



**DIGIFAB**

**D7.1 – Dissemination and  
Communication Plan**

## DOCUMENT INFORMATION

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<b>Deliverable Leader</b>	R2M		
<b>Other Authors</b>	Michela Zabaglia, Sara Momi, Gianmarco Gatti		
<b>Quality Reviewer/s</b>	Quality Reviewer: Victor Serna (CAR), Lucia Miglietta (RIN)		

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## ACRONYMS

Acronyms	Description
BIM	Building Information Modeling
C&D	Communication and Dissemination
CINEA	European Climate, Infrastructure and Environment Executive Agency
EC	European Commission
ECCREDI	European, Council for Construction Research, Development and Innovation
ECTP	European Construction and sustainable built environment Technology Platform
EFV	European Federation of Premanufactured Building
EIT	European Institute of Innovation and Technology
EPBD	Energy Performance of Buildings Directive
EPoSS	European Association on Smart Systems Integration
ER	Exploitable Result
EUMAT	European Technology Platform for Advanced Engineering Materials and Technologies
GBC	Green Building Council
GDPR	General Data Protection Regulation
KER	Key Exploitable Result
KPI	Key Performance Indicator
M	Month
ML	Machine Learning
NZEB	Nearly Zero-Energy Building
R&I	Research and Innovation
WP	Work Package
WPL	Work Package Leader

Table 1: List of Abbreviations and Acronyms

## EXECUTIVE SUMMARY

The DigiFab project, launched in February 2025, represents a groundbreaking initiative co-funded by the European Union in the framework of the Horizon Europe programme. The project aim is to revolutionize building renovation through a smart, sustainable, and fully digital approach.

The present Dissemination and Communication Plan (deliverable 7.1) outlines the strategy tailored to DigiFab for supporting promotion, awareness and valorisation of technical and scientific results. This report lays the foundation of the whole work that WP7 (Commercialization, communication and dissemination) is called to perform during this 48-month project, while generating virtuous effects after its end.

This first release of the plan has been prepared defining and informing the consortium as well as the external audience about the project's overall strategy. After an analysis of DigiFab positioning in line with the Horizon Europe spirit and requirements as well as with project objectives and impacts, the plan identifies the list of target groups which will set up the DigiFab stakeholders' ecosystem and linking it to dedicated initiatives aiming to make the project known (communication) and valorise scientific, technical and socio-economic results.

Based on that, the selected physical and online channels, materials and initiatives to be produced from the project kick-start in January 2025 (M1) to December 2028 (M48) are described, paired with the Communication and Dissemination KPIs set by the Grant Agreement and split on an annual basis. To perform the Dissemination and Communication project strategy, responsibilities at the consortium level have been defined, thanks to an Operational Team, a list of procedures, supporting tools and a targeted Monitoring and Evaluation process.

This report is subject to revision by R2M, in the role of WP7 Leader, when major changes are decided at the consortium level, while periodic workplan and monitoring are expected on at least 4-6 months. Besides, contents and updates for mandatory periodic reporting (by the European Commission) will be provided in line with this plan.

Special attention is given to the collaboration with all the other project WPs (from WP1 Management to WP6 Demonstration and Validation), with the objective of ensuring a smooth information flow between the activities and outcomes of the project and the related communication (for project promotion and reach out) and dissemination (for targeting to specific audience with public accessible outcomes) initiatives and in a timely manner with regards to key policy, standardisation and market trends.

The goal for this plan is to be able to efficiently and effectively maximise the project's expected impacts by its closure, while paving the way for further initiatives, going to be mirrored in D7.8 and that will include a forward-looking strategy. WP7 sees an integration of dissemination and promotion with the market and commercial Exploitation strategy, as this is relevant to make the most of synergies coming from both sides.

## 1. INTRODUCTION

DigiFab aims to change the way building renovation and use of prefabrication techniques is currently performed. The project brings a fresh approach on that domain, that aims to be smart, sustainable, and supported by a digital process chain able to reduce inconsistencies, causing costs and delays. Peculiar attention is given to the social co-design process accompanying the preparation and testing of the demonstration activities in existing buildings.

This Dissemination and Communication (hereinafter indicated as D&C) Plan focuses on how the whole DigiFab's story can be conveyed to both "internal" and the "external" stakeholders the project is designed for. With "internal" audience, the reference is to the consortium: partners are the first to benefit from a coherent strategy and operative workplan, templates and other shared materials they can use for promoting the project with their networks, peers and stakeholders. Partners has also duties: based on the project Grant Agreement (articles 16 and 17) each one has a role in being active and ambassador of the project via online and in person activities and depending on own expertise. For these reasons, the plan is an internal reference for the consortium.

A preliminary identification of "external" stakeholders foresees academic community, industry stakeholders, experts of the construction & building sector and their professional networks, policymakers and the same citizens in their role of building tenants and occupants. They will be described in detail in the following pages. D&C efforts of DigiFab will target those audiences: making sure they are informed about the project uniqueness, are equipped to understand the value of DigiFab work and the public or confidential results going to be produced (here it depends on the target group), and most importantly that they can contribute to further improve the chance of success and long-term impacts.

As part of Task 7.1 (Dissemination & Communication Strategy and Activities), D7.1 lays out the strategy and the workplan to communicate and share DigiFab's identity and progress, as well as disseminating results at scientific and market level. It features the project ecosystem targeted to reach and how this will be done thanks to dedicated messages, channels, online and physical initiatives and through clustering with other projects and expanding connections. The plan is also about the way dissemination and communication efforts are tracked, to dynamically check what is working and what might need to change or periodically being at the core of effort.

This is the first version of the plan. A following version is foreseen at M24 (D7.7, update) and the final version is due by M48 (D7.8). Both are aimed to feature the D&C strategy by incorporating new information in line with the progress of the project and to collect results from key D&C activities performed until then (as also provided in mandatory periodic reporting for the European Commission).

## 1.1 Structure of the Deliverable and links with other Tasks

The first goal of Task 7.1 (Development and Execution of the DigiFab Communication Plan and Branding) is to conceive this plan as a cross-cutting guideline accompanying the whole project and enabling it to reach, in an effective and timely manner, the DigiFab Stakeholder Ecosystem, consisting of the members of several target groups located in the EU Countries, as later described in this report.

Hence, the D7.1 features the full D&C strategy at project level, by covering:

- Reference to the DigiFab project objectives and the WP7 D&C objectives.
- Establishment of the D&C framework of activities for the 4-year project.
- Introduction and description of all the online and offline materials, channels and activities selected by the consortium as the most suitable for reaching the highest possible impact of the DigiFab project, as well as the expected D&C KPIs on an annual basis.
- Set up of the processes to plan, implement, monitor and report the activities during the project.

Furthermore, Task 7.1 is directly linked to:

- Task 7.5 (Synergies, Collaboration & Standardization), coordinated by IER, and subtasks, since actions will be organized to amplify project's reach, and pave the way for further innovation and application of project outcomes through external connections and other types of contributions. In more details, this is foreseen through:
  - Subtask 5.1 (Building Collaborative Networks): led by AEE, it is focused on setting up synergies with other topic-alike EU projects, as well as European and international initiatives and organizations
  - Subtask 5.2 (Advocacy and Influence in Standardization): coordinated by IER, its focus is to perceive the approach of market integration of DigiFab solution by outreaching to standardization bodies and leading associations contributing to change the standards and regulations in Europe.

The link with the several project co-creation tasks will also be beneficial.

In WP2, Task 2.3 foresees a first analysis of stakeholder needs to define co-creation processes, while in WP3, under Task 3.2 there is co-creation process for occupants and stakeholders is defined at consortium level. Besides, within WP6 (Demonstration and validation), Task 6.1 aims to set up a co-creation process with occupants on the desired interventions, while Task 6.4 (Preparation works, installation and commissioning of the solution) on the three demonstration sites (real buildings located in Burgos - Spain, Mautern - Austria and Thessaloniki - Greece) represents a great resource for D&C activities to showcase how the DigiFab solution benefits stakeholders in practical terms.

## 1.2 Contribution of partners

R2M is responsible for WP7 and prepared this plan thanks to its sound expertise in the valorisation and promotion of Research & Innovation (R&I) results derived from a rich portfolio of EU-funded projects in which has been involved either as coordinator and/or partner, linking academics, innovators and professionals of the building market sector.

At consortium level, R2M will coordinate with IER and WP Leaders (WPL) on the key D&C actions to be implemented, in line with the overall project workplan.

Since the project's outset, all DigiFab partners are called to take this plan into consideration, as the involvement of the whole consortium is an essential factor to ensure that the project can be well promoted and results and initiatives reach the needed target groups in a timely manner. Attention will be put in being sure to promote what is appropriate in terms of public results and right timing, given the high expectations regarding exploitable results, assessment of patentability and commercialization pathways.

Besides, all partners are requested, on a continuous basis, to contribute with inputs as well as ideas and suggestions, like relevant opportunities for DigiFab promotion and dissemination (at in-person or online events, at national, European and international level). This is very much linked to the scope of the project: favouring a hands-on market uptake of an improved, co-designed and harmonized building renovation process across Europe.

In addition, all partners are expected to leverage the good connections with existing and new networks and cluster with other national and/or European initiatives on similar topics of DigiFab (energy-efficient buildings, digitalization of construction, BIM, building renovation, prefabrication, co-creation process).

## 2. DIGIFAB COMMUNICATION AND DISSEMINATION STRATEGY

As featured in the Grant Agreement (Part B, sec.1.1), DigiFab project is designed around the following overall objective of developing a renovation process (indicated as the DigiFab Solution) consisting of:

1. A digital process chain with detailed assessment and co-creation methodology to cover the entire renovation workflow.
2. Choice of adaptable prefabricated modules with passive and active technologies to achieve near zero energy building (NZEB) levels and reduced environmental impact.
3. Assessment and monitoring software with building information modelling (BIM) to automate the process.

The DigiFab consortium team has developed a clear yet straightforward strategy to perform D&C activities, based on three principles:

1. The D&C objectives are clearly linked to the project specific objectives, and they are open to coherently adapt to the evolution of the project workplan and public results.
2. The proposed D&C approach and activities are adequate to launch, maintain and improve (in terms of value and qualitative iterations) a long-term dialogue with a variegated stakeholders' ecosystem.
3. Monitoring processes and evaluation measures are foreseen, used and kept under control, to deliver as much as possible a D&C qualitative experience (internally and externally).

The following sections will mirror these principles at strategic level: the project strategy is presented for the whole project duration to guarantee that DigiFab impacts can be long lasting, after the closure of the project.

## 2.1 Communication & Dissemination objectives and Privacy

A valid reference for EU-funded projects in general for distinguishing communication from dissemination (and in relation also to exploitation) is provided by the following figure:

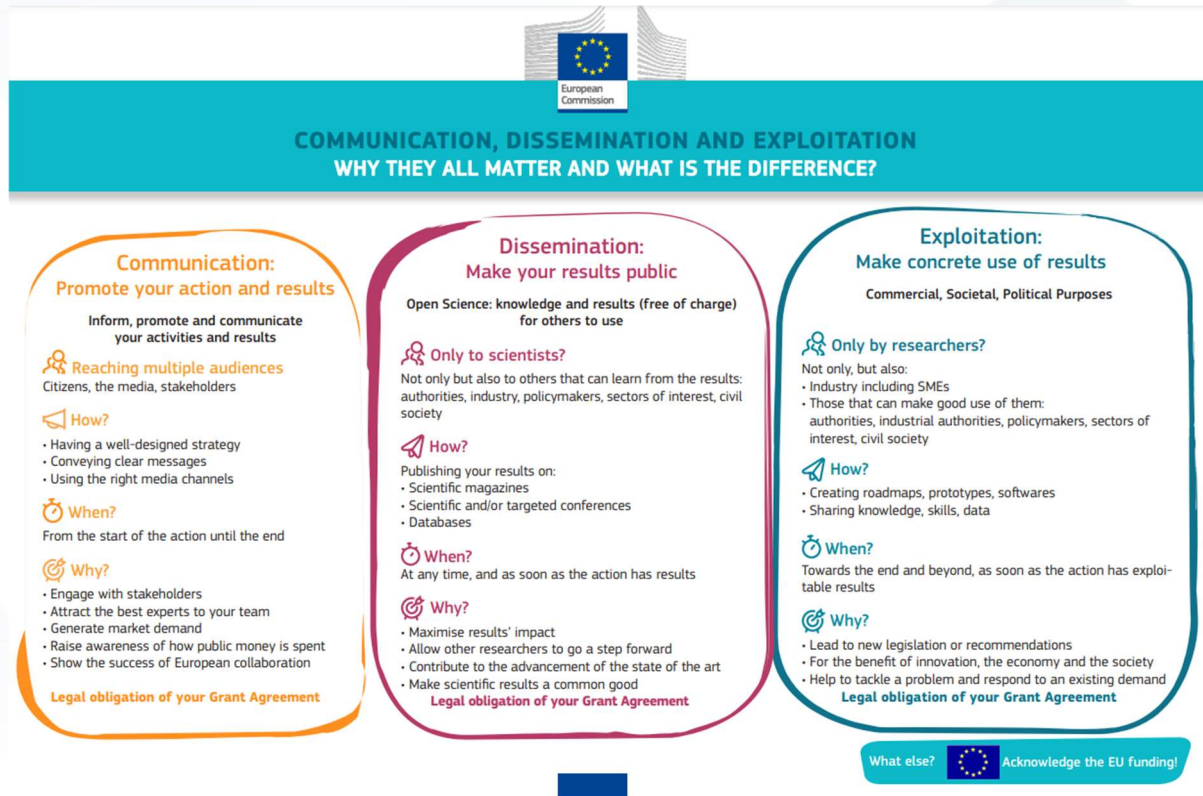


Figure 1: Quick guide on communication, dissemination and exploitation (Source: EC/CINEA)

**Communication** in DigiFab is focused on informing and demonstrating the societal and economic benefits generated by the project to a wide range of audiences outside the core project target groups.

Communication starts from the kick-off meeting (project outset) through the end of the project and after it. It consists of promoting both the project goals as well as partners, activities and specific initiatives leading the project outcomes.

Communication will be performed via “horizontal activities”, which means reaching out to all the project audiences while setting the communication style for a non-specialist, public. Through communication activities, the consortium intends to:

- **Increase awareness and enhance societal perception** on how innovation can tackle emerging challenges and positively impact society, with a focus on innovative, digitized, co-designed building renovation solution process, that can be easily applied and replicated.
- **Increase visibility and information flow** on the role of the EU-funded research in implementing and achieving ambitious EU-level societal, economic and

**sustainable growth goals**, with a focus on further developing, accompanying to the market and deploying digital technologies supported by a unique offer of learning and training packages and contributions to existing/new technical standards and policies on the sector.

**Dissemination** in DigiFab is implemented to promote the outcomes derived by technical activities, as soon as available and (most importantly) ready to be openly disseminated. This action can be carried out only if it does not negatively affect or cause negative impacts to one or more partners willing to protect a result from a market and commercial exploitation point of view. For these reasons, dissemination is targeted to specific groups, depending on their interests in one or more results.

Dissemination of relevant scientific and technical results will be done by the consortium in line with FAIR principles for data management and Open Access rules, as well as with an eye to Creative Commons licence Attribution CC BY, and Creative Commons Zero (CC0) licences.

For what concerns Privacy as per the EU GDPR and national legislations (collection and management of personal data), according to the Grant Agreement, each partner is deemed accountable for any personal data processed under the project (e.g. all the activities under all the WPs, the delivery of project results, etc.).

R2M, in the role of WP7 leader, is called to support the consortium on the correct data collection and management of any personal data processed under WP7, guaranteeing that they are managed in line with the EU GDPR and related adoption at the national level.

For D&C activities, personal data includes data of stakeholders, clients, and users (i.e. attendance lists, signatures, photos, videos, etc).

Based on that and to avoid any data breach/leak due to the DigiFab D&C activities and outcomes (as per Art. 3 (12) of the EU GDPR), R2M is aware of such provisions and prepared a targeted Privacy Statement and Disclaimer for both online (e.g., information on the project webpage; subscription to the e-newsletter; etc.) and in-person/physical activities (e.g., restricted and large events, etc.).

## **2.2 DigiFab Stakeholders' ecosystem: Target Audiences and Messages**

As anticipated, a variety of stakeholders have been identified during the proposal preparation. The goal is to start from this basis, integrate the list as needed and map a series of information linked to these audiences, as they are in several Member States and might have different characteristics from one country to the other.

The path forward set by the DigiFab consortium in this project, including objectives and expected outcomes, involves active collaboration among stakeholders, including building professionals, policymakers, and technology developers.

The preliminary mapping consists of the following Macro groups:



Macro-Groups	Members
1	Construction renovation companies, building owners and managers, ESCOs
2	Architects and Engineering companies
3	Housing associations, Building occupants/energy consumers
4	European construction and digital process startup ecosystem
5	Technological Platforms networks and Initiatives
6	Scientific Community (research and academic organisations, relevant committees)

Table 2: List of Macro Groups

### **Macro-Group 1: Construction renovation companies, building owners and managers, ESCOs**

#### **Aim / Rationale:**

- **Construction renovation companies, ESCOs:** Promotion of tools and processes that increase revenue and facilitate carrying out all required tasks with seamless integration in a single point of entry. ESCOs require reliable solutions to obtain feasible and profitable energy performance contracting.
- **Building owners and managers (Private and Public):** Obtain accurate strategy plans for development, derisking investments and access to renovation finance.

### **Macro-Group 2: Architects and Engineering companies**

#### **Aim / Rationale:**

- Aid in DigiFab solution's acceptance, support and promotion.
- Support and promote a transition to updated digital methods, presenting innovative solutions as trustworthy and convenient.
- Demonstrate the advantages of the digital process chain as a facilitating tool for their practice, highlighting the prospects for increased market share while leveraging client expectations and meeting building codes.

### **Macro-Group 3: Housing associations, Building occupants/energy consumers**

#### **Aim / Rationale:**

- Evidence provided by the project supports positive perception and acceptance of a streamlined renovation process benefiting occupants.
- Features and successes of the demonstration sites are duly promoted, helping this group identify similarities based on property type (cooperative, institutional

owner) use (residential, mixed, office) and occupant type (tenant, residential owner, students, office/lab personnel).

#### **Macro-Group 4: European construction and digital process startup ecosystem**

##### **Aim / Rationale:**

- Innovative startups are empowered to introduce disruptive innovations for environmental sustainability, technology and digitalisation.
- Dissemination of non-confidential information about Key Exploitable Results (KERs) can provide opportunities for future collaboration that will lead to their enhancement.
- Positive adoption represents a key market strategy for the evolution and growth of the DigiFab process.

#### **Macro-Group 5: Technological Platforms networks and Initiatives**

##### **Aim / Rationale:**

- Amplifies awareness and acceptance of the DigiFab approach is amplified to respective members, increasing opportunities for future market penetration.

Memberships of several DigiFab partners are a precious basin to establish synergies with, like:

- The **European Construction and sustainable built environment Technology Platform (ECTP)** <https://www.ectp.org/> (7 DigiFab partners are involved)
- The **EIT InnoEnergy**, initiated by the European Institute of Innovation and Technology (EIT) <https://innoenergy.com/> (KUL is involved)
- The **Green Building Council (GBC)** ecosystem <https://gbcitalia.org/> (R2M is involved)
- The **European Association on Smart Systems Integration (EPoSS)** representing the European Technology Platform on Smart Systems Integration <https://www.smart-systems-integration.org/> (IER is involved)
- Other networks include: EFV-European Federation of Premanufactured Building, ECCREDI - European, Council for Construction Research, Development and Innovation, EUMAT - European Technology Platform for Advanced Engineering Materials and Technologies and others.

#### **Macro-Group 6: Scientific Community (research and academic organisations, relevant committees)**

##### **Aim / Rationale:**

- Provides peer-reviewed validation of results, guaranteeing high-quality of DigiFab work, via assuring due dissemination via scientific journals, conferences.

Besides, the **media** and the **whole public** are fully participating in the success of the project, by maximising the awareness about the novel renovation process for an energy-efficient, decarbonized and healthier building stock in Europe.

By targeting all these groups, the team ensures that DigiFab's approach reach the right people and organizations that can put it into action.

### **Messages**

Depending on the specific audience inside each macro-groups, different types of messages and ways to deliver them will be proposed by R2M during the project via project and partners channels, materials and initiatives (both online and physical). Messages will be focused on:

- Emphasising DigiFab's contributions to increase the EPBD IV renovation targets
- Making each group aware of the contribution they can make to the need for proper strategies and methods for low-invasive, cost-effective, and fast deep renovation of existing buildings
- Engaging with the ones directly impacted at the local level before and during the testing and validation activities on the demonstration sites in the 3 Countries (co-creation processes)
- Addressing experts once DigiFab partners will contribute to advancing current legislative, regulatory and technical standards on building renovation, digitalisation

Besides, messages will be strongly linked to publicly available data derived from the project and non-confidential information of the Key Exploitable Results.

### 3. DISSEMINATION AND COMMUNICATION CHANNELS (ONLINE AND OFFLINE)

This chapter covers all the D&C channels designed and launched specifically for promoting DigiFab project: logo and Visual Identity; online channels (website and social media), templates, brochures, factsheets and other media.

#### 3.1 DigiFab Logo and Visual Identity

The **logo and a Visual Identity guideline** have been specifically designed for DigiFab, to reflect the project's focus on digital and sustainable renovation.

The **logo** conceived for this project consists of a clean, bold design to deliver a message of strength (typical of the construction & building sector), with a hint of a BIM model shape highlighting the data-based approach underneath. Dots and lines reflect the shape of a building and underline the concept of connections, which stand at the basis of any coherent and efficient process, like one needed for an innovative intervention of building renovation. The Visual Identity guideline features:

- **DigiFab logo**, whose shape has been previously approved at consortium level. It is available in several design (coloured, black/white, white for dark backgrounds; squared for social media presence, etc.) and digital formats (like .png, .AI), to address any D&C and partners' needs.
- The **colour palette** is rounded around two guiding colours: the Prussian Blue (#132941) expressing an idea of "innovation" and "professionality" and a light shade of green - Mantis (#75BC6E) delivering a message of sustainability and efficiency, all concepts tie into DigiFab's mission.
- The **official fonts** selected for the project: Rubik for titles and subtitles and Lato for contents are to be used in all project materials (official templates of project deliverables and ppt presentations; D&C promotional materials; etc.), declined in bold and light versions.

The package is shared at consortium level and available on the project SharePoint, ensuring all partners can use the same Visual Identity and keeping the project's look consistent across all the initiatives and project duration. This helps people recognize DigiFab easily and trust its message, as the official brand.

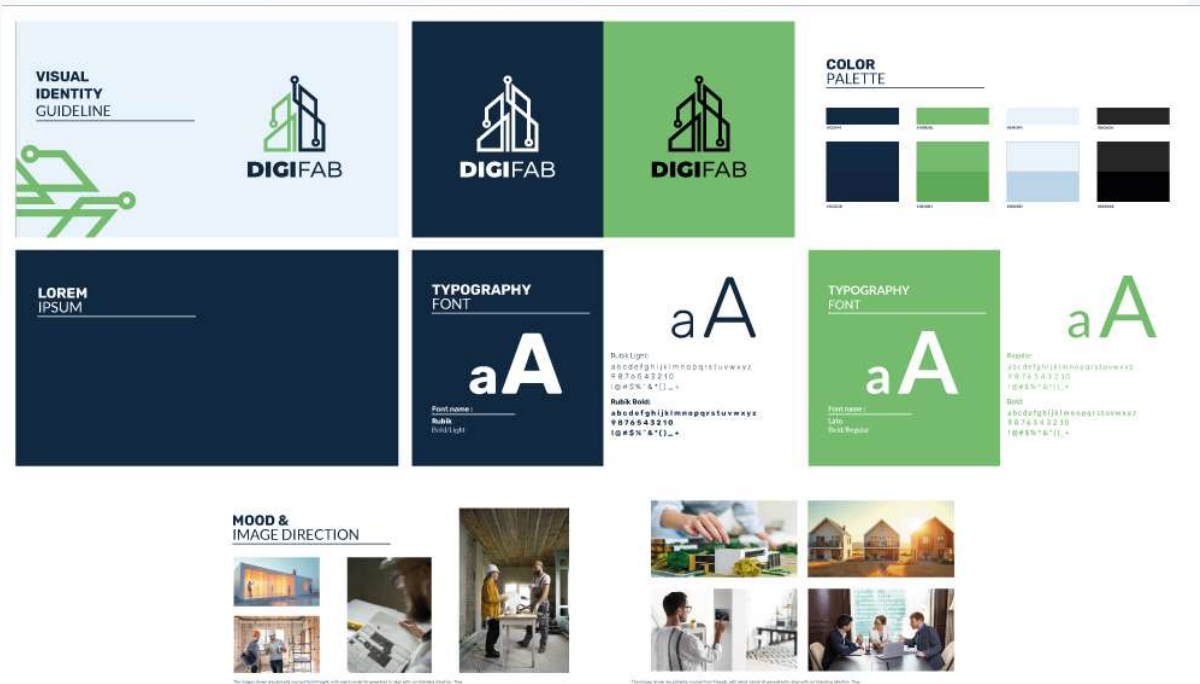


Figure 2: Screenshot of the Visual Identity guideline

### 3.2 Online channels: DigiFab website and social media

Specific attention by DigiFab consortium will be put on having online channels periodically updated with news for several target audiences, easy to access for stakeholders, a selection of technical information, links to events and initiatives promoted by other EU-funded projects, as well as by the EU and Member States on advancing the role of prefab, BIM-based, socially co-design solutions for building renovation.

#### Project website

The king of the online channels is the DigiFab project website, which can be accessed at: [www.digifab-project.eu](http://www.digifab-project.eu)

A full, independent website has been conceived at architectural level, then designed, prepared at content level and finally launched as the online reference for DigiFab and its stakeholders' ecosystem.

It stands as the primary digital hub for sharing the project's mission, progress, and resources with a global audience. Designed to reflect DigiFab's focus on digital innovation and sustainability, the website uses the project's branding elements for a professional, user-friendly look and feel.

Structured to be, the website's sitemap guides visitors through key sections: Home, About, Solution, Demo sites, Resources, News & Events, Contact. In details:

- The *Home page* offers a snapshot of DigiFab's mission and goals, highlighting its aim to cut renovation costs and meet Nearly Zero-Energy Building (NZEB) standards.
- The *About* section provides details on Project and Partners, introducing partners and linking them to corporate websites.
- Under *Solution*, visitors find *What We Offer*, explaining the benefits of BIM and prefabricated modules, alongside the Technological Approach, which dives into the digital workflow, and Impact, showcasing expected impacts.
- The *Resources* section includes Publications, Deliverables, and Reports, offering downloadable materials (including pilot site results from Spain, Austria, and Greece).
- *News & Events* keeps audiences updated with *News Articles*, *Upcoming Events*, and *Past Events/Webinars*, sharing updates while promoting engagement.
- Finally, the *Contact* area invites inquiries, enabling direct communication with the consortium.

The website is built with WordPress, one of the most common web content management systems. Using WordPress allows more flexibility in setting up pages and/or sections to adapting the content for future needs. Moreover, being one of the most used systems, the majority of the R2M team can work on it, which is a positive aspect to guarantee constant oversight on the website. Social media hyperlinks, the news section, photo galleries and the funding statement are available.

To track visits, visitors and what people like most, R2M team is using Google Analytics. It has been chosen for the variety of information provided to help monitoring some of the D&C KPIs while keeping improving its outreach. Key metrics that can be tracked are:

- visitor numbers
- page views, and
- user behaviour to understand how stakeholders interact with the site.

For example, analytics reveal which web sections are most popular, allowing the team to tailor content to audience interests. From the website's launch, the goal is to attract a growing number of visitors.

Regular updates (at least bi-monthly) will keep the website fresh and relevant. R2M mainly targets to work on:

- The *News & Events* section, with articles about pilot site progress in Spain, Austria, and Greece, upcoming webinars, and highlights on past events.
- The *Resources* section, with public deliverables, and scientific publications as soon as they become available, ensuring stakeholders have access to the latest findings.

All these updates are also shared on project social media (currently LinkedIn and BlueSky, others in the future), helping to drive traffic back to the website, hence boosting its visibility and impact.

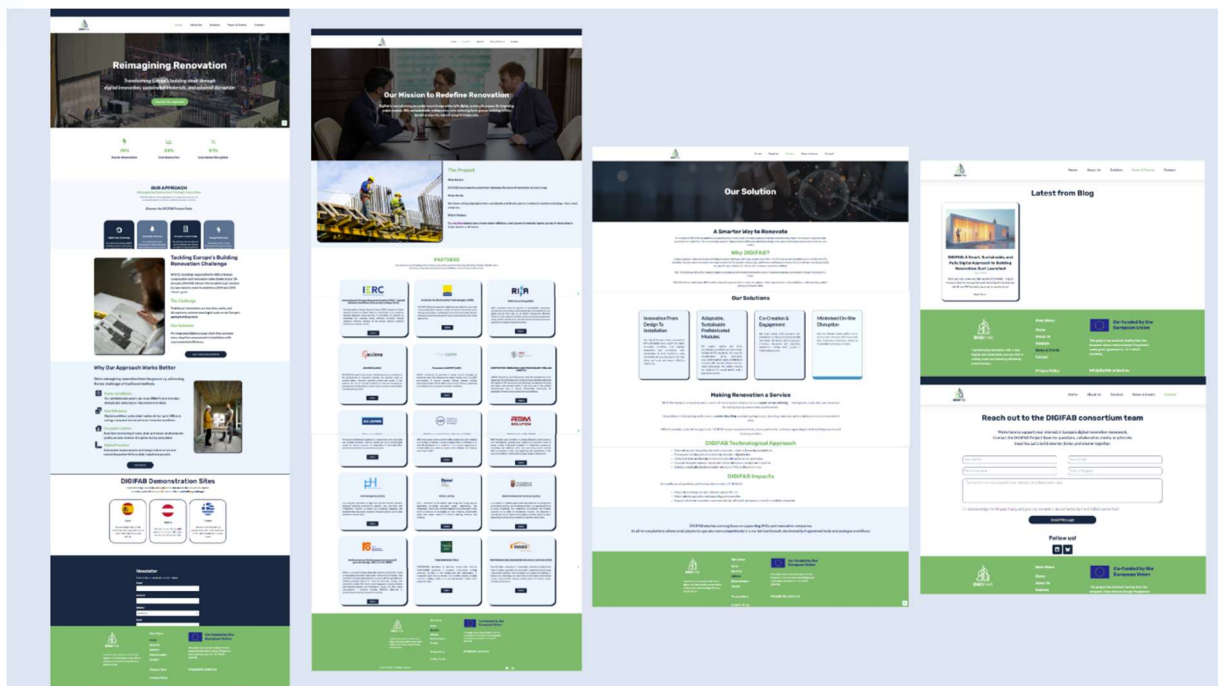


Figure 3: Screenshots of DigiFab website (different sections)

The website is in line with GDPR requirements: legal references about the type of data collected from users and the website Responsible of Data Protection (R2M) is featured online.

The website maintenance will be done by R2M, and it will remain online and accessible for at least 2 years after the project closure.

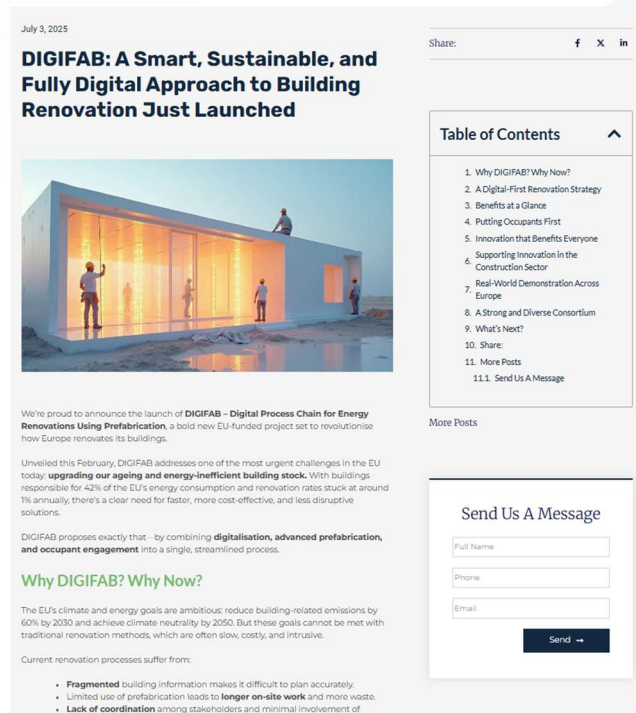


Figure 4: Screenshot of DigiFab website (news)

## Social media

For the first stage of the project, it is key to start creating awareness about the project existence and gather attention by a community of stakeholders. By making the right connections between the website, social media and external platforms the project can leverage on, the consortium aims to ensure the message of a digital, co-designed and cost-effective renovation model reaches stakeholders across different spheres.

The **DigiFab LinkedIn** can be accessed through @DigiFab Project, at the link:

<https://www.linkedin.com/company/digifab-project/posts/?feedView=all>

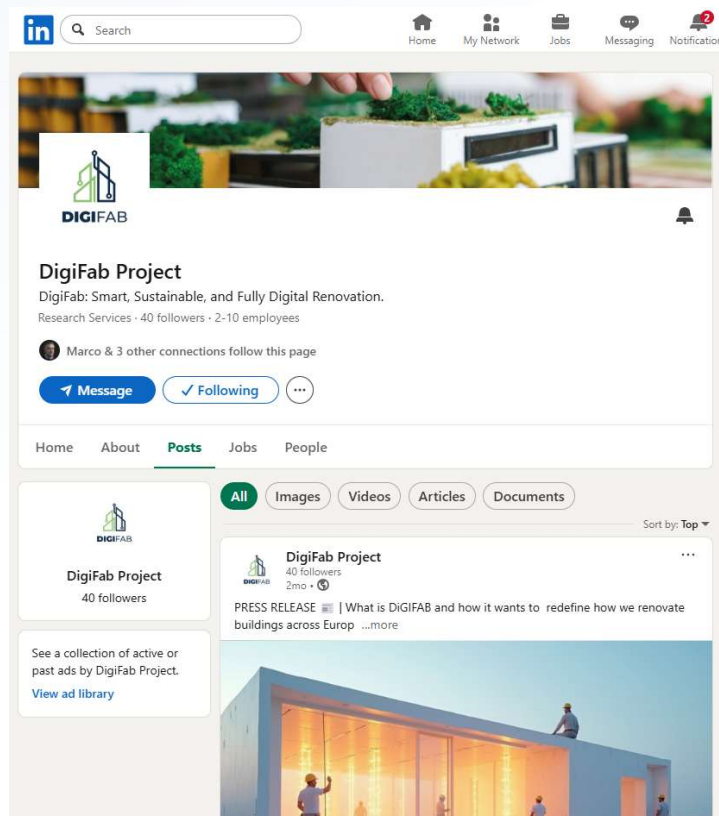


Figure 5: Screenshot of DigiFab LinkedIn

This social media is focused on young and seasoned professionals and researchers, already working in research and delivery of consulting services for the construction sector and quite open to novelties (integration of digital tools into innovative approaches, aware of EU legislation and requirements, like Energy Performance of Building Directive – EPBD IV, etc.). Experts in LinkedIn use to discuss in groups and might interact in small groups, exchanging ideas and passing information on new legislations, technical references and standards. For DigiFab expected impacts, LinkedIn is perfect as it offers visibility to short and long inputs on the project activities, as well as gathering a group of professionals from several Member States around the project.

Inspired by LinkedIn’s 2025 trends favouring video content, on DigiFab LinkedIn short videos showcasing BIM workflows and renovation results can be easily posted, aiming for higher engagement rates. LinkedIn data suggests videos can achieve up to 5 times more interaction than text posts. To avoid reduced reach, external links to the website will be placed in comments, encouraging discussions directly on the platform. A dedicated hashtag **#DigiFabRenovation** can boost visibility among professional communities. At month 6, 40 followers have the channel in their radar.

The **BlueSky** account was opened at this address: <https://bsky.app/profile/digifab-euproject.bsky.social>. The reason for opening this channel is related to the latest political conflicts around the X social media. BlueSky is considered by an increasingly audience as impartial, and several academics, public organisations and institutions moved to that platform. Being not populated as X, BlueSky can offer more visibility and reach compared to X.

With reference to **Facebook**, the strategy is to launch it once the activities are more advanced, and mostly when demonstration activities on buildings will be done in the 3 selected locations in Europe. Counting on pictures and interviews collected from on-site activities and involving tenants and dwellers, researchers, technical experts and professionals and the same partners can greatly impact the large and general audience typical of Facebook.

Other social media channels might be taken into consideration by R2M to be launched in the coming future. Nonetheless, for the consortium it is critical to guarantee a growing impact of the launched ones over time (in terms of people following them, content visualization, number of comments to posts and interactions), besides assuring an interesting and well-working project website.

### 3.3 Materials of Communication and Dissemination foreseen in DigiFab

Based on the logo and Visual Identity guideline, several materials for project promotion are foreseen since the project beginning:

#### Project internal templates

Prepared for being used at consortium level, usually they consist of a **template for deliverables/reports** (as a Word doc), a **template for project presentations** (in .ppt). In DigiFab, based on project needs, both have been prepared and made available for all partners on the project SharePoint.

#### Brochure

A **first brochure on DigiFab** has been designed in line with the Visual Identity guideline, with the goal to feature key information introducing the project to any stakeholder that get in contact with the consortium for the first time: logo, title, main objective, expected impacts with key numbers, the consortium, contacts and online channels. Available in digital version (ready to be printed), the brochure is also made available on the website to be easily downloaded by any user. Updates of the brochure will be planned during the project implementation, reflecting new results or campaigns.



Figure 6: DigiFab brochure (mock-up)

## Roll-up

Same as for the brochure, a first **roll-up** has been prepared. The goal is to get it featured anytime the project organize an event or co-organize a physical initiative, whether scientific or commercial one (like technical workshops, booth at expos, etc.). It is an additional tool to increase awareness around the project for the audience and for further project promotion online (via pictures). Available in digital version (ready to be printed), the roll-up is also made available on the website to be easily downloaded by any user.

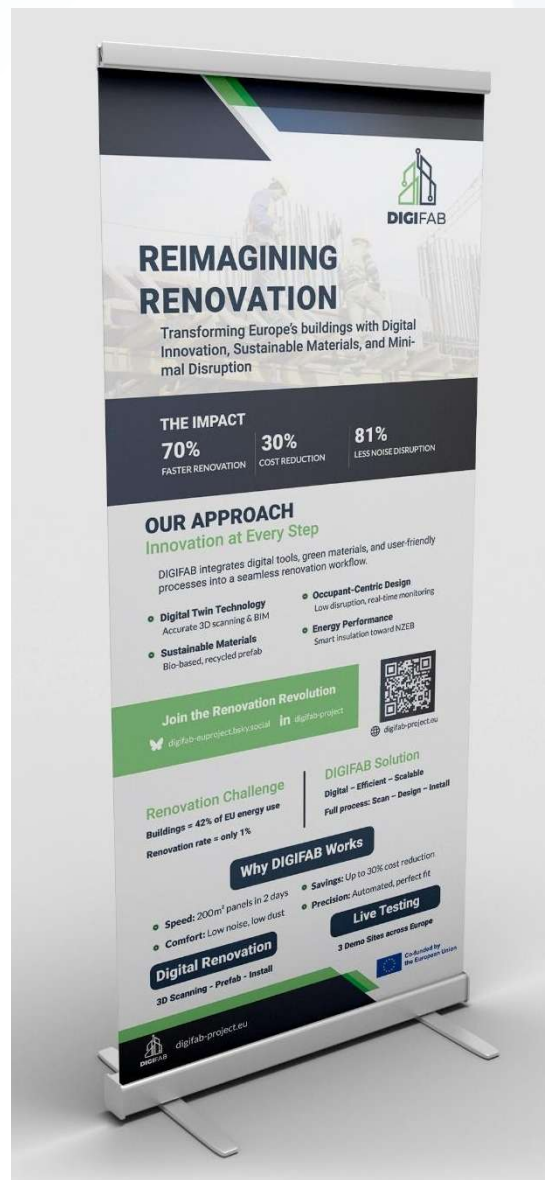


Figure 7: DigiFab roll-up (mock-up)

**Other communication materials**, like a template for scientific posters, factsheets in A6 format, etc. will be prepared on ad-hoc basis, in EN or in national languages (this with support by partners), depending on the project needs and opportunities of valorisation.

### Promotional videos

The consortium plans to co-design and creates at least **2 videos**:

1. **One graphical video** illustrating the project objectives, demos, etc. with the aim to introduce the project since year 1 onward.
2. **A complex video**, including interviews of partners, summary of results, filming from demo sites, voice-over. This will be scheduled in advance to the project end, to show its key achievements linked also to the demonstration sites.

Both their promotion will be guaranteed by featuring them on the website, relaunching them on project social media channels and asking partners doing the same at entity/corporate level to reach as many people as possible.

### 3.4 Scientific publication and link to Data Management Plan (DMP)

Given the project nature and the presence of several research and academic partners in the consortium (ASM, AEE, CAR, IER, CER, KUL, UBU) with experience in commercialization of knowledge through their technology transfer offices, a total of at least **5 scientific publications** (in the form of peer-reviewed Open Access articles on leading journals, contributions to conference proceedings, presentations at scientific seminars, etc.) are expected to be prepared and published by partners. The aim is presenting to the scientific community peer-reviewed project results and findings on energy-efficient buildings, facility management, circularity, etc.

**Targeted recognized Journals** are *Automation in Construction*<sup>1</sup>, *Energy in Buildings*<sup>2</sup>, *Springer Nature*<sup>3</sup>, *Energy*<sup>4</sup>, *Building and Environment*<sup>5</sup>, *IBPSA Journal*<sup>6</sup>, *Advanced Engineering Informatics*<sup>7</sup>, *Information Processing & Management*<sup>8</sup>, *Computer-Aided Design*<sup>9</sup>, among others.

R2M will guarantee their promotion on project website and social media channels as soon as available.

In addition, as scientific publications are based on data and linked metadata used or generated by one or more partners in the framework of the project, a direct connection

<sup>1</sup> Link: <https://www.sciencedirect.com/journal/automation-in-construction>

<sup>2</sup> Link: <https://www.sciencedirect.com/journal/energy-and-buildings>

<sup>3</sup> Link: <https://www.springernature.com/gp>

<sup>4</sup> Link: <https://www.sciencedirect.com/journal/energy>

<sup>5</sup> Link: <https://www.sciencedirect.com/journal/building-and-environment>

<sup>6</sup> Link: <https://publications.ibpsa.org/>

<sup>7</sup> Link: <https://www.sciencedirect.com/journal/advanced-engineering-informatics>

<sup>8</sup> Link: <https://www.sciencedirect.com/journal/information-processing-and-management>

<sup>9</sup> Link: <https://www.sciencedirect.com/journal/computer-aided-design>

will be made between D&C activities and the **Data Management Plan (DMP)** version 1 (D1.4 already submitted by R2M) and following updates. This connection, managed by R2M and supported by IER, will make the promotion of public-accessible results among the European research community while guaranteeing the correct use and preservation of generated knowledge.

Scientific partners will also consider benefitting from the **Open Research Europe platform** (<https://open-research-europe.ec.europa.eu/>) for research publications.

### 3.5 Promotional news, newsletters, press releases and other platforms

Different types of promotional contents will be prepared during the project, as follows:

Short **promotional news** will be prepared by R2M on a periodic basis (at least 1/month) and promoted on website and social media channels.

Besides, **project e-newsletters** will be launched on a 6-month basis (starting from M6) and shared to partners, and the growing list of DigiFab stakeholders' ecosystem. To receive it, it is possible to subscribe on the project website. While design and promotion will be curated by R2M, all partners will be warmly invited to contribute to providing good-quality contents and then share and repost the e-newsletter through entity/corporate channels and own networks.

**Press releases** will be prepared anytime a milestone is reached by the consortium. The goal is presenting to the professional community validated results and their advantages over state of the art.

R2M will make the best to get the press release featured on relevant media guaranteeing national and EU coverage, including EC official channels (periodic newsletters, social media).

During the project, the goal is also to feature news and press-releases on a selection of portals, e-magazines and blogs with high reputation and consistent information the project can start to cooperate with. Some examples are:

- **BUILD UP Portal** (<https://build-up.ec.europa.eu/en/home>) is one of the most renowned portals for energy efficiency and renewable energy in buildings. News, several types of resources and tools aim to cover all the key topics of interest for professionals and market operators of the construction domain, with an eye to innovation. DigiFab can fit well in it, hence there is the chance to define a plan of contributions (technical articles, expert talks and other digital inputs) with the team managing the portal, for the project alone or together with other fellow projects. The portal delivers a *Topic of the month* with a series of contents, scheduled on a yearly basis. Besides, there is a section devoted to the **BUILD UP Skills initiative**, an initiative where also DigiFab might be considered for promoting its know-how at learning & training level.

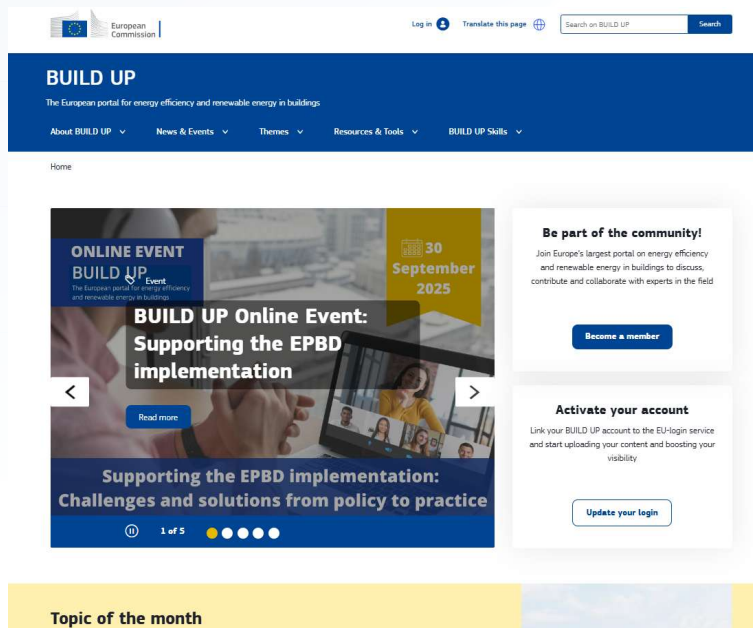


Figure 8: BUILD UP home page

- **Construction Magazine** (<https://constructionmagazine.ie/>) is the official magazine of the Construction Industry Federation (CIF - <https://cif.ie/>), covering news, topical issues, member activities, economic trends, new products and developments across all sectors of the industry in Ireland. Published eight times per year, each issue of 84-page long and available as online blog, it spans from news, insights to events and experts. More than 3,000 readers, a periodic newsletter running in coincidence with each edition of the print magazine and counting on 14,000 subscribers, this magazine is one among the most relevant channels on everything innovative and market-relevant in the sector.

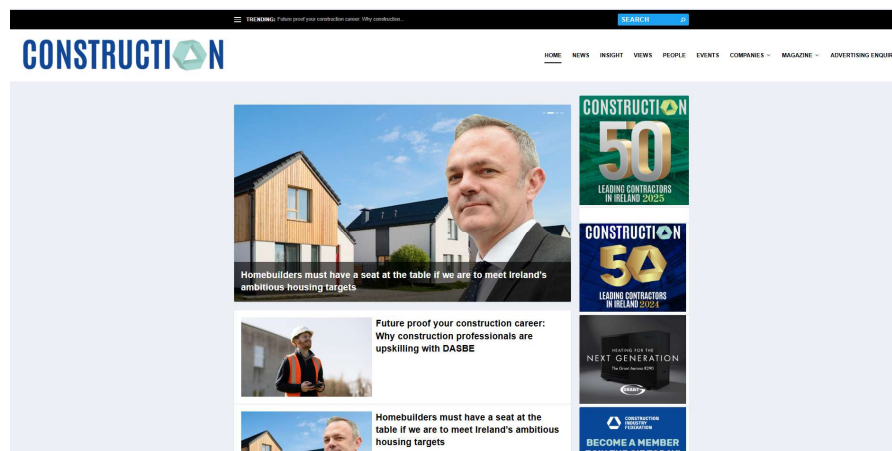


Figure 9: Construction Magazine home page

- **L'industria delle costruzioni** (<https://www.lindustriadellescostruzioni.it/en/>) is a bimonthly magazine of architecture founded in 1967, its focus is on central and ever-current issues of the contemporary debate on architecture and urban transformation. Among covered topics there are: urban regeneration and redevelopment, housing, public space, infrastructure and sustainable mobility, landscape and archaeology, restoration and reuse. Contents are published after a thorough evaluation of the editorial committee (consisting of Italian and international experts), based on blind peer review. The publisher is EdilStampa Ance Servizi, part of ANCE (Associazione Nazionale Costruttori Edili), the Italian Association of Private Construction Contractors, active in public works, residential and industrial building.

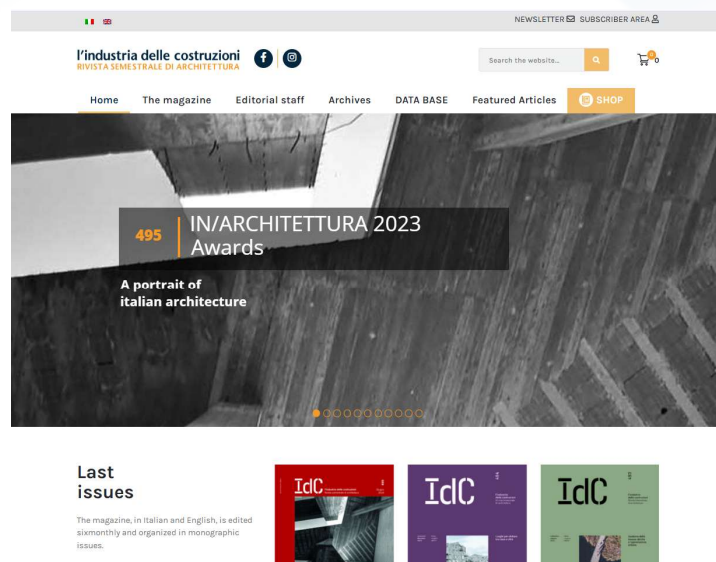


Figure 10: L'industria delle costruzioni home page

- **Baublatt** (<https://www.baublatt.ch/>) is a Swiss magazine born in 1889 and reporting all topics that affect the industry: construction industry developments and forecasts, new projects, interesting construction sites, current trends and innovative products. Online there are also building applications from all over Switzerland. A bi-weekly print magazine (Batimag) contains a selection of building permits, information on developers, architects, and contract awards, reaching out a total of 70,000 readers. Baublatt and Batimag are published by Infopro Digital Switzerland GmbH.

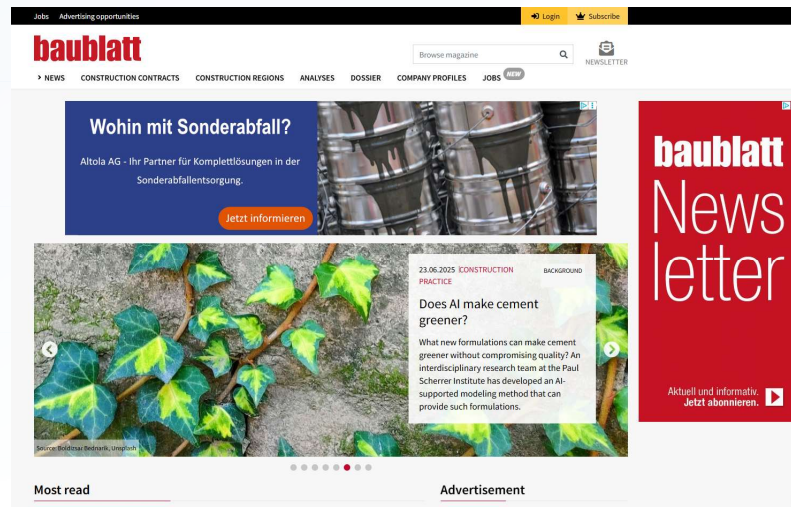


Figure 11: Baublatt home page

- Construction21 International** (<https://www.construction21.org/>) is a social media and collaborative platform, targeting construction professionals active and passionate about the sustainability of buildings and urban areas. It consists of a worldwide network, made of 12 platforms, cooperating from different countries. In each country, professionals exchange information in their local language. It offers information in several formats (news, dossiers, factsheets, videos, etc.) with the scope to offer a forum for fostering meetings and networks. It also hosts an area dedicated to training and, overall, it offers a nice chance to further disseminate DigiFab and increase its impact. Key numbers reflecting the platform impact: about 32,900 professionals registered; about 700,000 visitors/year.

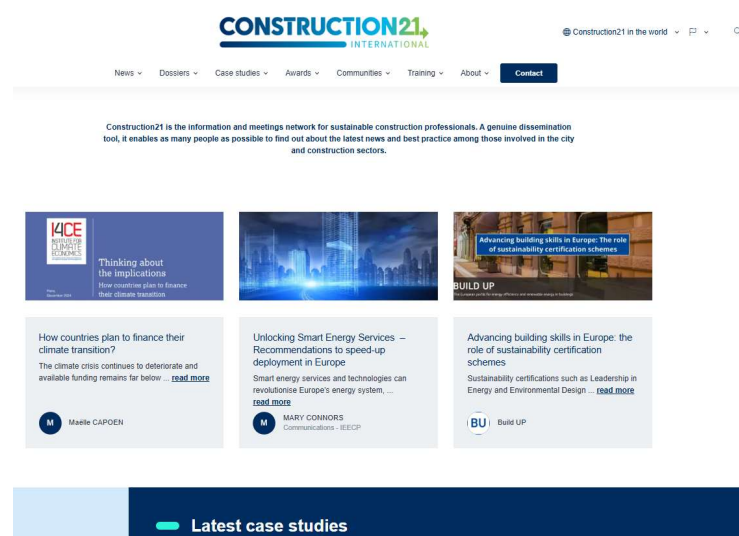


Figure 12: Construction21 International home page

### 3.6 Online and Physical Events (attended and organized)

Participation in Industry and Scientific Events is one of the core activities of the D&C Strategy of DigiFab. The consortium can leverage both on scientific/academic and large and small companies, as well as a housing association.

#### Attendance of external events:

Every 6 months, R2M will identify with the consortium a list of relevant events where DigiFab can be promoted. This is part of the **Periodic Plan of DigiFab D&C activities** (see further paragraphs). In this way, all partners are aligned and can have their say on the opportunity or timing to join or not a specific event.

Most partners have a budget for doing this, like attending major construction events (conferences, fairs/expos, etc.) in their own Country or in Europe.

The goal is to feature public project results and outcomes, getting in contact with experts and people that might contribute to or benefit from the project approach, establishing a long-term relation, get live feedback, and set the scene for further initiatives, not originally mapped when the project was written.

Examples of already identified events to leverage are:

- **Scientific & Institutional Events:** *EU Sustainable Energy Week EUSEW<sup>10</sup>* (annual, Brussels and abroad), *ECTP Conference<sup>11</sup>* (annual, Brussels), *European Climate Change Adaptation ECCA<sup>12</sup>*, *PLEA – Sustainable Architecture & Urban Design Conference<sup>13</sup>*, *CISBAT International Scientific Conference on the Built Environment in Transition<sup>14</sup>*, *International Conference on Composite Structures ICCS<sup>15</sup>* and others.
- **Trade/Market Events:** *BAU Fair for Architecture, Materials and Systems* (every 2 years)<sup>16</sup>, *Construtec* (annual, Madrid)<sup>17</sup>, *Batimat* (every 2 years, Paris)<sup>18</sup>, *Batibouw* (annual, Brussels)<sup>19</sup> and others.

Besides, there will be the chance to join the periodic events organized by the European Commission, among projects funded under the same Horizon Europe call for proposals and alike.

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<sup>10</sup> Link: [https://sustainable-energy-week.ec.europa.eu/index\\_en](https://sustainable-energy-week.ec.europa.eu/index_en)

<sup>11</sup> Link: <https://www.ectp.org/> (look for events)

<sup>12</sup> Link: <https://www.ecca2025.eu/>

<sup>13</sup> Link: <https://www.plea-arch.org/conferences/>

<sup>14</sup> Link: <https://cisbat.epfl.ch/>

<sup>15</sup> Link: <https://events.unibo.it/iccs>

<sup>16</sup> Link: <https://bau-muenchen.com/en/>

<sup>17</sup> Link: <https://www.ifema.es/en/construtec>

<sup>18</sup> Link: <https://www.batimat.com/>

<sup>19</sup> Link: <https://batibouw.com/fr/fair>

In addition, the consortium is called to organize Workshops in person or hybrid and Webinars:

- A first **Workshop** is foreseen at **M22**, with the goal of featuring a package of public project results and get validated by experts and the audience
- A second **Workshop** is foreseen at the project end (**by M48**), as the occasion to show all the positive results and impacts generated by the project and marking a final moment for the consortium

Under the guidance of R2M, the consortium will organize **1 webinar each year** to promote the project activities and a common understanding for upgrading legacy systems in existing buildings.

### **3.7 Joint Activities with EU Sister Projects and other Initiatives**

The consortium, under the guidance of R2M and IER, will seek to establish long-term synergies with other EU-funded projects, as well as other national Initiatives touching innovative solutions in building renovations, digitalization, cost and energy-efficiency, co-design processes.

In particular, DigiFab is already well positioned to be involved in periodic opportunities launched by the Built4People partnership, as well as with NZEB and Smart Building Networks.

A first list of EU sister projects is currently under consolidation at consortium level.

For sure, among the projects to reach out there will be **RENOMIZE - Renovation with automation and optimization of processes and products**<sup>20</sup> (Grant Agreement n. 101192326): coordinated by Joanneum Research Forschungsgesellschaft (JOR), the project has been funded under the same call of DigiFab.

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<sup>20</sup> Link: <https://cordis.europa.eu/project/id/101192326>

## 4 DISSEMINATION AND COMMUNICATION KPIS AND PROJECT PHASES

To support the achievement of project objectives, the D&C action will rotate around a number of pre-identified D&C Key Performance Indicators (KPIs):

Project Website	Social media	e-Newsletters	Promo materials
<u>Unique visitors</u> : 25,000 (monitored and evaluated regularly)	<u>LinkedIn</u> (targeting professionals): <ul style="list-style-type: none"> <li>• N. of posts: <math>\geq 2</math> per week</li> <li>• N. impressions: <math>\geq 20</math></li> <li>• N. of shares: <math>\geq 2</math></li> <li>• N. of profile visits: <math>\geq 5</math>/week</li> </ul>	1 <sup>st</sup> version from M6, on a 6-month basis.	Total <u>copies</u> printed and/or downloaded $\geq 5,000$
<u>Downloads</u> : $\geq 5.000$	<u>Facebook</u> (addressing tenants/homeowners to generate interest in a certain area/network)	$\geq 600$ <u>subscribers</u> and downloads	<u>Brochures</u> (in print and as QR code)
Update: bi-monthly	<u>Repost or reshare</u> on partners' pages for wider impact		<u>Roll-up</u> for visual project representation
To be kept alive at least 2 years after project end	Impact measured on <u>engagement</u> more than followers		<u>PowerPoint</u> presentation

YouTube videos	Scientific Publications	Press releases	Conferences/ Events	DigiFab webinars and workshops
2 <u>videos</u> with $\geq 500$ total views: <ul style="list-style-type: none"> <li>• 1 <u>graphical video</u> illustrating project objectives, demos, etc</li> <li>• 1 <u>video</u> including interviews with partners, summary of results, filming from demo sites, voice-over</li> </ul>	$\geq 5$	$\geq 20$	Participation in $\geq 8$ <u>events</u>	<ul style="list-style-type: none"> <li>• <math>\geq 1</math> webinar organised each year</li> <li>• Several <u>workshops</u></li> </ul>

Table 3: D&C KPIs

Based on initial internal reasoning and the kick-off of technical tasks, the workplan has been reorganised in a way that achieves overall impact through a variety of channels and initiatives involving end users.

The result of this reasoning is mapped in the following version of DigiFab D&C and featured in 3 stages:

Year	Key D&C activities
1	<ul style="list-style-type: none"> <li>● Design of a project identity, stimulating interest in the project's anticipated outcomes.</li> <li>● Promotion of DigiFab key information: making stakeholders aware of the project's existence, goals and expected impacts, ongoing activities and future ones, and first public results via project communication and partners' channels.</li> <li>● Participation in the first external events, organisation of the annual webinar.</li> <li>● Set up and further increase the DigiFab Stakeholders Ecosystem.</li> <li>● Project video 1 is promoted.</li> </ul>
2-3	<ul style="list-style-type: none"> <li>● Further project promotion, with an eye to different target groups, in EN and national languages, anytime needed.</li> <li>● Public DigiFab outcomes are published as deliverables, scientific publications in peer-reviewed, open-access journals, or reports from scientific and market events.</li> <li>● Participation in external events, where the project can be presented, including updates from the demonstration sites and co-creation processes.</li> <li>● Organisation of Workshop 1</li> <li>● Synergies &amp; clustering with other EU projects, scientific and market initiatives at the national and EU level.</li> </ul>
4 and beyond the project closure (short-medium term)	<ul style="list-style-type: none"> <li>● The project is well known by representatives of all macro-groups, as well as by other EU projects, associations and EU/national initiatives.</li> <li>● The scientific dissemination is consolidated, and the latest publications are published and promoted at scientific and market/trade small and large events.</li> <li>● Project video 2 is promoted.</li> <li>● Organization of Workshop 2.</li> <li>● A dedicated workplan is prepared for DigiFab to be known and disseminated after its closure, to guarantee a long-term impact or its results.</li> </ul>

Table 4: Key D&C activities

## 5 MANAGEMENT STRUCTURE, MONITORING AND EVALUATION PROCEDURE

To guarantee efficient and effective management of what is foreseen in this D&C Plan, the consortium has defined a management structure, where an operational team guides partners (a selection of them or all) and the related procedure for decision-making and delivery of the expected D&C activity.

### 5.1 Management structure: operational team and involvement of partners

As D&C activities will support the project action across the whole project duration, it has been decided to count on a flexible management structure, able to decide quickly while also guaranteeing that what is set out in the Grant Agreement (art. 16 - Intellectual Property Rights (IPR) - background and Results - Access Rights and Rights of Use, art. 17 Communication, Dissemination and Visibility), recalled in previous paragraphs and mainly regarding the Exploitation of project outcomes, is followed.

Based on that, an Operational team has been set up, consisting of:

- **IER:** being the Coordinator, IER is responsible for guiding the consortium, and being sure that the whole consortium delivers what foreseen in the Grant Agreement, both according to the EC rules (on a legal and financial side) and the project objectives and expected outcomes (at excellence and impacts levels). On D&C activities, IER is involved with powers of strategic direction and initiative towards the whole consortium and/or specific partners, according to their role, expertise, geographical location, etc. In addition, IER has also primary responsibility for adherence to open sciences practices, due to his sound experience with ethics and GDPR as for their connection with the University College Cork (UCC), which has an appointed Data Protection Officer.
- **R2M:** being the WP7 leader, R2M is the partner responsible for several tasks like proposing periodic plan of activities to partners, coordinating the consortium on what has to be done at D&C level to maximise the expected impacts in alignment with D&C KPIs, and supporting partners and facilitating connections with platforms and media. This role includes proposing a methodology for periodically monitoring and evaluation of what performed during the project. In DigiFab, R2M is also the Exploitation Manager. This is an added value to guarantee a coherent strategy with market, commercialisation and eventual patentability strategy in the project.
- **Each WP leader,** depending on the project task involved in the D&C decision: those partners have first-hand information on the state of the art of the activities in each WP, and are aware of the outcomes that might be either disseminated or labelled as confidential because of reasonable exploitation interests. Hence, they are well positioned to inform R2M and IER on which actions are strategic to implement for supporting the promotion of a given result

and reaching out to a specific target group (e.g., to gather information via online forms; to get feedback on how the approach on demonstration buildings is performed, etc.). At the same time, they are key experts of the project, with know-how and reputation either at academic or industrial level, in different domains and geographic locations in Europe. This is a precious advantage for deciding the right time to promote or disseminate or being present at given working groups and/restricted meetings at national and/or European level.

The identified procedure for decision-making and delivery of the D&C initiatives can be either fast or more complex, depending on the type of activity and the link to strategic and legitimate interests by one or more partners towards results having a market exploitation value. The two options are detailed as follows:

- **Fast lane procedure:** If actions are to be decided in a fast and efficient way, and no risks are foreseen at the consortium level on the dissemination of sensitive contents (potentially interesting from market and commercial exploitation), R2M (with IER) and the specific partner get aligned via email and an online datapoint if needed and proceed with the communication or dissemination activity. Expected timing: between 1 month and a couple of days in advance.
- **Safe procedure:** If the D&C initiative involves more complex decisions (like the organisation of a half or full-day project event and agenda, involvement of strategic people, etc.) and content wise (as the publication of a scientific peer-review article in an Open Access journal, preparation of the final project publication with inputs from all partners, etc.), this means starting the action beforehand (indicatively several months before the due date) and having R2M (with IER) and all needed partners informed about it. This is due to the time and organisational efforts to perform it, as well for being aligned with the Grant Agreement (art. 16 and 17). Expected timing: 4 months - 1 month in advance.

## 5.2 Monitoring and Evaluation

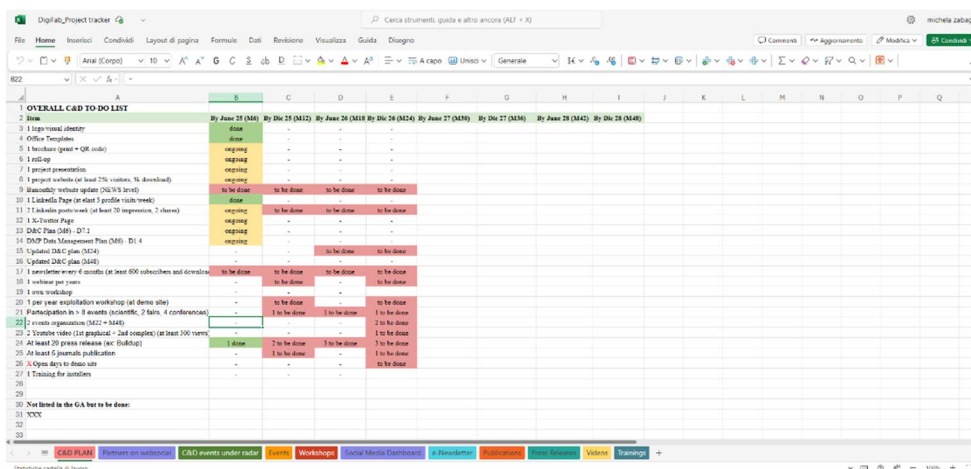
Having a dedicated Monitoring and Evaluation procedure for DigiFab D&C mirrors the quality and effectiveness needed to ensure the best possible results and impacts.

Several advantages can derive at the management level:

It is key for R2M as WP7 Leader monitoring how the activities are going on, the performance and identify strengths but also eventual weaknesses. It will guarantee recalibrate the approach set at consortium level to make it more impactful.

It is critical for IER as project coordinator to keep abreast of DigiFab overall state of the art, as part of quality management processes (as foreseen in WP1) and overall management of risks and mitigation. Besides, periodic monitoring facilitates data collection about D&C KPIs that are to be featured in the periodic reporting to the Grant Authority. Monitoring and Evaluation consists in a **three-step procedure**, as follows:

1. **Periodic Plan of DigiFab D&C activities:** this plan (in the form of a living spreadsheet) is proposed by R2M and shared at the consortium level. It covers an outlook of 4-6 months so that all partners have a clear idea of what is required to do in advance, and think strategically (including eventual plan b, if needed). This covers promotional materials, a list of events of interest, short and long inputs (promotional news, etc.), technical factsheets, scientific publications, videos, etc. Changes are welcome, anytime they are done for the benefit of the project goals.
2. **Periodic data points online:** during the periodic consortium meetings, each WPL can debrief on the ongoing work, anticipate to all partners the upcoming steps and most importantly the need for synergies and alignment among partners. In this case, R2M can report on D&C work, ask partners for specific contributions and co-define the following activities in a strategic way with partners and project needs and opportunities.
3. **DigiFab D&C Tracker:** an online spreadsheet, covering both common information for all partners to be aware of, and tables to periodically fill in, linked to physical and online activities aiming to increase the project promotion, dissemination and awareness among stakeholders.



Task ID	Task Description	Status	Due Date
1	OVERALL C&D TO DO LIST		
2	1 logo visual identity	done	By June 25 (M4)
3	1 logo template	done	By Dec 25 (M12)
4	1 brochure (print + QR code)	ongoing	By June 26 (M4)
5	1 pitch	ongoing	By Dec 26 (M12)
6	1 project presentation	ongoing	By June 27 (M4)
7	1 project website (at least 25% visitors, 5% download)	to be done	By Dec 27 (M12)
8	1 accessibility website update (20% 3 levels)	to be done	By June 28 (M4)
9	1 LinkedIn Page (at least 1 profile visit week)	done	By Dec 28 (M12)
10	1 Twitter profile (at least 10 impressions, 2 tweets)	ongoing	By June 29 (M4)
11	1 Facebook page	ongoing	By Dec 29 (M12)
12	D&C Plan (M4) - D71	ongoing	By June 30 (M4)
13	D&C Plan Management Plan (M6) - D14	ongoing	By Dec 30 (M12)
14	1 updated D&C plan (M12)	to be done	By June 31 (M4)
15	1 updated D&C plan (M4)	to be done	By Dec 31 (M12)
16	1 newsletter every 6 months (at least 600 subscribers and downloads)	to be done	By June 31 (M4)
17	1 website per year	to be done	By Dec 31 (M12)
18	1 one workshop	to be done	By June 31 (M4)
19	1 per year mobilisation workshop (at demo site)	to be done	By Dec 31 (M12)
20	1 participation in 3 events (academic, 2 fairs, 4 conferences)	to be done	By June 31 (M4)
21	2 events organization (M12 + M4)	to be done	By Dec 31 (M12)
22	2 1-month visits (1st applicant - last completed) (at least 200 users)	to be done	By June 31 (M4)
23	at least 20 press releases (per subproject)	to be done	By Dec 31 (M12)
24	at least 6 journals publications	to be done	By June 31 (M4)
25	at least 50 press releases (per subproject)	to be done	By Dec 31 (M12)
26	1 training for partners	to be done	By June 31 (M4)
27	1 training for partners	to be done	By Dec 31 (M12)
28			
29			
30	Not listed in the GA but to be done		
31	XXXX		
32			
33			

Figure 13: Example of the DigiFab D&C Tracker

As an example, sample analytics goals to track the website's impact in line with three metrics:

- Unique Visitors: 1,000 per project quarter target (to measure overall reach)
- Page Views: 3,000 per project quarter (to assess content engagement)
- Most Visited pages: Top 3 identified (to check where is the focus of visitors)

## CONCLUSIONS

This deliverable 7.1 presents the first Dissemination and Communication Plan of the DigiFab project, providing guidelines and a consistent framework for all planned activities to disseminate and sustain the concepts and achievements developed within the project. It outlines target audiences, selected channels and materials, responsibilities, and KPIs aligned with the Grant Agreement. Moreover, it presents the management structure and monitoring/evaluation procedure to ensure the effective impacts achievements.

The consortium considers it as a living document able to sharpen the Dissemination and Communication activities at the consortium level while being a reference for all partners during the project lifetime. It has to guarantee consistency of action at internal (consortium) and external (DigiFab Stakeholders' Ecosystem) level.

The follow-up of this D7.1 with pragmatic plans and KPIs about the activities done and new ones to do, is indicatively scheduled as follows:

- D7.7 Update M24 Dissemination and communication plan
- D7.8 Update M48 Dissemination and communication plan Final version at M48.

Each update will include a report of activities already performed and an overview of activities planned by project partners.