PrismArch

Deliverable No D7.2

Dissemination and Communication Plan

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Abstract	This deliverable constitutes the dissemination and communication plan of PrismArch consortium. It elaborates on the preliminary version of these plans specified during the proposal preparation phase and further elaborates on the concrete commitments taken by all partners to disseminate PrismArch's results, communicate its outcomes and increase the project's visibility. The deliverable will be updated on M18, aggregating the outcome of the planned activities, assessing their impact and constituting the plan for the second piloting phase;
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List of abbreviations and Acronyms

Abbreviation	Meaning
AEC	Architecture, Engineering and Construction
AR	Augmented Reality
B2B	Business to Business
BIM	Building Information Modelling
CAD	Computer-aided design
CAE	Computer-aided engineering
DCP	Dissemination and Communication Plan
DoA	Description of Action
EC	European Commission
H2020	Horizon 2020
KPI	Key Performance Indicator
MR	Mixed Reality
N/A	Not Applicable
SMEs	Small and medium-sized enterprises
TBD	To be determined
ToC	Table of Contents
UG	User Group
VR	Virtual Reality
WP	Work Package
XR	Extended reality

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1   Executive Summary and Introduction

The global AEC market is witnessing significant growth while there is noted a rising demand for cloud-based AEC solutions. One of the major factors responsible for the growing demand on cloud-based AEC solutions is its ability to provide centralized access to AEC-based project data irrespective of location. PrismArch can address this need as designers and engineers can work collaboratively from distance. VR-aided design allows AEC professionals to move from initial design mock-ups, to project collaboration, through to the finishing touches that make a building design go from good to great. Through advanced simulations embedded within the collaborative VR-aided design environment, superimposed with physical and functional characteristics, the designers will be able to experience in-real time not only how their decisions affect their own discipline but also the other disciplines and consequently the overall architectural project.

With PrismArch, the use of interactive technologies will become mainstream in the AEC industry, fulfilling the necessity for an interdisciplinary tool capable to address the unique requirements of architects and engineers from each construction level, enabling them to work on the same architectural project and perceive it in their own different way that best suits their needs. The dynamic collaboration that PrismArch aims to offer, will allow architects and engineers to iteratively co-decide, preview and evaluate the result of their decisions towards a joint optimal solution.

For any new technology to be successful in the AEC industry there needs to be adoption across multiple stakeholder groups:

Major Stakeholders: Raising further awareness regarding the benefits that a multi-user presence VR-aided design environment offers, will definitely lead to an increased adoption of this technology in the corresponding industrial sector. Inevitably, when awareness is raised in stakeholders of the industry and the introduced practices are an integral part of their strategic planning, smaller companies will have to follow or risk being left out of digital supply chains. The architects and engineers (ZHVR, SWECO and AKT) that participate in the PrismArch's consortium constitute major stakeholders of the AEC industry in Europe. Therefore, it is ensured that the benefits of the introduced tool will reach the top companies and consequently these benefits will eventually spread throughout the whole AEC sector.

Small and medium-sized enterprises (SMES): Up to 95% of construction, architecture, and civil engineering firms are micro-enterprises or small and medium-sized enterprises (SMES)[1]. The goal of the European Commission is to help the sector become more competitive, resource efficient and sustainable. One of the objectives of the European Commission is to help the construction sector and its SMEs digitalise and automatise, e.g. by supporting building information modelling (BIM) in the public sector. PrismArch is directly addressing these issues by the development of enhanced natural interfaces that visualize BIM information and environmental simulations (e.g. heating) in a collaborative manner across SMEs. A key to increased productivity among SMEs and start-ups is to build their capacities through improved knowledge or technological know-how. PrismArch pushes towards this direction by deploying technological

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[1] https://ec.europa.eu/growth/sectors/construction_en

products that could be easily adopted by companies lacking expertise in certain academic fields.

Investor Community: With any retail and consumer-facing technology there are high capital costs required for long term success. Both in the development of the technology and also the costs associated with mass adoption. Therefore, the investor community should be included in the group of stakeholders that are necessary to scale-up the technologies developed in PrismArch.

Academia: Alongside this to enable further development of the underlying technologies the academic community must be engaged. Each of these groups needs to be engaged fully throughout the PrismArch development to ensure strong long term market viability and adoption.

The collaboration of academic and research institutions with commercial stakeholders that takes place within the project's consortium promotes the technology transfer from academia to industry and vice versa. This fact will also constitute the basis for creating the essential tools and mechanisms aiming to enhance knowledge and technology transfer. Moreover, through a careful planning for intellectual property management and creating open source material, PrismArch will promote the developed technology and will disseminate it via established communication channels. This ensures that SMEs and start-ups will be able to reach the developed knowledge and take advantage of it, ultimately leading to advanced marketing opportunities.

Each of these groups needs to be engaged fully throughout the PrismArch development to ensure strong long term market viability and adoption. PrismArch aims to trigger a wide variety of market opportunities of ICT SMEs for VR applications. PrismArch can act as a broker between two big software industries, namely AEC related software (CAD/BIM/CAE) and gaming software (VR/graphic engines) towards their mutual advancement. AEC industry can exploit graphic engines for improved visualization and interaction solutions while CAE-simulation technology could be proven useful in gaming, filming, and education industry for providing realistic simulations of complex material visualizations.

The purpose of this deliverable is to set-up the dissemination plan for the whole project such that each segment of stakeholders can be appropriately reached but also the general public can be engaged.

2   PrismArch Dissemination Strategy

The main objective of the dissemination strategy will be to raise awareness across various audiences and stakeholders about PrismArch activities, progress and results, and circulate information and knowledge on the numerous benefits of the PrismArch framework, digital applications and services. In this section we describe the most important elements of the methodology that we have adopted in order to set out our dissemination plan and establish the mechanisms for the assessment of its impact. More specifically, we initially elaborate the draft plan presented as part of the proposal preparation phase and included in the description of actions (DoA), by further specifying the dissemination objectives and directions of our project, the groups that we will primarily target with our dissemination activities and the instruments that we plan to employ.

Subsequently, we make a connection with the exploitable outcomes of our project and explain how our dissemination activities are designed to facilitate the exploitation of these outcomes. Furthermore, we have identified the interested stakeholders in the PrismArch technologies (academic communities, the relevant EU projects and clusters, the AEC industry, Small and medium-sized enterprises, major stakeholders and investors) and provide tailored dissemination and marketing activities for each group as well as a time-plan for these activities. In addition, we present a list of indicators for assessing the impact of our dissemination activities. In the end of this section, we explain the methodology that has been used to solicit the commitments of all partners, in terms of their envisaged dissemination activities.

2.1   Objectives

PrismArch's dissemination activities will aim to provide high visibility of the project and its results among the target groups, draw the attention of policy makers, facilitate synergies with similar or complementary initiatives, capitalise on existing channels and methods that allow for the direct publicity of the project and ensure transferability and scalability of results by raising awareness about the project results to other regions and stakeholders.

In order to be effective and efficient, the dissemination strategy will be oriented towards the needs of the various audiences, using appropriate language and information levels, include various communication means and fully leverage on existing resources, relationships and networks.

The successful dissemination of PrismArch's activities is tightly connected with the uptake of the developed technologies and, as a consequence, the success of the project. Thus, in setting-out the dissemination plan, our objective has been to specify a list of activities that will be executed by the consortium partners via the routes that are most appropriate to their established practices. An additional objective is to make sure that our dissemination activities are effective and aligned with the project's exploitation paths and, for this purpose, we foresee the establishment of an internal mechanism for assessing, correcting or even re-defining our dissemination strategy, in the case where the undertaken activities are not delivering the anticipated impact.

Given the above, in order to facilitate the establishment of a coherent dissemination plan we have identified and elaborate more on four different directions that motivate our dissemination activities:

- Raise **awareness** about the project's vision and goals by undertaking all actions necessary to establish and strengthen the project's platform as an active player in the domain of AEC.
- Foster **technology uptake** by developing and maintaining a community of researchers, professionals and stakeholders that will use PrismArch's outcomes towards the achievement of CAE-based solutions. This will trigger a wide variety of market opportunities in VR applications: ranging from the conception of novel interaction methods and AI-assisted content creation, to immersive remote multi-user presence and multi-simulations, PrismArch has the potential to build on Europe's creativity, skills and cultural diversity, and impact various domains - from manufacturing, engineering and architecture to education, healthcare, arts, entertainment and culture.
- **Reach out to the end-users** by making sure to establish links of communication with local and regional stakeholders involved in the decision making procedures for AEC technology development besides those already involved in the project, such as professional communities of AEC industry. Our goal is to influence the way architects and engineers design and collaborate in the context of complex projects.
- **Diffuse the scientific and technological achievements** by advancing the state of the art in the scientific disciplines that are most relevant to the areas of the project, and publishing the obtained results in high-impact venues.

2.2 Target groups and activities

In order for PrismArch to find its way into the market, it will have to be embraced by the following target groups that should be considered as the priority targets of our dissemination actions. A short profile of the identified groups is provided below:

- **Research communities:** The project's academic partners have an extensive network of contacts across the research and development community in Europe. They will leverage these relationships in order to raise awareness of the new concepts and approaches taken within PrismArch to encourage future application in research and development activities. In this group we can classify:
  - **Research groups across Europe and beyond** that are already active in VR immersive technologies, computational architecture design, spatial cognition and multi-simulation in engineering.
  - **Scientists and students** that are new in relevant fields and are searching for software paradigms to boost their research.

- **The AEC Industry:** Architectural offices, architecture students, MEP and structural engineers and other creative industries that want to improve the effectiveness and quality of the design process and will be able to further disseminate PrismArch main message, as well as use the platform to develop similar applications.

- **Software companies:** Since PrismArch will interconnect with the software tools that are currently used in the AEC industry, it is important to link with the companies developing these software packages and leverage their existing network of clients. In this respect, PrismArch will seek presence in major workshops addressing to the active community fostering the advancements in these fields around two main groups:
    - Companies and the community around **solutions addressing the AEC industry** such as Revit, Rhino, Sofistik, etc.
    - Companies and the community around the **leading graphic engines** such as UNREAL and Unity3D
- **3D designers and simulation engineers in fields other than AEC**, such as industrial design, car and aerospace industry, etc. Architectural design, structural engineering and MEP partners in the consortium will use their communication channels that may extend beyond the AEC domain to disseminate the project results. Dissemination will take place in bilateral forms with counterpart design organizations.
- **Investors:** Meetings with investors will be sought in order to create early exploitation opportunities through existing industrial partnerships or through connections with new entities willing to exploit the project results. Further exposure of staff (especially young researchers and designers) to innovation dynamics will be encouraged, with training on pitching to investors and business plan creation: this will promote commercial exploitation through the creation of a genuine entrepreneurship spirit, within the safe and controlled context of the project.

The dissemination plan for reaching these communities is detailed in the following Section.

2.3   Directions

We have identified four directions that will act as the motivation of all dissemination activities; a) **Raising awareness about the project's vision and goals** by establishing the necessary communication channels for reaching the relevant target groups. Researchers can be reached through the project's website, social accounts and presence in conferences. Industrial stakeholders can be reached by presenting results in channels for "technology watch", or in major congresses, b) **Reaching out to the end-users** by making sure to establish links of communication with stakeholders and professionals in AEC industry, c) **Fostering technology uptake** by trying to develop and maintain a community of all key stakeholders including architects, engineers, wider design communities, software companies offering solutions for the AEC industry, XR communities and other potential customers and/or final users of PrismArch. User Group (UG) participants will be informed on project developments and will be invited to participate in PrismArch discussions and events and provide their feedback through concise and short questionnaires or templates. Activities envisaged in T7.3 (Networking and engagement with relevant initiatives) will be responsible for communication with the UG as part of the networking and engagement promotion, attracting and involving third-party contributors, in order to accelerate adoption and broaden the scope of high quality services in the platform, and d) **Diffusing the scientific and technological**

achievements by making sure that the outcomes of PrismArch in advancing the state of the art will be spread among peers.

2.4   Instruments and methods

We have identified the following instruments:

a) **Project communication kit**, consisting of the project web-site[2], poster, leaflet, factsheet and a video demonstration for the project's vision and goal, as well as frequent updates of the project's social media accounts (i.e., Twitter, LinkedIn and Facebook). The project communication kit will ensure a consistent communication of the project concept, objectives and results. The poster and flyer will be distributed at project workshops and conferences, where project members will participate and will be updated throughout the duration of the project to include new and important outcomes. This instrument is primarily aligned with raising awareness about the project. The project communication kit has already been developed and presented in D7.1 [1]. Our social media channels will be used to push out information about the benefits and relevance of the technologies of PrismArch, hoping to engage our early users as ambassadors for the service. A key idea is to also use them as co-creators of improved designs of the service, increasing engagement while ensuring a great fit with the needs and desires of end-users.

b) **Press releases and media presence:** the instrument consisting of printed and electronic media for disseminating the project's achievements. More specifically, press releases and media presence are very effective tools for reaching out the general public and raising awareness. All opportunities for media-related communications will be considered during the project lifetime, by seeking participation in media interviews (whenever possible) and by making use of the liaison services of our organizations (e.g. for distributing the press releases).

c) **Direct communication with stakeholders**, where all PrismArch partners will try to get in touch with companies that are active in the field of AEC industry and VR technology, offering further consultancy when needed. Direct communication will be achieved with face-to-face (physical or virtual) meetings with participation in relevant industry and scientific event. All PrismArch partners will approach relevant stakeholder groups and organizations.

d) **Demonstration kit** that will incorporate a set of standalone demos for showcasing the benefits of PrismArch design framework and tools. The demonstration kit is well aligned with reaching out to the end users. It will provide visual support to project presentations and is expected to get prospects interested and enthusiastic about the project's results by viewing a working model of our tools;

e) **Establishment of close links with EU framework projects** will leverage the involvement of all PrismArch partners in numerous Consortia of European projects, in order to disseminate PrismArch in these Consortia and beyond as well as exploit synergies and creates clusters of like-minded professionals and domain relevant projects. Participation in events like the WAF - World Architecture Festival (if/once announced due to the COVID-19 crisis) that will take place in Lisbon also falls within

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[2] https://prismarch-h2020.eu/

this dissemination instrument. Finally, particular importance under this instrument is the liaison with the community of XR4ALL[3], where we have already established contact with the intention to further strengthen our collaboration.

f) **Scientific publications and open source software** will disseminate the project's scientific results in high quality journals, conferences and workshops, as well as make available in open source communities like GitHub, chosen software modules. In all cases, we plan to follow the "green model" for making our publications freely available to the public, which foresees publishing our work in prestigious venues and self-archiving the full text in on-line repositories like Zenodo[4] and the project's web site (further analysed in D8.2 [2]). This instrument is aligned with the direction of diffusing our achievements and addresses the target groups of researchers and peers;

g) **Participation of PrismArch in related initiatives** (XR4ALL), contribution to relevant **standards** (OpenXR), high-profile **festivals and conferences** (Autodesk University, Rhino user groups), **events and workshops** related to BIM/CAD/CAE software (MAB - International Media Architecture Biennale), as well as related to the UNREAL and Unity3D graphic engines.

2.5   Exploitation tracks

The general goal of every dissemination activity is to set the ground for obtaining direct or indirect benefits in a shorter or longer term. Thus, a dissemination activity could be more or less effective depending on how much support it can provide in going a bit further along the exploitation track that is most relevant to the exploitation potential of the organization. In the following we identify and describe some exploitation tracks that are most relevant in the context of PrismArch.

Attract clients: PrismArch consortium is composed of interdisciplinary participants who collectively put effort to achieve the project objectives. The consortium includes 4 industrial partners. The design-oriented aspect of the AEC industry is represented by three stakeholders (ZHVR, SWECO and AKT) that abide to the main design disciplines, namely architecture, MEP and structural engineering. Additionally, they bring the required expertise regarding the design principles and tools that contemporary architectural projects demand. This knowledge will be exploited by them and MINDESK, an industrial partner that has proven his value in the CAD-VR market, so as to create a VR environment that will support and communicate with a variety of CAD and CAE software that have shaped the AEC industry during the last decade.

The tools that will be developed in the context of PrismArch could very well serve as a new source of assets (i.e., either in the form of products or services) that can significantly enrich the portfolio of SMEs and major stakeholders and allow them to reach new clients. These new clients can either emerge from the markets of professionals (i.e., research labs and companies offering BIM/CAD/CAE software solutions) or from the market of mainstream professional users (architects, engineers).

Scientific excellence: Partners with strong academic and research profile are also present in the PrismArch consortium with the largest part of their resources coming

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[3] https://xr4all.eu/
[4] https://zenodo.org/

from exploiting their intellectual excellence. The core competence that is usually developed in these organizations is related to scientific excellence and specialized knowledge and not so much to software tools and services, although the establishment of contracts with the industry or the creation of spin-off companies is also within their current practices. By progressing beyond current state-of-the-art in a number of related fronts, PrismArch offers a great opportunity for the academic and research partners to remain competitive, maintain their good reputation and turn their scientific excellence into an exploitable asset.

Networking: Either in the field of research or enterprise, the communication with like-mind people sharing the same interests and working on similar problems is of outmost importance for every active organization. The participation in related forums, conferences, exhibitions and other relevant events is critical not only for disseminating the project objectives but also for making yourself (i.e. organization) known among peers, having the opportunity to present your work, discuss your ideas and set the ground for future collaborations.

2.6   Impact Indicators

As already mentioned, among the objectives of our dissemination strategy is to establish the necessary mechanisms that will allow us to assess the impact of the undertaken dissemination activities and impose corrective actions (if necessary). Assessing the impact of a certain activity is a difficult task since there is no clear way to measure the non-tangible benefits of the undertaken effort. However, depending on the nature of the action and the context where this action takes place, there are certain indicators that can actually imply the achieved impact, which are summarised in the following table:

Table 1: **Different types of dissemination impact indicators**

Indicators	Description
Visits/views of the project's website	Views are intended to provide the viewer with information around a topic. This topic can be either related to the project's activities, or to activities that are external to the project but related to its fields of study. Tools like "google analytics" or "wordpress analytics" will be employed to capture this indicator
Number of Likes/Followers/friends/ connections/people reached, Number of newsletter subscriptions	This is an indicator that has become popular due to the widespread adoption of social networks and their community oriented structure. Accounts with high popularity are typically considered more influential than others.
Participation	A project-specific indicator which will be used to measure the number of stakeholders and end users taking part in project related activities, as well as the

	number of developers and researchers that will participate in the events and workshops (or special sessions) organized by the consortium.
Impact factor/acceptance rate/citations	These are typical indicators for scientific journal/conference publications that show whether your scientific work has made an impact to the related community of peers.
Attendance (target groups)	This constitutes a rather generic indicator that can be valid for all different types of events (from workshops to summer-schools and even hackathons) and is used to provide a rough estimate about the number of people that actually received the dissemination message.
Produced media (Number of media publications, press releases)	This is an indicator measuring the amount of printed and electronic material that will be generated by the consortium, such as the number of media publications, press releases, etc.
Downloads (publications, deliverables, software etc.)	This is a measure that is typically valid for software tools (or knowledge documents) that are made publicly available on the web.

It is important to note that apart from the soft indicators that are mentioned above, hard indicators including the **number of durable collaborations**, as a result of direct communication with stakeholders, the establishment of **new (or the extension of existing) products** by partners or even the **number of spin-off companies** founded by the research partners will also serve in the dissemination impact assessment of the project.

2.7   Methodology for setting out the dissemination plan

After finalizing Section **Error! Reference source not found.**, all PrismArch partners were provided with the content of this section along with the activity description template presented in Appendix 8.2. Based on this structured template we have solicited the commitments of all partners in terms of their envisaged dissemination activities. The goal was for each partner to document the intended dissemination activities using the template of Appendix 8.2 and the background information of Section 2.

In particular, all partners were asked to provide concrete figures for a number of dissemination activities (i.e. ranging from newsletters and blog-posts, all the way to demonstrations in exhibitions and scientific publications), as well as to point in the project's time-scale when they expect to undertake each dissemination activity (i.e. in terms of semesters). In addition, all partners were asked to provide a short justification explaining their emphasis in certain types of activities and (if necessary) give more details about the envisaged dissemination activities.

The filled-in templates were subsequently summarized into tables (see Section 4) composing a list of concrete dissemination actions allowing the leader of the dissemination task to follow up, assess and eventually correct the planned actions in terms of the reached measured impacts. The adoption of this methodology resulted in a very smooth process for soliciting the commitments of all partners in terms of the envisaged dissemination activities.

3   Indicative Audiences and stakeholders for the project

3.1   Academic Communities

PrismArch is a research and innovation project involving academic partners (CERTH, UOM, ETH) and technical partners from the industry who are highly research-driven (ZHVR, SWECO, AKT II, MINDESK). As a result, academic dissemination in terms of publications in top conferences and journals, special sessions organization and special issue editorship is an important part of the PrismArch project. The following list outlines the venues that will be targeted by the PrismArch consortium, as well as the expected contribution by the consortium partners:

Table 2: Indicative venues for PrismArch publications

WP/Tasks	Dissemination
Cross-disciplinary, collaborative VR-aided design environment for architecture (WP1)	**AKT II** expects to have three (3) publications at one of the following venues: **Conferences:** - Design Modelling Symposium - Digital Construction week **Journals:** Nexus Network Journal **ZHVR** aims to have at least three (3) publications across the mentioned following venues: **Conferences:** Total Chaos, Architecture of The Future, Siggraph, Im-Arch: Immersive Architecture Conference, Fabricate, Design modelling symposium, Acadia, EcaadE, Advances in Architectural geometry, Smart Geometry, Digital Construction Week, FutureBuild **Journals:** Architectural Design, Nexus Network Journal - Architecture and Mathematics
Computational architecture design for automated content creation and design suggestions (WP2)	**AKT II** expects to have two (2) publications at one of the following venues: **Conferences:** - eCAADe - AAG **UoM** expects to have eight (8) publications at one of the following venues: **Conferences:** GECCO, CoG, AIIDE, FDG, ACII, ICCC, EvoApps, EvoMusArt, SIGGRAPH. **Journals:** IEEE Transactions on Games, IEEE Transactions on Evolutionary Computation, Evolutionary Computation Journal, IEEE Transactions on System, Man, and Cybernetics,

	IEEE Magazine.
Cognition aspects of collaborative VR-aided design environments (WP3)	**ETH** expects to have three (3) publications at one of the following venues: **Conferences:** International Conference Spatial Cognition, International Conference on Spatial Information Theory (COSIT), Design Computation and Cognition **Journals:** Design Studies, Organization Science, Organization Studies, Computers in Human Behavior, Spatial Cognition and Computation
Blending multisimulations and BIM notations within a VR-aided design environment (WP4)	**CERTH** expects to have four (4) publications at one of the following venues: **Conferences:** • EuroVR (International Conference on Virtual Reality and Augmented Reality), • IEEEVR (International Conference on Virtual Reality and 3D User Interfaces) **Journals:** • ACM Transactions on Computer-Human Interaction, • IEEE Transactions on Visualization and Computer Graphics, • Special Issue "Applications of Social VR Environments in Education"
System integration and development of the collaborative VR-aided design environment (WP5)	**MINDESK** expects to have one (1) publication at one of the following venues: **Conferences:** Autodesk University, Siggraph, CES, MWC, SolidworksWorld, Augmented World Expo (AWE), ECAI, AAAI, EKAW, KR, IEEE CoMoRea, CIKM, SIGIR, ECIR, RecSys, WSDM, ICAT: International Conference on Arts and Technology **Journals:** Interactions, ACM Transactions on Computer Human Interaction, Advances in Human-Computer Interaction, AI, TKDE, TODS, TOIS, IJIR, Technology and Culture, Science as Culture

3.2 EU-level dissemination

The PrismArch Consortium will closely cooperate with the EU Commission to disseminate information through EU supported R&D initiatives: ICT related events, scientific and political events of the EC, international conferences, workshops and symposia. This will be useful for increasing awareness about the project within the EU and also for promptly seizing possibilities for cooperation with other EU-funded projects. Due to the pandemic crisis, at the moment there are no official announcements for exhibition-related events by the EU commission, however,

PrismArch will closely monitor such activities and will participate either virtually or physically. Finally, PrismArch being an XR-related project, will cluster and closely collaborate with CSAs and other EU-funded projects related to its scope. Particular emphasis will be placed on linking with the ecosystem created in the context of XR4All[5] coordination and support action.

3.3   AEC Industry (B2B)

A variety of technologies and market segments, as well as customer bases, are relevant to PrismArch. When looking at the AEC industry from a B2B perspective we need to consider there are many different types of businesses that make up this sector and PrismArch focuses on, namely architecture and VR, and proceeds to the most important secondary markets like 3D CAD design and gaming.

The global **architectural services market** presents an increase of investments in construction market and substantial increase in demand for design services[6]. Advancements in design methodologies are expected to increase the demand for upgraded design applications, involving sophisticated modeling implemented through high-end designing software. XR is changing architecture's present and future, and PrismArch's platform can provide a significant professional tool enhancing technology innovation.

XR technologies (AR/VR and Mixed Reality, MR) are a rapidly evolving market. VR headsets represent 96.6% of the combined AR/VR market. There is a significant enhancement of VR Products by major platforms and networks (e.g. Facebook) while there is a growing number of software companies that include XR technology in the services they provide to professionals from AEC sector. PrismArch will benefit from the business opportunities provoked by this increasing market related to VR products.

CAD systems are also an important sector of the market, driven by the continuous focus on improving engineering productivity by accelerating product design processes, growing adoption of 3D CAD in product lifecycle management solutions and increased acceptance of 3D printing. As VR is heading towards authoring instead of just simply viewing 3D spaces, there has been increased interest from the CAD companies to incorporate VR technology into their product, properties that PrismArch's platform will provide. PrismArch aims to create a VR-aided design environment that will be able to host both architects and engineers towards a common goal. By supporting the major disciplines that are typically engaged in an architectural project - namely architects, structural and MEP engineers - PrismArch will enhance the overall decision making process through an action and reaction paradigm. The dynamic collaboration that PrismArch aims to offer, will allow them to iteratively co-decide, preview and evaluate the result of their decisions towards a joint optimal solution.

VR has largely been popularized due to its applications in the **game industry**. The efforts of PrismArch will result in an intuitive and efficient design interface for authoring VR spaces (using the VR-aided design platform), particularly useful for companies that

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[5] https://xr4all.eu/
[6] https://www.ibisworld.com/global/market-research-reports/global-architectural-services-industry/

develop VR spaces for gaming purposes, or even just for applications using VR, e.g., for architectural, structural and interior design.

Following initial analysis, a target list of companies will be created based on these criteria when the Demo Kit becomes available (M11-M24), so as to be used during the second year of the project (see **Error! Reference source not found.**). When providing a cutting-edge solution to companies it has to be understood that there are multiple groups involved in the purchase and adoption process and the messaging and approach needed for each group is likely to vary. In this direction, in our proposition for communication, we identify 5 key messages for the B2B community (see Section 3.3.3).

3.3.1   Decision makers

Decision makers have a higher role within the organization and will often be the overall budget holder. The decision maker is likely to take a more strategic view to the use of new technologies and be thinking about the wider benefits to the business.

3.3.2   End users

End users are likely to be more driven by their own role within the organization and be looking at how any new form of technology impacts them, either in a positive or negative manner. Whilst they have less power than the decision maker it is often more difficult to drive adoption with end users, due to their focus on their own roles and less external exposure to marketing channels.

3.3.3   Proposition for B2B audience communication

The PrismArch project is developing solutions that will be ready to be exploited via partnerships with stakeholders that consider these types of digital ways of architectural and mechanic designing as key to their business success. 5 key messages that will be integrated in our proposition are:

1. Work in a VR-aided design environment that will be able to host both architects and engineers towards a common goal
2. Fulfil the necessity for an interdisciplinary tool capable to address the unique requirements of architects and engineers from each construction level
3. Involve and connect your innovation, product and professional teams so that they are well placed to take advantage of the opportunities available
4. Give feedback that will help further shape the technology going forward so that it is as relevant and meaningful to your clients and your business as possible
5. Take advantage of the opportunity to accelerate the delivery of enhanced user experiences through newly-developed tried and tested solutions

In the following Table we have identified events and activities to communicate the PrismArch project results to interested businesses in the AEC industry:

Table 3: B2B communication activities

Events: IMM Cologne - the very first interior design show of the year; Material Xperience - the yearly materials event for architects and other creative professionals; Surface Design Show - event to find new and innovative surface solutions, materials and products; The Salone del Mobile is the global benchmark for the Home Furnishing Sector; ICFF contemporary design, luxury interiors and high-end furniture; MAB - the International Media Architecture Biennale; WAF - World Architecture Festival; BATIMAT – the international show in the building industry.

Communication channel and activities	Timelines
Events with sponsored speaking/ roundtable opportunities AKT II will participate in two festivals: • London festival of architecture • London design festival *Content and materials will be produced for the events.*	Between June 2021 – November 2021
Events Events will be targeted at both B2B stakeholders and investors so that feedback on use cases and insights can be shared. Demos of prototypes to be given. Members of the consortium will participate in one of the following events: IMM Cologne (the very first interior design show of the year); Material Xperience (the yearly materials event for architects and other creative professionals); ICFF contemporary design, luxury interiors and high-end furniture; MAB (the International Media Architecture Biennale); WAF (World Architecture Festival); BATIMAT (the international show in the building industry). *Content and materials will be produced for the events.*	Between October 2021 – September 2022
Publications targeted at the AEC industry e.g. Broad attention will be attained in the international press and publishing for substantial and precise representation of the project. Moreover, professional media coverage (e.g., in newspapers, magazines, etc.) of PrismArch and its activities will be pursued via press releases and news alerts specially crafted to attract journalist interest. Furthermore, on an external communications level, partners closely accompany major press events such as project openings, ground breaks, lectures or talks, while they unanimously work with client representative and their communication departments. Additionally, members of the partner's Digital Technology	Between October 2021 – September 2022

Department attend and lecture at major conferences in their field to exchange and promote new processes and proven workflows.	
Digital campaign directed to individuals (stakeholders in B2B companies - owners/senior leadership and marketing teams) to specially developed content supporting the propositions (to be published on PrismArch's website and additional posts on partner's websites and social media accounts). LinkedIn posts targeting specific professional categories from AEC industry.	Between September 2021 – September 2022
Participation in research and innovation expos to demonstrate the PrismArch results to businesses from AEC industry as well as the general public *Content and materials will be produced for the event.*	Between September 2021 – September 2022

3.4   Investor Community

The European investor community moves through cycles around areas of focus. Due to the uprising market share of AEC industry, there has been an increase of interest in the associated technologies from investors. Raising further awareness regarding the benefits that a multi-user presence VR-aided design environment offers is expected to lead to an increased adoption of this technology in the corresponding industrial sector. Inevitably, when awareness is raised in stakeholders of the industry and the introduced practices are an integral part of their strategic planning, smaller companies will have to follow or risk being left out of digital supply chains.

The architects and engineers (ZHVR, SWECO and AKT) that participate in the PrismArch consortium constitute major stakeholders of the AEC industry in Europe. Therefore, it is ensured that the benefits of the introduced tool will reach the top companies and consequently these benefits will eventually spread throughout the whole AEC sector.

A leading team coordinated by the Innovation Manager will prepare "elevator pitch" presentations to catch capital injection from funding platforms and raise seed capital from different investors (e.g., first business angel and later VCs – venture capitalists). The financing expansion and maturation of the product will be based on venture capital from different investment rounds. The initial business plan will lead the first two years of financial viability, but will also provide a funding strategy for a more mature stage based on the types of investments available for the industry (from early to late stages) according to the growth and organizational strategy.

Investment is often considered a process so it is anticipated that investors are engaged around 12 months before any fundraising is required to ensure a long-term connection has been built.

3.4.1   Proposition for investor audience communication

PrismArch is developing solutions that will radically influence working procedures in AEC industry. These solutions present attractive opportunities to generate value through dynamic collaboration, fulfilling the necessity for an interdisciplinary tool capable to address the unique requirements of architects and engineers from each construction level and therefore revenue and profitability for apparel companies. The key messages that will be included in our proposition, include:

1. Have early sight of what's coming and the initial success indicators of solutions that could be used to enhance your existing portfolio of companies.
2. Identify attractive technologies/solutions to invest in if you're looking for early-stage funding opportunities.
3. Get industry awareness of practical applications and use cases from participating partners and our ongoing engagement with B2B stakeholders.

Table 4: Investor communication activities

Events: IMM Cologne - the very first interior design show of the year; Material Xperience - the yearly materials event for architects and other creative professionals; Surface Design Show - event to find new and innovative surface solutions, materials and products; The Salone del Mobile is the global benchmark for the Home Furnishing Sector; ICFF contemporary design, luxury interiors and high-end furniture; MAB - the International Media Architecture Biennale; Orgatec - contributes to the interplay between work environment, processes and working culture; WAF - World Architecture Festival; BATIMAT – the international show in the building industry.

Communication channel and activities	timelines
Events attracting investors with tech or AEC industry interest e.g., IMM Cologne (the very first interior design show of the year); Material Xperience (the yearly materials event for architects and other creative professionals); MAB (the International Media Architecture Biennale); WAF (World Architecture Festival); BATIMAT (the international show in the building industry). ZHVR, SWECO, AKT and MINDESK have relationships/past experience. All partners will arrange publicity and/or demos to profile PrismArch. *Content and materials will be produced for the events.*	Between October 2021 – September 2022

4　Planning and Impact Assessment – Planned Activities

In order to solicit the commitments of all partners with respect to the envisaged dissemination activities they were provided with the template of Appendix 8.2. In this template they were asked to provide measurable indicators for a list of dissemination activities ranging from press releases and blog-posts, all the way to demonstrations in exhibitions, scientific publications and communication with the clients. In addition, the partners were asked to identify the point in the project's time-scale when they expect to undertake each dissemination activity (i.e. in terms of semesters). In the following, we provide the filled-in templates for each partner along with the necessary clarifications. Finally, in Section 4.8, we present the aggregated template for the entire project and discuss the distribution of the envisaged dissemination efforts across partners.

4.1　Centre for Research and Technology Hellas (CERTH)

	CERTH				
	Year 1		Year 2		
	Semester I	Semester II	Semester III	Semester IV	TOTAL
Dissemination plan (deliverables)	1	0	1	0	2
Project website	1	0	0	0	1
Communication Kit	1	0	0	0	1
Media communication, press releases	0	1	0	1	2
Audio-visual material (video)	0	0	1	1	2
Demonstration/participation in exhibitions/events	0	1	2	2	5
Social media posts	51	51	58	68	228
News posts	9	12	14	16	51
Publications in conferences/journals	0	1	2	1	4
Workshops/special sessions	0	0	0	1	1
Networking and clustering activities	1	0	1	2	4
Communication with potential clients	0	0	2	3	5

The following clarifications are necessary to understand the above commitments:

Dissemination plan refers to this deliverable (D7.2), as well as its update that is due on M18. CERTH co leaded all necessary activities regarding this deliverable in collaboration with AKT.

The **Project website** and the **Communication Kit** have been already developed as part of D7.1 [1]. Major updates are envisaged as part of the updated dissemination plan and based on the feedback received from executing the pilots. CERTH co-leads all necessary activities regarding this deliverable in collaboration with AKT.

Media communication and press releases will be released once per year through the liaison office of CERTH that maintains an extended mailing list of journalists.

The **concept video** of the project will be generated on M14 when the prototype interfaces will be ready for pilot execution. Near the end of the project more demo videos will be generated showcasing the prototypes of PrismArch.

News and **social media** posts go side by side, since the news that we post in our site are automatically published in all social media accounts. However, we anticipate that social media will be used to share additional information about the project.

We envisaged a total of **four (4) publications** throughout the lifetime of the project. At the end of the first year, we anticipate the generation of one conference publication and as we progress with our research we expect that our research will reach the necessary level of maturity to qualify for journal publications.

In terms of **Networking and Clustering activities** we have already established a liaison with the community of XR4ALL[7], with the intention to further strengthen our collaboration. PrismArch has been publishing its milestones, such as the submission of deliverable D1.1 and other relevant activities into XR4ALL AEC slack channel. It has also posted a recruitment call for an open User Group to test PrismArch technologies.

Finally, it terms of communication with **potential clients** we anticipate that this type of activities will take place only after our prototypes have reached a stable state, thus during the second phase of our project. There are, however, some initial steps that have already been concluded, as EPIC, the vendor of the Unreal Graphics Engine, has communicated with PrismArch and accepted to be a guest member of its advisory board. The interest was raised by EPIC as a result of PrismArch forking the Speckle systems Unreal plugin (as open source in early alpha version) and Speckle is a company that received funding by EPIC. Similar interest might be raised by the adoption of AMDs' FEM Unreal plugin available also as open source in alpha version as PrismArch is also trying to integrate it into its pipeline.

4.2   Universita Ta Malta (UOM)

	UOM				
	Year 1		Year 2		
	Semester I	Semester II	Semester III	Semester IV	TOTAL
Dissemination plan (deliverables)	1	0	1	0	2
Project website	0	0	0	0	0
Communication Kit	0	0	0	0	0
Media communication, press releases	0	1	0	1	2
Audio-visual material (video)	0	2	2	2	6
Demonstration/participation in exhibitions/events	0	1	0	1	2
Social media posts	30	30	40	50	150
News posts	5	8	10	12	35
Publications in conferences/journals	2	1	2	3	8
Workshops/special sessions	0	2	0	2	4
Networking and clustering activities	0	2	2	3	7

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[7] https://xr4all.eu/

Communication with potential clients	0	0	1	2	3

The following clarifications are necessary to understand the above commitments:

Dissemination plan refers to this deliverable (D7.2), as well as its update that is due on M18. UoM will provide its input regarding the dissemination activities to the Deliverable co-leaders.

Media communication and press releases will be released once per year through the University of Malta dissemination system, which has excellent connections reporters in Malta and publishes THINK, the only popular science magazine in Malta.

Throughout the project, also for the purposes of scientific dissemination, UoM will create **video material** to present and describe the algorithms developed for AI guidance within PrismArch.

Social media activity undertaken by individual members of the UoM team and the official Institute of Digital Games account will include **posting of relevant news**, activities, and publications.

We envisage a total of **eight (8) publications** throughout the lifetime of the project. We expect several conference publications by the end of the first year, and during the second year one or two journal publications will be prepared as the early work of PrismArch reaches a mature stage. Publications will primarily focus on algorithmic advancements and artificial intelligence (AI), revolving around evolutionary computation, designer modelling, and the impact of space and AI feedback on human emotions. **Four (4) workshops and special sessions in conferences** with other experts in artificial intelligence and intelligent design are planned around the end of each year of PrismArch to disseminate the findings and open problems of the research activities of UoM.

We have begun a number of **collaborations** with other universities such as the Austrian Institute of Technology and New York University, which are expected to lead to joint publications and research that can benefit PrismArch and lead to algorithmic breakthroughs that can be generalizable beyond the scope of this project. As the technology matures, we intend to approach **potential clients** during the 2nd year. The main goal of such meetings is to discuss possible exploitation potential of the standalone algorithmic libraries or the entire AI guidance package as implemented in PrismArch for broader re-use.

4.3   Zaha Hadid Limited (ZHA)

	ZHA				
	Year 1		**Year 2**		
	Semester I	**Semester II**	**Semester III**	**Semester IV**	**TOTAL**
Dissemination plan (deliverables)	1	0	1	0	2
Project website	0	0	0	0	0
Communication Kit	0	0	0	0	0
Media communication, press releases	0	0	0	0	0
Audio-visual material (video)	0	0	0	0	0

	Semester I	Semester II	Semester III	Semester IV	TOTAL
Demonstration/participation in exhibitions/events	0	0	0	0	0
Social media posts	1	0	3	0	4
News posts	0	0	2	0	2
Publications in conferences/journals	0	0	1	2	3
Workshops/special sessions	0	0	1	1	2
Networking and clustering activities	0	0	0	0	0
Communication with potential clients	0	0	0	0	0

The following clarifications are necessary to understand the above commitments:

Dissemination plan refers to this deliverable (D7.2), as well as its update that is due on M18. **ZHA** provided its input regarding the dissemination activities to the Deliverable co-leaders.

We envisage a total of **three (3) publications** throughout the lifetime of the project. We expect one publication in the beginning of the second year, and two more journal publications in 4th semester that will be prepared as the early work of PrismArch reaches a mature stage. Publications will primarily focus on principles rules, constraints and interfaces definition for cross-disciplinary and multi-simulation perspectives in VR.
News and **social media** posts will be generated to complement publications as well as relevant news and activities in the context of the project's implementation and will be posted in our website and social media accounts, in order to inform our professional and business network regarding all news and updates from PrismArch's activities.

Two (2) workshops and special sessions in conferences with other experts and professionals are planned during the 2nd year of PrismArch in order to disseminate the findings of the overall activities.

Regarding the **networking activities** and the communication with **potential clients** we anticipate that this type of activities will mainly take place after our prototypes have reached a stable state, thus during the second phase of our project. In the meanwhile, all relevant information will be shared to our network through our website news and social media posts.

4.4   Mindesk Societa a Responsabilita limitata

	MINDESK				
	Year 1		Year 2		
	Semester I	Semester II	Semester III	Semester IV	TOTAL
Dissemination plan (deliverables)	1	0	1	0	2
Project website	0	0	0	0	0
Communication Kit	0	0	0	0	0
Media communication, press releases	0	0	1	0	1
Audio-visual material (video)	0	0	1	0	1
Demonstration/participation in exhibitions/events	0	1	1	1	3
Social media posts	0	2	4	4	10

News posts	0	0	1	1	2
Publications in conferences/journals	0	0	1	0	1
Workshops/special sessions	1	0	0	0	1
Networking and clustering activities	0	0	1	0	1
Communication with potential clients	0	1	1	1	3

The following clarifications are necessary to understand the commitments of Table above:

Dissemination plan refers to this deliverable (D7.2), as well as its updates. Mindesk provided its input regarding the dissemination activities to the Deliverable co-leaders.

Media communication and press releases will be relayed on Mindesk's website and additional materials that will be published to keep the public informed about Mindesk's activities in the context of PrismArch.

After the publication of the **concept video** of the project, Mindesk will publish a video of the contribution and usage of certain specific features.

Participation in **exhibition events**: Mindesk plans to showcase the results of PrismArch research at various BIM-centric events in the second half of 2021 and during 2022.

Social media posts will be published through Mindesk's channels on Facebook, LinkedIn, Instagram and other social networks at an increasing frequency.

News posts will be published on Mindesk's blog and relayed through mainstream media or written directly by mainstream media journalists.

We envision **one (1) publication** about Mindesk specific topics, in addition to collaborating with the creation of partners' papers.

There has been one **workshop** with partners and a few special sessions with external actors to involve them in the development of PrismArch.

In terms of **Networking and Clustering activities**, during 2022 there will be one main event where all this work might come together and connections will be reinforced.

Mindesk is already trying to involve **potential clients** in order to develop a solution as close as possible to their needs and wishes.

4.5 Eidgenoessische Technische Hochschule Zuerich (ETH Zürich)

	ETH				
	Year 1		Year 2		
	Semester I	Semester II	Semester III	Semester IV	TOTAL
Dissemination plan (deliverables)	1	0	1	0	2
Project website	0	0	0	0	0
Communication Kit	0	0	0	0	0
Media communication, press releases	0	0	1	1	2

Audio-visual material (video)	0	0	0	0	0
Demonstration/participation in exhibitions/events	0	0	0	0	0
Social media posts	0	0	3	3	3
News posts	0	0	3	3	3
Publications in conferences/journals	0	0	1	2	3
Workshops/special sessions	0	0	1	0	1
Networking and clustering activities	0	0	0	0	0
Communication with potential clients	0	0	0	0	0

The roles of ETH Zurich are as follows:

Dissemination plan refers to this deliverable (D7.2), ETH will support CERTH and AKT on this activity where needed.

Media communication and press releases will be released primarily alongside scientific publication via the ETH press office.

Video will be produced together with other consortium partners to complement scientific publications.

News and **social media** posts will be generated to complement scientific publications and will be posted in our website and social media accounts.

We envisage a total of **three (3) publications** throughout the lifetime of the project. During the second year, we anticipate the generation of one conference publication and two journal publications, or vice versa. We hope to align this with hosting an academic workshop for academic partners and industry stakeholders in the second year to align our research progress with outside perspectives.

In terms of **Networking and Clustering activities** we do not at this point plan to lead such activities, but to contribute as academic experts alongside the industry partners. The same holds for communication with **potential clients** of PrismArch products.

4.6   AKT II Limited

	AKT				
	Year 1		**Year 2**		
	Semester I	**Semester II**	**Semester III**	**Semester IV**	**TOTAL**
Dissemination plan (deliverables)	1	0	1	0	2
Project website	1	0	0	0	1
Communication Kit	1	0	0	0	1
Media communication, press releases	0	1	0	1	2
Audio-visual material (video)	0	0	1	1	2
Demonstration/participation in exhibitions/events	0	1	2	2	5
Social media posts	30	30	50	50	160
News posts	9	12	14	16	51
Publications in conferences/journals	0	0	2	3	5
Workshops/special sessions	0	0	0	1	1

Networking and clustering activities	0	1	1	2	4
Communication with potential clients	0	0	2	3	5

Dissemination plan refers to this deliverable (D7.2), as well as its update that is due on M18. AKT II co leaded all necessary activities regarding this deliverable in collaboration with CERTH.

The **Project website** and the **Communication Kit** have been already developed as part of D7.1 [1]. Major updates are envisaged as part of the updated dissemination plan and based on the feedback received from executing the pilots and evaluating the impact of the designed policies. AKT II co leaded all necessary activities regarding this deliverable in collaboration with CERTH.

Media communication and press releases will be released once per year through the Marketing team of AKT II that maintains an extended mailing list of journalists of mainstream architectural and design publication editors (Dezeen, Architizer, DesignBoom etc).

The **concept video** of the project will be generated on M14 when the prototype interfaces will be ready for pilot execution. Near the end of the project more demo videos will be generated showcasing the prototypes of PrismArch.

News and **social media** posts will be posted in our website and social media accounts, in order to inform our professional and business network regarding all news and updates from PrismArch's activities.

We envisaged a total of **five (5) publications** throughout the lifetime of the project.

In terms of **Networking and Clustering activities** we have already established a liaison with the community of McNeel, with the intention to further strengthen our collaboration.

Finally, it terms of communication with **potential clients** we anticipate that this type of activities will take place only after our prototypes have reached a stable state, thus during the second phase of our project.

4.7 Sweco UK Limited (SWECO UK LTD)

	SWECO				
	Year 1		**Year 2**		
	Semester I	**Semester II**	**Semester III**	**Semester IV**	**TOTAL**
Dissemination plan (deliverables)	1	0	1	0	2
Project website	1	0	0	0	1
Communication Kit	1	0	0	0	1
Media communication, press releases	0	0	0	0	0
Audio-visual material (video)	0	0	0	1	1
Demonstration/participation in exhibitions/events	0	0	0	0	0
Social media posts	1	1	1	2	5
News posts	2	0	0	1	3

Publications in conferences/journals	0	0	0	0	0
Workshops/special sessions	0	0	0	0	0
Networking and clustering activities	0	0	0	0	0
Communication with potential clients	0	0	0	0	0

Dissemination plan refers to this deliverable (D7.2), as well as its update that is due on M18. All necessary activities regarding this deliverable were co-lead by CERTH and AKT.

The **Project website** and the **Communication Kit** have been already developed as part of D7.1 [1]. All necessary activities regarding this deliverable were co-lead by CERTH and AKT.

Media communication and press releases will be released by other members of the consortium.

The **concept video** of the project will be generated on M14 when the prototype interfaces will be ready for pilot execution. Near the end of the project more demo videos will be generated showcasing the prototypes of PrismArch.

News and **social media** posts will be posted in our website and social media accounts, in order to inform our professional and business network regarding all news and updates from PrismArch's activities.

Publications are envisioned to be made by other members of the consortium.

In terms of **Networking and Clustering activities** we will utilize our participation on existing events to share the news about PrismArch with participants. Finally, it terms of communication with **potential clients** we anticipate that this type of activities will take place only after our prototypes have reached a stable state, thus during the second phase of our project, and more specific information will be provided in the updated version of the Dissemination and Communication Plan D7.5 [3] on M18.

4.8   Summary of activities

Table 5: Summary of activities

	PrismArch				
	Year 1		Year 2		
	Semester I	Semester II	Semester III	Semester IV	TOTAL
Dissemination plan (deliverables)	1	0	1	0	2
Project website	1	0	0	0	1
Communication Kit	1	0	0	0	1
Media communication, press releases	0	3	2	4	9
Audio-visual material (video)	0	2	5	5	12
Demonstration/participation in exhibitions/events	0	4	5	6	15
Social media posts	113	118	159	177	567
News posts	25	32	44	49	150

Publications in conferences/journals	2	2	9	11	24
Workshops/special sessions	1	2	2	5	10
Networking and clustering activities	1	3	5	7	16
Communication with potential clients	0	1	6	9	16

The overall dissemination activities are summarized in table 5.

The **Dissemination plan** will be programmed and reviewed by all partners, reported in this deliverable (D7.2), as well as its update D7.5 [3] that is due on M18.

Media communication and press releases will be released through PrismArch's and the consortium's dissemination system, taking advantage of each partner's connections in order to achieve the best possible outcome.

Video material will also be created by partners, in order to present and describe the overall workflow as well as specific operations within PrismArch.

Significant activity will take place in digital dissemination through the project's **website** and the **social media** accounts, as well as the consortium's partner's accounts, which will include posting of relevant news, activities, and publications.

We envisage a total of **twenty four (24) publications** throughout the lifetime of the project. We expect several conference publications by the end of the first year, and an increase of them during the second year, as the early work of PrismArch reaches a mature stage.

Ten (10) workshops and special sessions in conferences with other experts are planned around the end of each year of PrismArch in order to disseminate the findings and open problems of the research activities taken place.

We have begun a number of **collaborations** with other universities such as the Austrian Institute of Technology and the New York University, which are expected to lead to joint publications and research that can benefit PrismArch and lead to algorithmic breakthroughs that can be generalizable beyond the scope of this project. As the technology matures, we intend to approach **potential clients** during the 2nd year. The main goal of such meetings is to discuss possible exploitation potential of the standalone algorithmic libraries or the entire AI guidance package as implemented in PrismArch for broader re-use.

In terms of **Networking and Clustering activities,** there are already several initial steps that have been taken by several partners: McNeel, Austrian Institute of Technology, New York University, XR4ALL community are some of the organisations and institutions where the initial dissemination activities have reached a more stable networking and communication, with the intention to further strengthen our collaboration.

Finally, it terms of communication with **potential clients**, all partners anticipate that this type of activities will take place only after our prototypes have reached a stable state, thus during the second phase of our project. However, there are some initial steps taking place by establishing communication channels with EPIC, the vendor of the Unreal Graphics Engine.

5 Monitoring and impact assessment

In order to constantly monitor and keep track of the undertaken dissemination activities we have set up an activity/event reporting mechanism. This mechanism is essentially a questionnaire that was constructed based on the template presented in Appendix 8.1 and was made available using the corresponding service offered by google docs. Then, all partners are requested to fill-in this short questionnaire every time they performed a dissemination activity. In this way, we will be able to keep track of the undertaken activities in an automated way and have the flexibility to aggregate and present our activities from different perspectives (i.e., since all answers are documented as excel files) facilitating our dissemination report and impact assessment.

Finally, in terms of setting concrete and measurable objectives for assessing the impact of our dissemination activities, we have assembled at the proposal preparation phase the following Table specifying the overall consortium targets. This table is now refined based on the commitments received from all partners and will be used to evaluate the fulfilment of the specified targets on M18, where we will assess the impact of our activities and update our dissemination plan as part of D7.5-update [3]. It is worth noting that the targets have been set in the pre-pandemic era, which may affect some of them due to the cancellation of physical events and expos (e.g., the number of leaflets and brochures distributed).

Table 6: **Dissemination impact indicators and measuring methodology**

Disseminat.	Overall dissemination Obj.	Indicators	Consortium	Source/Methodology
Pilots	Demonstrate the technology gains of using PrismArch to potential customer businesses and public authorities	Number of Pilots	2	Project reporting
		Evaluators taking part (per pilot)	20	Project reporting
Conf &Events	Disseminate to our target groups in related events and identify commercial interest in our results	Number of events with project's presence	15	Project reporting
		Attendance per event (target groups)	50	Project reporting
		Potential client identification	15	Project reporting

		(in total)		
Workshops	Disseminate to our target groups and get feedback on the scientific and commercial value of our results	Number of organised workshops	10	Project reporting
		Attendance per workshop (target groups)	20	Project reporting
		Potential client identification (in total)	10	Project reporting
Scientific Dissemination	Diffuse scientific excellence and detect scientific interest in our results	Number of publications in peer-reviewed journals, conferences and other publications, in total from all partners combined	24	Project reporting
		Possible collaborations with the industry and/or SMEs	4	Project reporting
Market Focus Group	Reaching a focus audience and communicating the project's vision and objectives	Number of users	At least 10 users	Project reporting
		Diversification	At least 3 from each domain (Architects, Engineers, VR developers)	Project reporting
User Group	focus groups expected to be involved in the use cases	Number of users	At least 20 users	Project reporting
		Diversification	Corresponding to focus groups expected to be	

			involved in the use cases: architects, engineers, designers, VR experts	
Social Networks	Reach out target groups to encourage and stimulate communication in the fields related to PrismArch	Facebook, Twitter, LinkedIn	Participation in 2 groups and 2 discussion forums Total: 1000 views, 500 tags and followers	Social account analytics
Web	Dissemination channel to inform about the progress of the project, activities going on and related achievements	site visits per month / track download numbers from Mindesk website	500 visits / month / 25% increase of site visits per year	Google analytics
		Published News	51	Website entries
		Downloads per month (publications, deliverables, software etc.)	100	Google analytics, wordpress analytics
Ecosystem building	Attract developers and create and ecosystem around PrismArch platform	Number of training events (incl. webinars)	5	Project reporting
		Number of hackathons	1	Project reporting
		Number of themed events	2	Project reporting
		Number of participants per event (e.g. developers)	20	Project reporting

6 Conclusions

Whilst the AEC industry in Europe is a significant industry ripe for the innovation and disruption generated by PrismArch it is also a very competitive sector and one that has multiple stakeholders that all need to be engaged in different manners across different platforms.

For the long-term success of PrismArch, each of these different groups needs to be understood to a high level and involved in development from as early as possible. In this document, we have made a first segmentation of the different stakeholders that could be interested in our technologies and have set out tailored dissemination activities for each group. Furthermore, provisions have been made to reach out to the professionals in AEC industry, who are the main users of our platform, so that sufficient people participate in our pilots.

Long-term professional adoption in this sector will be more difficult to achieve unless significant capital is provided, so investors must be engaged early in the process. For this reason, in this plan we have also made special provisions and planned activities targeting this group so as to enable further developments and commercialization beyond the end of this project.

7   References

[1]   D7.1 - Project Communication Kit, January 31st, 2021

[2]   D8.2 – Data management plan, April 30, 2021

[3]   D7.5 – Dissemination and communication plan (Update), April 30, 2022

8   Appendix

8.1   Google Form for monitoring dissemination

PrismArch Dissemination Event Reporting

Please spend a minute to provide us with all the information we need in order to be able to report the dissemination events of the PrismArch project. By collecting & publishing your information we can report to the EC the dissemination work of the PrismArch project and we can also give your dissemination event some extra impact! We've made it as easy as possible!

PrismArch: Participation in dissemination events

About you

1. What is your name? *

* Required

Your answer

2. What company/institution you work for?
- ☐ CERTH
- ☐ UoM
- ☐ ZHVR
- ☐ ETH
- ☐ MINDESK
- ☐ AKTII
- ☐ SWECO

About the Event/Activity

3. Type of Event/Activity *

For example, publication, demonstration in an exhibition, communication with a potential client (if the activity is a scientific publication please make sure you fill in the information at the end of this form, under the label "Does your activity feature a publication?")

- ☐ Organisation of a Conference
- ☐ Organisation of a Workshop
- ☐ Press release
- ☐ Non-scientific and non-peer-reviewed publication (popularised publication)
- ☐ Scientific publication
- ☐ Exhibition
- ☐ Flyer
- ☐ Training
- ☐ Social Media
- ☐ Website
- ☐ Communication Campaign (e.g. Radio, TV)
- ☐ Participation to a Conference
- ☐ Participation to a Workshop
- ☐ Participation to an Event other than a Conference or a Workshop
- ☐ Video/Film
- ☐ Brokerage Event
- ☐ Pitch Event
- ☐ Trade Fair
- ☐ Participation in activities organized jointly with other H2020 projects
- ☐ Other

4. Official Title of the Event/Activity*

State the official title of the related event if applicable

Your answer

5. Place of the Event/Activity

Mention the place where the event/activity took place (include both the town and the country)

Your answer

6. Date of Event/Activity

State the date and place of the activity (if applicable)

Your answer

7. URL of the event/activity

Provide the url of the event/activity (if applicable)

Your answer

About the Impact

Target groups and estimated number of persons reached
In the context of this dissemination and communication activity, approximately how many people were reached that belong to a specific category below? Provide a number, e.g.: 5.

8. Scientific Community (Higher Education, Research)

Your answer

9. Industry

Your answer

10. Civil Society

Your answer

11. General Public

Your answer

12. Policy Makers

Your answer

13. Media

Your answer

14. Investors

Your answer

15. Customers

☐ (input box)

Your answer

16. Other

☐ (input box)

Your answer

17. Dissemination Instrument

☐ Face-to-face communication
☐ Newsletter
☐ Leaflet
☐ Factsheet
☐ Press release
☐ Media interview / article (TV, newspaper (also in its web version), radio station)
☐ Conference paper and / or talk
☐ Journal paper
☐ Invited speech
☐ Presentation / Demonstration
☐ Booth in exhibition / conference
☐ Event in conference (as attendee)
☐ Post in social media
☐ Post in web site

18. Purpose of Activity*

Select from one of the following categories:

☐ Raise awareness
☐ Foster design method and technology uptake
☐ Reach out to the end-users
☐ Diffuse the scientific and technological achievements

Other:

☐ (input box)

Your answer

19. Measurable Impact *

Select the indicator from the following list & note the numbers / percentages below:

☐ Visits / Views for web sites.
☐ Likes / Followers / Friends / Connections for social media.
☐ Downloads for tools / apps / software components.
☐ Attendees for events (provide an estimate of the number of people who will attend the event)

☐ Acceptance rate for conference publications
☐ Impact factor for journal publications.
☐ Participation (mention the number of subjects participating project organized activity like the pilots, organized special session, etc).

20. Measurable Impact Details

Provide the value for the above selected impact indicator (e.g. 400 attendees)

> Your answer

21. Exploitation pathway*

Select from the following categories:
☐ Attract clients
☐ Scientific excellence
☐ Networking

22. Notes

Provide free text that you may consider useful for describing your dissemination activity

> Your answer

Does your activity feature a publication?
If this is the case, please take the time to fill in all fields below.

23. DOI

> Your answer

24. Type of publication
☐ Article In Journal
☐ Publication in Conference proceedings / Workshop
☐ Book / Monograph
☐ Chapter in a Book
☐ Thesis / Dissertation

25. Repository Link

Link to a copy of the published version or the author's accepted manuscript that has been deposited in a pository for scientific publications, or to a page within that repository providing access to the deposited version (possibly after the end of an embargo period, where applicable). This is NOT a link to the publication on the journal / publisher website, and it is NOT a link to a personal or institutional home page where the publication may have been posted.

Your answer

26. Link to the publication

If the publication does not have a DOI, please enter a link to the publication on the journal / publisher website

Your answer

27. Title

Your answer

28. Authors

Your answer

29. Title of the Journal / Proceedings / Books series / Book (for book chapters

Your answer

30. Number, date or frequency of the Journal / Proceedings / Book

Your answer

31. Relevant pages

Your answer

32. ISBN

Your answer

33. Publisher

Your answer

34. Place of publication

Your answer

35. Year of publication

> Your answer

36. Is this publication available in Open-Access, or will it be made available?
☐ Yes - Available in Green Open Access
☐ Yes - Available in Gold Open Access
☐ No

37. Is this a peer-reviewed publication?
☐ Yes
☐ No

38. Is this a joint public / private publication?
Both the joint publications coming from public and private project participants as well as from private / public project participants with public / private organisations outside the consortium (as long as they are related to the funded project) should be reported.
☐ Yes
☐ No

8.2 Activity Description Template

| | <Name of the organization> | | | | |
| | Year 1 | | Year 2 | | |
	Semester I	Semester II	Semester III	Semester IV	TOTAL
Dissemination plan (deliverables)	0	0	0	0	0
Project website	0	0	0	0	0
Communication Kit	0	0	0	0	0
Media communication, press releases	0	0	0	0	0
Audio-visual material (video)	0	0	0	0	0
Demonstration/participation in exhibitions/events	0	0	0	0	0
Social media posts	0	0	0	0	0
News posts	0	0	0	0	0
Publications in conferences/journals	0	0	0	0	0
Workshops/special sessions	0	0	0	0	0
Networking and clustering activities	0	0	0	0	0
Communication with potential clients	0	0	0	0	0