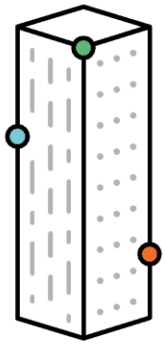

Demo Blog

Second release: Dissemination, Communication and Exploitation plan

D 5.2

June 30, 2024

R2M

Grant Agreement No.	101091749
Start date of Project	1 January 2023
Duration of the Project	48 months
Deliverable Number	D5.2
Deliverable Leader	R2M Solution
Dissemination Level (PU, SEN, CI)	PU

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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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History of Changes

Version	Change made	Date
V0.1	First version	23/06/2024

Table of Contents

List of tables

Table of figures

Abbreviations

DBL	Digital Building Logbook
EPC	Energy Performance Contract
ER	Exploitable Result
IR	Individual Result
KPI	Key Performance Indicator
TRL	Technology Readiness Level

Executive summary

This deliverable, D5.2, is an updated version of the Dissemination, Communication, and Exploitation strategy initially established in D5.1 at M6. The update has been coordinated by R2M, with contributions from BPIE and inputs from all project partners, as part of Tasks 5.2, 5.3, and 4.4.

This document revises the dissemination objectives and activities, target audiences, key messages, and the online and offline communication channels and tools used to promote the project and its results. It also updates the exploitation strategy for all exploitable results.

The objective of this communication and dissemination plan is to ensure that the KPIs are met and that all Key Exploitable Results (KERs) identified are actively monitored and fully exploited throughout the project's lifespan.

The plan emphasizes the importance of effective internal communication and the smooth exchange of information among all project partners.

BPIE and R2M will regularly update this plan with the assistance of contributing partners and will release updated versions at M30 and M36.

1 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.

2 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 estate 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

3 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.

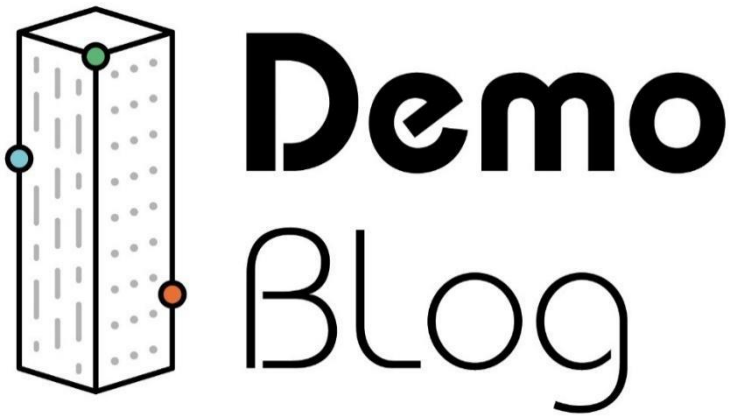

Figure 1 - Demo-BLog logo

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.

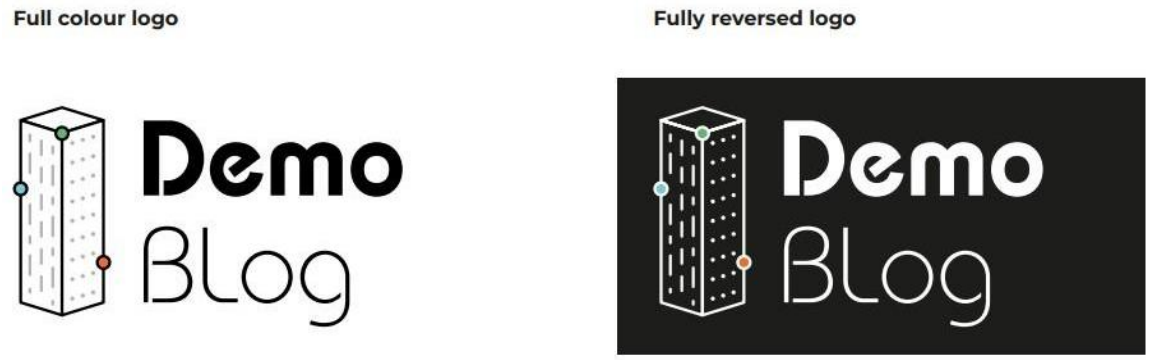

Figure 2 - Demo-BLog logo options

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 plain 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

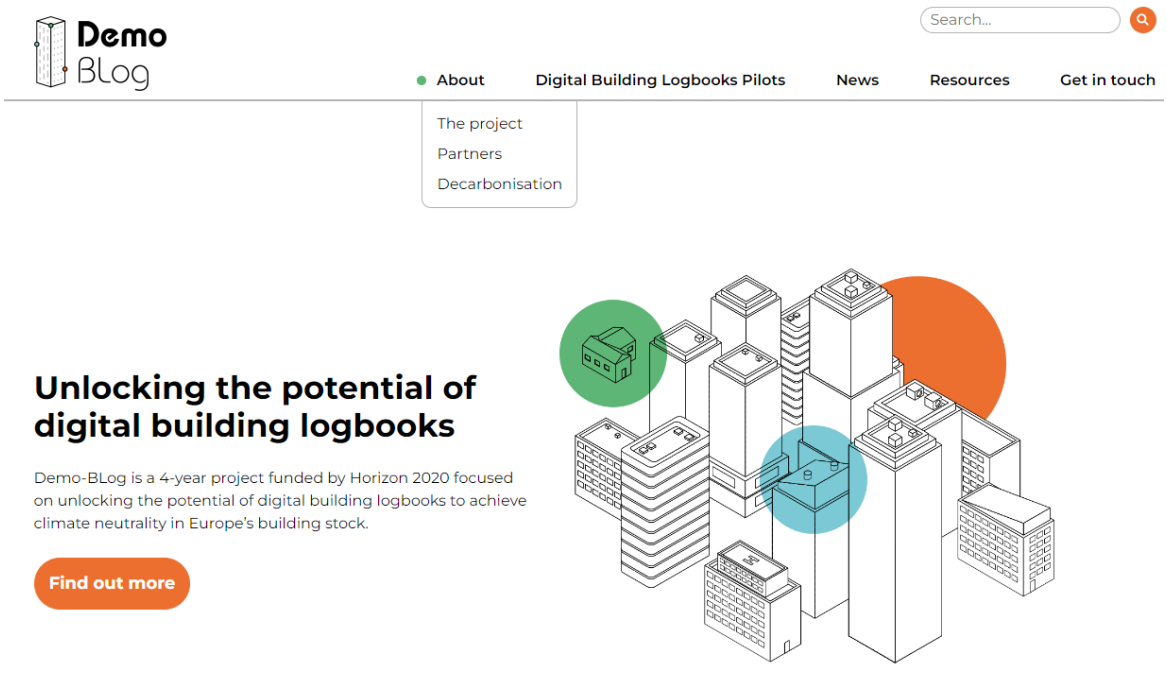

Figure 3 - Screenshot of the website's landing page

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.

The structure of the webpage has been updated early 2024 to give more visibility to the digital building logbook pilots, instead of the functionalities developed. Here is how it shows:

About

1. The project
2. Partners
3. Four functionalities

Digital Building Logbooks Pilots

4. CAPSA
5. CHIMNI
6. CIRDAX
7. CLEA
8. WONINGPAS

News

9. News
10. Events
11. Newsletters

Resources

12. Resource library
13. Videos
14. Sister projects
15. Zenodo

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.

NEWSLETTER 1 – September 2023

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 in Annex 1). Some key hashtags to add to 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 a promotional and didactic video was created to enhance the project's visibility. The video is 2-minute long and was thoughtfully crafted with engaging infographics and animations. Its primary purpose was to effectively communicate the project's objectives, highlight the Demo-BLog concept and its unique features, and emphasise the anticipated impact. The video is available on the project's website, and has been shared on the project's social networks for broader dissemination.

A second short film (D5.10) was produced by R2M in M15 to explain what each pilot in the project is about. The video is available on the project's website, and has been 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.

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 making the energy transition more democratic" in European cities.	Contact form https://energy-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.

4 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	>5	N/A

	the project (one per technical WP)		
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

5 Demo-Blog exploitation plan

5.1 Exploitation management activities

Following the exploitation management methodology as presented in Deliverable 5.1, in this period the list of exploitable results (ER) has been reviewed and kept up-to-date and the status of the ERs has been monitored. A start has been made with the preparation of the exploitation plans for each of the results by defining the exploitation vision, identifying the innovative elements of the results and starting with analysing where IPR measures are needed. Information has been collected through the use of a questionnaire, distributed to the ER managers. The questionnaires followed the following structure:

- Expected TRL at project end: The TRL at project end is important to know because for results with low(er) TRL, resources need to be made available for the further development of the result. This only of course if the result generates the expected benefits.
- Short description: Describes the result in general terms, avoiding jargon as much as possible.
- Innovation: Explains the innovative elements of the result.
- Development status M18: Update of the level of development and development status at Month 18 (June 2024) of the project. In general terms, a result can be under development, ready but not yet exploited, or already being exploited.
- Exploitation vision: The expected exploitation path at the current stage of the project. A distinction is made between commercial and public exploitation. Examples of commercial exploitation are the sales of a new product or service or the establishment of a new business. Examples of public exploitation is the use of the result for education, follow-up research, contributing to standards or policy making.
- Intellectual property: Identify if the IP of the result needs to be protected and in what form, patent, copyright, trade secret and identification of the need for IP usage arrangements between IP owners and users of the IP for after project end.
- Market analysis: A short overview of trends and developments of the target market.
- Exploitation actions: Planned and suggested actions for the coming period that increase the expected impact and/or reduce the innovation risk of the result.
- Support needs of ER manager: The ER manager can indicate for what topics support is needed to maximise the chance of successful exploitation of the result. Support can be required in the areas of business plan development, business partner search, IP training, legal support and other topics. Where applicable, ER managers will be referred to support initiatives provided by the European Commission like the Horizon Result Booster.

5.2 Exploitable results

Thirteen ERs have been collected at this stage of the project. The ERs are an expansion of the preliminary list of technologies and results proposed in the Grant Agreement and include results identified by the partners during the first 18 months of the project. Compared to the list of ERs as presented at M6, no new ERs have been identified. Each ER is assigned to an ER manager who is responsible for providing information and updates on

the result, defining the steps needed to reach full exploitation and launching it eventually into the market or in follow-up research activities. Table 5.1 presents an overview of Demo-Blog ERs. The detailed and updated list of Exploitable Results can be found in Annex 2.

N°	Result	Type	ER Manager	Exploitation vision
ER1	Enhanced UK Logbook	Products & Applications	EST	Public
ER2	Augmented CLEA DBL	Products & Applications	QUAL	Commercial
ER3	Augmented Woningpas DBL	Products & Applications	VEKA	Commercial
ER4	Augmented CAPSA DBL	Products & Applications	CHILL	Commercial
ER5	Augmented CIRDAX DBL	Products & Applications	RUM	Commercial
IR1	DBLs evaluation framework	Processes	TUD	Public
IR2	Improved BDNB - French National database of Buildings	Products & Applications	CSTB	Public
IR3	Multi-cycle circularity evaluation framework	Products & Applications	VITO	Public
IR4	DBL Business cases factsheets	Knowledge	R2M	Commercial
IR5	Increased European policy impact	Other	BPIE	Public
IR6	User-centric interfaces for all demo's & DBL social inclusion playbook	Knowledge	LF	Public
IR7	New innovative IT related innovation approaches	Products & Applications	ACA	Public
IR8	Improved quality of information and assistance to homeowners	Products & Applications	TM	Commercial

Table 8 – Overview of Demo-Blog exploitable results

ERs have been categorised according to type of innovation. The majority of the results are of the type Products & Applications. These results include the enhanced digital building logbooks of the five pilots. Figure 5.1 shows the complete distribution of results across types of innovation.

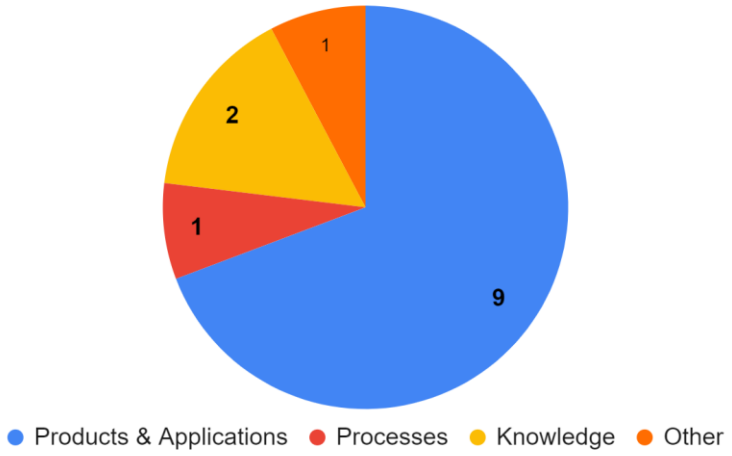

Figure 5.1 – Types of exploitable results in Demo-Blog

A preliminary exploitation vision has been defined for all results. In Demo-Blog, a distinction is made between Commercial exploitation and Public exploitation. As shown in figure 5.2, the results are distributed evenly across the two categories.

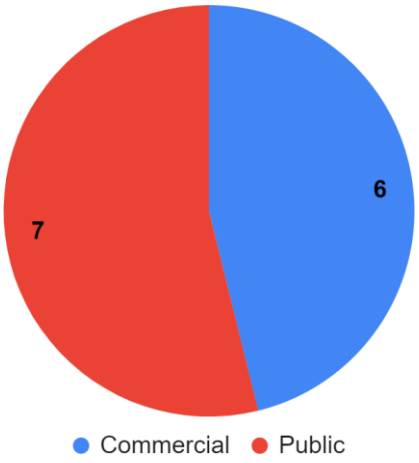

Figure 5.2 – Types of exploitation vision for the ERs in Demo-Blog

The owners of the exploitable results will ensure that knowledge of these results will be widely accessible, in line with the open science policy of Horizon Europe as detailed in the Programme Regulation (Art. 14 and 39(3)) and further detailed in the General Model Grant Agreement (Art. 17 – Specific Rules). Demo-BLog will ensure open science to all the peer-review scientific publications. Metadata from Demo-BLog will be open under Commons Public Domain Dedication (CC0) or equivalent in line with FAIR Principles and provide

information on licensing terms and persistent identifiers. Open-source data-driven assessment tools (APIs, apps and data-driven tools) deployed during the project will be released under a permissive open-source licence. Open access to data will be ensured by the end of the project. The information in the improved BDNB, the French National database of Buildings, will be made available under an open licence, as part of the Government's policy in favour of the opening of public data. Publications will be open access

5.3 Exploitable plans for DBL pilots

At this stage, the augmented DBLs of the five pilots are considered the key exploitable results of the project. Below an updated status description of the five owners of the KERs that will bring to the market an updated product. The initial exploitation plans for all ERs can be found in Annex 2.

	**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, licence 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 Germany's largest finance brokers. 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-sectoral 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 licence 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 – Summary of the exploitation plans for the five KERs

6 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 a 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.

7 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

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	Energy Saving Trust

	@RLB_Association @TheNeg @MoveiQProperty	
TM	@TrustMarkUK	TrustMark

Annex 2 - Exploitable Results

This annex provides an overview of the exploitable results of the DemoBlog project. The results are presented in no particular order. For each result, the owner, status, innovative aspect, exploitation vision and IPR measures,is presented together with exploitation actions planned to increase impact and the support needs of the ER Manager. Two of the ERs, ER4 and IR3, have not been updated at M18.

ER1 - Enhanced UK Logbook			
ER Type	**Product/Application**	**ER Manager**	**EST**
TRL before	**2**	**Expected TRL after**	**6**
Related WP	**WP1**	**Related deliverable**	**D1.7**

Short description:
Approximately 250,000 homes in the UK have a DBL provided by 7 different commercial parties. Those parties, at the UK government's instigation, have together recently formed the Residential LogbookAssociation (RLBA) to bring the DBLs to a common standard and promote data interoperability. Currently, UK DBLs have 4 functions: a repository for service information; a way to manage building and maintenance work; a simple way to display legal / statutory information required of landlords; and a single source of information to facilitate the buying and selling of the property. Logbook providers are interested in expanding the current functionality to include renovation plans and energy efficiency advice.
DemoBLOG will develop a user-centric automatic renovation module. This module expands the DBL functionality with automated renovation advice and building renovation plan, which will support householders with making renovation decisions and investments. The functionality will enable DBL providers to share data and form a range of renovation advice services.

Innovation:
The delivery of early-stage automated renovation advice and building renovation plan functionality within a DBL, will support householders to benefit from governmental one-stop-shop renovation support. The functionality, involving open APIs, will enable DBL providers to share data and form a range of renovation advice services. As such, and with a strong focus on UX and customer journey, the functionality will lead to a significant increase in the renovation rate.
Supporting the integration of public sector support with commercial DBLs will be new and will drive the uptake of DBLs. Improved quality and completeness of exiting private sector logbooks will also help build the market.

Development status M18:

During M13 to M14 Energy Saving Trust, Solstice Associates and Trustmark agreed the data flow between the databases, the advice tool and the logbook and used this to develop the API specifications. During M15 to M17, Solstice Associates and Trustmark developed a set of APIs to draw data from the Scottish EPC register and the Trustmark Data Warehouse into the renovation advice tool. In M15 Energy Saving Trust, Trustmark and Solstice began the collaboration with Leap Forward to establish the user journey and develop a prototype. Through a series of workshops, we have now established the primary user journey and in M18 Leap forward will produce a prototype that will be tested with a group of six users (also in M18). After collecting the user feedback, the specification of the enhanced logbook tool will be finalised and the software development will begin.

Exploitation vision:

The intended paths for the exploitation of the enhanced UK Logbook include enabling subsequent technologies, open distribution, licensing to a third party, and utilisation 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 the enhanced logbook beyond the initial logbook company, with a target of at least three private logbook companies using the enhanced logbook. 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 organisations, and other stakeholders will play a crucial role in promoting this tool to support homeowners. Ongoing costs to run the enhanced logbook 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.

Pitch for the enhanced Chimni DBL: "*Our building logbook with a functionality that offers renovation advice which draws on data from the Scotland EPC register and the Trustmark Data Warehouse, helps homeowners and private landlords in Scotland who want to reduce the running costs, reduce carbon emissions and improve the comfort of their homes, but don't know what the most effective way of improving the energy performance of their homes is, by giving them tailored recommendations of what measures they can install to increase the energy efficiency of their homes, which are based on specific information about their building and enabling them to make decisions more easily about what improvements to invest in and allowing them to track progress of the renovation work in one easily accessible online portal, unlike other online renovation advice tools that do not use detailed and specific information about the building in order to offer advice and do not offer a platform or system to enable the user to track or update their renovation progress over time.*"

Pitch for The API that connects the DBL to the building data source: "*Our API that surfaces data from Scotland's EPC database helps logbook providers and online renovation advice tool providers who want to expand their services to offer renovation advice to homeowners by creating an easy way of accessing building information, generating added value from EPC data in the form of streamlined user journeys and more accurate advice and enabling logbook providers and renovation advice providers to scale up their services and reach*

more people, unlike current EPC data, which is only available in quarterly Excel downloads and is not designed to be integrated into automated renovation advice tools, resulting in solutions that rely on manual entry by users."

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.

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.

More information about other providers of online renovation advice tools who offer services in the UK is requested. Especially how these providers obtain building information.

Exploitation actions:
In M15 Energy Saving Trust hosted two stakeholder workshops, one with UK logbook providers and one with UK providers of digital, automated retrofit advice tools. These two groups are important for the post-project exploitation of the project outputs, because they can use the ER directly, or use the learnings from the UK pilot to develop their own solutions. The objective of the workshops was to gather feedback from industry stakeholders to feed into the development of the enhanced Chimni logbook. We used the workshop to find out what the stakeholder requirements would be if they wanted to integrate a digital advice tool with a DBL. This insight helped us develop the specification of the advice tool and APIs that connect the various databases with the advice tool. The outputs from the two workshops confirmed many of our assumptions about what type of solution would be useful to these stakeholder groups. We were also pleased to see that many UK logbook providers have already started considering integrating renovation advice into their platforms. All stakeholders indicated that they would like to continue the engagement on this topic, and we agreed to host another workshop to share further developments. This ongoing dialogue will provide us with further useful insights that will help ensure that the exploitable results are useful to the logbook industry and digital advice provider in the UK, beyond the lifetime of this project.

Support needs of ER Manager:
None.

ER2 - Augmented CLEA DBL			
ER Type	**Product/Application**	**ER Manager**	**QUAL**
TRL before	**5**	**Expected TRL after**	**7**
Related WP	**WP1**	**Related deliverable**	**?**

Short description:
The CLEA DBL is deployed across 50,000 dwellings: 45,000 (B2B) over entire privately-owned
multifamily buildings (mostly new); 5,000 (B2C) on individual dwellings / single-family houses contains core functionalities & features. CLEA has functionalities: general dwelling information (incl. data retrieved from cadastre through API); documents module (minutes of general assemblies, invoices, rules of the condo, etc.); equipment module (user guides for HVAC & devices, maintenance alerts, etc.); news (blog curated by QUAL); energy Associated with document Ref. Ares(2022)8057739 - 22/11/2022 monitoring module (API for French smart meters Linky & GASPAR; algorithm to show energy split per use according to French thermal regulation). The UX can be customised according to the dwelling and the user (e.g. specific interface for the 'Syndic'). CLEA's current utilisation rate when sold via B2B is 28% (against 90% for B2C).
The Result is an extension of the current CLEA DBL that introduces new functionalities and enables new services for their end-users.

Innovation:
Additional functionalities of the CLEA DBL:
1. new services to improve energy performance,
2. new services 'beyond-energy' (e.g. sustainable product passport, etc.),
3. strengthening linkages with external data platforms through APIs (French national buildings database BDNB developed by CSTB; Registre d'immatriculation des copropriétés developed by ANAH, etc.),
4. improved data verification and reliability: through blockchain and development of a 'reliability index',
5. improved user-friendliness of the DBL through UX design,
6. improved accessibility of the DBL in particular for older persons (e.g. content export as a PDF).

Development status M18:
The development of the module is in progress on two aspects :
- IT development, based on the prototype designed by Leap forward. Currently, the IT team works on the development of the screens.
- Design of the renovation works simulator (= the algorithm who gives the "list" of renovation works to do with their impact on EPC and price, from house's characteristics). Simulator delivery is planned for July by our team of 3 renovation specialists.

For the calculation on the targeted EPC after works advised, we are working with a colleague which has developed a model using the national data basis of the EPC.

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Exploitation vision:
Target for the experimentation : 50 single houses. Numbers of CLEA created for "automated renovation module" : 1 000 / year (number of scenarios).

Pitch: *"Our automatic renovation advice module helps homeowners who want to improve their home in term of energetic quality (diminution of energetic consumption, reduction of GHGE emissions) by giving advices allowing him to find the best works scenario in term of quality / cost / time (what to do in first, comparison of technical solutions, prices) and Giving advices to find the right professional unlike other solutions who seeks to sell ready made solutions not necessarily the best for the case".*

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 work scenarios.

Market analysis:
Not conducted yet.

Exploitation actions:
Being discussed

Support needs of ER Manager:
None.

ER3 - Augmented Woningpas DBL			
ER Type	**Product/Application**	**ER Manager**	**VEKA**
TRL before	**5**	**Expected TRL after**	**7**
Related WP	**WP1**	**Related deliverable**	**D1.2**

Short description:
Woningpas launched in Dec 2018 for residential building-units (single-family house or unit in multi-family building). Automatically available for the building owners (natural persons/companies): 4,000,000 individual building units. The passport will be expanded to all non-residential buildings by the end of 2023. It includes data and status of the dwelling, plot and surroundings: energy (label, renovation roadmap and real energy use), insulation, installations, solar potential, soil, sewage system, water supply, flood sensitivity, building permits, mobility, dwelling quality. Data is linked with external data platforms through APIs and it has a digital safe for attestations, plans, relevant documents with the possibility to update renovation works and a check-tool on dwelling quality. Possibility to share Woningpas (user interface) with third persons and the wider public.

The Woningpas DBL will be upgraded with a functionality to facilitate the participation of citizens in decarbonisation projects (building related) of energy communities.

Innovation:
Enhance energy-communities and a collective approach in the renovation process (with focus on sustainable heating systems, renewable energy, decarbonization) driven by the DBL, sharing data with 3rd parties (private and public) and integrating data from 3rd parties (private and public).

Development status M18:
User journey and designing phase was finished in December 2023. The technical and functional analysis and development started in February 2024. The development is completed by the end of May 2024. A public release will be launched on June the 11th. This concludes a demonstration with 3 energiecommunities in 93 cities in Flanders. Communication will start on the 25th of June and will be repeated in September-November 2024.

Exploitation vision:
We aim to expand the use of the logbook in facilitating the participation of citizens in a collective decarbonization project, and especially in the case of a collective approach on installation of a heating pump. In this project the functionality will probably be demonstrated with 2 or 3 energy communities. We hope this demo will inspire other EC's to connect to the logbook and data-exchange and scale up the functionality to Flanders. Maybe it can be interesting on a European level as well.

Exploitation strategy:

- Raising awareness among the policy makers on the value that logbooks can bring in facilitating the participation to an EC and so in augmenting the renovation rate.
- Increase the demand of EC to share data on the projects with the logbook. It requires an investment from the EC to set up data exchange as well as it requires investment for the logbook side as well.
- Make it easy for Energy cooporations or communities to connect to the logbook at lower cost by for example working on a generic common data exchange

Intellectual property:
There will be multiple "owners" of the IP. Logbook-owners (OVAM, VEKA, dOMG, Wonen in Vlaanderen) and Energy communities.

Market analysis:
Not conducted yet.

Exploitation actions:
The demonstration is being released in cooperation with 3 energycooperations in Flanders that have their working area in 93 cities in Flanders. The demonstration also focuses on a type of decarbonisation project: the group purchase of a heating pump.
The demonstration will teach us if a digital building passport can play a role in convincing people to participate in a neighbourhood initiative and facilitate the process. If the result is positive then we can enlarge the scale of the demonstration to other energy-communities in more cities in Flanders and with other neighbourhood-initiatives.

Support needs of ER Manager:
None.

ER5 - Augmented CIRDAX DBL			
ER Type	**Product/Application**	**ER Manager**	**RUM**
TRL before	**7**	**Expected TRL after**	**9**
Related WP	**WP1**	**Related deliverable**	**D1.4**

Short description:

CIRDAX launched in 2016 and is one of 2 most used systems for Building Material Management in the Netherlands. It is used by government organisations (as part of European Programmes, like Digital Deconstruction, Circulaire en Modulaire Woningbouw and SUM4RE) to explore the Circular Building agenda and private (real-estate) organisations as a business support module for maintenance and renovation. CIRDAX is a digital materials database which stores all kinds of information on building components and materials. The data in CIRDAX is provided via an inventory of components and materials, partly obtained by 3D-scanning and manual additional services. CIRDAX offers a dashboard with information on building components and materials: incl. market value, CO2-value, removability, etc. CIRDAX is linked to blockchain to provide unchangeable and/or verifiable information on the materials ownership, giving future transactions with materials and liability concerning the (future) use of material a legal framework.

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.

Innovation:

Enhance a legal and data driven approach in the construction process with focus on circular design by architects and re-application of components and materials driven by the DBL on the Belgium market, sharing data with 3rd parties (private and public) and integrating data form 3rd parties (private and public) through API's/ solid to organise marketplaces for building components and attached CO2-rights, and integration of smart data from new technologies (digital meters, sensors, AI) and possibilities for monitoring.

Development status M18:

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 vision:

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 of 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. (tests 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
7. Close the gap between the supply and demand side of the project, by integrating existing integrated marketplace in cases of full use by architects and building companies, or as an experimental learning environment if the potential users are still in the stage of awareness concerning circularity issues in the building industry.

Extra (outside the scope of Demo-Blog)

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

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 utilising EU funding.

The revenue opportunities include fees for inventory services, material supply, material demand, marketplace transactions, and sublicensing the system to partners.

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.

Exploitation actions:
The work between October 2023 and April 2024 showed that in an interactive marketplace supply and demand between buyers and sellers should be balanced. If there are no buyers, there is no market, and there is no business case too. This balance has not been reached yet. Although technical solutions to make an interactive marketplace come more and more available, also with the help of the Dutch DMI-project Circular BuildHub, if architects and building companies are not aware of the possibilities no market for secondary materials will function. As is the case now, because research from Leap Forward in the project showed that demand for secondary materials will only appear, if the supply of secondary materials is integrated in others decision-making processes about buying materials. Be it primary, secondary, bio-based or product-as-a-service materials. Such an integration of materials supplies is not part of the Demo-Blog project, but can be part of the cooperating project, like the DMI Circular BuildHub.
However, it is possible within the scope of the project to raise the awareness of architects and building companies for the benefit of DBLs showing materials passports and the supply of materials in a building, like the Dream Hus. And connecting these possibilities about the supply of materials with the elements that influence the demand for secondary materials in workshops and supporting educational, knowledge and demonstration materials. Including the use of project management systems, that are known in the Demo-Blog Project, as the Stakeholder Suite. In this suite all kind of support can be organised to make it easier to help an architect to decide and register what kind of materials to reserve for a project, or what kind of materials are available from the buildings that will be deconstructed.
In the project plan for Demo-Blog it is stated that we have to start with workshops at the beginning of 2025. In June 2024 we started with preparing these workshops and improving the ingredients for the workshop. These include the data about materials from the Dream Hus, extending the stakeholder suite, preparing a knowledge base and making an educational design for the workshop, that will later be developed into a full operational workshop for architects, building companies, demolitions companies and real-estate

owners.

Support needed for:

- Executive training / workshops
- Mentoring / Coaching

IR1 - DBLs Evaluation Framework			
ER Type	**Process**	**ER Manager**	**TUD**
TRL before	**2**	**Expected TRL after**	**6**
Related WP	**WP3**	**Related deliverable**	**D3.4**

Short description:
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.

Innovation:

Development status M18:
With the findings from the State of Play report produced (M6) and the developments of the first clickable prototypes in WP1 (M18), the evaluation framework is currently being designed.

Exploitation vision:
Scientific exploitation through conferences and publications. Presentations at 2-3 conferences & 2-3 publications are foreseen.
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.

Update (M18): Between M1-18, the Demo-BLog project has been presented at the Sustainable Places 2023 conference. For the upcoming months, the following activities are planned:

1. Two conference papers will be presented at the 2024 European Conference on Computing in Construction in Chania, Crete, Greece between 14-17 July, 2024. One of the papers will discuss the findings of the State of Play report on the DBL stakeholder engagement, whereas the other is a collaborative paper between Demo-BLog and its sister project CHRONICLE. Both papers will be published in the ISBN numbered conference proceedings with DOI numbers after the conference.
2. One conference paper will be presented at the Sustainable Places 2024 conference in Luxembourg between 23-25 September 2024. The paper will discuss the data collection methods and technologies used by four different DBL initiatives. The paper will be published through Open Research Europe after the conference.

3. One scientific article exploring how the Building Renovation Passport (BRP) is being integrated with various DBL initiatives is expected to be completed by the end of fall 2024. The paper will explore the various drivers that initiate the integration (including policies at the EU and Member State levels and the types of DBL initiatives and their organisational goals) and the various DBL functionalities developed as a result, The paper is planned to be submitted to the Building and Environment Journal (Elsevier).

Intellectual property:
Ownership of the IP is with all associated partners: For conferences and publication materials, contributing partners. For the PhD thesis, the copyright lies with the author. Thesis must be included in the university's repository of TUD as well.
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. Copy rights of the publications to be jointly developed belong to the authors contributing.

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

Exploitation actions:
None defined.

Support needs of ER Manager:
None.

IR2 - Improved BDNB - French National database of Buildings			
ER Type	**Product/Application**	**ER Manager**	**CSTB**
TRL before	**NA**	**Expected TRL after**	**NA**
Related WP	**WP1, WP2, WP3**	**Related deliverable**	**D2.2**

Short description:
French national Database of Buildings: improved TRL and practical use-case demonstrated in Demo-BLog.

Innovation:
Linkage of BDNB with CLEA DBL through API.

Development status M18:

During the first half of 2024, a BDNB API was published (https://api-portail.bdnb.io/) by CSTB partner. It enables existing data (building footprint, EPC, building characteristics, etc.) to be retrieved from the postal address. Qualitel partner is currently implementing the API connections into CLEA tool, in order to pre-fill technical forms.

Exploitation vision:
Scientific exploitation.
Keynote Speaker at the International Meet on Industrial and Manufacturing Engineering, Lisbon, Portugal, from March 14 - 16, 2024, Evaluating the Conceptual Architecture Requirements for an Automated Renovation Advice Tool Evaluating the Conceptual Architecture Requirements for an Automated Renovation Advice Tool (DOI:10.13140/RG.2.2.21449.15208).

During the IBPSA France (International Building Performance Simulation Association) held in La Rochelle in France 13-17th of may, CSTB has presented the BDNB API to a scientific audience of 130 persons. But also gave a workshop to show participants how to handle the BDNB API : https://conference2024.ibpsa.fr/

https://www.linkedin.com/posts/sarah-juricic-0a640133_simurex-simurex-sereine-ugcPost-7198236399077072897-h5Oz?utm_source=share&utm_medium=member_desktop

Intellectual property:
CSTB is the single owner of the result. Used Background as described in Appendix A – extracted from the Demo-Blog Project 101091749 Version 2 – January 2023, Based on DESCA – Model Consortium Agreement for Horizon Europe

Market analysis:
To be determined after the testing period (WP3).

Exploitation actions:
IARIA Congress 2024 https://www.iaria.org/conferences2024/IARIACongress24.html has been accepted – publication soon.

CSTB is currently publishing a business model to financially maintain the BDNB API up : https://bdnb.io/services/services_api/.

Support needs of ER Manager:

- Executive training
- Mentoring or coaching
- Business plan development
- Partnership with other SME's
- Partnership with large corporates
- Expanding to more markets
- Introduction to investors

IR4 - DBL Business cases factsheets			
ER Type	**Knowledge**	**ER Manager**	**R2M**
TRL before	**NA**	**Expected TRL after**	**NA**
Related WP	**WP4**	**Related deliverable**	**D4.2**

Short description:
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.

Innovation:
The core innovation of IR4 lies in its comprehensive approach to understanding and communicating the existing business models surrounding the Digital Building Logbook (DBL). The DBL is a pivotal tool in modern building management, offering a centralized repository of all building-related information. This encompasses everything from construction data, maintenance records, and renovation histories to energy performance metrics and sustainability certifications.

Development status M18:
Currently only the canvas of the factsheet is known.
A generic PESTEL analysis has been done, but no business models figures has been collected.

Exploitation vision:
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.
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.

Intellectual property:
R2M will be the sole owner. IR4 will be based on existing knowledge of R2M Solution on business modeling and DBL.

Market analysis:
Several entities in Europe are in the process of developing a DBL, they are very interested in the business model factsheet.

Exploitation actions:
No Exploitation activities has been done so far.
Planned Exploitation Activities:

- Stakeholder Engagement:
  - Workshops and Webinars: Organizing events to present the findings to industry stakeholders, including property developers, facility managers, and regulatory bodies.
  - Collaborations and Partnerships: Seeking strategic partnerships with technology providers and industry associations to promote the adoption of DBL.
- Marketing and Communication:
  - Content Marketing: Creating and distributing high-quality content, such as whitepapers, blog posts, and case studies, to highlight the benefits of DBL.
  - Social Media Campaigns: Leveraging social media platforms to reach a wider audience and generate interest in DBL solutions.
- Feedback and Iteration:
  - Collecting Client Feedback: Gathering feedback from initial clients to refine and improve the factsheet and marketing approach.
  - Continuous Improvement: Regularly updating the factsheet and marketing materials based on new insights and market developments.

Support needs of ER Manager:

R2M is ER manager

IR5 - Increased European policy impact			
ER Type	**Other (Policy)**	**ER Manager**	**BPIE**
TRL before	**NA**	**Expected TRL after**	**NA**
Related WP	**WP4**	**Related deliverable**	**D4.3, D4.4**

Short description:
Tangible and practical recommendations, policy advocacy, and stakeholder engagement. A fact sheet explaining the policy links and opportunities of the DBL will be delivered for policy advocacy purposes. Secondly, a policy roadmap proposing interventions over the next decade for effective DBL implementation will be defined. Thirdly, a way to achieve a common EU DBL framework will be outlined to provide a template for policy interventions at EU and national/local level. The framework will explain the division of labour between national (local)
and EU level policy actions.

Innovation:

Development status M18:
A factsheet that explains the DBL concept and its various anchor points in the EU policy framework has been produced. This forms the deliverable D4.3 DBL policy landscape factsheet. The factsheet has been produced with a purpose to be used as part of the continued advocacy work throughout the duration of the project – and beyond. It is an accessible and visually inviting document with figures and infographics that will aid in creating interest and understanding with relevant stakeholders and build buy-in for DBLs as an effective policy tool. It also showcases the demos from the project and their respective functionalities. The factsheet will be delivered well ahead of the project deliverable deadline. A special launch event for the deliverable is planned for Q3. Stakeholders from different disciplines will be able to experience the content in the form of a presentation and give their feedback.

In parallel with the finalisation of the D4.3 deliverable, BPIE has mapped and contacted relevant stakeholders from different areas in the EU policy sphere and initiated dialogues to understand how to further strengthen support for DBLs in the EU framework. This work consists in part of disseminating the findings of our policy factsheet and policy mapping, but also serves to inform future work on creating a workable level playing field (Task 4.2) and an actionable policy roadmap (Task 4.3), which will form the deliverable D4.4 Policy roadmap for the implementation of DBLs.

In short, the work under task 4.3 in the Demo-BLog project is progressing as per the schedule, and the associated deliverables are expected to be submitted on time.

Exploitation vision:

To achieve a major policy impact as well as support a wide-scale roll-out of DBLs in Europe.

Intellectual property:
The materials will be protected by copyright.

Market analysis:
Not conducted yet.

Exploitation actions:
Due to the nature of the task, securing exploitation post-project is largely a matter of creating long-lasting buy-in from key stakeholders (policy makers, industry, national representatives etc.) and providing them with credible evidence to support the effectiveness of DBLs in achieving policy objectives. Concrete actions taken to this end are the mapping, contacting and relationship-building with such stakeholders, as well as the creation of high-quality and validated research results that support our cause.

Written/graphic material that is produced within the task – most notably those that aim to explain the DBL concept – are created to be generic enough to be useful beyond the project.

Support needs of ER Manager:
None.

IR6 - User-centric interfaces for all demo's & DBL social inclusion playbook			
ER Type	**Knowledge**	**ER Manager**	**IF**
TRL before	**1**	**Expected TRL after**	**3**
Related WP	**WP1**	**Related deliverable**	**D1.6**

Short description:
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. The DBL social inclusion playbook will include guidelines and key performance indicators for social inclusion. It will outline how to implement an inclusive design process and how to deliver an inclusive digital service.

Innovation:

Development status M18:
IR6 represents an enhanced marketing procedure.
At this stage we have delivered all user journeys for all DBL's. These were co- created with all relevant stakeholders .

The social inclusion playbook has been developed. The playbook will be a part of the DemoBlog website, so it will be accessible for everyone. Relevant research was done together with TU Delft and content was added to the wireframes. The playbook will be implemented
to the website by BPiE.

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

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: Chimni
- Leap Forward (Social Inclusion Playbook)

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

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 projects because of several reasons: Information is not structured for community projects, legislation is not compliant, the possibilities and restrictions are not known, etc. We want to make these aspects more accessible through DBLs.

Exploitation actions:
None defined.

Support needs of ER Manager:
None

IR7 - New innovative IT related innovation approaches			
ER Type	**Product/Application**	**ER Manager**	**ACA**
TRL before	**NA**	**Expected TRL after**	**NA**
Related WP	**WP2**	**Related deliverable**	**D2.4**

Short description:
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.

Innovation:
Data mesh is an innovative approach to data architecture and management that fundamentally changes how data is handled within an organization. Here are some key innovations that data mesh brings:

1. Decentralized Data Ownership
2. Data as a Product:
3. Self-Serve Data Infrastructure
4. Federated Computational Governance
5. Scalability and Flexibility

Overall, data mesh represents a paradigm shift in data management, moving away from monolithic architectures towards a more distributed, domain-driven, and product-focused approach. This innovation helps organisations manage growing volumes and complexities of data, while fostering greater agility, scalability, and collaboration across teams and intra-organisations.

Development status M18:
We defined the initial architecture of the platform for the PoC that allows data producers to define Data Products in a self-service manner. We implemented a basic working version where a Data Product API or specification can be used to build, deploy and run a data product written in languages such as Java and/or Python. For this we used Kubernetes as a framework to build the platform orchestrator, and integrated Google Cloud services like Cloud Function and Big Query for transforming and storing data. For the demo use case, we had working sessions with VEKA and VITO to explore which data can be made available to us and which we need to simulate. Next steps are to enable data producers to register new data products and generate a code repository based on standard templates, and to enable the data consumer to discover published data

products in a catalogue. Also generating the necessary datasets for the demo use case is a next focus.

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

Intellectual property:
ACA is the leader of the IR7 but there are multiple owners. Associated partners are all owners of DBLs and will develop the IT.

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 ecosystem where data about buildings is scattered with many stakeholders.

Exploitation actions:
The proof of concept, which is currently elaborated, aims to test some concrete business ideas to validate the added business value. While doing this, we assess the feasibility of sharing data and the viability of the technical solution.

Support needs of ER Manager:
None.

IR8 - Improved quality of information and assistance to homeowners			
ER Type	**Product/Application**	**ER Manager**	**TM**
TRL before	**2**	**Expected TRL after**	**8**
Related WP	**WP2**	**Related deliverable**	**D2.5**

Short description:
The result will be an improved product and process. The result 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.

Innovation:
This is the first time that aggregated property centric data has been compiled from the TrustMark data and shared for integration with other data sets.

Development status M18:
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.
M18 a Property Data Store has been established that allows TM to surface property information for different users. An initial API has been provided to project partners for review and feedback. TM is supporting partners with data prioritisation to understand how the data surfaced can be used in conjunction with other data sources in a simplified user experience.

Exploitation vision:
IR8 is an enabling technology for TM that could be 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 Green Finance and others with an interest in Retrofit.

Intellectual property:
TM is the leader and owner of the APIs. The services will be developed in conjunction with EST and the procured Log Book provider. Data sharing agreements will be set-up.

Market analysis:
IR8 primarily focuses on Registered Social Landlords (RSLs), homeowners seeking to improve property via retrofit, local authorities (LAs), and housing associations (HAs). Currently they have an incomplete picture of the property. IR8 will provide additional insights into the property condition and readiness for retrofit. TM is the only Government

Endorsed Quality scheme and oversees the delivery of Retrofit through PAS2035. Initially services relaying facts about measures installed in properties will be surfaced and subject to appropriate governance arrangements it may be possible to extend the granularity of data surfaced via these services.

Exploitation actions:

- Piloting with Logbook providers
- Exploring applicability for other energy efficiency 'one-stop shop' services
- Investigate opportunities for new data products built around the property data store
- Utilise the base service within a new validation proposition for those offering Green Finance, the surfacing of data can support a pre and post installation verification service. (a Property Checker service)