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D 8.6 Final Report on Dissemination and Communication

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D 8.6 Final Report on Dissemination and Communication

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Publishable executive summary

Dissemination and Communication are important activities within the ARISE project. They are the pillars of the ARISE approach in terms of targeting different groups and presenting the results to them, paving the way for a successful exploitation. For every category of identified stakeholders, the Communication and Dissemination strategy differs. However, the baseline message and brand remain transversal to all communication and dissemination activities.

This final report builds upon the dissemination and communication plan and strategy and aims to report on activities undertaken until M38 (project completion) providing information about the activities performed during the project. This report presents all achieved key performance indicators (KPIs) and the main actions performed, such as organisation of webinars, events participation, scientific publications, articles, policy briefs, and interviews. Additionally, it includes the social media strategy implementation with updated statistics on the various chosen channels and lessons learned. The dissemination material produced is shown in the appendix.

This document intends to show the participation of all partners in the dissemination and communication activities throughout the project.



List of acronyms and abbreviations

AEC: Architecture, Engineering, and Construction sector

BIM: Building Information Model

BIM-EPA: BIM Energy Performance Alliance

BUS: Build-up Skills

DCP: Dissemination and Communication Plan

KPI: Key Performance Indicator

OIF: Open Institutional Forum

SME: Small and Medium-size Enterprise



Definitions

Communication means taking strategic and targeted measures for promoting the action itself and its results to a multitude of audiences, including the media and the public, and possibly engaging in a two-way exchange. The aim is to reach out to society as a whole and in particular to some specific audiences while demonstrating how EU funding contributes to tackling societal challenges.

Dissemination means the public disclosure of the results of the project in any medium. It is a process of promotion and awareness-raising right from the beginning of the project. It makes research results known to various stakeholder groups in a targeted way, to enable them to use results in their own work.



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1. Communication and Dissemination Strategy

The project uses various communication materials and tools to present the project results to the main identified target groups: (1) Industry, (2) Designers, Engineers and Architects, (3) Building Owners and Investors, (4) Public Authorities. This includes all 14 received letters of support during the proposal stage from value chain stakeholders, which confirmed their interest in **ARISE** project outcomes and especially the BIM Energy Performance Alliance (BIM-EPA). A detailed list of the Target Groups can be found in chapter 2.

This chapter identifies the roles of the project partners on the dissemination and communication activities. Then lists the public deliverables of the project in order to link them to the dissemination content. Thereafter the content, i.e. the target message of ARISE is presented.

While chapter 2 introduces the target groups and chapter 3 the channels to reach them, the overall strategy can be summarised as follows:

Online tools to gather an active community:

- **Project website** (<https://www.ariseproject.eu>) is constantly updated with news, training events, and updated posts on progress and results. The website is more than a simple document repository, it **demonstrates the benefits of micro-learning of digital energy efficient BIM construction skills and their recognition** in a user-friendly and attractive way, also providing the link to the [ARISE e-learning platform](#). The website has a 'marketing' approach, presenting objectives, results, key reports, and news and events taking place and providing the link to the [forum for stakeholders](#).
- **Social network engagement** (X, LinkedIn, etc.) through hashtag-based discussions, and exploitation of already existing profiles of the consortium. A [LinkedIn company profile](#), in addition to the LinkedIn Forum, and a [X account](#) have been created at the project start and



integrated into the website. While the forum is managed by partner IBIMI, the other social media accounts are coordinated by ACE. All partners supported the channels through sharing and discussing information of the project. The project also has a [YouTube channel](#) for video storytelling. Detailed information about social media networks is available on section 4 in this report.

- **Bi-annual e-newsletter** is generated in an e-zine format. The e-newsletter also is a key media tool for directing traffic to the project website. All newsletters are available on the website. Detailed information about the newsletter is available on section 4.2 ARISE Newsletter in this report.
- **Webinars** addressing technical audiences, professionals and authorities. Detailed information about webinars is included in section 3.1 Events participation and organisation in this report.

Events:

- Participation at external events, scientific conferences and fairs, regional and national events etc. published in the Dissemination and Communication Plan (DCP).
- Organisation of webinars/seminars, coordinated participation at conferences, and shared communication activities with a cluster of build-up skills sister projects. The list of the main events and webinars in ARISE project can be found in section 3.1 Events participation and organisation in this report.

Publications:

- Joint open access publications in scientific press, and scientific presentations at relevant conferences to reach the scientific community are made openly accessible on the projects' [Zenodo Community](#). Information about scientific publications is available in section 3.2.1 Scientific publications.



Communication materials:

- A leaflet and poster were developed in August 2022 (Item 7.4 Leaflet and poster in the Appendix). Digital versions in all partner languages were made available in [ARISE website](#).

1.1. Role of the consortium partners

The **ACE** coordinates all dissemination and communication activities, managing the social media accounts (D8.4) and creating dissemination material (D8.5), such as the project video, a poster and a leaflet. With the support of IBIMI the visual identity was created (D8.2). **ACE** is also the EU umbrella organisation representing the interests of all (ca. 600.000) EU architects and thus responsible for a wider dissemination through their member organisations.

BMET, the coordinator, is responsible for representing the project at various events and leading the cluster activities with other EU funded projects. BMET and IBIMI are the two partners with most resources after ACE and they are involved diligently in the Dissemination and Communication activities.

BMET, KEA and TUD have higher involvement in scientific dissemination performed.

IBIMI is responsible for the project website and for coordinating the LinkedIn Forum with contributions from all partners. BMET and IBIMI are the two partners with most resources after ACE and they are involved diligently in the Dissemination and Communication activities.

BMET, TU Dublin, IECE, ISSO, IBIMI, BC, KEA, IST are mainly responsible for a demonstration of the developed upskilling materials and pilot testing aiming at a direct market stimulus to increase demand for upskilling in sustainable energy skills.

ALL partners are involved in communication and dissemination by participating in the project's communication and dissemination activities and by spreading the content through their own dissemination networks, channels and collaborations.



All partners contributed to the bi-annual newsletters, website updates, social media posts and especially the LinkedIn Forum. The consortium presented the results at events such as the BIM Coordinator Summit, the CitA Gathering event, Smart Building Italy congress, EUSEW, European Vocational Skills Week, Sustainable Places and many others. The project partners have also actively contributed to BUILDUP editorial. More information can be found in session 3.2.2 Articles and interviews.

An exceptional benefit of ARISE is that it has formed the network **BIM Energy Performance Alliance** (BIM-EPA) (formerly BIMalliance) of key actors representing previous and ongoing Build Up Skills (BUS) and Construction Skills projects and their collaborative networks (50 partners and 20 countries). The extended associated BIM-EPA consortium represents key actors and target groups (both Industry and academia), add other experience, skills, and that extended network, as well as further partners with EU-funded project delivery experience. The responsibility of the BIM-EPA partners is to empower strong market acceptance, disseminate the results and impacts further and pave the way for a successful exploitation of the project results in the last six months of the project.

1.1. Relationship with other project activities

Dissemination and communication depend heavily upon all other activities and progress in the project, as they need to continuously feed their content into all communication activities. As depicted in the figure below this work package is dependent on the constant flow of information from other work packages.

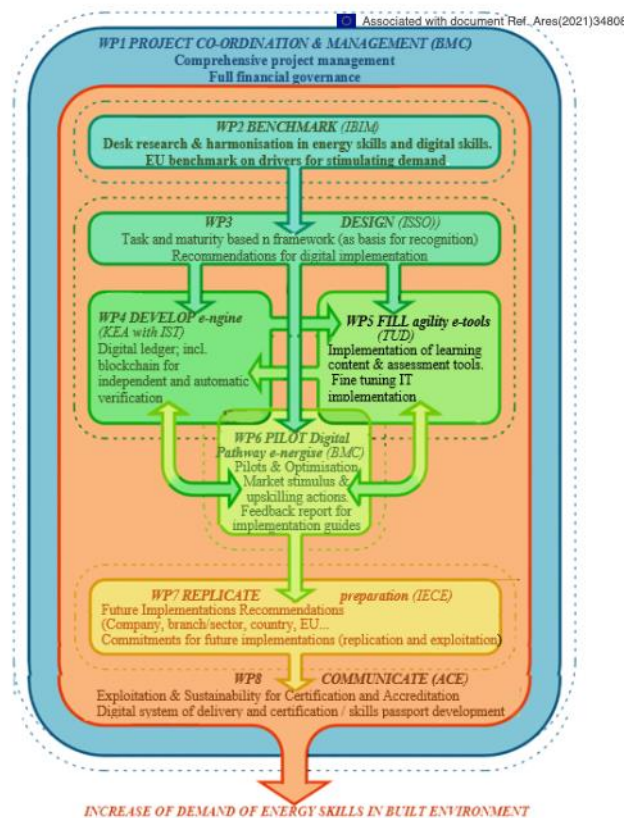


Figure 1 Project Structure

Especially public deliverables produced during the project are used to create dissemination content to reach the target groups. Therefore, the following table lists all public deliverables of the project that should be made available to the public at ARISE website. The idea behind it is that the results are produced with EU funding and should bring benefit to all Europeans.

Table 1 List of public deliverables

Public deliverables	Responsible Partner
D1.4 Impact Monitoring Report	BMET
D2.1 Open Institutional Forum (OIF) opened on a LinkedIn channel	IBIMI
D2.2 First overview of EU directives implementation report	IBIMI
D2.3 First overview of the national/regional qualification framework report	IBIMI
D2.4 First overview of other EU wide certification schemes report	IBIMI
D2.5 Overview of pathways of integration of previous EU project resources report	IBIMI
D2.6 Overview of Industry technical input report	IBIMI
D2.8 European roadmap BIM applied to energy performance improvement report	IBIMI
D3.1 maturity analysis of digitalisation and sustainable energy skills	IECE
D3.2 Maturity based model of digitization skills in sync with sustainable energy skills	TU Dublin
D3.3 Qualification framework of sustainable energy skills leveraged by digitalisation incl. BIM	ISSO
D3.4 Map of available resources linked to the developed qualification framework.	TU Dublin

D3.5 Guidelines as a basis for digital implementation	ISSO
D3.6 Recommendations for adaptation of the proposed recognition	IECE
D4.1 Initial materials, requirements, and features report.	KEA
D4.6 Platform, including Gamification.	KEA
D5.1 Definition of learning methodologies, materials, and delivery tools for ARISE pilots	TU Dublin
D5.5 Development of Handbook for use after project duration	TU Dublin
D6.1 Package of testing materials for qualifications recognition scheme and maturity level	BMET
D6.2 Survey Report – user's feedback on the competence matrix	BMET
D6.3 Package of selected digital tools for pilot delivery	BMET
D6.4 Report on workshops and upskilling actions for testing the digital tools	BMET
D6.5 Package of complete materials for delivery of sample qualifications	BMET
D6.6 Guidelines for long term evaluation, benchmarking, long term follow-up, and measuring of impacts	BMET
D7.1 Guidelines to align ARISE learning outcomes with national qualification frameworks	IECE
D7.2 Guidelines for use of ARISE trainings to gain CPD points	IECE

D7.3 Accreditation Report – QA&QC procedure to provide high quality of upskilling	IECE
D7.4 Overview of best practices in market WP7recognition of skills	IECE
D7.5 Recommendations for market stimulating and supportive measures	IECE
D7.6 Report on Workshops on effective implementation	IECE
D7.7 Policy recommendation for a pan-EU common approach for sustainable energy skills recognition	IECE
D8.1 Dissemination and communication strategy	ACE
D8.2 Project visual identity	ACE
D8.3 Project website	IBIMI
D8.4 Project social network accounts live	ACE
D8.5 Printed on on-line material	ACE
D8.6 Final Report on Dissemination and Communication	ACE
D8.8 Final project publishable report	ACE



1.2. Dissemination Content

The following message has been developed to communicate the project aim and objectives in an easy to understand, tangible and accessible way for all, expert stakeholders and target groups, and people with lesser knowledge, such as the general public. The text is used on the website, articles and leaflet and updated to follow the project development and end.

ARISE is a European-funded project that aims to support the upskilling of design and construction professionals on the topics of energy-efficient buildings and Building Information Modelling (BIM) processes.

Assisting the construction industry to ARISE and move towards an energy-efficient built environment, the consortium partners foresaw a stimulating approach to increase demand for sustainable energy and digital skills in the Architecture, Engineering, and Construction (AEC) sector.

ARISE's five enabling pillars:

- 1. Alignment of skills with a harmonised EU Learning Framework*
- 2. Access to online training materials and tools 24/7.*
- 3. Assignment of the digital Market providing transferable recognitions, to enable a wide recognition across the EU and beyond.*
- 4. "A-Credit-action" is based on a Continuous Professional Development type method and a novel badge reward system linked to blockchain validation and verification system.*
- 5. Assistance in the initialisation of legislative changes and supportive procurement measures, to further stimulate market demand*

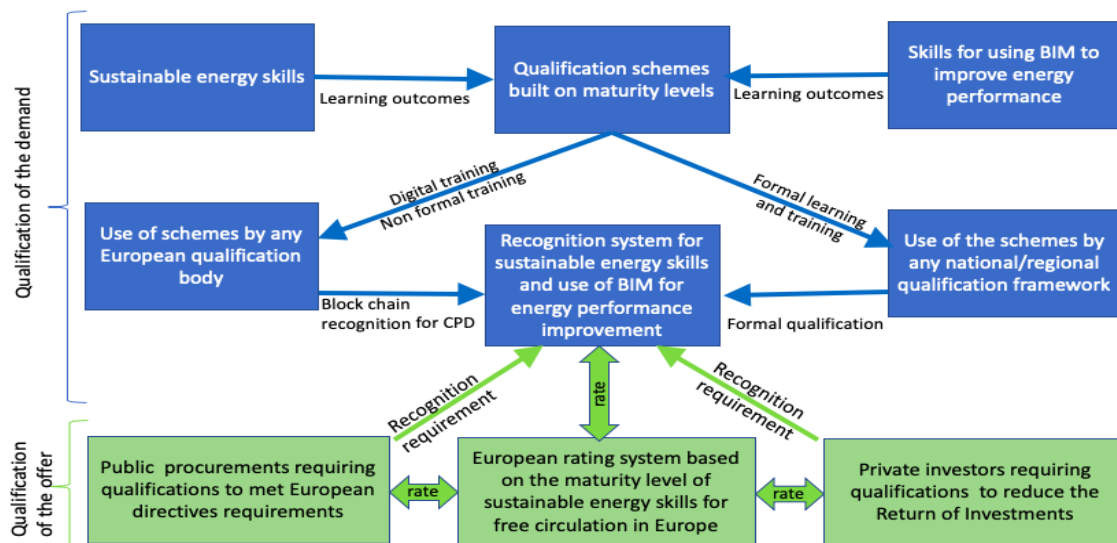


Figure 2 Overview of the vision of ARISE on the digitisation of recognition

ARISE's global goal is to revolutionize the learning process by changing both the delivery and recognition of sustainable energy skills in the construction sector. The new system of training and recognition of skills are available across the EU, thus increasing the spread of skilled workforce in the building market.

The mission is to support the twin transition of the construction sector and to contribute thereby to the European Recovery and Resilience Plans 2021 -2027, by providing the design and construction professionals with digital and sustainable energy skills of the future, along with demand-side guidelines for marketable appreciation of skills and exploitation of benefits thereof.

By providing clear learning interactions, transparency of upskilling transactions, and recognition of qualifications achieved, ARISE inspires demand for sustainable energy skills.

ARISE also transforms the learning process by validating skills development and learning exchange with a digital system based on skills recognition rather than accreditation. The training system developed by the project reward learners as they achieve competence at a certain level with the badges linked to blockchain for skills exchange the innovative recognition of skills and learning of the construction sector embracing today's digital transformation benefits.



1.3. Display of European Union Funding

Any project results communicate or disseminate by the partners must present in a clear way the European flag and the disclaimer note as shown below.



The project leading to this application has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101033864.

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2. Target Audiences and Key Stakeholders

ARISE has engaged stakeholders on both *Demand*-side (public authorities/administration, SMEs, real estate owners, etc.) and the *Offer* side (workers' associations, professionals, building companies, producers of materials, and technology for the building sector, etc.).

According to the Dissemination and Communication Strategy in chapter 1, the following groups of stakeholders were identified:

1. *Industry*: Practitioners in charge of the implementation, such as contractors and advisors; building managers; European SME ecosystem; facility management and maintenance companies.
2. *Designers, Engineers and Architects*: the design professionals architects represented by project partner ACE.
3. *Building Owners and Investors*: investing and leading the decision process; (real estate industry, ESCOs, construction companies). *Households, final users/occupants* driving the process through needs and constrains; *Homeowner associations; General public*.
4. *Public Authorities, policy makers*.

ARISE also builds upon the results of previous and ongoing BUS and Construction Skills projects. ARISE has formed a network of BIM Energy Performance Alliance (BIM-EPA) (*formerly BIMalliance*) key actors, representing those projects and their collaborative networks (50 partners and 20 countries). The extended associated BIM-EPA consortium, acting as key actors and target groups, add other experience, skills, and that extended network, as well as further partners from both Industry and Academia, with H2020 project delivery experience. Therefore, the nucleus of ARISE is energised with knowledge and ability to deliver such a project and is empowered by strong market connections and the network to drive the results and impacts.



Figure 3 BIM-EPA stakeholder booster

Additionally, opinion leaders, key stakeholders and multipliers are also important actors in the Dissemination of the results such as:

- Technology Platforms (NTPs and ECTP), networks and initiatives
- Scientific community (research and academic organisations, scientific journals etc.)

Letters of Support have been received from the following 14 institutions during the proposal stage. These organisations are also important target group used in the communication and dissemination of the project results.

BIMCert

1. Belfast Metropolitan College - Northern Ireland
2. FAC Ireland – Ireland
3. TUDublin – Ireland
4. EIHP - Croatia
5. IECE – Republic of North Macedonia
6. IST – Portugal (LoS)
7. CITBNI – Northern Ireland



BIMeet

8. Luxembourg Institute of Science and Technology (LIST) – Luxembourg
9. Centre Scientifique et Technique du Batiment (CSTB) – France
10. Building Research Establishment (BRE) – Ireland
11. La plateforme Formation & Évaluation de l'INES - France
12. Center for Renewable Energy Sources (CRES) - Greece
13. VTT Technical Research Centre of Finland - Finland
14. House of Training - Luxembourg
15. Cardiff University - Wales
16. Metropolia University of Applied Sciences - Finland

BIMplement

17. Alliance Villes Emploi – France (LoS)
18. Astus-Construction - France
19. ISSO - Netherlands
20. Huygen Installatie Advisers - Netherlands
21. Regioninis Inovacijų vadybos Centras - Lithuania
22. Lietuvos Statybininkų Asociacija – Lithuania (LoS)
23. Instituto valenciano de la Edificacion - Spain
24. Mostostal Warszawa SA - Poland
25. Conseil Des Architectes D'Europe - Belgium

Net-Ubiep

26. National Agency for New Technologies, Energy and Sustainable Economic Development - Italy
27. Gruppo CS - Italy
28. University of Zagreb - Croatia
29. Via Europa Competence Centre - Slovakia
30. UVS Institute for Adult Education and Services - Slovakia



31. Fundación Laboral de la Construcción - Spain
32. Spanish National Research Council - Spain
33. Vilnius Gediminas Technical University - Lithuania (LoS)
34. Vsj "Skaitmeninė statyba"- Lithuania
35. ISSO Dutch Knowledge Institute for the buildings and building sector - Netherlands
36. Balance and Result - Netherlands
37. ETET - Eesti Tööstus Ehituse Tugirühm - Estonia
38. Tallinn University of Technology - Estonia

Other supporters

1. Abruzzo Region, Italy (LoS)
2. Avignon Academie (Academy Avignon for Crafts and SMEs, France (LoS)
3. Andrea Giordano, professor of the department of civil, environmental and architectural engineering – ICEA , Padova Italy (LoS)
4. Università Iuav di Venezia, Italy (LoS)
5. Balance & Result, Netherlands (LoS)
6. Scuola per la formazione professionale delle maestranze edili della provincia di Piacenza, Italy (LoS)
7. National Passive House Association, Lithuania (LoS)
8. Construction Industry Training Board, Ireland (LoS)
9. Non-Profit Organization Estonian Group for Lean Construction, Estonia (LoS)
10. Ulster University, Northern Ireland (LoS)



The consortium ambition to strengthen the network with other relevant Stakeholders groups during the project itself. The ARISE Stakeholders and Advisory Board task is part of WP1 (T1.4), but the activities and engagements are also related to the overall project communication and dissemination. Each partner is seeking collaborations within their countries.

Industry Advisory Panel and Technical Advisory Panel

- 1 BRE - England
- 2 CitA - Ireland
- 3 EBC - Belgium
- 4 O’Keefe Construction Limited - England
- 5 CIOB - England
- 6 ICE - Northern Ireland
- 7 Nemetschek Romania Sales & Support SRL - Alliance Romania
Enterprise Ireland - Ireland
- 8 Chamber of Certified Architects and Certified Engineers of Republic of North Macedonia - Republic of North Macedonia
- 9 RSUA - Northern Ireland
- 10 Ulster University - Northern Ireland
- 11 Institut de Tecnologia de la Construcció de Catalunya - Spain
- 12 EIHP - Croatia
- 13 Limerick Institute of Technology - Ireland
- 14 R2M Solution Srl - Italy
- 15 CS Aziendale - Italy
- 16 Building Changes Support BV - Netherlands
- 17 Architects’ Council of Europe - Belgium
- 18 Alliance Villes Emploi - France
- 19 Metropolia University of Applied Sciences – Finland



20 IETCC – Spain

21 Non-Profit Organization Estonian Group for Lean Construction – Estonia

22 National Passive House Association – Lithuania

23 Ente Scuola per la Formazione Professionale delle Maestranze Edili della

24 Provincia di Piacenza – Italy

25 Università luav di Venezia – Italy

26 Università degli Studi di Padova - Italy 65. Avignon Academie – Belgium

27 Abruzzo Region - Italy

3. Dissemination Channels

Various dissemination activities ensure a good visibility of the project towards the identified target groups and the general public. These are based on a Dissemination and Communication strategy tailored to the various needs and expectations of the target groups. Ways of contacting actors differ in two main respects:

- Type of link established with each actor: from being informed to being involved;
- The number of actors being reached;

The table below shows the project target and achieved Key Performance Indicators (KPIs).

Table 2 Dissemination Channels with KPIs

Type of dissemination	Type of audience	Channels	Number	Indicators	Contents	Actions achieved (October 2024)
Proactive Communication	General	Through newsletters every six months, one-to-one communication, emailing and invitation to events to relevant stakeholders and the European Commission.	Min. 4	100 people mailing list, plus clicks through social media	Project progress, events and relevant news	9 newsletters were issued. Total: 174 subscribers. Find more details on section 4.2 ARISE Newsletter in this report.
Social media	General	LinkedIn, YouTube and X, plus social media run by partners.	3 accounts, plus partner accounts	500 comprised of a minimum of 100 followers on LinkedIn and 400 on X and other	Project progress, events, relevant news, interaction with public	LinkedIn, YouTube and X accounts were created at the beginning of the project. Subscriber per account LinkedIn – 537 LinkedIn Forum - 80 YouTube – 40

				social media channels.		<p>X – 130</p> <p>Total – 787</p> <p>Find more details on section 4.4, 4.5, and 4.6 in this report.</p>
Videos	General	YouTube channel and TV broadcast.	5	500 views	Project overview and DIY videos	<p>Project overview videos – 4</p> <p>Partners interview – 12</p> <p>ARISE participation in recorded conferences are also listed in ARISE YouTube channel under playlist.</p> <p>Total views – 2,038</p>
Dedicated website	General	ARISE website: interactive environment that gives access to and permits to collaborate on all the aspects related to the project activities. The consortium uses a Google Drive	1 (4 years min.)	4.000 sessions	ARISE objectives, overview, partnership and public deliverables, latest news and features social media	<p>Website created at the beginning of the project.</p> <p>English website has been translated into Danish, Italian, North Macedonian, and Portuguese.</p> <p>The website has 7.587 users, 11.469 sessions and 70.078 events.</p> <p>The website was linked to ARISE e-learning platform.</p>

		as a collaborative working space.			channels	Find more details in section 4.1 ARISE Website.
Roll-up poster and leaflet	General	A roll-up poster and leaflet were prepared for external communication in August 2022. The partners can translate the material into their national languages. A more environmentally friendly digital version, i.e. an infographic could be considered.	2	7.500 people	General information	One rollup poster and one leaflet translated on all partners language was created. English Danish Italian North Macedonian Dutch Portuguese Total number of people reached 1.665 (Flyers, downloads from the website, organisation and participation to events)
Publications	Scientific community	ARISE partners will publish the results in the scientific literature,	3	300 readers	Publishable project results;	Publications from ARISE is available at ARISE community in Zenodo platform and at BUILDUP platform. Detailed information

		dedicated journals and magazines in the field of construction, energy and ICT. Moreover, results are intended also to be published through EC channels, e.g. CORDIS. Zenodo will be the open access archive.				can be found on section 3.2 Publications in this report. Number of published publications – 12 (Zenodo) Views – 457 (Zenodo)
National and international training and dissemination workshops	Primary target groups	Dissemination activities related to the training workshops at EU level.	4	30-60 people	Training material	Refer to Deliverable 6.4
Partners' dissemination networks	Targeted clients,	Networks of all partners, as an example	9	40.000 people	Project progress, events and	ARISE was featured in 12 ACE info sent to 175.855 people.

and channels	end-users and primary target groups	ACE: Newsletter distributed by email to 10.000 direct contacts every second months and to the 43 Member of ACE, representing over 600.000 practicing architects from 33 countries. ACE Website and other web-based channels.			relevant materials	ARISE is also feature at ECTP , ACE , ISSO , BelfastMET , Building changes , TUDublin , IECE , and IBIMI websites .
Participation in conferences, congresses and events	Scientific community, students, end-users	ARISE will be represented in several international relevant conferences to discuss specific research results and receive input and comments	3	1.000 people	Publishable project results	ARISE partners have participated in 25 conferences, congresses and events. The events have reached 1.939 people.

		from outside the project, as well as to trigger new projects.				
Clustering Activities	EC, EU projects and networks	With other HORIZON 2020/ Horizon Europe/ European ongoing related projects, European and National Technology Platforms and other networks and initiatives.	4 initiatives	500 people	Information on the project and its achievements	<p>4 Event participation 317 people achieved. Find more details in section 3.1 on this document.</p> <p>3 Scientific paper published Find more details in section 3.2.1 on this document. Reach 191 people.</p> <p>1 Policy Brief and dissemination materials (Flyer, and video) Reach 441 people.</p> <p>Find more details in section 3.2.3 Policy Brief on this document.</p> <p>Total: 949 people</p>



3.1. Events participation and organisation

The project aim was to communicate the outcomes and further disseminated them through presentations at international conferences and fairs, as well as common H2020/ HEU activities and other EU events (T8.2). ARISE partners participated or organised 20 events. The main events are listed below.

1. 28th September 2021 - BMET presented ARISE at [Sustainable Places 2021](#).
2. 27th October 2021 – presented on EUSEW 2021 at the EUSEW talks
3. 30th November 2021 - BMET presented ARISE at BUILDUP Skill 2021
4. 21 – 23 Sep 2021 – presented at Gathering 21 Virtual Conference - Construction Innovations for Future Generations - <https://www.ariseproject.eu/blog/event-2/>
5. 18 May 2022 – organisation of ARISE Webinar: Using digitalisation to overcome vocational exclusions for training as part of the [European Vocational Skills Week 2022](#)
6. 8 September 2022 – presented at the [BIM Coordinator Summit in Ireland](#)
7. 18 October 2022 – participation at the Covenant of Mayors Investment Forum in Brussels.
8. 30 November 2021/ 28-29 November 2022 – participation in the 13th and 14th BUILDUP skills meeting (CINEA initiative).
9. 20 June 2023 – presentation of ARISE Digital Skill Assessment tool as part of the BUILDUP skill advisor app at EUSEW 2023. Recordings [here](#)
10. 8 March 2023 organisation of a workshop livestream in ARISE Youtube channel: “Learning bites on green and digital skills for the built environment. News on the website and recordings [here](#).
11. 20th April - presentation at ACE Conference on Upskilling x (Education + Practice) – New European Bauhaus. News [here](#) - Recordings [here](#).



12. 18th July - presentation at Technical Tuesday event at the Portuguese Order of Architects. Recording [here](#).
13. 15th October 2024 - ARISE final Conference – Future Skills, digital construction tools – enablers toward sustainable energy. Recordings [here](#).

ARISE has also collaborated with other related projects. Find the list of main activities below.

1. September 2021 – participation at Sustainable Places 2021. Webinar: “[Sustainable Energy Skills in the Construction Sector 2.0](#)” in collaboration with [INSTRUCT](#), [BUSLeague](#), [TRAIN4SUSTAIN](#), [HP4ALL](#), [The nZEB Roadshow](#), [ProHeritage](#), [BIMzeED](#), [ARISE](#), [sEEtheSkills](#). A scientific paper was produced as part of this collaboration. Find detailed information on section 3.2.1 Scientific publications in this report.
2. March 2022 – organisation of BIM-EPA and ARISE meeting. BIM-EPA is BIM Energy Performance Alliance association of former H2020 and Erasmus+ projects including [BIMcert](#), [BIMEET](#), [BIMplement](#), [BIMzeED](#), [NET-UBIEP](#).
3. September 2022 – participation at EUSEW 2022 side event. BUILDUP Webinar: “[Leveraging digitalisation and construction skills towards 2030 energy goals](#)”. in collaboration with [BUSGoCircular](#), [BUSLeague](#), [CraftEdu](#), [HP4ALL](#), [INSTRUCT](#), [sEEtheSkills](#), [ARISE](#), [nZEBready](#), [ProHeritage](#) and [TRAIN4SUSTAIN](#). A Policy brief, a flyer and a video pill were co-created as part of this collaboration. More information can be found at section 3.2.3 Policy Brief in this report.
4. September 2022 - Sustainable Places 2022 - [Sustainable Energy Skills in the Construction Sector 3.0](#), [INSTRUCT](#), [BUSLeague](#), [TRAIN4SUSTAIN](#), [ProHeritage](#), [ARISE](#), [sEEtheSkills](#), [BUSGoCircular](#), [The nZEB Roadshow](#) and [nZEBready](#). A scientific paper was produced as part of this collaboration. Find detailed information on section 3.2.1 Scientific publications in this report.



3.2. Publications

3.2.1. Scientific publications

All partners must ensure that all peer review scientific publication free full online access to all users. The bibliography metadata must include the following.

1. the terms “European Union (EU)” and “Horizon 2020”;
2. the name of the action (H2020), acronym (ARISE) and grant number (101033864);
3. the publication date, and length of embargo period if applicable, and
4. a persistent identifier.

For detailed information refer to the Grant Agreement page 47 and 48.

ARISE partners have produced 4 scientific articles:

1. ARISE (certCOIN)- inspiring demand for sustainable energy skills ARISE (certCOIN)- inspiring demand for sustainable energy skills. CitA BIM Gathering proceedings 2019.
2. Sustainable Energy Skills in the construction sector. Joint paper with other related projects as part of the proceedings of the 9th Annual Edition of Sustainable Places 2021.
3. Sustainable Energy Skills in the Construction Sector 3.0: Expertise, lessons learned, and developed methodologies on energy efficiency skills competencies, and qualifications. Joint paper with other related projects as part of the proceedings of the 10th Annual Edition of Sustainable Places 2022. (under revision – to be published soon)
4. Skills Matter – enabling the construction sector to address global energy requirements through up-skilling. CitA BIM Gathering proceedings 2023.

All scientific publication is available in the ARISE Zenodo community (<https://zenodo.org/communities/arise/>).



3.2.2. Articles and interviews

ARISE partners have written several publications collaborating with magazines in the construction sector and BUILDUP portal. The main publications are listed below.

- Qualification framework for Digital skills published at Building Services Engineering (March/April 2023)
- Stimulating the demand for skills published at Building Services Engineering (March/April 2022)
- The Benefits of a digitally-informed and empowered workforce published at Building Services Engineering (January/February 2022)
- Digitalisation will make learning easier to digest published at Building Services Engineering (November/December 2021)
- Digital transformations published at Building Services Engineering (September/October 2021)
- BIM – A repository of invaluable energy information published at Building Services Engineering (July/August 2021)
- Digitalisation in the built environment published at Building Services Engineering (May/June 2021)

All publications are available in ARISE community at Zenodo.

In addition, a series of six Technical Articles were written and published at BUILDUP portal between June and September 2023.

- [Introduction: ARISE project article series 'Digitalisation of the built environment](#)
- [#1: Awareness.](#)
- [#2: The need for upskilling within the industry.](#)
- [#3: BIM basics, the need for a skills framework.](#)
- [#4: Digital transformations](#)
- [#5: The benefits of a digitally informed and empowered workforce](#)
- [#6: Stimulating the demand for skills](#)



Another series of nine Technical Articles were written and published at BUILDUP portal between May and September 2024.

- [Introduction: Skills as a currency in the construction sector](#)
- [#2: Economic value](#)
- [#3: Career Opportunity](#)
- [# 4: Lifelong Learning](#)
- [# 5: Economic Value](#)
- [# 6: Providing Social Mobility](#)
- [# 7: Global Competitiveness](#)
- [# 8: Skills Fit – Energy Optimisation](#)
- [#9: Summary and Conclusion](#)

ARISE also participated in the BUILDUP portal series “Building conversations up” with ARISE Experts Dr. Veronika Schröpfer and Anna Moreno have provided their expert view on the role of digitalisation and upskilling to improve building energy performance. The interview is at BUILDUP portal ([here](#)) and was shared on social media in March 2023.

3.2.3. Policy Brief

ARISE project collaborated in the development of a policy brief with the projects [INSTRUCT](#), [BUSLeague](#), [TRAIN4SUSTAIN](#), [HP4ALL](#), [ProHeritage](#), [sEEtheSkills](#) and [CraftEdu](#), and [nZEBready](#).

The Policy brief titled “Skills for Green and digital building” was published in December 2022, led by HP4ALL project partners. The document maps the policy challenges, and make recommendations on the value of skills-based upskilling, digitalisation of upskilling in the construction sector, green public procurement and energy efficiency.

The policy brief was promoted in the projects social medias and [BUILDUP portal](#). A [flyer](#) and a [video](#) was also developed to facilitate the dissemination and communication of the policy brief.



4. Website and Social Media Strategy implementation

4.1. ARISE Website

During the period between January 2022 and October 2024, there were 7.587 users, initiating 11.469 sessions, creating 70.078 events. The users are the number of unique users to the page. The sessions are page access by one unique user. The events are the number of actions the unique user performed while the session as opened. A link to the e-learning platform was added to the website.

ARISE website - <https://www.ariseproject.eu/>

ARISE e-learning platform - <https://ariseplatform.eu/>



Figure 4 ARISE Homepage

The page has been translated into Danish, Italian, North Macedonian, and Portuguese.



Figure 5 ARISE website translated into Portuguese.



Figure 6 ARISE website translated into North Macedonian.



Figure 7 ARISE website translated into Italian.



Figure 8 ARISE website translated into Danish.



The most viewed pages are:

1. <https://www.ariseproject.eu/>
2. <https://www.ariseproject.eu/partners/>
3. <https://www.ariseproject.eu/reports/>
4. <https://www.ariseproject.eu/news/>
5. <https://www.ariseproject.eu/events/>

Conclusions:

The ARISE website have presented a good performance in the number of users, sessions and events. The constant update of the website and the social media campaigns about the deliverables, and events helped to improve the traffic to the website. The target KPIs for the whole project life is 4.000 sessions and the website has achieved 11.469 sessions.

4.2. ARISE Newsletter

The mailing list consists of 174 contacts (October 2024). Find below the newsletter list.

The first newsletter was published on the 2nd February 2022 and reached 17 people.



Figure 9 ARISE 1st newsletter

The second newsletter was published on the 5th September 2022 and reached 46 people.



Figure 10 ARISE second newsletter



The third newsletter was published on the 3rd March 2023 and reached 57 people.



Figure 11 ARISE Third Newsletter

The fourth ARISE newsletter was published on the 5th of September 2023 and reached 78 people.



Figure 12 ARISE Forth Newsletter

In addition to the 4 newsletter, 5 special edition newsletters were sent out until October 2024.

All newsletters can be found in the project website: <https://www.ariseproject.eu/newsletters/>

Conclusions

The KPI for newsletters is 100 subscribers. The project has achieved 174 subscribers at the end of the project.



4.3. ARISE Social media

ARISE is active on Social media in the X, LinkedIn, LinkedIn Groups (ARISE Open Institutional forum) and YouTube. The key words used in the Social Media channels are #Energy-efficient buildings, #Construction skills, #sustainable energy, #skills recognition, #digital certification, #micro-credentials, #Digital Skills, and #Green Skills. Over the past 38 months, ARISE have published 4 social media campaigns on Twitter and LinkedIn, covering the following topics:

1. Presentation of ARISE partners
2. ARISE in one minute – Short videos (available at ARISE YouTube channel) presenting with each partner presenting their contribution to the project.
3. ARISE publications – bring to spotlight the publications from ARISE partners.
4. Discover ARISE first results – provide information on the public deliverables
5. ARISE e-learning platform – Free summer training
6. ARISE final results Campaign

4.4. ARISE X

In order to align the understanding of social media indicators, the definitions of all indicators used in this report are noted at the beginning of each social media channel.

Follower: the number of people who opt in to receive the ARISE tweets.

Impressions: the number of times a user receives a tweet in the timeline or searches for results.

Engagement: the number of times a user interacts with a tweet.

Engagement rate: the number of engagements divided by the number of impressions.

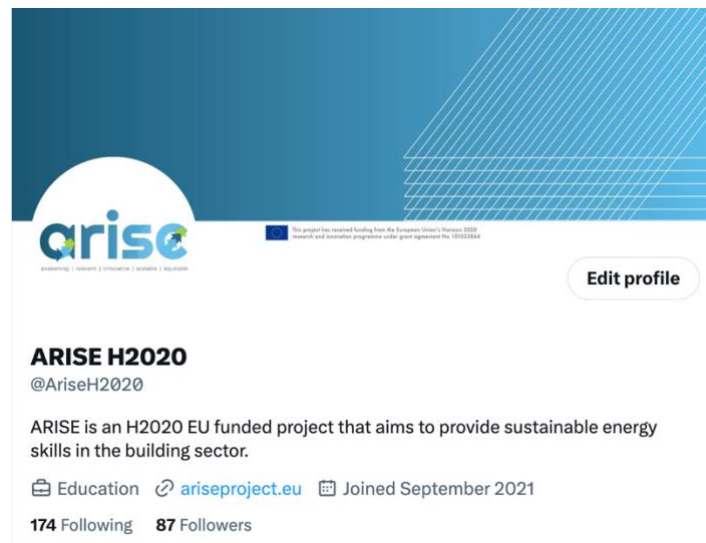


Figure 13 X ARISE Account

The ARISE X profile (<https://x.com/AriseH2020>) counts 130 followers.

@ARISEH2020 has posted 273 tweets in total.



Figure 14 Example of tweet



4.5. ARISE LinkedIn

Company page visitors the number of people who visited ARISE LinkedIn page.

Company page followers: the number of people who follows and receives ARISE LinkedIn posts on their timeline.

Impressions: the number of people who saw ARISE content (including revisits).

The ARISE company page on LinkedIn (<https://www.linkedin.com/company/arise-h2020/>) has already gathered 543 followers (October 2024).

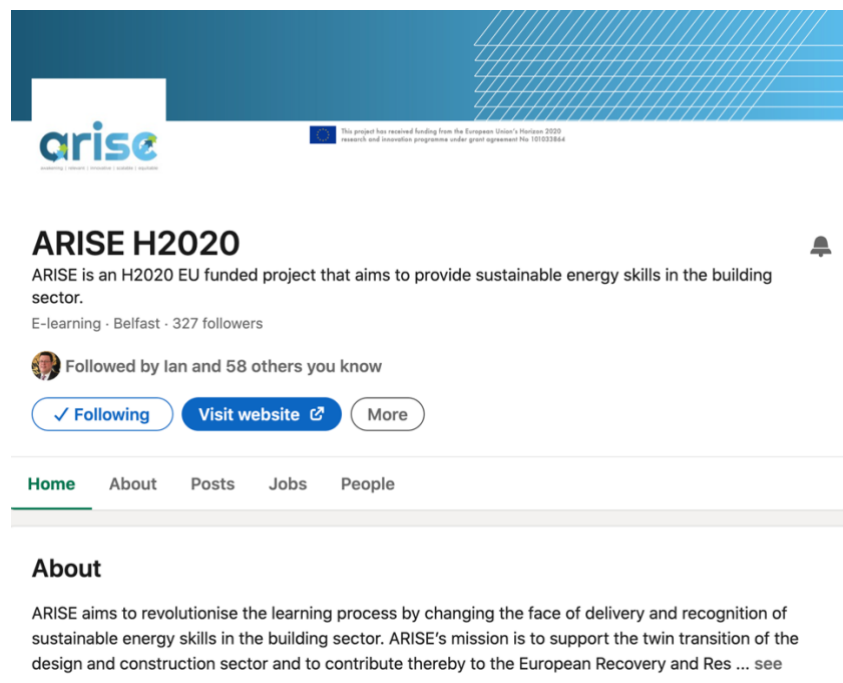


Figure 15 ARISE LinkedIn account

In addition to the LinkedIn company profile the project has also created a LinkedIn group to serve as the [Open Institutional Forum](#) (OIF): an inclusive and representative structure to advise the BIM for Energy Performance (BIM-EP) Alliance on

- implementation of training policy;

- issues pertaining to the continuous improvement and updating of training materials to ensure the update of maturity level, both in digital and in energy performance tech.

IBIMI leads this activity (T2.1) with the support of different partners when needed. ARISE partners and key partners use the forum for peer-to-peer dialogue among the different stakeholders. The OIF has 80 members (October 2024) and was used in the exploitation strategy as a tool to increase stakeholder's numbers at any level.

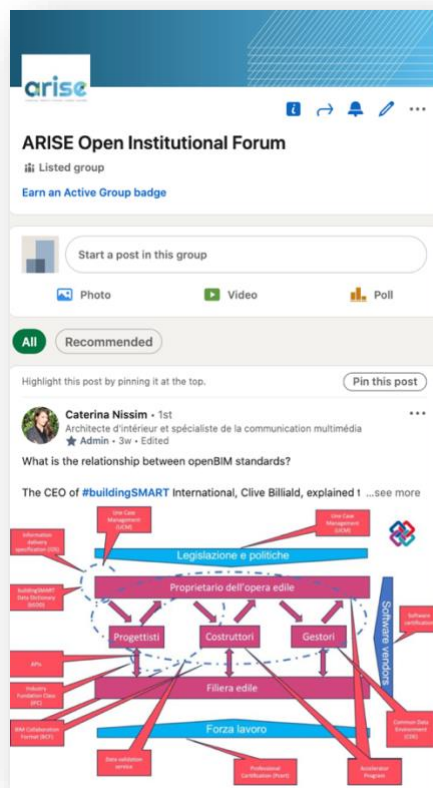


Figure 16 ARISE Forum



4.6. ARISE YouTube

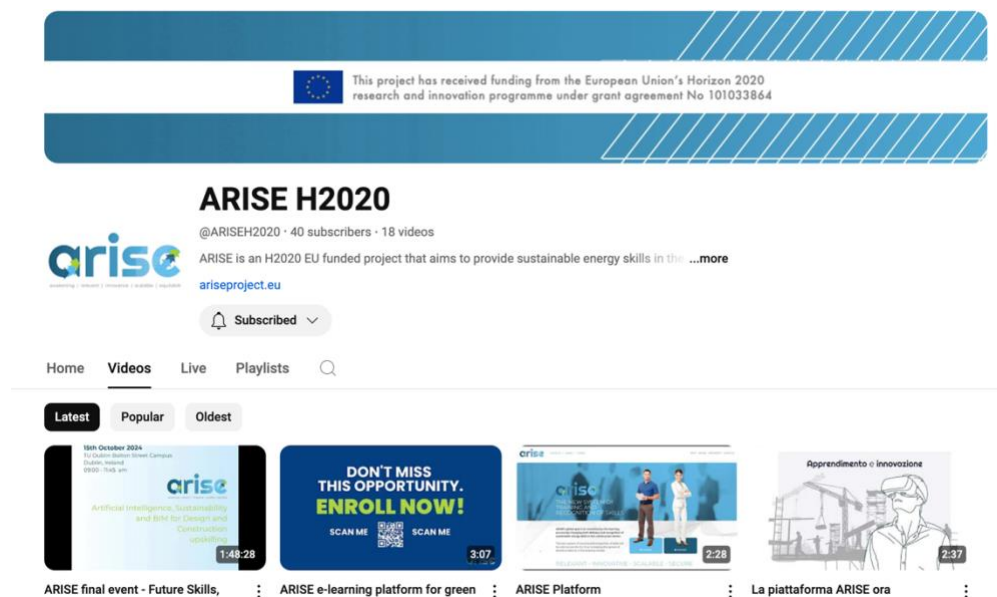


Figure 17 ARISE YouTube Channel

The ARISE YouTube channel (<https://www.youtube.com/@ARISEH2020>) was set up in the beginning of the project. Currently, the channel has 40 subscribers, 17 videos posted (including the livestreamed ARISE Conference) and 9 playlists with videos of ARISE participation in events in other channels, such as the Sustainable Places, European vocational skill week, EUSEW 22 and the trial session at the Portuguese Order of Architects. There are 2.197 views so far.

Conclusion

The KPI set in Chapter 3 for all social media channels are 500 followers for all channels. At the moment, all social media channels have 793 followers exceeding the target number.



5. Report on undertaken dissemination activities

The number of activities reported in this document was gathered through regular reporting from each partner every six months. All activities are also being regularly reported in the SEDIA portal dissemination reporting. The activities report is done using a form (link <https://forms.gle/eLmJ9XnsJTBDGG43A>).

The dissemination and communication activities report have 19 types of activities defined by the European Commission on SEDIA portal. All activities are listed below followed by the activity definition, applicability, and size and type of audience. The type of the audience is defined as: Scientific community (Higher Education, Research), Industry, Civil Society, General Public, Policy Makers, Media, Investors, Customers and Others. If it is not possible to provide the size of the audience by type an estimation should be made.

Table 3 List of Dissemination and communication activities to be reported

Activities name	Definition	Applicability	Size and type of Audience
Organisation of a Conference	Conference: medium to large size event which gathers professionals to share their views in a specific topic.	This item is to be reported only when a Conference is organised on behalf of the ARISE project by a partner. The reporting should be done by the partner responsible for the organisation.	The total number of participants in the conference in person or online divided by type of audience should be reported. In hybrid conferences, the total number of people online and

			in-person should be reported.
Organisation of a workshop	Workshop: small size event where a group of people is engaged in a discussion about a specific topic aiming to achieve an outcome.	This item is to be reported only when a Workshop is organised on behalf of the ARISE project by a partner. The reporting should be done by the partner responsible for the organisation.	The total number of participants in person or online divided by type of audience should be reported. In hybrid workshops, the total number of people online and in-person should be reported.
Press release	A press release is used to announce important news, events or achievements of the project and it is shared with professionals from the news/ media industry.	This item is to be reported providing the link to the Press release issued to the news media industry.	The estimated or actual total number of people reached divided by type of audience should be reported.
Non-scientific and non-peer-reviewed publication (popularised publication)	It can be Newsletter (Partner newsletter that mentions ARISE and the ARISE project newsletter), Magazine article, journal article etc. This doesn't	This item can be reported whenever a partner issues any of the items mentioned in the definition.	The estimated or actual total number of people reached divided by type of

	include scientific publications.		<p>audience should be reported.</p> <ul style="list-style-type: none"> - Newsletters the number of subscribers; - Printed Magazines the total amount of printed copies, - Digital Magazines the total amount of people in their mailing list. - Articles, the total amount of online views on the publisher website.
Exhibition	Exhibition: public showing	This item can be reported when an ARISE poster or other output is shown at an exhibition. For instance a booth.	The actual or estimated total number of exhibition viewers (provided by the organisation) divided by type of audience should be reported.
Flyer	Flyer, leaflet or brochure: It is usually	It can be reported whenever a Flyer is	The total number of flyers

	printed material explaining the ARISE project objectives and outcomes.	handed over to stakeholders. This can happen in a meeting, a workshop, conference, training, waiting room etc.	distributed divided by type of audience should be reported.
Training	Training: a teaching event organised to provide knowledge and/or skills to the trainees.	It can be reported whenever a partner organised or attended a training event on behalf of ARISE.	The estimated or actual total number of people attending the training event divided by type of audience should be reported
Social Media	Social Media: It encompasses any social platform currently available. For Example: Twitter, Facebook, LinkedIn, Instagram, and etc.	It must be reported only when a post about ARISE is created and published on the partner social media (either a company profile or a personal profile for professional purposes).	The actual number of followers at the time of the report. Please, don't report likes, retweets, shares etc.
Website	Website: any webpage hosted	It can be reported when news from ARISE is added to	The average number of company website

	online for the length of the project.	the partners website.	views in the reporting time.
Communication Campaign (e.g. Radio, TV)	Communication Campaign: large impact communication campaign with actions in the radio, TV or PODcast.	This item can be reported when it is any participation or organization of a communication campaign by any partner.	The actual or estimated number of people reached by the campaign
Participation to a Conference	Conference: medium to large size event which gathers professionals to share their views on a specific topic.	This item is to be reported only when a partner participates in a Conference on behalf of ARISE.	The actual or estimated number of people participating in the Conference.
Participation to a Workshop	Workshop: small size event where a group of people is engaged in a discussion about a specific topic aiming to achieve an outcome.	This item is to be reported only when partner participates in a Workshop on behalf of ARISE	The actual or estimated number of people participating in the Workshop.
Participation to an Event other than a Conference or a Workshop	This item refers to seminars, webinars, meetings, fundraising, and, etc.	This item is to be reported only when a partner participates in the events above on behalf of ARISE.	The actual or estimated number of people participating in the Event.

Video/Film	Video/Film – Any promotional video recorded in video.	This item is to be reported when a video about the project produced by a project partner	The actual or estimated number of people reached by the video.
Brokerage Event	Brokerage: It is a networking event designed for businesses to meet potential cooperation partners.	This item is to be reported when a partner participated in a Brokerage event on behalf of the project.	The actual or estimated number of people participating in the Event
Pitch Event	Pitch: it is an event where participants present their ideas, companies, products, in a short period of time.	This item is to be reported when a partner participated or presented in a Pitch event on behalf of the project.	The actual or estimated number of people participating in the event.
Trade Fair	It is an event usually from a specific industry sector where companies can showcase and demonstrate their latest products.	This item is to be reported when a partner participates in a Trade Fair on behalf of the project.	The actual or estimated number of people participating in the event
Participation in activities organised	Any meeting, workshop, Conference, webinar	This activity is to be reported when a partner participates	The actual or estimated number of people

jointly with other EU project(s)	and etc organised jointly with sister projects or any other related EU project.	in any joint activities with other EU projects.	participating in the event
Others	Any other activity that is not listed.	Avoid reporting the activities under this category. If you have any questions contact the Dissemination and Communication team	The actual or estimated number of people reached by this activity

There are some attention points to be aware of when reporting an activity, as follows.

1. Two dissemination activities performed in the same event by one partner.
 - a. Report the two activities and their respective size of audience. For example, Participation in a Conference and flyer. In the conference participation report the total (actual or estimated) number of participants. In the flyer report the number of flyers distributed.
2. Two partners participating in the same activity
 - a. The activities must be reported by the two partners. Please, only one partner should report the audience size and type.
3. ARISE website news provided by the partners.
 - a. At M38, the dissemination and communication team report on behalf of the partner who provide the news. The size of audience reported is the total page visits in the reporting period.

4. Partners' Social Media

- a. During the reporting period, the total number of posts done in the partner social media account should be reported in the “Event/Publication Title” area in the form. For example

Date: 02/02/2022

Partner: ACE

Type of activity: Social Media

Location: ACE LinkedIn

Countries addressed: Worldwide

Event/publication type: 10 posts

Type and size of the audience: ACE LinkedIn subscribers

Description of activities: Link to the posts

Main impact: Inform ACE LinkedIn subscribers about the project developments from September/2021 to February/2022.

The activity reported in the dissemination and communication form is summarised in the graphs shown below.

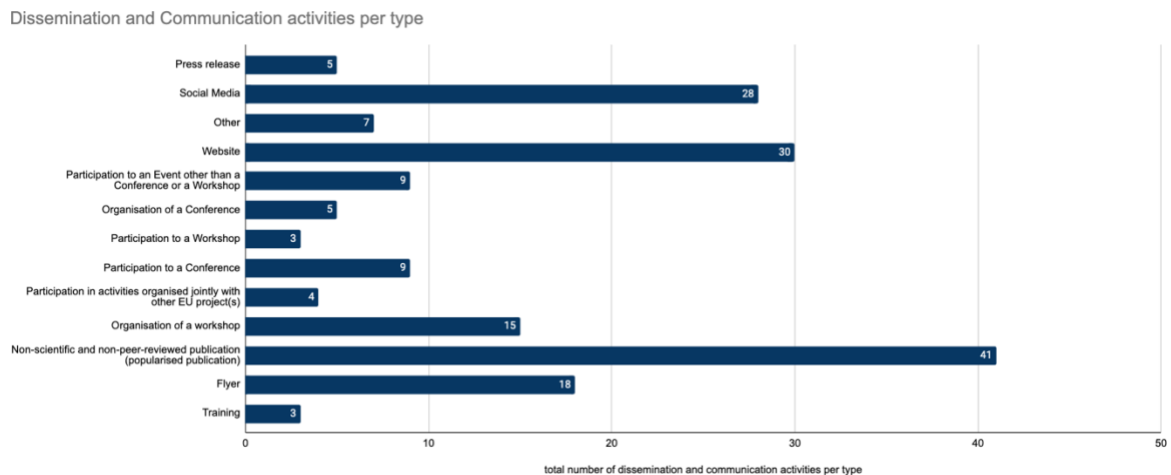


Figure 18 Dissemination and Communication activities report per type

Dissemination and communication activities per partner

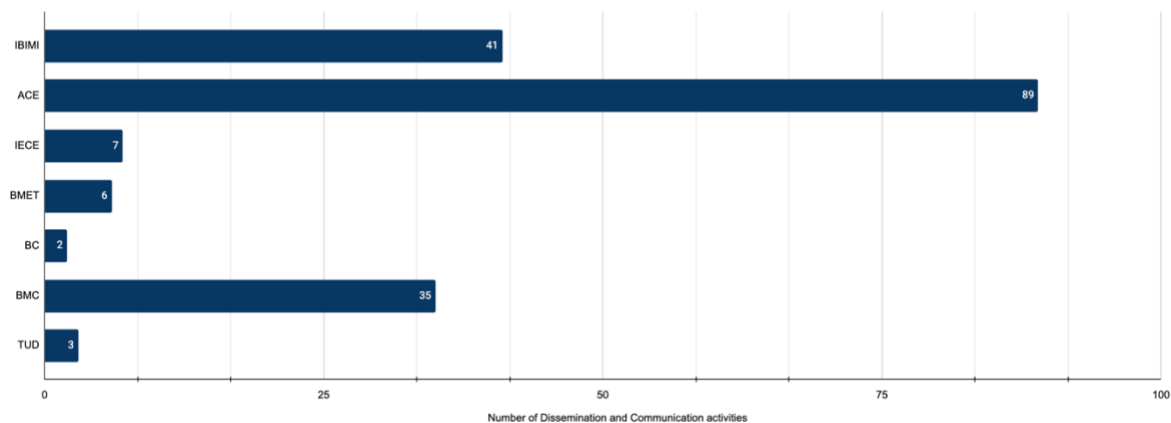


Figure 19 Dissemination and Communication Activities per partner

Dissemination and Communication activities per type of audience

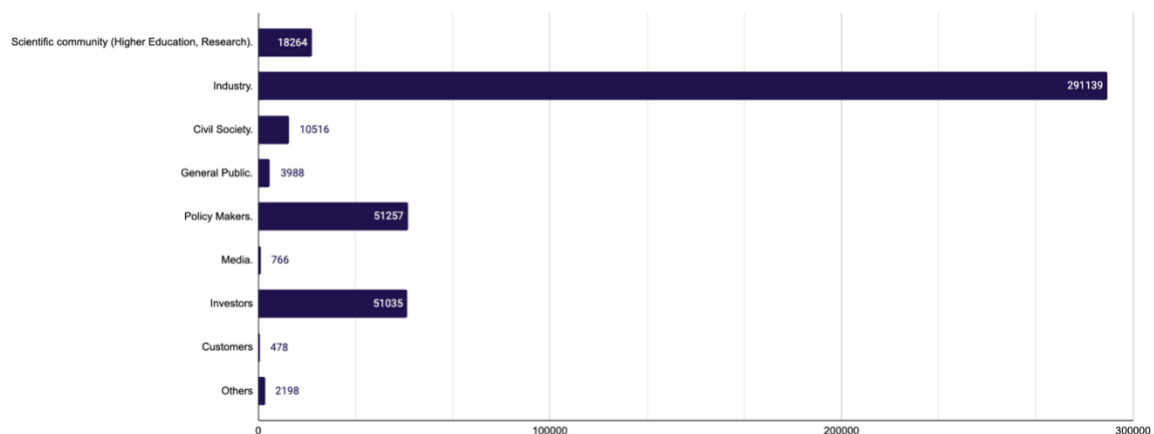


Figure 20 Communication and Dissemination activities per audience



ARISE dissemination and communication team also monitored the number of users at ARISE website and the number of followers on ARISE social media, through the graphs below.

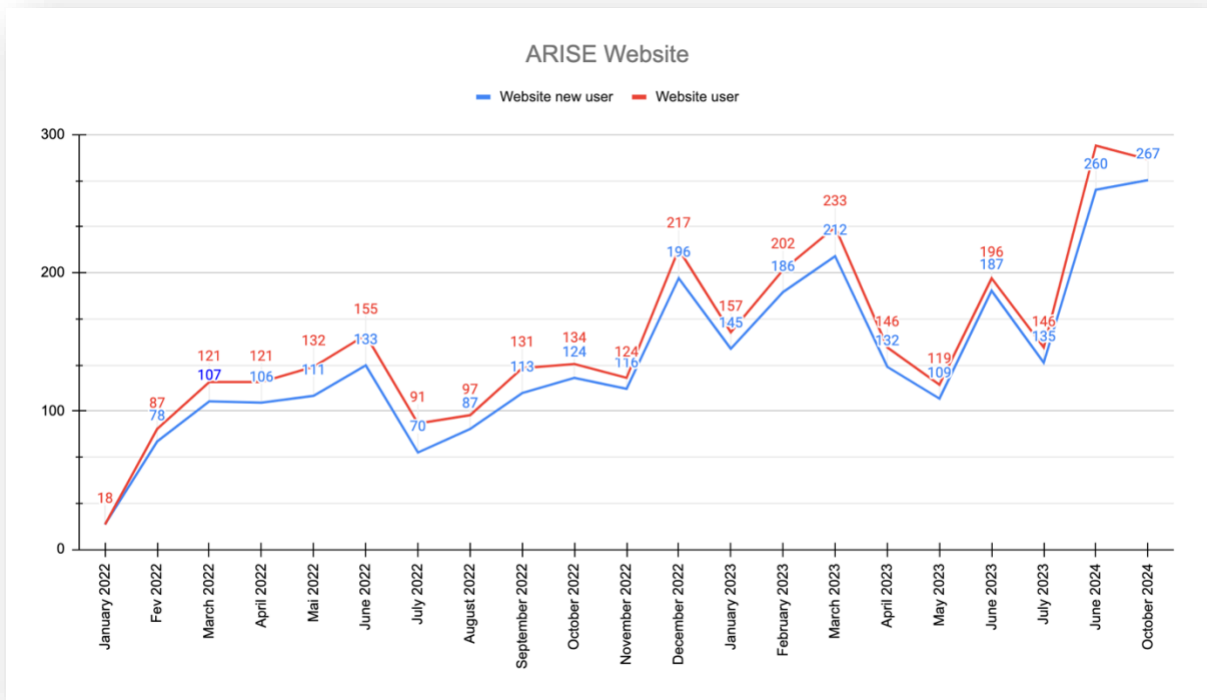


Figure 21 ARISE website - Number of users

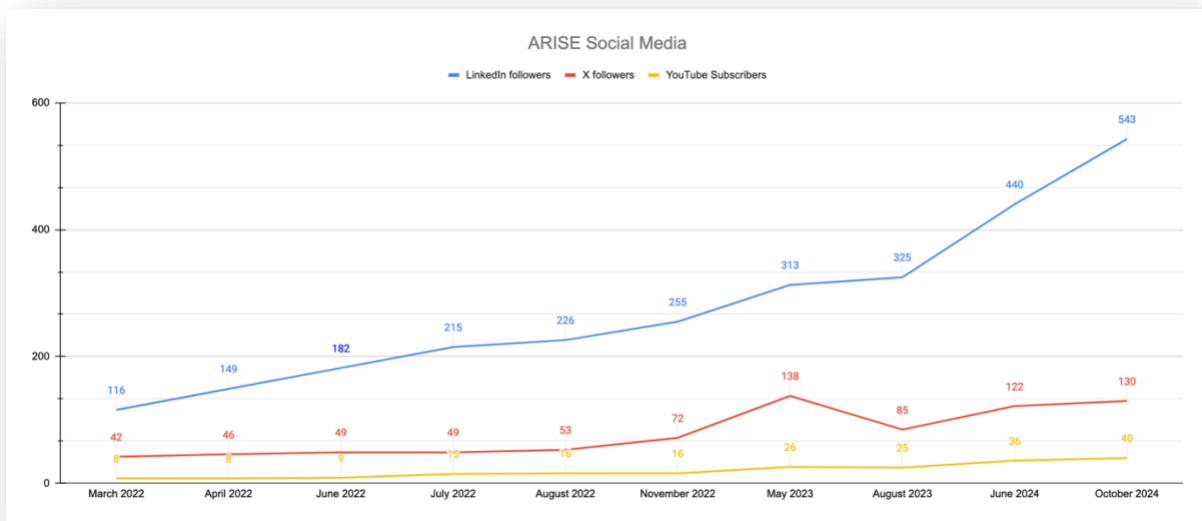


Figure 22 ARISE social media - number of followers



6. Conclusion

This document reports on the activities undertaken by all ARISE partners in order to communicate and disseminate the project following the strategy set at the beginning of the project. As communication and dissemination is a continuous process and not a one-time effort at the end of the project, activities took place at all stages of the project.

The report also presented the Key Performance Indicators (KPIs) targeted and achieved/reported. The project has exceeded the targets in almost all activities, including clustering activities, publications, Newsletter, participation in conferences, social media, website, videos and dissemination in partners network. The project had shortfalls in the number of leaflet and roll up poster reach. It is considered that the lack of in person events due to COVID have impacted the achievement of this number. This was compensated by ARISE extensively online (website sessions, social media followers, newsletters, YouTube view) presence exceeding the KPIs target.

Finally, the report provides data and evidence on events organised and participated, scientific articles, publications and policy brief published, social media, website activities, webinars and promotional material.

7. APPENDIX

7.1. Arise Project Visual identity



D8.2 Project visual identity

Issue Date 18.10.2021
Version: V1.0

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101033864. The contents of this report reflect only the author's view and the Agency and the Commission are not responsible for any use that may be made of the information it contains.



2.4. Templates for project documents

The identity package was also used to produce the project documents templates, such as a presentation template (Figure 17), a deliverable report template (Figure 18), an meeting minutes (Figure 19) and agenda (Figure 20) template, attendees list (Figure 21) template and a press release (Figure 22) template. All templates are available in the project cloud accessible to all partners.



Figure 17 Arise presentation template



Figure 18 Deliverable report template

D8.2 Project visual identity



The graphic element of the white lines, used as a decoration for the logo and graphic material, suggests digitalisation, modernity, the future and vaguely reminds of white wireframes of 3D modelled buildings.

The logo consists of the main typography and a subtitle. Since any changes to these typographies and shapes would change the logo, it is imperative to respect the following instructions on composition.

- The logo must be surrounded by a minimum amount of clear space. No visual elements may be placed in this area.
- The size of this area is calculated using the width of the capital "A" as the base unit of measurement.
- The clearance area must be applied to both printed and online uses of the logo.



Figure 1 Arise Logo

The logo cannot be modified. Any change must be approved by all project partners. The rules stated here apply to any version of the logo.

D8.2 Project visual identity



1.2. Colours palette and typography

The primary colours of the logo are dark blue (#1b5673) and light blue (#5bbceb). The Secondary colours of the project are light green (#a8ce3a) and dark grey (#505050). The former is applied in the third arrow and the latter is applied in the subtitle.



Figure 2 Arise colour palette

The palette consists of a graded range of shades varying between the two primary colours. The colour palette used in the logo is shown in the Figure 2.

Two fonts were chosen for the ARISE project: Righteous and Montserrat Regular (Figure 3). The former is used in the project name and title. The latter is used in the secondary subtitles and headings. The colour used for main titles is light blue. Dark grey, black and white are used for simple text.



Figure 3 Arise Typography

1.3. Logo variations

The logo can be used in three different variations. The first is in a greyscale for white backgrounds (Figure 5), the second is a white variation for dark backgrounds (Figure 6) and, finally, there is a black variation for light backgrounds (Figure 4).



Figure 5 Arise logo variation - Grey scale
Figure 6 ARISE logo variation - white logo for dark backgrounds
Figure 4 ARISE logo variation - Black logo for light backgrounds

D8.2 Project visual identity



7.2. Press Release

ARISE

Press Release Feb 25th 2021

Revolutionising the learning process by changing the face of delivery and recognition of sustainable energy skills in the construction sector

That's the target for the ARISE project team as they seek to deliver their new EU wide skills and training project, *boosting thereby market uptake of qualified workforce*

ARISE has secured a €1.12M grant from the Horizon 2020 Work Program: *Building a Low-Carbon, Climate Resilient Future: Secure, Clean and Efficient Energy*, under the Call: *Increasing Market Demand for Sustainable Energy Skills in the Building Sector*.


ARISE's mission is to support the twin transition of the construction sector and to contribute thereby to the European Recovery and Resilience Plans 2021-2027, by providing the construction sector workforce with digital and sustainable energy skills of the future, along with demand-side guidelines for marketable appreciation of skills and exploitation of benefits thereof.

Through a highly innovative approach, ARISE will deploy a system coupling methodology and approach, and encompassing:

- 1) Skills delivery method
- 2) Learning accounts transaction and recognition
- 3) Matrix of skills maturity, leading to new qualifications and jobs
- 4) Profession-based learning content
- 5) Impacts of skills on buildings' energy performance
- 6) New market and regulatory models of skills dem
- 7) Stimulation of investments in high energy performance buildings

Engaged in the project demonstration stage, over 1000 stakeholders across Europe will improve their skills and competences, providing therefore project induced impact of over 4.5 million kWh/year of energy savings, 2.25 million kWh/ year of RES energy generation,



 This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101033864

Project Launch

Press Release

2nd September 2021

Belfast Metropolitan College launched their new €1.12 million European digital construction project 'ARISE' in the 2 days KICK OFF meeting 1st and 2nd September 2021.

ARISE aims to revolutionise the learning process by changing the face of delivery and recognition of sustainable energy skills in the building sector.

ARISE's mission is to support the twin transition of the design and construction sector and to contribute thereby to the European Recovery and Resilience Plans 2021 -2027, by providing the building sector professionals with digital and sustainable energy skills of the future, along with demand-side guidelines for marketable appreciation of skills and exploitation of benefits thereof.

The nine partners in the project consortium are: Belfast Metropolitan College, Northern Ireland, Technological University Dublin, Ireland, Institute for Research

7.3.Publications

TRAINING
TRAINING



PAUL MCCORMACK, INNOVATION MANAGER FOR BELFAST METROPOLITAN COLLEGE, CONTINUES HIS SERIES ABOUT HOW THE INDUSTRY CAN DEVELOP AND LEVERAGE DIGITAL SKILLS FOR ENERGY-EFFICIENT CONSTRUCTION AND IMPROVED COMPETITIVENESS.

The need for upskilling within the industry

This is the fourth offering in a series of six articles specifically designed to inform, advise and signpost the built environment and engage on their digital transformation journey. The first part of the series focused on the digitalisation pathway and digital tools - including BIM - that the industry could avail of. The second part of the series (articles 2, 3 and 4) will look at reaping the benefits, securing the skills advantages, opportunities and challenges the industry faces in reaping their workforce in order to reap the digitalisation pathway to commercial growth and success.

WHY? If industry is to develop and leverage their digital skills for energy efficient construction and increase their competitiveness it will be driven via the skills of their workforce. Digitalisation is a green energy strategy that will empower the construction sector to drive and deliver the expertise for sustainable energy skills. This will be the tool to stimulate demand. There is a direct correlation between digitalisation and energy efficiency as highlighted in the IEA energy efficiency conference in June 2018. Our society is in transition, leaving behind the old energy inefficient, material wasting and not always healthy built environment, moving towards an energy efficient, healthy and resilient sustainable built environment. At the same time, digital technology is transforming our lives at an accelerating pace. Digitalisation can be disorientating, standard contracts and work processes that we are all used to are changing - technologies call this 'converged' world. We need to be conscious that sustainable and lean construction is already a reality but we do not have sufficient skilled professionals and workers to make it become a 'normal practice'. Furthermore, client and user awareness and implementation drivers are still lacking. Governments, particularly in the EU are increasing their CO2 and energy efficiency requirements and setting targets, following the EU strategies and policies for decarbonisation of the construction sector and approaching NZEBs. Digitalisation goes hand-in-hand with energy skills and provides a great opportunity to reduce the environmental impact of construction projects. Digitalisation makes energy skills of construction workforce more effective, easier to improve and generate, confirms effects in relation and smart use of materials and energy. Currently we are at the 'trench' stage between the old and the new (literally - comes from the Latin *trench* - meaning to dig) through the doorway successfully and forward the workforce in order to address the skills deficit. Construction sector employees are also at the brunt of energy transition and digitalisation. In order to successfully stimulate the demand for sustainable energy skills, we need to judge and assess employees to adapt to digitalisation and early in the context of energy skills.

HOW? The skills transformation process can be achieved using digitalisation and the verification of "step by step" competence recognition as an accelerator to empower demand for energy skills. Linking digital and energy construction skills, and qualifications into a standard to certify, or in line with the national frameworks, the market itself will demand them.

CONCLUSION: Gervase Cunningham, Lecturer in the Belfast School of Architecture and the Built Environment at Ulster University states, "There is an increasing awareness within construction of the potential for digitalisation to improve efficiency and productivity through the improvement of all construction techniques across the full project life cycle. This will continually improve innovation, quality and safety. It will also have the potential to considerably reduce the environmental impact of the construction process and the carbon footprint of completed assets as clients and other stakeholders become aware of issues such as waste in project delivery and waste and costs of the built asset during its operational phase".

We will achieve a digitalisation skills pathway by a dual approach:

1. Implementation of a set of digital construction skills, focusing on BIM to maximise the effect of sustainable energy skills (based on continued projects from our current projects).
2. Through digital strengthening of 5 learning implementation, delivery and certification with transnational digital passports of skills. If skills are widely recognised and

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DIGITALISATION – PART 3

Digital transformations

Author: Paul McCormack, Belfast Metropolitan College Innovation Manager

This is the third article in the series of six, detailing the advantages of digitalisation for the built environment and why companies must engage in the process to secure sustainable growth and success. This final piece in Part 1 of the series, "The Tools", builds on the previous digitalisation and BIM articles. Digital Transformations will detail the pathways that companies must define, detail and develop for their own particular needs. If industry is to develop and leverage its digital skills for energy efficient construction, and increase its competitiveness, it will be driven via the skills of the workforce. Upskilling must be demand-driven, demand both from the industry perspective and from the workers in the industry. It is this "meeting of demands" that will lead to success in meeting the needs of industry, society and the environment.

Introduction: Digital transformation is a topical subject for all of industry and is seen as a key organisational strategy to support sustainable growth, especially in industries such as construction which is seen as a technology laggard. BIM is recognised as one of the main digital tools that are critical enablers that can embed digital processes within organisations, specifically, the

information management processes within BIM help companies in transforming traditional information processes and turning the information into data that is easier handled, used and analysed. Digitalisation or digital transformation is the process of integrating digital technology into all facets of business operations. For the construction sector that means implementing digital tools and technology to capture data at every step in the construction process, and "translating" this data to make informed decisions delivering a more efficient, productive and safer built environment.

Disruption: Our world has fundamentally changed, especially from a business perspective. In reality, all businesses must fundamentally change if they are to survive and prosper. The construction sector has slowly survived over the years by evolving. However, in today's world this is no longer sufficient.

Challenges: Europe faces many challenges in the decade of the 2020s, especially reducing CO2 emissions. In order to tackle the climate crisis we must address the issues at root level by developing a skilled workforce, equipped with the tools to meet the challenge head on.

This challenge provides the built environment with an opportunity to both transform and increase its competitiveness. If the built environment is to deliver sustainable construction with a zero-carbon footprint it must transform its business practices, supply chains and operations. This can be achieved via a digitally equipped workforce. The green economy is an instrumental part of sustainable development and Covid economic recovery plans across the globe. The mainstay of the green economy is to deliver a better skilled workforce and to reduce labour market shortages by increasing participation in training. This, in turn, will result in increased incomes for individuals, increased competitiveness for the construction sector due to a better skilled workforce, and the capability to deliver a greener built environment.

Transformation: Digital transformation in the construction industry has been slow to date. This failure to adopt digital technology is perhaps based in the worker's systemic resistance to change and hesitancy to innovate. The construction sector still a "traditional" industry with many construction projects still paper based, creating a disconnect between the site and office. In order to overcome the barriers to achieving digital transformation, construction professionals across the entire spectrum need to align on process and technology tools, and to learn new technical skills. By embracing the digital transformation construction companies can become more agile, streamlined, communicate easier internally and with their subcontractors, collaborate more widely, reduce construction time, improve efficiencies and become more competitive. By engaging in digitalisation

transforming from paper to online, real-time sharing of information, the industry will ensure transparency and collaboration, timely progress and risk assessment, quality control and, eventually, better and more reliable outcomes. Construction companies must empower their staff so they can design a Digital Transformation Roadmap for their operations, stimulating demand for sustainable energy skills. This roadmap or framework will enable BIM to be utilised as a tool to aid in the development of company-specific digital transformation processes. It will result in a digital workforce staffed with people who are digitally aware and enabled to use the digital tools such as BIM as an everyday part of their work, building a culture within the construction sector that is digital-ready.

Digitalisation: Transforming the EU construction sector to be greener, consume less energy and reduce the carbon footprint of the sector will be driven as much by the growing market for digitalisation and data, as by legislated carbon reduction targets.

BIM as an enabler: The construction industry's digital journey covers many digital components including apps, AI, IoT and other bespoke software. These digital tools are all part of the digital toolbox and are becoming increasingly important as the industry transforms. With international collaboration, industry partnerships, larger international projects, and complex processes, the complexity of projects and tasks are made easier with the aid of technology - a common language all can share. With digital solutions, risks are being avoided and mitigated and, what were once arduous programmes of work, are now far more efficient and seamless. BIM is an enabler for companies, allowing them to adapt modern technologies. It is a critical tool that will keep them innovative, competitive and agile. BIM is the technology that is making the most transformative difference in the industry and is the first common language that the industry can collaborate and co-ordinate with, creating a shared data platform, essential to informing the decision-making process across the entire construction value chain.

Decarbonising construction: Governments, particularly in the EU, are increasing their CO2 and energy efficiency regulations and raising their targets, following the EU strategies and policies for decarbonisation of the construction sector and approaching NZEBs. Digitalisation - going hand-in-hand with energy skills - provides



Skills for Green Digital Buildings:

A new step-by-step approach for Upskilling on Sustainable Energy for design, construction and facility management professionals and workers

ENERGY EFFICIENCY

HORIZON RESULTS BOOSTER

DECEMBER 2022

Skills for Green Digital Buildings

The project group Skills for Green Digital Buildings specifically addresses the topic of training and skills for sustainable and green construction. Their outputs are relevant for industrial and public operators as well as policy actors at various levels.

Challenges

- Upskilling on Sustainable Energy for design, construction and facility management professionals and workers
- Recognised accreditation across EU borders
- Supporting adoption of Building Information Modelling (BIM)
- Learning on Nearly Zero Energy Buildings (nZEB)

Results

- Training modules
- E-Learning Platforms
- Qualifications
- Standards

Stakeholders

- Training Providers
- Policy Makers
- Building Professionals and Workers

The H2B - Horizon Results Booster is an initiative funded European Commission, Directorate General for Research and Innovation, Unit 35, Common Service for Horizon 2020 Information and Data.

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Proceeding Paper

Sustainable Energy Skills in the Construction Sector 2.0 †

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- † Presented at the Sustainable Places 2021, Rome, Italy, 29 September–1 October 2021.

Abstract: In this workshop, we discussed the targets, current status, and future plans of 10 Horizon 2020 projects—ARISE, BUSI, eagan, TRAIN4SUSTAIN, BIM4EED, SEEtheSkills, HPIALL, INSTRUCT, PRO-Heritage, The nZEB Roadshow, and CraftEds—about how to increase the number of skilled building professionals and/or blue-collar workers across the building, design, operation, and maintenance value chain.

Keywords: skill; energy; construction; building professionals

1. Introduction

The European construction sector is one of the areas with the highest potential when it comes to reducing annual energy consumption. Facing many challenges to achieve ambitious energy efficiency objectives, this sector aims to go forward by applying successful training initiatives and supporting policy instruments.

For this reason, the creation of BUILD UP Skills, an EU initiative to improve the qualification and skills of Europe's building workers, acted as a springboard to stimulate the demand for energy efficiency skills. Furthermore, focusing on continuing education of craftsmen and other on-site building workers, this initiative is home to most of the projects presented during Sustainable Energy Skills in the Construction sector 2.0 workshop. Conducted during Sustainable Places 2021, this workshop was a continuation to the primary workshop with the same topic during the 2020 edition of this conference.

In this report, we are summarising the contributions of 10 Horizon 2020 projects on sustainable energy skills and trainings in the construction value chain, including ARISE [1], BUSI [2], TRAIN4SUSTAIN [3], BIM4EED [4], SEEtheSkills [5], HPIALL [6], INSTRUCT [7], PRO-Heritage [8], The nZEB Roadshow [9], and CraftEds [10].

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7.4. Leaflet and poster

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arise
 awakening | relevant | innovative | scalable | equitable

Inspiring demand for sustainable energy skills by providing clear learning interactions, transparency of upskilling transactions and recognition qualifications achieved.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 101033864.

PROJECT GOAL

ARISE's goal is to revolutionise the learning process by changing both the delivery and recognition of sustainable energy and digital skills in the design and construction sector.

ARISE's five enabling pillars:

1. **Alignment** of skills with a harmonised EU Learning Framework
2. **Access** to online training materials and tools 24/7 on the ARISE platform.
3. **Assignment** of the digital Market -transferable recognitions, to enable a wide recognition across the EU and beyond.
4. **"A-Credit-action"** is based on a Continuous Professional Development type method and a novel "cryptocurrency for skills development" reward system - **CERTcoins**.
5. **Assistance** in the initialisation of legislative changes and supportive procurement measures to further stimulate market demand.

Green and digital skills upskilling and re-skilling.

The EU-funded project ARISE aims to up-skill and re-skill professionals from the design and construction industry providing personalised learning pathways for green and digital skills.

ARISE Digital Learning platform

ARISE project develop a digital learning platform that provide:

- The **Digital Skills Assessment tool**
- The **Task-based Micro-learning content**
- The digital badge certification and accreditation through **ARISE CERTcoin blockchain**

ARISE Digital Skill Assessment tool

The Digital Skills Assessment tool offers companies and individuals a comprehensive overview of the current skills and the required skills to improve their competence in the field of energy-efficient and Building Information Modelling (BIM).

Task-based Micro learning modules

The platform provides an array of learning modules adapted to the learner's needs. The micro-learning modules deliver bite-sized content and certification providing a flexible learning pathway. The task-based learning modules provide a practical approach to the topics utilising gamification and adaptive learning methodologies in order to stimulate engagement and empower learners to take ownership of their learning pathway.

Digital badges and ARISE CERTcoins blockchain

Digital badges certify the accomplishment of a micro learning module connected with ARISE CERTcoins blockchain. The CERTcoins facilitate future work applications by providing the digital authentication and recognition of acquired badges.

Increasing professional mobility in Europe

The task-based micro-learning modules give comparable and open training that can be validated across the EU increasing mobility of the skilled workforce in the design and building market.

AGILE METHODOLOGY

- Adaptive planning
- Evolutionary development
- Early delivery
- Continual improvement of learning

Non linear progression
Bite sized micro accreditation
Gamification progression element

Learners
ARISE Certcoins



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