

D8.1

Development of

a DEC Plan

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LIST OF ACRONYMS AND ABBREVIATIONS

BIM	Building Information Management
CMS	Content Management System
D	Deliverable
DEC	Dissemination, Exploitation, and Communication
DPP	Digital Product Passport
EC	European Commission
FAIR	Findable, Accessible, Interoperable, Reusable
FTO	Freedom to Operate
GDPR	General Data Protection Regulation
IP	Intellectual Property
KER	Key Exploitable Results
KPI	Key Performance Indicator
LCA	Life Cycle Assessment
PR	Press Release
SEO	Search Engine Optimisation
T	Task
WP	Working Package



EXECUTIVE SUMMARY

Deliverable D8.1 presents the initial Dissemination, Exploitation and Communication (DEC) Plan for the CRedIBIE project, establishing the strategic framework that will guide all impact-oriented activities throughout the 48-month duration. The document defines how the consortium will make project results publicly accessible, how it will maximise their uptake and long-term use, and how it will communicate progress and outcomes to a wide range of stakeholders. While this first version provides the fundamental methodology, it will be reviewed and updated in month 24 and 36 to reflect project evolution and performance monitoring.

The DEC plan starts by situating dissemination, exploitation and communication within the Horizon Europe framework. Dissemination is understood as the targeted public disclosure of results; exploitation concerns the concrete use of outcomes for commercial, societal or policy purposes; and communication focuses on raising awareness and engaging stakeholders beyond the scientific community. Because these activities are interconnected, the plan emphasises coordination and coherence across all three dimensions.

A key component of the document is the identification and analysis of target stakeholders, organised into three broad groups: actors who shape sustainable construction practices; actors affected by construction activities; and actors who can support or amplify the project's solutions. These include construction professionals, industry and technology providers, policymakers, infrastructure operators, local communities, NGOs, academia, and professional organisations. Tailored messages and objectives are established for each group to ensure relevance and maximise engagement.

The dissemination strategy outlines how public results—including deliverables and Key Exploitable Results (KERs)—will be shared. It details the governance process for IP clearance, led by Innotropo, and establishes a structured workflow to manage dissemination requests from partners. A wide range of dissemination tools is defined: project events, webinars, digital content (videos, infographics, white papers), participation in external conferences, scientific publications, and online content through the website and social media. Each tool is associated with specific KPIs to monitor reach and impact. Open access to scientific publications is prioritised, with a strong preference for the gold model and the use of platforms such as Open Research Europe.

The exploitation strategy sets out the principles that will ensure CRedIBIE results remain usable and impactful beyond the project. It describes the applicable IP rules, the identification and protection of background and foreground knowledge, and the creation of an exploitation repository. The project expects a diverse set of exploitables, ranging from digital platforms and AI tools to modular building systems, training programmes, and policy frameworks. Freedom-to-operate analyses, copyright and patent strategies, licensing options, and routes to market are all anticipated. Exploitation governance is entrusted to an Exploitation Manager responsible for



coordinating IP management, supporting partners in their exploitation pathways, and ensuring alignment with FAIR data principles.

The communication strategy defines how the project will position itself publicly and stimulate interest, participation and visibility. It sets communication goals for each audience category, identifying their motivations and concerns, and establishes the channels and tools to address them. The project website, built with a modern and GDPR-compliant architecture hosted entirely in the EU, serves as the central hub for communication, complemented by social media (LinkedIn and X), press releases, webinars, videos, and printed materials. A comprehensive content strategy is designed around four thematic pillars—circular construction, digital tools, skills and professions, and pilot-based insights—supported by an SEO-oriented publication plan. The graphical charter, branding guidelines and templates ensure consistent visual identity across all communication outputs.

Finally, the document describes how the consortium will track performance across all DEC actions using dedicated analytics tools and reporting mechanisms. This continuous monitoring will inform subsequent updates of the DEC plan to maximise the project’s reach, relevance and contribution to European circular construction objectives.



TABLE OF CONTENTS

1. INTRODUCTION	9
2. LINKS WITH OTHER PROJECT ACTIVITIES	9
3. TARGETED STAKEHOLDERS	10
4. DISSEMINATION STRATEGY	11
4.1. Definition	11
4.2. Subjects of dissemination	11
4.3. Dissemination management	14
4.4. Dissemination tools and methods	14
4.5. Open access	16
5. EXPLOITATION STRATEGY	17
5.1. Intellectual property over results	20
5.2. Confidentiality issues	21
5.3. Exploitation management	21
5.3.1. Exploitation manager	21
5.3.2. Data and results management	21
5.3.3. IP and IPR Registry	22
5.3.4. Sectoral advisory	22
5.4. Horizon Results Booster	22
6. COMMUNICATION STRATEGY	23
6.1. Overall objective of the communication plan	23
6.2. Objectives per target audience	23
6.3. Communication channels and tools	25
6.4. Content strategy	26
6.5. Graphical charter	27
6.5.1. Design elements and intended meaning	27
6.5.2. Project graphical charter	27
6.6. Project website	29
6.6.1. Technical aspects	29
6.6.2. GDPR compliance	29
6.6.3. Website structure	29
6.6.3.1. Navigation bar	29
6.6.3.2. Home page	29
6.6.3.3. Mission page	33
6.6.3.4. Project page	34
6.6.3.5. Publication page	35
6.6.3.6. Other projects	35
6.6.3.7. Horizon Europe page	35
6.6.3.8. Consortium page	35
6.6.3.9. News page	36
6.6.3.10. Secondary pages	36
6.6.4. Responsiveness	37
6.7. Social media	37
6.7.1. Strategy	37
6.7.2. LinkedIn	38
6.7.3. X (ex Twitter)	38
6.8. Webinars	38
6.9. Videos	39
6.10. Leaflets	39
6.11. Press releases	39
6.12. Performance monitoring	39
7. DISCLAIMER	40



LIST OF FIGURES

Figure 1: EU logo.....	26
Figure 2: Project full logo.....	27
Figure 3: Project small logo.....	27
Figure 4: PowerPoint template.....	28
Figure 5: website navigation bar.....	29
Figure 6: "hero" section of the homepage.....	30
Figure 7: number section.....	30
Figure 8: homepage achievements section.....	31
Figure 9: homepage - news section.....	32
Figure 10: homepage - consortium section.....	32
Figure 11: homepage - newsletter registration page.....	33
Figure 12: footer.....	33
Figure 13: mission page - solutions section.....	34
Figure 14: project page - objective sections.....	34
Figure 15: project page - work package section.....	35
Figure 16: consortium page.....	36
Figure 17: news page.....	36
Figure 18: project website responsiveness: a) mobile layout, b) tablet layout.....	37
Figure 19: Examples of LinkedIn posts.....	38

LIST OF TABLES

Table 1: list of public deliverables.....	11
Table 2: Key Exploitable Results of CRedIBIE.....	13
Table 3: Dissemination methods KPIs.....	15
Table 4: Individual commercial exploitation plans.....	17
Table 5: Individual scientific exploitation plans.....	18
Table 6: Job creations.....	18
Table 7: Exploitable Results (ER).....	19
Table 8: Example of Summary of data types collected within the CRedIBIE project.....	21
Table 9: Exploitation repository table.....	22
Table 10: communication objectives and messages per type of audience.....	23
Table 11: communication tools per target.....	25
Table 12: Communication channel/tools KPIs.....	26



INTRODUCTION

In this document, dissemination, exploitation, and communication are treated as three closely connected yet distinct dimensions, each defined by the European Commission:

- Dissemination: Make knowledge and results publicly available free-of-charge.
- Exploitation: Make concrete use of results for commercial, societal, and political purposes.
- Communication: Inform, promote, and communicate activities and results.

While these activities share a common foundation—project results and the value created from them—their true purpose lies in identifying who benefits from these efforts. In that sense, DEC activities form the bridge between the project consortium and the stakeholders outside the project. For this reason, this document begins with a detailed analysis of the stakeholders targeted by the DEC actions, followed by dedicated strategies for dissemination, exploitation, and communication. Although presented separately, these strategies are intentionally interlinked and mutually reinforcing.

Each strategic component provides an actionable plan, including methods, tools, objectives, and key performance indicators (KPIs) that will guide and monitor performance. These strategies are designed to remain active throughout the project's lifetime and will be reviewed—and, if necessary, refined—on months 24 and 36. This document sets out the initial framework.

DEC activities will be coordinated by Innotope, but their success depends fundamentally on the active participation of all consortium members. This collaborative approach is essential not only to maximize the overall reach of the project but also to enable context-specific actions across the different European countries represented in the consortium.

Naturally, at the outset of any European project, the effectiveness of DEC actions cannot be fully predicted. However, CRedIBIE is expected to deliver concrete, innovative outputs addressing significant socio-economic and scientific challenges. The dynamic interplay between project results and DEC activities explains why the European Commission considers them integral to maximizing impact. In this context, we will ensure that the monitoring of DEC performance goes beyond measuring inputs and activities: it will focus above all on how these actions enhance the project's overall impact and link to the impact pathways.

LINKS WITH OTHER PROJECT ACTIVITIES

The DEC activities are transversal in the project, useful for all the other work packages, as they related to all the project results.



1. Targeted stakeholders

The following stakeholder groups which are targets of our dissemination, exploitation, and communication strategies were identified:

1. Stakeholders Who Influence Sustainable Construction

They shape regulatory frameworks, adopt project tools, and influence the alignment of CRedIBIE solutions with energy efficiency, circularity, and sustainable construction practices.

- **Building and construction professionals:** Architects, Engineers (structural, energy, materials, environmental), Technical consultancies and design offices, Sustainability and circularity consultants
- **Industry and businesses:** Construction companies, Renovation companies, Deconstruction companies, Technology providers (digital tools, sensors, monitoring systems), Manufacturers of materials and circular solutions
- **Regulators and policymakers:** National and local regulators, Policymakers in construction, energy, and environment, Standardisation bodies and certification organisations. EU policy officers (DG ENER, DG GROW, DG ENV, DG RTD), Political actors supporting green infrastructure and digital innovation
- **Infrastructure operators:** Energy grid operators, Building managers and facility managers, Operators of industrial or commercial sites

2. Stakeholders Affected by Construction Practices

They experience environmental, social, and operational impacts—such as noise, energy efficiency, waste, and service disruptions. Their involvement supports the adoption of more circular and sustainable practices.

- **Communities and civil society:** Local communities, Residents in areas undergoing renovation or construction, Citizen groups
- **Operators of public or private facilities:** Public building managers (schools, hospitals, municipal facilities), Operators of commercial or tertiary buildings, Urban service providers
- **Public authorities:** Municipalities, Regional authorities, Urban planning and waste management departments
- **Service-users:** Occupants and users of renovated or newly built facilities, Users impacted by infrastructure changes

3. Stakeholders Interested in CRedIBIE Solutions

They advance knowledge, promote sustainability integration into policies, support the dissemination of CRedIBIE solutions, and ensure alignment with EU directives and global best practices.

- **Research and academia:** Universities and research institutes, Experts in construction, digitalisation, circular economy, BIM, and digital twins
- **NGOs and advocacy groups:** Environmental NGOs, Circular economy organisations, Sustainability networks



- **Industry alliances and professional organisations:** Construction federations, BIM and digital construction associations, Green infrastructure and technology alliances, European and national industry clusters

2. Dissemination strategy

The dissemination strategy details how the project results will be made accessible to external audiences.

2.1. Definition

In the CRedIBIE project, we will use the official definition set by the European Commission: Dissemination is the public disclosure of the project results by any appropriate means (other than resulting from protection or exploiting the results), including scientific publication in any medium. It is the process of promotion and awareness-raising right from the beginning of a project. It makes research results known to various stakeholder groups (e.g., research peers, industry and other commercial actors, professional organisations, policymakers) in a targeted way, enabling them to use the results in their own work. This process must be planned and organised at the beginning of each project. Activities used for dissemination purposes are for example a public website, press releases, publications, and attendance at events.

2.2. Subjects of dissemination

Deliverables and project results (also known as key exploitable results – KER) might be disseminated, provided that intellectual property (IP) protection requirements and confidentiality needs are fully respected. The provisional and non-exhaustive list of deliverables subject to dissemination is available in Table 1, a copy of the deliverable list from the proposal / description of action filtered to only show public deliverables:

Table 1: list of public deliverables

Deliverable		Short description	WP N°	Short name of lead participant	Type	Delivery date
N°	Name					
D1.1	Baseline Report and KPIs for Circularity, Adaptability and Lifecycle Sustainability	Defines key indicators to assess circularity, adaptability, and sustainability performance.	WP1	CORE IC	R	M9



D1.2	Stakeholder Mapping and Needs Analysis Report	Stakeholder Mapping and Needs Analysis Report Identifies key stakeholders and their needs to inform engagement strategies	WP1	POLIMI	R	M12
D4.3	Creation of Dashboards and User Interfaces for Data Visualization and Decision-Making	Designs interfaces visualizing data to support circularity-focused decisions.	WP4	CORE IC	DEM	M36
D5.3	Stakeholder Engagement for Iterative Solution Improvement	Involves stakeholders in feedback loops for continuous improvement.	WP5	COMILLAS	R	M42
D5.4	Preparation of Replication Strategies for Broader Adoption Across Regions	Develops scaling strategies adapting solutions to regional contexts.	WP5	COMILLAS	R	M48
D6.1	Establishment of Localized Pop-Up Ecosystems for Capacity Building	Creates temporary hubs supporting circular construction adoption.	WP6	POLIMI	R	M36
D6.2	Development of Advanced Training Programs and Workshops	Designs specialized learning modules for circular economy skills.	WP6	IEECP	R	M42
D6.3	Creation of a Collaborative Capacity-Building Network	Connects stakeholders for knowledge sharing and continuous learning.	WP6	KTU	R	M45
D6.4	Iterative Validation and	Continuously improves training content	WP6	MIW	R	M48



	Refinement of Capacity-Building Materials	based on industry feedback.				
D8.1	Development of a Dissemination, Exploitation, and Communication (DEC) Plan	Defines strategies for sharing, commercializing, and promoting project outcomes.	WP8	INNOTROPE SAS	DEC	M3, M24, M36
D8.2	Execution of Dissemination Activities, Including Stakeholder Events, Publications, and Policy Roundtables	Organizes events, publications, and policy discussions to maximize impact.	WP8	INNOTROPE SAS	DEC	M12 M24 M36 M48
D8.4	Built4People and JRC Engagement & Reporting	Documents project contributions, KPI monitoring, and collaboration with Built4People and JRC.	WP8	IEECP	R	M24, M48

Table 2 lists the KER of the project, which constitute the key outputs of the project.

Table 2: Key Exploitable Results of CRedIBIE

KER	Type of result
KER1: The CRedIBIE Digital Ecosystem	Integrated Digital Platform
KER2: Digital Product Passport (DPP)	Digital Tool
KER3: BIM-LCA Integration for Circularity Assessment	Digital Tool
KER4: AI-Powered Decision Support System (DSS) for Adaptability and Circularity	Digital Tool
KER5: Modular and Disassemblable Building Systems	Building Solution
KER6: Digital Twin for Real-Time Monitoring and Circularity Optimization	Digital Tool
KER7: Marketplace for Recycled and Reused Building Materials	Platform
KER8: Capacity Building Toolkit and Pop-Up Ecosystems	Training and Guidelines



2.3. Dissemination management

In this section, we define the roles and workflow of the parties involved in the management of dissemination.

A dissemination and exploitation manager from Innotrope is appointed for the project. Her role will be to check the IP clearance of any item signalled by any partner who intends to disseminate it. To do so, she will circulate this item to all the partner representatives in the dissemination and exploitation committee. The members of the dissemination committee will be appointed by the key contacts of each partner. Their names will be shared with Innotrope, so that Innotrope can create the final list of all members and call for the first committee meeting, which will consist in the first vote to establish its rules.

All committee members will have 2 weeks to challenge the dissemination in case of any IP claim. If a claim is made, two possibilities:

- If the claim is legit, Inna Dimova will chair a process of negotiation between the parties.
- If the claim is not legit, Inna Dimova will inform the parties and clear the process for dissemination.

While all the partners will be responsible for informing the rest of the consortium about their plans to disseminate, Innotrope will be in charge of collecting contributions from each relevant partner, store it in the secure shared drive provided by the coordinator KTU, tracking performance and reporting it, first internally to the Committee, then to the European Commission in periodic reports. To do so, dissemination will be monitored through a dissemination log in which any dissemination will be listed to allow proper reporting. This log will be hosted by Innotrope on a secure portal hosted in the EU for GDPR compliance. We plan to host it at OVH (French cloud company, fully-GDPR compliant).

2.4. Dissemination tools and methods

We have the following dissemination methods and tools planned in the project:

- **Events organised in the project:**
 - We have planned events linked with the key phases of the project.
 - Different types are planned: conference, workshops, hackathons, seminars, infodays etc.
 - The cities hosting pilot tests are considered as most likely hosts of these events, although we may plan events in other cities.
- **Webinars**
 - Themes remain to be defined but will either focus on the topic of circularity in construction at the beginning of the project, or about our technology solutions by the end of the project.



- The webinars will be hosted on online platforms such as YouTube and recorded to be shared on the website afterward.
- **Digital content**
 - 2 to 3 videos depending on their production costs. Objective: present the key results of the project and user testimonies.
 - 2 white papers: the first will introduce the vision for the technology platform, the second will focus on policy recommendations.
 - Newsletters: we will send a newsletter to our registered users.
 - Our public deliverables will be available for download on our project website.
 - We will produce product booklets to introduce our new technologies while available.
 - We'll have flyers about the project to download. These will also be printed for distribution in events.
- **Existing events attended by the consortium:**
 - Participation in research conferences from our consortium researchers to present the research results of the project.
 - We'll also participate in professional events such as CLIMA, Sustainable Places, World Circulat Economy Forum etc.
 - Public meetings and events (twice a year) such as Science is wonderful or TedX to explain our innovation in an accessible and engaging language.
- **Scientific publications and conferences**
 - At least 8 publications in scientific journals (only open access) from our consortium researchers to present the research results of the project.
 - Presentations to scientific conferences with a mention of the project funding.
- **Online content**
 - Project website: the website, although mainly used as a communication tool, will also be our main channel to disseminate content online. In addition, the articles that we will publish on the website, will enable disseminating the knowledge acquired in the project.
 - Social media: we plan to use LinkedIn and X as social media platform in which we will share regular information about the project and its topics.

The next table provides key performance indicators (KPIs) for each of our dissemination methods:

Table 3: Dissemination methods KPIs

Dissemination method	KPI	Target value
Events	Number of attendees	Across our events: 300
Webinars	Number of unique visitors	Across all webinars: 500
Digital content: videos	Number of views	Per video: at least 100
Digital content: white papers	Number of downloads	Per paper: at least 75
Existing events	Number of attended events	Across the whole consortium: 10
Scientific publications	Number of papers	Across the whole consortium: at least 8
Online content: website	Number of unique visitors	By the end of the project: 5,000



Online content: social media publications	Number of publications	By the end of the project: 40
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2.5. Open access

The CRedIBIE project will integrate open science principles across all work packages to maximise transparency, reproducibility, and collaborative value creation. From the outset, foundational workflows, KPIs, and stakeholder analyses will be shared through open-access publications and repositories, ensuring that early project insights are accessible to the broader community. In line with the project’s open-access policy, scientific outputs will be published under the Creative Commons Attribution International Public Licence **CC BY**, enabling unrestricted reuse with proper attribution. Technical developments in digital tools—such as BIM-LCA integration, Digital Twins, and decision-support systems—will be openly peer-reviewed, with associated data models, APIs, and documentation made publicly available to support reuse and external innovation. In parallel, sustainable material design tools, guidelines, and environmental performance data will be released under open licences to increase industry uptake and stimulate further research. Integration frameworks for Digital Product Passports, lifecycle assessment tools, and data-sharing mechanisms will be published to encourage interoperability and widespread adoption of circular construction practices. Results from pilot demonstrations, including performance data and operational lessons, will be disseminated through open platforms to enable practitioners, policymakers, and researchers to evaluate real-world applicability. Finally, capacity-building activities, dissemination efforts, and exploitation strategies will rely on open-access outputs, ensuring that all methodologies, datasets, and key exploitable results remain freely accessible, thereby fostering broad engagement and accelerating the uptake of CRedIBIE’s innovations across Europe.



3. Exploitation strategy

This part of the Dissemination, Exploitation and Communication (DEC plan) outlines our initial exploitation strategy based on the nature of expected project results and the Intellectual Property (IP) and exploitation and dissemination rules applicable in the project. Each partner will present preliminary individual exploitation plans, covering research, education, policy engagement, capacity building, and commercialization activities. These plans will ensure that the project’s innovations remain accessible, scalable, and adaptable beyond its duration, contributing to long-term sustainability.

3.1. Individual exploitation plans

Table 4: Individual commercial exploitation plans

Exploitation Types	Objective	Responsible partners
Enlarge portfolio of offered solutions	Expand CRedIBIE's digital ecosystem of tools, including lifecycle assessment (LCA), material passports, AI DSS, and BIM-based circularity tools.	KTU, CERTH, Euphyia, CORE IC, PoliMi, Iris, Staticus
Enable the provision of new services	Provide value-added services such as interoperability frameworks, lifecycle simulations, and material reuse tracking for stakeholders.	KTU, Euphyia, PoliMi, Staticus, Fibran, Wider SA, OPSIS, Estia SA
Create relevant commercial networks	Establish cross-sector partnerships, including stakeholders in construction, housing, and urban planning.	Euphyia, OPSIS, MiW, PoliMi, IEECP, MUR, Ville de Vevey
Enhance knowledge basis	Develop and disseminate expertise in circularity, energy efficiency, and digital solutions for sustainable construction practices.	All Consortium Partners
Apply patent/copyright/granting/licences	Secure IP rights for innovations, ensuring long-term commercial value and protection for the consortium’s assets.	IRIS, CERTH, Staticus, Euphyia, Innotrop SAS, EPIQR, Wider SA



Initiate new collaborations	Foster partnerships with organizations like buildSMART, international and EU-funded initiatives to expand project reach.	Euphyia, COMILLAS, MiW, Innotrope SAS
Enter new/wider markets, expand sales	Target markets in Europe and globally with lifecycle-focused tools and methodologies, addressing industry needs in circularity and energy performance.	Fibran, Staticus, Euphyia, Wider SA, EPIQR, Estia SA

Table 5: Individual scientific exploitation plans

Exploitation Types	Objective	Responsible partners
Enhance research portfolio/outcomes	Advance research innovations in lifecycle modeling, sustainability assessments, and BIM interoperability	KTU, CERTH, PoliMi, COMILLAS, Euphyia, Estia SA
Publish scientific results	Share project findings in high-impact journals to advance knowledge in sustainable construction practices and lifecycle assessments.	KTU, CERTH, PoliMi, Euphyia, COMILLAS
Participate in conferences/workshops	Present research and solutions at international events to enhance visibility and collaboration.	All Consortium Partners
Enhance participation in EU R&D projects	Build on CRedIBIE tools to drive further research and innovation initiatives across Europe.	All Consortium Partners
Support training/ teaching efforts	Integrate CRedIBIE outputs into academic and professional training programs to promote adoption and usability.	KTU, PoliMi, COMILLAS

Table 6: Job creations

Exploitation Types	Objective	Number of positions
Expert in areas like BIM modeling and lifecycle sustainability	Ensure the commercialization of CRedIBIE's digital ecosystem of tools for the construction sector.	8 Positions



Research-focused positions	Focus on research outputs and expanding the scientific methodologies of CRedIBIE.	14 Positions
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3.2. IP and exploitation rules

The IP rules applicable in our project are those set up in the:

- Horizon Europe Rules for Participation
- CRedIBIE Grant Agreement
- CRedIBIE Consortium Agreement
- The Work programme
- National IP legislation
- Each partner internal IP policy

A non-exhaustive list of expected results includes:

Table 7: Exploitable Results (ER)

ER	Type of result	Owner(s)	Means of exploitation
The CRedIBIE Digital Ecosystem	Integrated Digital Platform	All partners	Licensing (SaaS model), Open-API integration with industry tools, Commercial partnerships, Standardization & Policy Alignment, Training & Certification Services
Digital Product Passport (DPP)	Digital Tool	CERTH, Euphyia	Open-access platform and licensing for industry adoption
BIM-LCA Integration for Circularity Assessment	Digital Tool	Core IC, Euphyia	Integration into existing BIM workflows and software solutions
AI-Powered Decision Support System (DSS) for Adaptability and Circularity	Digital Tool	Core IC, Iris	SaaS-based subscription model and integration with existing design platforms
Modular and Disassemble Building Systems	Building Solution	Fibran, PoliMi, Staticus	Demonstration through manufacturing partners and pilots
Digital Twin for Real-Time Monitoring and Circularity Optimization	Digital Tool	KTU, CERTH	Industry licensing and partnerships with smart building platforms
Marketplace for Recycled and Reused Building Materials	Platform	CERTH, Estia SA, Epiqr	B2B marketplace with transaction-based revenue model
Capacity Building Toolkit and Pop-Up Ecosystems	Training and Guidelines	PoliMi, KTU	Training services, workshops, and educational programs



Circularity Assessment Framework and Policy Recommendations	Framework & Guidelines	Iris, MiW, PoliMi	Integration into EU policy discussions and standardization efforts
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3.3. Intellectual property over results

Market exploitation will be secured by clear background identification, freedom to operate analyses (FTO) and assessment of the technological results. During project implementation a background database will be created for legal certainty purposes, for all partners to know in advance, which part of their partners' input and knowledge they will be able to use - for implementation and exploitation purposes. Existing limitations that can hinder granting of access rights to the background will be clarified and listed before any activities start.

FTO will be issued to have a clear perspective as to the commercialisation of our results for the later stage of commercial exploitation and to avoid infringement of IPRs of third parties. Having in mind the envisaged territorial scope of protection of IPRs, freedom to operate analyses will cover the territories/jurisdictions where the partners want to operate commercially in the future.

We will create a repository on OVH Cloud (GDPR compliant EU-hosted cloud service) of exploitable and Key exploitable results (KERs) and the relevant routes for IP protection to ensure traceability and legal certainty.

We have identified copyright and patent as a main form of IP protection for the original content and the technologies that will be developed.

We will publish the knowledge (analyses, scientific publications, presentations) generated in Open Access scientific peer-reviewed journals. Only data and results that are deemed sensitive and with an economic value, e.g. patentable inventions or trade secrets will be restrained from dissemination in an open platform, for the time limit before intellectual property protection (e.g. patent publication).

Licensing or transferring of copyright, know-how or patents to third parties are the main routes of possible indirect exploitation of our IP.

The IP management between consortium partners are strictly ruled by the Grant Agreement and the Consortium Agreement.

The common principles on ownership and exploitation are applied. The IP protection and commercialisation paths in terms of territory and markets will be agreed between partners if it is a joint result or by each partner owning a specific result. To ensure an effective exploitation of results, partners will agree on how to promote/distribute the results in one or several given territories. IP management also encompasses the development of mitigation strategies in case of internal disagreements that might occur, following the rules on liability and dispute settlement defined in the Consortium Agreement.



3.4. Confidentiality issues

Confidentiality is an extremely important issue in collaborative projects, from the setting-up to the implementation and exploitation phases. Accordingly, confidentiality issues and measures will be seriously taken into consideration by the consortium to safely exchange information, facilitating the project development and ensuring the non-disclosure of sensitive technology, business, or commercial confidential information.

In terms of confidentiality, we have defined two distinct layers of protection: general rules in the Consortium Agreement and internal management best practices (see next section) and *ad-hoc* confidentiality agreements only when deemed necessary.

The following non-disclosure agreement checklist is used in the project:

- Definition of what constitutes confidential information
- Confidentiality obligations scope precise definition of the permitted purpose of the disclosure
- List of the obligations of the party receiving the information
- List of any information considered as excluded
- Confidentiality obligations duration
- Determination of the entry into force of the NDA
- Determination of the period of the confidentiality obligation
- Liability clauses in case of breach of the contract
- Determination of the applicable law and jurisdiction.

3.5. Exploitation management

3.5.1. Exploitation manager

The Dissemination and Exploitation manager is responsible for creating and implementing the exploitation and intellectual property strategy (deliverable 8.3) of the project by evaluating the opportunities for innovation and exploitation.

3.5.2. Data and results management

To ensure the best possible exploitation of the project outcomes, the data, metadata and results from the CRedIBIE project are made as “FAIR” (Findable, Accessible, Interoperable & Re-useable) as possible, as detailed in the Data Management Plan.

For exploitation purposes an overview of information on the further utility of data (taken from the Data Management Plan) will be summarized and regularly updated in the DEC plan.

Table 8: Example of Summary of data types collected within the CRedIBIE project

WP	Data sets	Potential applications/exploitation of the data	Ownership



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During the project implementation the strategy for dissemination and exploitation of results to different target groups will be summarized in a repository. The main purpose is to create clarity of the activity concerned and to measure progress in the development of the project results.

Table 9: Exploitation repository table

Target group	Results	Dissemination measures	Exploitation measures	Impact indicators

3.5.3. IP and IPR Registry

IP and IPR Registry will be made up of IP and IPR Identification Sheets identifying possible protection by subject matter.

3.5.4. Sectoral advisory

We have identified and will be using the following support services:

- Open Research Europe platform: An open access, publishing platform for scientific papers for Horizon 2020 and Horizon Europe beneficiaries, including an open peer review and article revision.
- Horizon Results platform: A platform for showcasing your research results, finding collaboration opportunities and getting inspired by the results of others.
- Horizon Results Booster: Free consulting services including a portfolio dissemination and exploitation strategy, business plan development and go-to-market support.
- European Standardisation Booster Service for EU Projects
- European IP Helpdesk can be contacted free of charge for first-line support on IPR matters

3.6. Horizon Results Booster

We will apply for support under the Horizon Results Booster free consulting service for development of our portfolio dissemination and exploitation strategy.



4. Communication strategy

4.1. Overall objective of the communication plan

The overall objective of the communication plan is to promote the project and reach out to the relevant stakeholders to gain their involvement in our events/webinars. The success of this objective depends on reaching several audiences that are very different in nature. The communication plan will target several audiences and deploy a story adapted to each one. The messages conveyed by the adapted stories will allow us to combine the achievement of our objectives for a specific audience with their interests and concerns.

Our general strategy is to divide the project into four phases of one year each. Each phase has a specific objective and are sequential:

- Phase 1 (year 1): Raise awareness and interest;
- Phase 2 (year 2 and 3): Enhance acceptance of key exploitable results (KER)
- Phase 3 (year 4 and beyond the project): Foster uptake and replication of KERS

4.2. Objectives per target audience

The following table sets the objectives for each communication target, alongside the interests or concerns of each target, and the specific message our communication strategy will convey to each audience. We will ensure that each of our communication efforts is design to specifically share the relevant message for each type of audience.

Table 10: communication objectives and messages per type of audience

Targeted audience	Audience interests and concerns	Our communication objectives	Our message
Building and construction professionals	Cost-effectiveness, ease of adoption, compliance with regulations, practical applicability on worksites.	Raise awareness and interest in circular construction practices and tools; encourage engagement with pilot outcomes and the digital platform.	CRedIBIE provides hands-on, replicable strategies and digital support tools to help construction professionals transition to circular practices without compromising performance or profitability.
Industry and businesses	Market access, competitiveness, regulatory uncertainty, material quality and traceability.	Showcase the economic potential of circular construction and secondary materials; promote the marketplace and business opportunities.	CRedIBIE helps unlock new value chains and business models through a secure, data-driven platform and access to a growing ecosystem of circular material suppliers and buyers.



Regulators and policy makers	Alignment with Green Deal goals, regulatory effectiveness, stakeholder buy-in, measurable impact.	Inform on evidence-based outcomes and support policy development; advocate for incentives and standardisation aligned with circularity.	CRedIBIE demonstrates real-world circular construction scenarios that can inform effective regulation, incentives, and policy frameworks.
Infrastructure operators	Lifecycle costs, reliability of reused materials, integration with existing systems.	Demonstrate the long-term benefits of circular practices in infrastructure management; share data from pilots.	CRedIBIE offers tested strategies and digital tools that enhance sustainability while maintaining infrastructure performance and durability.
Communities and civil society	Environmental concerns, social value, transparency, access to healthy and affordable housing.	Promote awareness of local impact and societal benefits; involve them in pilot feedback and outreach events.	CRedIBIE works with cities and local actors to create cleaner, fairer, and more sustainable built environments using innovative, citizen-conscious approaches.
Operators of public or private facilities	Operational efficiency, renovation costs, disruption minimisation, compliance.	Engage in pilot actions and showcase benefits for building renovation and facility maintenance.	CRedIBIE enables circular renovation pathways that reduce waste and cost while improving facility performance and regulatory alignment.
Public authorities	Budget constraints, stakeholder management, political feasibility, climate goals.	Encourage replication of pilots; promote local policy alignment and participation in platform adoption.	CRedIBIE provides cities with ready-to-use digital tools and tested strategies for driving circularity in public construction and renovation projects.
End users	Health and safety, cost, quality, design flexibility, aesthetic concerns.	Raise awareness of benefits of circular buildings and reused materials; empower through transparent information.	CRedIBIE ensures that circular construction solutions are safe, affordable, and responsive to the real needs of building occupants.
Research and academia	Scientific innovation, access to data, collaboration opportunities, publishing.	Share scientific results and datasets; foster collaborations and interdisciplinary dialogue.	CRedIBIE provides a unique testbed for research on circularity, digital twins, and socio-technical transitions in the built environment.
NGOs and advocacy groups	Alignment with environmental and social missions,	Leverage their networks to promote sustainability goals and public	CRedIBIE aligns with circular economy and climate justice goals, offering transparent



	credibility of impact claims.	engagement.	results and opportunities for collaboration and advocacy.
Industry alliances and professional organisations	Best practices, training, certification, reputation, competitiveness.	Position the project within professional standards; scale the adoption of digital tools and circular practices.	CRedIBIE contributes to shaping future standards and upskilling professionals for a resilient, circular construction industry.

4.3. Communication channels and tools

We have a plan to use several communication channels (project website, social media, events) and tools (articles, infographics, videos, documents). These channels and tools will be used for all the stakeholder targets, but in a different and adapted way for each.

Our next table summarises the tools and channels to reach the communication objectives for each target.

Table 11: communication tools per target

Target audience	Website – standard content	Website – blog articles	Social media – project news	Social media – content on the topic	Downloadable / Printable content (leaflets etc.)	Press releases
Building and construction professionals	X	X		X	X	
Industry and businesses	X	X			X	
Regulators and policy makers	X	X	X			
Infrastructure operators	X	X		X	X	
Communities and civil society	X	X	X	X		X
Operators of public or private facilities	X	X		X	X	
Public authorities	X	X				
End users		X		X		X
Research and academia	X	X		X		
NGOs and advocacy groups	X	X	X	X	X	X
Industry alliances and professional organisations	X	X	X	X	X	X

The next table presents the KPIs for each of our communication tool/channel.



Table 12: Communication channel/tools KPIs

Communication method	KPI	Target value
Website	Number of unique visitors	Across all webinars: 500
Social media posts	Number of views	Average across 40 posts: 500
Downloadable / Printable content (leaflets etc.)	Number of downloads	Total all content: 1,000
Press releases (PR)	Number of media outlets using our PR	Average per PR: 5

4.4. Acknowledgement to EU funding

Any communication support will acknowledge EU funding using the EU logo and the following text: “The project has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement number 101235056.



Figure 1: EU logo

4.5. Content strategy for the website blog

We will produce original content on the following topics:

- **The transition to circular construction:** this topic will cover political, economic, and environmental factors and will be offered through a mix of general content with simple language to non-expert audience and more technical content to experts in the field, depending on the article.
- **Digital tools and data to increase circularity in construction:** we will review existing digital tools and at the same time promote the ones we develop.
- **Skills and professions for future circular construction:** this topic will talk about the human aspects of a transition to circular construction, which will be interesting for both citizens and policy makers.
- **From pilots to practice:** this topic will allow a tracking of our project efforts with regards to our pilot tests, and will allow to follow along the project its evolution and results while available.

Our project website blog will contain multiple articles on these four topics. We will produce one pillar article about each topic. A pillar article is a long (at least 6000 words) main article with depth information about the topic. Then, we’ll produce multiple satellite articles, which are smaller (about 3000 words). We’ll release the project website with the four pillar articles and 3 satellite articles per topic. The aim is to allow search engines to see content quality, breadth, and depth at the first crawling of our website. This will allow a first good initial ranking and attract more frequent subsequent crawlings. We’ll ensure to produce regular additional satellites articles to ensure that search engines find good and fresh content every time they visit the website. This will



allow good ranking. By experience, we found that this strategy produces good results and constitute the strongest source of audience (via Search Engine Optimization – SEO).

4.6. Graphical charter

We have designed a vector-based logo for the website, which was shared with all the partners in a png format to be used in all the content produced in the CRedIBIE project.

4.6.1. Design elements and intended meaning

The logo comes into two parts: the figurative logo itself, and the project title. The overall style is modern and comes in gradients of greens. Green was chosen as a colour representing the Environmental impact. The logo represents both the construction sector with building in negative space and the circularity with the rounded arrow.



Figure 2: Project full logo



Figure 3: Project small logo

4.6.2. Project document templates

A PowerPoint, a meeting/event agenda, and meeting minutes templates have been produced. A Word document for deliverables has also been produced. It is the one used for this document.



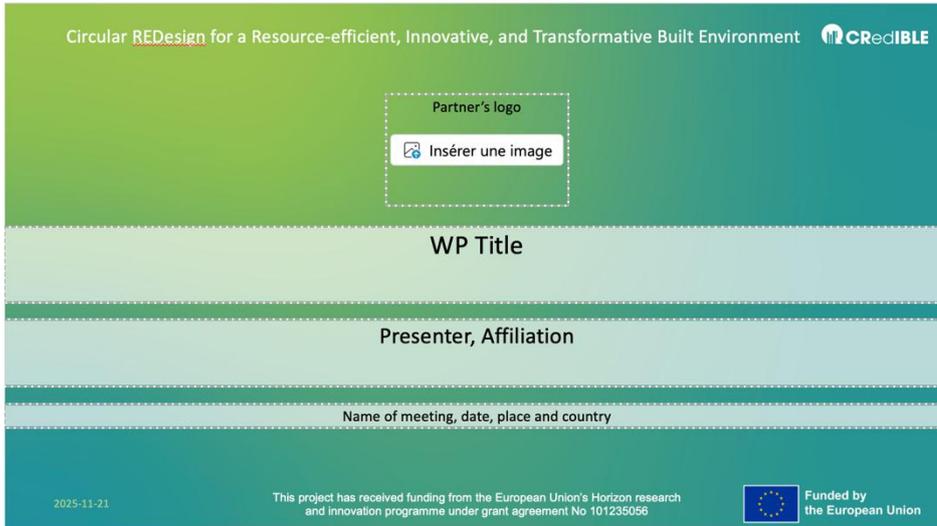


Figure 4: PowerPoint template



4.7. Project website

4.7.1. Technical aspects

A project website has been developed for the project. It is coded in Ruby on Rails with:

- HTML for page content and layout
- CSS using the Tailwind framework for design
- Ruby and JavaScript for interactive functions
- PostgreSQL for the data base

It is hosted at the following address: <https://credible-project.eu/>

The website is hosted in France through Scalingo. The database is hosted in France through Supabase. The domain URL is provided by OVH in France.

4.7.2. GDPR compliance

The website is fully GDPR compliant as it is fully developed with customised code. We use Plausible as an analytic tool. It is an open-source software developed in Estonia that is fully GDPR compliant and does not use any cookie.

The only private information we collect is Name and Email when visitors register to our Newsletter form or send us a message via our contact form. In that case, a button with a link to our privacy policy must be clicked and users retain all their GDPR rights especially those to access their data or be removed from our list. We use Brevo, a French email management tool to manage our email lists and send newsletters.

4.7.3. Website structure

4.7.3.1. Navigation bar

A navigation bar is displayed the same on all the pages and is kept “sticky” so that it appears all the time.

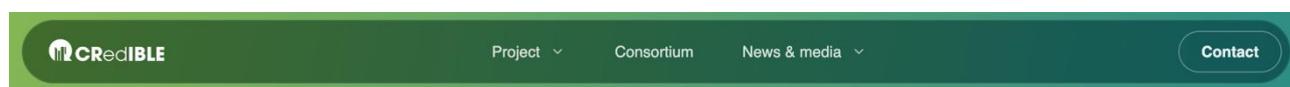


Figure 5: website navigation bar

4.7.3.2. Home page

The website welcomes users on its home page with a hero section that includes a short introduction of the project and a “call-to-action” to click on a button that links to the “Mission” page.





Figure 6: "hero" section of the homepage

Below, are key numbers of the project.



Figure 7: number section

A section introduces the key components of the project. A button links to the "Project" page where readers can have more details.



What we will achieve

Digital circular design ecosystem

An interoperable digital environment connecting Building Information Modeling (BIM), Life Cycle Assessment (LCA), digital twins and Artificial Intelligence (AI) analytics to support design, renovation and deconstruction decisions.



AI for circular decision-making

A decision-support system that predicts material reuse potential, compares scenarios and optimizes building lifecycle outcomes.



Digital product passports (DPP)

A DPP framework ensuring traceability, embodied carbon tracking and alignment with emerging EU circular economy requirements.



Figure 8: homepage achievements section

A project news section comes next. It will display the last two pieces of news and invite readers to click on “read more” to access more news content on the dedicated page.



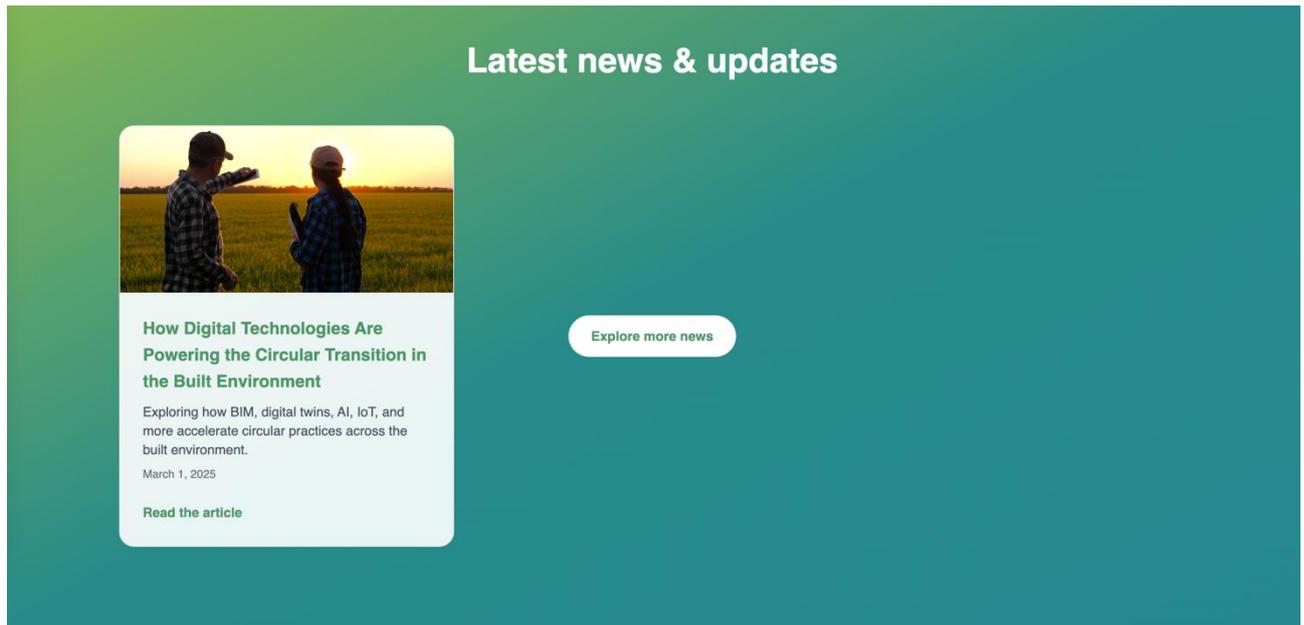


Figure 9: homepage - news section

A graphical representation of the consortium with their logos is displayed next. A button links to the “Consortium” page.

A dynamic collaboration of leading institutions

Meet our consortium



Figure 10: homepage - consortium section

A form to register to the newsletter is provided.



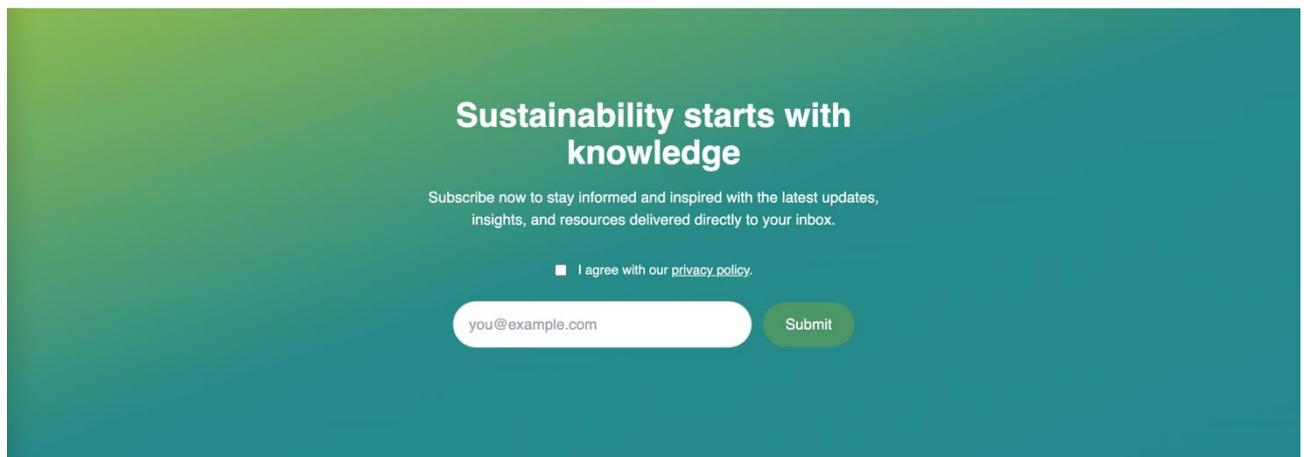


Figure 11: homepage - newsletter registration page

The footer, which includes links to secondary yet important pages such as credits, legal notices or privacy policies, links to social network channels, and the acknowledgement to EU funding is available on all the website pages.



Figure 12: footer

4.7.3.3. Mission page

The mission page describes what the project is about and what it will deliver

After a brief introduction, it describes the research components of the project, and the solutions it will deliver as well as the expected impact.



Our solutions

We are developing a set of integrated tools and methods that make circular construction practical:

- Digital Circular Design Ecosystem: A unified environment connecting BIM, LCA, digital twins, and analytics.
- Digital Product Passport Framework: Standardized documentation to track materials across building lifecycles.
- Circular Marketplace: A platform enabling exchange, refurbishment, and upcycling of building components.
- AI-Based Decision Support: Models that evaluate material reuse potential and compare renovation scenarios.
- Modular Construction Components: Elements that can be easily assembled, adapted, and reused.



Figure 13: mission page - solutions section

4.7.3.4. Project page

The project page describes its objectives and each work package.

<p>Objective 1</p> <p>Develop an interoperable digital ecosystem that connects BIM, LCA, digital twins, and performance data to support circular planning and building lifecycle management.</p>	<p>Objective 2</p> <p>Create AI-driven decision-support tools that evaluate material reuse potential, compare renovation scenarios, and optimize carbon and resource performance.</p>	<p>Objective 3</p> <p>Define and implement Digital Product Passports (DPPs) to ensure traceability, embodied carbon reporting, and alignment with emerging EU circularity regulations.</p>
<p>Objective 4</p> <p>Design modular and disassemblable building components, enabling reuse, reconfiguration, refurbishment, and low-waste deconstruction.</p>	<p>Objective 5</p> <p>Demonstrate and validate the solutions in real building projects, and develop policy, business, and training frameworks for large-scale adoption.</p>	

Figure 14: project page - objective sections

For each work package, a dropdown content provides more details.



Work packages

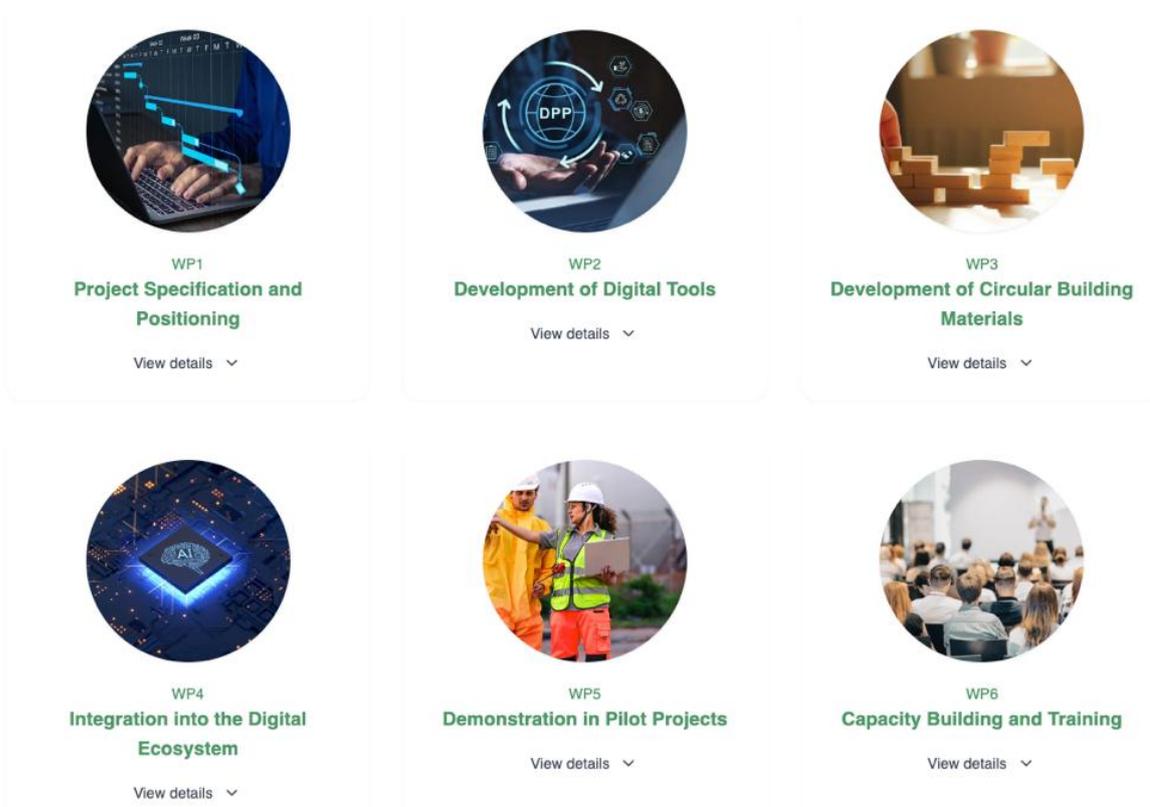


Figure 15: project page - work package section

4.7.3.5. Publication page

This is the page where all documents to be downloaded (deliverables, documents, research publications) will be available.

4.7.3.6. Other projects

We have this page to create links with similar or relevant projects.

4.7.3.7. Horizon Europe page

We have created a page to present the Horizon Europe programme to those who do not know it.

4.7.3.8. Consortium page

The consortium page describes each partner of the project. A dropdown content is available for each partner, to provide more details.



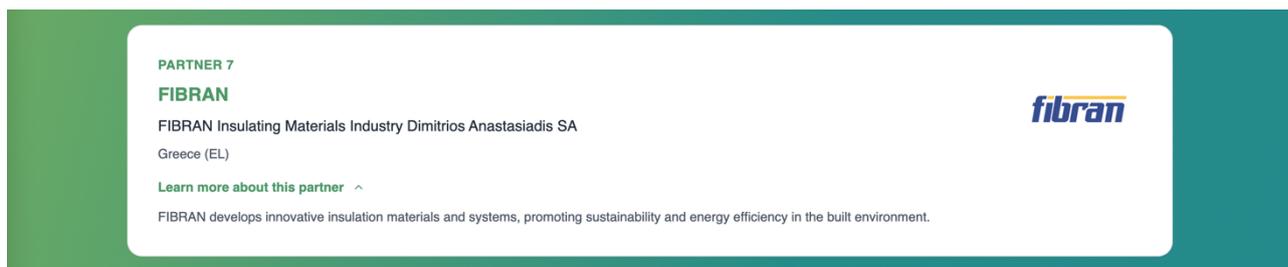


Figure 16: consortium page

4.7.3.9. Pilot sites page

A page introduces all our pilot sites in the project. Later, once we have news related to the pilot sites we will display links to them here.

4.7.3.10. News page

The news page is organized as a Content Management System (CMS). Every new content will appear here, in anti-chronological order of publication.

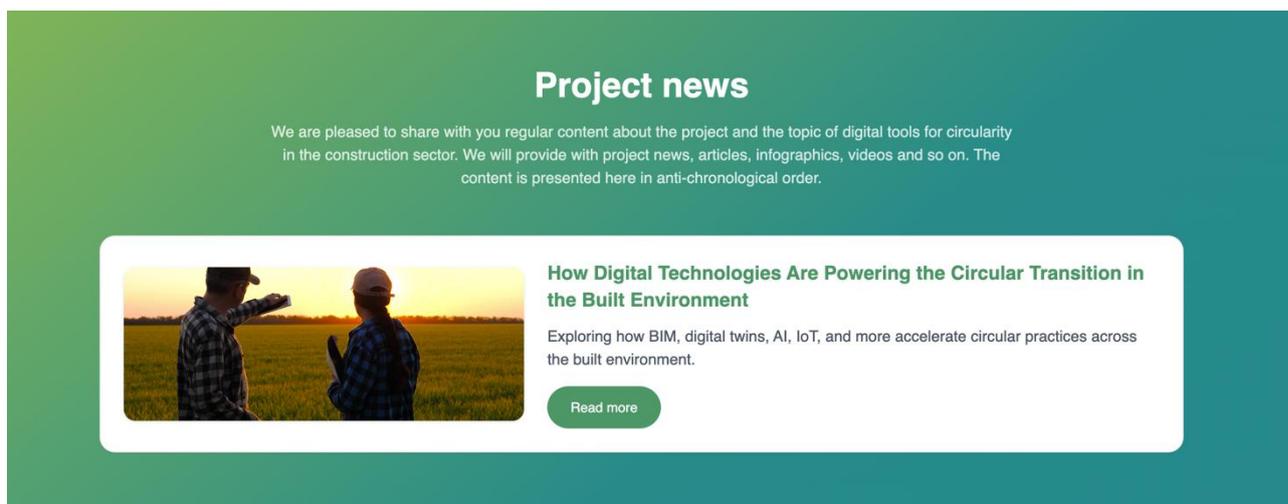


Figure 17: news page

4.7.3.11. Secondary pages

The secondary pages are not displayed on the navigation bar, but on the footer menu. They include important and legally required pages:

- The contact form
- The website map
- The legal notices
- The privacy policy
- Credits for images and videos displayed on the website.



4.7.3.12. Responsiveness

The website has been designed fully responsive and can adapt to any screen size. We see here examples of the home page displayed on a tablet, horizontal screen smartphone, and vertical screen smartphone.

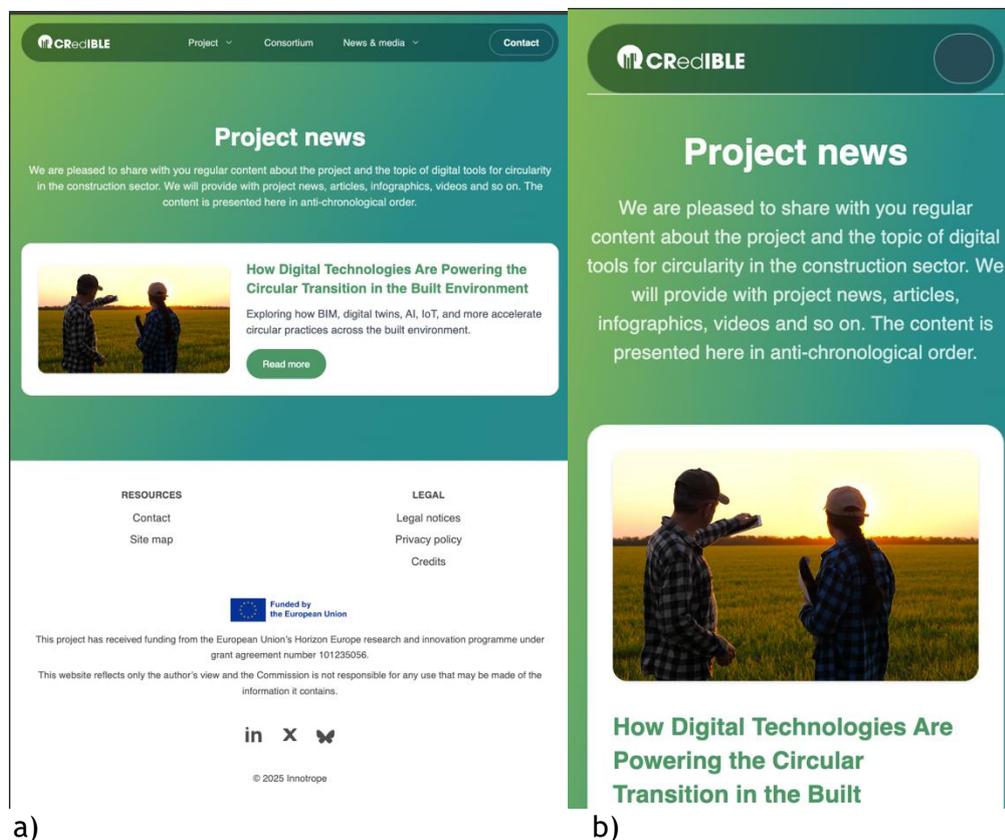


Figure 18: project website responsiveness: a) mobile layout, b) tablet layout

4.8. Social media

4.8.1. Strategy

We have started communicating on social media at the start of the project. Our initial strategy was to introduce the project to our audiences to attract followers. We have therefore introduced the project and we have communicated on the kick off meeting.

Now that the project activities are starting, we will communicate on social media on the following priorities:

- We will publish a full article on the website once a month. From these articles, we will extract shorter content adapted to the format of the social media. This way, we will be able to publish more and more frequently (about twice a week).



- We will also share announcements of our events and then reviews once the events have occurred.
- We will share other media types such as videos, photos, infographics, or interviews. We will alternate between the different types of content to please the social media algorithms and our readers/followers.
- We will reply by comments to publications from other institutions and initiatives and reshare the most interesting content. This way we will help develop our network of partners and attract new followers.

4.8.1.1. LinkedIn

LinkedIn was the first network where we opened a channel. The benefit was that we could precisely target our audience more than with other social media. We see below a few examples of posts.

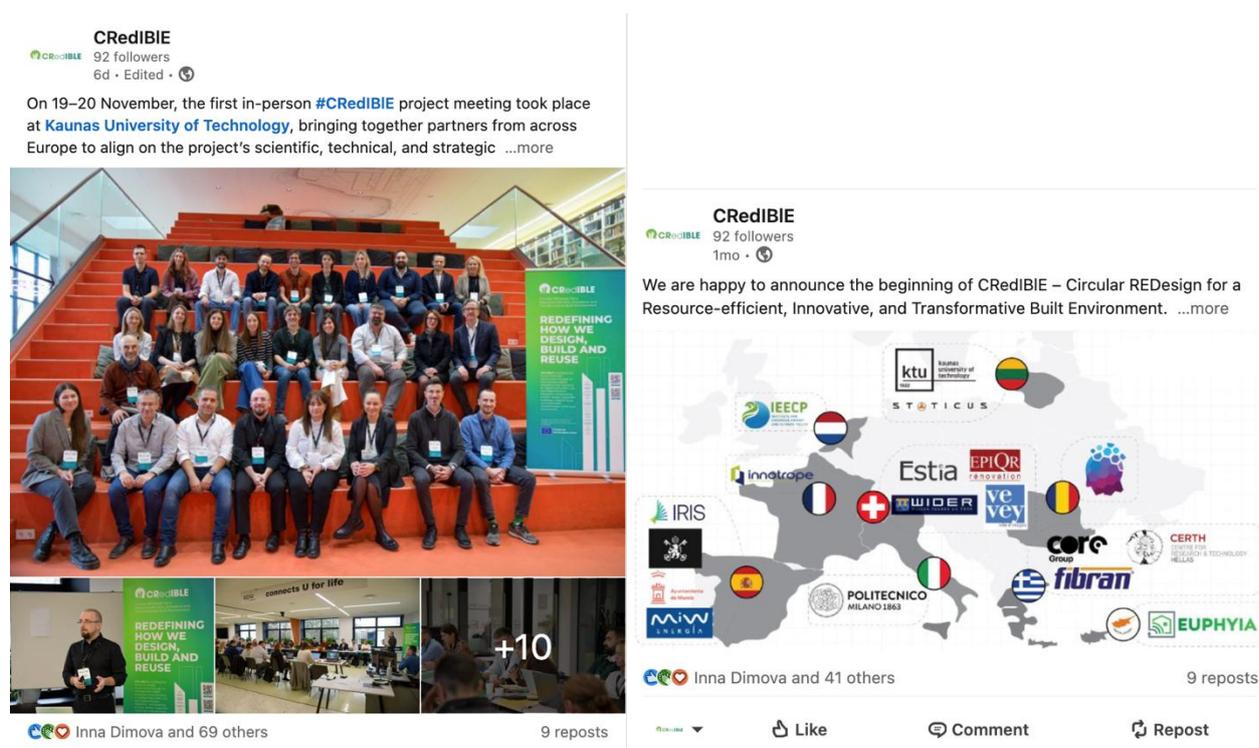


Figure 19: Examples of LinkedIn posts

4.8.1.2. X (ex Twitter)

We have created an account on X, but have not published it yet. We will use this platform for announcements and reactions to news.

4.9. Webinars

We will create several webinars. We will interview our key researchers on topics related with the project. We will try to use also the possibilities offered by YouTube to offer a live session to allow our followers ask question.



4.10. Videos

We will produce 2 to 3 videos in the frame of the project. We will most likely produce a first video early in the project to introduce it, while we will produce the second video later when we have some significant results to produce them. These videos will be available on our Website and YouTube.

4.11. Leaflets

We will create leaflets that introduce the project to be distributed during the events or be downloaded from our project website. If requested by any partner, we will create a version in the local language.

4.12. Press releases

We will produce press releases at significant milestones in the project. We will use press release dissemination platforms. Our favourite is EINPresswire.

4.13. Performance monitoring

We will track the performance of our communication actions:

- We have installed a GDPR compliant website tracker (Plausible) to track the usual website indicators such as number of unique visitors, their origin, their time spent on each page etc. We will report them in our deliverables.
- We will track the impact of social media using their inbuilt analytics platforms.
- We will track the number of viewers of our videos thanks to the YouTube analytics tool.
- We will disseminate our webinars on dedicated platform in which we will also use the in-built tracking tools.
- We will report the media outlets that report our press releases thanks to the tool available in the dissemination platforms.



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