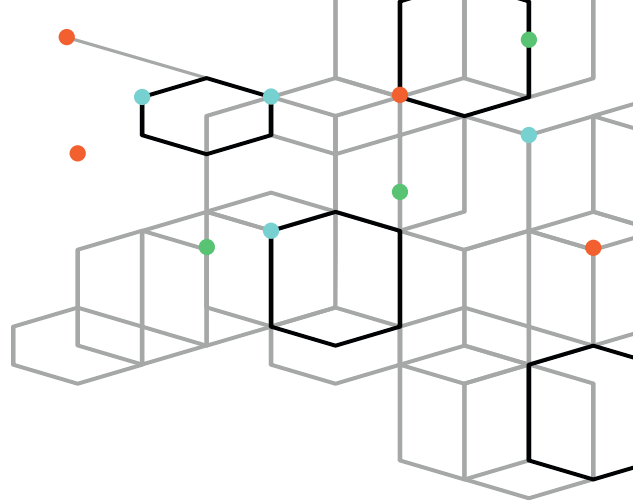# Demo Blog
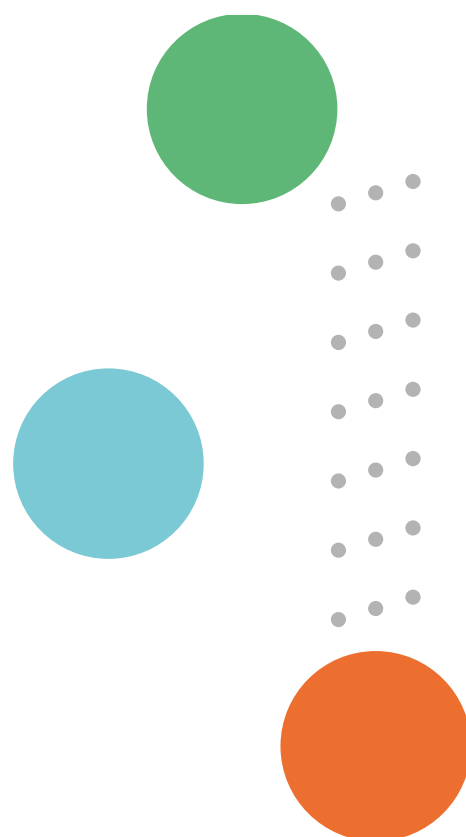
(INTERMEDIATE) DEMO-BLOG DIGITAL COMMUNICATION ACTIVITIES AND VISUAL MATERIAL DEVELOPMENT

Deliverable 5.7

December 31, 2024

BPIE

Co-funded by
the European Union

Grant Agreement No.	101091749
Start date of Project	1 January 2023
Duration of the Project	48 months
Deliverable Number	5.7
Deliverable Leader	BPIE
Dissemination Level (PU, SEN, CI)	PU

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.

Authors, Co-authors and contributors

Author	Organization
Carla Mauricio-Planas	BPIE

Quality Control

Author	Name	Date
WP leader	BPIE	20/12/2024
Internal reviewer(s)	Leap Forward	

Contents

Table of figures

Digital communication activities

BPIE has been running the online communication activities of Demo-BLog since the website and social media of the project were created in the beginning of 2023. However, it has been over the year 2024 when the project results and relevant deliverables have come to life. That is why the communication and dissemination efforts were considerably increased over this second year of the project. Proof of it are the activities described below.

Project's website

The Demo-BLog website acts as the central repository for information, news, events, publications, videos and public deliverables related to the project. Since its creation in M4, BPIE has been carrying out multiple improvements and add-ons to make it as interactive and user-friendly as possible. For example, the mobile version of the website had to be readjusted in the first year of the project, and the implementation of the "accessibility mode" to make it as accessible as possible to anyone.

The structure of the website has also been reviewed to present in the most simple and straightforward way the information about the project and its five digital building logbooks pilots. That is why the current menu puts more emphasis on the pilots rather than on the four functionalities of the project.
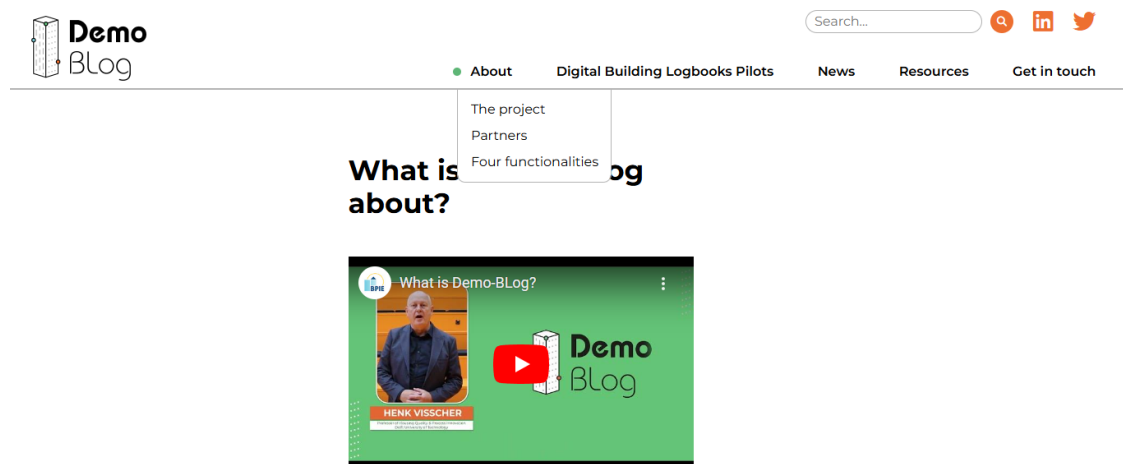
Figure 1. Demo-BLog landing page with the About menu.

Each of the four functionalities of the project used to have a specific page on the website, under a dropdown menu dedicated to the functionalities. However, the term "functionality" is rather technical and belongs to the internal jargon of the project. Therefore, as it can be seen on the screenshots provided, the four functionalities page, were moved under the About menu. Whereas the five pilots

have been given a dedicated page each one under the menu "Digital Building Logbook Pilots".
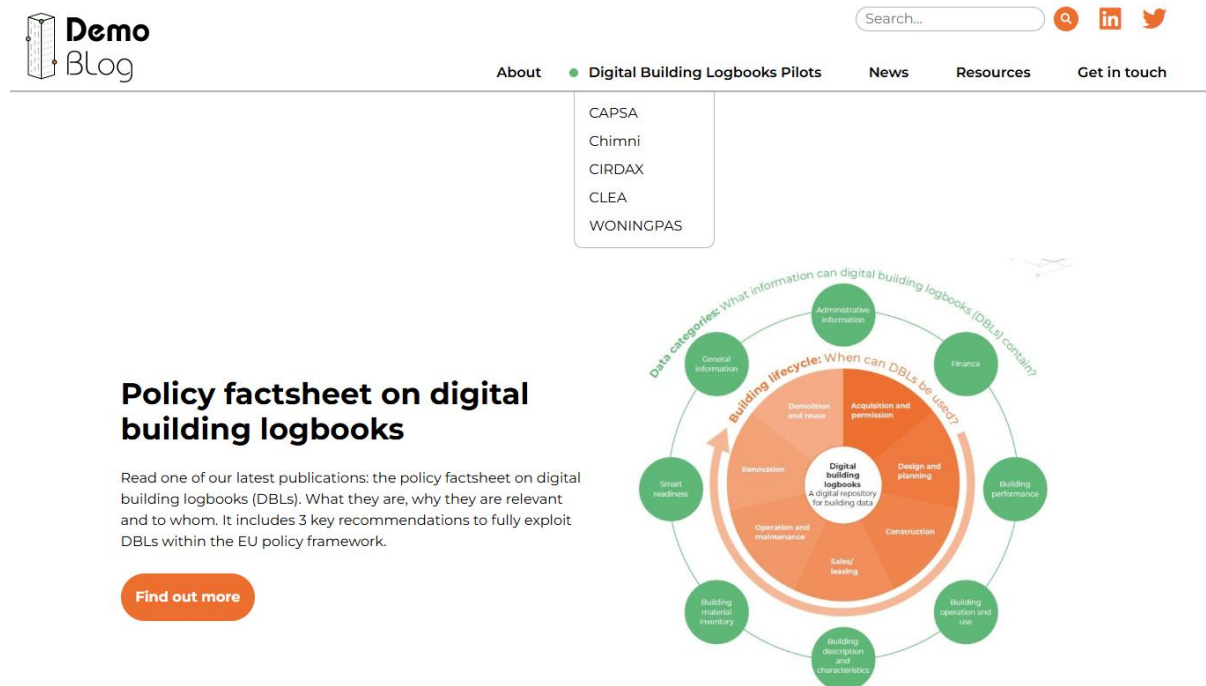
Figure 2. Demo-BLog landing page with DBLs pilots' menu.

Finally, there has also been an update under the menu "Resources". New tabs directly linking to Zenodo (platform in which we share all the scientific publications), as well as a tab on the social inclusion playbook (D1.6) that adds over 11 new pages to the website. The social inclusion playbook will be explained in more detail in the second section of this deliverable (visual material development).

Figure 3. Resources menu on Demo-BLog's website.

Content on the news or events sections, as well as on the main landing page, are updated monthly to keep the audience engaged and share the activity within the project. As a result, the website has seen an increase in the number of new users between M19 and M24, 1,7k new users have visited Demo-BLog's website.

Social networks and campaigns

Since the creation of the social networks of the project, a big emphasis has been placed in growing the social media accounts. These channels are our main online speakers, the place to share relevant content (including videos, publications and visuals), engage with our target audience, and drive traffic to the project's website. Content has always been thoroughly curated to ensure a good understanding of the message, and presented in interactive and engaging formats (surveys, short videos, and graphics).

The social media platform that has seen a bigger growth is LinkedIn. The Demo-BLog page on LinkedIn currently counts with over 300 followers and it is a great space for exchanging of information about building logbooks, sharing the latest news about the project and the five pilots. This channel is regularly updated with new and relevant content, between 2 to 3 times a month.

The Demo-BLog X account hasn't experienced the same level of growth and engagement as LinkedIn. For the last few months multiple media outlets and relevant profiles have been closing their accounts on X in disagreement with the company policy and practices. This could be one of the reasons why it is becoming more and more difficult to get visibility on X, network in which Demo-BLog currently has 70 followers.

Finally, Demo-BLog has a dedicated playlist under BPIE's YouTube channel. There the four short promotional films produced by R2M under WP5 are available to be watched and shared. It is worth noting that whenever a video is shared on other online channels, such as LinkedIn or X, it is best practice to upload them directly on those platforms. However, that means that the views on those platforms aren't tracked in the YouTube channel.
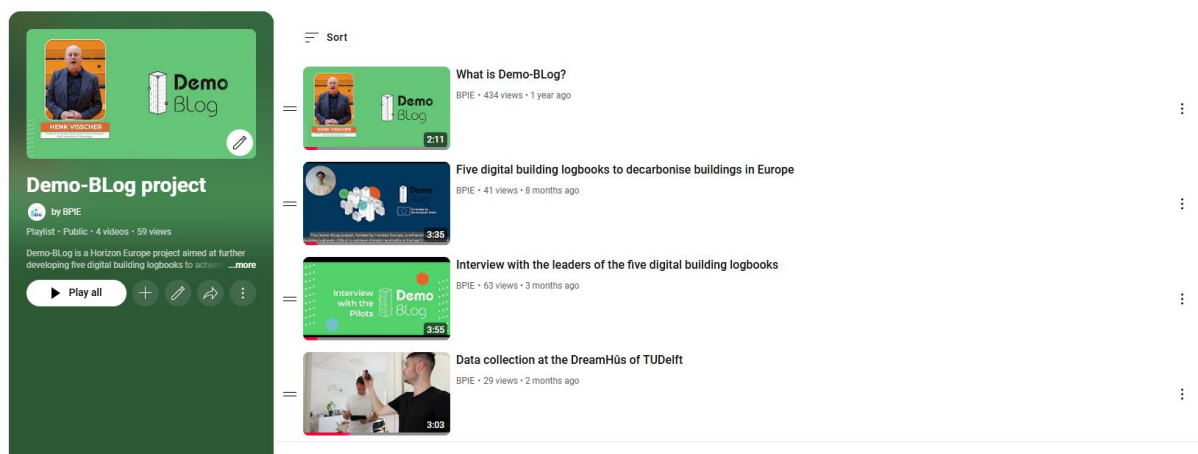

Figure 4. Demo-BLog YouTube playlist.

Besides the regular promotion of content, BPIE has also worked on the first multi-channel digital outreach campaigns. These campaigns are aimed at highlighting relevant output from the project like is the case of the policy factsheet (D1.4). To promote this type of deliverable that targets EU policymakers and decision makers, multiple actions were rolled out:

- A series of social media posts that were shared across the Demo-BLog's online channels for over a month:
  - https://www.linkedin.com/feed/update/urn:li:activity:7264917956512432128
  - https://www.linkedin.com/feed/update/urn:li:activity:7251877158346719233
  - https://www.linkedin.com/feed/update/urn:li:activity:7247530997016051714
  - https://x.com/DemoBLogProject/status/1859184821131505800
  - https://x.com/andimat_es/status/1849420900904390667
  - https://x.com/DemoBLogProject/status/1841837136573522022

- Creation of social media banners highlighting the key messages of the factsheet.
- All social media posts tagged in project partners, Advisory Board members and relevant representatives from the EU institutions to encourage everyone to spread the word.
- Sharing the policy factsheet on LinkedIn public groups such as "Level(s): The European framework for sustainable buildings", with over 4000 members. The manager of the group shared it a few week after we published it in the group https://www.linkedin.com/feed/update/urn:li:activity:7270760847671513088?utm_source=share&utm_medium=member_desktop
- Including the factsheet in the Demo-BLog newsletter as well as in the BPIE monthly newsletter, and in their respective websites.
- Sharing it on the BUILD UP platform for a wider reach amongst researchers and other EU projects.
- Emailing project partners to encourage them to share the deliverable with their networks.

Similar communication activities were undertaken for the promotion of the testing phase of Woningpas, the digital building logbook of the Flemish Government. In this case, BPIE liaised with VEKA (Flemish energy and climate agency) to promote the testing phase of Woningpas. The main actions included creating a series of banners to explain the platform developed by Woningpas and Leap Forward, created a targeted banner to invite users to join the platform, a news on Demo-BLog's website (included in the newsletter of the project) and a series of social media posts both shared on Demo-BLog's channels and VEKA's. Below are a few examples:

- https://www.linkedin.com/feed/update/urn:li:activity:7241706197618208768
- https://www.linkedin.com/feed/update/urn:li:activity:7178680506098581504
- https://www.linkedin.com/posts/energiesparenbe_woningpas-activity-7270392743044997120-Nt7T?utm_source=share&utm_medium=member_desktop
- https://www.linkedin.com/posts/tine-vande-casteele-5812a4152_woningpas-woningpas-dbl-activity-7211330350243868675-I33M?utm_source=share&utm_medium=member_desktop
- https://x.com/DemoBLogProject/status/1835622267654476169
- https://x.com/DemoBLogProject/status/1772926072046100764

During the last months of 2024, BPIE has liaised with Leap Forward and TUDelft to agree on a series of communications activities to promote the social inclusion playbook (D1.6) that is available on the website of the project. Some of the main actions include the creation of a short teaser video to showcase the new pages on the website, an interview on a podcast about design (the *Service Design Podcast*), presenting the playbook at the next general assembly to the partners and the Advisory Board, and a series of social media posts.

Newsletters

Two newsletters have been sent since the beginning of the project through Mailchimp. One in M9 and another one in M21 (September 2024). The number of subscribers has gone up to 95 people. However, with the aim of increasing the reach and making the most of the Demo-BLog followers on LinkedIn, the second newsletter was also created and shared through LinkedIn. LinkedIn offers profile pages to create their own newsletters within the platform, which then can be shared with the community that can subscribe or follow it. With only one newsletter sent through LinkedIn, 131 people subscribed to it.

Newsletters are shared on the online channels of Demo-BLog and gathered in this section of the website. As it can be seen the content includes the latest news and updates on the project, deliverables, publications and videos. Newsletters are also a good means to drive traffic to the website of the project.

The next newsletter will be sent out towards the end of January/early February 2025, to include the news about the third general assembly of the project on 23 and 24 of January.

Visual material development

In this section we present the promotional materials such as infographics and digital banners developed as part of WP5 to give visibility to the first outcomes of the project. Developing these visual materials has been crucial to help explain the project online and offline and to reinforce the main messages conveyed.

Four functionalities graph

One of the first visuals that was developed following Demo-BLog's brand identity was the graph that shows the four functionalities that are being developed in the project. Explaining these four functionalities isn't always straightforward, especially when the audience isn't used to IT jargon. Therefore, having a visual like this is key when presenting the project to an audience that is not familiar with this type of language.

The graph is available on the landing page of the website as well as on the page in which the functionalities are explained in detail. Specific icons to illustrate each of the functionalities were developed as part of the new design of the graph and can be used as separate images. The graph has been shared on Demo-BLog's channels on various occasions.
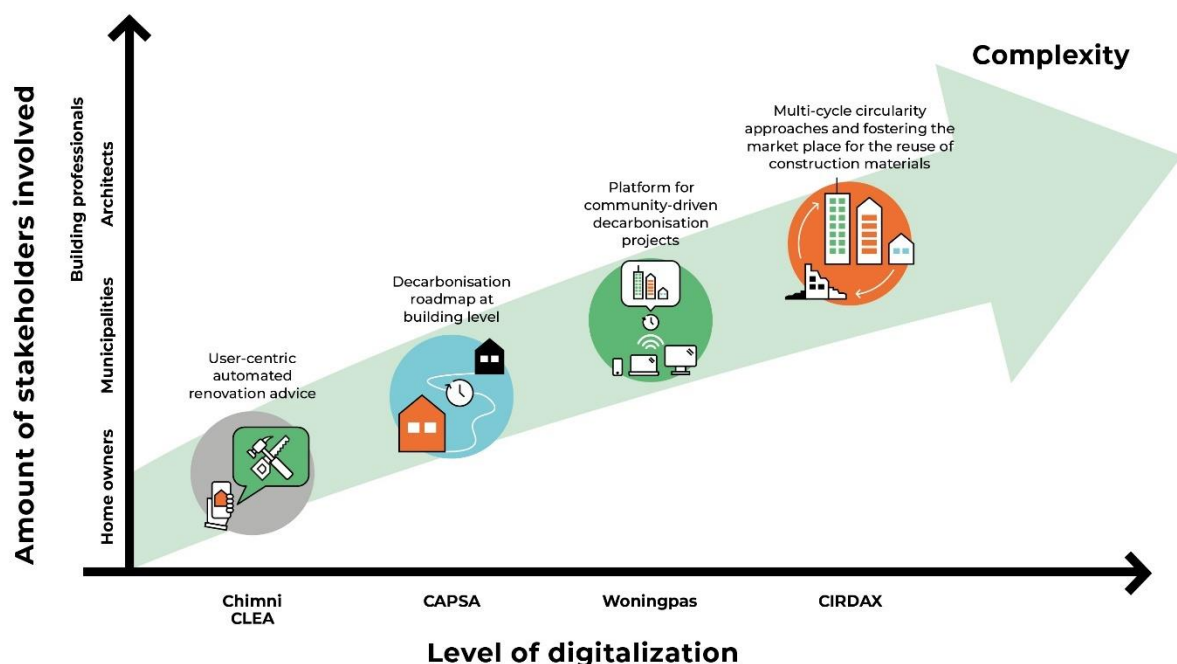

Figure 5. Demo-BLog four functionalities graph.

Social media cards

Social media posts have a higher engagement rate if they include images or videos. That is why, a series of social media banners were developed following the brand identity of the project. These cards are often used to share content that can be more difficult to illustrate or for which there isn't a specific video or image, like newsletters, publications, team presentations or quotes. Below you can see some examples (Figures 6, 7 and 8).

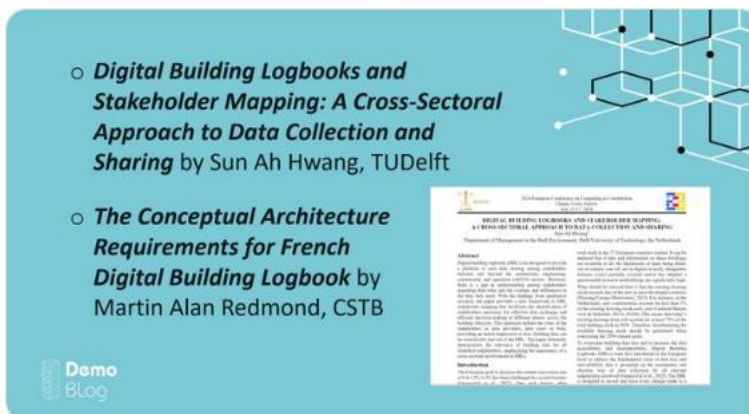*Figure 6. Tweet with Demo-BLog's social media card about a scientific publication.*

Figure 7. Tweet with social media card presenting the TUDelft team.
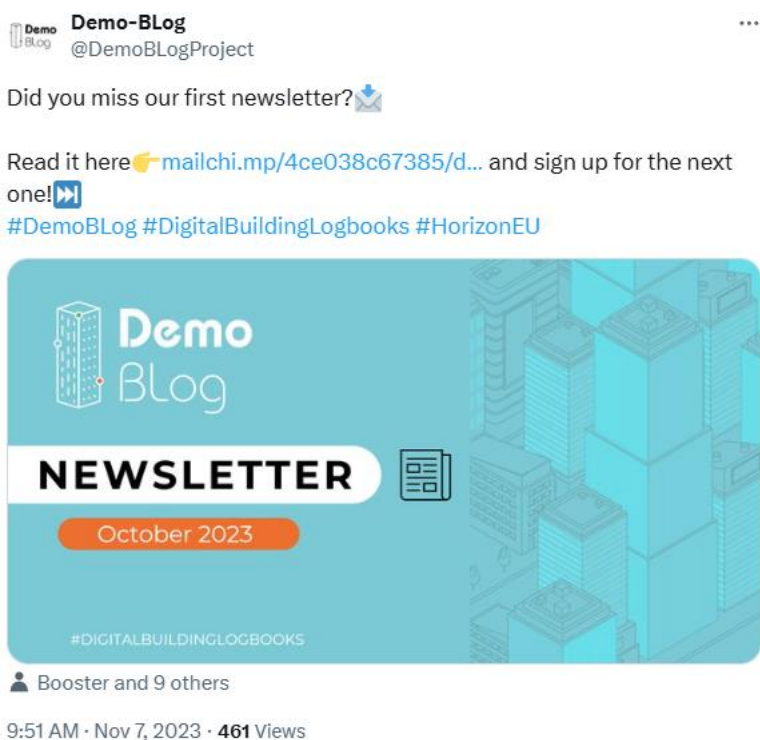
Figure 8. Tweet with social media card about the Demo-BLog newsletter.

Woningpas visuals

As mentioned in the previous section, for the digital building logbook Woningpas, BPIE together with VEKA and Leap Forward, developed a series of visuals to explain the evolution of the platform within Demo-BLog. VEKA knew from the beginning that they wanted to develop some sort of visuals that could be used on different occasions, including material to print out at events or using it as social

media cards. For that, we created [a poster](#) (see Figure 9) that illustrates the work developed within Woningpas as part of Demo-BLog, as well as [social media cards](#).

Figure 9. Woningpas poster.

In addition, based on these designs, we created a banner to invite users to join the test phase of the platform. A version in English and Flemish were made available to disseminate the invitation in both languages.
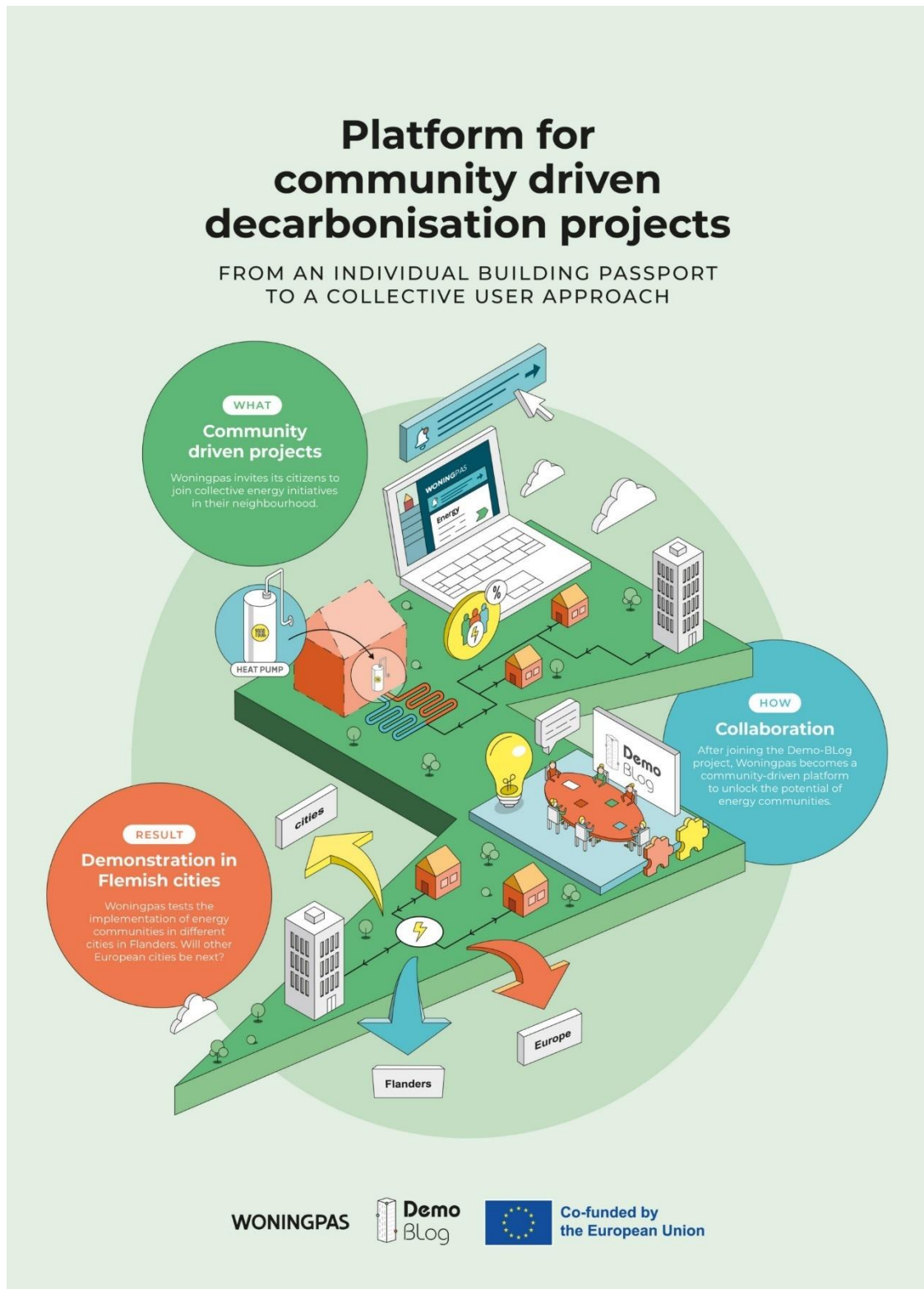
Visuals in the DBL policy landscape factsheet (D4.3)

BPIE, under WP5, is responsible for proofreading and creating a professional graphic design layout for key deliverables in the project. As such, the deliverable 4.3 "DBL policy landscape factsheet" was professionally proofread and designed.

In addition, this deliverable included relevant visuals to help explain digital building logbooks (DBLs) to the wider audience. That is why we placed specific attention to developing two visuals or infographics that can be used as single items in presentations, conferences or on social media to help explain the project.

One is the visual that shows what kind of data can a DBL store and at which stage of the building lifecycle this data can be used (see Figure 10).

Figure 10. Demo-BLog infographic on DBLs.

The other relevant visual of the policy factsheet is the page (11) that shows the links of DBLs to other digital building tools and resources (see Figure 11).
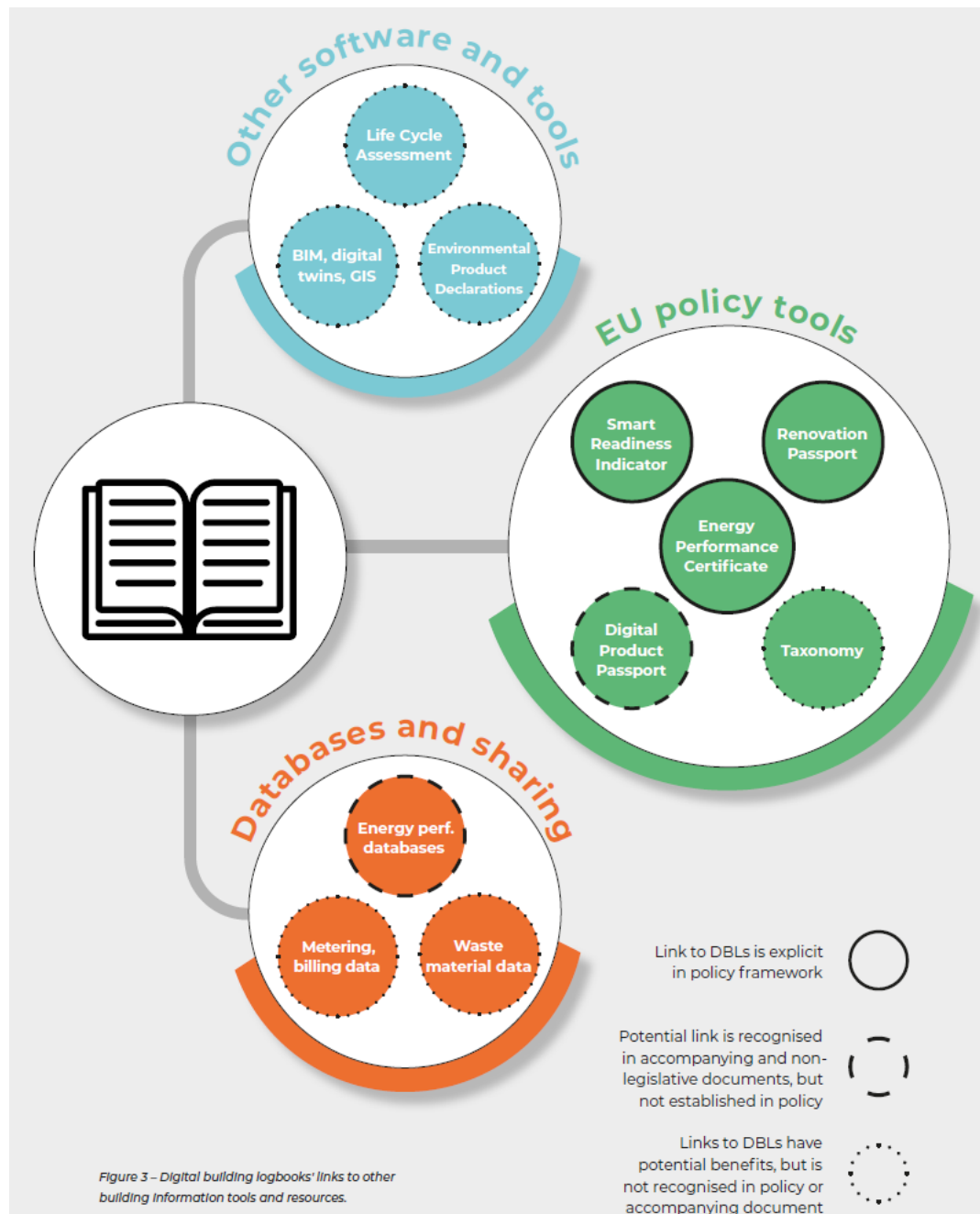

Figure 11. DBLs' links to other digital building tools and resources.

Social inclusion playbook for DBLs (D1.6)

One of the key results of WP1 in 2024 has been the deliverable 1.6 "Social inclusion playbook for DBLs" developed by Leap Forward. From an early-stage Leap Forward proposed to create a playbook that could be embedded into the website of the project and that could be accessible to anyone. Once the design and content were ready, BPIE professionally proofread the content of the playbook and adapted links, headlines and relevant vocabulary to make it as digitally inclusive as possible. BPIE also replicated the full design of the playbook on the Demo-BLog website following inclusivity criteria standards in all elements such as templates to download or pictures.

Currently, the social inclusion playbook has a dedicated section under the "Resources" tab on the website, and offers over 15 additional pages that have been thoroughly reviewed, with information on how to build an inclusive digital building logbook and why it is important. Below (Figure 12) is a screenshot of the subpages created as part of this deliverable.
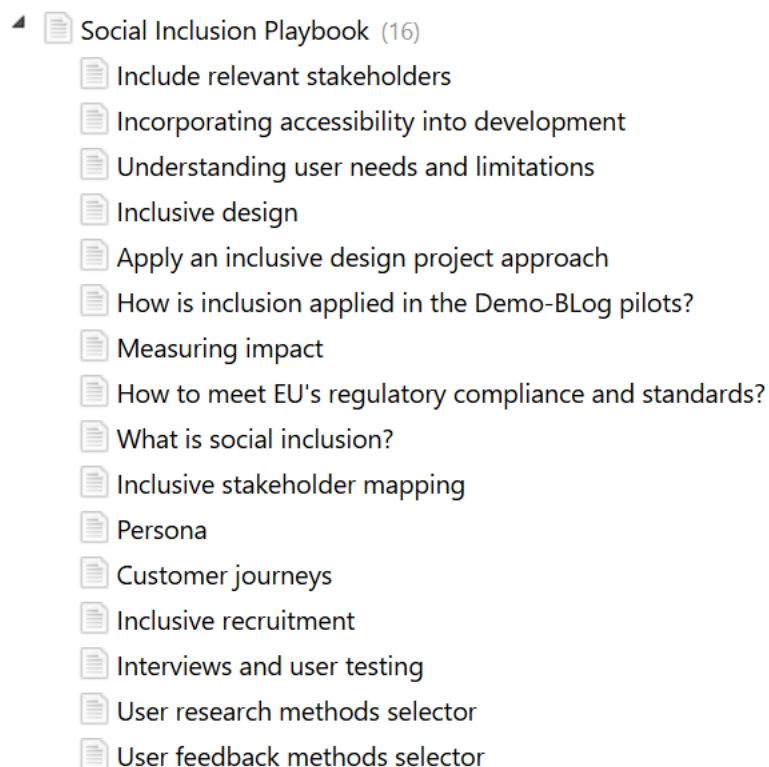

- Social Inclusion Playbook (16)
  - Include relevant stakeholders
  - Incorporating accessibility into development
  - Understanding user needs and limitations
  - Inclusive design
  - Apply an inclusive design project approach
  - How is inclusion applied in the Demo-BLog pilots?
  - Measuring impact
  - How to meet EU's regulatory compliance and standards?
  - What is social inclusion?
  - Inclusive stakeholder mapping
  - Persona
  - Customer journeys
  - Inclusive recruitment
  - Interviews and user testing
  - User research methods selector
  - User feedback methods selector

Figure 12. Backend tree view of social inclusion playbook of Demo-BLog's website.

The promotion of the playbook will take place throughout early 2025.

Demo-BLog infographic

BPIE is developing an infographic that will explain on a one-pager what the project is about and the specificities of the five pilots. This infographic is meant to help partners and Advisory Board members explain Demo-BLog both online and offline. It will also be shared on the project's website and the social networks once it is finalised early 2025.

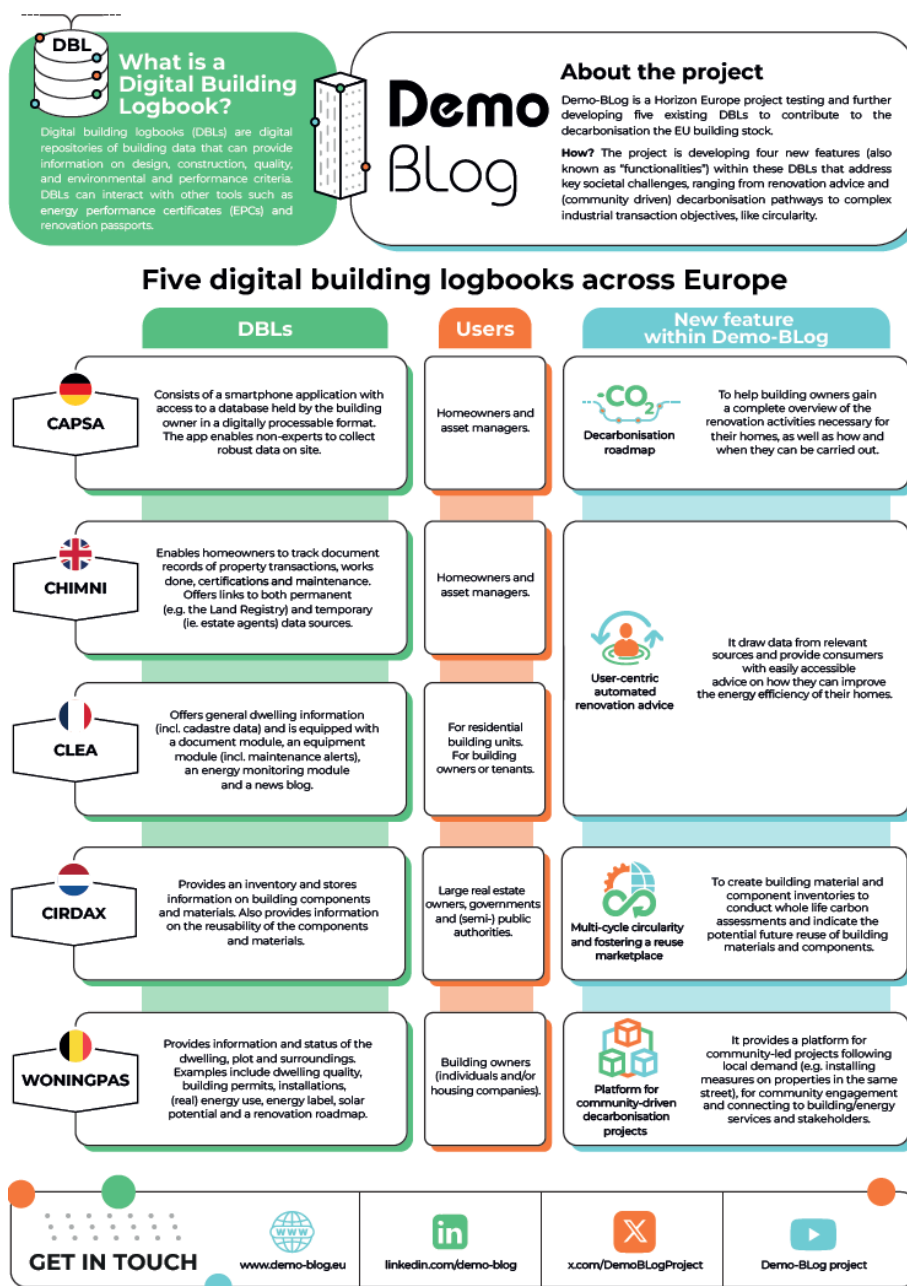Below you can find a draft overview of the infographic (Figure 13).

Figure 13. Infographic about Demo-BLog and the five DBL pilots.