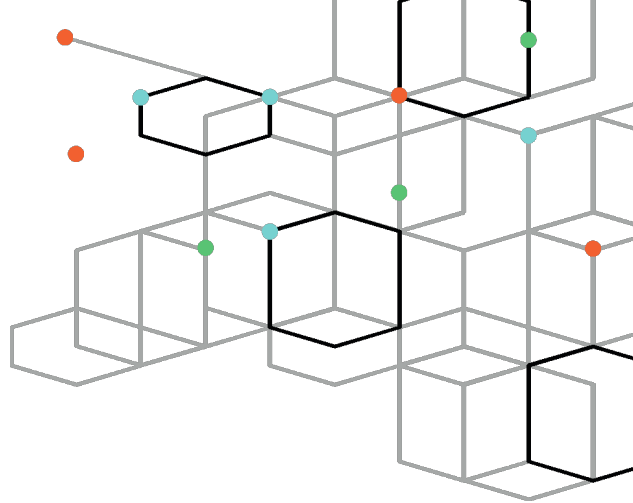


Demo Blog

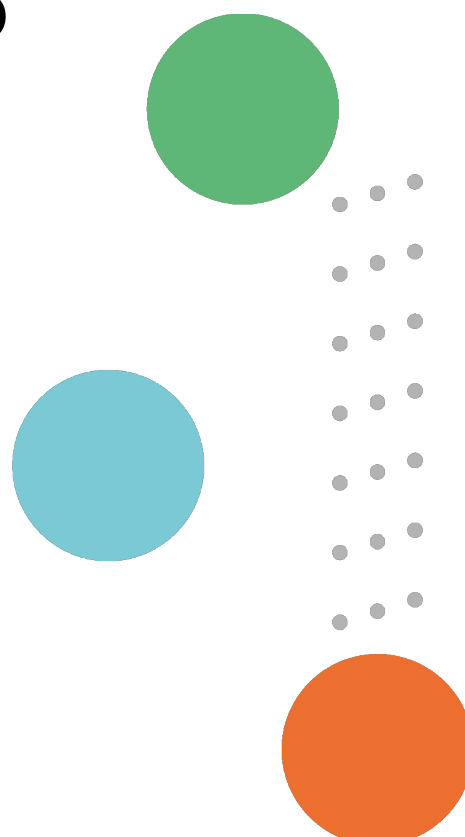


(INTERMEDIATE) DEMO-BLOG DISSEMINATION ACTIVITIES INCLUDING PROJECT EVENTS AND WEBINARS


D5.13

Dec 2024

R2M Solution



Grant Agreement No.	101091749
Start date of Project	1 January 2023
Duration of the Project	48 months
Deliverable Number	D5.13
Deliverable Leader	R2M (Research to Market Solution)
Dissemination Level (PU, SEN, CI)	PU - Public

	<i>Co-funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HaDEA. Neither the European Union nor the granting authority can be held responsible for them.</i>
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PU=Public, CO=Confidential, only for members of the consortium (including the Commission Services), CI=Classified, as referred to in Commission Decision 2001/844/EC.

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v0.1	First draft, R2M internal	25-29 November 2024
v0.2	Second draft for BPIE	09 December 2024
v0.3	First review from all Demo-BLog partners	

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Executive Summary

This deliverable, **D5.13**, provides an overview of the **Demo-BLog dissemination activities**, including project events, workshops, and webinars organized or attended during the first project period. It highlights key efforts undertaken to promote the project outcomes, foster stakeholder engagement, and align with **Built4People (B4P)** clustering activities and objectives.

The document describes:

- Management of the Advisory Board – BPIE has continuously engaged the project's Advisory Board (AB) and asked them to help disseminate the project's results. Some AB members have provided feedback and guidance when requested by other WPs. The current 16 members representing relevant stakeholder groups have been invited to participate to two online meetings this year and were kept informed about the main project's updates by email and the social networks.
- Participation in key events such as **Sustainable Places 2023**, **EUSEW 2024**, and **Construmat 2024**, where Demo-BLog engaged with sister projects (BUILDCHAIN, openDBL, and CHRONICLE) and relevant initiatives focusing on next-generation Energy Performance Certificates (EPCs) and Smart Readiness Indicators (SRIs).
- Collaboration efforts aimed at enhancing the adoption and impact of **Digital Building Logbooks (DBLs)**, promoting sustainability, circular economy practices, and lifecycle building management.
- Upcoming dissemination plans, including a **2025 webinar series** and **2026 local events**, targeting diverse stakeholders such as policymakers, industry professionals, technology providers, and building owners.

By leveraging multi-channel communication strategies, clustering activities, and co-creation processes, Demo-BLog has strengthened its visibility and impact across Europe's building and construction sectors, contributing to the broader goals of digitalization, energy efficiency, and decarbonization.

1. Introduction

1.1 Content of this document

This document, **D5.13**, details the dissemination activities carried out within the Demo-BLog project during its initial implementation phase. It outlines key events, workshops, and webinars that demonstrate the project's active engagement with stakeholders, sister projects, and broader Horizon Europe initiatives.

The deliverable includes:

- Chapter 2: A summary of the Advisory Board main activities managed by BPIE
- Chapter 3: An overview of clustering activities with relevant projects under Built4People (B4P). Participation in **Sustainable Places 2023**, **EUSEW 2024**, and other major events.
- Chapter 4: A forward-looking strategy for the 2025 webinar series
- Chapter 5: A forward-looking strategy for 2026 local workshops, designed to maximize stakeholder outreach and knowledge sharing.

All dissemination activities carried out under T5.2.2 are listed in the annex, with a dedicated deliverable D5.15 focusing specifically on dissemination efforts targeted at policymakers,

1.2 Context of this document

The Demo-BLog project, funded under Horizon Europe, focuses on developing and demonstrating **Digital Building Logbooks (DBLs)** to support the decarbonization and digitalization of the European building sector. Dissemination activities are integral to the project, ensuring that key outcomes, innovations, and pilot results are shared with targeted audiences, including policymakers, researchers, industry professionals, and end-users.

- The document aligns with the following project objectives:
- **Raising awareness** on the benefits of DBLs for lifecycle building management, energy efficiency, and sustainability.
- **Fostering collaboration** with sister projects (BUILDCHAIN, openDBL, and CHRONICLE) and other relevant Horizon Europe initiatives.
- **Engaging stakeholders** through clustering activities, events, and webinars to enhance the adoption and scalability of DBLs.

2. Project Advisory board

During the last consortium meeting in April 2024, various members of the Advisory Board (AB) expressed their willingness to have the option to be more regularly in touch with specific project partners. Following that request, BPIE sent a survey to the Board to try to match the needs and requests of the AB and the Demo-BLog pilots and partners. As a result, a few members were put in touch with partners and pilots.

In addition, both BPIE and TUDelft agreed that it could be interesting for the AB to give them the opportunity to join the Demo-BLog online partners meeting on the task level updates on 21 October 2024. A few AB members joined the meeting (3 or 4), but due to time constraints they could only be present as observers.

It is worth highlighting that besides these meetings, the AB receives the project updates through the Demo-BLog newsletter and through the social media channels. Board members are usually tagged in Demo-BLog's LinkedIn publications to ensure the delivery of the message and to help us spread the word.

The AB members will have a dedicated session of 1h30 during next general assembly of the project in January 2025. An in person event during Spring 2025 in Brussels (potentially as a side event to EUSEW) will be organised to have the chance to meet in person with all AB members, partners and pilots. More details about this event still are to be confirmed.

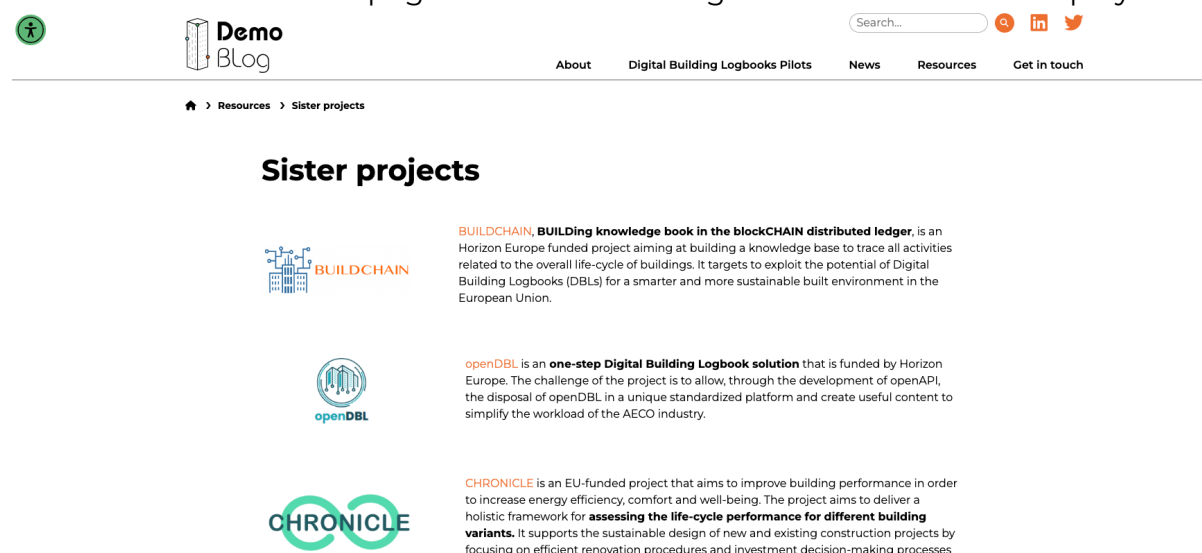
3. Built4People engagement and clustering activities

3.1 Framework of actions

To support the advancement of **Digital Building Logbooks (DBLs)** and align with the objectives of the **Built4People co-programmed partnership**, Demo-BLog will actively engage in **clustering activities** with relevant projects. These collaborations will include projects selected under the **same call topic** (sister projects) as well as other Horizon Europe and LIFE projects focusing on next-generation Energy Performance Certificates and the **Smart Readiness of Buildings**, which often integrate activities related to DBLs.

Sister Projects

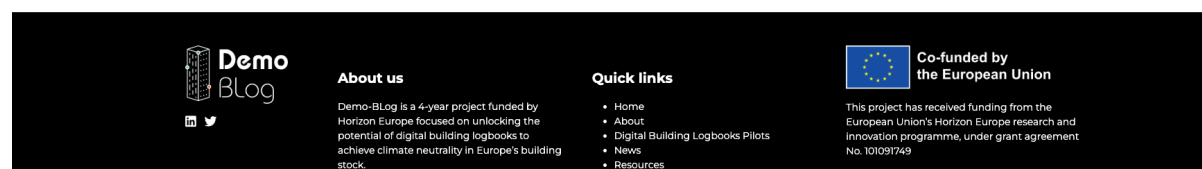
Demo-BLog has **three sister projects** with shared goals and complementary approaches. Collaboration with these projects will foster knowledge exchange, maximize synergies, and accelerate the adoption of DBLs across the European Union. A dedicated web page on the Demo BLog website has been set-up by BPIE.



BUILDCHAIN, BUILDing knowledge book in the blockCHAIN distributed ledger, is an Horizon Europe funded project aiming at building a knowledge base to trace all activities related to the overall life-cycle of buildings. It targets to exploit the potential of Digital Building Logbooks (DBLs) for a smarter and more sustainable built environment in the European Union.

openDBL is an **one-step Digital Building Logbook solution** that is funded by Horizon Europe. The challenge of the project is to allow, through the development of openAPI, the disposal of openDBL in a unique standardized platform and create useful content to simplify the workload of the AECO industry.

CHRONICLE is an EU-funded project that aims to improve building performance in order to increase energy efficiency, comfort and well-being. The project aims to deliver a holistic framework for **assessing the life-cycle performance for different building variants**. It supports the sustainable design of new and existing construction projects by focusing on efficient renovation procedures and investment decision-making processes.



About us

Demo-BLog is a 4-year project funded by Horizon Europe focused on unlocking the potential of digital building logbooks to achieve climate neutrality in Europe's building stock.

Quick links

- Home
- About
- Digital Building Logbooks Pilots
- News
- Resources

Co-funded by the European Union

This project has received funding from the European Union's Horizon Europe research and innovation programme, under grant agreement No. 101091749

Presentation of each sister projects

BUILDCHAIN

- **Focus:** BUILDCHAIN aims to develop a knowledge base to trace all activities related to the life-cycle of buildings.
- **Objective:** By exploiting the potential of Digital Building Logbooks, BUILDCHAIN seeks to enable smarter and more sustainable building practices in the EU.
- **Possible synergies:** Demo-BLog will learn from BUILDCHAIN to enhance data traceability, ensuring that DBLs effectively capture and integrate building life-cycle information.

openDBL

- **Focus:** openDBL provides a **one-step solution** for Digital Building Logbooks, enabling the creation of a unique standardized platform through the development of **openAPI**.
- **Objective:** The project aims to simplify workflows in the Architecture, Engineering, Construction, and Operations (AECO) industry by generating standardized and accessible content.
- **Possible synergies:** Demo-BLog will learn from openDBL to align API development efforts, ensuring interoperability and standardization across DBL platforms.

CHRONICLE

- **Focus:** CHRONICLE delivers a **holistic framework** for assessing building performance over its life-cycle to improve energy efficiency, comfort, and well-being.
- **Objective:** The project supports sustainable building design and efficient renovation procedures, emphasizing investment decision-making processes.
- **Possible synergies:** Demo-BLog will explore synergies with CHRONICLE to integrate DBL solutions that support life-cycle performance assessments and sustainable renovation practices.

Built4people

Built4People (B4P) is a **co-programmed partnership** under the **Horizon Europe** research and innovation program. It is dedicated to transforming the **built environment** to be more sustainable, energy-efficient, and people-centric. By fostering collaboration between public and private stakeholders, B4P accelerates the innovation needed to support Europe's climate and energy goals.

The **Built4People (B4P)** partnership emphasizes the critical role of **Digital Building Logbooks (DBLs)** in achieving its broader mission of transforming the built environment into a sustainable and decarbonized sector. This is particularly evident under **Specific Objective D: Demonstrate sector decarbonization pathways**, where DBLs are directly linked to advancing climate goals through circularity, digital innovation, and lifecycle optimization.

B4P key outputs under the Specific Objective D, and DBLs relevance

Output 8.1: Digital solutions providing a GHG compass over the overall lifecycle of the building/infrastructure

- DBLs serve as a central repository of lifecycle data, enabling stakeholders to monitor, measure, and optimize greenhouse gas (GHG) emissions across the construction, operation, and decommissioning phases of buildings.
- By acting as a "GHG compass," DBLs support informed decision-making for achieving climate neutrality goals.

Output 8.2: Large-scale demonstrators of multi-usage & dynamic buildings and infrastructures showing deep reconfiguration capabilities

- DBLs facilitate the collection and integration of **data on building adaptability**, showcasing pathways for flexible, multi-use infrastructures that align with circular economy principles.
- They document and trace changes to buildings over time, supporting deep reconfiguration processes.

Output 8.3: Development and measures to accelerate and scale up the adoption of digital certifications and databases

- DBLs, alongside tools like **Energy Performance Certificates (EPCs)** and the **Smart Readiness Indicator (SRI)**, contribute to the creation of standardized, digital repositories.
- This output underscores the importance of DBLs in enabling **longer commissioning cycles** and promoting **condition-based maintenance**, moving away from traditional maintenance contracts.
- DBLs help streamline regulatory compliance, enhance building performance monitoring, and support scalability of digital certifications.

Output 8.4: Digital tools to raise awareness on environmental impact and reduction pathways

- DBLs provide transparency by offering actionable insights into the **environmental impacts** of buildings.
- Through accessible digital tools, DBLs raise awareness among stakeholders, from **companies to citizens**, including public authorities and contractors, fostering a culture of sustainability and climate-conscious decision-making.

3.2 Participation in clustering activities during the first period of the project

Participation of Demo-BLog in Sustainable Places 2023 : Clustering activities with sister project and other relevant projects (EPC, BIM)

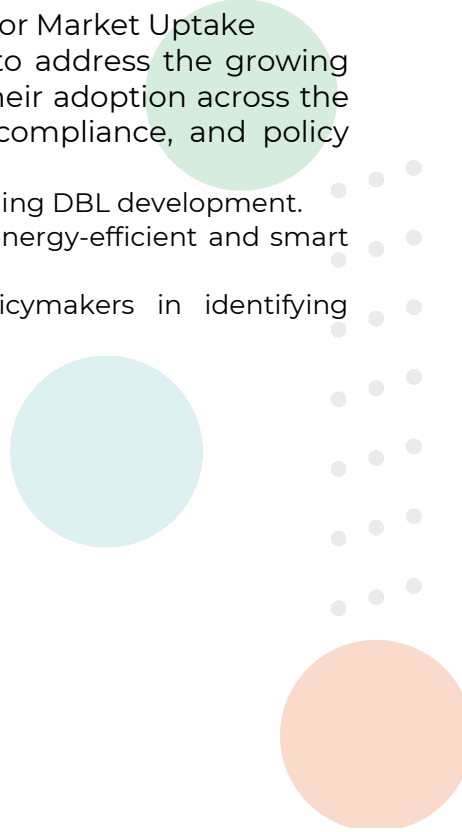
Event: Sustainable Places 2023

Date: 16 June 2023

Location: Madrid, Spain

Workshop: Developing Useful Digital Building Logbooks for Market Uptake

Workshop objectives and focus The workshop aimed to address the growing need for practical implementation of DBLs, supporting their adoption across the market to enhance building management, regulatory compliance, and policy frameworks. It provided an opportunity to:

- Share insights on challenges and opportunities surrounding DBL development.
 - Discuss innovative approaches to integrate DBLs into energy-efficient and smart building management systems.
 - Engage industry stakeholders, researchers, and policymakers in identifying solutions for market uptake of DBLs.
- 



Participating projects Several sister and related projects under Horizon Europe and other EU programs participated in the session, including:

- Buildchain
- Chronicle
- Legofit
- BIM4EEB
- Smart Living EPC
- SMART² (Smart Square)

These projects showcased their advancements in developing and implementing DBLs, demonstrating diverse use cases and innovative tools that aim to improve building efficiency, data management, and digitalization processes.

Demo-BLog's Contribution Demo-BLog has presented its key objectives and innovative solutions for DBLs. The project's contribution focused on:

- **Market Relevance:** Highlighting how Demo-BLog addresses practical challenges in DBL adoption.
- **Data-Driven Solutions:** Sharing methodologies to streamline data collection, management, and interoperability within building frameworks.
- **Collaboration Potential:** Emphasizing synergies with sister projects to accelerate DBL integration and scale its impact across the market.

Demo-BLog Participation EUSEW 2024: Clustering activities with other relevant projects (SRIs, EPC)

Event: EUSEW 2024

Date: 11-13 June 2024

Stands: shared stand with relevant digitalization of the building projects.

The **European Sustainable Energy Week (EUSEW)**, organized annually by the **European Commission**, is a flagship event that brings together stakeholders to discuss innovations, policies, and strategies to accelerate Europe's energy transition. EUSEW 2024 focuses on **net-zero energy solutions** to build a competitive and sustainable Europe, showcasing projects that drive

advancements in energy efficiency, digitalization, and sustainable building practices.

As part of its mission to foster collaboration and **clustering activities** with other relevant projects, **Demo-BLog** participated in a **shared stand** alongside key initiatives focusing on **Smart Readiness Indicators (SRIs)** and **Energy Performance Certificates (EPCs)**.



Participating projects

At the shared stand, Demo-BLog clustered with projects focusing on **digital solutions for the built environment**, particularly SRIs and EPCs. Key projects included:

- **SRI2MARKET**: Promoting the adoption of **Smart Readiness Indicators** to optimize energy performance and building automation.
- **Smart2**: Focusing on smart building technologies to enable energy efficiency and integrated solutions.
- **easySRI**: Simplifying the deployment of SRIs to facilitate smart building assessments.
- **SRI-ENACT**: Developing tools and frameworks for effective SRI implementation across EU member states.
- **Smarter EPC**: Enhancing the **Energy Performance Certificate** framework to provide more accurate, actionable building insights.
- **BuildON and Smart2B**: Projects advancing smart building solutions and digital transformation strategies to improve energy efficiency.

Demo-BLog Participation in Sustainable Places 2024: Clustering activities with sister project and other relevant projects (digital permits)

Event: Sustainable Places 2024

Date: 24 September 2024

Workshops:

- **Digital Building Logbooks and Permit Processes**
- **Creating Efficient and Impactful Digital Building Logbooks**
- **Paper session**

As part of the overarching goal to foster **clustering activities** with relevant R&I projects, . These workshops focused on advancing **Digital Building Logbooks (DBLs)**, aligning with Horizon Europe's objectives for next-generation Energy Performance Certificates and building smart readiness.

→ **Workshop 1. Creating Efficient and Impactful Digital Building Logbooks**

This session, chaired by **Henk Visscher**, brought together five EU projects to discuss advancements in DBLs, highlighting their objectives, innovations, and value propositions.



Participating Projects:

- Legofit
- Open DBL
- Chronicle
- Buildchain
- Demo-BLog

Among these, **Demo-BLog** was represented by **TU Delft researcher Sun-Ah Hwang**. The presentation outlined:

- The project's key objectives in enhancing the functionality and implementation of DBLs.
- Innovations developed to streamline data collection, accessibility, and usability within the built environment.
- Value propositions that position Demo-BLog as a critical player in advancing digital logbooks for energy-efficient and smart buildings.

The workshop concluded with a **roundtable discussion**, allowing participants to exchange insights, share experiences, and identify synergies for future collaboration.

→ **Workshop 2. Digital Building Logbooks and Permit Processes**

This workshop featured projects engaged in **permit processes** and the integration of DBLs, showcasing advancements aimed at improving regulatory and administrative workflows in the construction sector.

**Participating Projects:**

- ACCORD
- CHEK
- DigiChecks
- EUnet4DBP
- Demo-BLog

Demo-BLog contributed to the discussion by emphasizing the role of **DBLs** in facilitating efficient permit processes, supporting data-driven decision-making, and enabling better compliance with energy performance regulations.

TU Delft Paper Presentation: Data Collection for DBLs

Beyond the workshops, Demo-BLog's involvement extended to a **paper session** where **TU Delft researcher Sultan Çetin** presented:

“Data collection techniques and technologies for digital building logbooks: Three logbooks and a case study.”

This paper, rooted in the Demo-BLog project, explored:

- Comparative analysis of data collection methods used by various DBL providers.
- A case study showcasing practical applications of these methods.
- Key findings highlighting the potential for harmonization across DBL frameworks to improve efficiency and scalability.

Pictures from SP2024, Luxembourg



Participation of Demo-BLog in Construmat: Collaboration with Built4People projects

Event: Construmat 2024

Date: May 21, 2024

Location: Spain (Stand 2E50)

As part of its commitment to fostering collaboration and aligning with the objectives of the **Built4People (B4P) co-programmed partnership**, **Demo-BLog** actively participated in Construmat 2024, one of the leading international construction sector events. This participation served as an excellent opportunity to strengthen ties with other relevant R&I projects and promote shared goals in advancing sustainable and innovative construction solutions.

Participation and objectives Construmat 2024 attracted a diverse audience, including property owners, construction companies, product manufacturers, designers, architects, facility managers, technology providers, researchers, national and public authorities, and the general public. At the B4P booth (Stand 2E50), Demo-BLog engaged in **clustering activities** with other projects under the Built4People partnership to:

- Highlight key innovations and solutions developed through ongoing projects.
- Facilitate knowledge exchange and synergies between projects addressing similar challenges.
- Promote collaboration with stakeholders across the value chain.

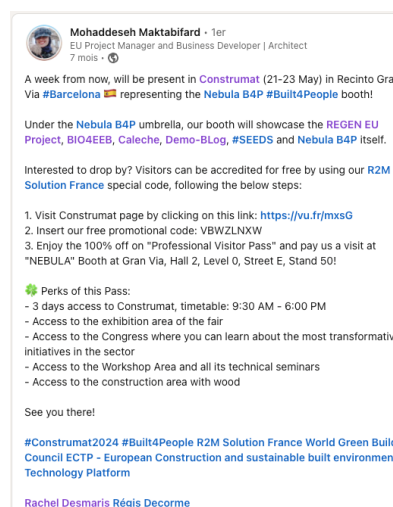
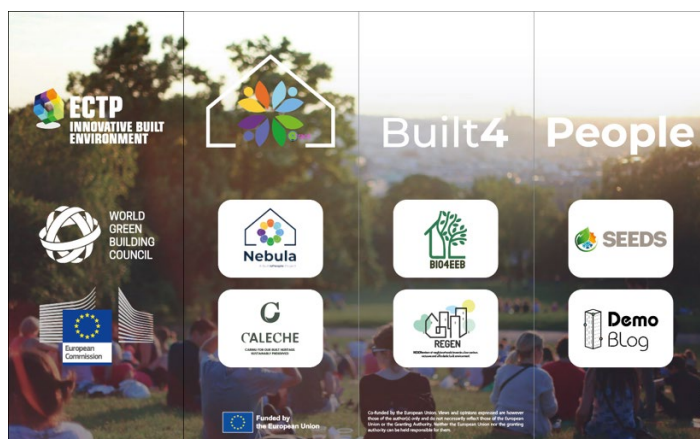
Organizing and hosting projects The clustering activities at the booth were **organized by** MeZeroe and **NEBULA** (B4P) two prominent projects under the B4P partnership. The booth hosted several R&I projects and association, including:

- **MeZeroe**
- **NEBULA (B4P)**
- **BIO4EEB**
- **REGEN** (B4P)
- **CALECHE** (B4P)
- **Demo-BLog**
- **SEEDs**
- **ECTP** (European Construction, built environment, and energy-efficient building Technology Platform)
- **WGBC** (World Green Building Council)

Demo-BLog's contribution Demo-BLog's participation in the event emphasized its role in driving innovation and aligning with the shared objectives of the Built4People partnership. By engaging with other R&I projects, Demo-BLog:

- Presented its progress and contributions toward sustainable construction practices.
- Shared insights into its innovative approaches to circular economy solutions within the built environment.
- Explored potential opportunities for cross-project collaboration to maximize impact.

By participating in activities organized under the B4P umbrella, Demo-BLog showcased its alignment with broader European objectives to achieve carbon neutrality and resource efficiency in the construction sector.



Inclusion of one Demo-BLog Exploitation results in the B4P accelerator program by NEBULA

The NEBULA project identifies high-potential innovations developed by EU Built4People projects and affiliates. The detection process focuses on four key aspects: 1) degree of innovation, 2) exploitability, 3) impact, and 4) compliance with NEB core values. These indicators align with the European Commission's Horizon Results Platform guidelines for Key Exploitable Results (KERs) and the Innovation Radar methodology. Innovations identified through this process are encouraged to publish their KERs on the METABUILDING platform and the Horizon Results Platform. Additionally, those requiring further funding are guided to the NEBULA Finance Helpdesk and its business support services within METABUILDING.

For the 2024 NEBULA B4P review, Demo-BLog submitted information for one of its KERs: the enhanced Woningpas. This innovation introduces new functionalities to facilitate active citizen participation and investment in community-driven decarbonization projects (building-related) launched by energy communities. The user interface connects key stakeholders, including citizens, energy cooperatives, construction professionals, facilitators, investors, and local governments. Among the reviewed KERs, this was the most compliant with NEBULA requirements in its first year.



Project	Demo-BLog
Coordinator	TU Delft
Start	Jan. 2023
Duration	48M
Status	In progress
Budget	3.8M€

Innovation type	NEB core values
Innovative character	Target market
Current stage	Needs
Inclusivity objective	Benefit for citizens
Aesthetic objective	Stakeholder involvement
Engagement methods	Sustainability objective
Maturity	

9 Demo-BLog - Woningpas

Woningpas is a centralised, government-backed digital building logbook that provides essential property information in one place, including energy performance, permits, and renovation insights. The Demo-BLog project is developing a new Woningpas functionalities for active citizen participation (and investment) in community driven decarbonisation projects (building related) launched by energy communities, through a user-interface, connecting the various actors like citizens, energy cooperatives, construction professionals, facilitators, investors and local governments.

Software

Breaking Stereotypes and Conventions

Homeowners and Consumers

Demonstration Stage

To raise awareness and possibly influence policy

Education and Awareness

Community Engagement and Empowerment

Sustainability and Environmental Performance

Conduct public consultations and community meetings

Iterative Design Process

Circular Economy

4. Webinar series ideation for 2025

Chapter 4 aligns Demo-BLog partners on the 2025 webinar series planning, namely the Demo-BLog pilot Webinars (Section 3.1.1) showcasing the 5 Demo-BLog pilots and the Cross-Cutting Themed Webinars (Section 3.1.2) on specific aspects of the project, such as data management, co-creation, policy, etc. Promotion will utilise the project website, social media (i.e., X and LinkedIn), project newsletters, industry-specific platforms for self-publishing such as BUILD UP, and, importantly, partner networks (e.g., clients, social media, etc.).

This initiative follows best practices in webinar management, which emphasise targeted outreach, speaker preparation, interactive engagement, and post-event content promotion. The GA specifies:

“6 to 8 sectorial dissemination webinars targeting specific audiences will be organised. Relevant audiences are the real estate and housing sector, construction companies, utilities, technology providers, facility managers and policy makers. Such online events may be replaced by in-person interventions in relevant sector events. All partners will contribute to at least one of these events.”

The promotional strategy for the 2025 webinars and 2026 local events focuses on targeted invitations to specific audiences (e.g., policymakers, researchers, architects, homeowners, technology providers, etc.) through various channels (i.e., general promo via newsletter, website and social media, and direct invitations via

email, deliberately leveraging partner networks but also cold approaches¹). Table 1 shows the approach taken for the 2025 webinar series and 2026 local event series.

	Webinars	Local Workshops
Language	English	National languages
Format	Presentation-based	Discussion-based
Recording	Yes, published on web	No, minutes & pictures
Timing	2025	2026

Table 1: Overview of webinars and local workshops

Webinars will be conducted in English to reach a broad international audience, while local events will be held in the respective national languages of the host country to ensure accessibility and engagement with local stakeholders.

R2M will use GoToWebinar to host and moderate the Demo-BLog webinars due to its ease-of-use for both speakers and attendees alike, its robust analytics, and its video recording capabilities. Recorded sessions will be posted on the Demo-BLog webpage and YouTube, with further promotion via newsletters and social media. Technical support will be available throughout the webinar, and a common registration process will be implemented for all webinar instances (i.e., creating a registration page and link, sharing the invitation, and tracking registrants prior to the webinar). Consent for recording and sharing will be obtained from all participants in advance, including a statement on the webinar registration page requiring an opt-in, and a reminder at the beginning of each webinar clarifying that the sessions will be published on the project website. The goal of the webinars is to provide a platform for knowledge exchange, interactive discussions, and engagement with stakeholders. By leveraging these webinars, Demo-BLog aims to enhance project visibility, promote its findings, and gather valuable input from the target audience.. The metrics of success will include registrations and live attendees, Q&A participation, poll responses, feedback survey completion rates, and post-webinar reach, which refers to the number of individuals who engage with the project partners or view the webinar recording and related materials after the live event.

A brief guideline for speakers: (i) Preparation: Once the webinar plans are finalised, R2M will complete the setup of the registration pages and provide a hyperlink to Demo-BLog partners so they can disseminate the invitations. (ii) Speaker Rehearsal: R2M will facilitate a dress rehearsal with the GoToWebinar platform to familiarise speakers with screen sharing, AV requirements, and troubleshooting. (iii) Backup: Speakers will share a copy of all slides with the webinar moderator for contingency purposes. (iv) Recording and Promotion: After the webinars, all Demo-BLog partners will promote the video recording via the Demo-Blog website and YouTube, and share it through the project's online channels. For further guidance on optimising webinar presentations, speakers can consult resources on GoToWebinar's [Organiser](#) and [Attendee](#) Guides.

¹ Cold approaches refer to reaching out to potential participants who have not previously engaged with Demo-BLog, such as through targeted emails or LinkedIn messages.

Table 2 presents an overview, followed by a description of the 2025 webinar series.

<i>Timing</i>	<i>Webinar tentative title</i>	<i>Webinar topic</i>	<i>Leading partner(s)</i>	<i>Target Audience</i>
Jan / Feb 2025	DBL gaps and overlaps around logbook and passport initiatives	Societal challenges, practical benefits, research opportunities, and the need for DBL harmonisation and data governance.	Sultan Çetin, TUD	Policymakers, Building Owners, Researchers, and DBL Providers.
Jan / Feb 2025	DBL Policy Factsheet	Presentation of Demo-BLog's policy factsheet and its recommendations to the EC and potential implementation for policymakers.	Carla Mauricio-Planas/Sriraj Gokarakonda, BPIE	Eu and national policymakers, Researchers, Logbook Providers, project partners
Mar 2025	"CIRDAX Demo-BLog pilot: Fostering a Marketplace for Reuse of Construction Materials"	How a circularity and material traceability marketplace can benefit architects and construction companies, highlighting environmental and economic aspects.	Simon Duindam, CIRDAX	Architects and Designers, Construction Product Manufacturers, Researchers, and Logbook Providers.
Apr 2025	"CLÉA Demo-BLog pilot: Enhanced Renovation Support Functionalities"	Showcasing CLÉA's new automated renovation advice feature, including document management, energy consumption monitoring, and other valuable benefits.	Bertrand Leclercq, Qualitel	Building Owners, Technology Providers, Utility Facility Managers, and Logbook Providers.
May 2025	"CAPSA Demo-BLog pilot: Decarbonisation Roadmaps at	How CAPSA enables non-experts to generate decarbonisation	York Ostermeyer, CHILL	Policymakers, Building Owners, Financial

	the Building Level”	roadmaps for sustainable renovations, promoting energy efficiency.		Institutions, and Researchers:
Jun 2025	“Woningpas Demo-BLog pilot: Implementing a Community Driven Decarbonisation Platform”	How Woningpas can enhance community engagement and decarbonisation efforts by promoting automated data transfer and integration with property databases.	Tine Vande Castele, Woningpas	Policymakers, Building Owners, Technology Providers, Researchers, and DBL Providers.
Jun 2025	“Chimni Demo-BLog pilot: User-Centric Automated Renovation Advice”	How Chimni aids homeowners in decision-making and finding qualified renovation professionals.	Adrianna Threpsiadi, Energy Saving Trust	Building Owners, Policymakers, Logbook Providers.
Sep 2025	DreamHus Data Collection	How the 2024 data collection at DreamHûs, the TUD campus, is currently empowering the ongoing development of CIRDAX’s new building materials traceability marketplace.	Sultan Çetin, TUD	Architects and Designers, Construction Companies, Construction Product Manufacturers, and Researchers.
Oct 2025	DBL Co-Creation Process	How Leap Forward’s ‘user journey mapping’ workshops are helping to improve DBL functionalities and data needs, and best practices for engaging stakeholders to co-create DBLs.	Laurens Somers, Leap Forward	Designers of services and (digital) tools in the DBL landscape: DBL providers, intermediary services, DBL development partners, governmental actor
Nov	Social Inclusion	How inclusive	Sun Ah	Sister projects,

2025	Playbook	design is crucial for creating and implementing accessible, user-friendly DBL environments, promoting innovation, regulatory compliance, and market reach.	Hwang, DTU; Laurens Somers, Leap Forward	policymakers, DBL developers, researchers, Community groups.
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Table 2 : Overview of 2025 Webinars

Note: the webinar timeline will be checked and adjusted with Demo-BLog pilot leaders, as some pilots may prefer one month or another to promote their DBLs. This applies equally to local events in 2026, and especially in the context of synergies with Built4People events. As such, the above timeline is just indicative.

4.1 Demo-BLog pilot webinars

The five Demo-BLog pilot webinars will highlight the unique features, functionalities, and benefits of each platform while targeting audiences such as policymakers, architects, construction companies, homeowners, technology providers, and researchers. The content will include overviews of the platforms, real-world implementation examples, challenges encountered, lessons learned, and future development plans, with insights into the potential for replication in other contexts. Each webinar will feature representatives from the partner organisations leading the respective pilots and may include input from pilot participants, either Demo-BLog partners or external contributors. By sharing progress, success stories, and the broader impact of these pilots, the webinars aim to drive awareness and adoption of DBLs across diverse stakeholders.

As mentioned in Table 1 and detailed in Subsections 2.1.1-2.1.5, The Demo-BLog pilot webinars will address the following topics: Woningpas will present their experiences integrating a “Community Driven Decarbonisation Platform”; Chimni will showcase “User-Centric Automated Renovation Advice”; CLÉA will highlight its new “Enhanced Renovation Support Functionalities”; CAPSA will discuss “Decarbonization Roadmaps at the Building Level”; and CIRDAX will highlight how it’s “Fostering a Marketplace for Reuse of Construction Materials”.

4.1.1 Woningpas Demo-BLog pilot Webinar

Leading partner: Tine Vande Castele, Woningpas

Topic: Woningpas is a platform by the Flemish Government that includes data and status of the dwelling, plot and surroundings, such as energy data (label, renovation roadmap and real energy use), insulation, installations, solar potential, soil, sewage system, water supply, flood sensitivity, building permits, mobility, dwelling quality. Data are linked with external data platforms through APIs and it has a digital safe for attestations, plans, and relevant documents with the possibility to update renovation works and a check-tool on dwelling quality. It can

be shared (user interface) with third persons and the wider public. It targets residential building units (single-family houses or units in multi-family buildings). Within Demo-BLog, project partner VEKA will develop and test the functionality “platform for community-driven decarbonisation projects”. The Woningpas Demo-BLog pilot webinar can emphasise its role in supporting community-driven decarbonisation efforts and fostering energy community engagement. It can highlight features like automated data transfer and integration with existing property databases, and efficiency and transparency gains.

Target Invitees: Policymakers, building owners, technology providers, researchers, and DBL providers.

- Policymakers (EU, National, and Local): Woningpas is a publicly owned and operated DBL initiative in Belgium. Policymakers from various levels would be interested in its implementation and outcomes as it can provide insights into the feasibility and benefits of DBLs for energy efficiency and renovation strategies.
- Building Owners (Homeowners, landlords, property managers): Woningpas primarily targets residential building units. Building owners can learn about the benefits and features of Woningpas, such as accessing their building data, renovation roadmaps, and energy performance information.
- Technology Providers: Woningpas utilises APIs to connect with external data platforms. Technology providers interested in DBL integration and data exchange can gain insights into Woningpas' technical architecture and potential collaborations.
- Researchers: Woningpas serves as a case study for DBL implementation and its impact on energy efficiency in buildings. Researchers can learn from the project's findings and explore further research opportunities related to data analysis, user behavior, and policy implications.
- DBL Providers: Woningpas is a front-runner DBL in Europe. Logbook providers can learn from Woningpas' development, implementation, and user engagement strategies, and its expansion to non-residential buildings.
- Project partners.

4.1.2 CIRDAX Demo-BLog pilot Webinar

Leading partner: Simon Duindam, CIRDAX

Topic: CIRDAX is a digital materials database which stores all kinds of information on building components and materials. The data is provided via an inventory of components and materials, partly obtained by 3D-scanning and manual additional services. CIRDAX is one of the two most used systems for Building Material Management in the Netherlands. It is used by government organisations (as part of European Programmes, like Digital Deconstruction) to explore the Circular Building agenda and by private (real-estate) organisations as a business support module for maintenance and renovation. Within Demo-BLog, CIRDAX will develop and test the functionality “Multi-cycle circularity approaches and fostering the market place for the reuse of construction materials”. Therefore, the CIRDAX webinar can promote circularity and material traceability, specifically highlighting how the marketplace being created assists architects and construction companies in material tracing, reuse, and recycling. Meanwhile, the webinar will showcase the environmental and economic advantages of using such a marketplace, demonstrated through the Demo-BLog pilot activity.

Target Invitees: Architects and designers, building materials suppliers, construction companies and product manufacturers, researchers, and DBL providers.

- Architects and Designers: CIRDAX focuses on circular design and material passports. Architects and designers can understand how CIRDAX facilitates material reuse and recycling, promoting circularity in the construction industry.
- Construction Product Manufacturers: CIRDAX provides a platform for tracking and managing building materials throughout their lifecycle. Construction product manufacturers can see how their products are used and potentially connect with other stakeholders for material reuse opportunities.
- Researchers: The development and implementation of CIRDAX, particularly its focus on circularity, provide valuable research insights. Researchers can explore topics such as material flow analysis, life cycle assessment, and the economic and environmental benefits of material reuse.
- DBL Providers: CIRDAX showcases a specific application of DBLs for circularity. Logbook providers can explore how to incorporate material passport features into their platforms and learn from CIRDAX's engagement with architects and construction product manufacturers.
- Project partners.

4.1.3 CLÉA Demo-BLog pilot Webinar

Leading partner: Bertrand Leclercq, Qualitel

Topic: CLÉA is a building management system (BMS) deployed across 50,000 dwellings: 45,000 (B2B) over entire privately-owned multifamily buildings; 5,000 (B2C) on individual dwellings / single-family houses and contains core functionalities and features. CLEA offers general dwelling information, a documents module, an equipment module, news, and an energy monitoring module. Within Demo-BLog, this logbook will develop and test the functionality of “user-centric automated renovation advice”. The CLÉA webinar will therefore showcase this new advice feature, highlighting aspects such as document management, accessing equipment guides, monitoring energy consumption data, and viewing energy consumption by source. The webinar will also likely discuss the expected financial and environmental benefits of using CLÉA and the potential for improved energy performance certificates (EPCs) based on CLÉA's private-sector approach, particularly relevant in France, where DBLs are mandatory for new buildings.

Target Invitees: Building owners, technology providers, utility facility managers, and DBL providers.

- Building Owners: make informed decisions about energy upgrades, consumption reduction, and improving property comfort and value. The new CLÉA functionality, thanks to Demo-BLog, provides tailored solutions based on building characteristics and occupant input data, offers advice on the best renovation scenarios, compares technical solutions and prices, and helps find qualified professionals. Building owners can gain insights from CLÉA's business model, user engagement strategies, and integration with existing regulations.

- Technology Providers: CLÉA incorporates smart meter data and uses algorithms for energy monitoring and analysis. Technology providers can explore the technical aspects of CLÉA, potential integrations with smart home technologies, data analytics opportunities, and improving data verification and reliability. CLÉA's integration with the French national buildings database (BDNB) through API could enhance data exchange and interoperability between DBLs and other building data platforms, presenting opportunities for technology providers to develop solutions.
- Utility Facility Managers: CLÉA's integration with smart meters like Linky and GASPARE provides valuable insights for utility facility managers. They can understand how DBLs can be utilised for energy monitoring, demand management, improving the efficiency of utility services, and engaging with building owners on energy-related matters.
- DBL Providers: CLÉA demonstrates a successful private-sector approach to DBL development and implementation, particularly in a market where DBLs are mandatory for new buildings. Other logbook providers can learn from CLÉA's business models, including B2B, B2C, and a potential freemium model; its user engagement strategies, with a focus on user experience (UX) design; its integration with existing regulations and data platforms; and CLÉA's ambitious development strategy, aiming to reach 1 million logbooks by 2030. Logbook providers can also gain insights from CLÉA's experience in developing and testing the "user-centric automated renovation advice" functionality. This knowledge can help them explore the potential of integrating similar features into their own DBL platforms, enhancing their value proposition for building owners and contributing to broader energy efficiency goals.
- Project partners.

4.1.4 CAPSA Demo-BLog pilot Webinar

Leading partner: York Ostermeyer, CHILL

Topic: CAPSA is a digital building passport data platform, a database in which all relevant data is held by the building owner in a digital processable format. The app functionalities focus on enabling a non-expert to conduct robust data collection by focusing on primary data without assumptions on site. The functionalities allow the calculation of energy performance, surface area, asset management support and the (semi-) automated calculation of decarbonisation roadmaps. As part of the Demo-BLog project, the CAPSA logbook will develop and test a decarbonisation roadmap at building level. The CAPSA webinar will discuss the innovative approach of the Demo-BLog project, which uses a digital building passport to generate decarbonization roadmaps for sustainable buildings. The platform empowers building owners with actionable insights for energy-efficient renovations. The webinar will cover how CAPSA enables non-experts to collect robust data, calculate energy performance, surface area, asset management support, and automated decarbonization roadmaps. It will also discuss the development and testing of a decarbonization roadmap within the Demo-BLog project and how CAPSA integrates automated renovation advice to guide sustainable solutions.

Target Invitees: Policymakers, Building Owners, Financial Institutions, and Researchers:

- Polymakers: CAPSA focuses on generating decarbonisation roadmaps and integrating green finance aspects. Polymakers can gain insights into how CAPSA supports policy goals related to energy efficiency, carbon reduction, and sustainable finance in the building sector.
- Building Owners: CAPSA is designed to support building owners in identifying viable heating system options and making informed decisions about energy retrofits. They can understand how CAPSA's features, such as cost estimates and energy savings calculations, can benefit their renovation plans.
- Financial Institutions: CAPSA incorporates green finance aspects into decarbonisation roadmaps. Financial institutions can learn how CAPSA's data and analysis can be used for risk assessment, loan eligibility, and promoting green investments in building renovations.
- Researchers: The development and application of CAPSA, particularly its focus on decarbonisation and green finance, offer valuable research opportunities. Researchers can investigate the effectiveness of different decarbonisation strategies, the role of DBLs in facilitating green financing, and the impact on building energy performance.
- Project partners.

4.1.5 EST/Chimni Demo-BLog pilot Webinar

Leading partner: Adrianna Threpsiadi, Energy Saving Trust

Topic: Chimni is a homeowner-facing digital property logbook for residential properties in the UK. It enables homeowners to keep structured data, and document records of property transactions, building work, certification and maintenance. Chimni logbook can connect to permanent data sources like the Land Registry, Local Authorities, and certification bodies as well as offer the potential to set up temporary connections to estate agents, conveyancers and other property professionals. Energy Saving Trust will work with Chimni, (subcontractor) Trust Mark and Solstice Associates to develop a building logbook which draws data from relevant sources and provides consumers with easily accessible advice on how they can improve the energy efficiency of their homes. In Demo-BLog, within the Chimni pilot, user-centric automated renovation advice to homeowners will be developed and tested. The related webinar can showcase how Chimni aids homeowners in decision-making and finding qualified renovation professionals.

Target Invitees: Building owners, polymakers, DBL providers, construction companies, and energy auditors seeking to understand homeowner needs and tailor their services accordingly.

- Polymakers: Chimni's role in promoting energy efficiency and supporting homeowners aligns with policy objectives related to reducing carbon emissions and improving the energy performance of existing buildings. Polymakers can observe how Chimni complements policy initiatives aimed at achieving national energy-saving targets.
- DBL Providers: Chimni highlights the integration of automated renovation advice tools with DBLs. Logbook providers can learn from Chimni's development and implementation, understanding the technical aspects of such integration and the user benefits it offers.

- Providers of digital retrofit advice calculators: The integration of the automated renovation advice module within the Chimni DBL demonstrates to existing providers of digital retrofit advice providers the opportunity to use DBLs as a way to engage with a broader group of homeowners. The Chimni demonstration project will show existing digital advice providers what is possible in terms of linking their own products to digital building logbooks and reaching new users.
- Project partners.

4.2 Cross-cutting webinars

4.2.1 DreamHûs Data Collection Webinar

Leading partner: Sultan Çetin, TUD

Topic: The DreamHûs property on the TUD campus is being used in Demo-BLog for data collection, which will create a material passport to test and demonstrate the interactive CIRDAX marketplace. The data collected will assess the functionality and user experience of the marketplace and improve the supply and demand side of the marketplace. The inventory of the DreamHûs started in early 2024. The project also aims to incorporate 600 building passports into the interactive marketplace, with further exploration of the necessary data and material passports in 2024. Therefore, this webinar will explore data collection at DreamHûs and its role in the CIRDAX building materials traceability marketplace.

Target Invitees: Architects and Designers, Construction Companies, Construction Product Manufacturers, and Researchers.

- Architects and Designers: The DreamHûs project involves collecting data on materials used in buildings, which can be valuable for architects and designers interested in sustainable and circular design practices. They can gain insights into material choices, availability, and potential for reuse in future projects.
- Construction Companies: Data collected from DreamHûs can benefit construction companies by providing information about material availability, the potential for sourcing reused materials, and managing material flow during construction and demolition.
- Construction Product Manufacturers: DreamHûs' data on materials can inform construction product manufacturers about the use and lifecycle of their products, supporting their efforts in developing more sustainable and circular products and processes.
- Researchers: The DreamHûs data collection initiative provides a rich dataset for researchers interested in studying material use in buildings, assessing the environmental impacts of construction materials, and exploring data-driven building design and operation, and circular economy opportunities in the construction industry.
- Project partners.

4.2.2 Co-Creation Process Webinar

Leading partner: Laurens Somers, Leap Forward

Topic: The co-creation process employed in Demo-BLog, its role in defining DBL functionalities and data needs, and best practices for engaging stakeholders throughout the project lifecycle.

Target Invitees: Designers of services and (digital) tools in the DBL landscape: DBL providers, intermediary services, DBL development partners, governmental actor

- DBL Providers: Interested in how the co-creation process refines DBL functionalities and data needs, helping them enhance usability and meet regulatory demands.
- Intermediary Services: Keen to learn best practices for stakeholder engagement to better tailor their services and integrate into DBL ecosystems.
- DBL Development Partners: Focused on user-centric methodologies to improve tool design and ensure compatibility with existing systems.
- Governmental Actors: Interested in aligning DBLs with public policy objectives and understanding how stakeholder engagement supports adoption and regulatory compliance.
- Project partners.

4.2.3 DBL Policy Landscape Factsheet Webinar

Leading partner: Carla Mauricio-Planas/Sriraj Gorkarakonda, BPIE

Topic: The [policy factsheet](#) developed by BPIE (Deliverable D4.3), presents and thoroughly analyses the role of DBLs since their creation, reviews their evolution within the different EU policy initiatives around buildings and presents a series of recommendations to the European Commission to unleash their full potential. The webinar could present the main Demo-BLog recommendations to the EC and discuss their potential implementation with EU and local policy makers.

Target Invitees: Policymakers at EU, national, and local levels, researchers focusing on building policy and regulations, and DBL developers seeking insights into policy alignment.

- Policymakers (EU, and national): The Demo-BLog Policy Factsheet provides a concise overview of DBLs, their functionalities, and their potential to support various policy objectives related to building sustainability, renovation, and circularity. Each of the 5 demo site owners will bring or recommend key national policymakers from their own country.
- Researchers: Researchers interested in the policy implications of DBLs can benefit from the information presented in this factsheet. This factsheet can serve as a starting point for further research on the effectiveness of policies promoting DBL adoption and their impact on achieving sustainability goals.
- DBL providers: Learning about the regulatory landscape and policy incentives related to DBLs can help logbook providers understand the policy context in which they operate and identify opportunities for aligning their services with policy goals.
- Project partners.

4.2.4 Social Inclusion Playbook Webinar

Leading partners: Sun Ah Hwang, TUD; Laurens Somers, Leap Forward

Topic: Demo-BLog partners' Leap Forward and TUDelft have created a [social inclusion playbook](#) (D1.6) to raise awareness of the need to build an inclusive digital building logbook and guide any logbook developer or provide in this process. The playbook has been embedded in the project website with the collaboration of BPIE to offer an interactive and inclusive format.

This webinar will present the social inclusion playbook to emphasise the importance of social inclusion when developing and implementing a DBL.

Target Invitees: Sister projects like BUILDCHAIN, OpenDBL or Chronicle, technology and DBL providers, and researchers.

- Sister projects: are the main targeted audience for this webinar due to the direct applicability of the playbook's insights to their own DBL projects, fostering a collaborative learning environment. Sister projects, often working on next-generation EPCs and Smart Readiness of buildings, regularly integrate activities related to digital logbooks. By attending the webinar, these projects can learn from Demo-BLog's experience in developing a user-centric approach to DBLs, leading to more inclusive and effective solutions. This emphasis on social inclusion stems from the recognition that research and innovation actions often face diversity challenges, with certain groups being underrepresented.
- Technology providers: The Social Inclusion Playbook emphasises the importance of designing DBL platforms with accessibility and inclusivity in mind. Technology providers can learn about specific design considerations and technical approaches to ensure that DBLs are accessible to users with diverse needs and abilities.
- DBL providers: Logbook providers have a responsibility to ensure that their services are inclusive and reach a wide range of users. The Social Inclusion Playbook provides valuable guidance on how to implement inclusive design principles, conduct user research with diverse groups, and address potential barriers to access.
- Project partners.

4.2.5 DBL Gaps and Overlaps Webinar

Leading partners: Sultan Çetin, TUD

Topic: Gaps and overlaps around logbook and passport initiatives

Target Invitees: Policymakers, Building Owners, Researchers, and Logbook / Passport Providers.

- Policymakers: This webinar will provide valuable insights into the existing landscape of DBLs, including an overview of the five Demo-BLog DBLs with a wide variety of target groups and four key functionalities addressing societal challenges like renovation advice and decarbonisation pathways. The topic is directly relevant to the development of policy roadmaps for the implementation of DBLs. Understanding the diverse functionalities and target audiences of existing DBLs can inform policy decisions that promote wider replication and long-term sustainability of logbooks. The webinar also aligns with EU policy goals, such as the Renovation Wave, which emphasises the importance of DBLs in integrating data from building renovation passports, smart readiness indicators, Level(s), and EPCs.

- Building Owners: This webinar is highly relevant for building owners as it addresses the practical benefits of DBLs, specifically greater value preservation and the ability to avoid overlooking lingering maintenance issues or defects. The webinar will highlight the importance of data transparency and how DBLs can simplify the process of assessing a home's energy efficiency, enabling tracking of renovation progress. Building owners can learn from the experiences of other stakeholders and gain insights into best practices for utilising DBLs to enhance the value and sustainability of their properties.
- Researchers: This webinar provides a platform for researchers to engage in discussions about the current state of DBLs and explore opportunities for future research and innovation. The webinar will present insights from the Demo-BLog project, which involves analysing five different DBL initiatives, including their data fields, functionalities, stakeholder engagement, and applicability across building typologies. The discussion on gaps and overlaps can help identify potential areas for further research and contribute to the development of more effective and user-friendly DBLs. Additionally, the webinar offers opportunities for networking and collaboration with other researchers and experts in the field.
- Logbook/Passport Providers: This webinar will be of particular interest to logbook and passport providers as it directly addresses the current landscape of DBL initiatives and the need for harmonisation and digitalisation. The webinar will showcase the five different DBLs being studied in the Demo-BLog project, highlighting their diverse functionalities, target audiences, and levels of maturity. The discussion on gaps and overlaps will provide valuable insights into areas where collaboration and standardisation can be beneficial, leading to improved interoperability and wider adoption of DBLs. Providers can also gain insights into best practices for data governance and user experience, which are essential for developing successful and sustainable DBL solutions.
- Project partners.

Note: The above information in Chapter 4 is not set in stone. Rather, it's a starting point for partners to begin planning the 2025 webinar series. Aspects of, and even certain webinars themselves, may change as the planning progresses. This is why 10 webinars are described despite 6-8 being targeted.

5. Project events planned for 2026

In 2026, Demo-BLog will organise local events in the pilot countries and most likely in the cities where the pilot owners are located (i.e., Aarschot, in the Flemish Region of Belgium for Woningpas; Hanover, Germany for CAPSA; Paris, France for CLÉA; Edinburgh, Scotland for Chimni; and Maastricht, in the Limburg region of the Netherlands for CIRDAX). These in-person local events will be conducted in local languages (i.e., Dutch or Flemish or French in Aarschot, Belgium; German in Hanover, Germany; French in Paris, France; English or Scots in Edinburgh, Scotland; and Dutch or Limburgish in Maastricht, Netherlands), each aiming for a minimum of 80 attendees. The dates, times, and locations of the local events will

be determined through a collaborative process between R2M, BPiE, and each pilot owner. This process will ensure that the events are scheduled at times and locations that are convenient for both the pilot owners and the target audience and that the content and format of the events are tailored to the specific needs of each Demo-BLog pilot owner. The format and content of each local event will be tailored to the specific context and interests of the host Demo-BLog pilot owner. The formats may include presentations, workshops, interactive demonstrations, networking opportunities, panel discussions, and audience stimulation that encourages practical, hands-on engagement with each pilot's improved DBL functionalities.

Each event will showcase pilot results and target specific stakeholders, similar to the 2025 webinars. As a reminder, CIRDAX as the materials pilot will engage material providers, architects, designers, construction contractors, and demolition contractors, highlighting DBLs' role in fostering a marketplace for reused materials. Chimni, CLÉA, and CAPSA, as the renovation pilots, will attract facility management firms, homeowners, policymakers, public authorities such as energy agencies, and financial stakeholders by emphasising streamlined renovation financing and decarbonisation strategies. The intended take-aways are for the audience to understand the benefits of user-centric automated renovation advice, decarbonisation roadmaps, and green finance integration. For Woningpas as the energy community pilot will showcase the platform's improved functionalities to support community-driven decarbonisation projects and collective renovation action. Invitations will target homeowners, municipalities, energy cooperatives and construction actors, promoting collective initiatives like group purchasing for renewable energy.

Initial invitee targets to support the planning of the Demo-BLog local events in 2026, below are suggested local companies, associations, and stakeholders for each of the pilot countries. This initial list of invitee targets will be further developed and validated as the local activities are launched, ensuring alignment with the specific objectives and stakeholder needs of each pilot country in 2026.

Maastricht, Limburg region of the Netherlands (CIRDAX Pilot)

1. **Building Materials Europe (BME):** headquartered in Schiphol, is one of Europe's largest distributors of building materials, focusing on sustainability and renovation; Website: [BME Group](https://www.bme-group.com); Contact: info@bme-group.com
2. **Tegelgroep Nederland:** Supplier of tiling and building materials; Website: [Tegelgroep Nederland](https://www.tegelgroep.nl)
3. **Nederlandse Vereniging voor Duurzame Energie (NVDE):** Dutch Association for Sustainable Energy; Website: [NVDE](https://www.nvde.nl); Email: info@nvde.nl
4. **Kennisinstituut Duurzaam Verpakken (KIDV):** Promotes sustainable building and packaging practices; Website: [KIDV](https://www.kidv.nl)
5. **Rijksdienst voor Cultureel Erfgoed:** Dutch Heritage Agency; Website: <https://www.cultureelerfgoed.nl/>
6. **Stichting Bouw & Wonen:** Dutch Foundation for Housing and Construction; Website: <https://www.bouwenwonen.net/>
7. **Platform Duurzaam Gebouw:** Dutch Platform for Sustainable Buildings; Website: <https://www.duurzaamgebouwd.nl/wat-is-duurzaam-gebouwd>

Aarschot, Flemish Region of Belgium (Woningpas Pilot)

1. **Recticel:** Leading provider of insulation solutions. Website: [Recticel](#)
2. **Mabegra:** Supplier of concrete and structural building materials. Website: [Mabegra](#)
3. **Spaque:** Experts in sustainable redevelopment and deconstruction. Website: [Spaque](#)
4. **Belgian Building Research Institute (BBRI):** Provides innovation and sustainability guidance for construction. Website: [BBRI](#)
5. **Flemish Energy Agency (VREG):** Website: <https://www.vreg.be/nl>
6. **REScoop.be:** A Belgian association promoting renewable energy cooperatives and citizen energy communities. Website: <https://www.rescoop.eu/>

Paris, France (CLÉA Pilot)

1. **Tarkett:** Specialist in flooring solutions with a focus on circular economy. Website: [Tarkett](#)
2. **Groupe SAMSE:** Large distributor of construction and renovation materials. Website: [Groupe SAMSE](#)
3. **Alliance HQE-GBC:** Promotes sustainable building practices in France. Website: [HQE-GBC](#)
4. **French Ministry for the Ecological Transition:** Key policymaker in decarbonization efforts. Website: [Ministry](#)
5. **Ademe (Agence de l'Environnement et de la Maîtrise de l'Énergie):** French Environment and Energy Management Agency. Website: <https://www.ademe.fr/en/frontpage/>
6. **Rénovation Info Service:** A government-backed service providing information and advice on home renovation. Website: <https://renov-info-service.fr/>
7. **Syndicat National du Bâtiment (SNBT):** National Union of the Building Industry. Website: <https://www.ffbatiment.fr/>
8. **Union des Professionnels du Bâtiment (UPB):** Union of Building Professionals. Website: <https://www.societe.com/societe/union-des-professionnels-du-batiment-803105923.html>
9. **Centre Scientifique et Technique du Bâtiment (CSTB):** Center for Science and Technology in Buildings. Located in Marne-la-Vallée, near Paris, and in the 16th arrondissement, in Paris. A popular meeting point for construction and buildings stakeholders, hosting meetings about all facets of the sector and economy. <https://www.cstb.fr/groupe/implantations/paris>

Hanover, Germany (CAPSA Pilot)

1. **Heidelberg Materials:** A leader in sustainable construction materials. Website: [Heidelberg Materials](#)

2. **BAUKING:** Provides construction and renovation materials. Website: [BAUKING](#)
3. **German Sustainable Building Council (DGNB):** Advocates for sustainable construction. Website: [DGNB](#)
4. **German Federal Ministry for Housing, Urban Development, and Building:** Website: [Ministry](#)
5. **Bundesverband Baustoffe - Steine + Erden e.V. (BBS):** German Federal Association for Building Materials, Clay and Earth; Website: <https://www.baustoffindustrie.de/>
6. **Deutsche Gesellschaft für Nachhaltiges Bauen - DGNB e.V.:** German Sustainable Building Council; Website: <https://www.dgnb.de/de/>
7. **Fraunhofer Institute for Building Physics (IBP):** Conducts research on sustainable building materials and construction methods. Website: <https://www.ibp.fraunhofer.de/en.html>
8. **Umweltbundesamt (UBA):** German Federal Environment Agency. Website: <https://www.umweltbundesamt.de/en>

Edinburgh, Scotland (Chimni Pilot)

1. **BRE Group (Building Research Establishment):** Pioneers in building science and innovation; Website: [BRE Group](#)
2. **Zero Waste Scotland:** Supports circular economy initiatives in construction; Website: [Zero Waste Scotland](#)
3. **The Scottish Federation of Housing Associations (SFHA):** Represents housing providers focused on sustainability; Website: [SFHA](#)
4. **Scottish Government Directorate for Energy and Climate Change:** Responsible for housing and planning policies in Scotland; Website: [Scottish Government](#)
5. **Scottish Futures Trust:** A public body focused on improving the quality of public infrastructure in Scotland; Website: <https://www.scottishfuturestrust.org.uk/>
6. **Zero Carbon Buildings Partnership:** A collaborative initiative to accelerate the transition to zero-carbon buildings in Scotland; Website: <https://worldgbc.org/advancing-net-zero/what-is-a-net-zero-carbon-building/>

Venue selection should consider accessible locations in the respective pilot cities (as listed above), ensuring venues are well-equipped and convenient for stakeholders. Partnering with local organisations will help secure suitable spaces and streamline logistics. Events will feature half-day or full-day workshops, including presentations tailored to the audience, panel discussions on DBL adoption challenges and opportunities, interactive demonstrations of platform functionalities, and networking sessions to foster collaboration.

Promotion will leverage Demo-BLog's communication channels and partner networks, delivering targeted invitations and tailored messaging that highlight stakeholder-specific event benefits. Each local event leader will be in charge of determining all specificities, not only including the content, format, and venue (as mentioned), but also the desired promotional strategy. If the event in question will

be public, promotional will occur via targeted social media campaigns, local press releases, and collaborations with local organisations. However, if the event in question will be private, attendance will be requested via individual personalised invitations (e.g., by email, LinkedIn direct messaging, etc.). Tailored messaging and networking opportunities will further enhance participation and stakeholder involvement. Also encouraged are the utilisation of event-specific hashtags, visuals and multimedia to enhance discoverability, and the utilisation of automated tools like Mailchimp for reminder emails and social media countdowns.

Demo-BLog's dissemination multipliers are important avenues to utilise for broadening the reach of finding the right event attendees. Effective strategies can include inviting multipliers to co-brand the event, requesting their input or co-hosting, and securing their active involvement as panellists or moderators. Engaging multipliers in local events involves co-creation and customisation, using local synergies to invite relevant stakeholders, localised outreach using local languages, and working with regional partners. Highlighting collaborative success through presentations or panels, organising exclusive networking opportunities, and offering tailored reports or post-event summaries can enhance participation and advocacy. Additionally, offering tailored reports or post-event summaries can further enhance multipliers' involvement and advocacy.

The list of Demo-BLog multipliers (as listed in the GA), can be referenced below.

- **BPIE** will coordinate outreach to: World Green Building Council; Global Alliance for Building and Construction; Housing Europe; International Union of Property Owners; The European Consumer Organisation; European Environmental Bureau; European Construction Industry Federation; Architects' Council of Europe; European Builders Federation; Coalition for Energy Savings; Fleishmann Hillard; Construction Products Europe; The European Building Automation and Controls Association; Environmental Coalition on Standards; European Property Federation; European Public Real Estate Association (EPRA); European Association of Real Estate professions (CEPI); European Bank for Reconstruction and Development (EBRD);
- **R2M** will coordinate outreach to the European Construction Technology Platform; Capenergies (Fr).
- **CHILL** will coordinate outreach to UNEP Finance Initiative; Bundesverband der Deutschen Wohnungswirtschaft; Senate of the Economy; European Federation for Living.
- **VITO** will coordinate outreach to: Network Architects Flanders; the Belgian Building Material Producers Association; Construction Products Europe; Flanders Circular (OVAM); CEN TC 350 chair and members⁴; European Association for Indoor Climate (Eurovent); European Demolition Association (EDA); Association of Independent Secondary Raw Materials Processors (ANSDS); European Recycling Industries' Confederation (EuRIC); European Remanufacturing Council; European Federation for Waste Management and Environmental Services (FEAD); Insurance Europe - European insurance and reinsurance federation; Association of Circular Economy Enterprise (FISE UNICIRCULAR); Global Infrastructure & Energy Network.

Adaptable email and social media post templates to support promotional activities are provided below; Demo-BLog partners are encouraged to use them.


Email invitation template (example):


Subject: Join Our Decarbonisation & Building Logbook Event in [Location]!

Body: Dear [Recipient's Name],

We are excited to invite you to the Demo-BLog local event in [City, Country], a pivotal gathering to discuss the future of sustainable construction and digital building management. Join us to:

- *Explore innovative tools like the [Pilot Name] DBL.*
- *Engage with leading policymakers, industry experts, and stakeholders.*
- *Learn how digital tools enhance building lifecycle management, energy efficiency, and circularity.*

 *Date: [Insert Date]*

 *Venue: [Insert Location]*

Spaces are limited, so register today! [Insert Registration Link]

We look forward to seeing you.

Warm regards,

[Your Name]

[Role]

Demo-BLog Project Team

Social Media Post Template (example):

 *Calling all [e.g., architects, builders, homeowners in Belgium]!*

Join us at the #DemoBLog local event in [City] this [Month]! Discover how digital building logbooks like #Woningpas can revolutionize sustainability and energy efficiency in construction.

 *Save the date: [Insert Date]*

 *Register now: [Insert Link]*

Let's build a circular and climate-neutral future together!

Post-event follow-up may involve sharing event materials (e.g., presentations, digital versions of brochures or public deliverables, specific hyperlinks to the Demo-BLog project website's subpages, etc.), gathering feedback from attendees, maintaining engagement, and reporting in D5.14 in December 2026, to be publicly delivered at the conclusion of the Demo-BLog project. Key takeaways from these local events for all attendees should include practical guidance on DBL implementation, best practice examples from Demo-BLog pilots, and insights into policy and market trends related to DBL adoption.

Conclusion

The dissemination activities undertaken in the Demo-BLog project during this reporting period have successfully laid the groundwork for engaging key stakeholders, promoting Digital Building Logbooks (DBLs), and fostering collaboration within the building and construction sectors. Through events, webinars, advisory board meetings, and clustering activities with sister projects, Demo-BLog has made strides in raising awareness about the role of DBLs in advancing sustainability, energy efficiency, and digital transformation in the built environment.

As the project moves forward, the planned 2025 webinar series and 2026 local events offer critical opportunities to deepen stakeholder engagement and showcase the tangible benefits of DBLs. These initiatives will build on the lessons learned and further strengthen the project's contributions toward a sustainable and decarbonized building sector. With continued collaboration, strategic dissemination, and stakeholder feedback, Demo-BLog is well-positioned to drive meaningful advancements in the adoption of DBLs across Europe.

Annex. 2023/2024 dissemination actions

Annex A is a chronological list of categorised Demo-BLog dissemination activities, using the information available on the shared tracker as of 25 November 2024.

Project videos:

- 25 Mar 2024: "[What is Demo-BLog about?](#)"
- 09 May 2023: "[Introducing the 5 digital building logbooks in Demo-BLog](#)"
- 09 May 2023: "[Interview with the 5 DBL pilot leaders](#)"
- 04 Apr 2023: "[Testing data collection at the DreamHûs of TUDelft](#)"

Social media activity outside Demo-BLog channels:

- **April - June 2023: TrustMark Website and Social Media Updates:** TrustMark provided updates on its website and social media, targeting both the general public and over 15,000 businesses in the UK.
- **X/Twitter, April 2023:** Posts: 1; Followers: 7,837; Likes: 3; Views: 319
<https://twitter.com/TrustMarkUK/status/1647895763484131329?s=20>
- **X/Twitter, September 2023:** Posts: 1; Followers: 48,800; Likes: 1; Retweets: 1; Views: 641
<https://twitter.com/EnergySvgTrust/status/1702596601670259199>
- **LinkedIn, January 2023:** Posts: 1; Followers: 6,314; Likes: 40; Shares: 3; Impressions: 1,411
<https://www.linkedin.com/feed/update/urn:li:activity:705367887302822707>
- **LinkedIn, August 2023:** Posts: 1; Likes: 46; Shares: 9
https://www.linkedin.com/posts/energiesparenbe_veka-participeert-in-3-europese-projecten-activity-7097515837858693120-0j-y?utm_source=share&utm_medium=member_desktop
- **LinkedIn, October 2023:** Posts: 1; Likes: 7; Shares: 6
https://www.linkedin.com/posts/energiesparenbe_demo-blog-woningpas-gebruikerstesten-13-activity-7117800114148012032-cYFI/?utm_source=share&utm_medium=member_desktop
- **LinkedIn, June 2024:** Posts: 1; Likes: 45; Shares: 5
https://www.linkedin.com/posts/regisdecorme_eusew2024-activity-7209885655034691585-zNXg?utm_source=share&utm_medium=member_desktop
- **LinkedIn, June 2024:** Posts: 1; Likes: 46
https://www.linkedin.com/posts/regisdecorme_eusew2024-smartbuildings-smartreadinessindicator-activity-7203486643515781120-v84l?utm_source=share&utm_medium=member_desktop

Partner Website Posts

- **August 16, 2023: "VEKA participates in 3 European projects":** VEKA published this post on its website, targeting property owners, construction companies and product manufacturers, designers and architects, national and public authorities, researchers, EU policymakers, and the general public in Belgium. The post is available here:

<https://www.vlaanderen.be/veka/veka/nieuwsberichten/veka-participeert-in-3-europese-projecten>

- **July 18, 2023: Demo-BLog Website Post on Energy Saving Trust Website:** EST published a post about Demo-BLog on its website, targeting property owners, construction companies, construction product manufacturers, designers and architects, facility managers, technology providers, national and public authorities, and media outlets in the UK. The website is available here: <https://energysavingtrust.org.uk/programme/demo-blog/>

Demo-BLog Website blog posts

- 29 Oct 2024: "[Demo-BLog at the Sustainable Places conference 2024](#)"
- 23 Sep 2024: "[Policy factsheet on digital building logbooks - A state of play](#)"
- 02 Sep 2024: "[Woningpas to become a community-driven platform thanks to Demo-BLog](#)"
- 13 Jun 2024: "[EFL Spring Conference & EERA JPSC Summer Event](#)"
- 04 Jun 2024: "[Demo-BLog participates in DiCE Lab](#)"
- 27 May 2024: "[DBLs at the 4th Building Digital Twin International Congress](#)"
- 26 Mar 2024: "[Pilots zoom in - The Woningpas building logbook](#)"
- 30 Apr 2024: "[Demo-BLog's 3rd general assembly - Strengthening ties](#)"
- 29 Feb 2024: "[Meet the team - TU Delft](#)"
- 24 Jan 2024: "[New publication - A circular built environment in the digital age](#)"
- 18 Oct 2023: "[Co-creation workshop for architects](#)"
- 20 Sep 2023: "[Demo-BLog meets in Brussels on their general assembly](#)"
- 31 Jul 2023: "[What is Demo-BLog? Watch the video!](#)"
- 31 Jan 2023: "[Demo-BLog kicks off to accelerate the decarbonisation of the building stock](#)"

Conference contributions

- **January 12, 2023: EERA-JPSC-Warsaw Conference:** TUD presented at this conference. <https://www.eera-set.eu/events/events-of-eera-and-its-partners/3921:rpde-2023-xvi-research-development-in-power-engineering-conference-in-cooperation-with-eera-jpsc-1.html>
- **June 28-30, 2023: ENHR Conference in Lodz:** TUD participated in this conference. The Book of Abstracts for this conference is available here: <https://enhr.net/wp-content/uploads/2023/09/Book-of-Abstracts-ENHR2023-Lodz.pdf>
- **April 17-19, 2024: 4th Building Digital Twin International Congress (BDTIC):** TUD participated in this congress. More information is available here: <https://buildingdigitaltwin.org/bdtic-2024/>. A recording of the event is available on YouTube: https://www.youtube.com/watch?v=GiNTWzj63X8&ab_channel=BuildingDigitalTwinCongress
- **May 21, 2024: CONSTRUMAT:** R2M participated in this event in Spain (Stand 2E50), targeting property owners, construction companies, construction product manufacturers, designers and architects, facility managers, technology providers, national and public authorities, researchers, and the general public. <https://www.construmat.com/en/>

- **May 21, 2024: DiCE Lab Seminar:** TUD participated in this seminar and gave a lecture at the IARIA Congress 2024 in Porto, Portugal. This event was targeted at others. More information on the event is available here: <https://www.dice-lab.com/event-details/dice-lab-seminar-eth-zurich> and https://www.thinkmind.org/library/IARIA_CONGRESS/IARIA_Congress_2024/iarla_congress_2024_2_100_50052.html
- **June 12, 2024: EUSEW:** R2M participated in this event with a dedicated stand. https://sustainable-energy-week.ec.europa.eu/index_en
- **June 25, 2024 Les Assises du Logement:** Qualitel delivered a lecture in French at this event in Paris, France. <https://assisesdulogement.com/presentation>
- **September 25, 2024: “Data collection techniques and technologies for digital building logbooks: Three logbooks and a case study”:** TUD presented this paper at the Sustainable Places Conference 2024 in Luxembourg. This presentation, delivered as a panel speech at ETH Zurich, was aimed at the general public. <https://www.sustainableplaces.eu/sp2024/onsite-paper-session-7/>

Workshops

- **June 16, 2023: “DBL Workshop: Developing Useful Digital Building Logbooks for Market Uptake”:** TUD organised this workshop at the Sustainable Places Conference 2023 in Madrid, Spain, targeting construction product manufacturers, designers and architects, national and public authorities, researchers, and EU policymakers. More information on this workshop is available here: <https://www.sustainableplaces.eu/previous/sp2023/sp2023-workshops-events/digital-building-logbooks/>
- **September 26, 2023: DBL-Ecorys Participation Workshop:** TUD presented at the Ecorys final event, targeting property owners, technology providers, national and public authorities, utilities, researchers, media outlets, and the general public. Event report: https://www.rehva.eu/fileadmin/user_upload/DBLFinalEventMeetingReport.pdf
- **September 24, 2024: “Workshop: Digital Building Logbooks and Permit Processes”:** TUD organised this workshop at the Sustainable Places Conference 2024 in Luxembourg, targeted at others. More information is available here: <https://www.sustainableplaces.eu/sp2024/digital-building-logbooks-and-permit-processes/>
- **September 24, 2024: “Workshop: Creating Efficient and Impactful Digital Building Logbooks”:** TUD organised this workshop at the Sustainable Places Conference 2024 in Luxembourg, targeted at the general public. More information is available here: <https://www.sustainableplaces.eu/sp2024/efficient-and-impactful-digital-building-logbooks/>

Media Collaborations

- **May 13, 2024: “Buildings leap to the future with new logbooks”:** TUD collaborated with Horizon Magazine on this article, targeting property

owners, construction companies, construction product manufacturers, designers and architects, facility managers, technology providers, national and public authorities, utilities, investors and lenders, researchers, EU policymakers, and the general public across the EU.
https://projects.research-and-innovation.ec.europa.eu/en/horizon-magazine/buildings-leap-future-new-logbooks?pk_source=twitter&pk_medium=social_organic&pk_campaign=energy-environment

Scientific Publications

- **January 4, 2024: “The Role of Digital Building Logbooks for a Circular Built Environment”** This is a chapter of the book *"A Circular Built Environment in the Digital Age, Circular Economy and Sustainability"*. It examines the use of DBLs in five countries. It highlights their usefulness for various stakeholders, but challenges include improving user experience, interoperability, and data collection and management. The chapter is available here: <https://zenodo.org/records/10592479>
- **June 30, 2024: “The Conceptual Architecture Requirements for French Digital Building Logbook”**: CSTB published this document: https://www.thinkmind.org/library/IARIA_CONGRESS/IARIA_Congress_2024/iarlia_congress_2024_2_100_50052.html
- **July 15, 2024: “Digital Building Logbooks and Stakeholder Mapping: A Cross-Sectoral Approach to Data Collection and Sharing”**: TUD presented this paper at the 2024 European Conference on Computing in Construction in Chania, Crete, Greece. The target audience for this presentation was the general public. The paper is available here: https://ec-3.org/publications/conference/paper/?id=EC32024_169
- **July 17, 2024: “Defining Valuable Data and Stakeholder Engagement in Digital Building Logbooks: A Framework for Effective Data Storage”**: TUD presented this paper at the 2024 European Conference on Computing in Construction in Chania, Crete, Greece. This presentation was aimed at the general public. This paper is available here: https://ec-3.org/publications/conference/paper/?id=EC32024_207

Press Articles

- **October 17, 2024: “El BPIE publica un documento para impulsar los libros digitales de edificios en la UE”**: BPIE published this article in Spain. The target audience for this article was the general public. The article is available here: https://www.casadomo.com/2024/10/17/bpie-publica-documento-impulsar-libros-digitales-edificios-ue?utm_source=CASADOMO&utm_campaign=64377d5b5a-casadomo_newsletter_diario&utm_medium=email&utm_term=0_849eeabc25-548cca2206-%5BLIST_EMAIL_ID%5D