



BUILDSPACE

Enabling Innovative Space-driven Services for
Energy Efficient Buildings and Climate
Resilient Cities

D6.3 Communication, dissemination and capacity building
activities (progress report and plan)

July 2024

V0.6

SingularLogic

SPACE

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[TECHNOLOGY
CENTRE] CARTIF



ECMWF

nazka

mobics

alda
European Association
for Local Democracy

Mostostal
WARSZAWA



IMZI
Blue-green infrastructure
Institute

RIGA
PLANNING
REGION

UNIVERSITY OF
CAMBRIDGE



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Abbreviations and acronyms

Acronym	Description
API	Application Programming Interface
CAP	EU Common Agricultural Policy
C&D	Communication & Dissemination
D	Deliverable
D6.1	Deliverable 6.1. Communication & Dissemination plan
DCS	Dissemination and Communication Secretariat
DTs	Digital Twins
GDPR	General Data Protection Regulation
HRB	Horizon Results Booster
IoT	Internet of Things
KPI	Key Performance Indicator
M	Month
OA	Open Access
PG	Project Group
PID	Persistent Identifier



T	Task
V2	Second Version
WP	Work Package
SDOs	Standard Development Organisations
SE	BUILDSPACE Service
SWOT	Strengths, weaknesses, opportunities, and threats

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Executive summary

The BUILDSPACE project continues to prioritize effective communication and dissemination of its activities and outcomes through Work Package 6 (WP6), led by ALDA in collaboration with all partners. This includes a coordinated effort with WP2 dissemination of the co-creation sessions and WP4 local stakeholder engagement for the pilots' implementation. These actions play a crucial role in engaging and retaining local stakeholders, a responsibility of the pilot partners with support from ALDA. Additionally, ALDA is responsible for enhancing the project's communication and dissemination on an international scale using the project's channels.

The initial version of the plan (D6.1) established a comprehensive Communication and Dissemination Strategy for the project. It set up key channels such as social media, websites, and newsletters, and provided a clear roadmap for visual identity and communication tools. The goal was to maximize impact by effectively reaching the project's target audience and utilizing multipliers, including consortium partners and relevant stakeholders at various levels.

Building on this foundation and considering the feedback received by partners and experts, D6.3, the second version (V2) of the plan, aims to refine and expand our communication efforts. This document provides an overview of our current communication and dissemination activities, outlines upcoming actions, and proposes methods to enhance our outreach to better reach our target audience. It is essential to reflect on the progress made, challenges encountered, and strategies that have been successful so far.

Like the previous version, this plan is a living document designed to evolve throughout the project's lifecycle. It will adapt to new information, emerging opportunities, the evolving needs of our target audiences, and the project's progress and outcomes.



1. Introduction

The Horizon BUILDSPACE project delivered **D6.1. Communication & Dissemination plan** which laid the ground for the internal and external communication and dissemination activities of the project. It provided the route of its implementation and the materials available for the partners.

The present document **D6.3 Communication, dissemination and capacity building activities (progress report and plan)** aims to present the report of the current status of the communication, dissemination and capacity building activities included within the activities of WP6. This document provides an update of the communication and dissemination strategy from the lessons learned from the implementation of the project.



2. BUILDSPACE C&D Strategy

This section introduces the project objectives, the C&D goals, the importance of inclusive communication in the projects' activities, the target audience defined during the first months of the project and the roles and responsibilities within the WP6 and the C&D strategy of the project. This includes a reminder of the previous information laid out in D6.1, which is still valid.

2.1. Project Objectives

BUILDSPACE, a project funded by the European Union under the Horizon Programme, maintains its overarching goal of developing practical, market-ready services that meet the needs of building and urban stakeholders. These services will support **informed decision-making in building construction** and retrofitting, aiming to enhance **energy performance** and improve **resilience to climate change effects**.

The BUILDSPACE platform will integrate terrestrial data from buildings, aerial imagery from drones equipped with thermal cameras, and location-annotated data from satellite services. As stated in **D3.1 BUILDSPACE core platform and services**, five services, as decision support tools, are offered through the Core Platform. More specifically, the BUILDSPACE services (SE) are implemented at building and city level:

- The services at building scale (SE1 and SE2) enable the Digital Twins (DTs) generation of buildings and its semantic enrichment with thermography data collected by drones to support building construction (through AR/VR features of DTs at construction site) as well as building renovation and monitoring.
- The services at city scale (SE3, SE4 and SE5) rely on a mix of Copernicus and IoT data, among others, to infer visualisations related to energy demand, urban heat and urban flood analysis and assessment at urban scales, facilitating decision making for increased resilience to climate



The proposed services will be validated and assessed through four pilot projects (in Poland, Latvia, Greece and Slovenia) at different levels (building and city level). Each of these pilots is located in regions with different climate profiles. This will enable the development of replication guidelines and blueprints, facilitating the widespread adoption of these applications to create resilient building stocks.

The **objectives** of the project are:

- To engage Buildings Value Chain (BVC) stakeholders in a co-creation process for the design of innovative applications to support sustainable, resilient buildings in urban environments leveraging on Copernicus and EGNSS services.
- To build the baseline infrastructure and interoperable framework providing access to heterogeneous data sources to enable the development of location-based and remote sensing applications.
- To develop novel services using Digital Twins to support building construction, renovation and monitoring and link them with city scale services enabling urban environment analysis, forecasting and climate resilience.
- To test and evaluate the services with the relevant stakeholders in 4 pilots across the EU and pave the way for their exploitation and sustainability plans.
- To deliver an open and transparent promotion of BUILDSPACE results through a comprehensive dissemination, communication and exploitation strategy.

2.2. Communication & Dissemination Goals

This deliverable is a follow up of the foundation built by **D6.1. Dissemination and communication plan**, with regard to the dissemination and value of the project results and activities. The communication and dissemination goals of BUILDSPACE are aligned with the project objectives towards delivering an open and transparent promotion of BUILDSPACE results through a comprehensive dissemination, communication and exploitation strategy, in which WP5 and WP6 are working in parallel to achieve it.

The Strategy considers:

- **Communication** – aimed at enhancing the visibility of the project to the general public and informing about its results.
- **Dissemination** – aimed at maximising the impact of research results in the public domain, and at facilitating project's results use among specific target audience

Multiple actions have been performed by M18 (July 2024) to support these objectives, please refer to sections 3. C&D Monitoring – State of the art of this document.

2.3. Inclusive Communication

Throughout the first 18 months of implementation of the project, the project maintains, recognizes and values the importance of inclusive communication. Therefore, this document, as an update of the C&D Plan, advocates and highly encourages the use of inclusive language and visuals across all





communication channels, including face-to-face interactions, telephone calls, online content, and printed materials. This suggestion is considered for internal and external communication of the project.

To maintain inclusive language, the project employs bias-free terminology and avoid expressions that may exclude individuals based on factors like age, gender, sexual orientation, race, religious beliefs, ethnicity, social class, or physical or mental characteristics. Throughout the writing process, the diverse sensitivities of our audience are considered.

Recognizing the significance of inclusive communication underscores the project's commitment to fostering a respectful and equitable environment. By prioritizing inclusive practices, we aim to ensure that all stakeholders feel valued and heard, contributing to a more cohesive and effective collaboration throughout the project's implementation.

2.4. Dissemination and communication target audience

The C&D strategy is based on the identification and engagement of target groups and end-users of the BUILDSPACE services and outcomes. The ten target groups identified in the Grant Agreement and D6.1. remain relevant to the BUILDSPACE activities.

The target groups – and their main interests - are the ones listed below:

Table 1. Target groups identified in the Grant Agreement

Target Group	Interests
Buildings/construction value chain stakeholders	Interested in the utilisation of project's results in daily operations to enhance operational efficiency and business performance.
Energy value chain stakeholders	Interested in leveraging the project results to contribute to redesign their business models with a view to push cooperation with building management stakeholders.
Non-energy value chain stakeholders	Interested in the projects results to redesign their business models with a view to pushing cooperation with building management stakeholders or those who would look for Inspiration for new ideas and applications.
IT Industry Players & SMEs	Interested in participating in the project's events on the basis of integrating the project results in corporate digital platforms to increase commercial offer.



Industry Associations & Technology Clusters	Interested in the inclusion of project's results to collaborative research activities (roadmap, white papers etc.).
Researchers and Academia	Actors who reuse the project's innovative technologies to other application domains, and inspiration for future research initiatives based on the project's concept and results.
Policy Makers & Standardisation Organisation (SDO)s	Evaluate the project's Social-Technological-Economic-Environmental-Political (STEEP) aspects and define the future research and innovation directions based on project's acquired knowledge.
Financial Sector	Actors who might increase the bankability of district construction/renovation investment, while promoting and replicating innovative financing schemes for districts renewal.
Public authorities	Take part in the activities of the project in order to understand the benefits.
General Public	Take part of the activities of the project and utilise the project's results in their daily lives.

As mentioned by D6.1, Table 1 shows the key actors that benefit from the project results and outcomes. These groups are the target of BUILDSPACE communication and dissemination activities. However, in the first 18 months of the project the aforementioned target groups were further analysed, amplified and in some cases better identified in **D2.1. User Requirements**. The latter deliverable, based on the target groups identified in the project, recognized seven groups as the potential end-users of the services. Therefore, the C&D activities will consider these groups as well:

Table 2. Target groups identified in D2.1.

Target Group	Brief Description
Citizens, tenants, and owners	Citizens and individual owners.
Facility managers	Managers that oversee the management of a facility's physical assets.
SMEs, companies, and entities	Small and Medium enterprises that deal with sustainability issues of buildings and cities.
Policy makers	Public authorities and policy makers (e.g., municipalities).

Utilities	Public and private utilities.
Constructors and contractors	Construction companies and engineering consultancy firms.
Investors	Real estate investors.

During the first 18 months of the project, the mentioned target groups have been reached through different activities, specifically:

- **Social media channels:** LinkedIn and Twitter have communicated and disseminated the project activities with an emphasis on the general public, but also approaching all the target groups with the interest of forming a community on energy efficiency and the use of key advanced technologies.
- **Dissemination activities:** online activities such as the co-creation sessions have approached Facility managers, companies and the general public, while the introduction of BUILDSPACE in specific conferences and exhibitions have facilitated our approach towards policy makers, utilities, constructors and contractors with an emphasis on academia.

For the other 18 months of duration, the C&D activities will mainly refer to continuous updates on the project activities, results and outcomes, as well as on the implementation of the services and the pilots. This will be communicated to target groups and end-users (Table 1 and Table 2) namely through the BUILDSPACE website and its social media channels. Moreover, C&D activities will also address the importance and relevance of the BUILDSPACE solution, encouraging the use of the BUILDSPACE services at a higher scale. This communication will align with the progress of the project, and it will change accordingly.

2.5. Roles, responsibilities and coordination of C&D activities

ALDA, as leader of WP6 Dissemination, Communication and Outreach Activities acts as the Dissemination and **Communication Secretariat (DCS)**, involving each time different project partners, according to the responsibilities they have and to the timeline of implementation of their activities.

As established in D6.1, ALDA is in charge of the implementation of the C&D strategy, and it has been adapted to the different needs for external and internal communication identified throughout the project. ALDA has worked closely with the Project Coordinator and the consortium to ensure that the channels of the project, specifically social media and website, are constantly updated.

BUILDSPACE is a project with a European outreach, therefore the purpose of the C&D activity is to raise awareness of the innovation of the project as well with the possible replicabilities and usages of the services in the platform. In line with this purpose, BUILDSPACE C&D activities aim to build a community of knowledge among the stakeholders that follow the channels of the project. This will allow not only the use of the BUILDSPACE solution, but also the dissemination of its outcomes in alike networks. For these reasons, the emphasis has been on the channels that have a European impact.

As the project progresses and the implementation of the pilots is carried out, the emphasis of the C&D activities will add a local dimension, specifically for the territories of implementation (Poland, Latvia, Greece and Slovenia). In line with the work WP4 in the pilot implementation and the stakeholder engagement and social acceptance, the communication strategy will deliver tailored messages, considering the unique characteristics of each channel, the level of communication (global, regional, national, local), and the target audience.

Communication and dissemination require a **shared effort** of all the project partners, in order to have a wide outreach and reach the projects' KPIs. To monitor this effort, ALDA has foreseen various tools and activities, such as bilateral calls, a dedicated mailing list, WP6 meetings and a monitoring file. These tools and documents are further explored in 3.1. C&D Monitoring – Tools and strategies.

2.6. Reporting

ALDA, as C&D leader, regularly monitors - at least one a week - the reporting of C&D activities made by partners, through the tools provided (see 3.1. C&D Monitoring – Tools and strategies), ensuring that all partners have a clear understanding on how to use the documents and materials available. This reporting exercise is necessary also for ALDA to create new content for social media channels, as well as for the European Commission, to have a clear vision on the implementation of the strategy. Table 3 shows the timeline for the reporting of the C&D activities.

Table 3. C&D Reporting key moments

ACTIVITY	RESPONSIBLE PARTNER	DEADLINE
Dissemination activities reporting spreadsheet	ALDA	Done
Communication and Dissemination plan	ALDA	30 April 2023
Multi-channel dissemination. (Both offline and online)	All partners	Throughout the project
Collecting proofs of communication and dissemination activities (protocols/ pictures/ participants list, screenshots/ copies of email/flyers/posters/articles)	All partners	Throughout the project, by M18 and by M36
Monitoring and assess the efficiency of reporting guidelines and templates are available for all partners	ALDA	Throughout the project
Communication, dissemination and capacity building activities progress report and plan by M18	ALDA	31 July 2024
Communication, dissemination and capacity building activities final report	ALDA	Throughout the project and by M36

For regular reporting on C&D activities, the consortium is using the document **“Communications, Dissemination and Publications tracker”** (Figure 4, Figure 5, Figure 6 and Figure 7) developed and provided by ALDA and shared on SharePoint in the folder of WP6. These activities are reported in this first progress report by M18, and the information will be extracted from that document for the final report by M36.



2.6.1. Quality control

The purpose of the **D6.3 Communication, dissemination and capacity building activities (progress report and plan)** is to provide an update (V2) of D6.1, in which ALDA/WP6 leader outlines guidelines for the project's deliverables and activities, ensuring the high quality of the produced materials.

The guidelines previously provided in D6.1 remain relevant, and they intend to be of guidance to the activities of the project partners. The previous document included tools, recommendations and occasionally document templates for smooth performance and quality results regarding the outputs of the project. These templates and tools are available for the partners in a dedicated folder in the shared cloud space of the project and ALDA is always available to provide clarifications and guidance on their use.

Depending on the needs, ALDA will update this C&D strategy and plan, setting up a new strategy or recommendations that partners may require.

3. C&D Monitoring – State of the art

This chapter offers a detailed overview of the tools employed for monitoring, along with the current state of our communication and dissemination strategy implementation. It also covers the key performance indicators outlined in the Grant Agreement and provides a summary of the main communication and dissemination activities documented during the first 18 months of the project.

3.1. C&D Monitoring – Tools and strategies

In D6.1, three documents were mentioned for the monitoring of the C&D activities, which were described as follows:

- **Dissemination log:** an online spreadsheet to keep track of partners' participation in relevant events and publications – To be filled by all partners

Partners	Start Date	End Date	Language	Location	Time	Activity Title (max 60 characters in English)	external event, etc	(max 500 characters in English)	provide name, surname, affiliation, link to website and/or social media	Social media tags	(if available) to connect to the meeting	or more information (if any)	FOLDER WITH THE NAME OF THE EVENT FOR PICTURES
January '24													HERE BELOW WRITE A SHORT SUMMARY OF THE EVENT
ALDA (example)	04/01/24	04/04/24	English	Online	15:00	Presentation of the project	Project event	The event is directed at promoting the BUILDSPACE project, etc					
RPR	16/01/24	16/01/24	Latvian	In presence		Presentation of the 10 project	Project event	Promoting Buildspace project and looking for synergies, potential data exchange with other projects and experts	Sanita Paegle			https://rpr.gov.lv/240-projektu-siner-gijas-mp-un-nd-ap-mainas-ar-informaciju-par-attienotajiem-projektiem/	Meeting within the Council of Riga Municipality. Climate resilience projects are also in the Riga Urban Development Department, Housing and the environment department, implemented projects will promote energy efficiency in the city and the region, the exchange of data of various types and applications, as well as the most active use of technologies, therefore, in order to promote the best cooperation and synergy between participating institutions and other organizations, a meeting was organized to gather the progress of project implementation. Green projects and energy efficiency projects data and green infrastructure are used were especially considered at the meeting. Bu was presented by Sanita Paegle.
NTUA	25/01/24	25/01/24	Greek	Impact HUB Athens	18:00 management	Presentation of the project with a focus on modern IT applications for intelligent energy	External event	Presentation of BUILDSPACE together with other relevant projects during an Open Workshop on Artificial Intelligence: Challenges and Opportunities for Society and the Economy	Ass. Professor Vangelis Marinakis (EPU-NTUA)				
Feb '24													

Figure 1. Dissemination Log (events)

- **Reporting template** by M18 (July 2024) and by M36 (January 2026) – To be filled by all partners



Communication and Dissemination Activities															
Period		Activity	Type of activity	Internal/External Activity	In person	Date	Location	Audience's Profile	Level				Audience reached (nr)	Comments/Impacts/Observations/Results/Other	
Nº	Document (Evidence file name)*								Local	Regional	National	European			
1		Post	Social Media	External		June 2023	LinkedIn	General						206	project start
2		Post	Social Media	External		September 2023	Twitter	General						107	Valladolid meeting
3		Post	Social Media	External		September 2023	Twitter	General						60	Valladolid meeting
4		Post	Social Media	External		September 2023	LinkedIn	General						927	Valladolid meeting
5		Post	Social Media	External		September 2023	LinkedIn	General						303	Valladolid meeting
6		Post	Social Media	External		November 2023	LinkedIn	General						297	Smart City Expo
7		Post	Social Media	External		November 2023	LinkedIn	General						615	Smart City Expo
8		Post	Social Media	External		November 2023	Twitter	General						314	Smart City Expo
9		Post	Social Media	External		November 2023	LinkedIn	General						768	Smart City Expo
10		Post	Social Media	External		November 2023	LinkedIn	General						291	Smart City Expo
11		Post	Social Media	External		November 2023	Twitter	General						89	Smart City Expo
12		Post	Social Media	External		November 2023	Twitter	General						85	Co-creation session
13		Post	Social Media	External		November 2023	Twitter	General						74	Co-creation session
14		Post	Social Media	External		November 2023	LinkedIn	General						2309	Students presentation
15		Post	Social Media	External		November 2023	Twitter	General						169	Students presentation
16		News	Website	External	Online News	February 2024	BUILDSPACE	General					-		News. Mesh calibration
17		News	Website	External	Online News	February 2024	DCTA website	General							News. Mesh calibration
18		Post	Social Media	External		February 2024	LinkedIn	General						562	News. Mesh calibration
19		Post	Social Media	External		February 2024	Twitter	General						127	News. Mesh calibration
20		Post	Social Media	External		February 2024	Instagram	General					-		News. Mesh calibration
21		Post	Social Media	External		February 2024	Twitter	General						132	Seminar
22		Seminar	Conference	External		Mar-24	Madrid	Students and professors						35	Seminar

Figure 2. Reporting Dissemination Activities by M18

- **Editorial plan:** an online spreadsheet with the Publishing Schedule outlining the upcoming Twitter and LinkedIn post– To be updated by ALDA.

DATE	Subject	LinkedIn	tags	hashtags	Twitter	tags	hashtags	Youtube	picture/ photo/video
22/05/2023, 12:45	Presentation of the project	The BUILDSPACE project aims to develop a platform and innovative applications to make buildings and cities more sustainable and resilient to climate change. The project will use the terrestrial data of buildings collected by different platforms (IoT, BIM, etc.) and couple it with aerial drones equipped with thermal cameras and location data from satellite services (EGNSS, Copernicus) to develop practical services that respond to the needs urban stakeholders to improve buildings resilience to climate change. It will do so through the engagement of interdisciplinary and diverse stakeholders. 👉 We are honoured to work with such a diverse and talented consortium and would like to introduce our 14 partners in this project: @space-hellas-s.a. - Project Leader @singularlogic - Project Leader @national-technical-university-of-athens @cartif @universidad-politecnica-de-madrid @ecmwf @nazka-mapps-bvba @mobics @association-of-the-local-democracy-agencies @mostostal-warszawa-s.a. Municipality of Piraeus IMZI-Institut Za Modro-Zeleno Infrastrukturo Rigas Planosanas Region @university-of-sambal...		#BUILDSPAC EProject #HorizonEU	The #BUILDSPACEproject has been launched! 🚀 ~More than €2 million ~14 partners from 8 countries ~3 years ~Goal: develop innovative applications to support buildings' energy efficiency and cities' resilience and sustainability. 🔴 With @SingularLogicCo as a Project Leader	Twitter: @SpaceHellas @SingularLogicCo @RD_SLG @DSS_Lab @CARTICT @La_UPM @heat_UPM @ECMWF @nazka_map @ALDAeurop @PiotrDymarski @DestinationPIR			Project Logo

Figure 3. Editorial Plan

The **Dissemination log** and the **reporting template** aimed at offering space freely for the partners to add information with some instructions and few content constraints. However, since partners should complete similar information in the quarterly reports for the reviews of the project, the similarities among these templates created confusion among their work, emphasising some gaps in collecting the information effectively.

Given this issue, at M15 (April 2024), ALDA implemented a new tool that comprises the information collected in the Dissemination Log and the Reporting Template, “**Communication, Dissemination & publications tracker**”, an online spreadsheet document with revised categories and information requirements, similar to the EU Commission Portal. This spreadsheet provides choices for partners to categorize in a more understandable manner their activities.

The **Communication, Dissemination & publications tracker** document is composed of four tabs:



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1. **Useful** indicators (Figure 4) – provides useful information on the description of communication activities, dissemination activities, and publications as well as a reminder of the C&D KPIs and what was achieved in Year 1.
2. **Communication** (Figure 5) – collects the partner's name, the date, activity type, brief description, the target audience, the communication channel, the outcome, the status and the link.
3. **Dissemination** (Figure 6) – collects the partner's name, date, the activity name, link to the event, target audience, description of the objective(s) with reference to a specific project output, status, and a short summary of the event with a link to add pictures.
4. **Publications** (Figure 7) – collects type of PID (repository), PID (public version of record), PID of deposited application, type of publication, link, title of the scientific publication, authors, title of the journal, number, ISSN, publisher, month and year of publication, availability of the publication in open access, peer-reviewed, PID of book, book title, OA publishing fees, article processing costs to the project.

Communication	This tab includes the activities you did in your communicational channels (social media, posts, articles)												
Dissemination	This tab is designed for the activities or events (physical or online) that you either organised within the project scope (in this case, please explicitly mention this) or that you attended and disseminated the project in .												
Publication	Journal publications, Publication in highly ranked international journals and magazines, Contributions in international peer-reviewed conferences.												
Useful indicators													
Communication Indicators						Dissemination Indicators							
TOOL	OFFICIAL INDICATORS	KPI	Achieved Year 1	Useful indicators				TOOL	OFFICIAL INDICATORS	KPI	Achieved Year 1	Useful indicators	
Project website	Number of project website	1	1	Frequently updated				Exhibition stands in the industry innovation events	Number of exhibitions stands	> 5	1	M18	2
Newsletter	Number of newsletters	>6	2	Y1	2			Publication in highly ranked international journals and magazines	Number of publications	>10	0	M36	5
				Y2	4							M18	4
				Y3	6							M36	10
Institutional presentation	Number of presentations	1	1	Y1	1			Community associations	Number of community associations	> 3	0	M18	1
Twitter	Number of followers	>1500	98	Y1	500			international peer-reviewed	Number of contributions	>15	0	M36	6
LinkedIn	Number of followers	>1500	205	Y2	1000							Special issues/sessions	Number of special sessions
				Y3	1500			M36	1				
				Press releases	Number of press releases	> 4	1	Y1	1				
Y2	2												
Y3	4												
				Y1	1								

Figure 4. Useful indicators tab on the Communication, Dissemination and Publications Tracker





Figure 5. Communication tab on the Communication, Dissemination and Publications Tracker

Figure 6. Dissemination tab on the Communication, Dissemination and Publications Tracker

Figure 7. Publications tab on the Communication, Dissemination and Publications Tracker



The tool serves a dual purpose: it acts as a dissemination log for ALDA, which extracts information from it to share project news and activities on social media. On the other hand, it functions as a valuable tracking tool, aiding in the reporting phase on the EU Commission portal.

A dropdown menu has been added to some columns and where it may be useful for the partner's work. This change has been implemented from April 2024 (M15). Therefore, all of the information presented in this report before M15 has been collected from the previous documents, deliverables and quarterly reports.

3.2. C&D Monitoring – Key Performance Indicators (KPIs)

KPIs enable the consortium to track the progress towards the targets committed, assess the effectiveness of the C&D strategy, and measure engagement levels with target audience groups, ensuring the achievement of project objectives. The KPIs were initially mentioned in D6.1. and it has been the roadmap of the project for the further implementation of C&D activities.

The BUILDSPACE KPIs related to social media, the newsletter and the website of BUILDSPACE have been agreed to be monitored and measured as follows:

- **Website:** All website visits and actions are tracked through a web analytics platform that is compliant with the GDPR, managed by the domain of our partner, NTUA. The website is managed by NTUA with the inputs provided by ALDA.
- **LinkedIn:** LinkedIn analytics provide real-time statistics with an easy-to-use interface, allowing users to assess publication performance and audience engagement. It displays numerical data on views, video views, and interactions (reactions, comments, shares) for each post, helping to determine if the content resonates with the audience. Managed by ALDA.
- **X (previously Twitter):** X performance will be tracked using the Twitter BUILDSPACE profile analytics, which measures monthly influence through metrics like impressions, engagements, link clicks, retweets, likes, detail expands, and profile clicks. Managed by ALDA.
- **YouTube:** YouTube performance will be assessed by tracking total views, average views, watch time in hours, and subscription trends over specific periods. Managed by ALDA.
- **Newsletter:** The newsletter is sent from our partner NTUA's domain, while ALDA manages and monitors the mailing list. After each newsletter is sent, we track the number of recipients, open rate, and clicks.

As established by D6.1, specific KPIs were defined for communication and dissemination activities to achieve the outlined objectives. The following tables (Table 4 and Table 5) indicate the tool, the official indicators, the KPI expected from the project agreement, the KPI achieved by M18 (July 2024), and the internal roadmap that serves as a guide for meeting these targets.

Table 4. Communication Guide Map Achieved by M18

TOOL	INDICATORS	Value of the KPI	Achieved by M18	USEFUL INFORMATION TO TRACK INDICATORS
Project website	Number of project website	1	1	From M5 -Frequently updated
Newsletter	Number of newsletters	>6	2	From M6 2 by the end of the first year 4 by the end of the second year 6 by the end of the third year
Institutional presentation	Number of presentations	1	1	M3
Twitter	Number of followers	>1500	127	From M4 500 followers by the end of the first year. 1000 followers by the end of the second year. 1500 followers by the end of the third year. -Tweet at least once a week. -At least 2 tweets with more than 2% engagement.
LinkedIn	Number of followers	>1500	270	From M4 500 followers by the end of the first year. 1000 followers by the end of the second year. 1500 followers by the end of the third year. -Post at least once a week. -At least one post a month with an interaction rate of over 8.
Press releases	Number of press releases	> 4	1	From M3 1 by the end of the first year 2 by the end of the second year

TOOL	INDICATORS	Value of the KPI	Achieved by M18	USEFUL INFORMATION TO TRACK INDICATORS
				4 by the end of the third year
Roll-ups	Number of roll-ups	> 4	1	From M3 1 by the end of the first year 2 by the end of the second year 4 by the end of the third year
Project factsheet	Number of project factsheets	9	0	From M5 3 by the end of the first year 6 by the end of the second year 9 by the end of the third year
Trial videos	Number of trial videos	>= 4	0	From M10
Infographics	Number of infographics	10	3	From M10 1 by the end of the first year. 5 by the end of the second year. 10 by the end of the third year.
Market uptake launch-events	Number of market events	>= 1	0	From M15
Articles	Number of articles	>10	>10	From M5 3 by the end of the first year 6 by the end of the second year 10 by the end of the third year
External conferences	Number of external conferences by the partners	> 50	14	From M2 10 by the end of the first year 30 by the end of the second year 50 by the end of the third year

TOOL	INDICATORS	Value of the KPI	Achieved by M18	USEFUL INFORMATION TO TRACK INDICATORS
Synergies	Number of synergies formed with other European projects/initiatives	> 40	8	From M8 10 by the end of the first year. 25 by the end of the second year. 40 by the end of the third year.
Digital educational kit	Number of universities who received the kit	10	0	From M30
Hackathon	Number of Hackathon organised	1	0	From M30
Technical podcast	Number of episodes	5	0	From M6 1 by the end of the first year 3 by the end of the second year 5 by the end of the third year

Table 5. Dissemination Guide Map Achieved by M18

TOOL	INDICATORS	Value of the KPI	Achieved by M18	USEFUL INFORMATION TO TRACK INDICATORS
Exhibition stands in the industry innovation events	Number of exhibitions stands	> 5	1	From M5 • 2 by M18 • 5 by M36
Publication in highly ranked international journals and magazines	Number of publications	>10	0	From M3 • 4 by M18 • 10 by M36
Exhibition stands in the industry innovation events	Number of exhibitions stands	> 5	1	From M5 • 2 by M18 • 5 by M36
Publication in highly ranked international	Number of publications	>10	0	From M3 • 4 by M18 • 10 by M36

TOOL	INDICATORS	Value of the KPI	Achieved by M18	USEFUL INFORMATION TO TRACK INDICATORS
journals and magazines				
Publication in highly ranked international journals and magazines	Number of publications	>10	0	From M3 • 4 by M18 • 10 by M36
Community associations	Number of community associations	> 3	2	From M3 • 1 by M18 • 3 by M36
Contributions in international peer-reviewed conferences	Number of contributions	>15	0	From M3 • 6 by M18 • 15 by M36
Special issues/sessions	Number of special sessions	>2	1	From M5 • 1 by M18 • 2 by M36

3.3. Reporting results – Overview of the main C&D activities.

This section provides a list of the Communication and Dissemination activities carried out by the partners during the first 18 months of implementation (**Errore. L'origine riferimento non è stata trovata.**). This information was gathered integrating the data provided in D1.4 BUILDSPACE 1st Progress Report, finalised at M12, with the reporting outcomes of the remaining six months of the project.

Additionally, it is worth noting that the results and data shared in **D1.4 BUILDSPACE 1st Progress Report** served as a roadmap on the activities that proved successful and that should be enhanced for the future months.

Table 6. Dissemination Activities delivered by the consortium by M18



Dissemination Activity Name	What type of dissemination activity	Who? Target audience	Why?
EPBD meeting. Informal Session, Copernicus for Energy Efficiency, 19-Apr-23	[Conference] Invited by Horizon EUSPA	European Commission, national experts	The Concerted Action EPBD aims to support the implementation of the Energy Performance of Buildings Directive. This is in line with Obj. 5 of the project.
“From HPC to Cloud and Edge Computing in Earth Observation and Earth Modelling” , 21-Apr-23	[Conference] Presentation in EGU Conference 2023 in a special session.	National and international experts	The EGU General Assembly 2023 brings together geoscientists and aims to provide a forum where scientists can present their work with experts in all fields of geoscience. This is in line with Obj. 5 of the project.
Green Transition and Circular Economy in Local Government (Athens-Greece), 24 to 27– May-23	[Conference] Short presentation of BUILDSPACE by NTUA	Public, citizens, national authorities	The Green Transition and Circular Economy in Local Government is a scientific conference organised by the Panhellenic Union of General Secretaries. This is in line with Obj. 5 of the project.
Water Days Symposium, 24-May-23	[Conference] Short presentation of BUILDSPACE by IMZI	Citizens, national authorities	The Water Day Symposium is a national symposium with international participation. This is in line with Obj. 5 of the project.
“Leveraging Earth Observation Data to support energy efficiency and the European Green Deal” in DataWeek 2023, 14-Jun-23	[Conference] Presentation of BUILDSPACE by Singular Logic	Industry, innovators, policymakers	Data Week is the spring gathering of the European Big Data and Data Driven AI research and innovation communities. This is in line with Obj. 5 of the project.





Dissemination Activity Name	What type of dissemination activity	Who? Target audience	Why?
General Assembly of ALDA, in the framework of: Knowledge Fair, 08-Jun-23	[Other/ Collaboration with other EU Funded events] Presentation of BUILDSPACE by ALDA	Public, citizens, national and international organizations	ALDA's General Assembly is a yearly key event that involves both staff, members and partners of ALDA. This is in line with Obj 5 of the project.
16th International Conference on Energy and Climate Change , 13-oct-23	[Conference] Presentation of BUILDSPACE by MOBICS	Public, experts, national and international organizations	The 16th International Scientific Conference on Energy and Climate Change is a key event for global collaboration on key sustainable energy and climate change issues. This is in line with Obj 5 of the project.
Award Ceremony of the 8th "Piraeus Blue Hackathon", 12-Sep-23	[Other] BUILDSPACE reference in the Award Ceremony of the 8th "Piraeus Blue Hackathon" as an example to underline MoP's commitment to embracing technology and innovation in the city	Public, citizens, national and international organizations	The Piraeus Blue Hackathon Day strengthens the Blue Growth Piraeus Competition that has been successfully organized by the Municipality of Piraeus for the last 8 years. This is in line with Obj 5 of the project.
3rd Slovene Water Congress, 19-Oct-23	[Conference] Dissemination of the BUILDSPACE project by IMZI	Policy makers, Urban planners, Water managers, Researchers, Academia	The Slovenian water congress is an international symposium. This is in line with Obj 5 of the project.





Dissemination Activity Name	What type of dissemination activity	Who? Target audience	Why?
European Big Data Value Forum 2023, 25 to 27-Oct-23	[Forum] Dissemination of BUILDSPACE by SingularLogic	Public, citizens, national and international organizations	The European Big Data Value Forum (EBDVF) brings together relevant stakeholders to advance policy actions, and industrial and research activities in the areas of Data and AI. This is in line with Obj 5 of the project.
Smart City Expo World Congress Barcelona , 07 to 09-Nov-23	[conference/booth] Presentation and panel discussion in the BUILDSPACE booth by SingularLogic and UPM	Public, Industry, Experts, national and international organizations	The Congress brought together the public and private sectors, and aims to promote greener, safer initiatives and more efficient urban spaces. This is in line with Obj 5 of the project.
Energy Cities Annual Forum, 17 to 20-Oct-23	[Forum] Dissemination of the project during the networking moments of the annual Forum by ALDA	Public, Policymakers and authorities	The Energy Cities Annual Forum is a yearly event organised by Energy Cities. This is in line with Obj 5 of the project.
Open Workshop on Artificial Intelligence, 25 January 2024	[Conference] Presentation of BUILDSPACE by NTUA with a focus on modern IT applications for intelligent energy management	Research communities	Presentation of BUILDSPACE together with other relevant projects during an Open Workshop on Artificial Intelligence: Challenges and Opportunities for Society and the Economy.





Dissemination Activity Name	What type of dissemination activity	Who? Target audience	Why?
Urban Vulnerability Analysis and New Approaches to Heat: Methodologies and Indicators, 6 March 2024	[Seminar/Conference]	National and international experts	The aim of the seminar was to discuss indicators and methodologies for risk and vulnerability assessment by established experts. As a result, it was possible to contrast the different points of view on these issues, emphasising the work done in BUILDSPACE. This is in line with Obj 5 of the project.
'What's new for Green Living Areas?' event, 11-Apr-24	[Conference/Collaboration with other EU Funded events] Presentation of BUILDSPACE as a good practice for the co-creation sessions of the project by ALDA	Local and regional authorities, public policymakers, civil society	It is a key event to exchange best practices related to tools, strategies, and policy instruments for promoting greener territories and engaging citizens in the transition. The role of the co-creation sessions within BUILDSPACE was highlighted. This is in line with Obj 5 of the project.
Enabling seamless integration of Copernicus and in-situ data, 16-Apr-24	[Conference] Presentation in EGU24 of the development of BUILDSPACE core platform by SingularLogic and European Centre for Medium-	National and international experts	The EGU General Assembly 2024 aimed to provide a forum where scientists can present their work with experts in all fields of geoscience. This contribution summarized the development of the BUILDSPACE Horizon Project core platform. This is in line with Obj. 5 of the project.





Dissemination Activity Name	What type of dissemination activity	Who? Target audience	Why?
	Range Weather Forecasts		
University of Ljubljana, 9 May 2024	[Education and training event] Implementing blue-green infrastructure in planning and spatial design	Public, citizens, research communities.	The University of Ljubljana has organised a course aimed at implementing an interdisciplinary approach to the design of public open spaces and green public spaces in correlation with blue-green infrastructure. IMZI presented the BUILDSPACE project, using the example of the good practice of the parking place in Stanežiče (Ljubljana). This is in line with Obj. 5 of the project.
General Assembly of ALDA, in the framework of Marketplace, 13 to 15-May-24	[Conference] Presentation of BUILDSPACE by ALDA	Public, citizens, national and international organizations	ALDA's General Assembly is a yearly key event that involves both staff, members and partners of ALDA. BUILDSPACE was presented as an on-going project that aims to provide energy-efficient solutions for buildings and cities. This is in line with Obj 5 of the project.
The new modern operating framework of the Civil Protection Service of the Municipality of Piraeus, 17-May-24	[Conference] Presentation of the new modern operating framework of the Civil Protection of the Municipality of Piraeus	National authorities	The conference aims to present the modern operating framework of the Civil Protection Service of the Municipality of Piraeus. The centre's functions and the municipality's involvement in BUILDSPACE was presented. This is in line with Obj 5 of the project.

In the first 18 months of the project, BUILDSPACE was disseminated in 20 events, among which the most relevant ones are:





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- The General Assembly 2023 of the European Geosciences Union (EGU23), <<https://meetingorganizer.copernicus.org/EGU23/EGU23-4298.html>>
- DataWeek 2023, <<https://www.buildspaceproject.eu/node/151>>
- 16th International Scientific Conference on Energy and Climate Change, <<https://www.buildspaceproject.eu/node/154>>
- European Big data Value Forum 2023 (EBDVF), <<https://data.europa.eu/en/news-events/events/european-big-data-value-forum-2023>>
- Smart City Expo World Congress in Barcelona, <<https://www.buildspaceproject.eu/node/156>>
- The General Assembly 2024 of the European Geosciences Union (EGU24), <<https://meetingorganizer.copernicus.org/EGU24/EGU24-15366.html>> .

The full report of the Communication activities implemented by the partners can be found in Annex 1: Communication Activities by the Consortium by M18. It has been added to that section given the extend of the table.

The primary channels to communicate about the project has been social media, newsletters and website articles. Among the most relevant Communication activities, during these 18 months, are:

- Introduction of the project to the public
- The release of BUILDSPACE Newsletters
- The invitation to the co-creation sessions
- The presentation of the services (SE1, SE2, SE3, SE4, SE5)
- Presentation of the four pilots (Poland, Latvia, Greece, Slovenia)
- The presentation of BUILDSPACE infographics.
- The participation of project partners in relevant events and conferences.



4. BUILDSPACE Communication Strategy – Second Version (V2)

This chapter builds on the project's communication strategy, after D6.1 Dissemination and Communication Plan, which presented the strategy of the communication and dissemination activities, defined the target audiences, introduce the tools for internal and external communication as well as to provide a roadmap to support partners in reaching different audiences and promoting project results.

4.1. Second Version (V2) of the communication the strategy

D6.1 established the communication strategy and the tools available to the partners for this purpose. It mainly aimed to enforce and clarify communication at the project level. However, as an evolution of the strategy, the project recognizes **the importance of involving local communities, especially in the territories of implementation of the pilots**, as well as enforcing communication at the international level. These strategies will be presented in the following sections.

The communication objectives, as defined in D6.1, are still the priorities of the project, emphasized strongly the local and the international level, as follows:

- a) To create awareness about the themes and importance of the project and to raise the visibility of the project's activities, outputs and objectives.





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- b) To ensure that the project's progress and its findings are widely disseminated to the identified target groups.
- c) To identify, map and encourage the active participation of key stakeholders that can contribute to the development, evaluation, uptake and exploitation of the project, results at all relevant levels.
- d) To prepare the ground for sustainability and further exploitation of the results.

4.2. Communication at the project scale

The communication at the project scale involves internal communication among project partners and communication with the external stakeholders, in which the consortium is presented as one on behalf of BUILDSPACE.

As established in the previous strategy, all BUILDSPACE partners contribute to the communication of progress and results of the projects through their respective networks, who are likely to join the BUILDSPACE community. The partner will rely not only on their communication channels (social media, website, newsletters, etc) but also on their academic and institutional networks, including the presence and participation in local and international events within the scope of the project.

To maintain effective communication at the project level, ALDA monitors the collaboration of partners through the reporting of their activities. If there is a noticeable issue, ALDA looks for alternative ways to collect the appropriate information, such as the case of the new document available “Communications, Dissemination and Publications tracker”, as mentioned before.

ALDA, as the partner responsible for WP6 on Communication and Dissemination, conducts WP6 meetings open to all the consortium to present the tools available in our shared folder or to introduce the changes in monitoring the activities of the WP. These meetings are carried out when new documents are available. We prioritize dates on which all partners are available and then ALDA sends minutes of the discussion of the meetings.

For non-urgent matters, ALDA communicates the progress within the WP6 in our monthly plenary calls, therefore the consortium is always updated with the C&D activities. These meetings are also often the opportunity to monitor some tasks that involve other partners. If there are bilateral matters to discuss with specific partners, ALDA is always available through email or in a bilateral meeting.

To update information about partners (e.g. social media handles, logos, etc.) in our social media channels, partners send ALDA an email with the required information to change and ALDA uploads this into all the official templates, as explained in 4.2.1. Visual identity & Logos and social media of the project.

For the next half of the project, ALDA plans to organise more frequent WP6 meetings to not only introduce the new resources available but also to monitor the fulfilment of the KPIs assigned to the C&D activities. The frequency of these meetings will be based on the partners’ needs. These meetings are also planned to collect the possible activities that the project may implement to contribute to the fulfilment of the indicators.

Consequently, ALDA continuously maintains the monitoring of the reporting of the C&D activities to understand if the available document is enough or if reinforcement is needed.



Additionally, greater communication and contribution from partners is expected in the upcoming activities since the materials such as infographics, factsheets and technical podcasts will need their revision or participation.

4.2.1. Visual identity & Logos

The project created its visual identity that allows the representation of the project in a graphic manner, including the key themes of the project: a symbol and a logotype. Visual consistency is relevant for the project's positioning in the top of mind of our stakeholder. Wherever possible and in all visual communications of the project, the logos, graphic elements and similar fonts have been used to represent the unity of the project.

The logo and the graphic elements in line with the project can be visualized in Figure 8.



Figure 8. BUILDSPACE logo and Graphic elements

In line with the visual identity, the communication toolkit created by ALDA at the beginning of the project has been continuously adapted, when there is the need to (e.g. partners' change of logo). These tools remained available in our shared folder for the use of the partners. As a reminder of these materials, the folder contains:

- Key messages about the project PPT presentation
- Template for PPT presentation
- Template for Word deliverables
- Project letterhead template
- Meeting minutes template
- Logo manual
- Graphic elements
- Roll up banner

Partners have used the materials mentioned above, especially the templates for PPT presentations, the word deliverables, the letterhead template, the graphic elements and the meeting minutes template. At this stage of the projects, these materials remain as the first point of reference for the image of BUILDSPACE. However, more materials and documents will be created if necessary.



4.2.2. Additional material for reference of partners

During previous months, some documents have been incorporated in the portfolio of BUILDSPACE in order to support the reporting of information between partners, and to facilitate the publishing of project activities.

To support the collaboration of partners to the website, ALDA created an **article template** to provide technical information on the progress of the activities of the project, specifically on the advancements of the services. This collected key information to communicate to external stakeholders. Through this document, ALDA ensures that the information is suitable to reach different audiences and increase its impact.

As the project progresses, materials have been developed by ALDA. Partners can find some of the **infographics** created in our shared folder for further dissemination of the project activities, key themes and progress. Detailed information will be found in the section 4.4.8. Infographics.

As established by D6.1, the project maintains its **editorial plan** as a guiding document in which it records all the content and posts published by ALDA on LinkedIn, and X, providing further details on the publishing date, content, tags, links, and images. The entire consortium has access to this document, ensuring transparency and effective tracking of social media activities.

Additionally, the Excel file “**Communication, Dissemination and Publications tracker**” consolidates all of these activities carried out by all partners in one single document, streamlining the process and improving efficiency. Link to this document, there is a **dedicated folder to each partner** to collect pictures and videos from their dissemination activities. These files are stored for future use and can be utilized by ALDA for social media posts, ensuring that all visual content is organized and readily available.

ALDA keeps a track of the new resources available for partners and ensures that all partners are aware of them through the dedicated WP6 meeting and the monthly plenary calls. Similarly, ALDA monitors the usage of these resources and it will create more materials if they are required for further activities.

4.3. Communication at the local scale

The upcoming months of the BUILDSPACE activities foresees a greater engagement of communication at the local scale. This is highly linked to the work done under WP4, specifically *T4.4. Stakeholder engagement and social acceptance*, which started in M14 (March 2024). The implementation of both the building and city level operations will not only test the services created by BUILDSPACE, but will also address it to stakeholders who will be invited to the real demonstration of the services, and consequently to its evaluation. In order to enhance a high quality of participation of these stakeholders in these events, an early stakeholder engagement at a local level is necessary.

For this purpose, **an initial mapping of local stakeholders** in Poland, Slovenia, Greece and Latvia has been carried out in order to understand the type of stakeholder approached individually in each pilot. The document (Figure 9, Figure 10, Figure 11, Figure 12) can be found under the WP4 documents since this activity belongs there, however these results are highly relevant to the work of WP6 as a roadmap of the content that needs to be developed as well as the tailored needs of each pilot. The starting





point for this stakeholder mapping was the participants of the previous two co-creation sessions carried out under the work of WP2, in order to capitalize on the first contacts acquired by the project. To further enhance the baseline, we requested the contribution of the local partners to include stakeholders that are of interest to their pilot implementation.

Stakeholder Mapping of PILOT 1 - Poland								
Main contributors: MOS, UoC, UPM								
Name of the Company/Organisation/Authority	Type of stakeholder	Type of Organisation	Contact in the organization			Type of engagement foreseen	Interests: Which service would you like to participate in?	Previous connection with BUILDSPACE
			Name and Surname	Role in the company	Partner in contact			

Figure 9. Stakeholder mapping in Pilot 1

Stakeholder Mapping of PILOT 2 - Latvia								
Main contributors: RPR, UoC, CARTIF								
Name of the Company/Organisation/Authority	Type of stakeholder	Type of Organisation	Contact in the organization			Type of engagement foreseen	Interests: Which service would you like to participate in?	Previous connection with BUILDSPACE
			Name and Surname	Role in the company	Partner in contact			

Figure 10. Stakeholder mapping in Pilot 2

Stakeholder Mapping of PILOT 3 - Greece								
Main contributors: MoP, UoC, UPM, Mobics								
Name of the Company/Organisation/Authority	Type of stakeholder	Type of Organisation	Contact in the organization			Type of engagement foreseen	Interests: Which service would you like to participate in?	Previous connection with BUILDSPACE
			Name and Surname	Role in the company	Partner in contact			

Figure 11. Stakeholder mapping in Pilot 3



[illegible]

Figure 12. Stakeholder mapping in Pilot 4

The mapping of these stakeholders considers different levels of engagement (high and low) with the project activities. These levels of engagement are relevant not only to the implementation of WP4, but also it highly relates to the C&D activities of the project and to the work of WP6. The levels of involvement considered for the local stakeholders are:

Low level:

- **BE INFORMED:** Involves activities such as subscribe to the project newsletter at any time during the implementation of the project, subscribe and follow the project social media channels.
- **COLLABORATE:** Includes activities such as disseminate and raise visibility of the project when relevant in their territory/organisation, promote events at a local and international level.

High level:

- **BE CONSULTED:** It includes the participation in regular activities carried out by the project, such as the co-creation sessions or possible webinars.
- **BE INVOLVED:** It includes a level of participation more committed not only with the project but with their own concerns. These stakeholders usually openly express their needs and make their recommendations heard.
- **EMPOWER:** These stakeholders actively participate in the co-creation activities organised by the project, facilitating deeper knowledge exchange to other stakeholders and to the project partners. They do not only use the services but evaluate it and provide recommendations that will attend to their needs. These stakeholders participate in training events.

A workshop with pilot partners has been carried out to understand their local priorities. This serves as a roadmap to understand the strategy at the local level. A document containing guidelines for stakeholder engagement will be produced to guide the pilots when engaging for stakeholders.

These guidelines will be of relevant use to the work of WP6, since it will be, similarly to the pilots, a roadmap for the activities and material to produce to engage at the local level. This engagement will happen mostly and directly through the pilot partners since they are the partners in territory, however, ALDA will support with the materials they will possibly need.

4.4. Communication at the international scale

Given the project's alignment with international and European political priorities in energy and climate issues in general, and its funding through the Horizon Europe program, it is imperative that the



BUILDSPACE

project's communication efforts also target both European and international audiences. As part of the local stakeholder mapping, ALDA will include this mapping exercise with the inputs of all the consortium to understand the organizations to engage at an international level.

To achieve this, BUILDSPACE currently has tools such as the social media channels, the project website, the newsletter and infographics as materials that can be disseminated towards the progress of the project.

Additional tools that will be developed in subsequent phases of the project including project factsheets, publications, and trial videos.

4.4.1. BUILDSPACE website and articles

Project website: <https://www.buildspaceproject.eu/>

The website has been developed at M5 by NTUA and presented in D6.2. Its base structure is laid out in D6.2, a few sub-sections have been included in the last 18 months.

ALDA creates the content of the website and NTUA uploads it. We aim to maintain the website constantly updated, following the progress of the project. As per Figure 13, the website has the following sections and subsections:

- Home
- About
 - Concept
 - Objectives
 - BUILDSPACE Pilots
 - Consortium
 - Advisory Board
- News and Events
- Platform & Services
- Publications
 - Scientific publications
 - Conferences
 - Deliverables
- Synergies
 - EU-funded projects & Initiatives
 - Sister Projects
- Media Resources
 - Newsletter & Press Releases
 - Videos
 - Infographics

A search bar and the direct links to the social media channels are respectively at top-left and top-right.

The home page offers the visitors a first overview of what is the project about, the Pilots, and the Platform & Services together with the contact button, followed by recent News & Events, one newsletter subscription button, and all the previous sections described.



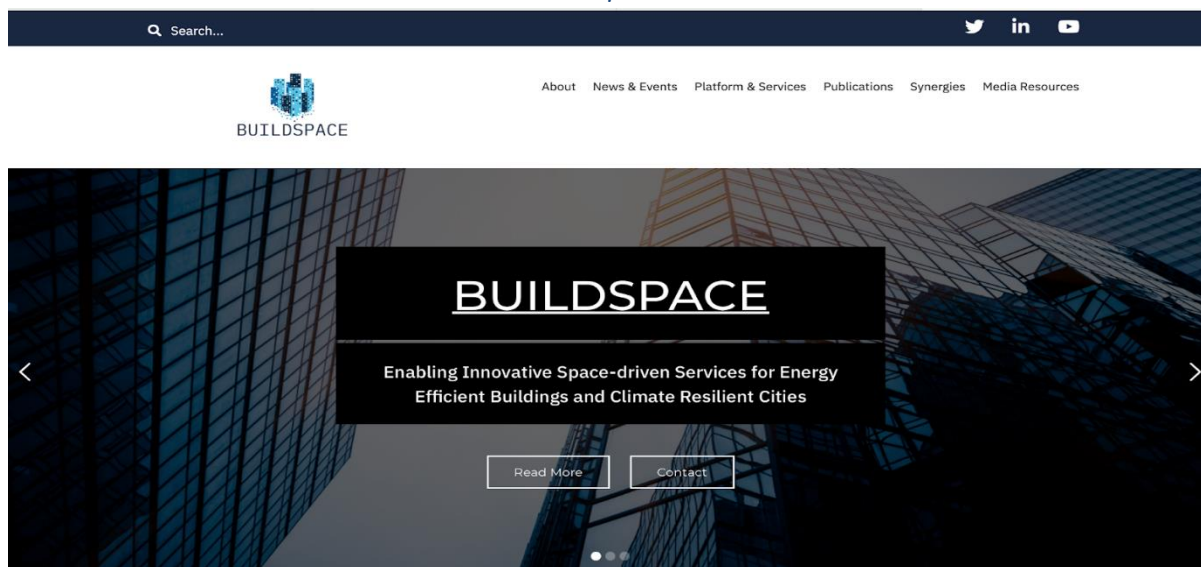


Figure 13. Homepage of the website

The website serves to share information and news on the project, its outputs and public deliverables, and offers direct links to its social media channels.

4.4.2. Project Newsletter

Project newsletter:

<https://www.buildspaceproject.eu/media-resources/newsletters-press-releases>

The BUILDSPACE newsletter is published biannually (every six months), in English, and it provides the main project news and updates, alongside all the links to the BUILDSPACE social media accounts that subscribers are invited to join for receiving quickly daily updates. All newsletters are stored in a dedicated section on the website and are accessible to everyone at this [link](#).

At M18 (July 2024), two newsletters were sent: the first edition of the newsletter has been released in M8 (September 2023), followed by the second one in M13 (February 2024). In M19 (August 2024), the third edition will be published, and the others envisaged will follow each semester.

The content is created by ALDA, which is based on the progress of the activities done in the project as well as the future events. ALDA maintains the central mailing list for the project newsletter and monitors the number of subscribers (currently amounting to 34 subscribers). Partners are always encouraged to share with ALDA additional relevant contacts to whom send the newsletter, provided that the information share fulfils the requirements of the GDPR.

The structure of the newsletter was presented in D6.1., however it is flexible considering the availability of the news at the time of the newsletter publication. For example, during the two previous versions, the section partner's publications were removed since there were no relevant scientific



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articles and publications in open-access journals, policy briefs, press releases or educational material at the time that the newsletter was prepared.

Below, the Figure 14, Figure 15, and Figure 16 are screenshots of the first project Newsletter.



Figure 14. Screenshots of Newsletter Issue 1



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101082575.

BUILDSPACE Takes the Stage at EGU Conference 2023 During a Special Session

The project made a remarkable impact at the EGU General Assembly 2023 during a special session titled "From HPC to Cloud and Edge Computing in Earth Observation and Earth Modelling." Co-chaired by partner ECMWF, the session provided a platform to showcase BUILDSPACE's innovative approach and cutting-edge objectives.



The BUILDSPACE project at "Data Meets Infrastructure at the Edge" in Data Week 2023

BUILDSPACE project was featured in Data Week 2023 during the special session "Leveraging Earth Observation Data to support energy efficiency and the European Green Deal". This event showcased BUILDSPACE's immense promise in advancing the integration of earth observation data with infrastructure at the edge and contributing to the European Green Deal's objectives.



EPBD Meeting Highlights: BUILDSPACE Shines in the Informal Session on Copernicus for Energy Efficiency

Presented during the informal session on "Copernicus for Energy Efficiency", the project's innovative approach, coupling terrestrial and aerial data with satellite services, captured attendees' attention and sparked engaging discussions. This acknowledgment solidifies BUILDSPACE's position as a frontrunner in reshaping the building and urban sector for energy efficiency and climate resilience.



Stakeholder's perspectives

Explore concise articles tailored for you: Dive into relevant topics related to BUILDSPACE.

European Green Deal: Energy Efficiency Directive adopted, helping make the EU 'Fit for 55'

The EU has finalized the Energy Efficiency Directive within the 'Fit for 55' package, a significant stride toward climate neutrality by 2050. The directive enforces a binding target for an 11.7% reduction in energy consumption by 2030, introducing measures that prioritize energy efficiency across policymaking, planning, and investments. EU nations will double their energy savings obligations, aiming for an average annual energy savings rate of 1.49% from 2024 to 2030, with a focus on critical sectors like buildings and transport. The legislation empowers the public sector with annual energy consumption reduction targets and drives improvements in energy services, fostering systematic enhancements.



Figure 15. Screenshots of Newsletter Issue 1



BUILDSPACE consortium

Get to know our partners



The National Technical University of Athens (NTUA)

NTUA is the oldest, most prestigious, and most competitive academic institute in Greece. NTUA will participate in the BUILDSPACE project through its DSS Lab (Decision Support Systems Laboratory). It has a long tradition in scientific consultancy, promotion, training, and research activities. Its main areas of interest are management and decision support systems for energy and climate policies, renewable energy and energy efficiency policies, design, and cost-effectiveness, promotion of clean energy technologies, and energy regulation.

Space Hellas and SingularLogic - Project Leaders

SingularLogic is a large software integrator with extensive experience in large-scale and complex IT projects for the public and private sectors. Space Hellas, the mother company of SingularLogic, is a dynamic, established System Integrator and Value-Added Solutions Provider, holding a leading position in the high-technology arena. SingularLogic will develop the BUILDSPACE core platform that will lead with the support of its mother company, the exploitation activities and business planning of the project.



CARTIF Technology Centre

CARTIF is a leading Applied Research Centre in terms of Research & Development and technology transfer activities. The Spanish-based centre goals are to identify technology needs and develop R&D-based knowledge, to support technological innovation in the industry, and to enhance their processes, systems, and products. Energy is one of the main research areas of CARTIF focused on Climate and Energy Policies, Energy Efficiency, Energy Systems, Smart Cities and Smart Grids.



Upcoming events

From 7th to 9th November - Smart City Expo World Congress

Join us at this event to delve into the crucial role of digital transformation in bolstering climate resilience in buildings and cities. Explore innovative digital solutions inspired by BUILDSPACE, utilizing cutting-edge technologies. Engage in discussions about the adoption and sustainability of digital services for the cities of a sustainable and climate-resilient future. Keep updated for more details!

Stay tuned! Subscribe to the Newsletter



Figure 16. Screenshots of Newsletter Issue 1

Table 77 and 88 summarises the content of each edition are available.



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101082575.

Table 7. Newsletter Content of Issue 1

Section	Content
Frontpage	Logo, visual image, date and issue n., summary of project objectives.
Leading article (The Project)	The Second Transnational Project Meeting BUILDSPACE kick-off: Our journey towards energy efficiency and climate resilience begins.
News	Driving Innovation and Collaboration: Insights from the first BUILDSPACE Co-Creation Session BUILDSPACE takes the stage at EGU2023 during a special session EPBD Meeting highlights: BUILDSPACE shines in the informal session on Copernicus for Energy Efficiency The BUILDSPACE project at “Data Meets Infrastructure at the Edge” in Data Week 2023.
Stakeholder perspectives	European Green Deal: Energy Efficiency Directive adopted, helping make the EU ‘Fit for 55’.
Partners’ and social media highlight (BUILDSPACE Consortium)	A brief presentation of three partners: SingularLogic, NTUA, and CARTIF.
Upcoming events	From 7th to 9th November - Smart City Expo World Congress.

Table 8. Newsletter Content of Issue 2

Section	Content
Frontpage	Logo, visual image, date and issue n., summary of project objectives.
Leading article (The Project)	The Second Transnational Project Meeting of BUILDSPACE sparks excitement for Sustainable Urban Futures Empowering Change: recap of the BUILDSPACE second co-creation session

Section	Content
	Building the future: drones, dual cameras, and calibrated mesh for precision 3D models.
News	BUILDSPACE in action at the Smart City Expo World Congress Barcelona (SCEWC) BUILDSPACE Ignites Innovation at the 16th International Scientific Conference on Energy and Climate Change BUILDSPACE as a solution for predicting the energy performance of buildings in Riga.
Stakeholder perspectives	Commission welcomes political agreement on new rules to boost energy performance of buildings EU negotiators secure agreement at COP28 to accelerate the global transition away from fossil fuels Commission proposes 2040 target for reducing emissions.
Partners' and social media highlight (BUILDSPACE Consortium)	A brief presentation of three partners: Universidad Politécnica de Madrid (UPM), European Centre for Medium-Range Weather Forecasts (ECMWF), and NAZKA Mapps.

As per Figure 17, for the first issue of the Newsletter, 23 emails were sent, from those 73,91% were opened, 8,7% clicked, and 11, 76% CTOR (the Click-to-Open Rate is the number of people who have opened an email sent out from an email marketing campaign and clicked on a link). For what concerns the reading environment, subscribers read from desktop (17,90%), webmail (52,90%), and mobile (29,40%).

For the second issue of the Newsletter, 30 emails were sent, from those 60% were opened, 6,7% clicked, and 11.11% CTOR. For what concerns the reading environment, subscribers read from desktop (11,10%), webmail (66,70%), and mobile (22,20%).

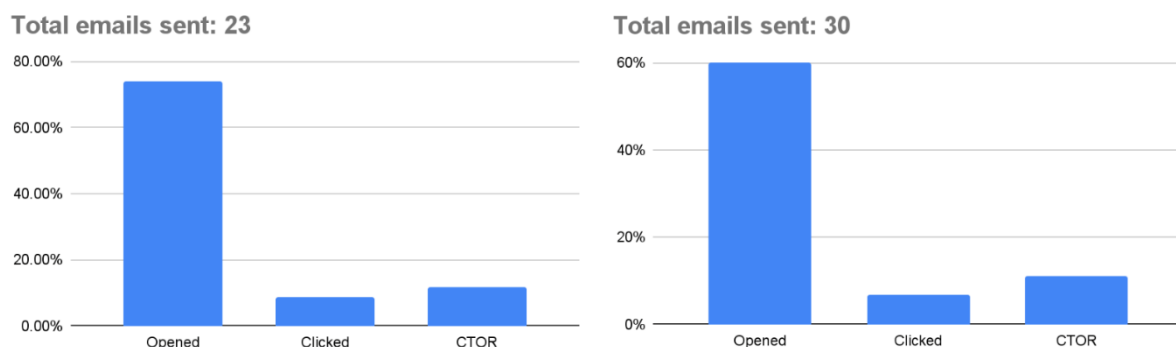


Figure 17. Results emails sent: Newsletter Issue 1 (left) and Newsletter Issue 2 (right).

4.4.3. Publications

In addition to the project's accessible social media channels and website, tailored publications aimed at technical and scientific audiences will be developed throughout the project's duration. These publications will include technical insights, and scientific findings derived from the research and analysis conducted. They will be published in open access peer-reviewed scientific journals and deposited in an accessible repository.

To foster active engagement and discussion, as mentioned in the grant agreement, preliminary versions of these scientific publications will initially be available in a secure section of the project's website. This platform will also host guided forum discussions, encouraging consortium members and the Transdisciplinary Advisory Board to participate in rigorous scientific discourse, thereby enhancing the quality and relevance of the publications. Consistent with BUILDSPACE's open strategy, all efforts will be made to ensure these publications are accessible through open access publishing in scientific journals and conferences, maximizing their reach and impact.

By the end of the project, the goals include presenting more than 5 exhibition stands at industry innovation events, publishing over 10 articles in highly esteemed international journals and magazines, establishing at least 3 community associations, contributing to more than 15 international peer-reviewed conferences, and organizing at least 2 special issues or sessions. Moving forward, partners will take responsibility for publishing these valuable outcomes from BUILDSPACE, with support from ALDA if required, to further promote dissemination and impact.

To date, no publications have been produced, but there are expectations to increase the number of publications in the following months with the outcomes derived from the project's implementation.



4.4.4. Press releases

Throughout the project's duration, press releases are planned to be issued at significant milestones, such as the project kick-off and major achievements. These releases will target a diverse range of media outlets at local, national, and international levels. They will formally communicate project developments and noteworthy results that may capture the interest of local, national, and European media. Partners are welcome to use any other of the materials developed within BUILDSPACE to deliver the press release.

To date, one press release has been published by the project coordinator, SLG, regarding the kick-off of the project. There are at least 3 more press releases to be launched regarding the major achievements of the project which should be expected in the following months.

4.4.5. Trial Videos

The project will create a series of short videos that will document the scope and technological innovations tested within the project. These videos will be publicly accessible via the project's official website, offering viewers a comprehensive view of BUILDSPACE's endeavours. As of now, no videos have been produced; however, the project aims to release a minimum of 4 videos as it progresses and achieves its initial milestones. These videos will play a crucial role in illustrating the practical applications and advancements made possible by BUILDSPACE, demonstrating its impact on advancing technological solutions in relevant fields.

Each video will offer insights into the specific technologies evaluated and their implications. These visual presentations aim to engage a wide audience, from stakeholders and researchers to the general public, fostering understanding and appreciation for the project's objectives and achievements. By showcasing tangible outcomes and progress through these videos, BUILDSPACE seeks to enhance transparency and promote broader awareness of its contributions to innovation and sustainability in relevant sectors.

4.4.6. Project tools and social media channels

As planned, social media channels have been extensively used as an accelerator to engage and communicate project activities, to easily reach out a wide and relevant audience. The content shared on each platform always includes different types of outputs, ranging from news on the project, project events, news and events at European and international level linked to the project, etc. This is done to diversify the social media content and reach a wider audience. On average, every week, at least one post is published, in which project partners and the EUSPA are tagged. It also includes relevant hashtags and pictures and redirects the feed traffic to the main website and/or the newsletter.

Social media campaign: as mentioned in 4.3. Communication at the local scale, ALDA is working on a strategy to reach national stakeholders more extensively. ALDA will support the specific social media campaigns of pilot partners which will engage with stakeholders at a local level. A renewed social media strategy is expected to benefit the project communication and dissemination in general. Moreover, with the emerging of the pilots' implementation, outputs, and deliverables, ALDA will enrich the website and YouTube channel with more content.



LinkedIn

BUILDSPACE LinkedIn profile:

<https://www.linkedin.com/company/buildspace-horizon-project/>

At M18 (July 2024), LinkedIn seems to be the most successful social media of the project, currently having 270 followers. This is likely due to the project's highly scientific and technical content, which matches the professional and work-related nature of the social media. According to the analytics, most of the followers are located in Greece, Spain and Belgium, and work in the Research Services, Higher Education and IT Services & Consulting. Below some graphs (Figure 18) reporting the geographical location and industry of the majority of the followers:

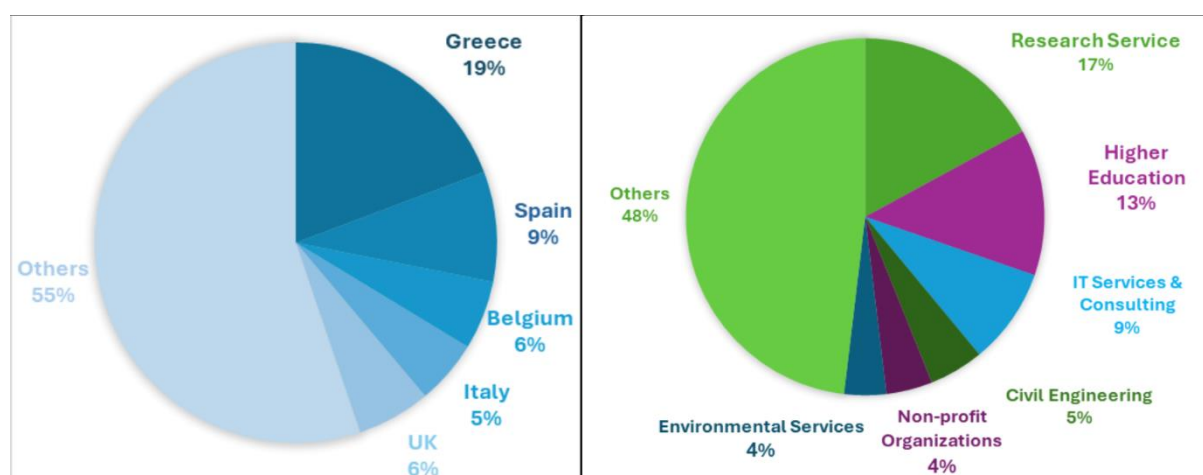


Figure 18. Geographical area of LinkedIn followers (left) and industry of LinkedIn followers (right).

X (Twitter)

BUILDSPACE X profile: https://x.com/BUILDSPACE_EU

BUILDSPACE project presence on X is limited so far (126 followers). The reason behind this is that X is meant for quick and short communication, not optimal for the scientific and technical content dissemination of BUILDSPACE.

However, ALDA is planning to take strategic actions to increase the audience involvement on this social media, namely by:

- Increasing the number of posts
- Revising the type of content and communication style to target the audience better
- Learning and applying new specific communication techniques for X.

Unlike LinkedIn, X does not offer a detailed analytics section where to check data on the users in the regular free profile version.

YouTube

BUILDSPACE YouTube profile:

https://www.youtube.com/channel/UCsNEHvN2tXo67_efDuVSZXw

BUILDSPACE presence on YouTube is still limited (11 subscribers), but the project foresees the creation of audio-visual content as explained in the trial videos section. There will be at least 4 trial videos in the channel. Nevertheless, the project will also explore the possibility to incorporate online or recorded events during the next 18 months of the project. Additionally, live events are foreseen in the pilots' implementation in order to create greater engagement. Therefore, the possibility of streaming these live events will be explored with the partners in charge of them.

4.4.7. Project factsheets

BUILDSPACE project foresees the creation of factsheets to provide information about BUILDSPACE in a simple and accessible language. Throughout the duration of the project, nine factsheets will be released, the following table describes the topics of each factsheet and its respective time for release. Nonetheless, this may vary according to the needs and progress of the project.

Table 9. Plan for the development of factsheets

Number	Title	Brief description	Release by
1	What is BUILDSPACE?	Overview of the project: what is about, goal and objectives, target groups, benefits, kind of services.	August 2024
2	The process and results of our co-creation process	Detailed description of both co-creation sessions, process, stakeholders involved and outcomes.	October 2024
3	The role of Stakeholder Engagement in the project	Detailed description of the type of stakeholders involved, defining the goals to engage with them at a local and internal level.	December 2024
4	Exploring the Technologies and Services of BUILDSPACE	In-depth introduction of the key technologies and innovations of BUILDSPACE and explanation of the 5 services.	February 2025
5	Pilot 1: Facilitating Building Construction	Description of the implementation, lesson learned and future implementation in Warsaw, Poland.	April 2025

6	Pilot 2: Energy Demand Analysis, Forecast & Climate Resilience	Description of the implementation, lesson learned and future implementation in Riga, Latvia.	June 2025
7	Pilot 3: Urban Heat Analysis and Resilience	Description of the implementation, lesson learned and future implementation in Piraeus, Greek.	August 2025
8	Pilot 4: Urban Food Analysis and Resilience	Description of the implementation, lesson learned and future implementation in Ljubljana, Slovenia.	October 2025
9	The development of BUILDSPACE	Overview of the main outputs of the project, focusing on the use of BUILDSPACE services for stakeholders.	December 2025

4.4.8. Infographics

The BUILDSPACE infographics are publicly available [online](#). BUILDSPACE project foresees the creation of promotion material to enhance the audience's understanding of BUILDSPACE in a vibrant and accessible way. These materials are available for partners to disseminate the progress of the project and to enhance the engagement with stakeholders. Throughout the duration of the project, at least 10 infographics will be realised.

At M7 (August 2023), a brochure (Figure 19) was developed with the objective of disseminating the project's core activities and general overview at the [Smart City Expo World Congress Barcelona](#). This material can be used by the partners in any of their dissemination activities. It is available for the public on the website.



Figure 19. Brochure of BUILDSPACE

At M18 three infographics (Figure 20, Figure 21, Figure 22) were published: the first one has been released in M16 (May 2024), followed by the second and third infographics in May 2024 and July 2024, respectively. The following table indicates the main description of the infographics already available for dissemination.



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101082575.

Table 10. Infographics already published on the website and social media channels

Number	Title	Brief description
1	What is BUILDSPACE?	Brief overview of the project, including activities and pilot's implementation.
2	The power of co-creation	Brief description of both co-creation sessions carried out, emphasising the role of the stakeholders that attended and the main results of the sessions.
3	The innovation behind BUILDSPACE	Brief overview of the key technologies and innovations of BUILDSPACE and why they are relevant.



Figure 20. Infographic 1



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101082575.

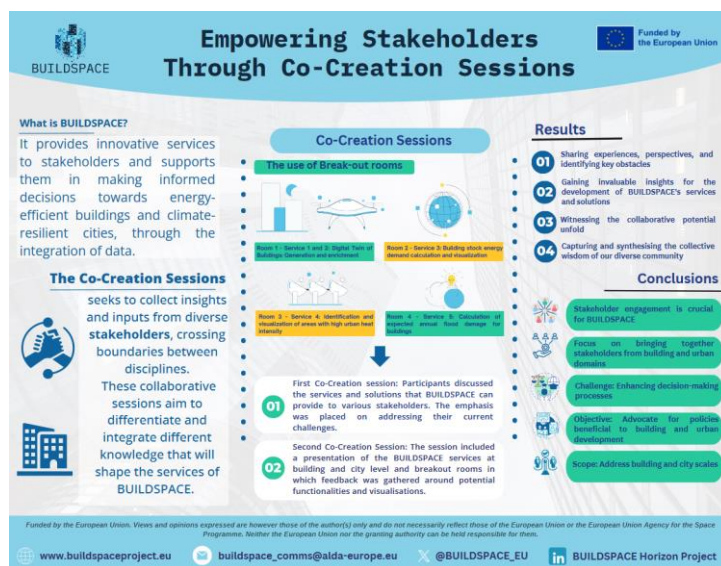


Figure 21. Infographic 2

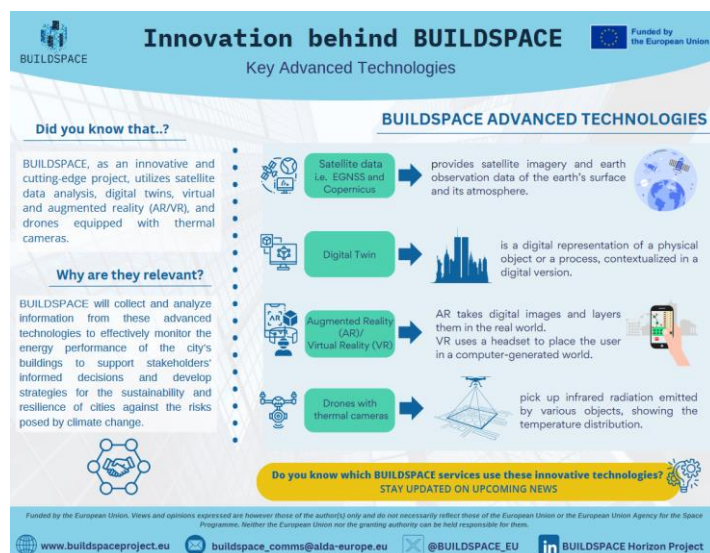


Figure 22. Infographic 3

In M19 (August 2024), the fourth one will be published, and the others envisaged will follow the timeline in the table below:

Table 11. Plan for the development of future infographics

Number	Title	Brief description	Released by
4	BUILDSPACE Technologies and Services	Explanation of the 5 services within BUILDSPACE.	August 2024



Number	Title	Brief description	Released by
5	Innovating with BUILDSPACE: Behind the Scenes and Services	Gain insights into the development process, challenges faced, and breakthrough moments. Discuss the role of each technology in the project.	November 2024
6	Real-world Implementations	Showcase the 4 pilots where BUILDSPACE technologies have been implemented. Discuss the outcomes, lessons learned, and the impact of the communities involved.	April 2025
7	Introducing BUILDSPACE's Sister Projects	Brief description of each sister project and their similarities with BUILDSPACE.	July 2025
8	Pilot 1	Describe how the implementation of Pilot 1 was in terms of technology, lessons learned and future improvements.	September 2025
9	Pilot 2	Describe how the implementation of Pilot 2 was in terms of technology, lessons learned and future improvements.	October 2025
10	Pilot 3	Describe how the implementation of Pilot 3 was in terms of technology, lessons learned and future improvements.	November 2025
11	Pilot 4	Describe how the implementation of Pilot 4 was in terms of technology, lessons learned and future improvements.	January 2026



5. BUILDSPACE Dissemination Strategy – V2

The dissemination activities aim to ensure that the project's advancements are effectively communicated in a timely manner through suitable channels. Additionally, these activities strive to involve key stakeholders early on and foster their active participation throughout the various stages of the project to support its successful exploitation and market adoption.

As established in D6.1, the consortium maintains its commitment to implement an intensive, yet clear, strategy and conduct effective dissemination, communication and exploitation activities from the very early stages of the project's implementation. By doing so, the project aims to create a BUILDSPACE community, with stakeholders interested in similar topics of the project.

The Consortium has been collaborating closely to disseminate the BUILDSPACE research findings and concepts, through targeted events, publications, workshops, and conferences. An example of this is the [Smart City Expo World Congress Barcelona 2023](#). An exhaustive list of similar activities can be found in 3.3. Reporting results – Overview of the main C&D activities.. For the next half of the project, the consortium will target similar outstanding events that can maximize the outreach of BUILDSPACE.

This section relates the V2 of the dissemination strategy emphasizing the importance of collaboration to enhance the project outreach. Similarly, it describes the dissemination activities that the project has carried out such as the co-creation sessions and the local stakeholder engagement of the pilots.

5.1. Second Version (V2) of the Dissemination Strategy

In D6.1, the preliminary dissemination strategy was meticulously outlined and agreed upon by the partners to ensure the uptake of the results, the visibility of the project, the transfer of knowledge to other stakeholders, entities, and countries, and to enhance their impact at the EU, and international levels.

The D6.1. emphasized the internal methodology to disseminate the project activities as well as general and specific recommendations for dissemination activities. All of these materials are still relevant and should be used as a roadmap by the consortium dissemination activities.

For V2 of the dissemination strategy, the project will put greater emphasis on ensuring the project's visibility through various channels including social media, conferences, publications, and collaborations with influential entities that can maximize BUILDSPACE outreach. It is highly recommended that partners look for **multiplier organizations, projects or related initiatives that can disseminate BUILDSPACE and the outreach is outside the project partners**. These activities include the publication of BUILDSPACE in other's social media or the inclusion of the newsletter, but also it can relate to more committed activities such as the dissemination on the website or activities for collaboration. A relevant activity of the v2 of the dissemination strategy involves the ***Synergies with other EU projects and related initiatives*** (see section 6. Synergies with other EU projects and related initiatives for more information). Through **relevant synergies and cooperative activities**, the project plans to strengthen existing connections and forge new ones through its networks. This comprehensive approach aimed to make the project recognizable and respected within its field.



The dissemination will reach a variety of stakeholders at the local level, with an emphasis on the territories of implementation of the pilots and at the European level. **These stakeholders are aligned with the target groups identified** in the Grant Agreement and with the seven groups identified in [D2.1](#) (see also 2.4. Dissemination and communication target audience).

In particular, for the upcoming 18 months, the dissemination strategy of BUILDSPACE will dedicate a special attention to the target groups below:

- **Research and Academia:** the project plans to target the related scientific audiences (from the Smart Buildings and the energy area) and strategic decision makers (such as stakeholders, EU energy ministers and general secretariats of investment, head of research departments, professors etc.) in related research facilities (industry and academia). which are still current for the next half of the project.
- **Industry associations and General public (citizens, tenants and owners):** BUILDSPACE aims to pursue industrial targets on a local and international scale, utilizing the extensive network of contacts already established within the consortium. This effort will be significantly bolstered by the active involvement of industrial partners and technology providers, who will play a crucial role in expanding and strengthening these connections. By leveraging these relationships, BUILDSPACE will be well-positioned to achieve its international objectives and make a substantial impact in the industrial sector. To do so, the partners can use the materials developed for this end which details the progress and activities of the project in an easier language.
- **Policy-makers and Standards Development Organisations (SDOs):** BUILDSPACE will promote new work items in relevant SDOs, actively participating in standardizing interfaces, APIs, business models, and architecture. Leveraging memberships of partners like NTUA and CARTIF, the project will contribute to standardization activities in big data and buildings. Aligned with BUILDSPACE's overall open strategy, the open access publishing option will be prioritized for scientific journals and conferences to maximize the target audience and enhance the impact of the publications.
- **Other EU-funded projects:** The project will prioritize the activities in collaboration with other EU-funded projects that follow the principles of BUILDSPACE, as well as sister projects. This information is further explained in section 6.

Given that dissemination involves broadly sharing the project's successes and outcomes, we anticipate a significant increase in dissemination activities in the coming months. This increase is expected because the project is on the verge of producing several relevant outputs, especially addressed in the pilot's implementation. By strengthening our dissemination efforts, we aim to ensure that these key achievements and results reach the widest possible audience.

5.2. The role of the Co-creation sessions

During the implementation of the WP2 activities, two co-creation sessions were organised to understand the needs, and potential solutions that BUILDSPACE may offer to key stakeholders (refer to [D2.2](#). and [D2.3](#). for further information on the co-creation sessions). ALDA, and the WP6 was highly involved in the dissemination of these activities.

ALDA created a communication toolkit for the dissemination of the invitation to the sessions.





This toolkit also contained a stakeholder Mapping for internal use which was updated by the partners sending invitations to these sessions. It was a useful tool to understand which partner contacted which organisation. ALDA supported the moderation of the event and managed the communication of the event directly with stakeholders on behalf of the project.

The co-creation sessions were key moments in the dissemination of the project, given that it brought together more than 100 external participants who have understood the solutions of BUILDSPACE and contribute highly to the shape of its services. The engagement of these stakeholders was high, and represented an initial point of contact with possible multipliers for the dissemination of the project.

The future plan for these engaged stakeholders is to maintain their contact through the realization of future activities (e.g. events, webinars, trainings, hackathon) within the project and enhance their collaboration at a local and at a European level.

5.3. Dissemination Strategy at the Local Level WP4

The implementation of WP4 and specifically of the pilots raise the need for engagement with stakeholders at a local level. As previously mentioned, the baseline for the mapping of local stakeholders is the stakeholders who attended the co-creation sessions of the project. ALDA as task leader on stakeholder engagement in WP4 will create a set of guidelines to support pilots with their local engagement activities, as well as with the materials that they may need for this purpose.

An adequate engagement at the local level will support BUILDSPACE as the solution for the problems in the territories of implementation and it will boost its local reach. For this purpose, WP4 foresees live events with real demonstrations of the services of the project, as well as training programmes to raise awareness of the solutions and supporting training materials. It is highly recommended to engage with stakeholders at an early stage of the implementation, so pilot partners lay the ground for a stronger collaboration, use and evaluation of the services.

The second half of the project will put its efforts in supporting pilot partners to engage locally and use these stakeholders as local multipliers.



6. Synergies with other EU projects and related initiatives

Collaboration between similar initiatives is imperative to reach a key audience with similar key interests. During the first 18 months of the project, we have approached similar projects that have the same interest of developing further its C&D activities.

The plan of BUILDSPACE, for this second half, is to enforce this sense of collaboration among different projects or EU-funded initiatives because through the adequate dissemination of the project, BUILDSPACE can achieve to meet its target results.

6.1. Strategic collaborations

The BUILDSPACE consortium brings vast amount of experience by leveraging the successfully achievements of objectives by a variety of completed or quasi-completed projects, funded by HORIZON 2020, FP7 and Intelligent Energy Europe, as well as related Global and EU initiatives. Synergies are promoted, especially under *Task 6.3*.

For each considered project/initiative, below some basic information is provided about the project/initiative, the relevance to the BUILDSPACE project that reflect areas for (potential) technical and/or strategic collaboration, links with BUILDSPACE partners, and the type of collaboration, e.g., technical, promotional and frequency (e.g., continuous, frequent, isolated).

Below, we provide a list of initiatives and projects that BUILDSPACE is aligned.

Project/Initiative	Relevance	Type/ Duration
EGNSS: The European Global Navigation Satellite System (EGNSS) encompasses the Global Satellite Navigation System established under the Galileo programme and the European Geostationary Overlay Service (EGNOS).	EUSPA (Galileo) provides a High Accuracy Service (correction data) which after processing can provide with high accuracy position in cm level for free. BUILDSPACE can provide through its core platform, Galileo correction PPP data that can be used for positioning of GCPs in our case or for other postprocessing). Link Partner: MOBICS, SLG, ECMWF	Technical/ Continuous



Project/Initiative	Relevance	Type/ Duration
Copernicus: ECMWF operates two services from the EU's Copernicus Earth observation programme, the Copernicus Atmosphere Monitoring Service (CAMS) and the Copernicus Climate Change Service (C3S). ECMWF also contributes to the Copernicus Emergency Management Service (CEMS)	BUILDSPACE core platform integrates Copernicus Land, Atmosphere, Climate Change services to provide seamless access to satellite data needed for the BUILDSPACE services. Link Partner: SLG, MOBICS, ECMWF	Technical/ Continuous
DestinE: The objective of the EC DestinE initiative, implemented by ECMWF among others, is to deploy several highly accurate thematic digital replicas of the Earth system to monitor and simulate natural and human activities as well as their interactions, to develop and test scenarios that would enable more sustainable developments and support European policy making	BUILDSPACE project is updated by ECMWF on latest developments in DestinE. ECMWF as part of its work in Task 5.3, continuously aligns the project partners on advancements of the DestinE project and identifies opportunities for presentation of project results to the DestinE community. Link Partner: ECMWF, SLG	Exploitation/ Continuous
European Construction Technology Platform (ECTP)	CARTIF, NTUA are active members of ECTP and are contributing to BUILD UP and ETIPs platforms. When the project is more mature, these two partners will check the option of uploading information related to the Project for Communication/Dissemination purposes. Link Partner: CARTIF, NTUA	Communication / Dissemination/ Continuous
Energy Efficiency in Buildings (E2B): ECTP has set up the E2B European Initiative, a Europe wide industry driven research and demonstration programme for energy efficient buildings and districts.		Communication / Dissemination/ Continuous
The BUILD UP initiative was established by the European Commission in 2009 to support EU Member States in implementing the Energy Performance of Buildings Directive (EPBD).		Communication / Dissemination/ Continuous





Project/Initiative	Relevance	Type/ Duration
<u>European Technology & Innovation Platforms (ETIPs)</u> have been created by the EC in the framework of the new SET Plan by bringing together a multitude of stakeholders and experts from the energy sector.		Communication / Dissemination/ Continuous
<u>Clima-Med project</u>	NTUA (through its laboratory EPU-NTUA) was actively involved in the Clima-Med project ('Acting for climate in South Mediterranean', which established the regional Covenant of Mayors Mediterranean or CoM-Med), as well as in the 'Support to the Secretariat of the Global Covenant of Mayors for Climate and Energy' project. NTUA also contributes to the coordination of the EU-GCC, aiming to catalyse partnerships between clean energy stakeholders, both in the GCC and the EU. We foresee exploitation of this network to promote our services and the overall project. Link Partner: NTUA	Exploitation/ Continuous
<u>EU-GCC Clean Energy Technology Network</u>		Exploitation/ Continuous
Initiatives: <u>Smart Cities Marketplace</u>, <u>Scalable Cities Secretariat</u>, <u>Covenant of Mayors Europe</u>, <u>Covenant of Companies</u>, <u>European Innovation Council's Capital of Innovation Awards</u>, <u>EU City Facility</u>, <u>Intelligent Cities Challenge</u>, <u>CIVITAS Initiative</u> Projects: URBANAGE, COMPARE, SPARCS, AURORAL, POCITYF, DigiNEB.eu, ATELIER, RESPONSE, NEUTRALPATH, MAKING CITY, CITYXCHANGE, ASCEND, EXCESS,	Under the banner of EC Initiatives on Climate-Neutral and Smart Cities, the European Commission has initiated a collective presence of 31 partners comprising initiatives, projects, EC DGs (Directorate-Generals) and Agencies, united by a common goal: to accelerate the implementation of sustainable urban solutions in alignment with	Promotional/ Frequent





Project/Initiative	Relevance	Type/ Duration
CrAft, dRURAL, ENTRANCE, NetZeroCities, NEB-STAR, Re-Value, Joint SSH project participation of ENCLUDE & TRANSFORMER	the EU Green Deal and REPowerEU plan at local level. BUILDSPACE project was part of the Smart Cities Expo World Congress 2023 EC Initiatives on Climate-Neutral and Smart Cities Booth. Link Partner: SLG, CARTIF	
H2020 MATRYCS (NTUA, CARTIF) H2020 BuiltHub (CARTIF)	BUILDSPACE builds on the results and knowledge generated by CARTIF and NTUA from an ended project on data-driven services for buildings H2020 MATRYCS, as well as from the data around the European building stock generated in the H2020 BuiltHub project in which CARTIF participated. We leveraged the Architectural components, big data analytics and data collection approach, which were deployed for energy efficient buildings and districts, cities and regions. Link Partner: NTUA, CARTIF	Technical
H2020 BD4NRG (NTUA, CARTIF) H2020 I-ENERGY (NTUA, CARTIF)	Data hubs, data governance and big data scalable energy management solutions of the ended projects H2020 BD4NRG (NTUA, CARTIF) and I-ENERGY (NTUA, CARTIF), which contribute to increased energy efficiency and renewable energy, were exploited. Link Partner: NTUA, CARTIF	Technical
H2020 C-Track 50 (NTUA)	Synergies with the H2020 C-Track 50 (NTUA) will be pursued, for example on understanding the importance of energy planning to address local	Technical





Project/Initiative	Relevance	Type/ Duration
JRC ELISE Energy and Location Applications (CARTIF) OptEEemAL (CARTIF)	energy needs.. Also, findings on the links among energy and geolocation policies (INSPIRE) explored in the JRC ELISE Energy and Location Applications (CARTIF) will be leveraged. OptEEemAL (CARTIF) will also be leveraged to support the design of refurbishment options. JRC ELISE Pilot and OptEEemAL ended projects: technical results and knowledge will be leveraged, mainly for the SE3 development of the different functionalities. Link Partner: NTUA, CARTIF	
H2020 SocialWatt and POWERPOOR projects (NTUA)	Results from H2020 SocialWatt and POWERPOOR projects (NTUA) have been exploited on the basis of calculating residential buildings' energy needs, exploiting platforms and initiatives such as Episcopo/Tabula and configuring the CO2 and cost reduction KPIs Link Partner: NTUA	Technical
100KTREES Decision Toolbox for cities to improve air quality, biodiversity, human wellbeing and reduce climate risk by planting more trees in our cities.	The project aims at making cities a better and healthier place to live. Indeed, the project will provide a Decision Support System for cities to improve air quality, biodiversity, human wellbeing and reduce climate risks by planting more trees. 100KTREES will develop mapping and modelling tools to optimise the planting of trees and to monitor their health, based on satellite data from Copernicus EU space programme and in-situ data. The project will be implemented in Sofia, Bulgaria, and Copenhagen, Denmark.	Communication/ Dissemination/ Isolated





Project/Initiative	Relevance	Type/ Duration
	Link Partner: ALDA	
BirdWatch A Copernicus-based service for the improvement of habitat suitability of farmland birds via satellite-enabled monitoring, evaluation and optimisation of CAP greening measures.	The project will support the restoration of spatial heterogeneity on farmland, a necessary component in the lasting recovery of our ecosystems. BirdWatch will make this monitoring of farmland habitat suitability freely accessible to various stakeholders and the interested public. Combined with the requirements of local stakeholders, including their budgetary and operational constraints, BirdWatch becomes a tool for the optimisation of greening measures both in terms of farmland bird species requirements and stakeholder constraints. With more effective greening measures at optimised cost, farmers will be supported to increasingly reach ecological and economical sustainability. Link Partner: ALDA	Communication/ Dissemination / Isolated
CLUG 2.0 - CLUG Demonstration of Readiness for Rail	In the project, the system architecture aims to complement the existing European Train Control System (ETCS) odometry system by using GNSS to enable absolute safe train positioning whilst also transforming the way of train localisation is done today by demonstrating a GNSS-based multi-sensor fusion architecture. Thanks to an improved LOC-OB System for ERTMS, benefits such as increasing the line capacity, reducing headways between trains,	Communication/ Dissemination / Isolated





Project/Initiative	Relevance	Type/ Duration
	reducing expenditure for rail infrastructure rollout can help reduce emissions, and accelerate the adoption of sustainable and smart mobility solutions that revolve around rail. Link Partner: ALDA	
MAGDA - Meteorological Assimilation from Galileo and Drones for Agriculture	The project aims at developing a toolchain for atmosphere monitoring, weather forecasting, and severe weather/irrigation/crop monitoring advisory, with GNSS (including Galileo) at its core, to provide useful information to agricultural operators. The tools developed within MAGDA will represent the technical and methodological components based on which services to support agricultural operations will be defined. Link Partner: ALDA	Communication/ Dissemination / Frequent
RESPONDENT - Renewable Energy Sources Power FOrcasting and SyNchronisation for Smart GriD Networks MaNagement	The project through the utilisation and leveraging of both Galileo and Copernicus systems and services, aims to develop and promote the integration of RES into Europe's existing power grids, as well as to demonstrate their viability and reliability compared to traditional sources of energy that are wreaking havoc on global temperatures and accelerating the most destructive impacts of our rapidly changing climate. Link Partner: ALDA	Communication/ Dissemination / Frequent



Project/Initiative	Relevance	Type/ Duration
<u>SWIFTT</u> – Satellites for Wilderness Inspections and Forest Threat Tracking	The project aims at providing affordable, simple, and effective remote sensing tools to monitor forests at risk across Europe, using Copernicus Sentinel satellite imagery and powerful machine-learning models. SWIFTT will allow forest managers to deal with threats in a proactive and efficient manner, allocating the proper resources for prevention and mitigation. It will make Europe, and the world, better positioned to preserve forests, biodiversity, and to combat climate change. Link Partner: ALDA	Communication/ Dissemination/ Frequent

6.2. Horizon Results Booster Programme

[The Horizon Results Booster \(HRB\)](#) Programme is an initiative created by the European Commission that aims to foster continuous innovation and maximize the impact of publicly funded research within the EU. It supports projects that target significant societal impacts and showcase the value of research and innovation (R&I) activities in addressing societal challenges.

To achieve this, HRB provides free consulting services to ongoing research projects, including:

- Identifying and developing a portfolio of Research & Innovation project results (**Module A**)
- Creating the portfolio of results and designing and implementing a dissemination plan for the portfolio (**Module B**).

MAGDA has invited BUILDSPACE to be part of a Project Group (PG) and implement **Module A** of the HRB Programme. Therefore, from M9 (October 2023), the projects: **MAGDA, RESPONDENT, SWIFTT, 100KTREES and BUILDSPACE** have taken the first step towards forming a PG based on commonalities between their work in this research field. Most of the projects presented in the previous section are part of this group, with the exemption of BirdWatch and CLUG 2.0.

The name of this group has been denominated: *COSPACE - Collaborative Organization of remote Sensing and Practical Applications for Clustering Exploitation*.



6.2.1. Module A

As a result of Module A, the programme delivered ***D1.1 Portfolio of Research and Innovation Project Results of COSPACE*** in M13 (February 2024). This document identifies the combined outcomes of the COSPACE to be shared, along with their features and the key stakeholders who can benefit from these results. These stakeholders are the primary audience for the COSPACE's dissemination efforts.

As outstanding results, the primary objectives of the COSPACE 's dissemination efforts are:

- **Objective 1:** To develop cutting-edge tools and technologies through geospatial observations, or remote sensing technologies.
- **Objective 2:** To address climate change by developing innovative technologies for mitigation, adaptation, and resilience and promote high-impact environmental changes.

A preliminary SWOT analysis for COSPACE has revealed several noteworthy insights:

Strengths	Weaknesses
• All projects leverage cutting-edge technologies such as Copernicus, EGNSS, drones, and artificial intelligence. • Good collaboration, strong network. • Excellent research network.	• The projects might have tight deadlines, influencing the development or implementation of solutions.
Opportunities	Threats
• Growing public interest in environmental issues could foster the adoption and acceptance of the developed solutions. • Alignment with political objectives, such as the Green Deal, and National and Regional development strategies, could create opportunities for additional funding or support. • The projects focus on addressing environmental and climate challenges, promoting sustainability of forest management, of irrigations.	• Similar projects or other initiatives could compete or impact the visibility of current projects. • Technological or security issues could compromise the effectiveness of the proposed solutions. • Resistance for uptake of solutions for economic and political reasons.

Figure 23. SWOT analysis for COSPACE in D1.1. of the HRB

Strengths: The projects within COSPACE are leveraging cutting-edge technologies, including Copernicus, EGNSS, drones, and artificial intelligence. This technological edge positions the group at the forefront of innovation. Additionally, there is robust collaboration and a strong research network, underscoring the cohesive and well-connected nature of the group.

Weaknesses: Tight deadlines may pose challenges, potentially affecting the development or implementation of solutions. This constraint could limit the group's ability to fully realize its innovative potential.

Opportunities: The growing public interest in environmental issues presents a significant opportunity for the group. This increased awareness could lead to greater adoption and acceptance of their solutions. Moreover, alignment with political objectives, such as the Green Deal and various national and regional development strategies, may open doors for additional funding and support. The group's





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focus on addressing environmental and climate challenges, particularly in promoting sustainable forest management and irrigation practices, is well-positioned to attract interest and backing.

Threats: Nevertheless, COSPACE must remain vigilant against potential threats. Similar projects or other initiatives could compete for visibility and resources. Technological or security issues could compromise the effectiveness of their proposed solutions, and there may be resistance to adopting these solutions for economic or political reasons.

Despite the possible challenges and threats to the group, COSPACE outstands due to its use of cutting-edge technologies like Copernicus, EGNSS, drones, and artificial intelligence, combined with a robust collaborative network. The growing public interest in environmental issues and alignment with political objectives such as the Green Deal present significant opportunities for greater adoption, additional funding, and support. The group's focus on sustainability in forest management and irrigation practices further enhances its potential to make a substantial impact on addressing environmental and climate challenges.

Within this deliverable, stakeholders for the group have been identified as follows:

- Researcher and Academia (natural science/ Engineering and technology)
- Start-ups & SMEs
- Policy makers, Funding Agencies including EU & national digital agencies (agricultural sciences)
- Energy business groups and Aggregators
- Large Enterprises
- Civil Society, NGO, Citizens
- Innovations platforms & clusters
- ICT Operators/ Service Providers
- Green building and city district certification agencies, Utility Companies, Insurance Companies

These groups will be considered within BUILDSPACE activities as well, in order to promote the COSPACE's dissemination activities.

The channels to reach these stakeholders has been suggested as:

- Demos and Videos
- Website Pages and Blogs
- Newsletter
- Social: Twitter
- Social: LinkedIn
- Press Release and Kits
- Collaterals: Flyers, Banners, Posters
- Events and Workshops
- Presentations
- Infographics
- Datasets and insights
- Policy Briefs





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Most of these activities are already covered by BUILDSPACE, however for those that are not foreseen, such as workshops, and policy briefs, they will be considered in future stages in the COSPACE group.

The HRB service delivery team has shared a dissemination network comprising 50 general contacts and associated social media channels across various stakeholder groups. This provides a valuable foundation for future dissemination activities of the group. Therefore, BUILDSPACE will add these contacts as part of the stakeholder mapping at a local and international level depending on the outreach of these contacts.

6.2.2. Module B

BUILDSPACE has agreed with all the other projects in the COSPACE group to apply and implement Module B, which will execute the portfolio dissemination plan as a group. By M17, the group has already applied and been accepted. The next steps within the HRB programme involves the implementation of Module B.

Similarly, in the individual channels of BUILDSPACE, the project will consider the channel recommendations and tailored messages mentioned in the deliverable of Module A to implement in all the possible activities. The project will also add the recommended dissemination network of around 50 relevant organisations and influencers in the engagement activities to be drawn up as part of the Portfolio Dissemination Action Plan.



7. BUILDSPACE Capacity Building Programme

Education plays a crucial role in the dissemination strategy of BUILDSPACE. The knowledge, expertise, and know-how developed within the BUILDSPACE framework will be shared through a variety of training activities, utilizing both traditional and innovative approaches. Particular focus will be on training young engineers and scientists in creating innovative applications through a Training for University Students developed by NTUA, a Hackathon led by CARTIF and Technical Podcasts led by ALDA.

7.1. Training for University Students

BUILDSPACE aims to spread knowledge, expertise and ‘know-how’ developed in its framework, also through skills training. In specific, a Digital Educational kit has been developed (1st release) and embedded in the BUILDSPACE project’s website, gathering findings and results that were produced throughout the project. The kit is mainly targeting higher education (university) students and researchers interested in the topic of energy-efficiency and resilient urban planning. By using the Digital Educational kit, trainees will become fully familiar with the aim and scope of BUILDSPACE project, its services, the technical specifications, infrastructure, and equipment applied, as well as the services applicability potential. In addition, trainees will have the opportunity to navigate themselves through a number of pilot story experiences (2nd release) in order to understand deeper the services’ features and level of applicability.

Regarding its use, the Digital Educational kit is highly interactive and consists of presentations, images, figures, videos, and interactive maps (2nd release). This format assists the trainees to guide themselves easier through each section and explore the various aspects of the project, as well as best practices. In this interactive format and user-friendly environment, the user has the opportunity to understand in depth the underlying processes of the BUILDSPACE services and their applications, through dynamic visualization and interaction with the outcomes.

The kit has been developed in English and is open and available to the public on the project’s website. An instance of BUILDSPACE Digital Kit’s overview is presented in Figure 24.

Home › Educational Kit

Educational Kit

Overview

Curriculum

Welcome to the heart of the BUILDSPACE project! Join us to the energy efficiency revolution. We are excited to offer specific skills training for young engineers and scientists, guiding them in leveraging the power of BUILDSPACE services and experiencing digital hands-on pilot examples. Our pilots are located in Poland, Latvia, Greece and Slovenia.

The main objective of this Digital Educational kit is to spread knowledge, expertise and 'know-how' developed in the framework of BUILDSPACE in an innovative approach. The Digital Educational kit gathers outcomes and results that were produced throughout the project. It can be used by higher education (university) students or anyone else interested in the topic of energy-efficiency and resilient cities.

By using the kit, trainees will be fully familiar with the purpose of the BUILDSPACE Project, its services, the technical specifications and the equipment applied, as well as the applicability potential. In addition, trainees will have the opportunity to navigate themselves through a number of pilot story experiences in order to understand deeper the services' features and level of applicability.

Before starting, what is BUILDSPACE?

Let's get to know the essence of the project, we will explain further each of these topics in the next sections



Figure 24. Part of BUILDSPACE Digital Kit's Overview Section

7.1.1 Digital Educational kit – Training Curriculum

The Digital Educational kit consists of five sections, providing valuable content and an interactive experience that allows users to acquire knowledge and grasp concepts easily.



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101082575.

The sections include (1) information on the co-creation process with external stakeholders during BUILDSPACE services design, (2) full services description, (3) an analysis of the services' application (pilots), (4) supportive material for each service and pilot (2nd release), and (5) a feedback form that gives the opportunity to the users to share their experience and provide opinions and thoughts for improvement.

For a detailed experience of the BUILDSPACE Digital Educational Kit, you can visit the following link: [Educational Kit | BUILDSPACE \(buildspaceproject.eu\)](https://buildspaceproject.eu/Educational%20Kit).

In Figure 25, the Curriculum section of the kit is presented.

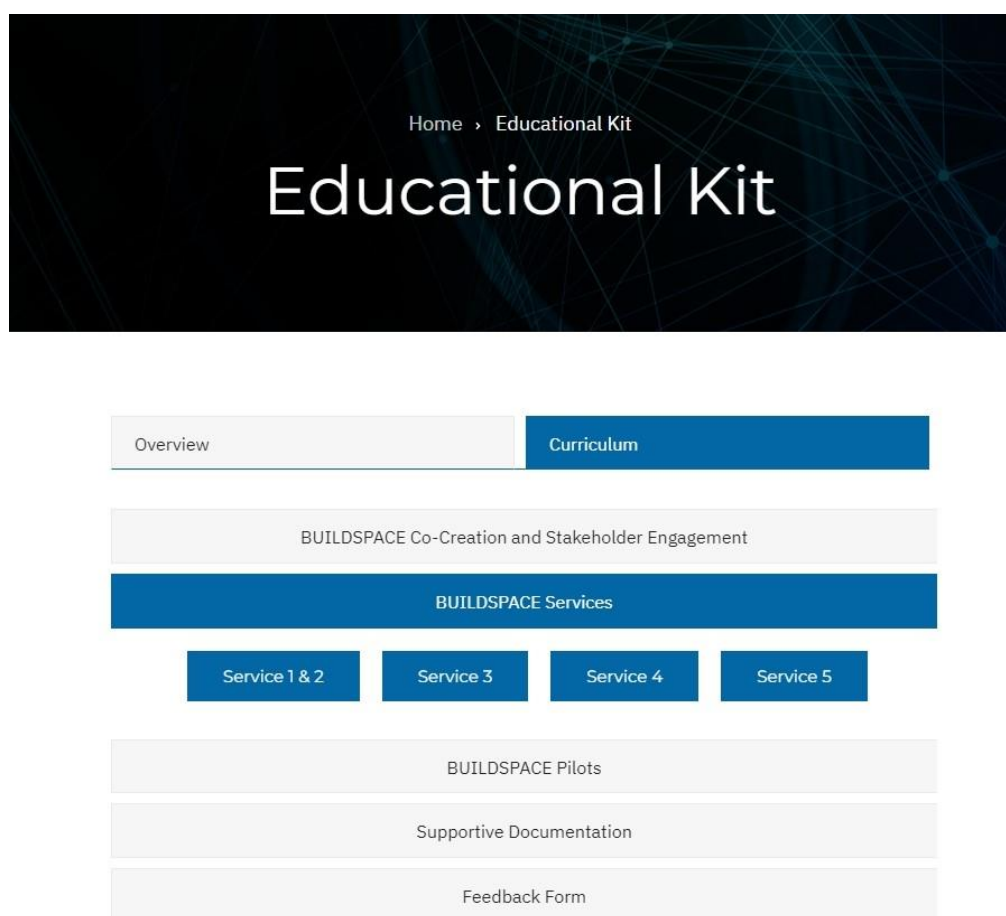


Figure 25. BUILDSPACE Digital Kit's Training Curriculum Section

In particular, the sections outlining the BUILDSPACE Digital Educational kit are the following:

1) BUILDSPACE Co-creation and Stakeholder Engagement

This section describes in a nutshell the process that was followed by the project's consortium to engage external key stakeholders in a co-creation journey for the initial design and subsequent

development of the BUILDSPACE Services. This process has been a significant milestone of the BUILDSPACE project and thus, has been included in the Digital Educational kit to inform users about the holistic approach that was followed for the services development, based on interaction and co-creation.

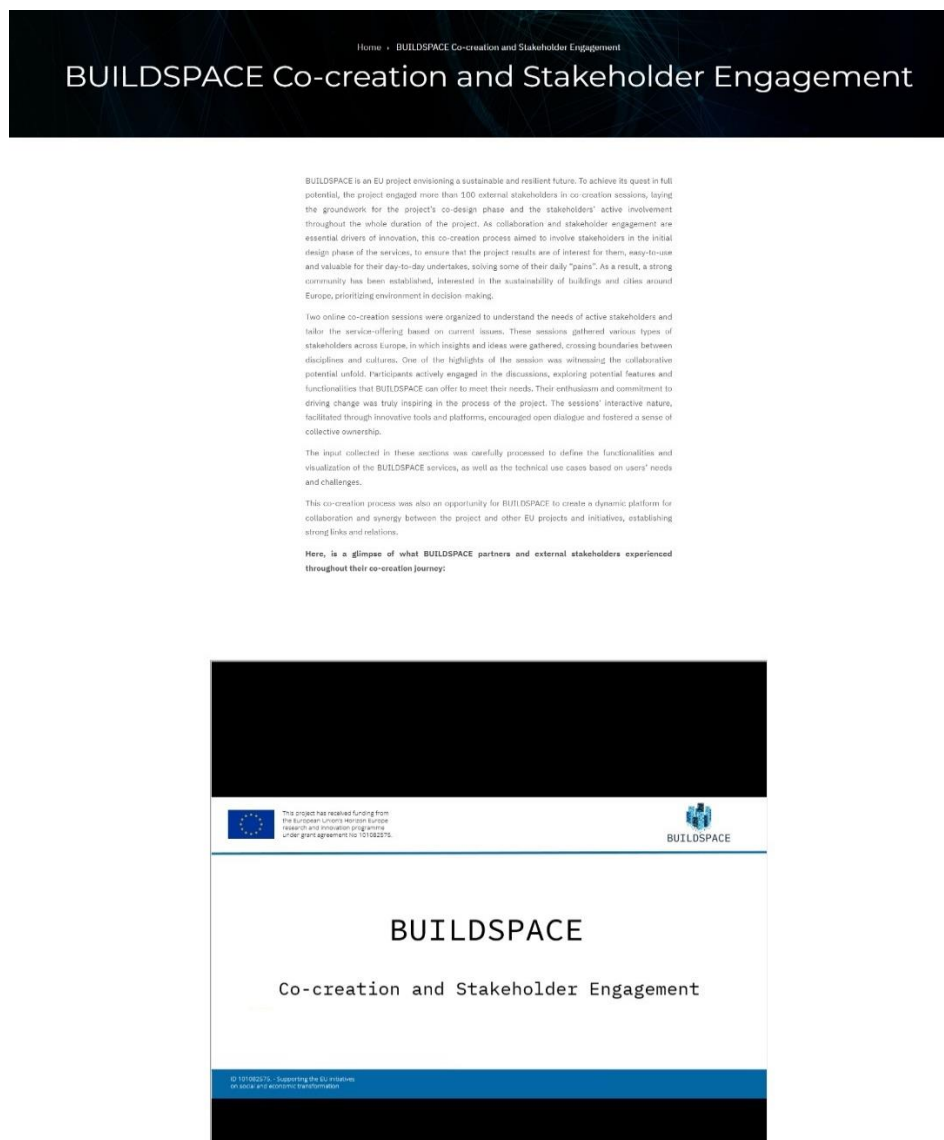


Figure 26. BUILDSPACE Digital Kit's Co-creation and Stakeholder Engagement Section

2) BUILDSPACE Services

This section offers a description of all BUILDSPACE services in an experience builder format (ArcGIS), their technical specifications and equipment/infrastructure used, as well as their general applicability potential. This format allows users to delve into the details of each service with the support of images, figures, videos, interactive maps and relevant links. The users can easily grasp concepts, understand



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the services' features in-depth and make relevant connections with other similar technical features and services.

A main menu bar provides the reader with the option to choose which Service experience builder would like to investigate. At the top-left and the down-left parts, the BUILDSPACE and EUSPA logos are presented, respectively. At the down-right part, there is a dedicated button to the relevant Pilot experience builder and a reference to the creator and contributors of the kit. In the down-middle part, the reader can use the button "Feedback form" to visit the kit's feedback form and underneath, the buttons to visit the project's social media pages.

An example of a Service experience builder is presented in Figure 27, Figure 28, and Figure 29.



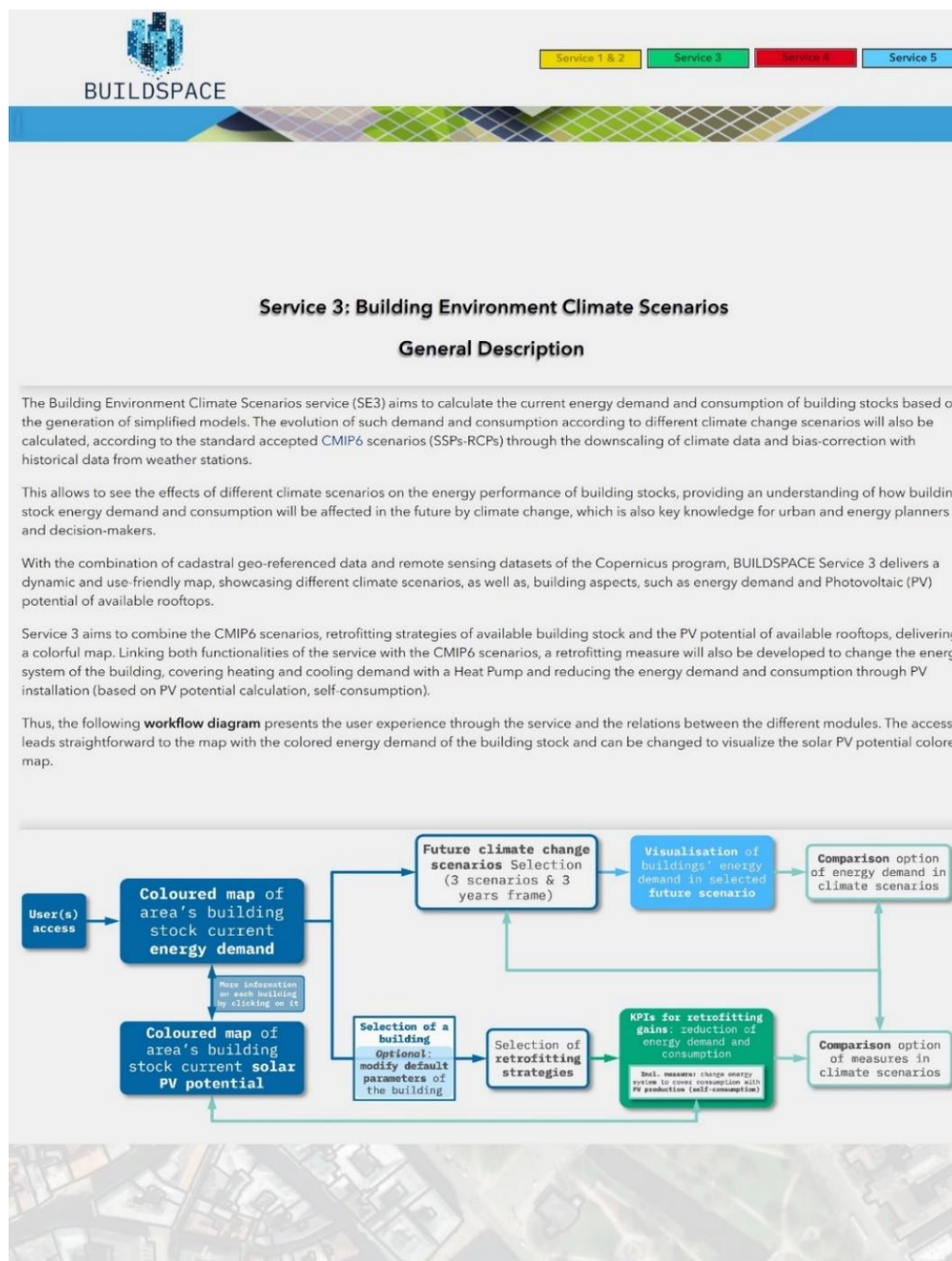


Figure 27. Service 3 Experience Builder – Part 1



Coupled Model Intercomparison Project Phase 6 scenarios: CMIP6

Service 3 will support urban stakeholders (e.g. urban planners, real estate and construction companies) in understanding how the building stock energy demand will be affected in the future by climate change.

The service relies on forecast of energy demand according to the standard accepted CMIP 6 scenarios (SSPs- RCPs) through downscaling the climate data and calibrating them with historical data from weather stations. Results from CMIP6 existing models at 100 x100 km of spatial resolution are used to obtain high-resolution datasets (up to 100m) at local scale.

The Building Environment Climate Scenarios service (SE3) aims to calculate the current energy demand and consumption of building stocks based on the generation of simplified models. The evolution of such demand and consumption according to different climate change scenarios are also calculated, according to the standard accepted Coupled Model Intercomparison Project Phase 6 scenarios (CMIP6 scenarios) through the downscaling of climate data and bias-correction with historical data from weather stations.

This allows to see the effects of different climate scenarios on the energy performance of building stocks, providing an understanding of how building stock energy demand and consumption will be affected in the future by climate change, which is also key knowledge for urban and energy planners and decision-makers.

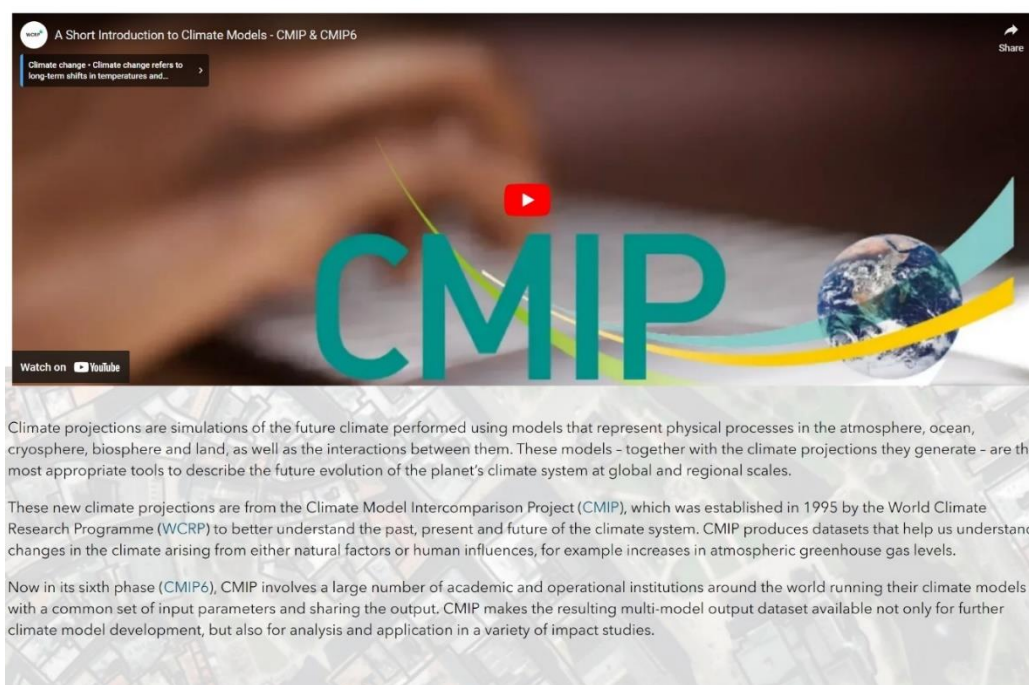


Figure 28. Service 3 Experience Builder – Part 2



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101082575.

General Applicability Potential

From idea to implementation

The service for Building Environment Climate Scenarios will be tested in Riga, creating reliable energy demand forecast considering climate change effects. Different measures for energy performance building improvement will be assessed and benefits in terms of energy savings as well as associated costs will be estimated.

Energy Demand Analysis, Forecast, and Climate Resilience services are crucial for Riga city to ensure efficient resource allocation, plan for future energy needs, adapt to climate change impacts, promote sustainable development, and reap economic benefits. These services are vital for the city's long-term sustainability, resilience, and well-being of its residents.

Regarding the solar GIS has been widely used as a dynamic decision support tool for various applications. Regarding the Solar PV potential of available rooftops, similar interactive maps have been developed by organizations to showcase the implementation of PV technology and the harness of useable solar radiation. Below you may find some examples such as:

- [Solar Potential in Cambridge](#), developed by ESRI UK, using as input the slope, aspect and solar radiation of available rooftops.
- [Shams Dubai Calculator](#), developed by Electricity and Water Authority of Dubai, as a web app that helps DEWA customers to estimate potential electricity production & saving on electricity charges by installing solar panels, under the ShamsDubai initiative.
- [Northern Virginia Solar map](#), developed by Northern Virginia Regional Commission to demonstrate to homeowners and business owners how much solar energy can be generated by the rooftop of their home and/or business.
- [St. Luis park](#), developed by Great Plains Institution, as an interactive map which provides an estimate of the potential for solar photovoltaic energy systems based on information about buildings in St. Louis Park.

In addition to the GIS- PV potential implementation, there have been several applications of GIS and building stock energy demand estimation:

- Mapping of energy demand - CARTIF have developed an estimation and visualization of energy demand, consumption and CO2 emissions of buildings in urban or rural environments based on public information mainly from the cadastre and materials catalogs. The results can be visualized from any browser or with any free GIS software for Gdynia in Poland (CARTIF Energy Demand Visualisation service (Gdynia)) and for Tordesillas in Spain (Obliquo Login (cartif.es)).

The BUILDSPACE Service 3 is expected to provide key insights on the planning and assessment of policies and measures to support sustainable energy management at building and city level. The applicability of the service will provide specific evidence to support informed decision making for interventions (focusing on building energy retrofitting) at buildings and city scale.

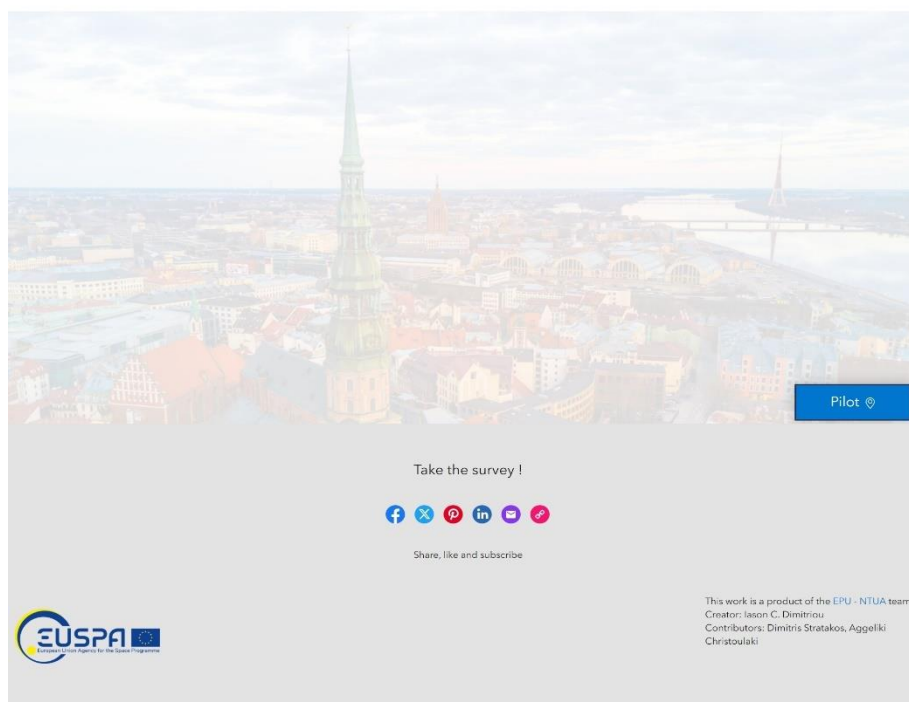


Figure 29. Service 3 Experience Builder – Part 3



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101082575.

In the following links, trainees can be navigated through all Services Experience Builders:

[Service 1&2](#)

[Service 3](#)

[Service 4](#)

[Service 5](#)

3) BUILDSPACE Pilots (2nd release)¹

In this section, trainees will have the opportunity to explore the outcomes of BUILDSPACE Services. Different stories of application are described in an experience builder format as well, including all pilot phases of the project (pre-pilot, full-pilot and large-scale), challenges, final findings for each service and final pilot results.

4) Supportive Material

A number of research articles, publications and research journal papers, related to BUILDSPACE and other EU relevant sister projects, are shared in this section as supportive documentation.

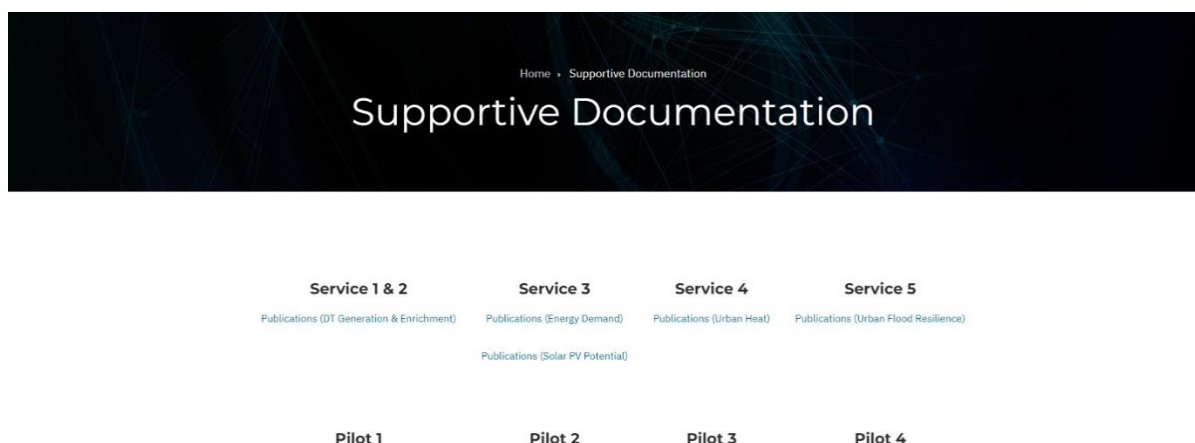


Figure 30. BUILDSPACE Digital Educational Kit's Supportive Documentation Section

¹ This section will be delivered during the Digital Educational kit's 2nd release, in D6.4.



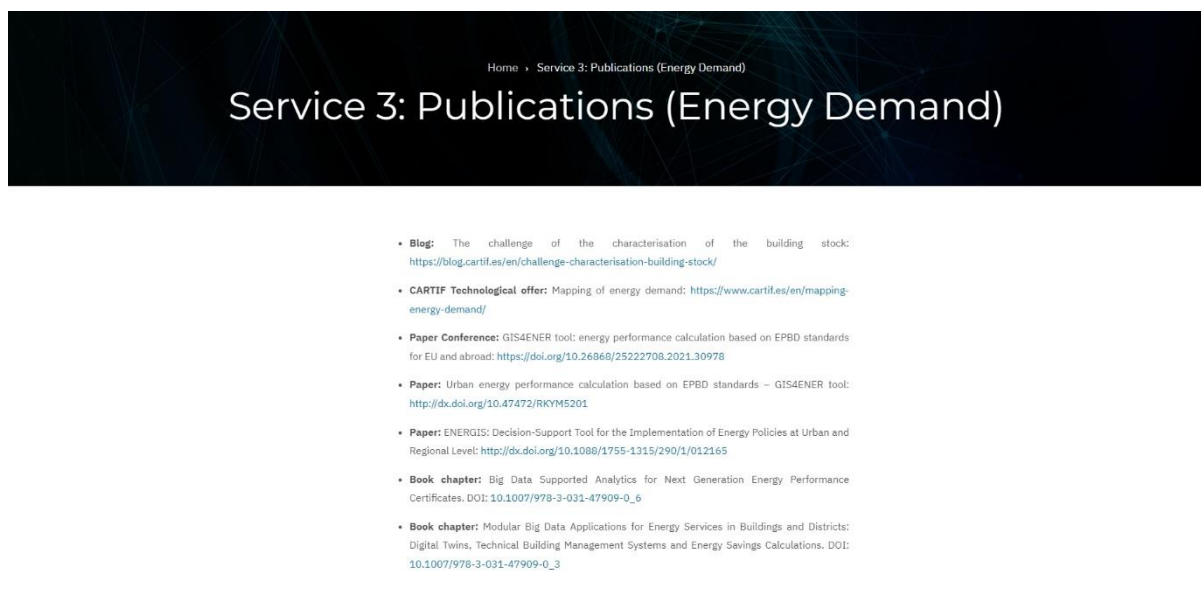


Figure 31. Service 3 Supportive Documentation on Energy Demand

5) Feedback Form

A dedicated form will gather feedback from trainees, thus, enabling the project team to improve the kit and the overall training process.

An instance of BUILDSPACE Digital Kit's Feedback Form is presented in Figure 32.



BUILDSPACE Digital Education kit

  **BUILDSPACE**

Welcome to the BUILDSPACE Digital Education kit feedback form! Your input is essential to help us improve your training experience.

Overall Experience*

How would you rate your overall experience with the BUILDSPACE Digital Education kit?

☐ Totally insufficient
 ☐ Insufficient
 ☐ Average
 ☐ Good
 ☐ Excellent

Training Expectations*

Did the Digital Educational kit meet your training expectations?

☐ Not at all
 ☐ Not really
 ☐ Moderately
 ☐ Yes, to a certain extent
 ☐ Yes, totally

Figure 32. Part of BUILDSPACE Digital Kit's Feedback Form



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement No 101082575.



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In the following link, the trainees can fill in the BUILDSPACE Digital Kit's Feedback Form:
[BUILDSPACE Digital Education kit \(arcgis.com\)](https://arcgis.com)

7.1.2 Digital Educational kit – Time plan

The Digital Educational kit will be launched to the public in M28 after the completion of the pilot experience builders, following the full pilot scale (M27). A communication campaign organised by ALDA and NTUA will follow and will last for 4 months, in different phases (by M33). The main goal of this campaign will be to communicate the Digital Education kit to relevant target groups (university students, researchers etc.) and the general public. During this period, trainees will have at their disposal the 1st version of the full Digital Educational kit, including the feedback form.

At the end of M33, the feedback process will close and the aggregated analytics (pies, charts, bars etc.) of the trainees' feedback will be sent to ALDA, in order to use them for a dissemination round, presenting the results of how many trainees were engaged, their opinion in the usability and interface of the kit, their overall training experience etc. Additionally, NTUA is going to collect all comments for improvements and recommendations and will work further on the 2nd and final version of the kit, that will be released during M36 (D6.4).

7.2. Hackathon

A hackathon will be organised around M30 (after M29 where the third and final technology release of the core platform and services of BUILDSPACE will be submitted). The hackathon is a **multi-stakeholder event** that aims to ensure a participatory and engaging validation of BUILDSPACE results. It will get an effective **stakeholder outreach**, necessary to make the project relevant, during its implementation and to guarantee the uptake of the project results and the resulting maximum visibility of the project.

A **hackathon** is an event, typically lasting one or two days, where teams of participants collaborate intensively to develop innovative solutions to specific challenges or problems. These events are often focused on software development and participants work on creating prototypes, writing code, designing systems and presenting their solutions to a panel of judges. Hackathons foster creativity, collaboration and rapid problem-solving, making them popular in the tech industry, academia and among enthusiasts.

During the next months and until M25 (March 2025) the **objectives and challenges** of the hackathon will be defined, in relation with the buildings' energy efficiency and climate resilient cities. The objectives of the hackathon could be around the generation of new ideas for the services' tools, developing prototype solutions or others. This will be defined in the upcoming months, together with the research organisations involved in the project (CARTIF, NTUA, UPM, UOC and ECWMF).

The **roles and responsibilities** of the partners will be also defined. Representatives from the above mentioned research organisations, from which students and young researchers will be involved, need to be actively involved. In addition, the role for the communication and marketing lead (ALDA) to organise the advertising messages, timings and so on is also crucial, together with the involvement of the research organisations to promote the event internally and with their networks.





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The creation of marketing plan targeting the 35 years old demographic will be essential to effectively promote the event through coordinated efforts on social media, leveraging university networks and engaging with various professional associations.

It is also important to decide in an early stage whether the hackathon will be an in-person event (preferably), hybrid or online.

Additional considerations will include defining mentors to assist teams throughout the hackathon, establishing a judging panel, and determining the prizes for the winners.

The **hackathon agenda** will be organised in two consecutive days, with a plan similar to the following:

Day 1: kick-off and hacking begins

- Welcome and opening: introduce the BUILDSPACE projects, objectives, challenges and services offered.
- Formation of teams: depending on the approach of the hackathon, the teams will be either formed there or people will have already signed up as a team. So, either teams will be formed, or teams among individuals who have not signed up as a team, or they will simply be presented, introducing themselves, as well as mentors will be introduced.
- Technical workshops: workshops on relevant topics related to the objectives and challenges will be defined.
- Hacking starts: the hackathon starts, there should be mentors available to support the teams.

Day 2: hacking, judging and awards

- Continue hacking: ongoing support by the mentors to the teams.
- Submission deadline: the deadline for project submissions should be clearly set from the beginning.
- Judging panel: assembly of judges with expertise in the different aspects, with clear criteria set in advance to evaluate the projects.
- Project presentations: each team presents their solution. The judges score them based on criteria such as innovation, feasibility, impact and technical execution.
- Awards ceremony: announce winners and distribute prizes.

Post hackathon:

- Feedback from participants, mentors and judges will be gathered after the hackathon (e.g. via online survey) to improve future events.
- The winning projects will be promoted through the BUILDSPACE website and social media (this could be maybe part of the prize), and all projects developed will be also available through the website.
- Provide resources or connections for the teams from the hackathon interested in further developing their projects.

In short, this is the timeline planning for the hackathon preparation and execution:



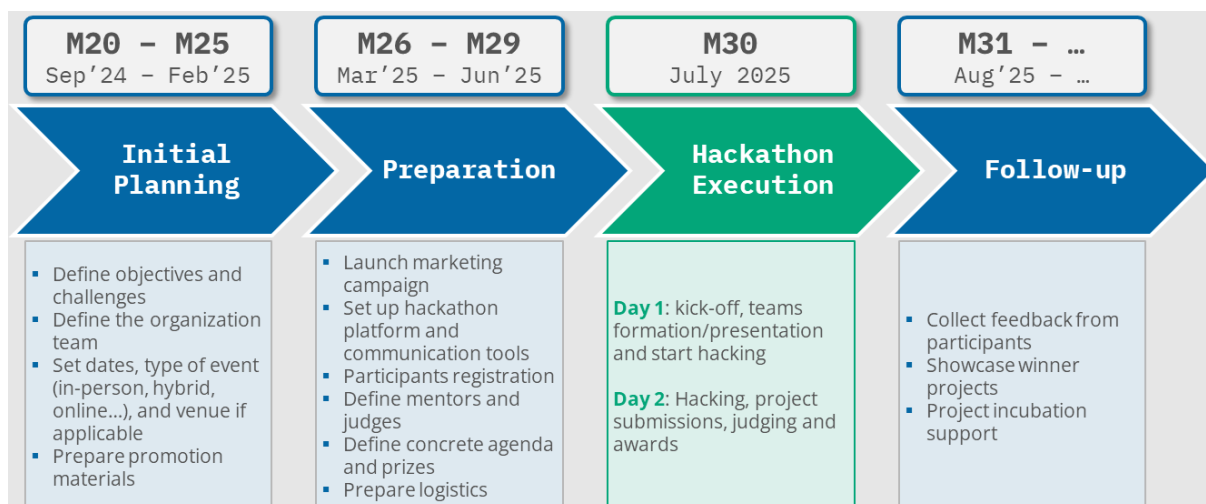


Figure 33. Hackathon preparation timeline

7.3. Technical podcasts

BUILDSPACE foresees the creation of 5 episodes of technical podcasts to reach a different audience and to present the progress and results of the project in a more dynamic way. Each episode will concentrate on a specific aspect of BUILDSPACE, featuring an interview with an expert.

The podcast has been named **"EcoEnergyHub: BUILDSPACE Technology for Resilient Cities"**. The objective of the podcast series is to delve into the various technological facets of the BUILDSPACE project. Over the course of the episodes, this series will explore innovative applications aimed at enhancing energy efficiency, city resilience, and sustainability.

7.3.1. Podcast Structure:

Format and Name:

The podcast will feature interviews with experts in the field. Each episode will be approximately 15 minutes long, allowing for a concise yet informative discussion.

Frequency and Timeline:

Episodes will be released every 2 to 3 months, with the entire series spanning 15 months. This schedule ensures a steady flow of content that aligns with the project's progress and milestones.

Platforms:

To reach a broad audience, the podcast will be available on ALDA channels, the BUILDSPACE website, and major podcast platforms. This multi-platform approach will maximize accessibility and engagement.



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Target Groups:

The podcast will target the stakeholder groups mentioned at the beginning of this document, however, given the dynamic nature of a podcast the priority group will be the general public. It will be addressed to citizens interested in learning about advancements in technology that contribute to city resilience and sustainability.

7.3.2. Podcast Development & Timeline

Each episode will discuss a specific aspect of the BUILDSPACE project, emphasising on the development and progress achieved. Experts will be invited and interviewed to provide in-depth insights and practical examples of how these topics are relevant in urban settings, likewise they will demonstrate the need for such services. The idea behind this podcast is to provide a fresh and interesting conversation with our guests. A high level of participation from the project partners is foreseen during the interviews, in order to communicate to our audience the innovation behind BUILDSPACE.

By disseminating this information through an engaging and accessible format, the podcast aims to inform and inspire its listeners, driving greater awareness and adoption of BUILDSPACE innovations.

Table 12 shows the plan of the episodes that will be developed in the upcoming months:

Table 12. Podcast Development Timeline

Episode	Objective	Recording date	Publishing date
1.Introduction to BUILDSPACE	This episode will serve as a comprehensive introduction to the BUILDSPACE project. Listeners will gain a clear understanding of how the project was born, the project's overarching goals, emphasizing its commitment to developing innovative applications supporting buildings' energy efficiency and enhancing cities' resilience and sustainability.	August 2024	September 2024
2.Deep Dive into BUILDSPACE Technologies and Services	Overview of each cutting-edge technology: Explore satellite data analysis, digital twins, AR/VR, and thermal imaging drones in detail. Discuss their individual roles and how they synergize to achieve BUILDSPACE's goals.	October 2024 (consortium meeting)	November 2024





3. Innovating with BUILDSPACE: Behind the Scenes and Services	Gain insights into the development process, challenges faced, and breakthrough moments. Discuss the role of each technology in the project. Transition into an exploration of the five services, delving into how they contribute to building sustainability and energy efficiency in urban environments.	January 2025	February 2025
4. BUILDSPACE in Action: Real-world Implementations	Showcase specific projects or partnerships where BUILDSPACE technologies have been implemented. Discuss the outcomes, lessons learned, and the impact on the communities involved. Highlight how BUILDSPACE is actively contributing to positive changes in the built environment.	May 2025	June 2025
5. Synergy in Sustainability: Introducing BUILDSPACE's Sister Projects	Explore how collaboration plays a pivotal role in advancing sustainable technologies. Introduce BUILDSPACE's sister projects and initiatives, highlighting the collective impact they aim to achieve. Discuss the interconnectedness of these projects and how they contribute to a broader vision of creating smarter, more sustainable cities.	October 2025	November 2025

This timeline is tentative and it may change according to the progresses made by the project, similarly the topics are subject to change if there is the need to do so.



8. Conclusion

This deliverable presents a comprehensive review of the Communication and Dissemination (C&D) activities conducted under the BUILDSPACE project up to M18 (July 2024). Compared to the previous version (D6.1), it details the finalized versions of various C&D outputs, such as the project website, newsletters, YouTube channel videos, and social media activities, which were initially outlined in D6.1. Having established these channels and outputs in the first half of the project, this deliverable also reflects on the new activities and strategies that ALDA and the project consortium will implement to enhance the C&D of the BUILDSPACE project.

There is a plan to strengthen social media presence to improve some stagnating KPIs, and an aim to focus more on local communication and dissemination efforts in the pilot implementation territories. The materials planned from M18 to the end of the project offer significant opportunities for partners and the project itself to meet the established KPIs. Upcoming dissemination activities include a digital kit for university students, a hackathon, and technical podcasts. Additionally, there are agreed strategies to strengthen collaboration with other projects and EU initiatives, which may help boost BUILDSPACE's outreach.

At month 36 (M36), a final version of this deliverable (D6.4) will be released, providing relevant updates as both a progress plan and final report.



Annexes

Annex 1: Communication Activities by the Consortium by M18

Communication Activity Name	What type of communication activity	Who? Target audience	Why?	Status at M18
BUILDSPACE website	Regular communication of the activities and progress of the project	Industry, experts, national and international authorities	Website	1846 sessions
BUILDSPACE LinkedIn page	Regular communication of the activities and progress of the project	Industry, experts, national and international authorities	Social media	169 followers
BUILDSPACE Twitter page	Regular communication of the activities and progress of the project	Industry, experts, national and international authorities	Social media	55 followers
BUILDSPACE Youtube page	Communication of the activities and progress of the project	Industry, experts, national and international authorities	Social media	11 subscribers
BUILDSPACE newsletter	Communication of the activities and progress of the project	Industry, experts, national and international authorities	Newsletter	28 subscribers
BUILDSPACE flyer	Presentation of the project and main activities	Public	Flyer	N.A.
Press Release	Press release for the Kick-off Meeting by SingularLogic	Industry	Website	15.250 average visits per month



Communication Activity Name	What type of communication activity	Who? Target audience	Why?	Status at M18
Brief of the BUILDSPACE project	Introduction of the project in the Municipality of Piraeus's website	Public, citizens, national authorities	Website	325,000 average visits per month
Participation on EGU presentation	Communication of the participation of BUILDSPACE in the EGU by SingularLogic's LinkedIn	Public, industry, National and International authorities	Social media	410 followers
Participation on EPBD participation	Communication of the participation of BUILDSPACE in the EPBD by SingularLogic's LinkedIn	Public, industry, National and International authorities	Social media	410 followers
Kick-off meeting of the project	Communication of the kick-off meeting of BUILDSPACE by SingularLogic's LinkedIn	Public, industry, National and International authorities	Social media	410 followers
Invitation to the co-creation session on the 14th of July	Invitation to stakeholders presenting the project and inviting to the co-creation sessions by RPR in LinkedIn	Public, National and International authorities.	Social media	39 followers
Invitation to the co-creation session on the 14th of July	Invitation to stakeholders presenting the project and inviting to the co-creation sessions by RPR in Facebook	Public, National and International authorities.	Social media	2.9k followers





Communication Activity Name	What type of communication activity	Who? Target audience	Why?	Status at M18
Post-event review about the Co-creation session	Summarizing the main activities during the co-creation session by RPR website	Public, National and International authorities.	Website	691 average visits per month
Invitation to the co-creation session on the 14th of July	Public invitation to stakeholders to the event by presenting the project by IMZI	Public, National and International authorities.	Website article	Not Available – Website under construction
Invitation to the co-creation session on the 14th of July	Public invitation to the event by presenting the project by ALDA's instagram	Public, National and International authorities.	Social media	1712 followers
Invitation to the co-creation session on the 14th of July	Public invitation to the event by presenting the project by ALDA's Facebook	Public, National and International authorities.	Social media	12k followers
Invitation to the co-creation session on the 14th of July	Public invitation to the event by presenting the project by ALDA's LinkedIn	Public, National and International authorities.	Social media	10k followers
Invitation to the co-creation session on the 14th of July	Public invitation to the event by presenting the project by ALDA's Twitter	Public, National and International authorities.	Social media	2488 followers
Invitation to the co-creation session on the 14th of July	Public invitation to the event by presenting the project by MOBICS' LinkedIn	Public, National and International authorities.	Social media	201 followers 6 reactions





Communication Activity Name	What type of communication activity	Who? Target audience	Why?	Status at M18
Invitation to the co-creation session on the 14th of July	Public invitation to the event by presenting the project by MoP's Facebook	Public, National and International authorities.	Social media	14k followers
Article to invite to the first co-creation session	Presentation of the project and invite to stakeholders by the Europe Direct Piraeus (MoP)	Public, National and International authorities.	Website	325,000 average visits per month
Presentation of the project in the website	Article for the Presentation of the project by MoP	Public, National and International authorities.	Website	325,000 average visits per month
Presentation of the project in the website	Presentation of the project by ALDA	Public, National and International authorities, Network organizations, Civil society organizations	Website	Not Available – Website under construction
BUILDSPACE in the Newsletter of the Bulletin of International and European Issues & Development Local Government Planning (October 2023)	Ministry of Interior which includes an introduction of the BUILDSPACE project by MoP	Public, citizens, national and international organizations	Newsletter	325,000 average visits per month
Newsletter subscription	Retweet via @heat_UPM	Public, citizens, National and International authorities	Social media	306 followers
Presentation of SE2 at the plenary meeting	Social media publication about the presentation of SE2	Public, citizens, National and	Social media	306 followers





Communication Activity Name	What type of communication activity	Who? Target audience	Why?	Status at M18
	at the plenary meeting in Valladolid via @heat_UPM	International authorities		
Presentation of SE4 at the plenary meeting	Social media publication about the presentation of SE4 at the plenary meeting in Valladolid via @heat_UPM	Public, citizens, National and International authorities	Social media	306 followers
Participation in the SCEWC	Social media publication about the future participation in the SCEWC via @heat_UPM	Public, citizens, National and International authorities	Social media	306 followers
Participation in the SCEWC	Social media publication about the future participation in the SCEWC via LinkedIn UPM	Public, citizens, National and International authorities	Social media	299 connections
Announcement of SCEWC participation	Social media publication by SingularLogic	Public, industry, National and International authorities	Social media	410 followers
Presentation of where services will be validated	Presentation of where services will be implemented, reposted by NTUA	Public, citizens, National and International authorities	Social Media	138 views
Presentation of Pilot 1: Poland	Introduction of Pilot 1 'Facilitating Building Construction', reposted by NTUA	Public, citizens, National and International authorities	Social Media	21 likes
Presentation of Pilot 1: Poland	Introduction of Pilot 1 'Facilitating Building Construction', reposted by NTUA	Public, citizens, National and International authorities	Social Media	49 views





Communication Activity Name	What type of communication activity	Who? Target audience	Why?	Status at M18
Presentation of Pilot 2: Latvia	Introduction of Pilot 2 'Energy Demand Analysis, Forecast & Climate Resilience', reposted by NTUA	Public, citizens, National and International authorities	Social Media	17 likes
Presentation of Pilot 2: Latvia	Introduction of Pilot 2 'Energy Demand Analysis, Forecast & Climate Resilience', reposted by NTUA	Public, citizens, National and International authorities	Social Media	49 views
Pilot 3: Greece	Presentation of Pilot 3, reposted by NTUA	Public, citizens, National and International authorities	Social Media	19 likes
Pilot 3: Greece	Presentation of Pilot 3, reposted by NTUA	Public, citizens, National and International authorities	Social Media	91 views
Pilot 4: Slovenia	Presentation of Pilot 4, reposted by NTUA	Public, citizens, National and International authorities	Social Media	15 likes
Pilot 4: Slovenia	Presentation of Pilot 4, reposted by NTUA	Public, citizens, National and International authorities	Social Media	66 views
Service 5	Updates on Service 5, reposted by NTUA	Public, citizens, National and International authorities	Social Media	16 likes
Service 5	Updates on Service 5, reposted by NTUA	Public, citizens, National and International authorities	Social Media	84 views





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Communication Activity Name	What type of communication activity	Who? Target audience	Why?	Status at M18
General Assembly 2024 of the European Geosciences Union (EGU24)	Presentation of BUILDSPACE core platform, reposted by NTUA	Public, citizens, National and International authorities	Social Media	17 likes
General Assembly 2024 of the European Geosciences Union (EGU24)	Presentation of BUILDSPACE core platform, reposted by NTUA	Public, citizens, National and International authorities	Social Media	73 views
Second infographic	Presentation of 2nd infographic 'Empowering Stakeholders through co-creation sessions', reposted by NTUA	Public, citizens, National and International authorities	Social Media	18 likes
Service 5	Updates on Service 5, reposted by Nazka	Public, citizens, National and International authorities	Social Media	4 likes
BUILDSPACE Horizon Project	Presentation of the first results of BUILDSPACE, posted by IMZI	Public, citizens, National and International authorities	Social Media	9 likes
BUILDSPACE services	Presentation of where BUILDSPACE services will be validated, reposted by IMZI	Public, citizens, National and International authorities	Social Media	3 likes
Pilot 4	Presentation of Pilot 4, reposted by IMZI	Public, citizens, National and International authorities	Social Media	59 views
New 'Urban adaptation in	Presentation of new 'Urban adaptation in	Public, citizens, National and	Social Media	8 views





Communication Activity Name	What type of communication activity	Who? Target audience	Why?	Status at M18
Europe' Report by the EEA	Europe' report by EEA, reposted by IMZI	International authorities		
Alarming news on extreme weather events	Presentation of 'European State of the Climate' report by C3S and WMO, reposted by IMZI	Public, citizens, National and International authorities	Social Media	4 views
New 'Regions and cities shaping the European Green Deal 2.0' Report by the European Committee of the Regions	Presentation of new 'Regions and cities shaping the European Green Deal 2.0' Report by the European Committee of the Regions, reposted by IMZI	Public, citizens, National and International authorities	Social Media	3 views
Happening now in Brussels	The 8th edition of the European Sustainable Energy Week (EUSEW), reposted by IMZI	Public, citizens, National and International authorities	Social Media	4 views
New Healthy Buildings Barometer	Presentation of the Healthy Building Barometer 2024, reposted by IMZI	Public, citizens, National and International authorities	Social Media	3 views
First results of BUILDSPACE Project	Presentation of first results of BUILDSPACE Project, posted online by IMZI	Public, National and International authorities, Network organizations, Civil society organizations	Website	18 visits





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SPACE

EPU
N · T · U · A

[TECHNOLOGY CENTRE] CARTIF



ECMWF

nazka

mobics

alda
European Association
For Local Democracy

Mostostal
WARSZAWA



IMZI
Blue-green Infrastructure
Institute

RIGA
PLANNING
REGION

UNIVERSITY OF
CAMBRIDGE

