



PrismArch

PrismArch

Deliverable No D7.5

Dissemination and Communication Plan (updated)

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Abstract	This deliverable constitutes the updated version of the initial dissemination and communication plan of PrismArch consortium that was presented in D7.2. It elaborates on the updated 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. Current updated deliverable aggregates the outcome of the planned activities, assessing
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	their impact and constituting the plan for the second piloting phase;
Keywords	Dissemination plan, impact assessment, impact indicators.

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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

This Deliverable is the updated version of the report D7.2 [1] that presented the initial dissemination and communication plan of PrismArch consortium and all the practices that PrismArch will follow to assure efficient promotion and dissemination of the project's outcomes throughout the project implementation and the pilots.

Current deliverable includes a full version of the promotion and dissemination policies, including more details and expanding on the information previously provided. An updated detailed communication plan for each partner for the second year of the project was added, along with the overall planning and scheduling for concluding the PrismArch series of webinars and use case demonstration events. Current updated deliverable aggregates the outcomes of the already concluded dissemination activities, assessing their impact. In addition, it constitutes the overall schedule for the webinars and piloting phase, aggregating the main targets in the planning and monitoring of impact assessment. These updates are included in section 6-7.

No further changes were necessary regarding the initial description and guidelines for the overall dissemination strategy, the indicative audiences and stakeholders and the dissemination instruments and methods.

2 Introduction

PrismArch enhances the use of mainstream interactive technologies in the AEC industry, fulfilling the necessity for an interdisciplinary tool capable of addressing 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. Furthermore, 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, such as major stakeholders, small and medium-sized enterprises (SMES), the investor community and academia, further analysed in section 4.

3 PrismArch Dissemination Strategy

The dissemination strategy PrismArch follows aims 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 to set out our dissemination plan and establish the mechanisms for assessing 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 connect 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.

3.1 Objectives

PrismArch's dissemination activities 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.

To be effective and efficient, the dissemination strategy is oriented towards the needs of the various audiences, using appropriate language and information levels, including various communication means and fully leverage 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 the consortium partners will execute via the route 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, to facilitate the establishment of a coherent dissemination plan, we have identified and elaborated 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 to achieve 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.
- **Reach out to the end-users** by establishing 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 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.

3.2 Directions

We have identified four directions that will motivate 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. For example, 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) by **reaching out to the end-users** and 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 of 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, 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.

3.3 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. Therefore, we identify and describe below 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 into achieving 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 by 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, 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 developed in the context of PrismArch could 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 emerge either 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 a strong academic and research profiles are also present in the PrismArch consortium with the largest part of their resources coming from exploiting their intellectual excellence. The core competence that is usually developed in these organisations is related to scientific excellence and specialised 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 the current state-of-the-art in many 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: In the field of research or enterprise, communication with like-minded people sharing the same interests and working on similar problems is of utmost importance for every active organisation. 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. organisation) known among peers, having the opportunity to present your work, discuss your ideas and set the ground for future collaborations.

4 Indicative Audiences and stakeholders for the project

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

The purpose of this deliverable is to set up the dissemination plan for the whole project so that each segment of stakeholders can be appropriately reached and the public can be engaged.

4.1 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 publications in top conferences and journals, special session organisation and special issue editorship is an important part of the PrismArch project. The project's academic partners have an extensive network of contacts across the research and development community in Europe. They will leverage these relationships 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** who are new in relevant fields and are searching for software paradigms to boost their research.

4.2 AEC Industry and B2B

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. The main key messages to be integrated in our promotional activities are:

1. Work in a VR-aided design environment that will be able to host both architects and engineers toward a common goal
2. Fulfil the necessity for an interdisciplinary tool capable of addressing 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

A variety of technologies and market segments, as well as customer bases, is relevant to PrismArch. When looking at the AEC industry from a B2B perspective, we need to consider that there are many different types of businesses that make up this sector and PrismArch focuses on architecture and VR, and proceeds to the most important secondary markets like 3D CAD design and gaming. In brief, they involve 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 disseminate PrismArch's main message further, and use the platform to develop similar applications. XR is changing architecture's present and future, and PrismArch's platform can provide an important professional tool enhancing technology innovation.

4.2.1 Software companies

Since PrismArch will interconnect with the software tools that are currently used in the AEC industry, it is essential 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 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

CAD systems are also an essential 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. In addition, 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.

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

4.2.2 Decision-makers

Raising further awareness regarding the benefits that a multi-user presence VR-aided design environment offers will lead to increased adoption of this technology in the corresponding industrial sector. Inevitably, when awareness is raised in industry stakeholders 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) who participate in the PrismArch consortium constitute major AEC industry stakeholders 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.

Decision-makers have a higher role within the organisation and will often be the overall budget holder. The decision-maker is likely to take a more strategic view of using new technologies and think about the broader benefits to the business.

4.2.3 End users

End users are likely to be more driven by their role within the organisation and look at how any new form of technology impacts them, either positively or negatively. Whilst they have less power than the decision-maker it is often more challenging to drive adoption with end users, due to their focus on their roles and less external exposure to marketing channels.

4.3 Investor Community

Due to the rising market share of the AEC industry, there has been an increase in interest in the associated technologies from investors. Therefore, 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 industry stakeholders 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.

Meetings with investors are sought to create early exploitation opportunities through existing industrial partnerships or connections with new entities willing to exploit the project results. All exploitation activities are further developed in D7.4 [7].

4.4 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, no official announcements for exhibition-related events by the EU commission were announced during the first year of the project. 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 XR4All¹ coordination and support action.

¹ <https://xr4all.eu/>

5 Instruments and methods for reaching out to the indicative audiences and stakeholders for the project

5.1 Project website and communication kit

This package refers to the project website², dissemination material³ (poster, leaflet, factsheet) and a video demonstration⁴ for the project's vision and goal, as well as frequent updates of the project's social media accounts (i.e., Twitter⁵, LinkedIn⁶, Facebook⁷) and Youtube channel⁸. The project communication kit ensures consistent communication of the project's concept, objectives and results. The poster and flyer are distributed at project workshops and conferences, where project members participate and will be updated throughout the use case demonstrations to include new and important outcomes in a demonstration kit, incorporating 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;

All relevant documentation and platform manuals are already available in the project's website⁹ and will constantly be updated. The project communication kit has already been developed and presented in D7.1 [2]. Our social media channels push out information about the benefits and relevance of the technologies of PrismArch, aiming to engage our early users as ambassadors for the service. A key idea is to also use them as co-creators of improved service designs, increasing engagement while ensuring a great fit with the needs and desires of end-users.

Press releases and media presence are very effective tools for reaching out to the general public and raising awareness. Therefore, 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 organisations (e.g. for distributing the press releases).

5.2 Demonstration/participation in exhibitions/events

A series of networking events aiming at AEC experts, industry and the scientific community on an EU level have already been organised. These focus on promoting and communicating project outcomes through short presentations dealing with different aspects of VR collaboration in AEC projects, showcasing how these aspects have been dealt with within PrismArch. In section 6 we present all networking activities that have already been organised and our ideas and plans for future events.

² <https://prismarch-h2020.eu/>

³ <https://prismarch-h2020.eu/dissemination/>

⁴ https://www.youtube.com/watch?v=6xGjiNi2XdQ&ab_channel=PrismArch

⁵ @Prismarch_h2020 https://twitter.com/Prismarch_h2020

⁶ @PrismArch <http://prismarch-project.eu>

⁷ @PrismarchH2020 <https://www.facebook.com/PrismarchH2020>

⁸ @PRISMARCH <https://www.youtube.com/channel/UC958Kydn3wTsv-DQkklI5g>

⁹ <https://prismarch-h2020.eu/docs/>

5.3 Direct communication with stakeholders

All PrismArch partners will get in touch with active companies 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 and participation in relevant industry and scientific events. In addition, all PrismArch partners will approach relevant stakeholder groups and organisations.

5.4 Establishment of close links with EU framework projects

All PrismArch partners will be involved in numerous Consortia of European projects, to disseminate PrismArch and exploit synergies and create clusters of like-minded professionals and domain relevant projects. Particular importance under this instrument is the liaison with the community of XR4ALL¹⁰, where we have already established contact with the intention to further strengthen our collaboration. (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.

5.5 Scientific publications and open-source software

The project's scientific results will be published in high-quality journals and presented in conferences and workshops, as well as shared in open source communities like GitHub¹¹, 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 entire text in on-line repositories like Zenodo¹² and the project's website (further analysed in D8.2 [3]). This instrument aligns with the direction of diffusing our achievements and addresses the target groups of researchers and peers.

¹⁰ <https://xr4all.eu/>

¹¹ <https://github.com/prismarch-h2020>

¹² <https://zenodo.org/>

6 Planning and Impact Assessment – Concluded and Planned Activities

6.1 Methodology for setting out the dissemination plan

The dissemination plan was provided to All PrismArch partners 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.

For the needs of D7.2 [1], the goal was for each partner to document the intended dissemination activities using the template of Appendix 8.2 and the background information of Sections 3-5: 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 identified the point in the project's time scale when they expect to undertake each dissemination activity (i.e. in terms of semesters). The same template was also used for the needs of the current updated deliverable and was circulated to all partners to resubmit their plan for the 2nd year of the project. The filled-in templates were subsequently summarised into tables composing a list of concrete dissemination actions allowing the dissemination task leader to follow up, assess and eventually correct the planned actions in terms of the reached measured impacts.

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 in google forms¹³. 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 automated 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.

In the following, we provide the filled-in templates for each partner and the necessary clarifications. The tables include the results for implemented activities for the first year of the project and planning activities for year 2. Finally, Section 6.9 presents the aggregated template for the entire project and discusses the distribution of the envisaged dissemination efforts across partners

6.2 Centre for Research and Technology Hellas (CERTH)

Activities	CERTH				
	Year 1		Year 2		Year 2 (Total)
	Target for Year 1	Implemented in Year 1	Semester III	Semester IV	
Dissemination plan (deliverables)	1	1	1	0	2
Project website	1	1	0	0	1

¹³https://docs.google.com/forms/d/e/1FAIpQLSfOlcYnxM-DuYzN6xo2lTYh6OXjgBtavUH3Llthv6Ny_KwKDg/viewform

Communication Kit	1	1	0	1	2
Media communication, press releases	1	1	0	1	1
Audio-visual material (video)	0	0	0	1	1
Demonstration/participation in exhibitions/events	1	2	1	2	3
Social media posts	102	217	70	70	140
News posts	21	20	10	15	25
Publications in conferences/journals	1	1	2	1	3
Workshops/special sessions	0	0	0	1	1
Networking and clustering activities	1	1	1	1	2
Communication with potential clients	0	0	1	1	2

The **Dissemination plan** refers to D7.2 [1] and current deliverable D7.5 [4]. CERTH co-lead 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 [2]. Significant Updates are envisaged as part of the updated dissemination plan and based on the feedback received from executing the pilots. Updates on news, documentation and results are regularly posted on the project's website. CERTH co-leads all necessary activities regarding this deliverable in collaboration with AKT.

Media communication and press releases are shared through the project's social media accounts. In contrast, the promotional material for the webinar series will be implemented in October and will be released through the liaison office of CERTH that maintains an extended mailing list of journalists.

The **concept video** of the project is already generated by AKT. CERTH contributed by providing all necessary content and feedback for its creation. Near the end of the project, more demo videos will be developed showcasing the prototypes of PrismArch.

CERTH also participated in the following **events/workshops**, further networking and communicating PrismArch's developments and functionalities:

- XR4ALL & XR4Europe- Moving Towards a Massive Use of XR in EU Industrial Processes¹⁴ (August 2021, online)
- Connect! By Speckle¹⁵ (October 2021, online)
- E3STEM Workshop¹⁶ (November 2021, online)

Moreover, a special workshop is scheduled to virtually take place by the end of June 2022 in conjunction with Atlantis¹⁷, an EU project developing an authoring tool for indoor augmented and diminished reality experiences. Having a common target group, the workshop will be shared with all AEC relevant audiences and stakeholders, while XR4all

¹⁴ <https://xr4all.eu/event/webinar-moving-towards-a-massive-use-of-xr-in-eu-industrial-processes/>

¹⁵ <https://hopin.com/events/connect-50c0df4f-24ce-44b4-a9ad-4c980cba28e1>

¹⁶ <http://e3stem.edu.gr/wordpress/?lang=el>

¹⁷ <https://atlantis-ar.eu/>

initiative will also share it through their marketing channel, further promoting PrismArch and its outcomes.

News we post in our site are automatically published in all **social media** accounts. Additionally, social media are used to share additional information about the project, enhancing engagement in the AEC industry: more than 200 posts were shared, gaining 27.4 K total impressions.

We envisaged **four (4) publications** throughout the lifetime of the project. At the end of the first year, we generated one conference publication¹⁸ 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 XR4ALL¹⁹ to participate in webinars and workshops organised during the 2nd year of the project. PrismArch has been publishing its milestones, such as submitting 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, in terms of communication with **potential clients**, we anticipate that this type of activity will occur only after our prototypes have reached a stable state, thus during the second phase of our project. However, some initial steps 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. EPIC raised the interest 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 adopting AMDs' FEM Unreal plugin, available also as open-source in the alpha version as PrismArch is also trying to integrate it into its pipeline.

6.3 Universita Ta Malta (UOM)

Activities	UOM				
	Year 1		Year 2		Year 2 (Total)
	Target for Year 1	Implemented in Year 1	Semester III	Semester IV	
Dissemination plan (deliverables)	1	1	0	1	1
Project website	0	0	0	0	0
Communication Kit	0	0	0	0	0
Media communication, press releases	1	1	0	1	1
Audio-visual material (video)	2	0	2	2	4
Demonstration/participation in exhibitions/events	1	9	0	1	1
Social media posts	30	30	10	10	20
News posts	13	13	2	2	4
Publications in conferences/journals	3	3	2	2	4

¹⁸ SuSketch: Surrogate Models of Gameplay as a Design Assistant, IEEE Transactions on Games

¹⁹ <https://xr4all.eu/>

Workshops/special sessions	2	0	0	2	2
Networking and clustering activities	2	1	2	3	5
Communication with potential clients	0	0	1	2	3

The dissemination plan refers to D7.2 [1] where ETH supported CERTH and AKT on this activity where needed. It also refers to updated D7.5 [4] for the project's second year.

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

Throughout the project, also 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 **five (5) publications** throughout the lifetime of the project. We already had three conference publications by the end of the first year:

- SuSketch: Surrogate Models of Gameplay as a Design Assistant²⁰, IEEE Transactions on Games
- ARCH-Elites: Quality-Diversity for Urban Design²¹, GECCO '21: Proceedings of the Genetic and Evolutionary Computation Conference Companion
- Architectural Form and Affect: A Spatiotemporal Study of Arousal²², 2021 9th International Conference on Affective Computing and Intelligent Interaction (ACII)

During the second year, one journal publication 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.

UOM also participated in the following **events/workshops**, further networking and communicating PrismArch's developments and functionalities:

- Proceedings of the Genetic and Evolutionary Computation Conference²³, 2021
- 9th International Conference on Serious Games and Applications for Health²⁴, SeGAH 2021 (Game development)
- Illuminating Design via AI and Games (Online event, July 2021)
- XIV Seminar on Digital Games, Education and Communication (Online event, June 2021)

²⁰

http://antoniosliapis.com/papers/susketech_surrogate_models_of_gameplay_as_a_design_assistant.pdf

²¹ <https://arxiv.org/pdf/2104.08774.pdf>

²² <https://www.acii-conf.net/2021/>

²³ <https://gecco-2021.sigevo.org/HomePage>

²⁴ <https://www.segah.org/2021/index.html>

- 3rd International Conference Digital Culture & AudioVisual Challenges²⁵
- Artificial Intelligence, Affective Computing and Games: Healthcare, Learning and Adaptive Interaction²⁶
- Symposium on Cognitive Computing and Hybrid Intelligence --- an interdisciplinary series (Online event, November 2021)
- European Space Agency (ESA), Advanced Concepts Team (ACT), Seminar on AI and Games (Online event, June 2021)

UOM organised the following **events/workshops**:

- 3rd International Summer School on Artificial Intelligence and Games²⁷ (Game development)
- AI Cafe: The AI Game Changer²⁸ (Online event, April 2022)
- AI Cafe: AI and Player Experience²⁹ (Online event, May 2022)

Two workshops and special sessions in conferences with other experts in artificial intelligence and intelligent design are planned around the end of year 2 to disseminate the findings and open problems of the research activities of UoM.

We have begun several **collaborations** with other universities, such as the Austrian Institute of Technology and New York University, which we expect 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 the possible exploitation potential of the standalone algorithmic libraries or the entire AI guidance package as implemented in PrismArch for broader re-use.

6.4 Zaha Hadid Limited (ZHA)

Activities	ZHA				
	Year 1		Year 2		Year 2 (Total)
	Target for Year 1	Implemented in Year 1	Semester III	Semester IV	
Dissemination plan (deliverables)	1	1	0	1	1
Project website	0	0	0	0	0
Communication Kit	0	0	0	0	0
Media communication, press releases	0	1	0	1	1
Audio-visual material (video)	0	0	0	0	0
Demonstration/participation in exhibitions/events	0	2	0	1	1
Social media posts	1	1	3	5	8
News posts	0	0	0	2	2

²⁵ <https://avarts.ionio.gr/dcac/2021/en/schedule/213/>

²⁶ <https://robertlowe2.gitlab.io/workshopaiemotionsgames/>

²⁷ <https://school.gameaibook.org/>

²⁸ https://www.youtube.com/watch?v=w78qK-6t_Zg

²⁹ https://www.youtube.com/watch?v=MXJmDvwz0Js&ab_channel=AI-Cafe

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

The dissemination plan refers to D7.2 [1] where ETH supported CERTH and AKT on this activity where needed. It also refers to updated D7.5 [4] for the project's second year.

ZHA participated in CCSF Building Industry Mixer, an online event made on April 2021, further networking and communicating PrismArch's developments and functionalities. In addition, Helmut Kinzler participated as a guest lecturer at the Introduction to Architecture Course in City College of San Francisco, presenting the PrismArch platform.

A whitepaper³⁰ was also published and shared through ZHA marketing channels, further promoting PrismArch and its novel functionalities in VR real-time collaboration.

News and **social media** posts will be further generated in year 2, to complement publications as well as relevant news and activities in the context of the project's implementation and will be posted on the website and social media accounts to inform our professional and business network regarding all news and updates from PrismArch's activities.

ZHA also participates in the exhibition Meta-Horizons: The Future Now³¹, further presenting PrismArch among their work. **Workshops and special sessions in conferences** with other experts and professionals are also planned during the 2nd year of PrismArch to disseminate the activities' findings.

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.

6.5 Mindesk Societa a Responsabilita limitata

Activities	MINDESK					
	Target for Year 1	Year 1		Year 2		Year 2 (Total)
		Implemented in Year 1	Semester III	Semester IV		
Exploitation plan (deliverables)	0	0	1	1	2	

³⁰ Sphereing: A Novel Framework for Real-time Collaboration and Co-presence in VR, https://www.researchgate.net/publication/354248625_Sphereing_A_Novel_Framework_for_Real-time_Collaboration_and_Co-presence_in_VR_ZHVR_White_Paper

³¹ <https://ddp.or.kr/index.html?menu=239&site=2&bbsno=420&boardno=15&cateSched=15&bbstopno=420&act=view>

Project website	0	0	0	0	0
Communication Kit	0	0	0	0	0
Media communication, press releases	1	0	0	1	1
Audio-visual material (video)	0	0	0	1	1
Demonstration/participation in exhibitions/events	1	0	0	1	1
Social media posts	2	2	0	5	5
News posts	0	0	0	1	1
Publications in conferences/journals	0	0	0	0	0
Workshops/special sessions	1	0	0	1	1
Networking and clustering activities	0	0	0	1	1
Communication with potential clients	1	0	0	2	2

Exploitation plan refers to D7.3[5] and its update in M24 D7.6 [6], and its updates. In addition, Mindesk provided its input regarding the dissemination activities to the Deliverable co-leaders.

Media communication and press releases will be released on Mindesk's website and additional materials will be published to keep the public informed about Mindesk's activities in the context of PrismArch. There is already one press release³² shared through Mindesk's contacts and marketing channels, and another one is scheduled upon the pilot's launch.

After the publication of the **concept video** of the project, Mindesk will also 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 BIM-centric events 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.

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

In terms of **Networking and Clustering activities**, we intend to approach **potential clients** during the 2nd year, after the use case demonstration event. Mindesk is already trying to involve **potential clients** to develop a solution as close as possible to their needs and wishes.

³² https://cdn-api.markitdigital.com/apiman-gateway/ASX/asx-research/1.0/file/2924-02390237-6A1038915?access_token=83ff96335c2d45a094df02a206a39ff4

6.6 Eidgenössische Technische Hochschule Zuerich (ETH Zürich)

Activities	ETH					
	Target for Year 1	Year 1		Year 2		Year 2 (Total)
		Implemented in Year 1	Semester III	Semester IV		
Dissemination plan (deliverables)	1	1	1	0	1	
Project website	0	0	0	0	0	
Communication Kit	0	0	0	0	0	
Media communication, press releases	0	0	0	1	1	
Audio-visual material (video)	0	0	0	0	0	
Demonstration/participation in exhibitions/events	0	0	0	1	1	
Social media posts	5	5	0	3	3	
News posts	1	1	0	3	3	
Publications in conferences/journals	0	0	0	2	2	
Workshops/special sessions	0	0	0	1	1	
Networking and clustering activities	0	1	0	1	1	
Communication with potential clients	0	0	0	0	0	

The dissemination plan refers to D7.2 [1] where ETH supported CERTH and AKT on this activity where needed. It also refers to updated D7.5 [4] for the projects' second year.

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

Video will be produced together with other consortium partners to complement scientific publications and is scheduled upon the use case demonstration event.

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

We envisage **two (2) publications** throughout the lifetime of the project. During the second year, we anticipate generating one conference publication and one journal publication. 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 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. There was, however, an initiative in regards to the networking activities, as during the first year of the project ETH introduced the PrismArch mission and objectives to an industry representative of large firm (Trimble), shared links to the public domain reports (hosted in Zenodo) to foster the uptake of research outputs and agreed for more outreach exchanges upon the pilot's launch.

6.7 AKT II Limited

Activities	AKT				
	Year 1		Year 2		Year 2 (Total)
	Target for Year 1	Implemented in Year 1	Semester III	Semester IV	
Dissemination plan (deliverables)	1	1	0	1	1
Project website	1	1	0	0	0
Communication Kit	1	1	0	1	1
Media communication, press releases	1	1	0	1	1
Audio-visual material (video)	0	0	1	1	2
Demonstration/participation in exhibitions/events	1	0	0	2	2
Social media posts	30	5	2	5	7
News posts	21	1	0	2	2
Publications in conferences/journals	0	0	0	1	1
Workshops/special sessions	0	0	0	1	1
Networking and clustering activities	1	0	0	2	2
Communication with potential clients	0	0	0	3	3

The **dissemination plan** refers to D7.2 [1] and current deliverable D7.5 [4]. AKT co led 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 [2]. 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. Updates on news, documentation and results are regularly posted on the project's website. AKT co-leads all necessary activities regarding this deliverable in collaboration with CERTH.

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

AKT generated the concept video of the project on M14.. Upon the end of the project more demo videos will be generated showcasing the prototypes of PrismArch.

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

We envisaged a total of **one (1) publication** throughout the projects' lifetime.

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

Finally, in terms of communication with **potential clients**, we anticipate that this type of activity will occur only after our prototypes have reached a stable state, thus during the second phase of our project. However, several initiatives have already been made, with more tangible outcomes and activities to be expected upon the pilot's launch. Some of the initiatives that we have made regarding the clustering activities and communication with potential clients are listed below; we have promoted PrismArch and its overall concept in communications we had with our contacts from the AEC industry.

Architects/ Designers

- Heatherwick Studio
- Dorte Mandrup Arkitekter A/S
- UN Studio
- Studio Fuksas
- Bjarke Ingels Studio (BIG)
- 3XN
- KPF
- Populous
- Tyrens AB

Clients/ Other

- York University
- KKAA
- LSE
- Gardiner and Theobald
- PineBridge (investors)
- Harvard University
- The Bartlett Bio Id Course (academia)

6.8 Sweco UK Limited (SWEKO UK LTD)

Activities	SWEKO				
	Year 1		Year 2		Year 2 (Total)
	Target for Year 1	Implemented in Year 1	Semester III	Semester IV	
Dissemination plan (deliverables)	1	1	0	1	1
Project website	0	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	0	0
Demonstration/participation in exhibitions/events	0	0	0	0	0
Social media posts	1	1	1	2	3
News posts	2	0	0	2	2
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

The dissemination plan refers to D7.2 [1] where ETH supported CERTH and AKT on this activity where needed. It also refers to updated D7.5 [4] for projects' second year.

Other members of the consortium will release **media communication and press releases**.

News and **social media** posts will be shared on our website and social media accounts, 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 utilise our participation in current events to share the news about PrismArch with participants. Finally, in terms of communication with **potential clients**, we anticipate that this type of activity will occur only after our prototypes have reached a stable state, thus during the second phase of our project and upon the pilot's launch.

6.9 Summary of activities

The overall dissemination activities that were implemented in the first year of the project are summarised in table 6-1, in comparison to the initial commitment by all partners. The implemented activities were slightly less than the initial commitments, as several events were cancelled due to Covid's latest outburst. However, there was sufficient participation in events and workshops that took place virtually. The table also summarises the activities implemented by all partners during the first semester of year 2 (November 2021 – April 2022) and total commitments for the project's last six months (May 2022 – October 2022).

Table 6-1: Summary of activities

Activities	TOTAL				
	Year 1		Year 2		Year 2 (Total)
	Target for Year 1	Implemented in Year 1	Semester III	Semester IV	
Dissemination plan (deliverables)	1	3	1	1	2
Project website	1	1	0	0	0
Communication Kit	1	1	0	2	2
Media communication, press releases	4	4	0	6	6
Audio-visual material (video)	2	0	3	5	8
Demonstration/participation in exhibitions/events	4	13	1	8	9

Social media posts	170	360	85	98	183
News posts	56	35	12	25	37
Publications in conferences/journals	4	4	4	7	11
Workshops/special sessions	3	0	0	7	7
Networking and clustering activities	4	3	3	8	11
Communication with potential clients	1	0	2	10	12

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

Additional video material will also be created by partners, presenting PrismArch and its functionalities, describing the overall workflow and specific operations within the platform.

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

We envisage **eleven (11) publications** throughout the lifetime of the project. However, we expect the vast majority of them during the second year, as the early work of PrismArch reaches a mature stage.

Participation in **seven (7) workshops and special sessions in conferences** with other experts is planned around the end of year 2 of PrismArch to disseminate the findings and open problems of the research activities.

We have begun many **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 generalizable beyond the scope of this project. As the technology matures, we intend to approach **potential clients** during the pilot's launch.

In terms of **Networking and Clustering activities**, there are already several initial steps that several partners have taken: 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, in terms of communication with **potential clients**, all partners anticipate that this type of activity will occur only after our prototypes have reached a stable state and upon the use case demonstration, thus during the second phase of our project. However, some initial steps are taking place by establishing communication channels with several professionals from the AEC industry.

7 Further Engagement Activities

7.1 Thematic webinars

As part of our educational activities, we plan to organise a series of webinars to educate interested stakeholders (AEC professionals and companies but also researchers with interest in XR technologies on AEC) on the project’s scientific background and the different PrismArch modules.

Webinars are essentially seminars or workshops held over the Internet, and they can be a presentation, discussion, demonstration, or other instructional sessions. Webinars allow large groups of participants to engage in online discussions or training events and share audio or documents, even when they are not in the same place as the host or in the same room where the presentation is taking place.

The webinar series will be communicated and promoted as a whole to PrismArch’s target audiences. The suggested timeframe for their implementation is on M23 – M24 of the project, where the platform development will reach a stable point in its ready to test version for the use case demonstration. This will further promote the pilot event and engage professionals from AEC Industry, investors and the research community with the project. The webinar series will be oriented in PrismArch’s main development, with an indicative schedule and contributors presented in figure 7-1.

<p>September 9 <i>Defining requirements of a collaborative environment for VR-aided design in architecture</i></p>	<ul style="list-style-type: none"> • Presented by ZHVR, AKT II • present the <u>PrismArch</u> platform and its functionalities
<p>September 23 <i>AI for content creation and design suggestions in AEC</i></p>	<ul style="list-style-type: none"> • Presented by UOM • present the tools and methods employed in the <u>PrismArch</u> platform for the AI assistive tools and automatic content generators
<p>October 7 <i>Cognition aspects of collaborative VR-aided design environments</i></p>	<ul style="list-style-type: none"> • Presented by ETH • Discussion on cognitive, spatial, and navigational performance of users in collaborative virtual design environments, as well as the ability to author, take decisions, and being productive in the VR environment
<p>October 21 <i>Blending multi-simulations results and BIM notations within a VR-aided design environment: System Integration and development</i></p>	<ul style="list-style-type: none"> • Presented by CERN • Provide a clear understanding of the tools created in <u>PrismArch</u>’s integration and development of the collaborative VR-aided design environment

Figure 7.1: PrismArch’s webinar series indicative program

7.2 Use case Demonstration

One themed event will be organised to demonstrate and promote project results to major stakeholders and AEC experts. The event will be organised during the second phase of usage scenarios for demonstration (October 2022) as a one-day or half-day workshop that will allow attendees to:

- be informed about the advantages of using the PrismArch platform to assist AEC projects;
- see how the platform has been used in a specific pilot to assist AEC professionals in making decisions related to specific architectural, structural and MEP engineering issues, enabling all relevant disciplines to interconnect and collaborate in PrismArch's VR-aided design environment;
- explore the PrismArch's interface and functions themselves guided by the AEC experts of the PrismArch consortium involved in the specific usage scenarios for demonstration (SWECO, ZHVR, Mindesk, ETH Zürich, AKT II Limited)
- discuss how they could use the platform to assist them in making decisions about their work and activities on AEC projects they are currently involved in;
- share experiences about the current workflow adopted by their organisation, talk about the challenges they usually face, and discuss how the PrismArch platform could be integrated into their internal decision-making process and what benefits it could offer.

Participants' feedback will be collected, explaining the challenges and problems they have been dealing with and how PrismArch helped them make more accurate and efficient decisions.

8 Monitoring 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 (8-1) specifying the overall consortium targets. This table is initially refined based on the commitments received from all partners and is used to evaluate the fulfilment of the specified targets in the currently updated deliverable. It is worth noting that the initial targets and KPIs have been set in the pre-pandemic era, which have affected their overall results due to the cancellation of physical events and expos.

All details on initial KPIs and results on dissemination activities implemented until April 2022 are presented in table 8-1. The pilots are scheduled upon the last month of the project as analysed in D7.4 [7], where the PrismArch platform will reach its final version. The same applies to the user group expected to be involved in the use case demonstration.

COVID-19 crisis has fundamentally changed all aspects of everyday life: working and daily activities during and after the pandemic were highly involved with new technologies for remote networking and collaboration. This also affected the number of conferences, events and workshops that were concluded and PrismArch participated in, compared to the initial KPIs. Regarding the scientific dissemination, a large number of publications is expected in the last phase of the project, where all main developments will be concluded. The same applies to networking activities and potential client identification among AEC industry: several networking initiatives have been concluded and still more extensive and concluding outcomes are expected upon the pilot launch.

Remote networking and collaboration were also detectable in the project's overall web presence, as all relevant KPIs for web presence and social media activity are already approximately reached.

Certain activities such as the hackathon were omitted, as the overall development of PrismArch's platform was more oriented toward collaboration and integration of already existing tools and platforms (e.g. Speckle). As a result, networking activities with professionals in the AEC industry were prioritised. In addition, a prime focus audience to communicate the project's vision and objectives has already been reached, originating from Engineering, Architecture and VR industry.

Table 8-1: Dissemination impact indicators and measuring methodology

Activity	Objectives	Indicators	KPIs	Results (until April 2022)
Pilots	Demonstrate the technology gains of using PrismArch to potential customer businesses and public authorities	Number of Pilots	2	To be implemented
		Evaluators taking part (per pilot)	20	To be implemented

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	4
		Attendance per event (target groups)	50	50
		Potential client identification (in total)	15	5
Workshops	Disseminate to our target groups and get feedback on the scientific and commercial value of our results	Number of organised workshops	10	1
		Attendance per workshop (target groups)	20	30
		Potential client identification (in total)	10	0
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	3
		Possible collaborations with the industry and/or SMEs	4	2
Market Focus Group	Reaching a focus audience and communicating the project's vision and objectives	Number of users	At least 10 users	5
		Diversification	At least 3 from each domain (Architects, Engineers, VR)	2 Engineers, 1 Architect, 2 VR Developers

			developers)	
User Group	focus groups expected to be involved in the use cases	Number of users	At least 20 users	To be implemented
		Diversification	Corresponding to focus groups expected to be involved in the use cases: architects, engineers, designers, VR experts	To be implemented
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	Participation in 2 groups and 2 discussion forums 27.4 K Impressions 282 followers, 318 posts
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	Year 1: 356 visits / month, Year 2: 630 visits / month
		Published News	51	30
		Downloads per month (publications, deliverables, software etc.)	100	33 downloads / month (620 in total)
Ecosystem building	Attract developers and create and ecosystem around	Number of training events (incl. webinars)	5	To be implemented
		Number of hackathons	1	-

	PrismArch platform	Number of themed events	2	4
		Number of participants per event (e.g. developers)	20	50

9 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 with 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 segmented 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 the AEC industry, who are the primary users of our platform, so that sufficient people participate in our pilots. The current updated deliverable aggregates the outcomes of the already concluded dissemination activities, assessing their impact.

Long-term professional adoption in this sector will be more challenging to achieve unless significant capital is provided, so investors must be engaged early. 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.

10 References

- [1] D7.2 - Dissemination and communication plan, May 21st, 2021
- [2] D7.1 - Project Communication Kit, January 31st, 2021
- [3] D8.2 – Data management plan, April 30, 2021
- [4] D7.5 - Market analysis and exploitation plan (Update), M24
- [5] D7.3 - Market analysis and exploitation plan, October 31st, 2021
- [6] D7.6 - Market analysis and exploitation plan (Update), M24
- [7] D7.4 - Engagement strategies: plan and material, October 31st, 2021

11 Appendix

11.1 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

Your answer

16. Other

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:

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 repository 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

11.2 Activity Description Template

Activities	<Name of the organization>				
	Year 1		Year 2		Year 2 (Total)
	Target for Year 1	Implemented in Year 1	Semester III	Semester IV	
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