. The table below shows the management structure of communication and dissemination activities:

Partner	Communication and dissemination roles
COMET	<ul style="list-style-type: none"> • Communication and dissemination work package leader • Coordinator of industrial workshops and training activities
R2M	<ul style="list-style-type: none"> • Dissemination tracking and monitoring • Data and Knowledge Management
COMSA	<ul style="list-style-type: none"> • Dissemination network and clustering activities
IDP	<ul style="list-style-type: none"> • Project leadership and reporting

Table 5 Communication and dissemination roles

These partners were deliberately selected for these roles due to their expertise and their organizational profile. These management partners will be supported by a group of more than 20 entities, most of them involved at different levels in communication and dissemination activities as part of the day-to-day activity.

Apart from the involvement of different partners, the project includes a specific role for the management and monitoring of communication and dissemination activities. The position is called “Communication Manager” and is held by Joan Nuñez (COMET) and his main duties are:

- ensure that communication and dissemination activities are carried out appropriately and according with the description of work
- establish the processes and mechanisms to ensure that outcome oriented outreach across partner networks is maximized and that best practices of partner organisations are captured and cross levelled
- oversee the communication and dissemination plan, report on activities at each project meeting, and provide input to the periodic reports

5.2 Processes to generate content at different project stages

The next figure shows the general scheme for communication and dissemination.

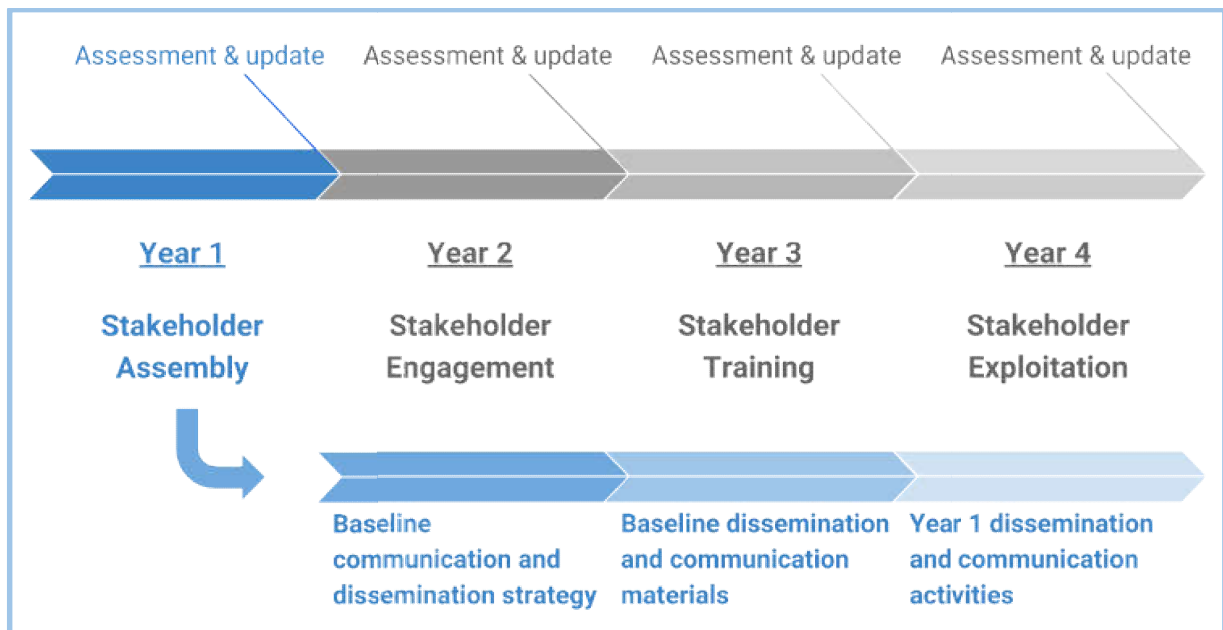


Figure 4 General scheme for communication and dissemination

The intent is to execute an iterative living process that is continuously fine-tuned over the project life-cycle. In Year 1 the project baseline communication materials are generated and initial stakeholder group assembled. Over the course of the project, those stakeholders are engaged, trained and “exploited” in the sense of creating the bridges to post-project impact. Communication and dissemination updates will naturally be a part of consortium meetings and a methodical reporting plus assessment and realignment of the communication strategy will occur as part of project reporting activities.

5.2.1 Stage, purpose and communication media

Following the picture above, we have defined 4 dissemination and communication stages for the project period. The next table will link the defined stages, the purpose of each stage and the main media we will employ at that stage.

Stage	Purpose	Media
Stage 1: Stakeholder Assembly (Year 1)	Make all stakeholder groups aware of SPHERE goals. Educate potential users of SPHERE outputs on benefits, possible roles and business opportunities the project will unlock.	Project web page Twitter and LinkedIn Leaflets Press releases
Stage 2: Stakeholder Engagement (Year 2)	Narrow the focus to relevant stakeholders, engaging project defenders (stakeholders with interest in the project) and key players (stakeholders with interest in the project and significant influence in the sector)	Project web page Twitter and LinkedIn Initial Videos Workshops

Stage 3: Stakeholder Training (Year 3)	Within the wide target audience to which the dissemination for assembly and engagement activities is targeted, there is a narrower set that will directly benefit from the project in significant ways. For this group, the dissemination plan will deliver targeted messages for a deeper understanding of SPHERE	Web page and social networks Webinars and workshops Posters and Conferences Industrial exhibitions Initial demonstration cases
Stage 4: Stakeholder Exploitation (Year 4)	For a further sub-set of SPHERE stakeholders, their adoption of outputs will directly foster Digital Twin implementation systems and associated benefits in EU . This group needs to be identified and empowered through skills, knowledge and action plans to achieve a real impact/uptake of SPHERE.	Web page and social networks Webinars and workshops Visits and demonstrations Brochures and videos of results Industrial exhibitions Advertising market/service offers

Table 6 Stage, purpose and communication media

5.2.2 Unexpected events

The H2020 communication guidelines include an interesting questions that SPHERE will take into account:

“Are you ready for the unexpected? Have you thought about how to respond effectively to such things as publication in high-ranking journals or a sudden new event related to the project’s theme?”

Sphere’s “unexpected events” likely look like:

- policy announcements related to construction and energy efficient buildings;
- any landmark study published related to building design, BIM platforms or Digital twins
- related to social acceptance and newsworthy/publicised in BIM/construction problems.

The fast reactions that can be taken in such scenarios include:

- making a news story, mention, post, or tweet across SPHERE media channels;
- linking news stories add adding the to the SPHERE watch activities and SPHERE Flipboard;
- creating a deliberate response to be integrated into project presentation or other dissemination/communication channels.

5.3 Audience (benefits to different stakeholder groups)

The key message will vary depending on which target audience is the recipient of the message, while for the academia and industry experts the message will underline the scientific and technological advances of Sphere, for the general public the message will be more general including topics related to societal benefits and energy efficiency.

Our actions will be aimed to spread the generated knowledge widely throughout trying to reach as much as key players as possible without neglecting the rest of the target groups. See below a picture showing the different target groups of Sphere based in their influence and interest in the project.

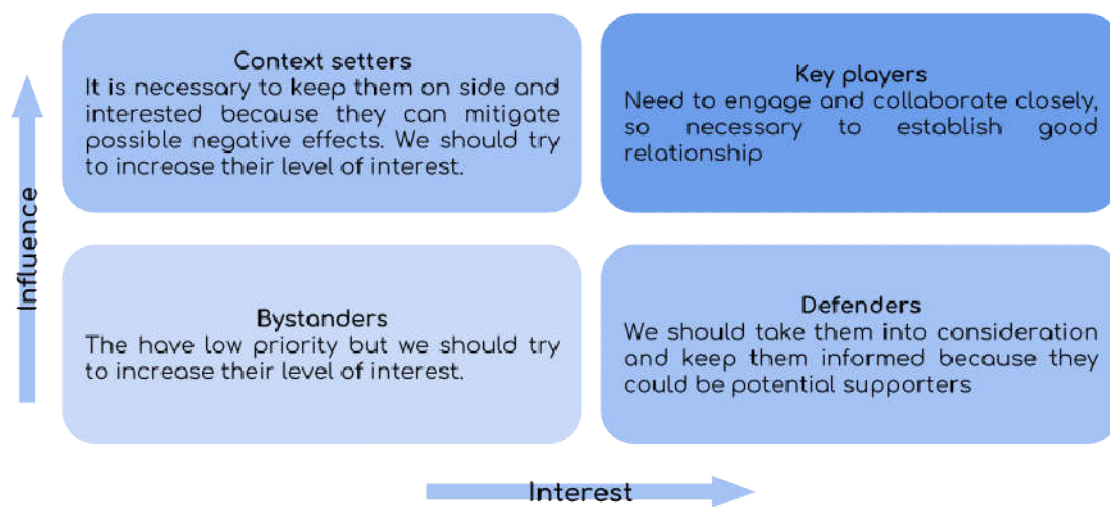


Figure 5 Target groups

The next table presents the audience targets of the project and the benefits to each.

Audience	Benefits from SPHERE
Professionals (designers, ICT installers, energy advisors)	Knowledge about how their businesses can benefit from Digital Twin and SPHERE concept in new retrofitting projects (i) expand its services offer to customers; (ii) improve efficiencies and reduce costs, (iii) ensure customer satisfaction via enhanced quality and smoother interactions; (iv) improve customer retention and revenue streams
Construction and engineering companies	Increase knowledge of innovative SPHERE and Digital Twin processes and possible applications; awareness of different Lean processes; increased offering for projects given reduced time and costs; new business models for retrofitting
ESCOs/ESC	Knowledge about SPHERE potential to: (i) expand its services offer to customers; (ii) improve efficiencies and reduce costs, (iii) ensure customer satisfaction via innovative programs and tools; (iv) improve customer retention and revenue streams in new-built and retrofit; Develop improved products/solutions; New business models

Manufacturers and developers (ICT, BMS, equipment, HVAC)	Knowledge about SPHERE potential for new-built and retrofitting; New business models by integrating and sharing Digital Twins; Standardisation towards this sector.
Government, municipalities and policy makers (standardization bodies)	Awareness of potential and benefits for the population (e.g. indoor comfort, more transparent construction process) and environment (reduction in CO ₂) to be supported by appropriate regulations and removal of barriers for full uptake of SPHERE.
End-users and General Public	Understand and fully use the technology today & in the future for savings & comfort.
Industry / Umbrella associations	Facilitate communication / Promote networking; Collect feedback on construction market needs. Disseminate the results of SPHERE for post-project uptake
Academia, scientific community	Guarantee knowledge transfer; development of spin-off projects or services

5.4 Project key messages

SPHERE key messages are part of this Deliverable D8.2 in M3. These key messages should articulate all communication efforts during the project's lifespan, as they are the main points of information which help to define, understand and differentiate SPHERE. As concise and clear summations of the project, they will allow us to answer the most pertinent questions to society and the market, while following the basic and current parameters of marketing and communication.

It is also meant to facilitate the transmission of content by all project members while ensuring consistency, continuity and accuracy. Thus, these messages are set to be used by all partners for communicating about SPHERE without the need to require prior approval from the consortium.

At this initial stage of the project, we have defined: i) a set of key Q&A about the project, ii) a project summary paragraph, iii) a project summary sentence and iv) a project key slogan. These key messages will be updated over time, including testimonials, case studies and facts about project key results.

5.4.1 Q&A about the project

Communication Elements	Key messages
------------------------	--------------

CONTEXT	What exactly is SPHERE?	SPHERE is a 4-year, Horizon 2020 project that aims to provide a BIM-based Digital Twin Platform to optimise the building lifecycle, reduce costs and improve energy efficiency in residential buildings.
CHALLENGE	What problem does SPHERE address?	The poor energy performance that buildings exhibit may be due to the characteristics of the building materials used but also to the use of traditional or unsuitable construction processes. In order to build a low-carbon, climate-resilient future, decarbonising Europe's building stock is key: the construction industry is responsible for approximately 40% of final energy consumption and generates 36% of greenhouse gases in Europe. A more sustainable construction sector requires a closer integration of ICT-based tools to impact the processes of the overall building lifecycle, integrate the whole value chain, reduce costs and increase energy efficiency.
SOLUTION	How will SPHERE help solve the problem?	SPHERE will achieve this through a unique, synchronized Building-centred Digital Twin environment based on Platform as a Service (PaaS). This will allow for the vertical integration of the processes' involving its design, manufacturing, construction and operation. During any phase of the building's lifecycle, different stakeholders will be able to interact with this Digital Twin model, based on the building's information and a scalable set of different software tools such as energy demand/performance simulation tools, Decision Support and Coaching Systems, BEMs or IoT enabled Predictive Maintenance Algorithms. With this, SPHERE aims to provide a platform and methodology that is useful during each phase of the whole building's lifespan, where any action can be analysed in a virtual environment from a multi-dimensional point of view, prior to physical implementation and consequent expenses.
DIFFERENCES & SINGULARITIES	What makes SPHERE special?	<p>SPHERE integrates two planes of research, innovation and improvement:</p> <ul style="list-style-type: none"> • A Building-centred Digital Twin Environment, involving not only the design and construction of the Building but including also the manufacturing and the operational phases. • The seamless and efficient updating and

		synchronization of SPHERE's Digital Twin platform based on an Integrated Design and Delivery Solutions (IDDS) framework.
IMPACT	What effects will SPHERE have?	Twinning this virtual information model with the reality helps significantly in decision-making during each phase of the whole building's lifespan, increases collaboration and reduces inefficiencies, while improving the energy efficiency and reducing time and costs. In numbers, it should help achieve 15% reduction in residential buildings' energy demand during the operational phase, 25% reduction in construction time and 25% reduction in CO2 and other GHG emissions in buildings' construction and operational phases.
CALL TO ACTION	What can the stakeholders do?	Engage with the project, provide timely feedback and suggestions, and help promote standards and policy that paves the way for a more extended use of ICT-tools in Building design, construction and operation.

Table 7 Q&A about Sphere

5.4.1 Project summary paragraph

SPHERE (Service Platform to Host and share RESidential data) is a 4-year Horizon 2020 EU-funded project, carried out by 19 SMEs, RTOs and Large Enterprises across Europe, aiming to provide citizens, AEC stakeholders as well as city administrations and urban developers with an integrated ICT platform that will allow a better assessment and development of the Design, Construction and Performance of residential buildings. SPHERE platform will allow boosting buildings' energy performance right from the beginning in addition to reducing time, costs, and environmental impact of construction processes and at the same time improving the indoor environment thanks to a seamless integration of each meaning dimension and respective stakeholders within the platform. The solution will integrate two planes of research, innovation and improvement: The first one consisting of an integration of the processes under the Digital Twin Concept involving not only the Design and Construction of the Building but including also the Manufacturing and the Operational phases. The second one being the integrated platform that will be achieved through an underlying ICT Systems of Systems infrastructure based on Platform as a Service (PaaS) service to allow large scale data, information and knowledge integration and synchronization thus allowing a better handling and processing.

5.4.2 Project summary sentence

SPHERE is a 4-year Horizon 2020 project targeting the improvement and optimisation of buildings' energy design, construction, performance, and management, reducing construction costs and their environmental impact while increasing overall energy performance.

5.4.1 Project key slogans

This is the slogan included in the logo and involves some of the key concepts behind SPHERE: the Building Information Modeling and the digital twin.

SPHERE: BIM Digital Twin Platform

5.5 Dissemination/communication timeline

The project dissemination and communication timeline will follow the planification detailed in the SPHEREs description of the action (DoA). The next table shows the list of reportes related to the dissemination and communication.

Report	Description	Delivery Month
D8.2	SPHERE Dissemination and communication plan (this document)	M3
D8.3	SPHERE project website	M3
D8.4	SPHERE public communication materials	M12
D8.5	SPHERE workshop series and training	M12

Table 8 Dissemination/communication timeline

The commitment to dissemination and communication is evidenced by the fact that of the 40 project deliverables 31 are public (77.5%). Below the list of the public deliverables and their delivery month is shown:

Report	Deliverable name	Delivery Month
D1.1	Internal Progress report ready for revision in the SPHERE General Assembly meeting	M9
D1.2	Risk and contingency plan	M9
D2.1	Needs and Opportunities Definition Report for Renovation based on IDDS Framework	M12
D2.2	SPHERE holistic sustainability assessment methodology definition report	M12
D2.3	SPHERE user scenarios and specific requirements for renovation	M15
D2.4	SPHERE Digital Twin Requirement Management and QA Platform	M15
D2.5	User Centred Dynamic Design methodology	M18

D3.1	Digital Twin requirements, architecture and ontology	M16
D3.3	Digital Twin platform implementation, services and usability	M30
D4.1	BIMBOTS including documentation and end-user instructions	M36
D4.2	Environmental assessment tool, including documentation and end user instructions	M36
D4.3	Documentation of human thermal model, including end-user instructions	M36
D4.4	Decision support system/generative design BIMBOT including documentation and end-user instructions	M36
D4.5	WP4 tools usability report	M36
D5.2	Tool for predictive maintenance and outputs for Dig.Twin	M16
D5.3	Predictive Maintenance integrated with CMMS	M17
D5.4	Workflows for the EnMS	M20
D5.5	Workflows of the self-learning algorithms	M20
D5.6	Updated API for HTM to allow integration into the Digital Twin Platform	M34
D6.1	Evaluation of Digital Twins PaaS Performance including Training Guidelines for its Implementation in professional environment	M21
D6.3	Evaluation of Digital Twins Design and Construction Tools Performance including Training Guidelines	M21
D6.4	Evaluation of Digital Twins Instances Implementation including Training Guidelines for Implementation in both professional and non-professional environments	M36
D6.5	Documentation of applied models and engagement methods to identify motivations and acceptance. Report results of interventions	M44
D6.6	Pilot trials report	M44
D6.7	Monitoring Plan of the Digital Twin Instances	M21
D7.2	Comprehensive market analysis of the heat pump technologies and applications	M36
D7.5	Report on standardization recommendations	M48
D8.2	Dissemination and exploitation strategic plan	M3
D8.3	SPHERE project website	M3

D8.4	SPHERE public communication materials	M12
D8.5	SPHERE workshop series and training	M12

Table 9 Project deliverables

5.1 Communication instruments and media channels

5.1.1 Website

The website is part of deliverable 8.3 and will be published in month 3. In general, it should serve as the axis to inform about the project and will be reinforced by the project's social media and press actions to generate 200,000 visits by the end of year 4. As part of D8.3, a separate document will be submitted to detail the construction of the webpage with the main elements that conform it.

5.1.2 Social Media

The objective of SPHERE's outgoing social networks is to achieve an active and broad promotion. The aim will be to create a dialogue with the targets, to establish a community of "followers", to announce events and news, and finally draw visitors to the project's website. SPHERE's presence in the LinkedIn Groups will be targeted at potential users, public authorities and investors.

Part of the commitment to the project will involve all partners actively supporting SPHERE's communication, including that which takes place on social networks, i.e. collaborating by extending the network, helping to broaden dissemination and supporting communications throughout the four years of the project to ensure, firstly, acceptance and validation of the project and, secondly, the growth of its digital and media presence.

Planning: Twitter and LinkedIn account have been set up since M3. A more detailed planning of their use will be presented as part of D8.4

5.1.3 Traditional Media

Traditional media such as TV, radio or press may be used for public communication of the project (T8.1), to disseminate key project messages and also to broadcast key events during demonstration activities (WP6). If major media impact is expected beyond having a local impact (ie: potential for national and international outreach) the European Commission will be notified as indicated in article 38 of the Grant Agreement.

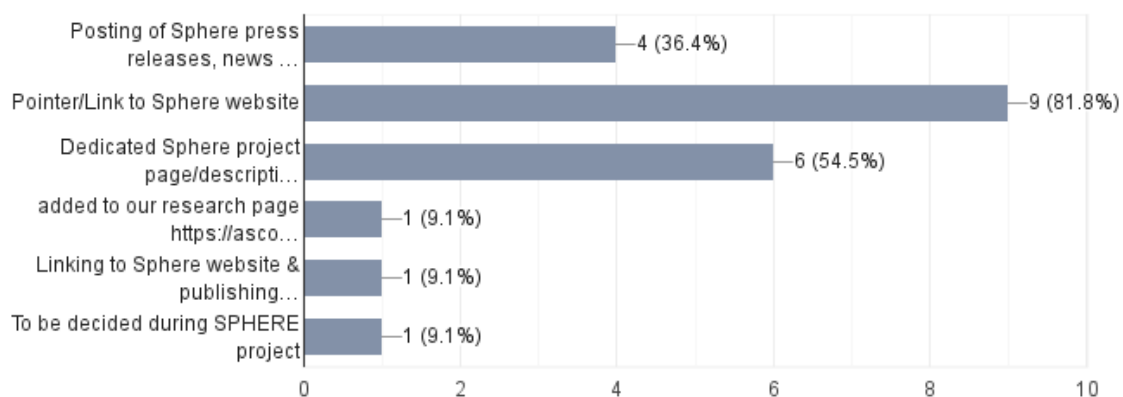
Planning: SPHERE video series (T8.1). Webpage "spikes" and email queries will be counted. A standard and freely usable press kit will be made available as well to help media have easy access to the main points of information regarding SPHERE.

5.1 Overview of partners' social media

In order to provide an overview of the SPHERE's potential social media channels we asked the partners about their social media using a Google Form shown in the Annex B.

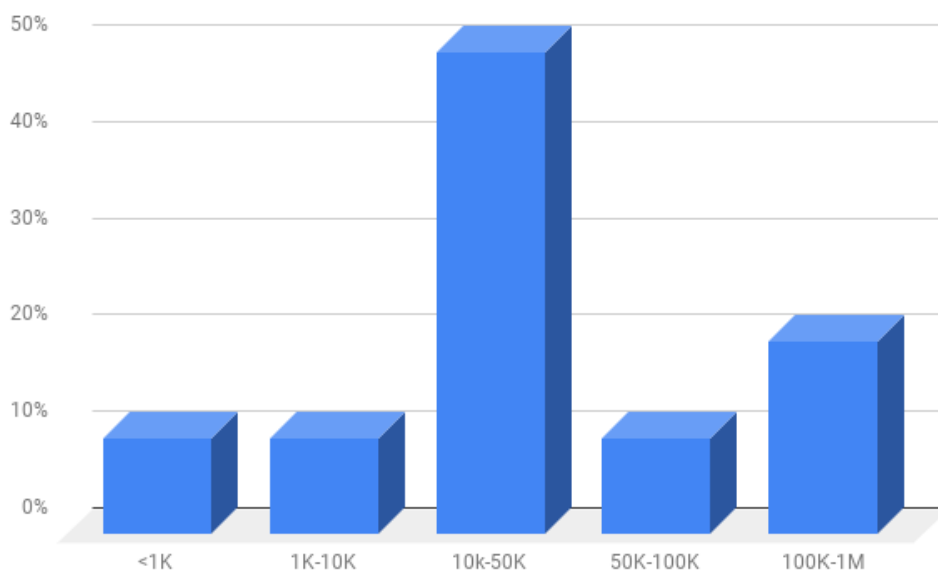
The following graphics depict the results of the survey work.

1. How will Sphere be featured in your organization's website?



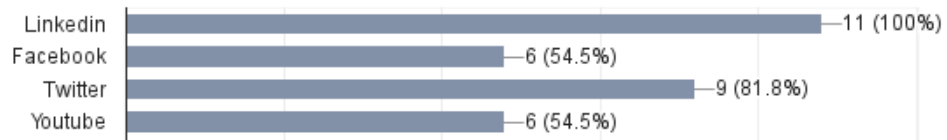
As it is shown in the figure, more than the 50% of th partners plan to develop a specific page related to SPHERE within their website. It is worth to mention that more than the 80% of the partner will also include a pointer to the Sphere main website.

2. How many people visit your website annually (approx.)?



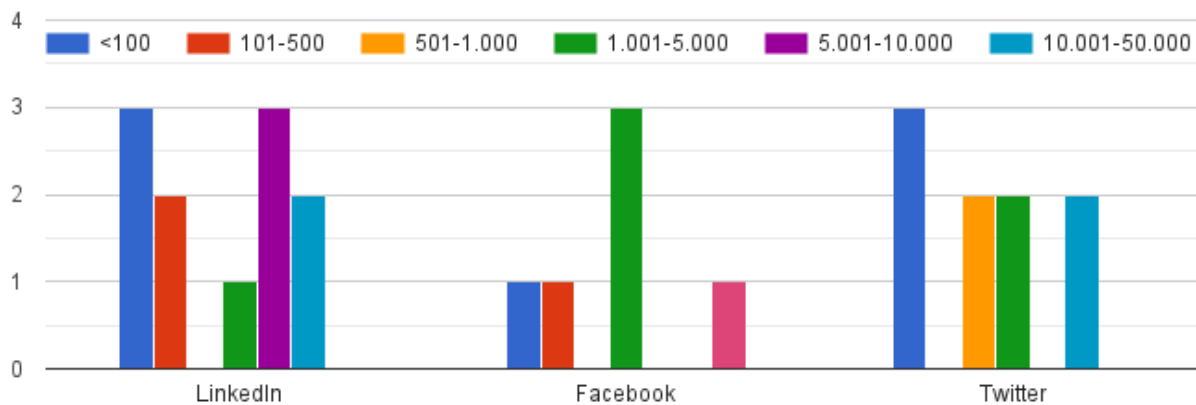
Most of the Sphere partners receive form 10.000 to 50.000 visits annually in their website.

3. Does your organization have Social Media?



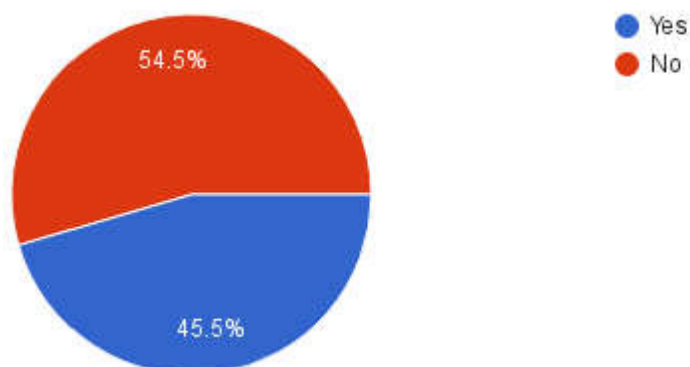
The survey results show that all the Sphere partners have a LinkedIn account. Twitter, Facebook and Youtube are also wide used among consortium partners. Some participants are starting to use also Instagram, Flipboard and Slideshare.

3.1 Choose your number of followers (approx.)

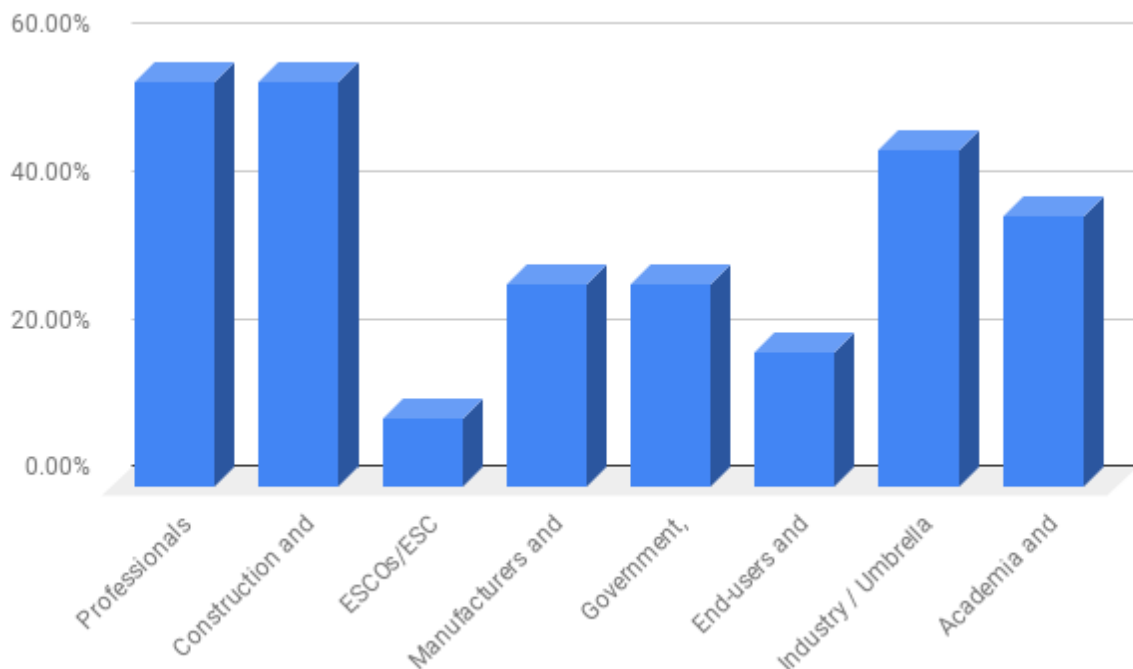


Above graph shows the followers of Sphere partners in 3 different Social Networks, it is worth to mention some companies with more than 10.000 followers in Twitter and LinkedIn.

4. Does your organization have a "newsletter"?



7. Which are the closest stakeholder communities to your organization's activities?



Different types of stakeholders are linked to Sphere. Professionals (designers, ICT installers, energy advisors...) and Construction and engineering companies are the more closest stakeholders of the Sphere consortium.

6 Dissemination/Communication performance monitoring

6.1 KPIs

Key Performance Indicator an effective mechanism to compare the project evolution and objectively compare the situation at two or more different moments in time. In order to evaluate the performance of the project in terms of communication and dissemination, the rest measurable, objective and significant metrics will be monitored. These target estimation are for the entire project duration. In some cases the expected values per 12 month period are detailed.

Medium and means	Evaluation metric/method	Target estimation
Project communication materials (Brochures, Leaflets...)	Number in circulation (printed and downloaded)	8000 recipients in total (~2000 per project year)

SPHERE website	Hits, Klout Score, Partner Referrals	30.000 visits in total (5000 year 1, 7000 year 2. 8000 year 3 and 10000 year 4)
SPHERE newsletter	Number of recipients of the project newsletter	500 recipients in total (50 year 1, 100 year 2, 150 year 3, 200 year 4)
SPHERE Stakeholder Community	Number of members	200 members in total
Portraits & Testimonials	Number of testimonials related to SPHERE activity	20 testimonials in total
Traditional Media serviced by press releases, press kit and interviews	Number of media articles/instances or appearances	25+ in total (1 year 1, 5 year 2, 10 year 3 , 10 year 4)
EU commission portals and services	Number of publication events on these services	3 publications in total
SPHERE videos	Number of videos	5 videos in total (1 video year 2, 2 videos year 3, 2 videos year 4)
Video views – YouTube / Vimeo	Number of views	5000 views in total (1000 views year 2, 2000 year 3, 2000 year 4)
Conferences and Expositions	Number of events/conference participations	50+ participations in total
Clustering events	Number of participations in clustering events	5 participations in total
Scientific/Tech dissemination	Number of publications in peer reviewed journals, conference papers and journal articles.	10+ papers

Table 10 Project KPIs

Below a table focused on KPIs for Social Networks (Linkedin and Twitter) is presented

Social Networks Medium and means	Evaluation metric/method	Target estimation
-------------------------------------	--------------------------	-------------------

Linkedin - Followers	Number of followers	250 in total (40 new followers year 1; 50 year 2; 70 year 3; 90 year 4)
Linkedin - Likes	Number of likes	450 in total (50 likes year 1; 125 year 2; 125 year 3; 150 year 4)
Linkedin - Impressions	Number of impressions	20000 in total (2000 likes year 1; 5000 year 2; 6000 year 3; 7000 year 4)
Twitter - Followers	Number of followers	300 in total (50 new followers year 1; 50 year 2; 100 year 3; 100 year 4)
Twitter - Likes	Number of likes	650 in total (100 likes year 1; 150 year 2; 150 year 3; 200 year 4)
Twitter - Impressions	Number of impressions	150000 in total (30000 likes year 1; 40000 year 2; 40000 year 3; 40000 year 4)

Table 11 Social Media KPIs

6.1 Dissemination/communication monitoring

Each of the medium and means detailed in the KPI table will be monitored in order to evaluate the advance toward the target objective. Reports on the dissemination and communication events and publications will be gathered and published in each report.

In order to gather the results, all the communication and dissemination efforts through partner channels and networks will be collected and evaluated, by tables similar to the next ones:

6.1.1.1 Event Spotting



Event Spotting

STATUS	DATE	LOCATION	EVENT TYPE	TITLE OF EVENT	WEBSITE	AUDIENCE SIZE	AUDIENCE TYPE	PARTNER

6.1.1.2 Event Tracking



PUBLICATIONS (JOURNALS, CONFERENCES, WHITE PAPER, POSTER, MAGAZINES, PRESS, ETC.)

STATUS	DATE	LOCATION	EVENT TYPE	TITLE OF EVENT	WEBSITE	AUDIENCE SIZE	AUDIENCE TYPE	PARTNER
attended								
not attended								
planned								

6.1.1.3 Publication Tracking



PUBLICATIONS (JOURNALS, CONFERENCES, WHITE PAPER, POSTER, MAGAZINES, PRESS, ETC.)

PUBLICATION TYPE	DATE	DOI	ISSN eSSN	TITLE ARTICLE	AUTHORS	TITLE PUBLICATION	NUMBER	PUBLISHER	PLACE	PAGES	PEER REVIEW?	OPEN ACCESS

7 Dissemination/communication guidelines

7.1 Visual identity

SPHERE's visual identity was delivered in month 2. The starting point to build the visual identity upon was the projects key concepts as shown in the figure below. They encapsulate the project's more defining technological and management aspects: (i) BIM-based Digital Twin Platform, (ii) Energy efficiency and Circular economy applied to building design, (iii) Integrated Design and Delivery Solutions (IDDS) framework to warrant the synchronicity of the integrated data and (iii) Collaborative work process' and tools for design, analysis, cost-reduction and decision-making in all phases of the building lifespan.

These defining aspects were then translated into four (4) essential concepts which serve as guidelines to build a simple yet compelling visual understanding of the project. These four concepts are: (i) Virtual Modeling for Construction, (ii) Cloud Computing/Platform, (iii) Interactivity/Sharing/Connecting and (iv) Energy Life-Cycle/Circularity.

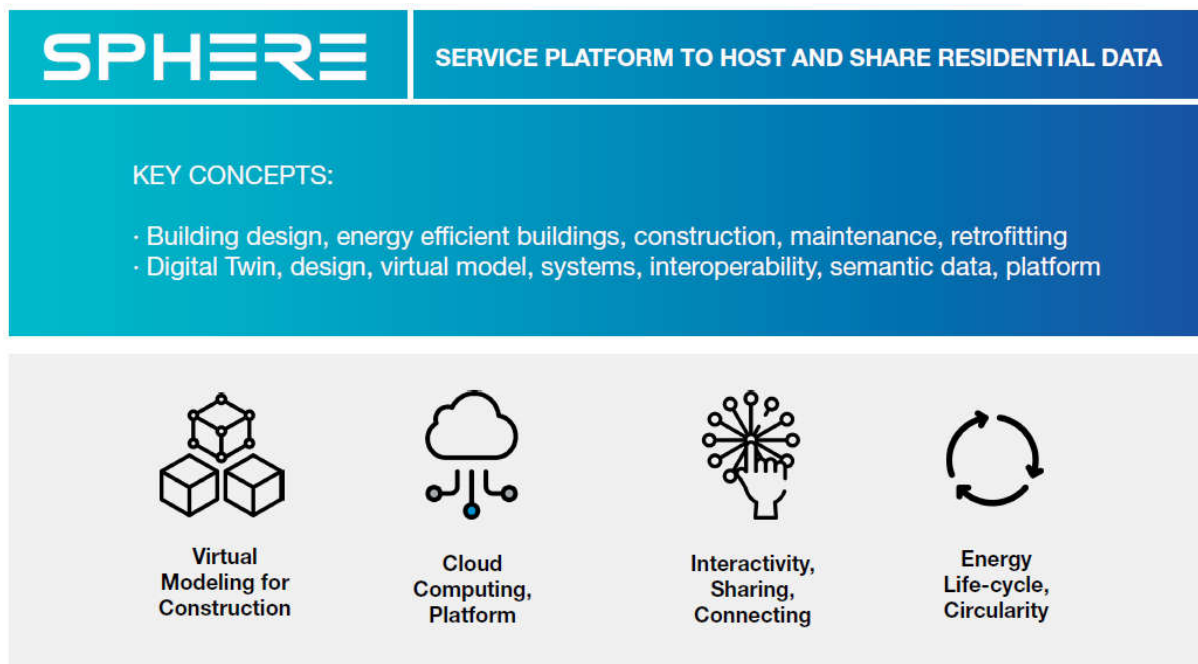


Figure 6 Key concepts

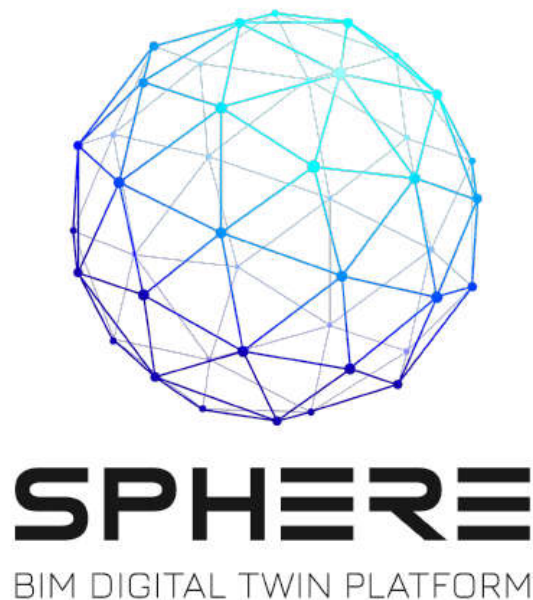
The first concept, a virtual model, relates to the use of 3D computer graphics. Different representation methods exist but the most common is polygonal modelling because they are more flexible and can be easily rendered by computer. At the base of polygonal modelling is the triangle-mesh, where points in space (vertices) are connected by line segments to create 3D shapes.

Connecting points in space is also a visual reminder of both the second and third concept: cloud computing as a way for different users to share and interact with the same information. On another level it, also refers to SPHERE as a platform that allows different stakeholders to interact with each other during the building lifecycle and connect the data they each provide.

The fourth concept exemplifies the project’s objective of applying circular economy principles to construction. Visually, circular shapes represent cycles, totality and wholeness. It’s also a call-back to the project’s name: when a sphere is designed using polygonal modelling, the result is a Geodesic Polyhedron. In architecture, Geodesic Polyhedrons evoke the Geodesic Domes of architect Buckminster Fuller: a lightweight, energy-efficient, cost-effective, and easy to assemble construction¹. Since the 50’s, geodesic domes have been associated to the collective idea of biospheres and artificial ecosystems, stemming from Fuller’s “Spaceship Earth” concept, and reflect utopian architecture’s ideal that good design is at the heart of human progress and the well-being of society².

These concepts join within the design of the visual identity of the project to make up i) the project logo, ii) the corporate colour pallet and iii) the typographic fonts.

7.1.1 Logo



The logo has three main parts as detailed in the following table:

¹ <https://www.bfi.org/about-fuller/biography/fullers-influence>

² <https://www.architectsjournal.co.uk/utopias-sustainism-and-architecture-between-the-possible-and-the-impossible/8611762.article>

Element	Explanation
Emblem	A Geodesic Polyhedron which is both a call back to the project name and its representation as a 3D object.
Name	SPHERE, acronym for: Service Platform to Host and sharE REsidential data
Slogan	BIM Digital Twin Platform: the main technology concepts that the project wants to convey

Table 12 Logo elements

The next figure shows variants of the logo to be used in accordance with needs.

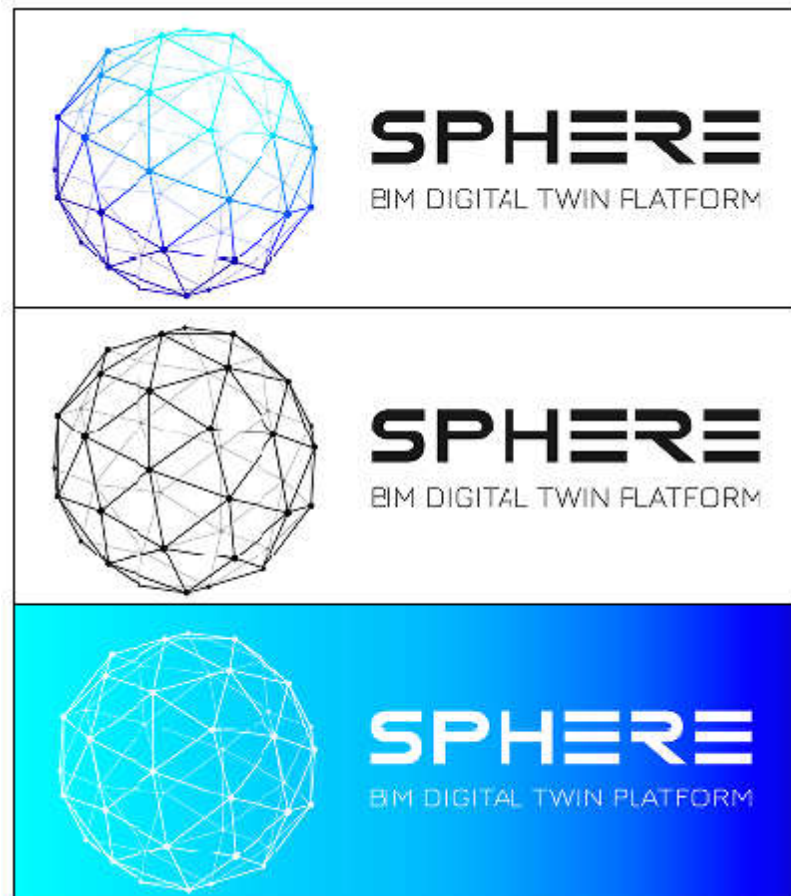


Figure 7 Logo variants

7.1.1 Colour Palette

The corporate colour palette is based on a gradient that goes from lighter to darker on the cool color spectrum: from a tone of cyan to a tone of blue. It is a color that is linked to nature – it represents the sky and sea- and that is often associated to tranquility, strength and unity, which is why it is generally regarded as a highly corporate color. These are all qualities that we wish to convey to the market and end-users to inspire confidence and reduce the resistance to change.

Cyan	Midpoint color	Blue
RGB: R94 - G255 - B255 CMYK: C63 - M0 - Y0 - K0 Hexadecimal: #5EFFFF	RGB: R45 - G99 - B249 CMYK: C82 - M60 - Y0 - K2 Hexadecimal: #2D63F9	RGB: R22 - G0 - B170 CMYK: C87 - M100 - Y0 - K33 Hexadecimal: #1600AA

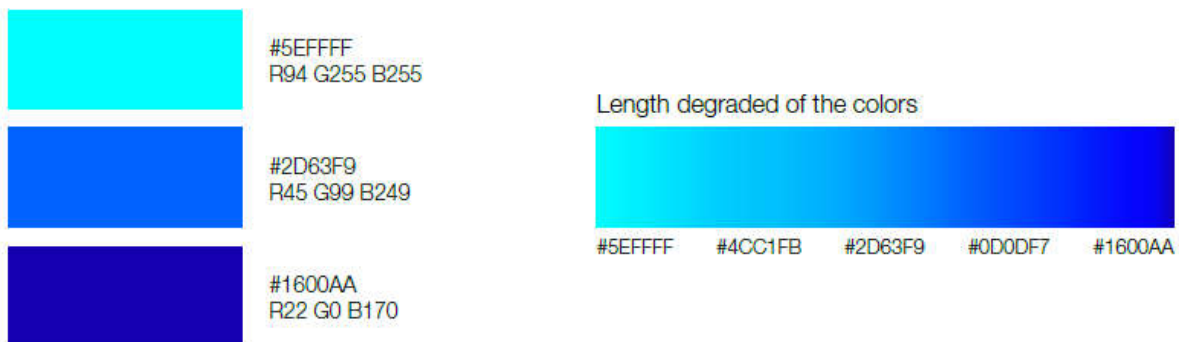


Figure 8 Colour palette

7.1.1 Typographic fonts

The logo has been built with the Elemental End regular font and the slogan with the Jura regular font. For all corporate communications, the Helvetica Neue LT Std family is the recommended font.



FONTS FOR LOGO CONSTRUCTION:

• Elemental End regular

A B C D E E F = G H I J K L M N O P Q R S T U V W X Y Z
 1 2 3 4 5 6 9 \$ % & / () = ? ˆ ! " # ; : - @

• Jura

a b c d e f g h i j k l m n o p q r s t u v w x y z
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 1 2 3 4 5 6 9 \$ % & / () = ? ˆ ! " # ; : - @

RECOMMENDED FONT FOR TEXTS:

• Helvetica Neue LT Std

a b c d e f g h i j k l m n o p q r s t u v w x y z
 A B C D E F G H I J K L M N O P Q R S T U V W X Y Z
 1 2 3 4 5 6 9 \$ % & / () = ? ˆ ! " # ; : - @

Figure 9 Typographic fonts

7.2 Dissemination/communication validation process

In order to validate the dissemination and communication at consortium level, several processes have been defined depending on the type of document. Below a table with the validation steps is presented.

Dissemination/Communication	Validation Steps
Press Release	<ul style="list-style-type: none"> Send the article for validation to all Sphere partners at least 3 days before publication. (Silence implies assent)
Scientific article (journal/Conference)	<ul style="list-style-type: none"> Send the article for validation to all Sphere partners at least 7 days before submission. (Silence implies assent)
Brochures, leaflet, roll-ups	<ul style="list-style-type: none"> Send the material for validation to all Sphere partners at least 7 days before publication. (Silence implies assent) Agree with Communication and Dissemination the format/design
Content in Sphere Web/Social Networks	<ul style="list-style-type: none"> Send the material to Communication and dissemination work package leader (COMET) (copying the Project Manager (IDP) and Data/Knowledge Manager (R2M)) at least 3 days in advance After validation COMET will update the Web/Social Networks with the content

Content in partners' Web/Social Networks	<ul style="list-style-type: none"> • Inform communication and dissemination leader (COMET) (copying the Project Manager (IDP) and Data/Knowledge Manager (R2M)) at least 3 days in advance
Videos, Demo-Videos	<ul style="list-style-type: none"> • Send the article for validation to all Sphere partners at least 7 days before submission. (Silence implies assent) • Agree with Communication and Dissemination the format/design

Table 13 Validation Steps

7.3 Dissemination/communication toolkit

The aim of the communication toolkit is to provide the partners with guidelines and materials which allow for the consistency and continuity of the external communication and facilitates internal communication processes that create a cohesive organisational culture within the consortium.

7.3.1 Internal Templates

Three templates have been developed by COMET using the visual elements explained in previous sections. These templates are to be used by partners when creating SPHERE documentation and presentations. The templates are:

- The SPHERE deliverable document template (this deliverable uses it);



WPX – WP Name

D.X.Y Deliverable Name

Authors

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Verónica Zepa	COMET
Firstname Lastname	Organisation

Status	Draft / Working / Released
Version	Work version number here
Dissemination	PU / Public / RE / Restricted / OO / Confidential

SPHERE Service Platform to Accelerate Construction has received funding from the European Commission Horizon Programme under Grant Agreement No. 822805



- The SPHERE presentation template);



Presentation title

Presentation subtitle

DD/MM/YYYY - Meeting - Location



This project has received funding from the H2020 programme under Grant Agreement No. 822805



- The SPHERE meeting minutes template;



SPHERE
BIM DIGITAL TWIN PLATFORM

Meeting Name

Venue	Full address
Date	
Purpose	General Meeting / Technical Meeting...
Meeting	
Coordination	

SPHERE Service Platform for Resilient Smart Infrastructures has received funding from the European Commission H2020 Programme under Grant Agreement No. 820805



7.3.2 Corporate Manual

The corporate manual was delivered in month 2 to serve as a manual for the correct use of the visual identity to guarantee its consistency during the project's lifespan. It was made available to all partners on the project repository.



Figure 10 Corporate manual

7.3.3 Form to suggest changes to the website

It is expected that the SPHERE website will change according to the project development, these changes may refer to design, content, new functionalities or changes in the CMS (Content Management System) code among others. It should be noticed that the needs and subjective impressions of the consortium partners might differ in aspects such as design or style of communication, so changes should be evaluated and agreed in advance.

Therefore, to properly address these changes, a procedure which makes use of a form to suggest changes and report errors will be developed. In this way, changes will be properly discussed, budgeted and planned. This form will be made available as part of deliverable 8.3 at the end of month 3.

7.3.4 Graphic materials

Graphic materials will be created and made available in order to give physical and visual support to the project and are scheduled to be delivered in month 12 with D8.4. It will consist of the following materials:

- **Poster:** To give visibility to SPHERE, a project poster will be designed and adapted to the roll-up format. Widely used for trade fairs, conferences and exhibition material, this display has

gained status over the years for being particularly user friendly, with plenty of space to attract attention to the message and increase corporate recognition. In this sense it will be much more adapted to the type of use that the project partners will need to inform and promote the project.

- **Brochure / leaflet / factsheets:** A brochure, a leaflet and a set of factsheets will be designed to promote and explain the SPHERE project as well as support its dissemination on both the pilot sites and the events. The choice of the type of printed material used will be decided based on the purpose, the context of the dissemination and the target audiences. Once designed and upon request, they may also be tailored to fit a particular event or demonstration to better adapt the key messages and impact that wish to be conveyed to the audience.

7.3.5 Newsletter

SPHERE will issue a series of yearly newsletters to inform about the project's progress and outcomes. It will be created and distributed among the stakeholder community and dissemination network and in relevant events. The newsletter will include a small editorial, news, presentations from project members, visual and educational materials on the progress of the project and its results, past and future events and links to social networks, among other elements.

Partners will encourage their networks to subscribe to the newsletter in order to help construct the project's database, which in turn will help grow the community and impact around SPHERE.

- Planning: to be issued at M12, M24 and M36;
- The full template will be part of the deliverable 8.4;
- Target: 3 editions, 500 recipients.

7.3.6 Project Videos

Videos will be made during the project lifespan for public communication purposes (T8.1) and for their use in media (such as TV, radio, press, online platforms, etc.) and to broadcast key messages during events and demonstration activities (WP6). As they will be made available via the project website and social media, this will allow the SPHERE partners to easily share these contents and aid in the dissemination of key project messages and results via their own platforms and networks.

We expect to produce two sets of videos for this purpose:

- SPHERE video series (T8.1): produced early in the project to help introduce the project, it's key messages and the consortium
- End of project video: delivered at the end of the project to aid in the path to market, a final project video will be created to explain SPHERE's results and impact.

As part of the project communication materials, a more detailed description of the main elements of these videos and it's planning will be provided with the delivery of D8.4 in M12.

7.3.7 Press releases and press kit

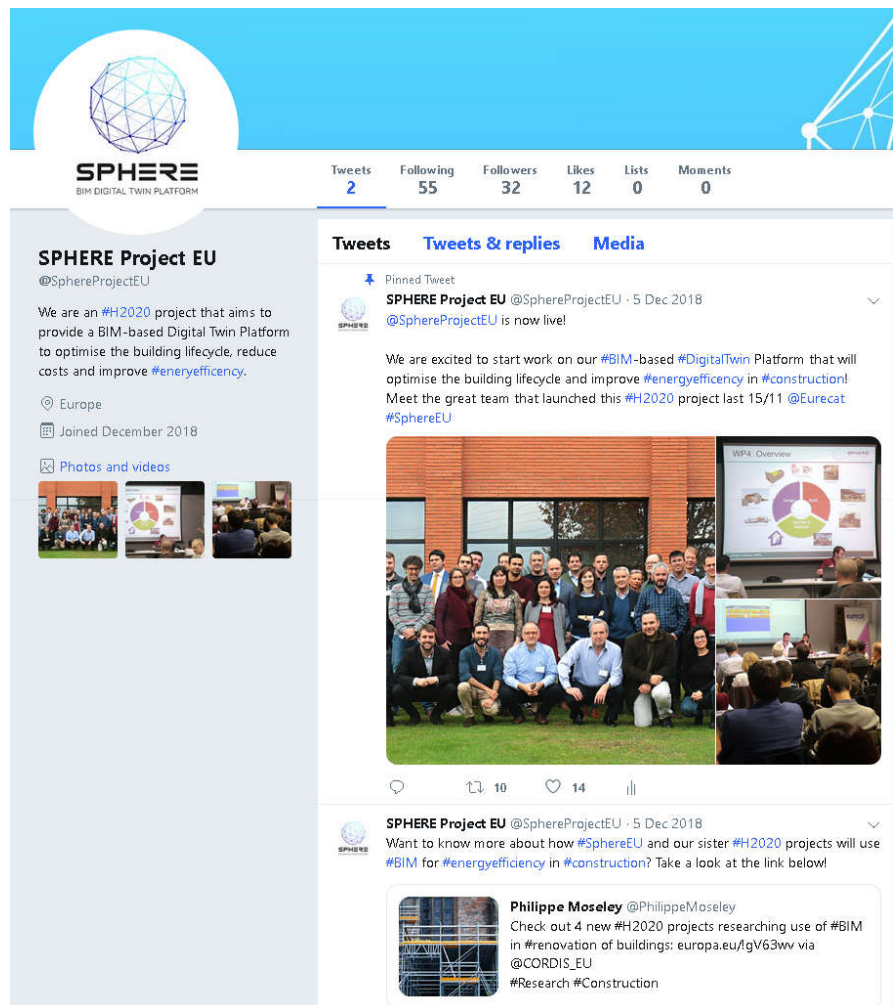
The SPHERE project will prepare a press kit for journalists, which will contain a presentation of the project, press releases, background information, suggested articles and contact points for interviews in each pilot country. In this way, the media and specialized publications can be contacted with press kits once we have in the database the list of communication contacts.

For dissemination of press releases, we will make available to the partners a form to be filled out and sent to the communication team. A standard and freely usable version of the press kit will be delivered in M12 as part of D8.4. This version will be available for use directly without the need to be checked by partners.

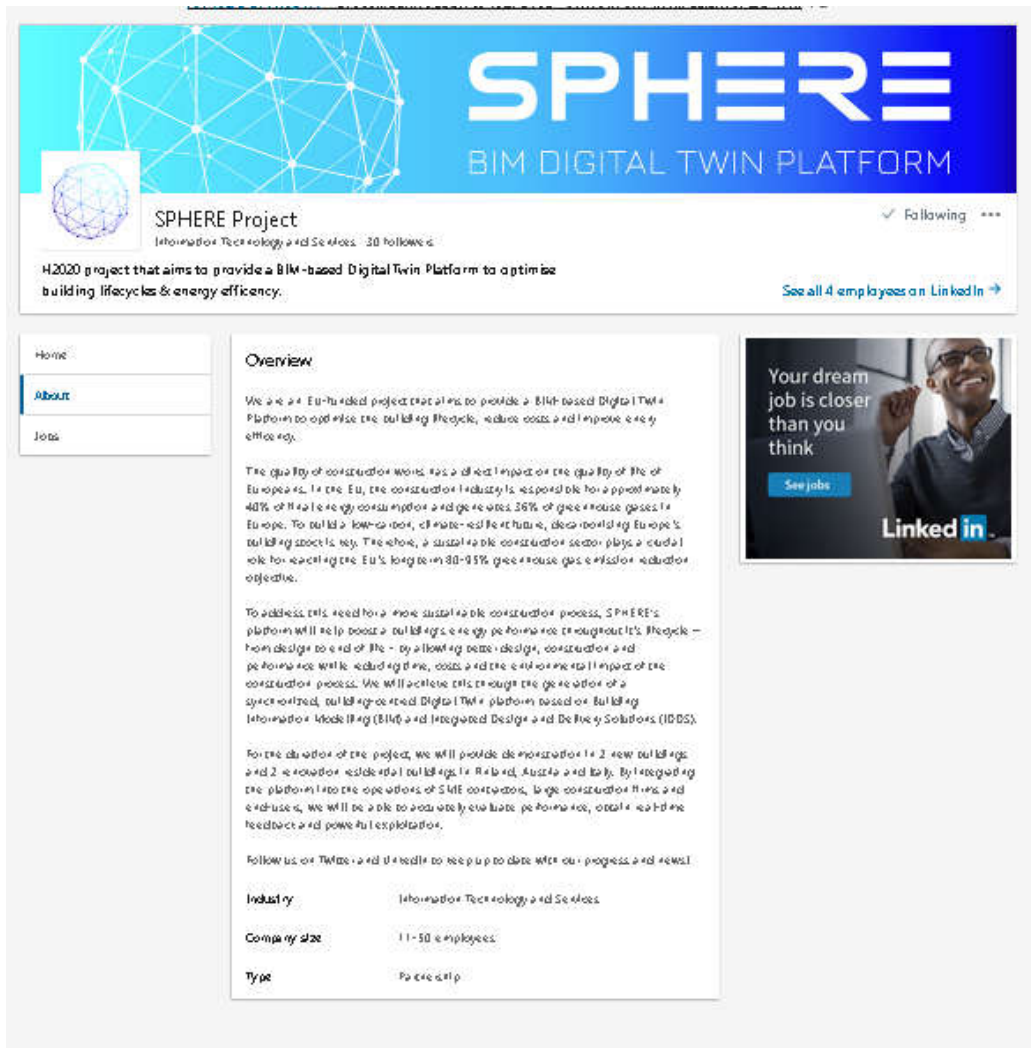
7.3.8 Social media

As presented earlier, SPHERE will be using Social Media as a way to achieve active and broad promotion and involve all partners into actively supporting the project's communication. To facilitate this, the project will endeavour to communicate news, updates, events in which we participate, and other contents of interest via two (2) main social media platforms: Twitter and LinkedIn. The activity carried out via social networks is being monitored to ensure that it follows the progress established in the KPIs defined earlier.

7.3.8.1 Twitter : <https://twitter.com/SphereProjectEU>



7.3.8.2 LinkedIn: <https://www.linkedin.com/company/sphere-project>



The screenshot shows the LinkedIn profile of the SPHERE Project. The header features the company logo and name, followed by a brief description: "H2020 project that aims to provide a BIM-based Digital Twin Platform to optimise building lifecycles & energy efficiency." The page is divided into three main sections: Home, About, and Jobs. The About section contains an overview of the project, its goals, and its impact on the construction industry. The Jobs section includes a link to view all employees on LinkedIn.

SPHERE Project
Information Technology and Services · 30 followers

H2020 project that aims to provide a BIM-based Digital Twin Platform to optimise building lifecycles & energy efficiency.

See all 4 employees on LinkedIn →

Overview

We are a EU-funded project that aims to provide a BIM-based Digital Twin Platform to optimise the building lifecycle, reduce costs and improve energy efficiency.

The quality of construction works has a direct impact on the quality of life of Europeans. In the EU, the construction industry is responsible for a proportion of 40% of final energy consumption and generates 36% of greenhouse gases in Europe. To build a low-carbon, climate-resilient future, decarbonising Europe's building stock is key. Therefore, a sustainable construction sector plays a crucial role for meeting the EU's long-term 80-95% greenhouse gas emission reduction objective.

To address this need for a more sustainable construction process, SPHERE's platform will help boost a building's energy performance throughout its lifecycle – from design to end of life – by allowing better design, construction and performance while reducing time, costs and the environmental impact of the construction process. We will achieve this through the generation of a synchronised, intelligent Digital Twin platform based on Building Information Modelling (BIM) and Integrated Design and Delivery Solutions (IDDS).

For the duration of the project, we will provide demonstration in 2 new buildings and 2 renovation residential buildings in Madrid, Austria and Italy. By integrating the platform into the operations of SME contractors, large construction firms and architects, we will be able to accurately evaluate performance, create real-time feedback and power full exploration.

Follow us on Twitter and the need to keep up to date with our progress and news!

Industry Information Technology and Services

Company size 11-50 employees

Type Private company

Your dream job is closer than you think
See jobs
LinkedIn

8 Conclusions

This document has provided the structure and framework for SPHERE communication and dissemination activities. It is a base document and it is intended to **be a living document** that sharpens, assesses and monitors dissemination and communication during the project periodic reports. The governance aspects and resources for dissemination are provided and are intended to **serve as reference as partners prepare communication and dissemination materials**. Assessment mechanisms, goals and targets are documented to include a dissemination event reporting template the partners should use to help capture the impact of project outreach. Dissemination tools and channels for communication and scientific dissemination are listed. Stakeholder groups and venues for exploitation-oriented dissemination are provided. A detailed plan for dissemination activities is listed. This process will be repeated each reporting period.

9 Acronyms and glossary

9.1 Acronyms

BIM : Building Information Modelling

BMS : Building Management System

ESCO : Energy Service Company

H2020 : Horizon 2020

HVAC : Heating, Ventilation and Air Conditioning

KPI : Key Performance Indicators

ICT : Information and Communication Technology

Q&A : Questions and Answers

RGB : Red, Green, Blue

UCD : User Centered Design

WP : Work Package

9.2 Glossary

Communication: it is a strategically planned process that starts at the outset of the action and continues throughout its entire lifetime, aimed at promoting the action and its results. It requires strategic and targeted measures for communicating about (i) the action and (ii) its results to a multitude of audiences, including the media and the public and possibly engaging in a two-way exchange.[5]

Dissemination: Means to make the results of a project public (— by any appropriate means other than protecting or exploiting them, e.g. scientific publications).[5]

10 References

- [1] Dissemination and Exploitation in Horizon 2020 - H2020 Coordinators' Day: Kirsti Ala-Mutka (12/2018) http://ec.europa.eu/research/participants/data/ref/h2020/other/events/2017-03-01/8_result-dissemination-exploitation.pdf
- [2] European Commission - Communicating Your Project (12/2018): http://ec.europa.eu/research/participants/docs/h2020-funding-guide/grants/grant-management/communication_en.htm
- [3] Communicating EU research and innovation guidance for project participants (12/2018) https://ec.europa.eu/research/participants/data/ref/h2020/other/gm/h2020-guide-comm_en.pdf
- [4] Communication of EU funded projects: transition to H2020 (12/2018) <https://www.yumpu.com/en/document/view/28474193/transition-to-horizon-2020-and-communication-in-eu-funded-project>
- [5] EU H2020 Reference Terms (12/2018) http://ec.europa.eu/research/participants/portal/desktop/en/support/reference_terms.html

11 Annex A: Identification of potential and relevant dissemination/communication venues

The table below shows the initial list of events in which SPHERE partners plan to participate.

		 SPHERE BIM DIGITAL TWIN PLATFORM		PUBLICATIONS (JOURNALS, CONFERENCES, WHITE PAPER, POSTER, MAC	
STATUS	DATE	LOCATION	EVENT TYPE	TITLE OF EVENT	WEBSITE
confirmed	05/06/2019	Cagliari, Italy	Conference	Sustainable Places 2019	http://www.sustainableplaces.eu
planned	14/05/2019	Barcelona	Fair/congress	BBCONSTRUMAT 2019	http://www.construmat.com/en/
planned	18/06/2019	Brussels	Conference	EUSEW 2019	https://eusew.eu/
confirmed	19/03/2019	Portland, USA	Conference	International Mass Timber Conference	https://www.masstimmerconference.com/
confirmed	2-24/05/2019	Oslo, Norway	Conference	URBAN FUTURE Global Conference	https://www.urban-future.org/
planned	23/05/2019	London, UK	Conference	Financial Times Future of Construction	https://live.ft.com/Events/2019/FT-Future-of-C
planned	2-23/05/2019	Copenhagen, Denmark	Conference	Building with Wood 2019	http://buildinggreen.eu/buildinwood/
planned	4-15/03/2019	Sydney, Australia	Expo & Conference	Sydney Build 2019	https://www.sydneybuildexpo.com/
planned	7-08/11/2019	Auckland, New Zealand	Expo & Conference	Auckland Build 2019	http://aucklandbuildexpo.com/
planned	2-04/06/2019	Prague (CZ)	Conference	CESB(Central Europe towards Sustainable Building)19	http://cesb.cz/
planned	11/01/2020	Barcelona, Spain	Conference	Smart City Expo World Congress 2020	http://www.smartcityexpo.com/en
planned	19-21.11.2019	Barcelona, Spain	Conference	Smart City Expo	http://www.smartcityexpo.com
planned	09/01/2019	Madeira, Portugal	Conference	IEEE 2019	http://www.ieee-is2018.com
planned	18-20.9.2019	Northumbria, UK	Conference	CIB W78 2019	https://cibw78.northumbria-eee.co.uk
planned	26-27.11.2019	Munich, Germany	Conference	BIM WORLD Munich 2019	https://www.bim-world.de

12 Annex B: Communication and dissemination channels survey



SPHERE

N PLATFORM

Sphere communication channels survey

D8.2: Dissemination and Communication Plan

* Required

Which partner are you? *

Your answer

1. How will Sphere be featured in your organization's website? *

Select all that apply

☐ Posting of Sphere press releases, news stories and newsletter

☐ Pointer/Link to Sphere website

☐ Dedicated Sphere project page/description

☐ Other: _____

2. How many people visit your website annually (approx.)? *

Your answer

3. Does your organization have Social Media?

Select all that apply

☐ LinkedIn

☐ Facebook

☐ Twitter

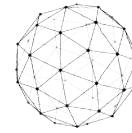
☐ Youtube

☐ Google+

☐ Slideshare

☐ Flipboard

☐ Other: _____



3.1 Choose your number of followers (approx.)

	<100	101-500	501-1.000	1.001-5.000	5.001-10.000	10.001-50.000	>50.000
LinkedIn	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Facebook	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Twitter	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
YouTube	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Google+	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Slideshare	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Flipboard	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>
Other	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>	<input type="radio"/>

4. Does your organization have a "newsletter"? *

- ☐ Yes
☐ No

4.1 If yes, how many issues do you publish per year? and how many people do you reach?

Your answer

5. What unique communication channels can your organization link to Sphere? *

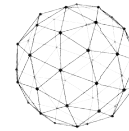
E.g. Habitual media contacts, technology showroom, youtube channel, relationship with journal or conference, etc.

Your answer

6. From your point of view, which could be a proper communication message(s) for Sphere? *

Please write your ideas and add which target group might be interested

Your answer



7. Which are the closest stakeholder communities to your organization's activities? *

Select all that apply

- ☐ Professionals (designers, ICT installers, energy advisors...)
- ☐ Construction and engineering companies
- ☐ ESCOs/ESC
- ☐ Manufacturers and developers (ICT, BMS, equipment, HVAC)
- ☐ Government, municipalities, policy makers and standardization bodies
- ☐ End-users and general public
- ☐ Industry / Umbrella associations
- ☐ Academia and scientific community
- ☐ Other: _____

8. Do you have any suggestions or ideas?

Your answer

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