Demo Blog

FIRST RELEASE: DISSEMINATION, COMMUNICATION AND EXPLOITATION PLAN

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BPIE

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Table of Contents

Executive summary 6
General objectives 7
1.1 Objectives of the project 7
1.2 Objective of the communication and dissemination activities 7
1.3 Objective of the exploitation activities 8
Target audience and key messages 9
Communication and dissemination tools 11
3.1 Project identity 11
3.2 Publications 13
3.3 Website 14
3.4 Newsletter 15
3.5 Social media 16
3.6 Audio-visuals 18
3.7 Events 18
3.8 Press and media activities 24
3.9 Multipliers & synergies 25
Monitoring and evaluation of activities 27
4.1. Key Performance Indicators (KPIs) 27
Exploitation strategy 29
5.1. Overall methodology to leverage exploitable results 29
5.2. Demo-BLog Exploitation plan 34
Roles and responsibilities 40
Timeline and planning 41
7.1. Deliverables WP5 41
7.2. Communication and dissemination activities timeline 42
Annex 1 – Partner's online accounts 44
Annex 2 45

List of tables

Table 1 - Target audience and key messages 10
Table 2 - Key publications 14
Table 3 - List of events suggested by project partners 21
Table 4 - Relevant EU project and initiatives 23
Table 5 - Podcasts screening 25
Table 6 - KPIs 28
Table 7 - Examples of weak and strong evidence used in ER assessment 32
Table 8 - List of ERs at project proposal stage 35
Table 9 - 5 owners of ERs 37
Table 10 - WP5 deliverables 41
Table 11 - Communication actions Gantt Chart 43

Table of figures

Figure 1 - Demo-BLog logo 11
Figure 2 - Demo-BLog logo options 12
Figure 3 - Screenshot of the website's landing page 14
Figure 4 – Promotional banner of the session at the Sustainable Places 24
Figure 5 - Overall strategy for exploitation management 30
Figure 6 - Exploitation board 33
Figure 7 – IPR Management Steps 34
Figure 8 - Categories of ERs 36
Figure 9 – Partner's response to initial questionnaire 38

Executive summary

This deliverable has been developed by BPIE with the contribution of R2M and inputs from all project partners, as part of "Task 5.1: Plan for dissemination and exploitation including communication activities".

This document sets out the dissemination objectives and activities, the target audiences, key messages, online and offline communication channels and tools that will be used to spread the word about the project and its results.

The objective of this communication and dissemination plan is to ensure that the KPIs are met and that all KERs identified are actively monitored and fully exploited during the project lifespan.

The plan highlights the importance of effective internal communications as well as the smooth exchange of information amongst all the project partners.

BPIE will regularly update this plan with the help of contributing partners and will release updated versions on M18, M30 and M36.

General objectives

Demo-BLog aims to bring together and further develop five existing Digital Building Logbooks (DBLs) in Europe to catalyse and contribute to decarbonisation and circular economy efforts. Through these DBLs, the project will create a common digital data repository that integrates and stores building data from across the construction value chain, such as building renovation passports, smart readiness indicators, Level(s) and EPCs. The DBLs demonstrated in this project have the potential to eventually reflect the whole lifecycle with a capacity for unlimited data access, input and output, and data export.

Transparency and access to information are critical to upscale building renovation at the scale and pace needed to achieve a climate neutral building stock. The extremely limited availability of information, combined with a lack of a common repository of data directly leads to additional costs and inefficiencies in designing, constructing, operating and financing buildings.

Demo-BLog has considerable potential to optimise the use of resources and waste, performance prediction, visual analytics and energy management contributing to the overall goal of "making Europe the first digitally led circular, climate neutral and sustainable economy".

1.1 Objectives of the project

Building logbooks are critical to engage and support multiple stakeholders in their decision-making towards improving the sustainability performance of a building. Demo-BLog will bring together:

- five existing building logbooks in Europe, with a total of 4.5 million registered units and a wide variety of target groups spanning from homeowners, municipalities, to building professionals and architects;
- 4 diverse functionalities addressing key societal challenges, ranging from 'quick wins' (renovation and advice and (community driven) decarbonisation pathway) to complex industrial transaction objectives (circularity);
- partners, frontrunners in R&D, policymaking and market implementation in highly visible platforms over the last 5 years; and
- substantial opportunities to build and leverage parallel projects and activities focussed on evolving/scaling the participating building logbooks.

1.2 Objective of the communication and dissemination activities

The main objective of the communication and dissemination activities is to make the project's target audiences know about the project, understand it and, if needed, take concrete action.

More concretely and as stated in the grant agreement, through these communication and dissemination activities, we aim to:

- Create engaging materials for the project dissemination.
- Raise awareness on DBLs and circularity, increase data transparency, making the concept easy to understand and accessible to a wide public by leveraging a wide range of channels.
- Promote the project activities at EU and at local levels, disseminate the outcomes to relevant policy, industry, and scientific audiences, and to a wider non-specialist audience.
- Disseminate Demo-BLog results to different target groups, while also identifying and engaging stakeholders through debates, workshops, and information exchange.
- Foster synergies with the Horizon Europe 'Built4People' co-programmed partnership.

1.3 Objective of the exploitation activities

The objectives of the exploitation strategy of Demo-BLog can be summarized as follows:

- Maximize the impact and utilization of the project's results by enabling subsequent technologies, open distribution, licensing, and utilization by project partners or entities.
- Facilitate commercialization and market penetration, aiming to generate revenue through sales and business activities.
- Build collaborations with stakeholders, enhance reputation and awareness, and provide support for the adoption and implementation of the project's outputs by target groups.

To do so the project partners supported by R2M will develop and implement Demo-BLog exploitation activities to maximise project policy and market impact. They will also develop a replication strategy and guidelines, to capitalise on WP3 evaluation outcomes, facilitate and stimulate further adoption and extension of the project outcomes to other EU Members States.

Target audience and key messages

BPIE has identified multiple target audiences, grouped them and linked them to specific messages that explain the value and benefits of DBLs. The table below presents both audiences' groups and messages in detail:

Target group	Key messages
Property owners (residential and commercial)	• Offers greater value preservation, which could lead to higher yields and avoid overlooking lingering maintenance issues or defects. • Increased asset performance during maintenance or refurbishment through better planned maintenance and renovation works. • Supports transaction due diligence, provides better security and guarantees during the transaction process. • More information and trust, thanks to proper documentation and transparency. • Potential increase of asset value, as a result of proper documentation and transparency, and adaptability and transformation capacity towards circular economy.
Construction companies, construction product manufacturers, designers and architects, facility managers and technology providers	• Encourages circularity with a materials passport, when for example dismantling a building, improves traceability of maintenance, damage and repair of products, etc. • Innovative business models and value definition such as the leasing of construction materials or building elements and improved traceability of materials and chemical substances. • Increases asset performance during maintenance or refurbishing, thanks to better facility/asset/portfolio management enabling better planning or, for example, more design information available.
National and local public authorities (municipalities, governments, etc.)	• Research and data analysis support, to enable better policy, planning and development of incentives for long-term milestones, gives access to reliable data to monitor climate

	targets implementation and facilitates smart energy reduction strategies.
Utilities	• Facilitates smart energy use and energy demand reduction strategies by better understanding consumer profiles, new business models, such as energy efficiency services and district approaches.
Investors and lenders (banks, etc.)	• Fewer risks thanks to proper documentation and transparency, which can lower insurance premiums. • Potential increase of asset value as a result of proper documentation and transparency, and adaptability and transformation capacity towards circular economy. • Research and data analysis support, which can help follow up of mandatory refurbishment actions to meet climate change objectives or support on regulatory reporting (climate risks).
Real state service providers	• Streamlined and more secure transactions, more accurate valuations, efficient asset and portfolio management and reporting
Researchers	• Research and data analysis support, for monitoring climate targets, develop a more accurate understanding about the building stock and improved/validated building stock models.
EU policymakers (EC and Parliament), multipliers and the general public	• Encourages circularity with a materials passport and improves traceability. • Research and data analysis support, by enabling development of better policy design, incentives and monitoring of long-term milestones, and gives access to reliable building data linked to climate targets.

Table 1 - Target audience and key messages

Communication and dissemination tools

A mix of online and offline tools and channels will be used to reach the target audiences. This section includes a thorough description of those tools and channels as well as how they will be used.

The logo of the project is one of the key communication features to visually express the topic of Demo-BLog. BPIE trusted the creation of the logo and the project identity to the design company Publishing Bureau. The project identity includes guidelines on how to use the Demo-BLog logo, the colour palette, the primary font, motifs and some examples of graphics.

3.1 Project identity

3.1.1 Logo and visual identity

The logo of the project is one of the key communication features to visually express the topic of Demo-BLog. BPIE trusted the creation of the logo and the project identity to the design company Publishing Bureau. The project identity includes guidelines on how to use the Demo-BLog logo, the colour palette, the primary font, motifs and some examples of graphics.

Figure 1 - Demo-BLog logo

The design of the Demo-BLog logo is based on two main features: the shape of a building and the name of the project. The first one brings in the building perspective with a very simple and neat shape of a building, and two other elements that bring dynamism and colour to this shape: three circles in different colours and the dotted lines symbolising data and connectivity.

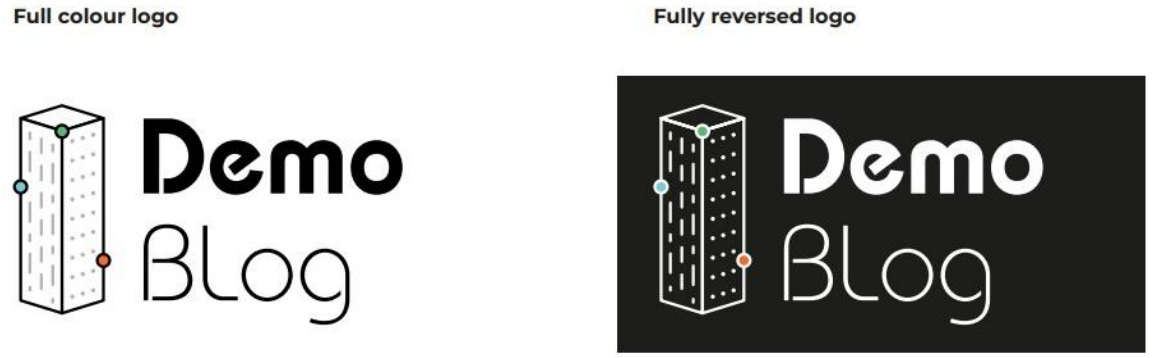

Figure 2 - Demo-BLog logo options

Partners are encouraged to make use of this material as well as of the branded Word and Power point templates available. The branded material is stored in a shared folder on Sharepoint and can be accessed by all project partners.

All dissemination materials should acknowledge the EC funding with the use of the European emblem (flag) and a sentence that acknowledges the EU support.

To increase the project's visibility, the link to Demo-BLog website should also be included when possible.

3.1.2 Promotional material

Attractive visuals following Demo-Blog's visual identity will be designed throughout the project for promotional activities and campaigns on social media. Specifically, **infographics** are a good way to illustrate complex processes and to get a message across whilst avoiding long text explanations. Hence, at least one infographic will be developed to illustrate the Demo-BLog demos within WP3.

Two to three **flyers or brochures** will be created to help promote the project online and at in-person events such as conferences or workshops. Flyers should present the information in plane language and should be concise and visually appealing. This type of promotional material is an excellent means to present project results and outcomes. All flyers and brochures should include a link to the project website and social media accounts.

Three to four **catchy online stories** will be produced to, for example, present benefits of using the Demo-BLog demos, the relevance of creating digital inclusive service platforms, or provide firsthand accounts of how digital building logbooks helped users save time and resources across the market value chain.

As stated in the grant agreement, promotional materials will be based on the outcomes and results of the social inclusion playbook from WP1, WP3 demos, and their respective interests or benefits in using the platform for distribution by partners and Advisory Board members, as well as WP4 recommendations and roadmap.

3.2 Publications

In order to disseminate valuable insights within the scientific community and share noteworthy findings from the project, our consortium partners are actively pursuing publication opportunities in esteemed peer-reviewed journals and magazines. R2M has been assigned the responsibility of monitoring these publications to ensure compliance with the green open access standard, which guarantees free access for readers.

Among the identified publications deemed relevant for dissemination, we are targeting reputable outlets such as Applied Energy, Energy, Energy and Buildings, Energy Economics, Energy Policy (Elsevier), International Journal of Energy Sector Management (Emerald), Energies, Sustainability (MDPI), International Journal of Low-Carbon Technologies (OUP), Energy Efficiency (Springer), Advances in Building Energy Research, International Journal of Sustainable Energy (Taylor & Francis), Foresight and STI Governance (HSE Moscow), Journal of Technology Management and Innovation (Universidad Alberto Hurtado), and ENERGETIKA (Elsevier).

By pursuing publication in these esteemed journals, Demo-BLog aims to effectively communicate its research outcomes, contribute to the academic community's knowledge base, and foster further discussions and advancements in the field of energy and sustainability.

Depending on the selected journal or other type of publication, the project partners will have to use one of the three different possibilities for open access, namely:

i) Open access publishing (without author processing charges): partners may opt for publishing directly in OA journals, i.e. journals which provide open access immediately, by default, without any charges,
ii) Gold' OA publishing: partners may also decide to publish in journals that sell subscriptions, offering the possibility of making individual articles openly accessible (hybrid journals). In such a case, authors will pay the fee to publish the material for open access, whereby most high- level journals offer this option.
iii) Self-archiving ('green' OA): alternatively, beneficiaries may deposit the final peer-reviewed article or manuscript in an online disciplinary, institutional or public repository of their choice, ensuring open access to the publication within a maximum of six months.

When relevant, beneficiaries will moreover deposit at the same time the research data needed to validate the results presented in the deposited scientific publication into a data repository.

The academic partner, TUD, will leverage the project's outcomes to develop a Ph.D. thesis. This decision accounts for the allocation of a greater number of project months to TUD, as their team includes researchers and practitioners who will contribute to the completion of specific project tasks. The key performance indicator (KPI) for this objective is the successful publication of one Ph.D. thesis, which will be based on the results and findings derived from the Demo-BLog project.

All publications should include the logo of the project as well as the logos of the contributor partners somewhere visible in the publication. Additionally, the publications shown below will be professionally proofread and designed, and will include BPIE's logo on the cover too:

Deliverable	Publication	Lead beneficiary	Due date
D1.6	Social inclusion playbook for DBLs	LF	M18
D1.7	Software module: Integrating automated renovation recommendations and logbooks	EST	M24
D3.4	Evaluation report on UX and performance of the 5 DBLs	TUD	M48
D4.4	Policy roadmap for the implementation of DBLs	BPIE	M36
D4.5	Common EU DBL template	BPIE	M42

Table 2 - Key publications

3.3 Website

The website of the project has been produced by the Publishing Bureau, the same creative agency responsible for the visual identity of the project. It has been designed based on the project identity and structured to present the information in a clear and user-friendly way, making it suitable for the project's target audiences. The website can be accessed here: www.demo-blog.eu

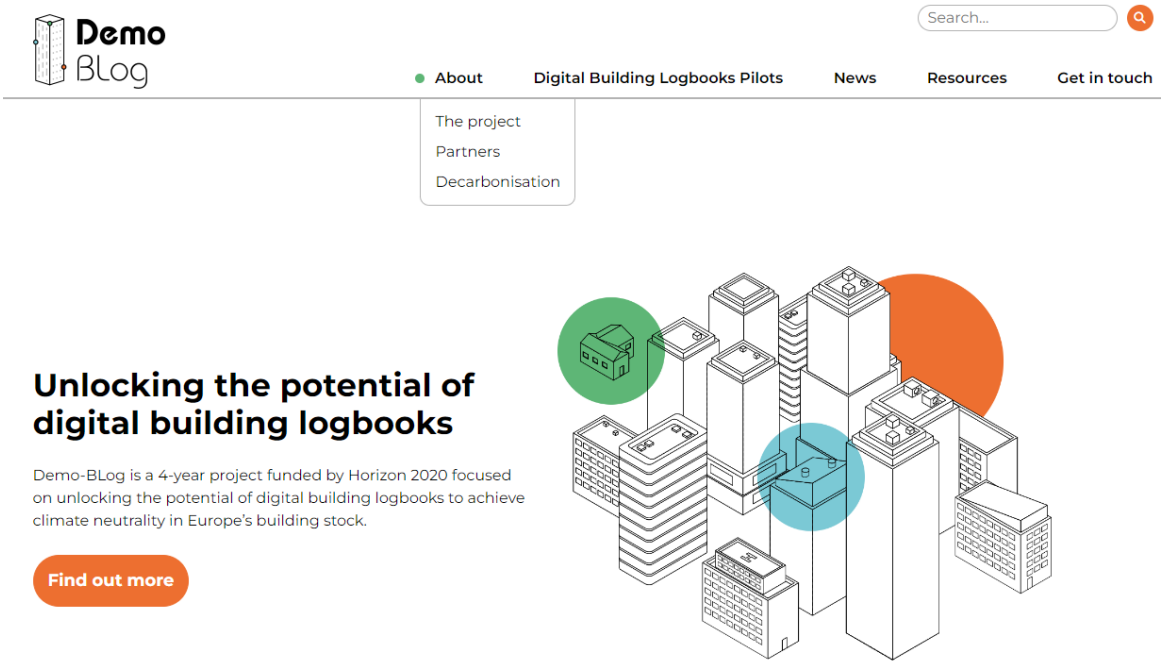

Figure 3 - Screenshot of the website's landing page

The idea behind the website design is that with a quick glance the user easily understands what the project is about and finds any relevant information such as project partners, demo platforms, main contacts, latest news, publications, etc.

Currently, the landing page shows what the project is about, the objectives, latest news and how to get involved. However, these highlights can be easily updated and switched around as the project evolves and more communication material becomes available, such as videos, infographics or stories.

In a nutshell, the structure of the webpages is as follows:

About

1. The project
2. Partners
3. Decarbonisation

Digital Building Logbooks Pilots

4. 5 pilots
5. Data generation and management
6. User experience
7. Market deployment and incentives
8. Circular economy

News

9. News
10. Events

Resources

11. Resource library
12. Sister projects
13. Media centre

Get in touch

At the bottom of the page, links to the social networks and to sign up to the project's newsletter can be found.

3.4 Newsletter

Following the grant agreement at least 6 newsletters will be sent throughout the project lifetime. Newsletters will be shared every six months through the email marketing manager platform Mailchimp. However, occasional mailings might be sent if there are important news, events or reminders to be shared. This will be made clear when users sign up for the newsletter.

BPIE recommends sending out the first issue of the newsletter on M9 as more content will be available on the website and on the social networks of the project. This will also avoid sending it right before the summer break.

Anyone can sign up to the newsletter via the Demo-BLog website. Project partners are also encouraged to share the newsletters with their institutions, organisations and potential interested stakeholders.

3.5 Social media

Twitter and LinkedIn accounts have been created and branded following the visual identity of the project. A channel within BPIE's YouTube account will be used to share Demo-BLog's videos.

These online channels will be an excellent means to reach the target audience on DBLs and circularity, as well as potential multipliers. Combining these three accounts will help get our key messages across in different formats and different segments of users.

The Demo-BLog social media channels will communicate and disseminate about news, events, publications, main results, key policy developments, stories, etc., that are relevant to our audience. These will also be great tools to interact with the audience by sharing polls, surveys, livestreaming, videos, or lively graphics. These social media accounts will also drive new (and not-so-new) users to the Demo-BLog website.

BPIE will manage the communities of Twitter and LinkedIn. Content and format might be adapted according to the users in each platform:

- **Twitter**

  The Demo-BLog Twitter account is @DemoBlogProject and it targets opinion leaders, media and policymakers. Twitter is a perfect space to interact with influencers such as specialised journalists or, for example, multipliers such as the EC accounts and other Horizon projects.

  BPIE will try to tweet once a week to keep the audience engaged about news, events, the newsletter, and showcasing the videos created throughout the project. Tweets will be posted with visuals such as pictures or social media cards with relevant quotes, facts and key dates on the project. Additionally, we will retweet posts in which Demo-BLog is tagged in as well as tweets from, for example, other Horizon projects that could be relevant to our audience. This will also increase visibility and could help position Demo-BLog as a relevant account to follow.

  Project partners will be tagged in posts and pictures as much as possible so that they share and like the posts and, therefore, increase our visibility (see Annex 1 with partner's tag names). Other accounts or influencers will be tagged in posts when content refers to or is linked somehow to them. Direct messages might also be considered to get in touch with multipliers that don't know about Demo-BLog and can help promote content. Targeted direct messages could be an effective means to engage with stakeholders and grow the project's network, especially during the first year of the project.

  A specific hashtag has been created for the project #DemoBLog. Moreover, the hashtag #DigitalBuildingLogbooks should be included in tweets as often as possible. Other recommended hashtags to be used depending on the content shared are: #RenovationWave #CircularEconomy #Decarbonisation #HorizonEU

- **LinkedIn**

The Demo-BLog LinkedIn page can be found here and can be particularly useful when trying to reach professional audiences, such as leaders in state and private organisations. The professional dimension of the channel encourages users to engage with content in a more thorough and diplomatic way than in other networks. Thus, a LinkedIn page should offer the opportunity to reach most of the Demo-BLog target audiences: architects, designers, municipalities, building and homeowners, investors and lenders, technology providers, utility facility managers, construction product manufacturers, researchers, etc.

LinkedIn is a slower paced network compared to Twitter. On LinkedIn there aren't character restrictions, so messages can be longer and more elaborated. Therefore, BPIE will share LinkedIn posts once or twice a month depending on the available content and project needs. All partners are encouraged to share, not only through their company pages, but also through their professional profiles, any relevant news about the project. BPIE will reshare posts when tagged in and will tag partners in posts too (identified on Annex 1).

Some key hashtags to add on the shared posts are #DigitalBuildingLogbooks #BuildingLogbook #HorizonEU #RenovationWave

For both Twitter and LinkedIn, a series of actions will be taken to boost the accounts' visibility and audience:

1. Map project partner's accounts to follow them and encourage a follow back, retweets and likes when relevant. See Annex 1.
2. Map relevant accounts based on the defined target audiences and tag them in when suitable so that they become multipliers of our messages.
3. Encourage project partners to invite their own networks and communities to follow and share the project's social media accounts.
4. Ask partners to suggest social network pages from other projects, associations, and organisations that could be relevant for Demo-BLog.
5. Identify popular hashtags that link with the project's aim and topics, such as #DigitalBuildingLogbooks or #CircularEconomy
6. Establish personal relations with the communications departments behind the partner's accounts and the identified sister projects and share with them ready to publish content and visuals.

- **YouTube**

YouTube will be used to mainly share the videos produced by and for Demo-BLog, such as the promotional film that will be ready by M7 or the pilot explainer videos. Since the number of videos produced will not be enough to create a considerable audience on YouTube, the videos will be shared on the BPIE YouTube channel, which counts with 96 subscribers.

These online channels will enable to orchestrate multichannel digital **outreach campaigns** to grow the stakeholder community of Demo-BLog. For those campaigns, dedicated social media banners, specific visuals, audio-visuals, or email templates, will be created and shared with the project partners to enhance dissemination.

3.6 Audio-visuals

At M7, which is in July 2023, a promotional and didactic video will be created to enhance the project's visibility. The video will have a duration of approximately 1 minute and will be thoughtfully crafted with engaging infographics and animations. Its primary purpose will be to effectively communicate the project's objectives, highlight the Demo-BLog concept and its unique features, and emphasise the anticipated impact. The completed video will be embedded on the official Demo-BLog website and shared on the project's social networks for broader dissemination.

Throughout the project timeline, a minimum of five additional short explainer videos, one for each pilot, will be meticulously developed. These videos will provide comprehensive insights into the unique characteristics and intricacies of each pilot initiative. The aim is to offer clear and concise explanations, highlighting the specific objectives, methodologies, and expected outcomes of each pilot. These videos will contribute to a deeper understanding of the diverse aspects of the project and will be made available alongside relevant project documentation and materials.

3.7 Events

3.7.1. External events

Demo-Blog partners will present the project at conferences and workshops they attend both at Member State and at EU level if applicable. Each partner will participate in at least one event over the lifespan of the project (scientific or policy event), linking in as far as possible with other related EU-funded projects. In total Demo-BLog should be presented in at least 20 events.

For partners travelling to attend events, an active role at those events is requested (i.e. info stand, presentation, meetings with key stakeholders, etc). The events will be tracked and reported using the monitoring tool (available on the project's shared cloud platform).

The table below provides an overview of events at EU and national level that BPIE and R2M have identified with the contribution of project partners.

Event	Date	Location	Partner	Topic/Comments
Modern Systems	13-17/09/23	Valencia, SP	CSTB	Alan Redmon will try to present Demo-BLog
Sustainable Places 2024	June	Madrid, SP	CSTB	They think they'll submit articles for a session.

Renovate Europe Day	TBC			
Energy cities annual meeting	18-20/10/23	Modena, IT	R2M	With Grafting Cities, we delve into tangible examples of the transformation we need, exploring how to achieve our climate goals amidst a constantly evolving local landscape.
World Sustainable Built Environment Conference	12-14/06/24	Online	Chill Services	York Ostermeyer is chairing the Work Area at the Global ABC and he could secure us a workshop spot.
Green Build	26-29/09/23	Washington		Greenbuild is the world's largest conference and expo dedicated to green building.
Building Test Expo				
General Assembly of Association of European Building & Construction Experts				
European Sustainable Energy Week	20-22/06/23	Brussels and online		
World Sustainable Energy Days	6-8/05	Wels, Austria		
Energy Efficiency Global Forum	TBC	California, US		
World Green Building Week	11-15/09/23	Across the world		
Eceee summer study (bi-annual)				
seeSUSTAINtec	TBC	Sofia, BG		
CEDEC congress	TBC			CEDEC is the European Federation of Local and Regional Energy Companies.

International Energy Week 2024	TBC		EST	
Retrofit Challenge Summit 2024	TBC		EST	
Local/MS level				
Next steps for improving energy efficiency in UK homes	13/06/23	Online	EST	Jack Wilkinson-Dix will be joining this event.
Net Zero in a cost-of-living crisis	14/06/23	Online	EST	We are joining a panel session at a Local Government Chronicle webinar on the cost-of-living crisis and what it means for councils trying to achieve their net zero goals.
Future utilities live	11/06/23	London	EST	Jamie Browne will be joining this event and it will repeat next year.
Housing 2023	11/07/23	Manchester	EST	Laura McGadie and Gordon Watts are joining panel discussions over the two day conference on the Unlock Net Zero Live stage. This event will repeat next year.
Housing Industry Leaders	28-29/06/23	Cardiff	EST	Jack Wilkinson-Dix joins the event to explore the EPC changes what this means for decarbonisation and alleviating fuel poverty in the housing sector.
How can social landlords fund net zero goals?	20/07/23	Webinar	EST	Inside Housing Webinar will bring together sustainability leaders from social landlords, thought leaders, and sector experts who have successfully navigated the funding landscape to support their net zero ambitions.
Next steps for energy policy and delivering a just transition	31/08/23	Scotland	EST	This conference will examine next steps for decarbonising the Scottish energy system, and what is needed to realise 2045 net zero ambitions.
Grand designs live	4-8/10/23	Birmingham	EST	The show will repeat in London on 4-12 May.

Unlock Net Zero Live	22-23/11/23	London	EST	It will bring together sustainability professionals across housing, finance, transport and energy under one roof to build the foundations of net zero together.
Futurebuild	5-7/03/24	London	EST	A stage for inspiring ideas, innovative solutions and knowledge sharing to drive sustainable construction and help us reach our goal of net zero.
The Distributed Energy Show	14-15/03/24		EST	About the latest technologies for flexible and onsite energy solutions.
VoxxedDays	23/05/23	Brussels (last edition)	A.C.A Group	First class tech-community event
DDD (Domain Driven Design)	5-9/06/23	Amsterdam	A.C.A Group	Software modelling & design conference
Service design conference	14-15/03/24		LF	
trefdag digitaal vlaanderen	26/10/23	Flanders Expo Ghent	LF	
Batibouw	20-25/02/24	Brussels, BE		The biggest construction fair in Belgium
Enerj meeting				
Batimat				
Intermat				
Le moniteur events				
Plan bâtiment durable events				
Solution Bas Carbone - BIM World				

Table 3 - List of events suggested by project partners

3.7.2. Project branded events

As direct and targeted communication is one of the most effective ways to engage key stakeholders, a series of events have been planned by the project. Demo-BLog will arrange targeted dissemination webinars and local events tailored to specific DBL sectors and communities. The objective is to engage relevant stakeholders and facilitate knowledge exchange:

- A minimum of 6 dissemination webinars, each with at least 50 attendees. The target audience for the sectorial dissemination webinars comprises professionals from the real estate and housing sector, construction companies, utilities, technology providers,

facility managers, and policy makers. Online events may be substituted with in-person interventions at relevant sector events. Each partner will contribute to at least one of these events.

- For each demo, a local dissemination event will be organized in the respective local language to present the outcomes to the concerned communities (each attracting a minimum of 80 attendees.). The demo leaders will lead the organization of these local events, with overall coordination and promotion support provided by R2M, including assistance in setting up registration pages and designing promotional materials.
- The final event in Brussels is expected to have a minimum of 100 attendees and will feature round table discussions with representatives from at least 6 stakeholder groups.

3.7.3. Networking with EU projects and initiatives

Networking with EU projects and initiatives will be set-up in order to create synergies between Demo-BLog work and international organisations, global policy makers and funders, other relevant EU funded projects, and on-going global initiatives in the field.

Demo-BLog will participate in activities organised by the Built4People co-programmed partnership to cooperate with relevant R&I projects. Clustering activities with relevant projects will be done (i.e., those selected under the same call topic, relevant topics such as Horizon Europe and LIFE projects focused on next-generation Energy Performance Certificates and Smart Readiness of buildings that are often integrating activities related to digital logbooks).

Name	Description
OPEN DBL *Funded under the same call*	The project will develop an openAPI, the disposal of openDBL, which would work in the frame of a standardised platform. Therefore, they will create a multifunctional, digital building logbook (DBL) to ensure the platform's speed, effectiveness and convenient pricing. This platform will support data matching with external databases and integrate with state-of-the-art technologies.
BUILDCHAIN *Funded under the same call*	The EU-funded BUILDCHAIN project will develop the Digital Building LogBook (DBL) to be used by municipalities to manage and administer their set of buildings. The DBL will integrate existing and new data, tools and functionalities by employing the Decentralised Knowledge Graph (DKG) open-source blockchain-based solution. The software will include specific building-related ontologies tracing and continuously updating the life cycle of buildings.
EPC RECAST *Next generation of EPC*	EPC RECAST project will develop a well-structured process and a toolbox that will support the development, performance and validation of new EPCs with particular focus on existing residential buildings with high retrofit needs.
D^2EPC *Next generation of EPC*	D^2EPC project will develop the next generation of dynamic EPCs for buildings. It is based on the 'digital twin' concept to

	advance building information modelling and a new set of energy, environmental, financial and well-being indicator
Smart Living EPC *Next generation of EPC*	The EU-funded SmartLivingEPC project aims to introduce a certificate that will be supplied by using digitised tools and retrieve the required assessment information for the building shell and building systems.
SmartSquare *Life on SRI*	The project Smart Square, aims to develop and deliver the appropriate tools and applications, which will enable the promotion and establishment of intelligence assessment of buildings in Europe, through buildings Smart Readiness Indicator (SRI) scheme.
SRI2MARKET *Life on SRI*	The SRI2MARKET project will improve the knowledge and capabilities of six (6) Member States (Austria, Croatia, Cyprus, France, Portugal, and Spain) with regards to the introduction of the SRI in their national regulation and market.
Chronicle *digitalisation of LCA*	CHRONICLE is an EU-funded project that aims to deliver a holistic framework for assessing the life-cycle performance for different building variants.
LegoFIT *Smart solution for bulding construction and renovation*	The LEGOFIT project aims to design, implement and validate an advanced and dynamic integrative approach to accomplish EPH based on smart and innovative solutions with a high scalability and replicability for building construction and renovation,

Table 4 - Relevant EU project and initiatives

Dedicated workshops will be organized during the annual Sustainable Places conference, which is held every year and organized by R2M. These workshops serve as a platform to delve into specific topics related to sustainable development. The first instance of this workshop took place on 16 June in Madrid on how to develop DBLs for market uptake. BuildChain, SmartLivingEPC, LEGOFIT, Chronicle, and Smart Square participated in this workshop, which provided an opportunity for fruitful discussions and knowledge exchange among the participating partners.

Figure 4 – Promotional banner of the session at the Sustainable Places

3.8 Press and media activities

3.8.1. Press articles, academic, media and specialised publications

BPIE will draft and send press releases at appropriate times during the project duration. However, at least **3 central press releases** will be produced by BPIE and TUD and shared by all partners within their own channels. Partners are also expected to provide their output and translate the content into their national languages. The first press release will present the project to the relevant target audiences and will be sent out with the official launch of the website and social networks and the first newsletter (M9).

BPIE will focus on EU press and media relations with whom already has established strong connections, such as Politico, Euractiv, and Bloomberg. In addition, BPIE's contact database integrates approximately 300 media contacts at EU and MS level (e.g. the European Energy Review, EU Observer, ENDS Europe, as well as numerous media channels as member state level).

Additionally, BPIE is gathering communications and PR contacts from each partner's organisation to know who to contact to disseminate news, events or publications about the project.

3.8.2 Podcasts

Participating in podcasts can ensure great visibility and help raise awareness about the importance of building logbooks in the EU bubble. Below is a table with podcast to collaborate with:

Name	Author	About	Contact
City Stories	Energy Cities	Interviews with "guests from different horizons and sectors who dedicate much of their time to	Contact form https://energy-

		making the energy transition more democratic" in European cities.	cities.eu/contact-us/
My Energy 2050	Michael LaBelle	Weekly podcast with interviews and reflections on energy transition.	Twitter account @MikeEnergy labellem@ceu.edu
Europe Climate Connection	Climate Action Network	A podcast dedicated to climate action across Europe.	communications@caneurope.org
GreenBiz 350	Joel Makower and Heather Clancy	A weekly podcast with stories and interviews about the headlines in sustainable business and clean technology. It counts with more than 360 episodes and a rating of 5,0 on Spotify.	editor@greenbiz.com
How green is your deal?	Green Deal - NET	Researcher Jana Gheuens talks with climate experts on anything related to the Green Deal.	Contact form https://www.greendealnet.eu/form/contact
Energy Unplugged	Aurora Energy Research	A mix of in-depth conversations with key international industry leaders, policymakers and academics, exploring the hottest topics across the energy market.	narcisa.danila@auroraer.com

Table 5 - Podcasts screening

If collaboration with the abovementioned podcast isn't possible, other alternatives include: *DNV Talks Energy*, *Energ' Ethic*, Redefining Energy, *TED Climate* or *Buildings of Tomorrow* by Siemens.

Overall, Demo-BLog should be present in at least **6 different podcasts** throughout the project lifespan. BPIE will coordinate with TUD and R2M to speak at 2 podcasts each. Other partners should be present in, at least, one (national) podcast.

3.9 Multipliers & synergies

Multipliers will enable spreading information about Demo-BLog to a larger audience and will be crucial in getting the key messages across. Creating synergies with other national, European or international projects and initiatives will be beneficial for all parties involved and will contribute to the harmonisation and digitalisation of building logbooks.

Particular attention will be paid to creating synergies with other **Horizon Europe** (i.e. with sister projects like BUILDCHAIN and OpenDBL) and **LIFE** projects focused on next generation Energy Performance Certificates and Smart Readiness of buildings, which offer

activities related to digital logbooks. BPIE will also aim to liaise with other EU initiatives such as the Digital Building Logbook by DG GROW of the European Commission (EC).

Additionally, any suitable opportunity to communicate and disseminate project activities and results through the EC and Horizon portals and channels will be considered in order to increase the reach of Demo-BLog. Special attention will be put on sharing knowledge on portals such as Build Up.

Demo-BLog will consider taking part in activities organised by other projects and partnerships such as Built4People. All Demo-BLog partners will be asked to share projects and logbook initiatives that could be relevant to the project.

Other platforms such as the Horizon Magazine and the CORDIS website for sharing news and events will also be taken into consideration.

Lastly, BPIE will try to join forces with the PR and communication departments of partner institutions and their channels, asking partners to further disseminate any relevant news.

Monitoring and evaluation of activities

4.1. Key Performance Indicators (KPIs)

A set of KPIs were defined to monitor and assess the main dissemination and communication activities in the project. The table below includes the KPIs that will measure the effectiveness of the activities undertaken:

Activity	KPI	Target	Methodology
Advisory Board (AB)	Number of AB members representing different value chain segments	>5	N/A
Visual identity	Including brand, logo and templates, by M2.	N/A	Deliverable
Website	Unique visitors/year	>2,500	Google analytics
Social media accounts	Twitter followers	>200	Twitter analytics
	LinkedIn followers	>400	LinkedIn campaign monitor
General media	Press releases	>3 (kick off, intermediate milestones, final event).	Website news section
	Mentions of Demo-BLog	>4 press articles	
Videos	Introduction video to pitch project objectives by M7.	N/A	Deliverable
	Follow-up videos	>A video per Demo M30-M42, each in EN and local language (FR, DE, NL).	Deliverable
Newsletter	Number of subscribers	>500	Mailchimp
Dissemination at relevant scientific and policy events	Number of events where Demo-BLog results are presented	>20	Events table
Scientific publications	Open Access publications related to the project (one per technical WP)	>5	N/A

Ph.D. thesis	Ph.D. thesis based on the results of Demo-BLog	>1	Publication of the Ph.D. thesis
Webinars and events	Dissemination webinars for specific sectorial audiences and attendees	>6 webinars >50 attendees	Events table
	Local events targeting DBL audiences.	>4 events in local language (FR, DE, NL, EN) >80 attendees per event	Events table
	Final event in Brussels	>100 attendees Roundtables with representatives of >6 stakeholder groups	Events table
Partner project interactions	Significant contributions to events organised by Buil4People	>3 workshops with sister projects	

Table 6 - KPIs

Exploitation strategy

5.1. Overall methodology to leverage exploitable results

The coordination of Demo-BLog plays a vital role in fostering and sustaining a culture of exploitation within the project. This chapter provides an in-depth account of the methodology employed for effective exploitation management. It elucidates the various steps undertaken to define tangible outcomes that are exploitable, as well as the development of appropriate strategies and plans for exploitation. By doing so, it elucidates how the outcomes of these efforts will guide future activities and enhance the overall impact of the project.

Initially, a comprehensive inventory of exploitable results will be compiled to facilitate the systematic identification, synchronization, and efficient management of the project's foreground. Subsequently, specific actions will be identified to effectively execute exploitation activities for each result, with the collective project foreground being regularly reported and discussed in project meetings. These exploitation activities encompass crucial aspects such as risk management, intellectual property protection, market analysis, and the formulation of a robust business model. As the project progresses, a targeted Workshop will be conducted, focusing on prioritizing exploitable results and identifying Key Exploitable Results (KERs) that warrant dedicated efforts to amplify the project's impact.

5.1.1. Definition of Exploitable results

As a base definition, **Exploitable Results (ER)** are the achieved and/or expected results coming from the project that will have an impact on economy, environment and/or society as a whole. These results have commercial or social significance and can be exploited as stand-alone products, processes, services, etc. In principle, these exploitable results might need further R&D, prototyping, engineering, validation after the project ends and before they become commercially exploitable.

Exploitable results can be categorized into several areas. They are not rigid but, for here, the following areas are considered:

- Products & applications – items for sale (e.g., hardware or software)
- Processes – ways to make or do something
- Know-how – valuation of "how to"
- Services – by offering the above products, processes, equipment, or knowledge
- Other – Platform, publications, patent....

According to the Horizon 2020 text[1], **Key Exploitable Result** is defined as:

"Any tangible or intangible output of the action, such as data, knowledge and information whatever their form or nature, whether or not they can be protected, which are generated in the action as well as any attached rights, including intellectual property rights".

[1] https://webgate.ec.europa.eu/funding-tenders/opportunities/content/article-26-—-ownership-results_en

A Key Exploitable Result (KER) is an identified main interesting result (as defined above) which has been selected and prioritized due to its high potential to be "exploited" – meaning to make use and derive benefits- downstream the value chain of a product, process or solution, or act as an important input to policy, further research, or education.

The following two criteria have been used to select and prioritise results:

- Innovation risk: Degree of innovation and exploitability
- Impact: Economic, scientific, environmental and/or societal impact

5.1.2. Overall strategy for the management of ERs

The exploitation of project's results means to make use of the results produced in further activities (other than those covered by the project, e.g., in other research activities; in developing, creating and marketing a product, process or service; in standardisation activities).

The overall strategy for the management of exploitable results can be broadly divided in the three phases as shown below:

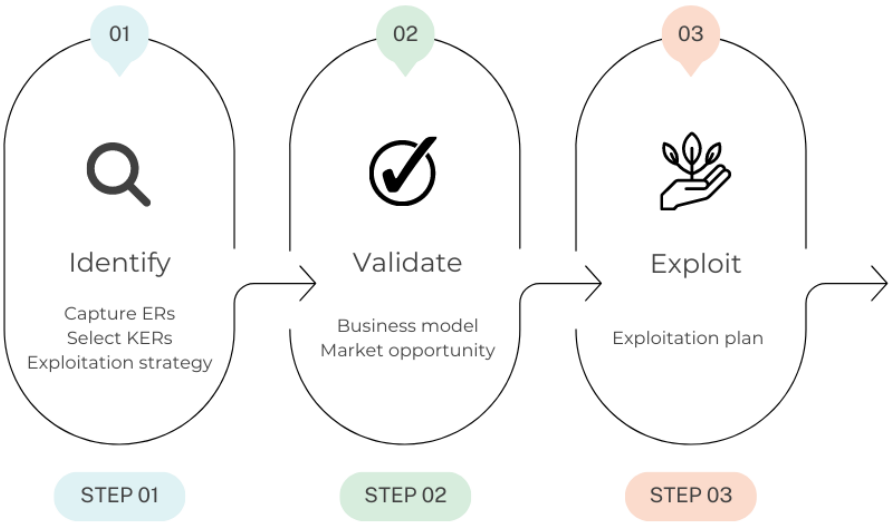

Figure 5 - Overall strategy for exploitation management

The phases consist of a range of activities and are supported by a set of tools. Each phase is explained briefly below.

Identify: In this phase, exploitable results are being identified, collected, and analysed. Starting point is the list of project results as defined in the Grant Agreement. For each identified result key information is being collected like the manager of the ER, type of ER, the used background, the co-developers, the current and expected TRL, development status and initial exploitation vision. For the collection of this information, an ER-questionnaire has been distributed to the ER managers (Annex 1). An impact assessment is done to identify the Key exploitable results from the project. This assessment is described in more detail in the following paragraph.

Validate: In the Validation phase, it is being explored what kind of value propositions are being enabled by the ER. The focus shifts from the technical capabilities of the ER to the customer value and accompanying business model. A quick market analysis is being conducted and by engaging with target customers, end-users and other stakeholders, a check is done if the ER addresses a real need or problem. Goal is to come to a validated viable, feasible and desirable business model supported by the ER owner(s). Tools typically used in this phase are the business model canvas, value network model or value proposition canvas.

Exploit: In the Exploit-phase the exploitation plan is being detailed out. After having developed the business model in the previous phase, arrangements need to be made to secure post-project exploitation of the ER. This involves setting up partner agreements, IPR agreements and secure funding for further commercialisation or development of the ER. This phase ends with the kick-off of the exploitation plan.

This three-phase strategy is a continuous process where during any time in the project, new project results can be identified as an exploitable result. To ensure timely identification of exploitable results, meetings with all project partners will be organised on a regular basis to discuss and review the list of (key) exploitable results. Each ER owner will create a comprehensive fact sheet outlining the critical components of their exploitation strategy. This fact sheet, based on an Excel format, will serve as a central tool utilized and regularly updated throughout the project duration.

5.1.3. ERs periodisation and identification of KERs

For the prioritisation of ERs, an ER assessment has been developed. The goal of the ER assessment is to identify the exploitable results with the highest expected return and the lowest innovation risk. This enables the project to define targeted and focused exploitation activities and spend their resources in the most efficient way.

The assessment comes in the form of a questionnaire. The questionnaire contains two sets of questions, one covering the set of indicators for the expected impact of the ER, the other covering the set of indicators for the innovation risk of the ER. The indicators will be selected based on the impact requirements of the call. Both sets of questions have the same structure, consisting of three elements: Indicator, Value and Evidence.

The indicators are the variables used for measuring the expected impact and innovation risk. For each project a set of indicators need to be defined to do justice to the specifics of the business domain and developed foreground. The indicators for this project will be defined at a later stage.

The Value describes the score of the value of the indicator. The way indicators are scored differs per indicator but in general indicators score in a spectrum with two extremes, e.g. small-large, weak-strong, low-high etc. Where possible, indicators can be quantified, e.g., 15% reduction, 2 million households etc.

Evidence needs to be provided and is used to support the underlying hypothesis of the ER indicator. The strength of a piece of evidence determines how reliably the evidence helps support or refute a hypothesis. The following table shows examples of weak and strong evidence.

Weak evidence	Strong(er) evidence
Opinions (beliefs)	Facts (events)
What people say	What people do
Lab setting	Real world setting
Small investments: signing up by email to show interest in an upcoming product or service is a small investment	Large investments: Pre-purchasing a product or service or putting one's professional reputation on the line is an important investment

Table 7 - Examples of weak and strong evidence used in ER assessment

For each indicator, the ER manager is requested to rank the value for each indicator and provide supporting evidence. Each completed questionnaire will be discussed with the Innovation Manager and the ER manager together to ensure the result of the assessment is unambiguous. The Innovation Manager assesses the completed questionnaire and ranks the expected impact and innovation risk. Scores can be "low' or "high", reflecting the scores on the exploration board which is explained in the next paragraph. The result of this assessment has been submitted to the ER manager for approval.

5.1.4. Managing and tracking ERs

Based on the results of the ER assessment, each ER is positioned on the Exploration Board. The Exploration Board is used to track the status of each ER and have one dashboard-like overview of the status of all ERs of the project. The Exploration Board is adapted from the Portfolio Map as developed by Osterwalder[2]. The two axes of the board represent the expected impact and the innovation risk of the ER and are both ranged from low to high. This results in four quadrants on the board, being:

1. **Rising Star (high impact, low risk)**: ERs with significant impact, either economic, societal, or otherwise and with low innovation risk, e.g., because the evidence shows clear market demand, are placed here. In general, his quadrant will contain most of the key exploitable results.
2. **Safe Play (low impact, low risk)**: ERs with low innovation risk but also low impact because of limited marketability or serving a niche market are placed in this quadrant.
3. **Niche Opportunity (low impact, high risk):** ERs with low impact and high risk are in general not very attractive for exploitation and to invest resources in but sometimes they can be input for follow-up research.
4. **Promising concept (high impact, high risk):** ERs with high impact and high innovation risk are often more disruptive innovations or innovations opening new markets. Key exploitable results are also likely to be found here.

[2] Osterwalder A. et al., 2020, The Invincible Company, John Wiley & Sons, ISBN 978-1119523963

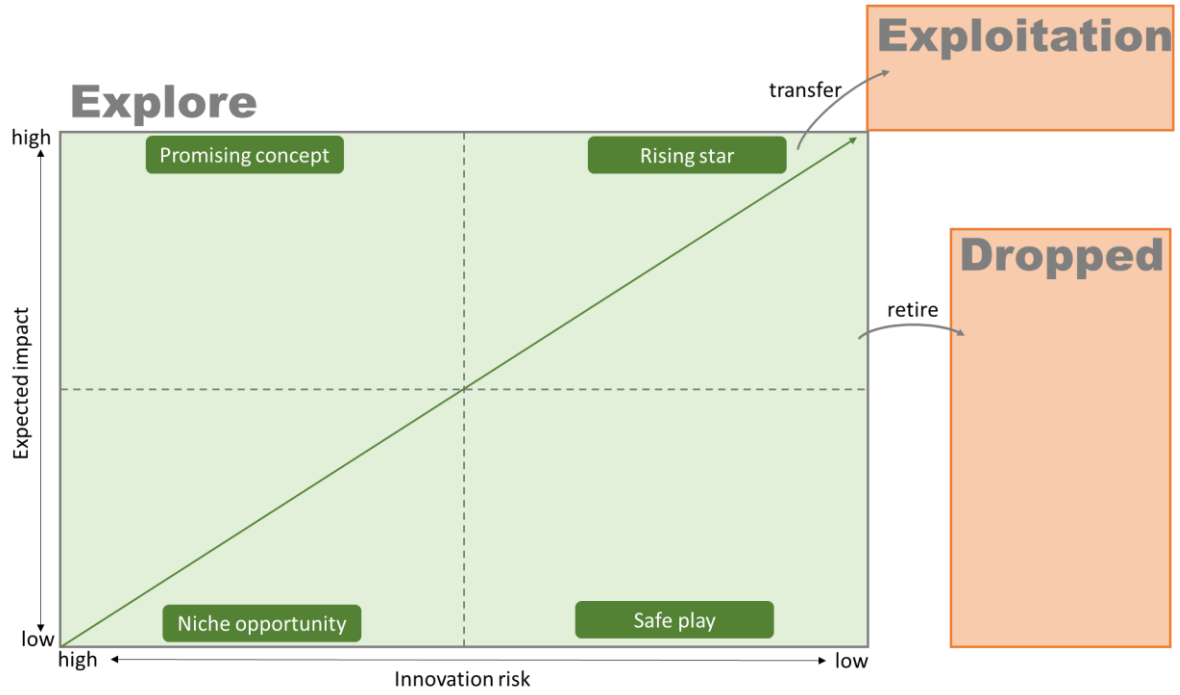

Figure 6 - Exploitation board

During the project, the board is used for tracking the ERs. Each ER is plotted on the board with the results of the ER assessment determining in which quadrant the ER will be positioned. Throughout the project, actions are defined for increasing the expected impact, reducing the innovation risk or both, and moving the ER towards the "Rising Star" quadrant, ensuring maximum impact of the project. When an ER is successfully being exploited, it will be removed from the Exploration Board and transferred to the Exploitation Board. When it is concluded that an ER cannot be exploited in any viable manner, the ER will be dropped and will also be removed from the Exploration Board. The aim is to have the Exploration Board cleared when the project is finished.

5.1.5. Management of the IP

IPR issues have been addressed at the very beginning, agreed and signed off in Demo-Blog's Consortium Agreement (CA). Any additions or changes to be raised potentially during the course of our activities are to be discussed and agreed further within a General Assembly as detailed in the CA itself as well. The principles of the CA do not contradict those of the Grant Agreement (GA).

Within the signed CA, each partner has identified:

- Access rights to the relevant background bringing to the project. This has been detailed by defining the permissions granted to consortium members regarding the use and access to this existing knowledge, technologies, or IP needed for the implementation and exploitation of the project.

- Ownership of project results (foreground): Consortium has agreed on the terms and conditions regarding ownership or co-ownership of project results based on DESCA model's detailed related clauses within the CA.

The procedure and steps to be followed to further manage any IPR issues by means of potentially revising CA, following a General Assembly decision, are illustrated in the below figure.

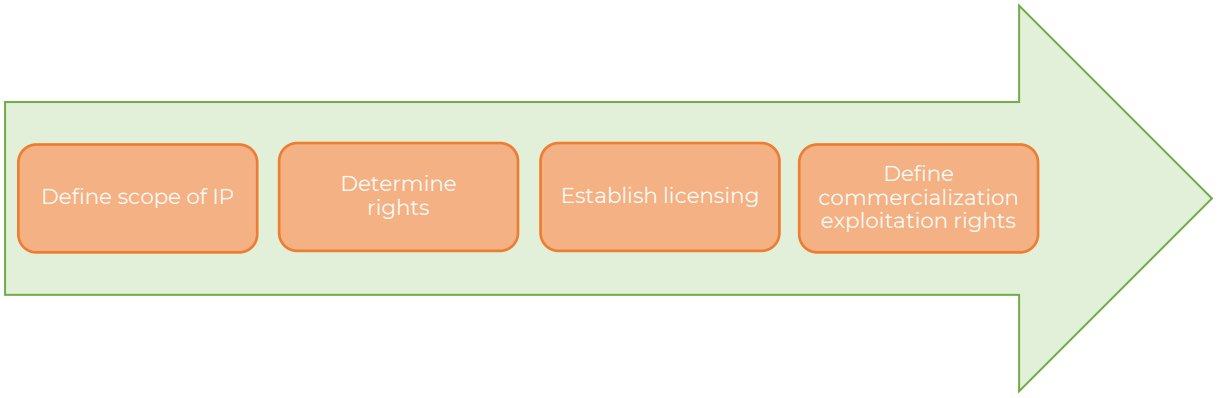

Figure 7 – IPR Management Steps

The project coordinator (TUD) at Demo-BLog will serve as a central support for the consortium in providing continuous assistance and fair, transparent, and independent innovation management decision making support. The technological aspects of knowledge management (i.e. data management) will be dealt within the Demo-BLog project management (WP6) that the project coordinator (TUD) is leading.

5.2. Demo-BLog Exploitation plan

5.2.1. Initiation of the exploitation activities

The endeavor of exploitation will be consistently pursued throughout the entire duration of the project, encompassing three main areas: i) the refinement and maturation of the list of Exploitation Results and their corresponding business models, ii) the effective management of intellectual property (IP), and iii) proactive efforts towards identifying and assessing market opportunities.

5.2.2. Grant agreement vision

An initial list of project ERs had been established at the project proposal stage, see the result in the table below:

N°	Result	Partner	Description
ER1	Enhanced UK Logbook (TRL7)	EST	DBL with enhanced data connections and an engaging consumer-facing retrofit advice module.
ER2	Augmented CLEA DBL (TRL7)	QUAL	CLEA DBL upgraded with a new home renovation support functionality
ER3	Augmented Woningpas DBL (TRL7)	VEKA	Woningpas DBL upgraded with a functionality to enhance community driven decarbonisation projects.

ER 4	Augmented CAPSA DBL (TRL7)	CHILL	CAPSA logbook with evolved data import and management as well as automated decarbonisation roadmaps functionality.
ER5	Augmented CIRDAX DBL (TRL7)	RUM	CIRDAX DBL upgraded with enhanced reuse marketplace for the Belgium market aimed at architects.
IR1	DBLs evaluation framework	TUD	State of play and evaluations of 5 DBLs for further improvement and development.
IR2	Improved BDNB - French National database of Buildings	CSTB	French national Database of Buildings: improved TRL and practical use-case demonstrated in Demo-BLog.
IR3	Multi-cycle circularity evaluation framework	VITO	Improved applicable digital assessment framework for multi- circular solutions in the construction sector, demonstrated CIRDAX DBL
IR4	DBL Business cases factsheets	R2M	Factsheets - designed for market players - highlighting Unique Value Proposition and co-benefits of DBLs
IR5	Increased European policy impact	BPIE	Tangible and practical recommendations (WP4), policy advocacy, stakeholder engagement.
IR6	User-centric interfaces for all demo's & DBL social inclusion playbook	LF	LF aims to deliver user journeys and interfaces for the selected demo cases based on the needs of the end-users as well as deliver general accessibility guidelines for all DBLs.
IR7	New innovative IT related innovation approaches	ACA	Exploration of different opportunities by utilizing innovation and test new technologies or added value towards sustainability in IT solutions.
IR8	Improved quality of information and assistance to homeowners	TM	A set of APIs and services to help improve the quality of information held about properties, retrofit activity and to assist homeowners in getting an informed understanding of their property and options

Table 8 – List of ERs at project proposal stage

At this stage of the project, the ERs can be classified into three categories: products, services, and subjects for scientific publications.

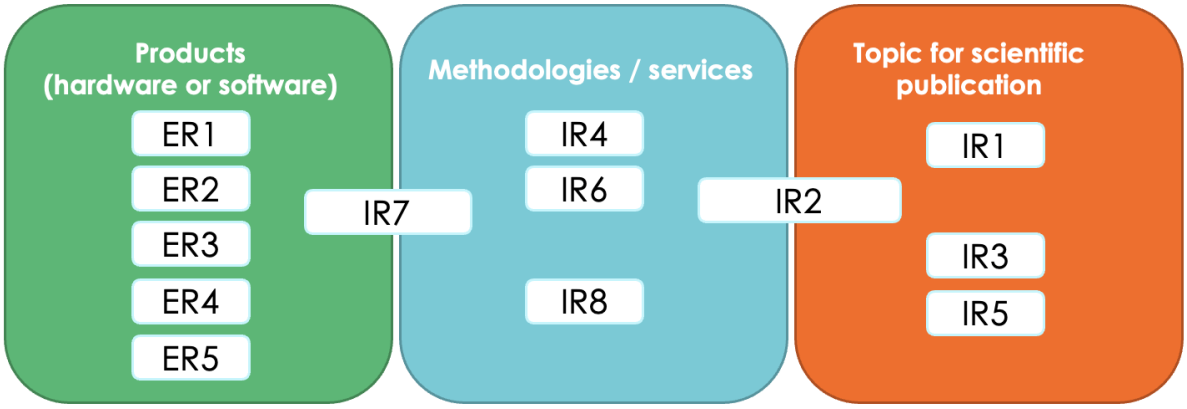

Figure 8 - Categories of ERs

Detailed presentation of the 5 owners of the ERs that will bring to the market an updated product:

	**EST** delivers services for the UK government, and the devolved governments of Wales, Scotland and Northern Ireland), as well as many regional and developed administrations such as the Greater London Authority. As a named organisation in the 1990 Environment Act, EST has a privileged long-term partnership relationship with UK governments. The best example of this is Home Energy Scotland (HES) – a Europe-leading One Stop Shop retrofit advice service; we have delivered HES and its predecessor services for Scottish Government since 1997. To continue to meet the needs of our government partners, EST needs to be at the forefront of best practice in advice provision and one stop shops. T**he planned functionality demonstrated in Demo-Blog will enable EST to add an important new component to the services they deliver to UK governments**: integration of public retrofit advice with the rapidly emerging commercial DBLs. They will also be integrating data from the (also UK governments supported) TrustMark Data Warehouse. Beyond the project they will exploit the developed services to different UK government and administrations with whom EST works or seeks to work.
	**QUAL** logbooks CLEA has already been adopted by 150,000 homes in France. It has an ambitious development strategy which aims at selling 250,000 CLEA logbooks by 2025 and to reach a cumulated sales number of 1 million logbooks by 2030. Two business models are used: a B2B one, in which QUAL's customers are real estate promoters who offer CLEA as a "digital welcome logbook" to their clients who are buying their new apartment; and a B2C one, mainly used by single-family building owners who decide by themselves to subscribe to the CLEA service. **The addition of the renovation module to the current CLEA functionalities will support the transition towards a model dominated by the B2C approach**: in 2025 it is expected that the half of the CLEA logbooks will be directly sold to end-users (homeowners). In France, the business case for building logbooks is supported by the regulation which makes logbooks mandatory for all new buildings.

	**CHILL** currently operates a commercial building logbook for several large food retail companies. For these CHILL builds its business by one-time data collection fees, license fees for tools for documentation of maintenance visits and energy reports. The work on CAPSA, effectively the application of their work on supermarkets to the area of (social) residential housing is done in cooperation with the Hypoport SE, one of Germanys largest finance broker. Hypoport will use their existing sales channels to pitch the CAPSA solution. **The joint business plan aims at 500,000 registered units in the next 4 years**.
	Woningpas (**VEKA**) was launched in December 2008 for residential building-units (single-family house or unit in multi-family building). Woningpas is automatically available for the building owners (natural persons as well as companies): for 4,000,000 individual building units. This DBL is owned by the Flemish Government: VEKA, OVAM, Wonen-Vlaanderen, Departement Omgeving. WOningpas already gives information to the homeowner on different themes related to the dwelling, the parcel and the surroundings: energy (label, renovation roadmap and real energy use), insulation, installations, solar potential, soil, sewage system, water supply, flood sensitivity, Woningpas will explore how DBL can play a role in this, by committing to **a community driven approach, encouraging energy communities, positive energy neighbourhood,** collective RES sharing, cross-sectorial energy solutions, sustainable co-housing projects, co-ownership renovation of apartment buildings, etc
	**RUM** is a data and consulting firm that focuses on making the demolition, construction and management of buildings circular. The clients of RUM are mainly large real estate owners, governments and public/semi-public authorities. CIRDAX is the DBL developed by RUM, and the business model behind CIRDAX is based on a license fee for the platform in which clients can directly access their information. The software consists of various tools and methodologies that make it possible to **gain insight into all the raw materials present, to calculate the value of these raw materials and to make them reusable** (and therefore tradable). In addition, it makes circularity measurable, brings achieved results into focus and links up with the latest techniques such as Blockchain and BIM. These activities are based on a consultancy business case and projections.

Table 9 – 5 owners of ERs

5.2.3. Simplified questionnaire to update/complement GA vision at M6

One significant initial task has involved the establishment of a comprehensive contact directory, comprising the individuals responsible for overseeing the Exploitation Results (ERs) within each partner entity.

A questionnaire was distributed to each partner with the objective of updating and enhancing the initial exploitation vision outlined in the General Assembly (GA). The questionnaire followed a structured format as follows (the full template is display in Annex 2):

- Intellectual property
- Description of the output & stage of development
- Exploitation strategy
- Market analysis

The responses from the partners regarding this questionnaire exhibited a diverse range of perspectives. Some partners were able to contribute an extensive and in-depth analysis, while others have not yet provided supplementary data.

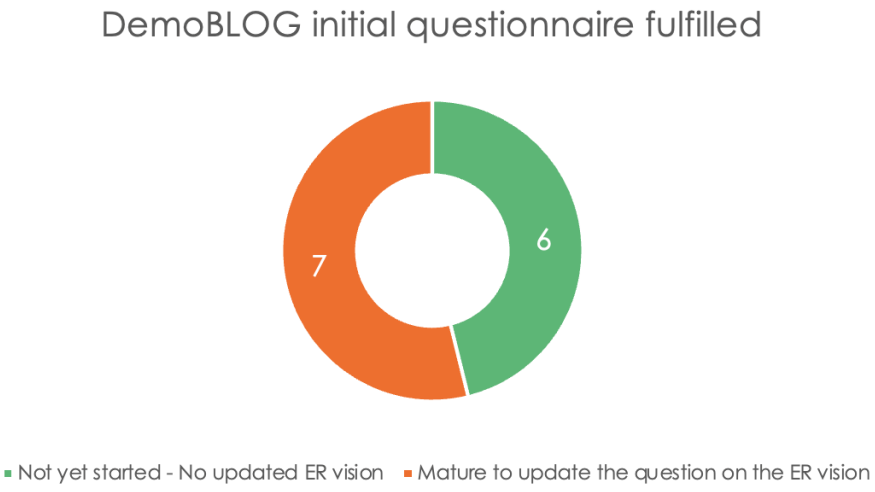

Figure 9 – Partner's response to initial questionnaire

Presented below is a comprehensive synthesis of the principal elements derived from the initial phase of the questionnaire, wherein additional information pertaining to the Exploitation Results (ERs) was provided:

Description of the output & stage of development
Each DemoBlog ERs aimed at improving the customer experience and renovation journey for homeowners. The ERs are at various stages of development, ranging from TRL2 to TRL7.

Exploitation strategy
The ERs have different exploitation strategies. Some aim to promote the adoption of the DBLs by partnering with logbook companies, government policymakers, and other stakeholders. Others plan to license the technology to third parties or utilize it to offer free energy advice to the public. The target audience for the projects is homeowners interested in making energy upgrades and renovations.

The projects have different exploitation paths, including research, development of enabling technologies, open distribution, and business consulting. The target market for each project varies, but they all aim to address the needs and challenges of stakeholders in the renovation and construction industry.

Intellectual property
The ERs have intellectual property considerations, with ownership shared among various entities. The ERs require access to specific software, data hubs, and APIs. Ongoing costs and licensing options are being explored to sustain the projects.

Market analysis
Market analysis reveals a high demand for energy-efficient renovations due to high fuel costs and low energy efficiency ratings. The logbook tools aim to provide comprehensive information, energy advice, and tracking of renovation progress. The projects aim to create

value for homeowners, real estate owners, architects, and other stakeholders by reducing energy consumption, improving quality of life, and achieving environmental benefits.

5.2.4. Conclusion on the ER vision at M6

The views gathered from DemoBLOG ER owners, as outlined in this report, indicate a diverse range of situations. While there is a general sense of uncertainty surrounding the definition of the business model, primarily due to the yet-to-be-demonstrated performance of the main DemoBLOG outcomes (ER01 to ER05), progress has been made in identifying target markets and exploitation strategies for other DemoBLOG ERs. Consequently, ER owners possess a relatively clearer understanding of the time required to bring their individual results to market.

Overall, the ERs within the Demo-Blog initiative seek to enhance the adoption of DBLs, provide valuable renovation advice services, and improve the sustainability and efficiency of the built environment.

Roles and responsibilities

Demo-BLog's consortium is formed by a wide range of organisations and companies presenting different core businesses. That is why a coordinated and collective effort is needed from all partners to achieve a maximum impact across their channels and varied audiences.

To ensure a proper follow-up of Demo-BLog partners' communication and dissemination activities and encourage partner's proactivity, BPIE has created an Excel table for partners to report. On this table, each partner will have table dedicated to their organisation, and they will fill it in with the type of communication activity (organisation of an event, press release, social media post, etc.), date, place, target audience, reach and link to the activity if available.

This Excel table will be a living document available on a shared folder of the project and should be regularly updated. BPIE will follow up with partners to gather their input.

Timeline and planning

7.1. Deliverables WP5

Deliverable	Title	Lead beneficiary	Due date
D5.1	First release: Dissemination, Communication and Exploitation plan	BPIE	M6
D5.2	Second release: Dissemination, Communication and Exploitation plan	R2M	M18
D5.3	Third release: Dissemination, Communication and Exploitation plan	BPIE	M30
D5.4	Fourth release: Dissemination, Communication and Exploitation plan	BPIE	M36
D5.5	Demo-BLog project identity	BPIE	M3
D5.6	Demo-BLog website	BPIE	M4
D5.7	(Intermediate) Demo-Blog digital communication activities and visual material development	BPIE	M24
D5.8	Demo-BLog digital communication activities and visual material development	BPIE	M42
D5.9	Promotional films (No1)	R2M	M7
D5.10	Promotional films (No2)	R2M	M15
D5.11	Promotional films (No3)	R2M	M18
D5.12	Promotional films (No4)	R2M	M21
D5.13	(Intermediate) Demo-BLog Dissemination activities including project events and webinars	R2M	M24
D5.14	Demo-BLog Dissemination activities including project events and webinars	R2M	M42
D5.15	(Intermediate) Dissemination to policymakers	R2M	M24
D5.16	Dissemination to policymakers	R2M	M42

Table 10- WP5 deliverables

7.2. Communication and dissemination activities timeline

1st half of the project		2023												2024											
Communications actions		J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
Comms	Project identity			D																					
	Promotional material (results WP1 +WP3)																		D1.6						
	Website						D																		
	Social media																								
	Multi-channel digital outreach campaigns																								
	Newsletters																								
	Targeted mailings to policymakers at EC and EP																								
	Promotional films							D								D			D			D			
	Participation in podcasts																								
	3 press releases																								
	Publications																		D1.6						D1.7
Events	AB meetings (tbc)																								
	Sectorial dissemination webinars (6-8) (tbc)																								
	Local dissemination events per demo (tbc)																								
	Workshops at the Sustainable Places annual conference																								
	Event at EUSEW																								
	Final conference																								

2nd half of the project		2025												2026											
Communications actions		J	F	M	A	M	J	J	A	S	O	N	D	J	F	M	A	M	J	J	A	S	O	N	D
Comms	Project identity																								
	Promotional material (results WP1 +WP3)												D3.3												
	Website																								
	Social media																								
	Multi-channel digital outreach campaigns																								
	Newsletters																								
	Targeted mailings to policymakers at EC and EP																								
	Promotional films																								
	Participation in podcasts																								
	3 press releases																								
	Publications												D4.4						D4.5						D3.4
Events	AB meetings																								
	Sectorial dissemination webinars (6-8)																								
	Local dissemination events per demo																								
	Workshops at the Sustainable Places annual conference																								
	Event at EUSEW																								
	Final conference																								

Table 11 – Communication actions Gantt Chart

Annex 1 – Partner's online accounts

Organisation	Twitter	LinkedIn
TUD	@tudelft @urbanenergytud	TU Delft TU Delft Urban Energy Institute Henk Visscher
Chill		Chill Services York Ostermeyer
VITO	@VITObelgium @EnergyVille	VITO Energy Ville
BPIE	@BPIE_eu	BPIE
R2M	@R2MSolution	R2M
VEKA	@VEKA_Vlaanderen	VEKA Tine Vande Casteele
CSTB		CSTB
QUAL	@groupeQUALITEL	Qualitel Solutions
LF	@leapforward_grp @KnightMoves111	Leap forward Knight moves
RUM	@ReUseMaterial	Re use materials
ACA	@acagroup_be	A.C.A Group
EST	@EnergySvgTrust EST recommends: @LogProperty @RLB_Association @TheNeg @MoveiQProperty	Energy Saving Trust
TM	@TrustMarkUK	TrustMark

Annex 2

ER1	Enhanced UK Logbook (TRL7)	EST	
DBL with enhanced data connections and an engaging consumer-facing retrofit advice module.			

Initial exploitation strategy (GA)

B2C sales via tendered DBL provider, cooperation with RLBA and governments to promote uptake and use, open API policy for EPC, TM and DBL data.

Intellectual property

The project will have multiple owners: EST, TrustMark, the logbook company (pending procurement), and the Scottish Government (owner of EPC data). The ER requires access to the logbook company's software and the RLBA Data Hub for integration of EPC/TrustMark data and retrofit advice calculator into the logbook. Approval from the Scottish Government is needed for the EPC register API specification, and TrustMark must provide API access to their Data Warehouse. The ER will be open source, with EST retaining IP rights for the advice tool and the logbook company for their logbook solution. Ongoing costs to run the ER would need to be recovered, and licensing to the Residential Logbook Association is a potential option. Market mechanisms for the ER will be explored during the Demoblog project.

Description of the output & stage of development

The project aims to deliver significant improvements in product, service (excluding consulting services), and process, specifically focusing on enhancing the customer and renovation journey for homeowners. The Exploitation Result (ER) is centred around developing an automated renovation advice and building renovation plan functionality within a Database of Best Practices (DBL). This functionality, utilizing open APIs, will facilitate data sharing among DBL providers and enable a variety of renovation advice services. With a strong emphasis on user experience (UX) and customer journey, this functionality is expected to substantially increase the rate of renovations. The ER is currently at Technology Readiness Level (TRL) 2, with an expected TRL of 6 by the end of the project.

Exploitation strategy

The intended paths for the exploitation of ER1 include enabling subsequent technologies, open distribution, licensing to a third party, and utilization by EST to offer free energy advice to the public. The objective for the first two years post-project is to expand the adoption of ER1 beyond the initial logbook company, with a target of at least three private logbook companies using the ER1. EST plans to build relationships with logbook providers, share results, raise public awareness about logbook benefits, engage with the Residential Logbook Association (RLBA), and facilitate cost-effective implementation for logbook companies. External partners such as logbook companies, RLBA, government policymakers, social housing providers, private landlords, financing organizations, and

other stakeholders will play a crucial role in promoting this tool to support homeowners.

Market analysis

The target audience for the tool is homeowners or individuals with decision-making authority over their homes, specifically those interested in making energy upgrades and renovations. Homeowners in the UK face high fuel costs, and many older buildings have low energy efficiency ratings, resulting in discomfort due to cold and damp conditions. The logbook tool aims to provide homeowners with comprehensive information about their homes, including energy advice to reduce energy consumption, improve quality of life, and achieve environmental benefits such as carbon reduction and improved air quality. By integrating data from various sources, the logbook tool simplifies the process of assessing a home's energy efficiency, enables tracking of renovation progress, and has the potential to increase a home's value if energy upgrades are pursued.

ER2	Augmented CLEA DBL (TRL7)	QUAL	
CLEA DBL upgraded with a new home renovation support functionality			

Initial exploitation strategy (GA)

B2B and B2C sales using existing channels. Possible internationalisation beyond FR through partnering with Demo-BLogs partners.

Intellectual property

The ER will have one clear owner: Qualitel solution.
The ER requires access to knowledge on quality, characteristics and renovation materials / consumption / IT and data expertise / behaviour of inhabitants / civil engineering for works scenarios
The ER could be managed by partnership with renovation company.

Description of the output & stage of development

The project aims to deliver significant improvements in product, service (excluding consulting services), and process, specifically focusing on enhancing the customer and renovation journey for homeowners. The Exploitation Result (ER) is centred around developing an automated renovation advice and building renovation plan functionality within a Database of Best Practices (DBL). This functionality, utilizing open APIs, will facilitate data sharing among DBL providers and enable a variety of renovation advice services. With a strong emphasis on user experience (UX) and customer journey, this functionality is expected to substantially increase the rate of renovations. The ER is currently at Technology Readiness Level (TRL) 2, with an expected TRL of 6 by the end of the project.

Exploitation strategy

The intended paths for the exploitation of ER1 include enabling subsequent technologies, open distribution, licensing to a third party, and utilization by EST to offer free energy advice to the public. The objective for the first two years post-project is to expand the adoption of ER1 beyond the initial logbook company, with a target of at least three private logbook companies using the ER1. EST plans to build relationships with logbook providers, share results, raise public awareness about logbook benefits, engage with the Residential Logbook Association (RLBA), and facilitate cost-effective implementation for logbook companies. External partners such as logbook companies, RLBA, government policymakers, social housing providers, private landlords, financing organizations, and other stakeholders will play a crucial role in promoting this tool to support homeowners.

Market analysis

The target audience for the tool is homeowners or individuals with decision-making authority over their homes, specifically those interested in making energy upgrades and renovations. Homeowners in the UK face high fuel costs, and many older buildings have low energy efficiency ratings, resulting in discomfort due to cold and damp conditions. The logbook tool aims to provide homeowners with comprehensive information about their homes, including energy advice to reduce energy consumption, improve quality of life, and achieve environmental benefits such as carbon reduction and improved air quality. By integrating data from various sources, the logbook tool simplifies the process of assessing a home's energy efficiency, enables tracking of renovation progress, and has the potential to increase a home's value if energy upgrades are pursued.

ER5	Augmented CIRDAX DBL (TRL7)	RUM
CIRDAX DBL upgraded with enhanced reuse marketplace for the Belgium market aimed at architects.		

Initial exploitation strategy (GA)

B2B sales based on membership fees of the DBL using new and existing BE market channels.

Intellectual property

ReUseMaterials BV and Block Materials BV leverage their IP and IT expertise to develop the Cirdax system, a digital materials database with CO2 and blockchain registration models. They need the background IP of:

- The Cirdax-database system
- Block Materials concerning methodologies about marketplaces, blockchain-technology and real estate
- The Co2-module in Cirdax
- The Blockchain-module in Cirdax
- The Translation-module in Cirdax
- The Dynabloqs-basic infrastructure behind Cirdax and the modules

The resulting marketplace is a joint IP utilizing EU funding.
The revenue opportunities include fees for inventory services, material supply, material

demand, marketplace transactions, and sublicensing the system to partners.

Description of the output & stage of development

ReUseMaterials plans to create an enhanced two-sided marketplace for secondary materials in Belgium, incorporating Cirdax, a supply-side database, a demand wizard for architects, and a coordinating marketplace. The project requires resources from the Demo-Blog project and two additional projects, as the funding from Demo-Blog alone is insufficient for ReUseMaterials to cover all development costs. The completion of this project is anticipated as the culmination of these combined resources.
The innovation is built upon ReUseMaterials BV and Block Materials BV's IP and IT application, focusing on the supply-side infrastructure of the Cirdax system, a digital materials database with CO2 and Blockchain-registration models, representing the current development stage. This application is currently at TRL 9 and with the additional development will be at TRL9 at the end of the project.
This means that the supply side modules are at TRL9, but the demand side modules and the marketplace itself are at TRL7 or TRL8.

Exploitation strategy

The goals for the enhanced marketplace for architects include attracting 100 suppliers, 100 parties on the demand side, and achieving a transaction fee volume of 100,000 euros. Additionally, the marketplace serves as a research and development platform, with parts of its infrastructure used to enhance existing marketplaces, addressing the limitations of current webshops that fail to consider specific needs and obstacles for optimal material use.
The steps towards exploitation are the following ones:

1. Design and Develop the demand side of the enhanced marketplace
2. Design and Develop the two-sided marketplace
3. Improve the supply side according to the needs of the demand site and the coordinating marketplace
4. Test the beta-version of the enhanced marketplace with architects from Belgium, according to their needs that are analysed in the design stage of the project. (test with other demand stakeholders will take place in sister projects).
5. Increase the amount of supply of materials in Belgium (an ongoing process)
6. Use the reputation of supplies and demand parties to attract more parties

Extra (outside the scope of Demo-Blog)

7. Integrate the supply from other supply side systems in the marketplace
8. Enlarge the product possibilities with the data from other systems, not restricted to material data in a building.

Market analysis

.ER5 creates value for real estate (material) owners, demolition companies, architects, recycling companies, repair hubs etc and for the general environment because the use of secondary materials means that less primary materials have to be made, avoiding Co2-emissions in the primary production process.
The value of implementing blockchain technology in real estate can be summarised by addressing 6 various aspects. These include legal and moral obligations, higher profit margins through inventory and alternative use of building parts, fear of missing out and

reputation loss, reduction of transaction costs, trading materials through blockchain-backed property rights, and the potential for disintermediation in the real estate transaction chain. While these benefits have not been fully scientifically proven, they present opportunities for value creation and future returns, albeit with potential resistance from existing stakeholders.
ER5 provides high value secondary materials to new stakeholders for a competitive price. It provides current owners of materials a higher price for their materials in and out of buildings.
The unique selling point of ER5 is to provide targets with a two-sided platform that addresses information asymmetry for secondary materials, solving the "lemons-problem" and ensuring competitive quality and pricing compared to primary materials. Our platform serves as a bridge between stakeholders by considering material characteristics and information needed by both the supply and demand sides.

IR1	DBLs evaluation framework	TUD	
State of play and evaluations of 5 DBLs for further improvement and development.			
Initial exploitation strategy (GA)			
Scientific exploitation through conferences and publications. 1 Ph.D. thesis at TUD based on the project results			
Intellectual property			
Background access defined in the CA is not necessary, and scientific results and literature are governed by CC BY, allowing distribution and adaptation with proper attribution. The joint publications are expected to be licensed as CC BY, following common practice.			
Description of the output & stage of development			
IR1 represents an innovative procedure aiming to establish a DBL evaluation framework derived from the State of Play and assessments of the 5 project DBLs. This framework will serve as a foundation for enhancing and advancing DBL products or services. The process begins at TRL2 and is intended to culminate at TRL6.			
Exploitation strategy			
Three distinct exploitation paths have been identified: conducting further research, developing enabling technologies for subsequent products or services, and pursuing open distribution. In the initial two-year period following project closure, the objective is to actively engage in 2-3 conferences and publish 2-3 academic papers. The overarching strategy entails fostering collaboration within the research community.			
Market analysis			

The main target of IR1 is DBL owners, building professionals and architects. Those actors are currently lacking of understanding of full potential of DBL and embrasing into their product solutions or working processes. The IR1 will allow to assess an existing or new product or service.

IR4	DBL Business cases factsheets	R2M	
Factsheets - designed for market players - highlighting Unique Value Proposition and co-benefits of DBLs.			
Initial exploitation strategy (GA)			
Will be exploited as an enabler to grow R2M digital construction unit' turnover (consulting & innovative product sales). KPI: growth of R2M digital construction unit consulting turnover and innovative products sales; Target: 15% increase.			
Intellectual property			
R2M will be the sole owner. IR4 will be based on exisiting knowledge of R2M Solution on business modeling and DBL			
Description of the output & stage of development			
IR4 represents an enhanced marketing procedure. The fact sheet created during the DemoBLOG will enable R2M to leverage the acquired knowledge to strengthen its business development offerings and enhance its reputation among potential clients within the sector. The process begins at TRL2 and is intended to culminate at TRL6.			
Exploitation strategy			
IR4 serves as an enabling service designed to facilitate a 15% increase in R2M's digital construction unit consulting turnover and sales of innovative products. To achieve this, R2M will conduct internal knowledge transfer to all employees and effectively communicate the enhanced offer to the market.			
Market analysis			
IR4 primarily focuses on companies that aspire to develop a DBL but encounter challenges in defining their business model and have limited prior experience. IR4 aims to assist these companies by offering value-added services rooted in proven experiences. Currently, there are few other experiments conducted on DBL, making the insights gained from DemoBlog particularly valuable and worthy of being capitalized upon.			

IR6	User-centric interfaces for all demo's & DBL social inclusion playbook	LF	

LF aims to deliver user journeys and interfaces for the selected demo cases based on the needs of the end-users as well as deliver general accessibility guidelines for all DBLs.

Initial exploitation strategy (GA)

Innovations from a user perspective. LF will strive to make additional functionalities of the DBLs user-friendly and valuable for all end-users.

Intellectual property

Leap Forward (LP) is the leader of the IR6 but there are multiple owners. Associated partners are all owners of DBLs and IT developers.

- DBL owner 1: VEKA (woningpas)
- DBL owner 2: Chill services (CAPSA)
- DBL owner 3: CLEA
- DBL owner 4: to be determined
- Leap Forward (Social Inclusion Playbook)

The template used to develop the user journey is the property LP.

Description of the output & stage of development

IR6 represents an enhanced marketing procedure. At this stage the Kick-off workshop has been planned on june 16 for the woningpas. Planning/scoping calls scheduled with all the other DBL owners, Social inclusion playbook, not started yet. IR6 start from TRL1 to end at TRL3.

Exploitation strategy

IR6 serves as an enabling service. LP will share prototypes & user journeys with all the DBL's so they can integrate these functionalities in their own DBL's or be inspirated for possible future funtionalities to improve renovation information. For the woningpas all 6,5 million citizens will be able to use this service when the new fucntionality will be integrated in the DBL

Market analysis

IR6 primarily focuses on companies that aspire to develop a DBL & their users (building owners, architects, governments, etc.) At the moment it is very hard to make energy efficient decisions in community based projecte beause of several reasons: Information is not structured for community projects, regislation is not compliant, the possibilities and restrictions are not known, etc. We want to make these aspects more accessible through DBL's .

IR7	New innovative IT related innovation approaches	ACA
Exploration of different opportunities by utilizing innovation and test new technologies or added value towards sustainability in IT solutions.		

Initial exploitation strategy (GA)
ACA proposes a Data Mesh approach to make the data from multiple sources available to DBLs and the data of the DBLs available for concerned end-users on country and European Union level.
Intellectual property

ACA is the leader of the IR7 but there are multiple owners. Associated partners are all owners of DBLs and IT developers.

Description of the output & stage of development

The IR7 output will be a demonstrator or PoC. ACA aims for a demonstrator setup of a data mesh platform in which it is shown how data from various sources can be shared and made reusable towards DBLs. The result can be an open eco-system around data for DBLs or even the data within DBLs to higher levels. In this setup each data owner can take ownership itself to share its data in a clean and reusable format (possibly following common data standards). The data will be discoverable for anyone that wants to find it and reuse/consume it. The data mesh approach can be a scalable and flexible data platform for a community of DBLs. Kind of a 'data backbone' for the DBLs.

Exploitation strategy

IR7 POC will be an enabling technology and could help to establish new standard. The goal of ACA is to have services available for Log book operators and European Union.

Market analysis

IR7 primarily focuses on companies that aspire to develop a DBL & the European Union. At the moment Central data approaches are nog scalable towards an eco-system where data about buildings is scattered with many stakeholders.

IR8	Improved quality of information and assistance to homeowners	**TM**
A set of APIs and services to help improve the quality of information held about properties, retrofit activity and to assist homeowners in getting an informed understanding of their property and options		
Initial exploitation strategy (GA)		
Make services available to DBL providers to facilitate and stimulate growth DBL use and resultant property renovations.		
Intellectual property		

TM is the leader and owner of the IR8. The services will be developed in conjunction with EST and the procured Log Book provider. The IR8 will be exploited thanks to Data Sharing Agreement.

Description of the output & stage of development

The IR8 output will be an improved product and process. Indeed it is a set of APIs and services to help improve the quality of information held about properties, retrofit activity and to assist homeowners in getting an informed understanding of their property and options. At M6 TM has started some data modelling and data processing to provide a unified view unique property ref. This is supporting analysis and data quality activity ahead of developing API. The ER is at TRL2 and should reach TRL8 at the end of the project.

Exploitation strategy

IR8 is an enabling technology for TM that could be then valorised thanks to licensing to a 3rd party. The offer will be services available for Log book operators. and related service available to Green Finance partners. Those services will be embedded into TM assurance offering to Geen Finance and others with an interest in Retrofit.

Market analysis

IR8 primarily focuses on RSL's, Homeowners seeking to improve property via retrofit, LA's,HA's. Currently they have an incomplete picture of the property . IR8 will provide Additional insights into the property condition and rediness for retrofit. TM is the only Governement Endorsed Quality scheme and overseeing the delivery of Retroft through PAS2035