

WP5 Dissemination

D5.2 Dissemination Plan

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RE	Restricted to a group specified by the consortium	
CO	Confidential, only for members of the consortium	

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1. EXECUTIVE SUMMARY

Dissemination of research results to as wide an audience as possible and awareness raising in relation to issues of concern like sustainable development, sustainable built environment, sustainable business models and lifestyles or paradigm change towards eco-innovation have become essential to reach the impacts intended and enable the necessary societal changes. Therefore this document discusses the different components of ecobim Dissemination Plan that have been selected according to the objectives of the project and its main target groups as explained in Section 2.

The selection of the ecobim dissemination components was done after a critical evaluation of their convenience, particularly in the case of those that are normally taken for granted in most research projects (e.g. website, newsletter).

2. DISSEMINATION PLAN

The Dissemination Plan for ecobim contains a number of components that have been selected according to the objectives of the project and the main target groups addressed.

2.1 Target groups

As stated in the project proposal *“ecobim intends to initiate the next generation of integrated (social, environmental, economic) user-oriented sustainability assessment tools to aid paradigm change to sustainable eco-innovative construction business models. It will also provide a roadmap to a sustainable eco-innovative paradigm change for enterprises, particularly SMEs, and recommendations for policy makers”*. As a consequence, the main target groups for ecobim are SMEs and policy makers, even though some other groups have been also considered in terms of dissemination (e.g. researchers) and/or to be included in some of the tasks to be developed during the project (e.g. large companies, users) [Figure 1].

target groups

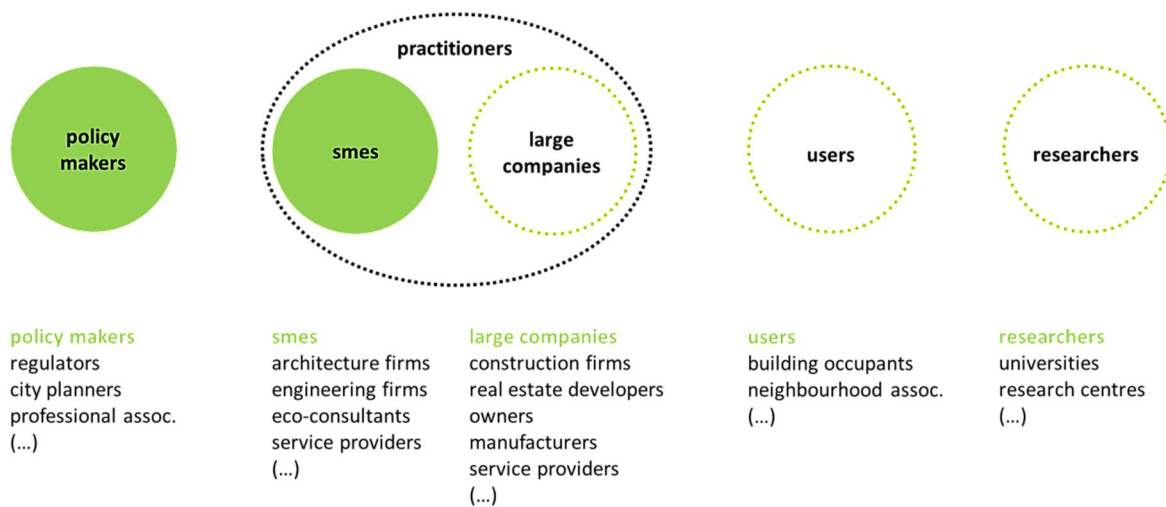


Figure 1: ecobim target groups.

2.2 Dissemination components

When selecting the components of ecobim Dissemination Plan, the consortium members considered quite carefully the convenience of certain ones normally assumed as “necessary” like having a website or a newsletter. The components finally chosen [Figure 2] are discussed more in detail below.

dissemination components

branding elements | website | networking platform | publications | events

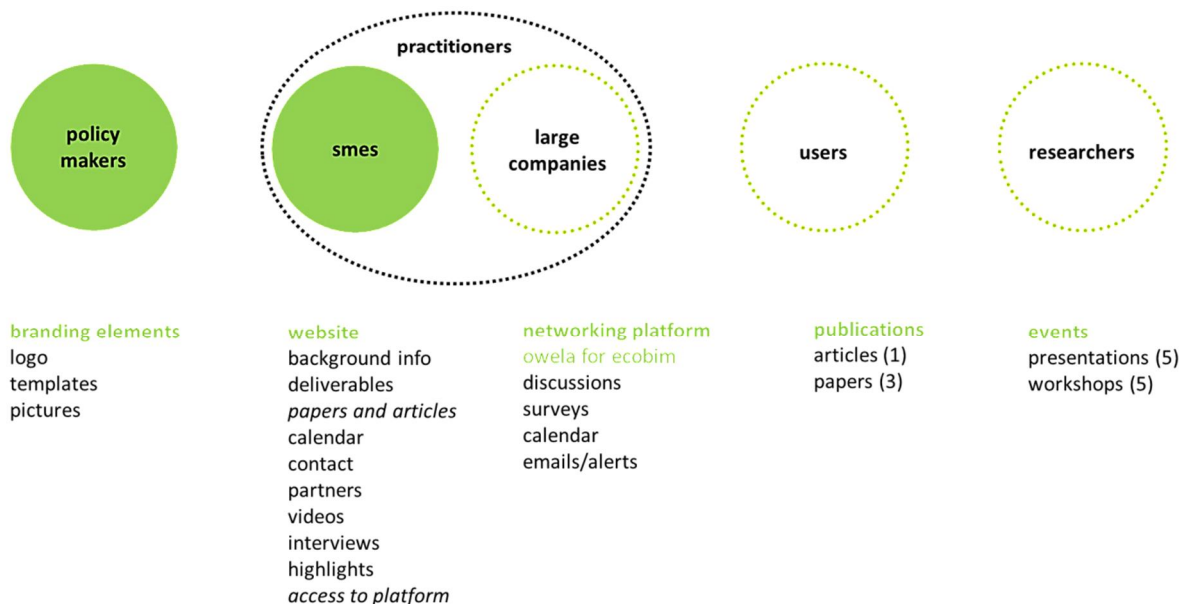


Figure 2: ecobim dissemination components.

2.2.1 Branding elements

Logo, templates and pictures

ecobim logo [Figure 3] was already created when drafting the project proposal for ECO-INNOVERA 1st Call under Topic 1: Paradigm Change. Along with the logo a set of simple branding guidelines were also consistently used from the beginning even for the description of the proposal in tables, graphs, etc. [Figure 4].



Figure 3: ecobim logo.

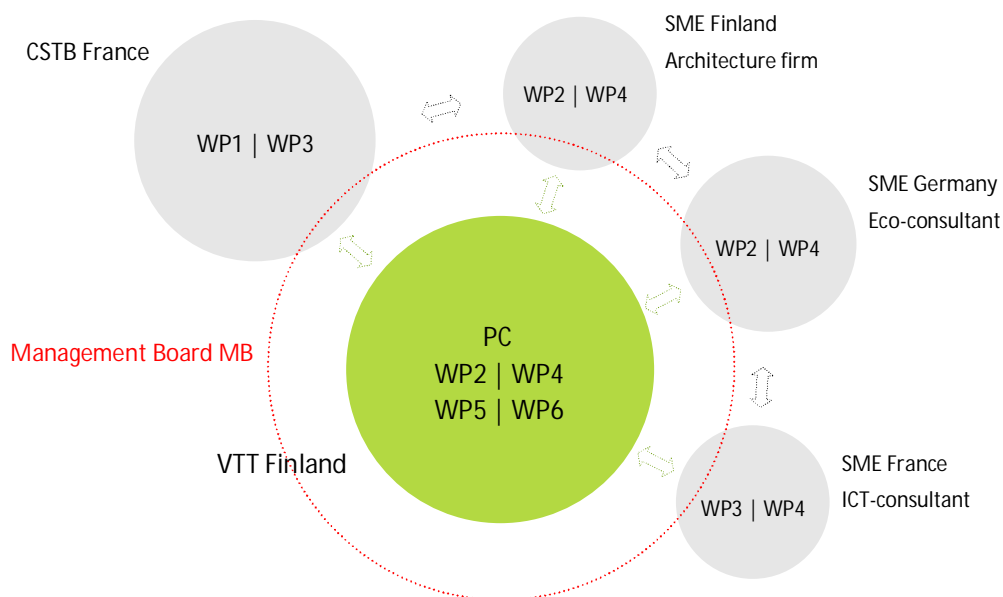


Figure 4: ecobim management and work structure. Example of use of branding guidelines in the description of the project proposal.

When the project started several templates were created to be used, internally and externally, by the members of ecobim consortium:

- PowerPoint slide template [Figure 5]
- Deliverable template (as shown by this deliverable for example)
- Case Study description template [Figure 6]

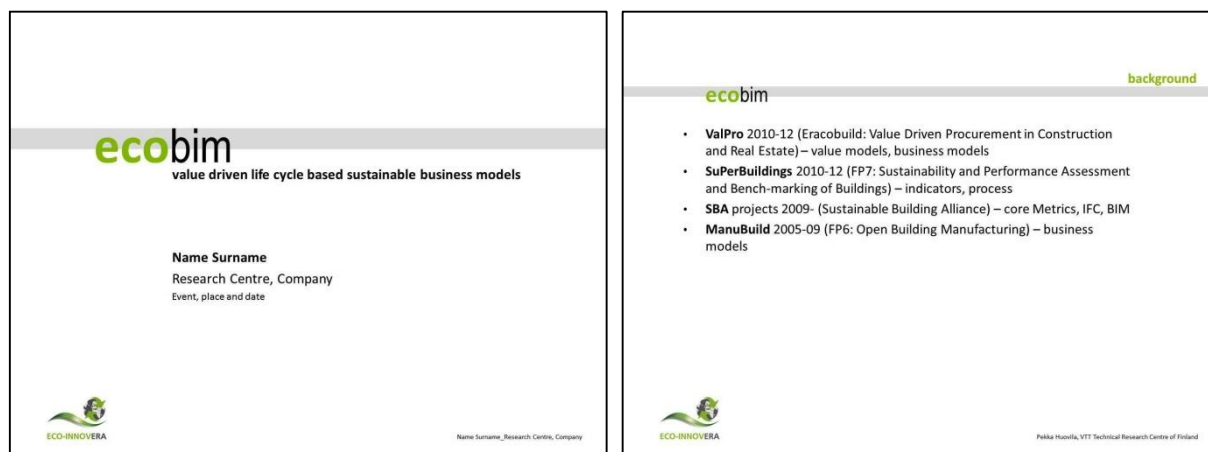


Figure 5: ecobim PowerPoint slide template.

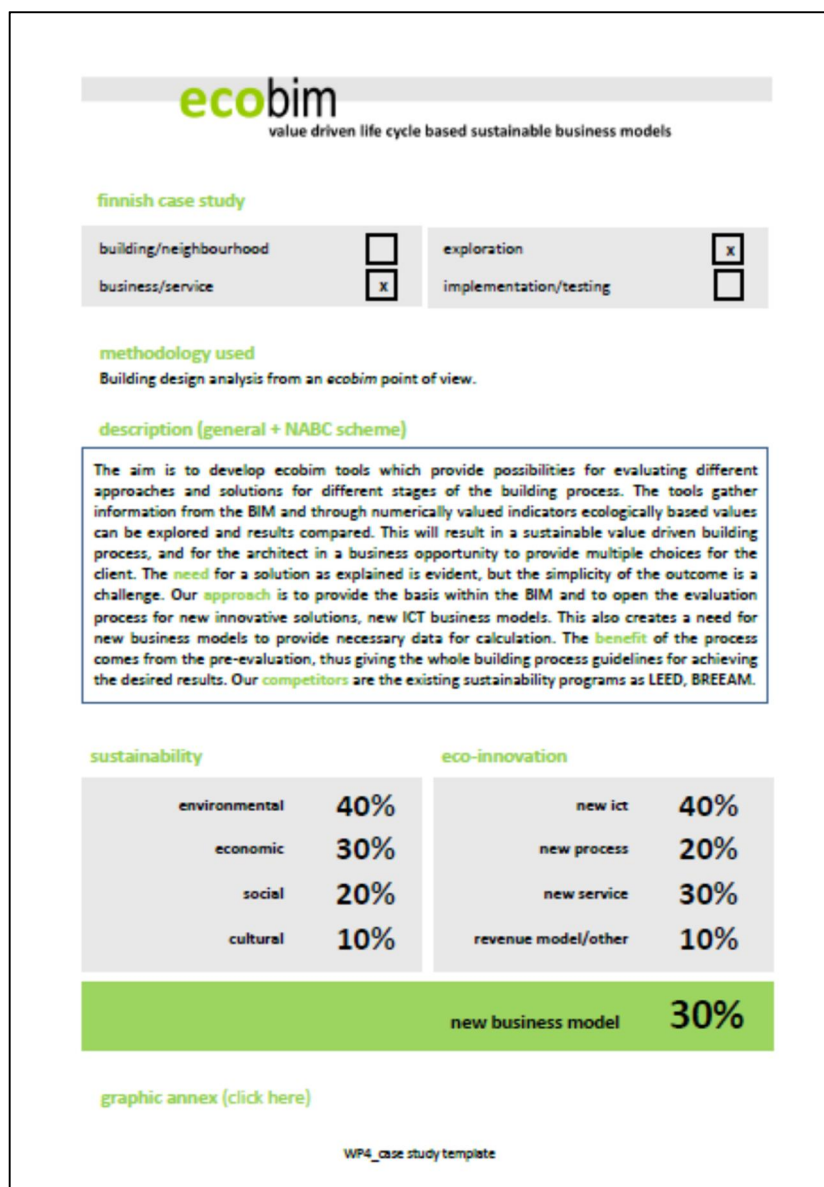


Figure 6: ecobim Case Study template showing brief description of Finnish Case Study.

The abovementioned branding guidelines have also been used for all the material originally developed by ecobim research project (pictures, diagrams, etc.) as a conscious attempt to make ecobim outcomes easily identifiable [Figure 7], but also to distinguish them from other material produced by different authors or by the members of ecobim consortium in previous projects and which has been used within ecobim as basis for discussion or further development.

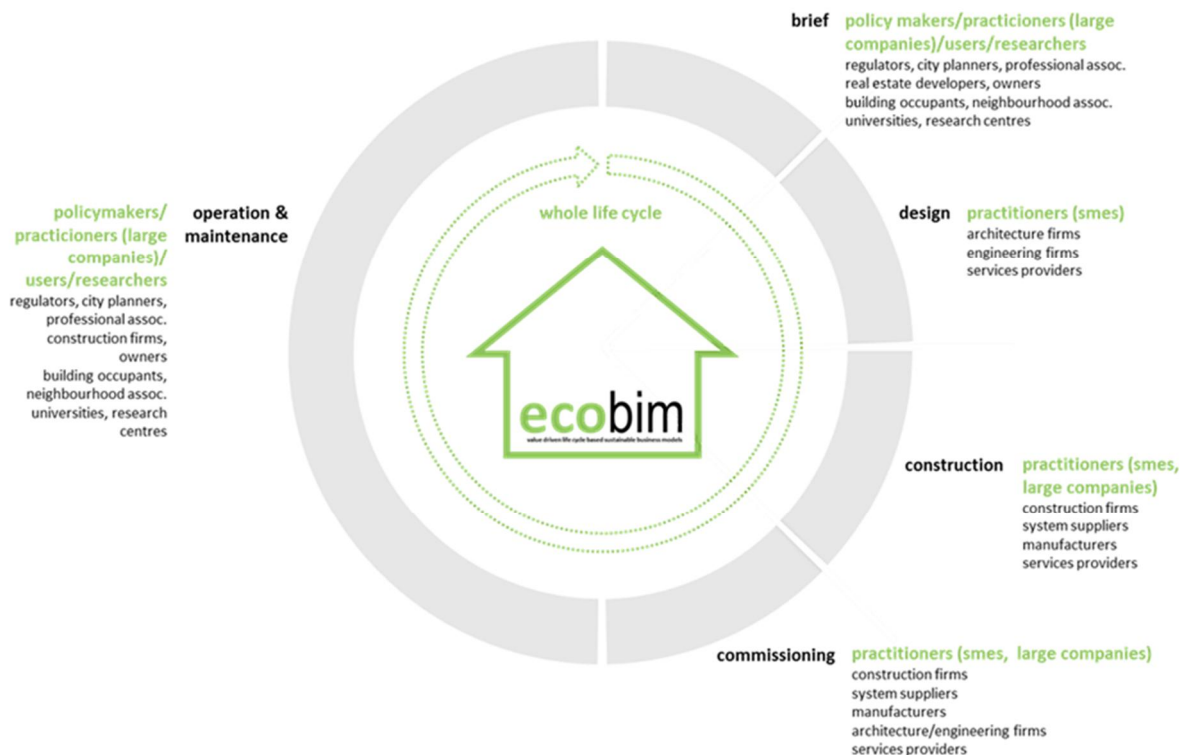


Figure 7: An example of ecobim key actors during building life cycle.

Website

As soon as ecobim started, a project site was opened in Tekes Hankegalleria, http://www.hankegalleria.fi/tekes/?so_id=29279

Although the initial intention was to use this Hankegalleria site as the official ecobim website, this was not possible since certain functionalities needed were not available. After discarding this option, the possibility of using the networking platform under construction instead of a traditional website was also considered. However, ecobim networking platform uses Owela, an already existing online platform developed at VTT for open innovation and co-design. Since at the time Owela was being tested and adapted for the purpose of ecobim, again certain functionalities were not easily available so finally, it was decided to create an ecobim website following VTT's template.

ecobim official website was meant to include the minimum number of elements providing the maximum of content for the users, <http://www.vtt.fi/sites/ecobim/index.jsp?lang=en>

The content of ecobim website, as shown in [Figure 8], includes:

- Background information about the project
- Deliverables
- Papers and articles
- Event calendar
- Contact information

- Partners (the list includes links to the websites of the members of the consortium)
- Videos of interest
- Interviews (none has been published yet)
- Highlights (including also links to ecobim own or related activities)
- Access to ecobim networking platform (please, see below)

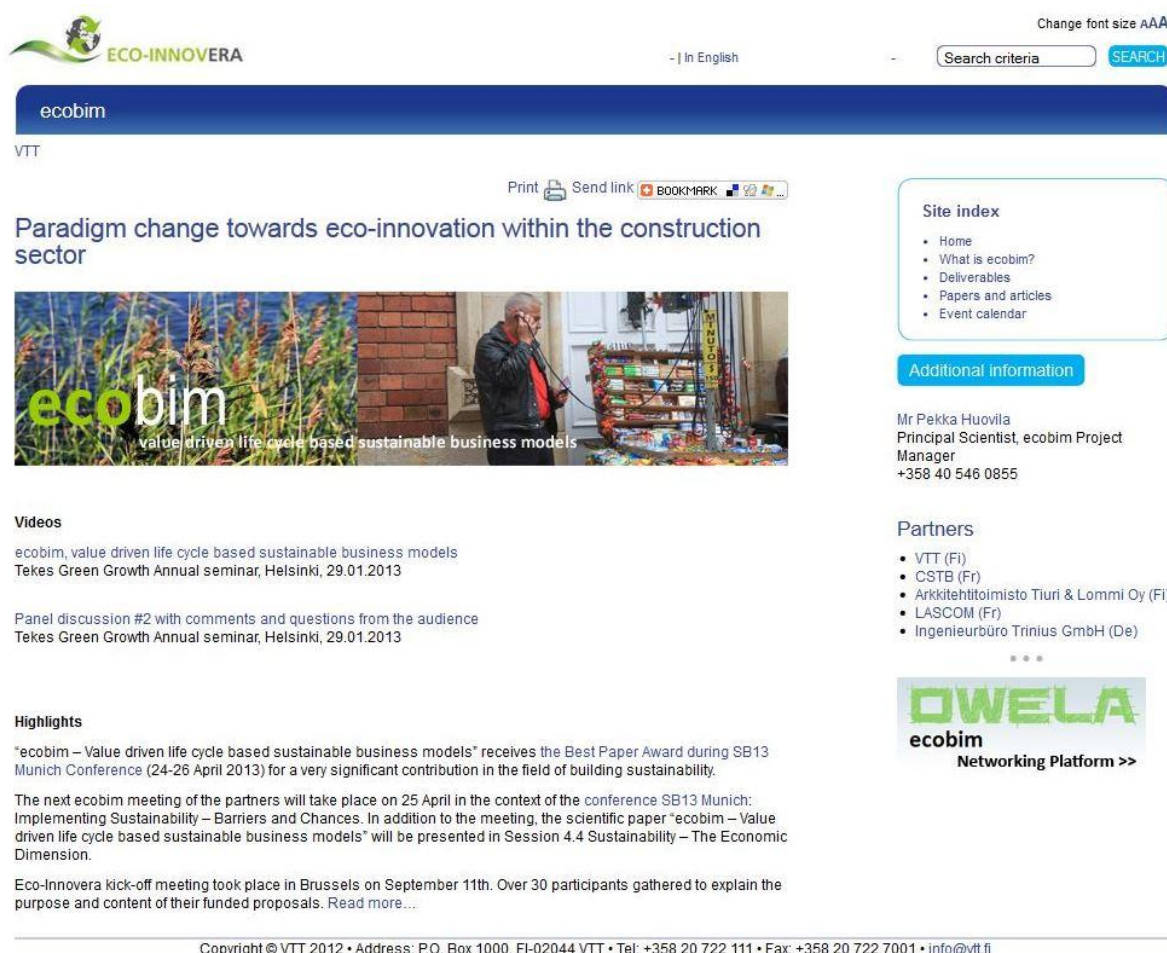


Figure 8: ecobim website.

Due to a change in VTT's systems, ecobim website was moved to another server [Figure 9]. This caused major technical problems making the deliverables and scientific papers & articles unavailable for quite a while until they were solved. By the end of ecobim project, all the deliverables included in the project plan were completed, reviewed and published in the project's website along with the scientific papers produced so far, <http://www.vtt.fi/sites/ecobim/en/paradigm-change-towards-eco-innovation-within-the-construction-sector>



ecobim

Paradigm change towards eco-innovation within the construction sector

What is ecobim?

Deliverables

Papers and articles

Event calendar

Paradigm change towards eco-innovation within the construction sector



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- LASCOM (Fr)
- Ingenieurbüro Trinius GmbH (De)



Videos

ecobim, value driven life cycle based sustainable business models
Tekes Green Growth Annual seminar, Helsinki, 29.01.2013

Panel discussion #2 with comments and questions from the audience
Tekes Green Growth Annual seminar, Helsinki, 29.01.2013

Highlights

25 February 2015
ecobim Final Event took place in Helsinki on 25 February 2015. Kindly hosted by buildingSMART Finland, the event presented the main results and findings of ecobim project with a particular emphasis on the business opportunities for eco-innovation identified and developed by the partners. The participants represented the main target groups defined by ecobim (policy makers, practitioners from both SMEs and large companies, users and researchers) which created a very vivid discussion. Thanks to all of them for their interest and feedback!

All the deliverables and papers produced by the project so far are available from this website.

20 February 2015
The 4th meeting of ecobim Advisory Board took place in Espoo on 17 February 2015.

Figure 9: ecobim website after transfer to new server.

Networking platform

As mentioned before, one of ecobim outcomes is an online networking platform “to discover new innovation fields within the construction sector and develop the required methodologies and tools to serve the whole value chain” as explained in the project proposal. Owela, an existing online platform designed by VTT’s experts to develop future products and services together with their users, was selected to be adapted to ecobim requirements [Figure 10].

The sections included in Owela for ecobim networking platform are:

- Front Page, where the main purpose of ecobim project is stated
- Discuss, where discussion threads are opened on selected ecobim related topics
- Specific ecobim tasks, that might be better developed using the platform
- Ideas, to explore how to bring eco-innovation into construction business models, we are happy to hear
- People, showing the registered members of the platform organized in the following categories: users, practitioners, policy makers and researchers. These categories correspond with the main ecobim target groups mentioned in Section 2.1

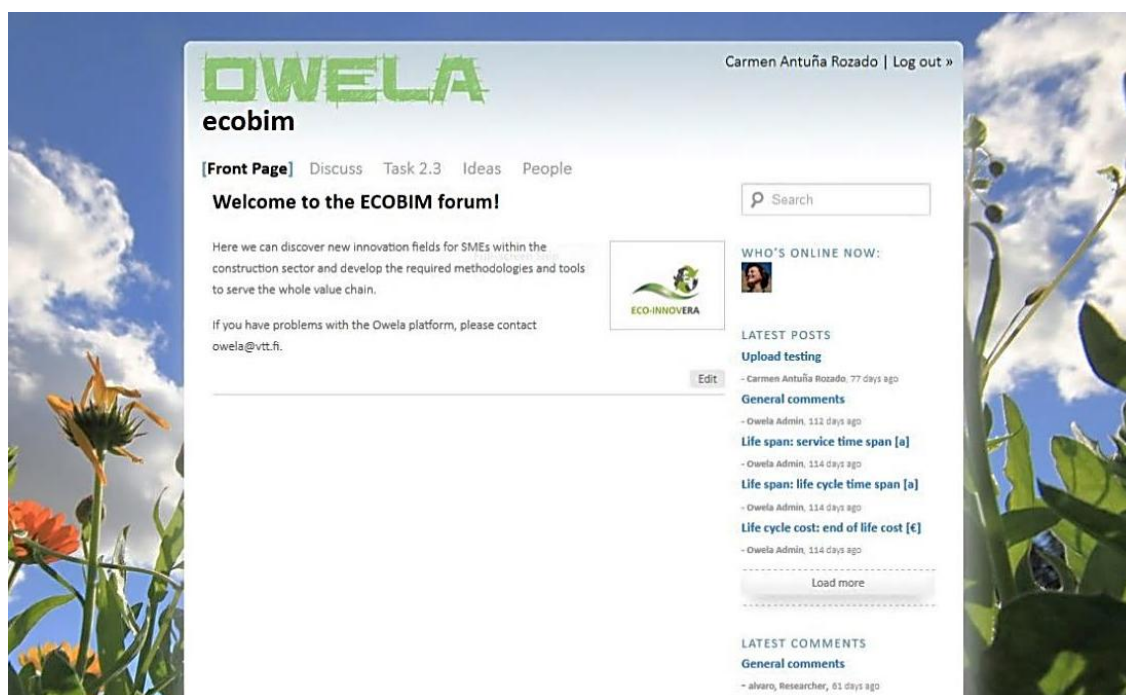


Figure 10: View of Owela for ecobim frontpage.

Apart from allowing the users to comment and evaluate collectively, the platform offers the possibility of conducting surveys, analysing the results and presenting them in a summarized way.

Publications

PAPERS

The following scientific papers (available from ecobim's website) have been presented in several international conferences:

- Huovila, P., Antuña Rozado, C., Soubra, S., Trinius, W. (2013). ecobim – Value driven life cycle based sustainable business models. Best Paper Award at SB13 Munich: Implementing Sustainability – Barriers and Chances conference, 24-26 April 2013. Published in the conference's proceedings, <http://www.sb13-munich.com/duplikat-von-registrat-ion-und-fees.html>
- Antuña Rozado, C., Huovila, P., Huovila, A., Corredor Ochoa, A. (2014). Eco-innovative construction business models for social development. 24th Annual RESER Conference – Services and New Societal Challenges: Innovation for Sustainable Growth and Welfare, Helsinki, 11-13 September 2014. Published in the conference's proceedings, http://www.reser2014.fi/docs/RESER_2014_Proceedings.pdf
- Huovila, P., Antuña Rozado, C., Lommi, J., Trinius, W., Pinon, L., Huovila, A., Hyvärinen, J., de Almeida, R., Lebègue, E. (2014). Eco-Innovations in Value Driven Sustainable Building Processes – Need for New Business Models, Opportunities for SMEs. Special Session

hosted by ecobim partners during WSB14 Barcelona Conference, 28-30 October 2015.
Paper published in the conference's proceedings, <http://www.wsb14barcelona.org/>

ARTICLES

Article published in the book "BIM & Maquette Numérique", edition Eyrolles, CSTB. Several articles published in French building dedicated press (e.g. Le Moniteur, AFP, etc.).

In addition, a scientific article on the results of the co-creation workshops carried out with representatives of ecobim's main target groups is currently under preparation.

Events

PRESENTATIONS

A number of presentations informing about the aims of the project and inviting potential stakeholders to join the workshops and the platform have been delivered at the following events:

- ENCORD, Environmental Sustainability meeting, London (12 February 2013)
- SB13 Munich: Implementing Sustainability – Barriers and Chances Conference (24-26 April 2013)
- SB13 Oulu Finland Conference (22-24 May 2013)
- BATIMAT Exhibition, Paris-Villepinte (4-8 November 2013)
- 24th Annual RESER Conference – Services and New Societal Challenges: Innovation for Sustainable Growth and Welfare, Helsinki (11-13 September 2014)
- Final ECO-INNOVERA Conference: Boosting Eco-Innovation through Cooperation in Research and Development, Copenhagen (18 September 2014)
- World SB14 Barcelona Conference – Sustainable Building: Results... Are we moving as quickly as we should? (28-30 October 2014)
- ecobim Final Event, Helsinki (25 February 2015)

WORKSHOPS

- Sophia Antipolis, only ecobim partners involved (25-26 February 2013)
- World SB14 Barcelona Conference – Sustainable Building: Results... Are we moving as quickly as we should? (28-30 October 2014)
- National workshops
France: several LASCOS webinars and around 120 participants (June 2014)
Finland: 12 participants mainly representing policy makers, companies and researchers (13 June 2014)
Germany: organized jointly with AEC3 and Fraunhofer Institut für Bauphysik, 12 participants (13 October 2014)

Apart from the workshops initially included in the work plan, another 3 co-creation workshops around eco-innovative services for social development and their related business models have been organized in Finland with representatives of ecobim's main target groups:

- WORKSHOP 1 organized in three phases (between November 2013 and March 2014) with White Lobster GmbH, an agency for sustainable communication based in Berlin.
Target groups > policy makers, practitioners (SMEs and large companies) and researchers from the construction sector
- WORKSHOP 2 organized in two phases (30 January and 10 March 2014) with ARTOVA, a very active neighbourhood association based in Helsinki.
Target group > end-users (inhabitants)
- WORKSHOP 3 organized in one phase (13 May 2014) with Mattliden School in Espoo interested in introducing sustainable development as part of their curricular activities.
Target group > end-users (teenagers from the 8th and 9th grades)