



D4.2 – Outreach Material



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D4.2 Outreach Material

Project Title	Improving Building Information Modelling by Realtime Tracing of Construction Processes
Project Acronym	BIMprove
Grant Agreement No	958450
Instrument	Research & Innovation Action
Topic	Industrial Sustainability
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Contributing partners	All
Reviewer(s)	Lene Lad Johansen (SINTEF)

Abstract

Communication, Dissemination and Exploitation are vital elements of any successful H2020 funded project. The present document presents a detailed overview of **BIMprove**'s compilation of measures designed and released to run the dissemination and communication plans, including the project website, logo, presentation and documentation templates, social media channels and initial PR material design.

Keywords

Outreach material, dissemination, communication, printed, digital

Revisions

Version	Submission date	Comments	Author
v0.1	5 th February 2021	Table of Contents	Vasilis Papanikolaou (AUSTRALO)
v0.2	12 th February 2021	Sections 1 & 2	Vasilis Papanikolaou (AUSTRALO)
v0.3	22 nd February 2021	Sections 3 & 4	Vasilis Papanikolaou (AUSTRALO)
v1.0	26 th February 2021	Approved, final version	Lene Lad Johansen (SINTEF)

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BIMprove project

In the past 20 years, productivity in the European construction industry has increased by 1% annually only, which is at the lower end compared to other industrial sectors. Consequently, the sector has to step up its digitization efforts significantly, on the one hand to increase its competitiveness and on the other hand to get rid of its image as dirty, dangerous and physical demanding working environment. Construction industry clearly needs to progress beyond Building Information Modelling when it comes to digitizing their processes in such a way that all stakeholders involved in the construction process can be involved.

The true potential of comprehensive digitization in construction can only be exploited if the current status of the construction work is digitally integrated in a common workflow. A Digital Twin provides construction companies with real-time data on the development of their assets, devices and products during creation and also enables predictions on workforce, material and costs.

BIMprove facilitates such a comprehensive end-to-end digital thread using autonomous tracking systems to continuously identify deviations and update the Digital Twin accordingly. In addition, locations of construction site personnel are tracked anonymously, so that BIMprove system services are able to optimize the allocation of resources, the flow of people and the safety of the employees. Information will be easily accessible for all user groups by providing personalized interfaces, such as wearable devices for alerts or VR visualizations for site managers. **BIMprove** is a cloud-based service-oriented system that has a multi-layered structure and enables extensions to be added at any time.

The main goals of **BIMprove** are a significant reduction in costs, better use of resources and fewer accidents on construction sites. By providing a complete digital workflow, BIMprove will help to sustainably improve the productivity and image of the European construction industry.

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1. INTRODUCTION

BIMprove Outreach Material is essential for executing both communication and dissemination plans of the project. It is designed and addressed for specified target audiences that are direct or indirect beneficiaries of the BIMPROVE project and its activities. These target audiences, as defined in [D4.1 BIMprove Impact Master Plan](#), include construction companies, ICT companies working on BIM and digital twin technologies, advocacy Groups, policy makers, other H2020 projects, research organisations, etc.

BIMprove Outreach Material includes a set communication tools, essentially a common methodology for promotion, a set of specific digital channels and branded promotional material available online and offline. In addition, it includes specific elements used for dissemination, namely project materials and digital resources.

This document lists all outreach tools created during the first six months of the project without emphasising more in the rationale behind them as this has been covered in **D4.1**. These tools are living elements that are continuously adapted and refined as **BIMprove** project evolves and matures.

It is also important to highlight, that additional material or adjustments to existing material when and if needed, will be implemented according to the needs of all project partners, end users and the overall environment. In the forthcoming months, emphasis will be given to digital related material and elements that will facilitate the communication and dissemination of **BIMprove's** objectives and goals towards the community, stakeholders and audiences identified.

2. BIMPROVE'S VISUAL IDENTITY

2.1. Official Logo

Table 1: BIMprove Logo

Type	Image	Publicly available through:
Official Logo		https://zenodo.org/record/4559598#.YDY4HuhLiHs
Official Icon (White)		For project partners only or upon request
Official Icon		https://zenodo.org/record/4559598#.YDY4HuhLiHs

2.2. Color Coding

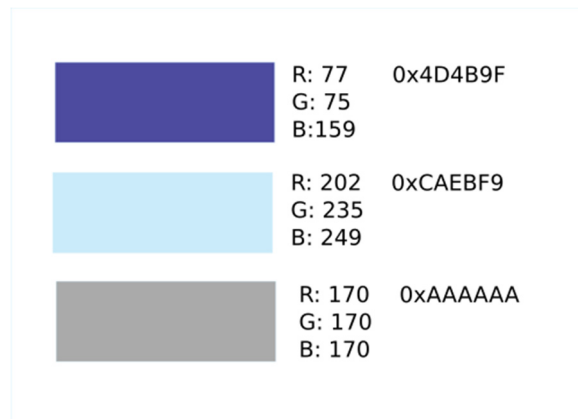


Figure 1: Color Coding

2.3. Templates

2.3.1. Deliverables

2.3.1.1 Official Deliverables' Template



Figure 2: Official BIMprove Deliverable Template

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2.3.1.2 Official Deliverables' Peer Review Template



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DX.X Peer Review Evaluation

Project Title	Improving Building Information Modeling by Realtime Tracing of Construction Processes
Project Acronym	BIMprove
Grant Agreement No	958450
Instrument	Research & Innovation Action
Topic	LC-EEB-08-2020 - Digital Building Twins
Start Date of Project	1st September 2020
Duration of Project	36 Months

Name of the deliverable	Peer Review Evaluation
Number of the deliverable	xxxx (DX.Y = number of the deliverable as per DaA)
Technical WIP number and state	xxxx
Related task number and name	xxxx
Deliverable dissemination level	CO
Deliverable due date	xxxx
Deliverable submission date	xxxx
Task leader/Main author	xxxx
Reviewer(s)	Name (Organisation)

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DX.X Peer Review Evaluation

BIMprove project

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The main goals of BIMprove are a significant reduction in costs, better use of resources and fewer accidents on construction sites. By providing a complete digital workflow, BIMprove will help to sustainably improve the productivity and image of the European construction industry.

DX.X Peer Review Evaluation

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1. Format

Check all following elements and mark with an "X" the corresponding column (N/A stands for not applicable). If needed, enter free comments to clarify your choice in order to provide the deliverable editor with additional insight.

ELEMENT TO REVIEW	Y	N	NA	COMMENTS
FORMAT: Does the document ... ?				
...include deliverable name, version number, dissemination level and date?				
...include the names of contributors and reviewers?				
...contain a revision table with the responsible person for each version?				
... contain an updated table of contents?				
... contain a list of abbreviations?				
... contain an Executive Summary?				
... contain a reference list?				
... use the fonts and sections defined in the official template?				
... use correct spelling and grammar?				
... conform to length guidelines (80 pages maximum (plus Executive Summary and annexes)				
... contain a conclusion section?				



D4.2 Outreach Material

DX.X Peer Review Evaluation

2. Content

Check all following elements and mark with an "X" the corresponding column (N/A stands for not applicable). If needed, enter free comments to clarify your choice in order to provide the deliverable editor with additional insight.

CONTENT:	Y	N	NA	COMMENTS
Is the content presented in a clear way and logical order?				
Is the Executive Summary self contained and includes the main conclusions of the document?				
Does the content of the document match the description in the DaW?				
Are the contents of the document treated with the required depth?				
Does the document need additional sections to be considered complete?				
Are there any sections in the document that should be removed?				
Are all references in the document included in the references list?				

DX.X Peer Review Evaluation

SUGGESTED IMPROVEMENTS

PAGE	SECTION	SUGGESTED IMPROVEMENT
		ADD ROWS AS NECESSARY

CONCLUSION:

<input type="checkbox"/>	Document accepted, no changes required.
<input type="checkbox"/>	Document accepted, changes required.
<input type="checkbox"/>	Document not accepted, it must be reviewed after changes are implemented

Additional comments by reviewers:

Figure 3: Official BIMprove Peer Review Template for Deliverables

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2.3.2. Presentations

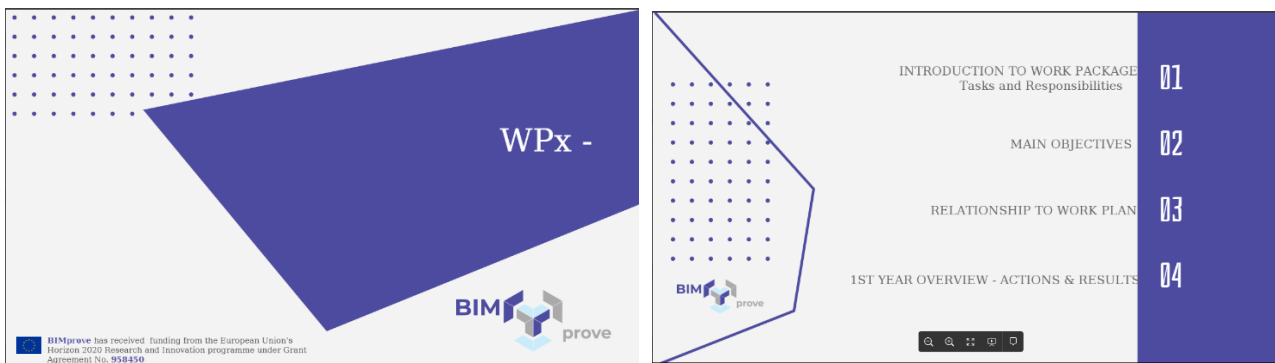


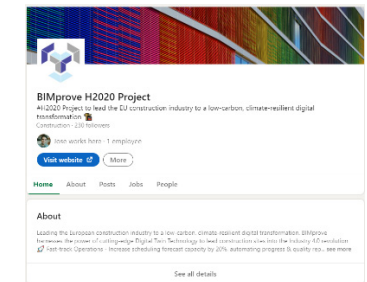
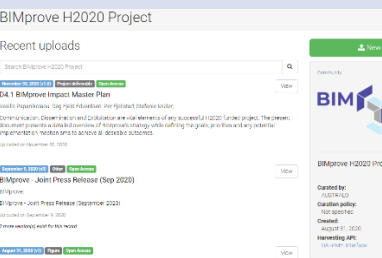


Figure 4: BIMprove .ppt Template

Available for project partners only or upon request

3. DIGITAL CHANNELS

Type	Screenshot	Publicly available through:
<p>Official Website</p>		<p>https://www.BIMprove-h2020.eu/</p>
<p>Official Twitter Account</p>		<p>https://twitter.com/BIMproveeu</p>
<p>Official LinkedIn Account</p>		<p>https://www.linkedin.com/company/BIMprove-project/</p>
<p>Official Public Repository</p>		<p>https://zenodo.org/communities/bimprove_h2020/</p>

4. PRINTED MATERIAL

Type	Image	Publicly available through:
Poster (Size A0)		https://zenodo.org/record/4559619#.YDY5-hLiHs
Roll Up Banner (2m x 0,85m)		https://zenodo.org/record/4559624#.YDY6rehLiHs

Trifold Brochure (Size A4)



<https://zenodo.org/record/4559630#.YDY7X-hLiHs>



Double Sided Brochure (Size A4)



https://zenodo.org/record/4557184#.YDY_fOhLiHs

Official Press Release



9 September 2020

Press Release

New Consortium to lead the European construction industry to a low-carbon, climate-resilient digital transformation with Digital Twin Tech

The consortium of **BIMprove - Improving Building Information Modelling by Real-time Tracing of Construction Processes** is delighted to announce the start of this joint initiative selected and granted by the European Commission under the Horizon 2020 Research & Innovation programme.

The project will **develop a dynamic digital thread system for construction sites**, going beyond the static Building Information Modelling (BIM) process used today, thanks to the **employment of Digital Twin technology**. This will allow for profound disruption in the construction industry, long stagnant and ripe for digitalization.

The building construction market has experienced a rise in the last decade and is estimated to reach 7955 billion euros in 2022, but productivity in the sector has not improved over time, hindered by increased cost of human labour, inefficient working conditions and decreasing interest among young generations. In addition, jobs in the

<https://zenodo.org/record/4559615#.YDY6KuhLiHs>

