



BEEYONDERS

Dissemination and Communication Plan

D8.1: Dissemination and Communication Plan **WP8, T8.2**

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Table of contents

Technical references.....	2
Table of contents	3
List of Tables.....	4
List of Figures	5
Disclaimer	6
Executive Summary.....	7
1. Introduction: an integrated approach to communication, dissemination and exploitation	8
1.1. Introduction.....	8
1.2. Objectives and approach to dissemination, communication and exploitation	9
2. Dissemination and Communication	12
2.1. Preliminary Key Exploitable Results identification and exploitation pathways	12
2.2. Target audiences & key stakeholder.....	13
2.3. Key messages at general and stakeholder level	13
2.3.1. Key messages at the project level	14
2.4. A tailored approach to Dissemination and Communication	17
2.5. Dissemination and Communication channels.....	18
2.5.1. Website and landing page.....	19
2.5.2. Social networks	22
2.5.3. Newsletter.....	23
2.5.4. Media multipliers	24
2.5.5. Youris.com platform.....	24
2.5.6. Partners corporate websites	25
2.6. Dissemination and Communication materials and formats	26
2.6.1. Formats	26
2.6.2. Communication kit.....	27
2.6.3. Scientific publications	27
2.6.4. Info-packs.....	27
2.6.5. Innovation handbook.....	28
2.6.6. Editorial contents	28
2.6.7. Journalistic articles	29
2.6.8. Press and news releases	30
2.6.9. Video production	30



2.7. Clustering activities and synergies.....	31
2.8. Events attendance	33
2.9. Management of communication and dissemination.....	34
2.9.1. Responsibility in the consortium	34
2.9.2. Stakeholder database	36
2.10. Monitoring and impact assessment	36
2.10.1. Monitoring methodology	37
2.10.2. ICONS's engagement indexes.....	39
2.10.3. Timeline.....	40
2.11. The project's visual identity	42
3. Conclusions	44
4. Annexes	45
4.1. Brandbook	45

List of Tables

Table 1. Difference between dissemination and communication	10
Table 2. BEEYONDERS needs and expected outcomes	10
Table 3. Key Messages.....	14
Table 4. Target Group & C&D Dissemination Formats & C&D Channels	17
Table 5. Dissemination & Communication Channels	18
Table 6. Website accountability	22
Table 7. Social media accountability	23
Table 8. Newsletter accountability.....	24
Table 9. Multipliers accountability	24
Table 10. Partners social media channels	25
Table 11. Material/Format	26
Table 12. Communication kit accountability	27
Table 13. Scientific publications accountability	27
Table 14. Info packs accountability	28
Table 15. Handbook accountability	28
Table 16. Editorial Content.....	28
Table 17. Journalistic Articles Accountability	29
Table 18. Press and News Releases Accountability	30
Table 19. Videos accountability.....	31
Table 20. Sister projects	31
Table 21. Memberships	32
Table 22. Potential synergies.....	32
Table 23. Upcoming events	33
Table 24. Events accountability	34
Table 25. BEEYONDERS' partnership accountability in communication and dissemination.....	35
Table 26. Outreach indicators for the assessment of the C&D campaigns.....	38
Table 27. Engagement indicators for the assessment of the C&D campaigns.....	38



Table 28. Monitoring accountability 39

Table 29. Timeline M1-M21 40

Table 30. Visual identity accountability..... 43

List of Figures

Figure 1. Definition of CDE: European Commission 9

Figure 2. BEEYONDERS website homepage..... 20

Figure 3. Landing page..... 21

Figure 4. Impacts generated by the BEEYONDERS communication and dissemination activities 37

Figure 5. Brand personality exercise results..... 42

Figure 6. BEEYONDERS logo..... 43



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Executive Summary

This Communication & Dissemination (D&C) plan sets out the strategy to effectively promote BEEYONDERS results, defining the processes and activities to be implemented and guiding stakeholders towards the maximization of the impacts. The document represents a guide to ensure the good management of the overall communication and dissemination activities. Such a strategy defines the goals and objectives, the targets, the tools and the channels that will maximise the project outreach.

The document outlines the Communication and Dissemination activities, with an eye to the Exploitation of the project's results and builds a comprehensive framework aiming to clearly outline and explain how each of the identified target audiences are going to be engaged to foster their acceptance of the project's results. This is possible thanks to an initial identification and definition of BEEYONDERS key exploitable results (KERs) and a preliminary mapping of stakeholder groups. It goes on with the definition of targeted key messages and the identification of the most suitable dissemination tools and channels, outlining a timeline, and envisioning proper dissemination pathways. Moreover, the plan includes monitoring activities to ensure the outreach of content and the engagement with the project, thus assessing its impact on target audiences.

Chapter 1 describes the BEEYONDERS integrated approach to dissemination, communication, and exploitation, including a summary of the key objectives.

Chapters 2 focuses on communication and dissemination activities. The starting point is the preliminary identification of BEEYONDERS Key Exploitable Results (KERs) that leads to the definition of the target audiences BEEYONDERS consortium wants to reach and the identification of key stakeholders that can support maximizing project impact. Subsequently, the chapter describes the key messages and different D&C communication materials and formats that will be used to circulate information and promote project's results. In particular, section 2.5 is dedicated to D&C channels and 2.8 is a preliminary list of events and clustering initiatives that will be targeted to guarantee a wide dissemination of the project's outcomes, during its duration and potentially after its end. This section also outlines how dissemination and communication will be managed; it describes both the responsibility within the BEEYONDERS consortium and between ICONS and the rest of the partners involved in D&C&E activities. The monitoring part looks at ICONS monitoring processes with reference to the D&C activities' impacts, and the indicators that will be used to monitor the community's engagement with our communication materials. Finally, the chapter illustrates ICONS' activity for the elaboration of the project visual identity and accountability. It includes the primary branding elements (logo, colour palette) that inform the design of the BEEYONDERS graphic elements.

Chapter 3 sums up the previous chapters and draws some conclusions.

The D&C plan is a "living" document, which will be updated when necessary during the project's implementation. New approaches and methods will be suggested based on regular review and evaluation of KPIs and engagement rates.



1. Introduction: an integrated approach to communication, dissemination and exploitation

1.1. Introduction

BEEYONDERS' core ambition is to address the current challenges of the European construction sector by producing, commercializing and integrating beyond the state-of-the art versatile solutions into real construction scenarios.

To reach this objective, it is essential to develop a comprehensive Communication and Dissemination (C&D) strategy that considers the results that need to be leveraged and the audiences that need to be targeted. Although not including an initial exploitation strategy, this document considers and leverages on the Key Exploitable Results (KERs) that have been identified during the project proposal. The C&D strategy will be updated along with the project's evolution to set the pathway to the exploitation of BEEYONDERS' project results. Dissemination (D), Exploitation (E) and Communication (C) activities will be highly integrated and rolled out in synergy with each other to:

- raise visibility on the project and inform target groups and broader communities on the benefits and impacts of the project (C);
- share knowledge and engage the key players, key enablers and early-adopters involved with a dedicated and customised strategy (D);
- set the pathway to the exploitation of the BEEYONDERS results (E).

The impact-oriented and holistic approach of the BEEYONDERS "Communication and Dissemination Plan" will be aimed at generating impacts in terms of i) awareness and understanding, ii) acceptance of innovation, a necessary requirement to facilitate iii) uptake and upscale of the project's results beyond the end of the project.

More specifically, BEEYONDERS key stakeholders and their needs are at the core of the methodology used for the definition of the C&D Plan, with the aim of designing targeted and direct actions (messages, contents, channels, tools, engagement activities) at different geographical levels over time.

Dissemination actions start from the very beginning of the project through WP8 to identify and engage all the most relevant stakeholders, including end-users, SMEs and entrepreneurs, construction professionals and policy makers, etc. During the project, these subjects will interiorize the approach for boosting the use of BEEYONDERS' pioneering technologies. Moreover, networking will be crucial to exploiting synergies with projects, initiatives, and partnerships whose purpose is the transition towards a more sustainable, competitive, attractive and safe European construction sector.

The impacts and effectiveness of the strategy will be continuously monitored and measured through a proprietary methodology by ICONS based on a set of indicators and indexes, among them the Community Engagement - Index-CEI, developed by ICONS to measure the actual stakeholders' engagement with the project. Monitoring activities will provide continuous feeds to the Communication and Dissemination strategy to optimize and upgrade it along the different project's phases. This will also allow to set the basis



to support the exploitation activities during the project and to foster the uptake of results even beyond its termination.

1.2. Objectives and approach to dissemination, communication and exploitation

An effective Dissemination and Communication (and Exploitation) of the project development and its results will be crucial to boost research in the digital and technological solutions to be applied in the construction sector, while generating and sharing knowledge that will ultimately support the construction industry to become more technological and competitive and improve the general public's perception towards these technologies. BEEYONDERS' approach to such activities will be impact-driven, aiming at:

- **raising awareness and understanding the requirements of the construction industry** and how breakthrough technologies may be viable solutions to support the development of the European construction sector, thus enabling its increased competitiveness, attractiveness, safety and sustainability;
- **increasing the acceptance of the developed technologies based on Artificial Intelligence, Digitisation and automation**, thus facilitating uptake of the solutions;
- **guaranteeing the sustainability and usability of the project's results.**

In terms of terminology, BEEYONDERS aligns the objectives and definitions of CDE activities to the EC guidelines, namely:

- Communication activities aim to promote the actions and results towards multiple target audiences and throughout the whole project duration;
- Dissemination activities aim to make project's results publicly available at any time (as soon as the results are available)
- Exploitation activities aim to boost further use of project's results towards the end of the project.

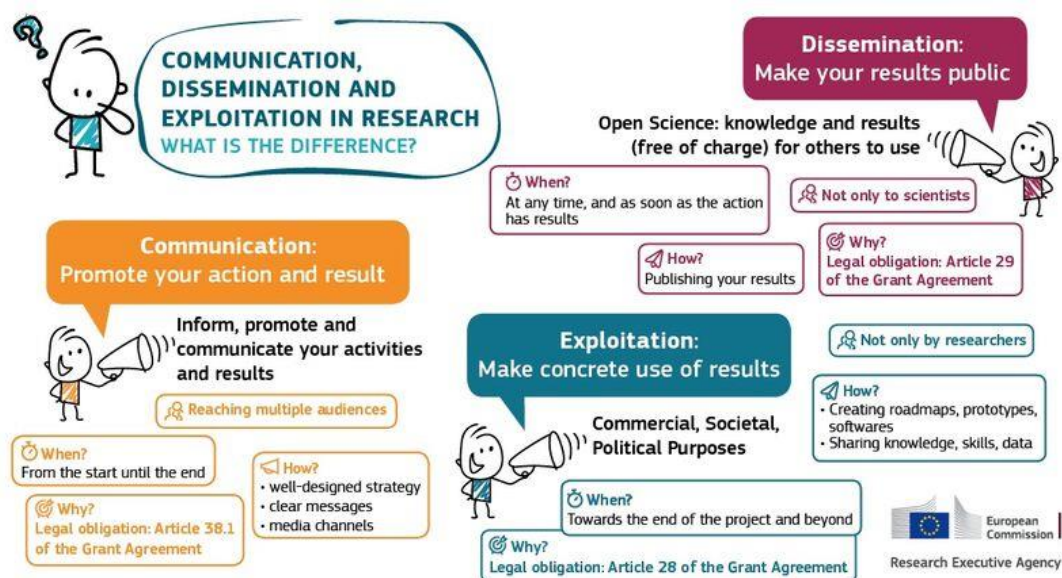


Figure 1. Definition of CDE: European Commission



The project dissemination makes the project's results available to the scientific community, policymakers with the ultimate scope to facilitate scientific reuse of the results with a view to generating long-term impact. Communication activities, on the other hand, increase the public visibility of the project and its results. It relies on non-technical language to trigger public interest in the topic dealt with by the project and to showcase the benefits BEEYONDERS is expected to bring into people's lives in the long term.

Table 1. Difference between dissemination and communication

	Dissemination	Communication
Objectives	Public disclosure of scientific and technical results	Promotion of the project and its benefits
Audience	Professional target groups, such as scientific communities, industry stakeholders, policy makers, etc.	Multiple audiences including general public, EU citizens, civil society
Tone of voice	Scientific/ technical language	Non-specialized/ layman's terms
Channels	Peer-review journals, scientific conferences, sector events, the web, newsletters, etc.	The web, social networks, journalistic articles, TV channels, radio etc.

The impact-oriented approach of the project's CDE strategy will be aimed at generating impacts at both local (Case Study level), regional and European/global level (generated in different Tasks and WPs and centrally harmonized in WP8) in terms of i) awareness (both general and targeted), ii) acceptance of innovation, as a necessary requirement to facilitate uptake of the results, iii) guarantee the sustainability and usability of the project's results.

An effective Communication and Dissemination plan starts with the analysis of the needs addressed by BEEYONDERS and the expected outcomes:

Table 2. BEEYONDERS needs and expected outcomes

Specific needs	Outcomes
- To reduce the dependence from technology imports. - To increase productivity of construction works. - To improve the quality standards of construction works and accomplishment of project deadlines. - To overcome a critical skilled labour shortage. - To improve the construction sector's safety (41.6% of accidents in Europe in 2018 were in construction sector). - To increase workers' wellbeing in such a harsh construction environment.	The main expected outcomes of the project are the following: - To successfully integrate the next breakthrough technologies: autonomous vehicles and human robot collaboration, additive manufacturing, diagnostics and monitoring and autonomous maintenance; derived from other industries in the construction sector. - To demonstrate the impact of the use of these new breakthrough technologies (BT) on the efficiency of resources (raw materials, water



• To create successful case studies and evidence to overcome technical and non-technical barriers to implement innovation in construction. • To involve construction workers to ensure acceptance. • To reduce the environmental impact of construction works.	etc.), the reduction of waste and embodied CO₂ emissions. • To demonstrate the safety of BT on a construction environment in cooperation with worker • To demonstrate a reduction of dependency for importing breakthrough technologies related to additive manufacturing, human robot collaboration or autonomous vehicles. • To increase the wellbeing of the construction workforce concerned. In the long term: • To accelerate the twin green and digital transition of the manufacturing and construction sectors. • To create a new green, flexible and digital way to build and produce goods. • To make the jobs of the humans working in the manufacturing and construction sectors more attractive and safer and point the way to opportunities for upskilling.
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Based on a preliminary set of Key Exploitable Results identified in the Grant Agreement, the BEEYONDERS Plan for Communication and Dissemination of results is meant to:

1. Identify and profile the main categories of BEEYONDERS stakeholders to guide the selection of the suitable dissemination and engagement strategies. The ultimate goal of this exercise is to foster replicability and exploitation of the project results in the construction industry and other industrial sectors.
2. Outline key messages which will be used to inform stakeholders about the objectives and results which will be generated by BEEYONDERS.
3. Establish the dissemination measures, channels, activities, and tools necessary to reach out to the identified categories of stakeholders. This exercise will help BEEYONDERS to generate awareness, engagement and acceptance among key stakeholders, ultimately supporting the uptake of the project's results.
4. Detail out internal consortium processes, i.e., tasks, timelines, and accountability of all the partners involved.



2. Dissemination and Communication

2.1. Preliminary Key Exploitable Results identification and exploitation pathways

The BEEYONDERS exploitation strategy relies on a comprehensive methodology that starts with the value chain and ecosystem analysis to identify the most relevant players around the project value chain and will closely collaborate with the dissemination and communication activities. Once the stakeholders have been identified, and in parallel to the dissemination activities to reach them, a thoughtful analysis of the current technology trends and market status and projections will be performed so the technical developments in the project are fully aligned with market expectations, with the aim of going one step beyond the competitors, and at the forefront of technology development.

At proposal stage, a preliminary list of Key Exploitable Results (KERs) was identified:

- KER 1. A methodology to measure the impact of digital and new technologies in construction processes.
- KER 2. An autonomous / teleoperated wheel loader.
- KER 3. An autonomous drone tailored to flight in non-GPS areas and adapted to underground works.
- KER 4. An autonomous ground mobile platform for inspection and maintenance tasks of large areas.
- KER 5. Optimized and bio-compatible mortars adapted to 3D-printing for maritime ecosystems.
- KER 6. 3D printing equipment capable of working in vertical walls of caisson formworks for maritime construction.
- KER 7. An exoskeleton capable of assisting both the lower-back and the arms in a unique device.
- KER 8. Wearables integrated in Personal Protective Equipment for worker H&S and monitoring.
- KER 9. Construction Digital Twin platform and added value services.
- KER 10. Learning and training platforms incorporating virtual reality and connection with digital solutions.

During the project execution, other project results may join the KERs list. For all of them, a detailed analysis will be performed to assess their exploitation potential and to maximise their market attractiveness. A recurrent update on the list of KERs will be useful to further identify and refine the key needs of targeted audiences and the main advantages these audiences will perceive from BEEYONDERS' results. Thus, the actions beyond the consortium will take into consideration such list.

Exploitation pathways will be explored during the project and may include standardisation, public knowledge, expansion, further research and innovation and commercialisation routes. The consortium preliminarily identified two key routes that will be further explored during the project:

- A conventional exploitation assessment that guarantees future usage of project results towards reaching project planned impacts.
- A detailed assessment for BEEYONDERS to become in the long term a Single-Entry Point for Digital Construction Eco-system.

The latter will become a relevant asset for channelling project cohesion objectives in the construction market from Liaison activities starting in M12 (May 2023).



2.2. Target audiences & key stakeholder

BEEYONDERS is a broad project that responds to the needs of multiple target groups within the value chain, that will be categorised based horizontally (based on their profile and characteristics) and vertically (based on their position on the value chain). The different horizontal categories are listed below:

- **Industry end-users (contractors, technology providers...):** potential adopters and users of BEEYONDERS solutions including large contractors, road contractors and concessionaries, large construction materials and machinery manufacturers and providers. These actors will get a good and easy overview of the project solutions and results, given that in their case.
- **SMEs and other entrepreneurs:** potential contributors to innovation in the framework of the construction sector and also facilitators of BEEYONDERS solutions deployment to industrial end-users. These actors can take advantage of BEEYONDERS to further enhance their existing catalogues of solutions and enhance their offerings and competitiveness.
- **Construction professionals:** while industry end-users are the adopters of BEEYONDERS solutions, the professionals within their human resources are directly involved in construction and work. These actors will be directly benefited by project results. By reaching them out through the BEEYONDERS project, an enhanced understanding of safety and improved working conditions will be achieved, as well as the already mentioned benefits the solutions of the project can deliver.
- **European Citizens:** BEEYONDERS contributes to the promotion of higher quality construction works in which also quality of life of workers is enhanced. By attracting European citizens, the project will be able to give visibility for such challenges and the benefits of the project, so eventually, this could attract more workforce to the construction sector.
- **Scientific and technical community:** the scientific and technical community can contribute with disruptive solutions that can support the construction sector going beyond the state of the art. By making them aware of BEEYONDERS activities, challenges and achievements, this community will be able to collect the latest progresses on efficient construction. This is expected to encourage this community to progress even further in parallel or after the BEEYONDERS EU-funded project.
- **Policy makers and other authorities:** policy makers and authorities can play multiple roles with regard to the BEEYONDERS project. By promoting the project achievements and results, the consortium expects to reach them out with a two-folded objective:
 - To promote tendering and commissioning processes of their competence the efficiency rates achieved by the BEEYONDERS project, contributing overall to create a demand for more competitive construction works.
 - To pave the way for future regulations that consider the project's achievements and further boost the adoption of safe and efficient measures.

2.3. Key messages at general and stakeholder level

Key messages are short, direct and easy-to-remember messages, specifically developed for each targeted stakeholder group. They drive the BEEYONDERS C&D effort by conveying the core concepts and ideas the



project wants to communicate. The BEEYONDERS key messages are collected in the table below together with relevant keywords.

The challenge of facing such a variety of targets entails the need to create a series of key messages that communicate BEEYONDERS' core objectives. Blending specific keywords, messages and target audiences ensures the likelihood for BEEYONDERS to resonate with each audience and to generate meaningful impact.

2.3.1. Key messages at the project level

- BEEYONDERS will fewer CO₂ emissions and promote the transition toward a more efficient and less polluting construction industry.
- BEEYONDERS will contribute to increased independence and competitiveness of the European construction sector.
- BEEYONDERS will promote the use of Artificial Intelligence, digitization and robotics within the construction industry.
- BEEYONDERS will improve construction workers' health, safety and work conditions.

The following list and table provide an overview of the BEEYONDERS key messages:

Table 3. Key Messages

Target: End-users (Contractors, Tech Providers, Owners, Operators)	
Key words	Key messages
• Increase competitiveness • Increase efficiency in terms of productivity • New functionalities • Increase safety • Lower climate impact • Efficiency of resources • Versatile technologies adaptable to different scenarios • Focus on Twin transition: climate neutrality and digital transformation	Thanks to its integrated approach, BEEYONDERS will develop beyond the state-of-the-art versatile technologies adaptable to multiple infrastructure types during the construction phase.
	BEEYONDERS' pioneering technologies will support European companies in achieving a leading position in the construction market.
	By integrating BEEYONDERS' new technologies on construction work sites, companies in the sector will dramatically increase safety of workers and boost productivity.
	BEEYONDERS' technologies will decrease the climate impact of the European construction sector by improving the efficiency of resources (raw materials, water, etc), reducing waste and embodied CO ₂ emissions.
	BEEYONDERS will make extensive use of digitization to support the EU construction sector in achieving climate neutrality.
Target: SMEs and other entrepreneurs from the construction sector	
Key words	Key messages
• Increase access to markets	By integrating BEEYONDERS pioneering technologies within construction sites, SMES and companies in the field will boost market penetration at European level.



• New technologies to be commercialized • Training • Data to measure benefits of the new technologies • Lower climate impact • Higher job quality • Less costs (worker's health, increased efficiency, etc) • Reduction of dependency from foreign technology imports • Focus on Twin transition: climate neutrality and digital transformation	The production and commercialization of BEEYONDERS' solutions will allow technology providers to be a step ahead of the competition and therefore support the independence of European companies from foreign technology imports.
	The learning and training resources provided by BEEYONDERS will upskill workers and companies in the construction sector.
	The introduction of the new technologies developed by BEEYONDERS, such as virtual reality, will make the construction sector more attractive to young workers.
	Workers will be integrated into their jobs faster and more efficiently thanks to the learning and training resources developed within BEEYONDERS.
	Advantages brought by the new technologies developed by BEEYONDERS will be demonstrated through tangible data and benchmark.
Target: Construction Professionals	
Key words	Key messages
• Safer construction work sites • Worker-friendly • Design around workers' needs • Increase attractiveness • Increase well-being and health • Increase workers endurance • Upskilling and increased value of workers • Facing challenges like labor shortage, ageing	By using automation and boosting cooperation between BEEYONDERS' technology and workers, the safety of workers on construction sites will be enhanced.
	Workers and their needs will be at the center of BEEYONDERS' technologies and work.
	The use of automation and the integration of BEEYONDERS versatile technologies into work sites will make the construction sector more attractive to young workers of all genders.
	Construction professionals will take advantage of BEEYONDERS' training and learning materials to increase their skills and their value on the market.
	Workers will be put at the core of BEEYONDERS' technologies and approach, allowing a substantial increase in their well-being and health.
	BEEYONDERS' technologies will allow workers to proxy dangerous tasks and to reduce effort in performing heavy tasks, thus increasing the workers' overall endurance and health.



of workforce and gender dimension.	The overall working conditions on construction sites will be improved for all workers (of all age and gender) thanks to BEEYONDERS' worker-friendly technologies.
Target: General Public	
Key words	Key messages
• Increase safety of construction work sites • Lower environmental impact • Reduced costs • Higher quality/optimized infrastructure • More challenging job opportunities • (increase comp. of EU construction sector)	BEEYONDERS' technologies will increase the safety of workers in construction sites.
	BEEYONDERS unique approach will put workers and their needs at the heart of its innovation
	The BEEYONDERS proposed solutions represent a unique opportunity to increase the competitiveness of European companies in the construction sector and to put the EU at the forefront of a much-needed paradigm shift.
	BEEYONDERS will reduce the environmental impact of the building construction sites by decreasing energy consumption, CO ₂ emissions and by reducing congestions and the production of waste.
	The pioneering technologies developed by BEEYONDERS will allow a reduction in costs of public infrastructures, allowing the re-allocation of the saved resources.
	BEEYONDERS will increase the quality and durability of infrastructures.
	BEEYONDERS will create new and more attractive job opportunities in the construction sector, especially for the youth.
Target: Scientific and technical community	
Key words	Key messages
• New/improved technologies • New knowledge • Transfer of knowledge • Development of methodologies to measure productivity, environmental impact, and H&S	BEEYONDERS will develop, test and demonstrate new technologies for the construction sector, such as autonomous & collaborative robotics solutions, new environmental-friendly additive manufacturing solutions, monitoring devices, and a digital twin and artificial intelligence applications.
	BEEYONDERS will improve the design, development and integration of versatile technologies for the construction sector in real scenarios.
	BEEYONDERS will ensure knowledge transfer and accessibility to the scientific and technical community.
	BEEYONDERS will develop learning and training resources that could be integrated in curricula and modules for undergraduate and lifelong learning programs and therefore contribute to the education and upskilling of present and future construction workers.



	BEEYONDERS will develop new methodologies to measure and quantify impacts and benefits on productivity, environment, and H&S, employing new technologies in the construction sector.
Target: Policy makers	
Key words	Key messages
• More competitive and profitable industrial sector • Safer workplaces • Lower environmental impact • Higher quality standards • Lower costs • Less time deviations	The technologies developed by BEEYONDERS will pave the way towards a more sustainable and competitive European construction industry.
	BEEYONDERS will increase the EU's technological sovereignty in the construction domain by reducing the sector's dependence on technology imports from abroad.
	By integrating new technologies into construction works BEEYONDERS will increase the quality and profitability of the European construction sector.
	BEEYONDERS technologies will decrease time deviations of construction works and reduce costs.
	Safety and well-being of workers will be improved thanks to the technologies developed by BEEYONDERS.
Target: Media	
Key words	Key messages
• Decarbonisation	BEEYONDERS will contribute to the increase the competitiveness, safety, resource efficiency and sustainability of the construction sector, which is contributing to almost 9% of the European GDP.
	BEEYONDERS will contribute to EU's 2050 decarbonisation targets.

2.4. A tailored approach to Dissemination and Communication

The following table shows how each category identified through the stakeholder mapping exercise will be addressed by the project dissemination and communication activities. Depending on stakeholders' needs, dissemination content will be tailored and relayed through formats and channels considered the most effective and impactful.

Table 4. Target Group & C&D Dissemination Formats & C&D Channels

Target group	D&C Formats	D&C Channels
End-users (Contractors, Tech Providers, Owners, Operators)	• Flyer • Press releases • Videos • Innovation Handbook	• Website • Social media (Twitter & LinkedIn) • Events, conferences and workshops • Media multipliers



	• Info-packs	
SMEs and other entrepreneurs from the construction sector	• Flyer • Press releases • Videos • Innovation Handbook • Info-packs	• Website • Social media (Twitter & LinkedIn) • Events, conferences, workshops
Construction Professionals	• Videos • Journalistic articles • Flyer	• Website • Events, conferences, workshops • E-newsletters
Scientific and technical community	• Flyer • Press and news releases • Scientific publications • Innovation Handbook • Info-packs • Videos	• Events, conferences, workshops • Clustering activities • Website • Social media (Twitter & LinkedIn) • Media multipliers • Scientific journals • E-newsletters
Policy makers	• Flyer • Innovation Handbook • Info-packs • News and press releases • Journalistic articles • Sector events • Webinars • Videos • Video-interviews	• Website • Social media (Twitter & LinkedIn) • Events and conferences • Media multipliers • Sister project's websites
General public	• Flyer • Press releases • Journalistic articles • Videos • News releases	• Website • Social media (Twitter & LinkedIn) • Media multipliers
Media	• Press and news releases • Journalistic articles	• Media Multipliers

2.5. Dissemination and Communication channels

Table 5. Dissemination & Communication Channels

Channel	Description	Target
Landing page	The landing page is a preliminary version of the project website. This was prepared in M2, prior to the launch of the website. However, it has not been put online. It contains an overview of the project and direct contacts to BEEYONDERS coordinator and communication partner.	All



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Website	The project website will be used to showcase details about the project, its objectives, challenges, and results. It will act as the primary communication channel between the consortium and BEEYONDERS target audiences. It will also facilitate exchange with stakeholders.	All
Social networks (Twitter and LinkedIn)	These will be used to actively engage with the online community of the project's followers. This will be done by informing them about the progress made by BEEYONDERS and by inviting them to participate in a dialogue on the different topics/issues addressed by the project.	All
Newsletter	It is released on a six/eight-monthly basis to inform about the progress made by the project. It is structured upon a summary of the key events, journalistic articles, news or press releases issued by the project. Sister projects, partnerships and clusters will be offered a space in the BEEYONDERS newsletter.	Policy makers End-users (Contractors, Tech Providers, Owners, Operators) SMEs and entrepreneurs Scientific and technical community Media
Media multipliers	These are external platforms that republish the journalistic articles, news and press releases written by BEEYONDERS.	General public Policy makers Construction professionals Media

2.5.1. Website and landing page

The BEEYONDERS project website can be considered as the main communication channel, and it provides the principal interface towards all BEEYONDERS target audiences. It provides the key information about the challenges addressed by the project, its objectives, and achievements.

It has been designed, implemented, and launched by ICONS. The website, managed by T8.2 leader, ICONS, is regularly updated with fresh contents. In addition to providing the key information about the project, it acts as a repository for the resources open to the public. These include reports and public deliverables. Cross-linking and referencing with the partner organizations' websites and with other external platforms, other EU-funded projects and other EU initiatives will be supported to increase clustering and cooperation activities.



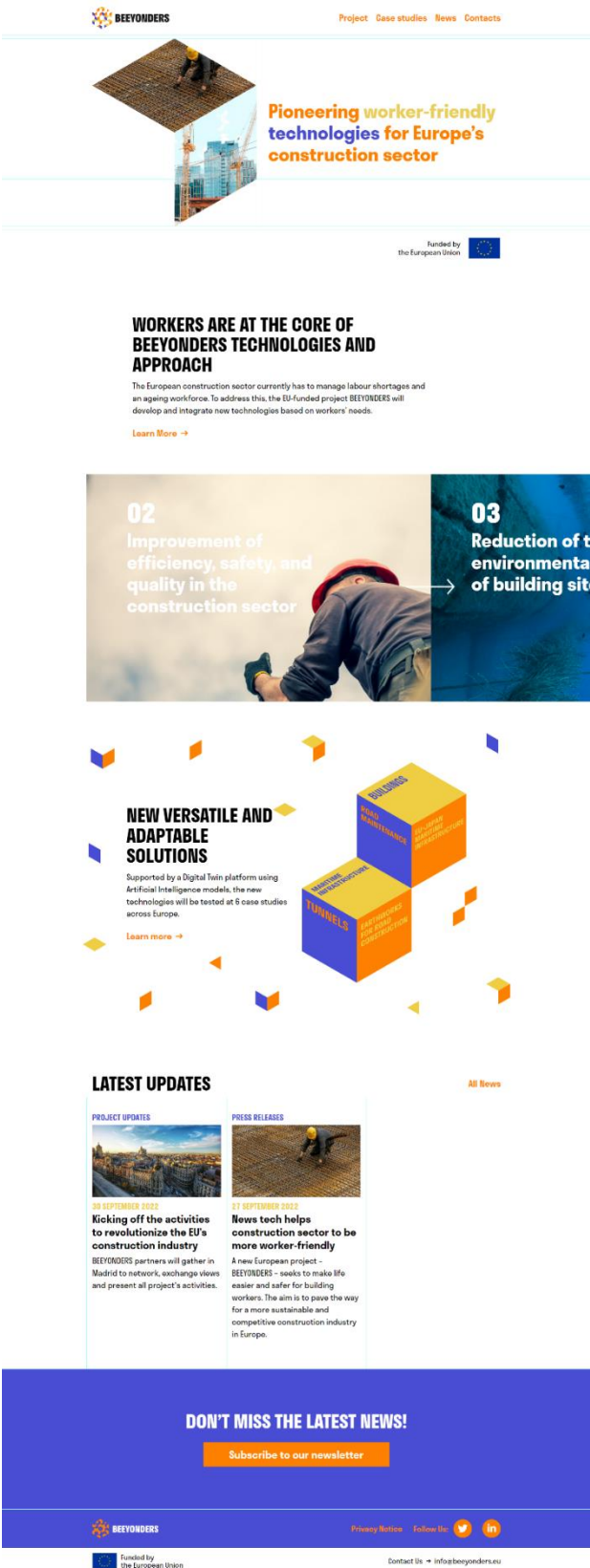


Figure 2. BEEYONDERS website homepage



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101058548.

The website was put live on the domain www.beyonders.eu on September 30, 2022 (M4). The design has been developed by the ICONS team at the beginning of the project in parallel with the definition of the visual identity and the setup.

Before the publication of BEEYONDERS website, a landing page was designed in M2 to provide an online project reference and contact point while the website is developed, see Figure 3.

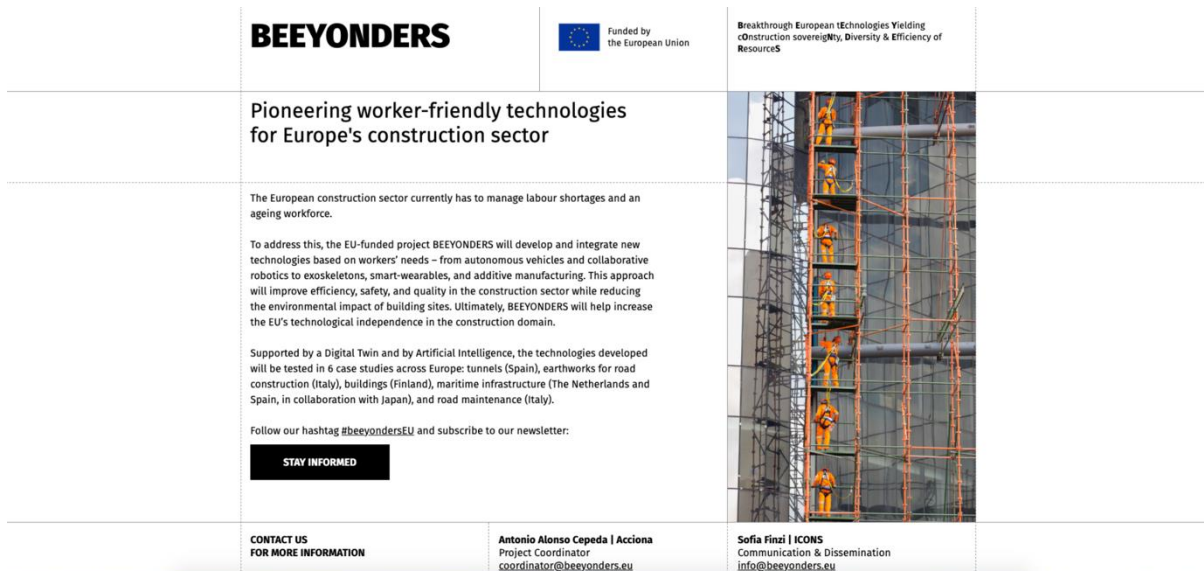


Figure 3. Landing page

The project website is structured in a way to encourage navigation across sections and topics. It consists of static and dynamic pages that will be updated regularly during the project. All the contents published on the website are accessible to all viewers with no restrictions. The main menu of the website contains six pages:

- **Homepage:** This is the main landing page of the project's website. It shows a key-visual, a title and a very short description (one or two sentences) of the project, with call-to-action links to other relevant pages. In the upper part, the main navigation menu is always reachable, giving easy access to the main sections of the website. The homepage also contains the latest news, the next event, the project presentation video (once available), the box to subscribe to the newsletter.
- **Project:** This page contains a description of the project, aimed at visitors looking for a deeper level of technical and institutional information. It is divided in sub-sections or sub-paragraphs, describing objectives, technologies, innovation, solutions, consortium, results etc. The consortium section is where the logos and contacts of each partner are displayed. The "Fellow projects" section is where the sister projects are listed, with links to their websites
- **Case Studies:** This page includes information about the 6 BEEYONDERS case studies. A short description of each use case is provided, together with a reference image and information regarding the location and the technologies that are implemented.
- **News:** This section lists all the news about the project in inverse chronological order. News are divided into sub-categories, including updates, articles, interviews, press releases, newsletters, etc. In the main page visitors can read a short excerpt of the news and then go deeper on each news item's page.



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- **Events:** This section lists all the events organized or promoted by the project. Upcoming events are displayed first, followed by past events. If necessary, each event can have its own page and URL.
- **Resources:** This section lists all the publications issued by the project available for consultation or download. In particular, it reports public deliverables and the BEEYONDERS scientific papers published by project partners. The section may contain the graphic kit as well. This will consist of all graphic communication materials produced by the project: logos and brand book, brochure, rollup, info packs, handbook. Resources can be filtered by categories.
- **Contacts:** This page reports the contacts from the coordinator and from the communication secretariat, jointly with social links.

The “resources” and “events” page have been initially obscured, as there were no contents to be featured.

Table 6. Website accountability

Accountability	Developed and managed by ICONS, with input and feedback from ACCIONA, TECNALIA, PNO and all the partners. Input and co-operation from ACCIONA and the rest of the BEEYONDERS partnership will be encouraged during the project duration. The foreseen KPI for the website is to reach 10.000 visits during the project. To comply with General Data Protection Regulation – Regulation (EU) 2016/679 (GDPR), private data will remain confidential as ICONS will act as the Data Controller and be responsible for treating all the sensitive data provided by registered users upon online registration.
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2.5.2. Social networks

The use of social media will enable BEEYONDERS to reach a higher visibility of its objectives, results and activities. Social media will boost the outreach and the engagement of the project’s communication activities, as it will allow touching base with audiences that are difficult to reach through other conventional project channels.

BEEYONDERS will have a social media presence on Twitter and LinkedIn. The two social networks will be used with different tone of voices and to reach different audiences. Twitter is useful to stay constantly up to date on the construction industry and news regarding novel technologies related to robotics, digitisation to be applied in the construction sector, but not only, and to follow the EC accounts and the general public. The LinkedIn company page is mainly dedicated to a professional audience, instead.

The LinkedIn account was opened in September 2022. It will be maintained throughout the duration of the project and kept open beyond the project. In particular, our project’s communication effort will be devoted to ensuring that the project gains good visibility in the LinkedIn groups used by the stakeholders’ community. The LinkedIn groups identified at this stage and in which BEEYONDERS contents will be shared are the following:

- [Resilient Transport Infrastructure: FORESEE Project](#)
- [Institution of Civil Engineers Spain](#)
- [Ingenieros de Caminos, Canales y Puertos](#)
- [IAARC - International Association of Automation and Robotics in Construction](#)



This project has received funding from the European Union’s Horizon Europe research and innovation programme under grant agreement N° 101058548.

- Immersive Tech, Property Tech and Construction Tech Professionals Group

The list of LinkedIn groups will be updated based on partners' inputs.

The members of the BEEYONDERS consortium are encouraged to follow existing LinkedIn groups on a regular basis and post news (produced by the project) and facts worth bringing to the attention of these groups. BEEYONDERS will produce regular posts on both social networks, to keep these online communities interested and informed about BEEYONDERS, its progress and activities, and its upcoming events. This will enable our project to establish early on an engaging relationship with groups and LinkedIn pages grounded in the field of construction. In the long run, they may hopefully become multipliers of our project's dissemination strategy.

In September 2022, the BEEYONDERS Twitter channel was created and will be maintained all throughout the duration of the project and kept open beyond the project. It will produce an editorial plan made up of regular tweets to get the public's attention regarding BEEYONDERS' main results: public deliverables, scientific publications, details and follow-up news about the progress made by the project, and facts worth bringing up to attract the targeted online community's attention.

The official **hashtag #beeyondersEU** has been launched in July 2022 to help monitor conversations about the project. In addition to the official hashtag, the following hashtags will be used: #beeyondersEU, #beeyonders_horizon and #beeyonders_project. The official hashtag is monitored by ICONS as part of the impact assessment campaign which will be carried out over the course of the project, see chapter 2.10. Moreover, other hashtags are used to connect and interact with other users based on common themes. An analysis was carried out to identify the most used yet not too generic hashtags in the construction sector and robotics ecosystem. Examples are: #ConstructionSector, #Robotics. Additionally, sector specific hashtags, related to the six case studies, will be used according to the contents, such as #roadconstruction, #maritimeconstruction, #advancedwearables, #exoskeletons.

A YouTube account will be set-up in M8 to host the project's presentation video. It will be further used to host seminar recordings and short videos and video-interviews as they are produced.

Table 7. Social media accountability

Accountability	ICONS will be responsible for the core social media activities, like setting up the accounts, posting following existing social media channels and monitoring outreach. The consortium partners are encouraged to contribute by joining the community of BEEYONDERS Twitter and LinkedIn followers. They can retweet and repost our content from their organizations' channels and use the #beeyondersEU project hashtag.
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2.5.3. Newsletter

A project newsletter will be developed and issued on a six/eight-monthly basis and delivered online to all the people who will register on the website to follow the project.

Newsletters are particularly effective when it comes to engaging with the professional community and scientific community. Business, research stakeholders and policy makers will use the newsletter to be



informed about the progress made by the project. The project newsletter is also a valid tool to encourage co-operation with sister projects, partnerships and sector clusters through cross-fertilization initiatives and cross-linkages. It will be written in English. The newsletter will be sent to the users who registered to the newsletter through the website. A specific section could be dedicated to the collaboration with sister projects.

Table 8. Newsletter accountability

Accountability	ICONS will collect content, program the newsletter and will take care of dispatching it to the online registered users. All project partners are encouraged to send in relevant news and events to be included in the newsletter.
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2.5.4. Media multipliers

External media multipliers will be used to disseminate contents of general interest produced by BEEYONDERS.

News multipliers are portals and websites that relay scientific and non-scientific news and information. They serve as gateways for journalists, media, researchers and the general public.

ICONS has built a network of news multipliers that enjoy large audiences in Europe. Some outlets focus on specific topics while others are managed by the European Commission, or they are related to it. Key multipliers include: [EU Agenda](#), [Alpha Galileo](#), [Phys.org](#), [World News](#) and Science Daily. In addition, two sector specific multipliers will be used for further distribution, namely [BuildUP](#) and [Construction21](#).

ICONS has set up syndication agreements with some multipliers to receive statistics on the performance of distributed content. One example is the number of users who have read the news posted. These statistics are used for the communication & dissemination monitoring and impact assessment activity that ICONS conducts. Products to be distributed will include journalistic articles, video interviews, press and news releases on BEEYONDERS.

Table 9. Multipliers accountability

Accountability	ICONS will be responsible for distributing the news and press releases and journalistic articles to external news multipliers. The consortium partners are encouraged to re-distribute these materials within their networks. Monitoring will measure the outreach of BEEYONDERS communication materials.
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2.5.5. Youris.com platform

The [youris.com](#) portal is a major integrated audiovisual and news platform about European science, innovation, policy and research for web, social and TV media. It is owned and managed by ICONS, and it is continuously updated with news, journalistic articles and video news releases (VNR) on European Research and Innovation. The portal covers a large spectrum of research domains and has proven an excellent multiplier for contents generated from the outcomes of hundreds of European-funded projects. BEEYONDERS journalistic articles and interviews will be published on both the project website and on [youris.com](#), hence highly increasing the contents visibility.



2.5.6. Partners corporate websites

BEEYONDERS partners are strongly encouraged to contribute to the web distribution of project contents via their own websites. ICONS has established links with the communication officers of the partner organisations and will send them the editorial contents developed throughout the project for possible uptake. The social media channels of the project partners are listed in table 10:

Table 10. Partners social media channels

Partner	Website	Twitter	LinkedIn
ACCIONA	https://acciona.com	@ACCIONA	ACCIONA
TECNALIA	https://www.tecnalia.com/en/	@tecnalia	Tecnalia Research & Innovation
ITAINNOVA	https://www.itainnov.es	@ITAINNOVA	ITAINNOVA
PNO	https://www.pnoconsultants.com	@PnoEurope	PNO Innovation (Spain)
FADA-CATEC	http://www.catec.aero/es	@FADA_CATEC	Fundación Andaluza para el Desarrollo Aeroespacial
STAM	https://www.stamtech.com	@Stam_Tech	STAM S.r.l.
IIT	https://www.iit.it/it/home	@IITalk	Istituto Italiano di Tecnologia
EBC	https://www.ebc-construction.eu	@EBC_SMEs	European Builders Confederation EBC
CSTB	http://www.cstb.fr/fr/	@cstb_fr	CSTB
HOLCIM	https://www.holcim.com	@holcim	HOLCIM
ICONS	www.icons.it	@ICONSinnovation	ICONS Innovation Strategies
HIDROMEK	https://www.hidromek.com.tr	@hidromek	HİDROMEK
INFRA PLAN	https://infraplan.hr/		Infra Plan Consulting
AISCAT	https://www.aiscat.it		AISCAT Servizi S.r.l.
DTU	https://orbit.dtu.dk/	@DTUtweet	DTU - Technical University of Denmark
VTT	https://cris.vtt.fi/en/	@VTT	VTT
Caidio Oy	https://www.caidio.io	@Caidio_io	Caidio
FIRA GROUP OY	https://fira.fi/en/		Fira
COBOD	https://cobod.com	@Cobod_global	COBOD International
SEABOOST	https://www.seaboost.fr/en/	@Seaboost	Seaboost
INGEO BV	https://ingeoconsulting.com/		
STAM	https://www.stamtech.com/	@Stam_Tech	STAM S.r.l.



2.6. Dissemination and Communication materials and formats

2.6.1. Formats

Within BEEYONDERS, ICONS will oversee the production of content-specific D&C formats and will take care of their distribution through dedicated channels, thus maximising impact in terms of awareness, acceptance and uptake. The following materials and formats will be developed.

Table 11. Material/Format

Material/Format	Description	Target
Communication Kit	The BEEYONDERS communication kit will entail a flyer, poster, roll-up, and presentation video. Communication materials will be distributed both online (as downloadable materials on the website), and offline (to be displayed at workshops, exhibitions and external events attended by the partners). The materials' design will be consistent with the project's visual identity. The kit will be ready in January 2023 (M8).	All
Scientific publications	With support from ICONS, technical partners will produce scientific articles and papers to be published in peer-reviewed journals and conference proceedings. Such scientific publications will present the cutting-edge results from BEEYONDERS.	Education and research, scientific and technical community
Info-packs	Info packs will feature various technical insights and solutions from the project. Each will cover specific content and will be distributed to key stakeholders and published on the BEEYONDERS website.	End-users, SMEs and other entrepreneurs from the construction sector, Construction Professionals, Scientific and technical community, Policy makers
Innovation Handbook	The BEEYONDERS innovation handbook will feature the project's key achievements, best practices, lessons learned and recommendations to hand over to the industry. ICONS will design the layout while partners from WP1-WP8 will provide the technical content. It will come in electronic and printable formats.	End-users, SMEs and other entrepreneurs from the construction sector, Construction Professionals, Scientific and technical community, Policy makers, media



2.6.2. Communication kit

The communication Kit will be produced by January 2023 (M8), providing partners with professional quality material necessary to promote the project. **This will include a flyer (1.500 copies), a poster and roll-up banner.**

The resources from the communication kit will support the project communication by allowing the partners to use them as a hook to engage with stakeholders, particularly when participating to events. It will contain all the information stakeholders need to know regarding the project. The materials will follow the project visual identity. All visual materials will be available in electronic format for downloading.

Table 12. Communication kit accountability

Accountability	ICONS will oversee the development and the design of the materials by January 2023 (M8). Partners will provide any further information that may be necessary for the development of the kit. 1.500 copies of the flyer will be printed and sent to project partners.
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2.6.3. Scientific publications

The project is expected to generate scientific results worth to be disseminated in scientific conferences and published in journals.

BEEYONDERS papers will feature the most interesting findings sought out by the academic and technological partners within the project. The scientific papers will be published in peer reviewed scientific and technical journals & conferences. These will be published in open access. Possibilities to publish in open access mode will be investigated in the consortium. News about the release of BEEYONDERS' scientific and peer-reviewed publications will be shared via the project website and social media channels.

Table 13. Scientific publications accountability

Accountability	Research, industrial and technical partners will be the main responsible for the release and publishing of these actions, in particular. ICONS will keep track of all the scientific and technical publications made by BEEYONDERS' scientific and technical partners within the project. Moreover, ICONS will promote such publications via the project website and social media. 12 scientific publications shall be written by the end of the project.
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2.6.4. Info-packs

Info packs come in the form of fact- and info- sheets or synthetic reports. These are specifically designed for the professional community to learn about technical insights, solutions and measures developed by BEEYONDERS.

They allow our communication team to package technical achievements and findings into a visually attractive and easy-to-access document.



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The specific contents will be taken from the public deliverables and scientific publications produced by the project.

Their format makes them particularly suitable to be distributed at scientific and technical events. Moreover, they will also be made available for download from the project website and will be actively distributed to key stakeholders' groups interested in being up to date on project results.

Table 14. Info packs accountability

Accountability	ICONS will oversee the development and the graphic design of the info packs and factsheets. They will also liaise with technical partners to collect content to be featured in such resources. When the content of the info pack and factsheet will be particularly technical, some partners or the coordinator will be asked to draft content, based on the guidelines provided by ICONS, who will be in charge of the final edits and pagination.
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2.6.5. Innovation handbook

The BEEYONDERS innovation handbook will feature the project's key achievements, best practices, lessons learned, and recommendations based on evidence gathered from the different stages of the project, from development, testing through to validation phases.

It will be issued towards the end of the project, when the BEEYONDERS partnership will be in the position to draw some conclusions from the project, worth to be shared in the scientific community.

ICONS will design the layout of the publication, while partners from WP1-8 will provide the technical content and provide their input as to the lessons learned. It will come in electronic and printable formats.

Table 15. Handbook accountability

Accountability	ICONS will oversee the development and the design of the handbook. This will be done in cooperation with ACCIONA and technical partners, who will provide the text and the data/figures to be showcased in the handbook. The structure and content of the innovation handbook will be discussed with the project coordinator.
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2.6.6. Editorial contents

The editorial content produced by ICONS will play a distinctive role in the Communication and Dissemination activities for BEEYONDERS. A variety of formats will be considered to boost the effectiveness of the editorial activities. This multi-format approach is designed to increase and maintain effectiveness in our communication with different types of audiences.

Table 16. Editorial Content

Editorial content	Description	Target
Journalistic articles	Independent articles and interviews to project's experts and external stakeholders will be produced by professional journalists and distributed to online media, thematic portals, and other information outlets.	General public Policy makers Construction professionals Media



Press and news releases	They can be used to inform the community about the main project achievements and milestones and promote project events and progress. They will also have an information purpose and disclose information about the novelties in the field relevant for the construction sector.	General public Construction professionals End-users (Contractors, Tech Providers, Owners, Operators), SMEs and other entrepreneurs Policy makers European partnerships Associations, Clusters, and membership organisations Media
Video production	BEEYONDERS videos will communicate the project in an easy and engaging way. Their format will be suitable for online distribution, although they may also be used to present the project at sector events. 5 short videos, one per each typology of case studies, will be created towards the end of the project to inform all stakeholders, especially the general public, about the results of BEEYONDERS work and the impact these will have.	All

The outreach will be monitored on a regular basis thus allowing us to fine-tune the communication materials' contents, in order to gain more impact over time.

2.6.7. Journalistic articles

Independent journalistic articles and interviews will be written by professional journalists. They will cover topics linked to BEEYONDERS with an angle suitable to reach through to a wide range of audiences.

Journalistic articles aim at informing and stimulating the interest of a wider public about the topics covered by BEEYONDERS. This approach in communication is particularly effective to reach a wide range of audiences, to raise awareness and ultimately contribute to social acceptance of the project's results. The articles and interviews will be published on BEEYONDERS' website, and they will be distributed to the public at a European and at a global level using different multipliers or media platforms, namely EU Agenda, AlphaGalileo and Phys.org and other platforms which will be indicated as suitable to the project distribution. The interviews and articles will also be promoted through BEEYONDERS' social media channels.

Table 17. Journalistic Articles Accountability

Accountability	The editorial production will be discussed by ICONS with ACCIONA. Contents will originate either from external sources collected by journalists (during their investigation) or directly from the BEEYONDERS project. ICONS will take care of the distribution. ICONs will produce 8 articles and interviews throughout the duration of the project.
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2.6.8. Press and news releases

BEEYONDERS press and news releases are meant to draw the stakeholders' and the public's attention towards BEEYONDERS, the progress made, and the results achieved.

Press releases are particularly effective when it comes to communicating the project's main achievements and key milestones, like the release of a scientific paper or a technical deliverable.

News releases, on the other hand, have an informal structure and they use a plain language as they are easily read by the public. They are usually published on the project website to communicate news about the project, its features and its work which are all worth bringing to the attention of the BEEYONDERS community despite not being "breaking news". A news release will be produced, for example, to give explanation of an innovative concept developed by the project or on background information to a project activity.

News releases are particularly effective when informing of the participation of some members of the BEEYONDERS partnership to external events to present their latest project findings or achievement.

Both the press releases and the news releases will be published on the project website and, whenever deemed newsworthy, they'll be distributed to external online resources and news multipliers.

The members of the BEEYONDERS consortium are encouraged to actively publish and post on their own distribution channels and external media news about their project. ICONS will be watching such activity, by monitoring on a six-month basis all publications released by the partners. This exercise will be based on a dedicated template which will be circulated in the consortium twice per year.

Table 18. Press and News Releases Accountability

Accountability	ICONS will be responsible for producing and distributing press and news releases on behalf of BEEYONDERS. All the members of the BEEYONDERS consortium will flag up to ICONS interesting aspects worth covering by press or news releases, by providing them with the necessary details and background information. ICONS will draft texts and take care of their distribution. Once press releases are ready, all the members of the consortium will be encouraged to further distribute them through their own portals, newsletters, or other appropriate channels. ICONS will write 16 news and press releases throughout the duration of the project.
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2.6.9. Video production

BEEYONDERS videos aim at communicating the project in an easy and engaging way. It can be developed in different formats (infographics and animation, scribing technique, real footage, stock images etc.) according to the audience, the targets, and the channels to be used for distribution.

To raise awareness and generate engagement about BEEYONDERS, a short presentation video will be produced in M8 to present the project. The video aims to present BEEYONDERS general concept and its objectives. It will communicate information in an easy-to-understand way to ensure comprehension from a



wide range of audiences. The video will be hosted on the website and will be shared on BEEYONDERS YouTube channel and other social media.

Five short videos will be produced towards the end of the project to inform various audiences, especially the general public, about BEEYONDERS results and their concrete application into the 6 case studies. The videos will be in English, and they will be accessible via website and distributed via social media, communication portals, platforms and events.

Table 19. Videos accountability

Accountability	ICONS will oversee the video production, development, and distribution. Format and content to be featured on the video will be preliminarily discussed with ACCIONA. ACCIONA and the technical partners will be asked to provide the technical background necessary to develop contents and scripts. One presentation video and five short videos will be produced.
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2.7. Clustering activities and synergies

BEEYONDERS partners will participate in networking and clustering events to raise the project's visibility within the stakeholder community.

The project partners will engage and join forces with sister projects and sector partnerships. This cooperation will be made visible on the project website, where two sister projects are already featured by including their name, payoff and direct URL to their projects' websites and social media channels. The BEEYONDERS newsletter will include a dedicated section where fellow projects' news and major results/ publications can be presented.

A preliminary list of sister projects and memberships is provided in the table below.

Table 20. Sister projects

Sister projects	HumanTech ROBETARME
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Joint webinars and/or sessions will be organised with the sister projects to gain more visibility and reach more audiences. To support the sister projects in their joint dissemination efforts, BEEYONDERS will consider applying to the Horizon Results Booster free-of-charge service. The latter aims to identify commonalities among the members of the cluster and aims to draft a joint dissemination plan. Furthermore, to support the execution of joint dissemination activities, graphic materials, such as a video and a flier, are produced for the cluster.

A preliminary list of key platform, networks, associations and initiatives where BEEYONDERS partners are active members has been gathered:



Table 21. Memberships

Key Platform / Network / Association / Initiative name	Geographical scope	Partner who included the input
<u>BuildingSmart – Spanish Home of OpenBIM</u>	Spain	TECNALIA
<u>ECTP – European Construction Technology Platform</u>	European	TECNALIA
<u>PTEC-Plataforma Tecnológica Española de la Construcción</u>	Spain	TECNALIA
<u>ERA - European Research Area</u>	European	TECNALIA
<u>BRTA - Basque Research & Technology Alliance</u>	Spain / European	TECNALIA
<u>SMEunited</u>	European	EBC
<u>SBS - Small Business Standards</u>	European	EBC
<u>Construction 2050 Alliance</u>	European	EBC
<u>High Level Construction Forum</u>	European	EBC
<u>ECCREDI - European Council for Construction Research, Development and Innovation</u>	European	EBC
<u>European Housing Forum</u>	European	EBC
<u>Standing Committee on Construction</u>	European	EBC
<u>CEN - European Committee for Standardization</u>	European	EBC
<u>Built4People partnership</u>	European	EBC
<u>BUILD UP</u>	European	EBC
<u>ECTP – European Construction Technology Platform</u>	European	STAM
<u>SIIT</u>	Italy	STAM
<u>ISO standardization group: UNI/CT 042/SC - Safety and health of wearable devices to facilitate work activities</u>	Italy	IIT

Finally, a preliminary list of entities that the project should cooperate with has been drafted:

Table 22. Potential synergies

Key Platform / Network / Association / Initiative name	Geographical scope: International / European / National	Partner who suggested the synergy
<u>ARTEMIS-IA - Artemis Industry Association</u>	European	TECNALIA
<u>CTCN-Climate Technology Centre & Network</u>	International	TECNALIA
<u>STREAM - EU project</u>	European	IIT
<u>EIT Manufacturing</u>	European	ACCIONA



2.8. Events attendance

The participation in third party events, fairs and conferences is an important tool that the BEEYONDERS consortium is planning to exploit to **reach out to professional audiences and to facilitate both the dissemination of its results and outcomes and the creation of fruitful collaborations.**

To enhance BEEYONDERS' visibility, interactive webinars or/and online workshops will be organized in collaboration with the sister projects and construction sector experts. Such events will become an opportunity for sharing valuable information on breakthrough technologies applied to the construction industry.

At least four webinars will be organised by BEEYONDERS to address specific topics linked to robotics addressing professional audiences and public administrations. Also, 3 workshops will be organised at European level and one final conference will be organised to disseminate about BEEYONDERS' results. Their recordings will be published on the project YouTube channel.

Moreover, BEEYONDERS will participate to a number of reference events in the construction sector to disseminate about the project's results.

To facilitate the engagement and participation of partners into third party events, ICONS will provide them with graphic materials to be displayed and handed out in person, such as flyers, posters or other specific formats where needed. Adaptations, both in format and in content of existing materials, are also possible, if the need will arise. ICONS also provides support in the preparation of presentations, both on the graphic side and on texts to make them more engaging and stimulating, to those partners that will request it.

Additionally, ICONS **keeps track of the partners' participation** in third party events through a database that will be fed by the partners themselves. ICONS has provided a shared Excel template for this purpose and updates are requested on a regular basis.

This database will also be used to publish some events on the BEEYONDERS website: these events will be chosen on the basis of their relevance for the visitors of the website. They can include important sector events, workshops or webinars organised by BEEYONDERS or initiatives organised by sister projects.

Following a preliminary data gathering, BEEYONDERS identified some events that could be interesting to attend in the coming months:

Table 23. Upcoming events

Name	Date and periodicity	Location
<u>ERF2023</u>	14-16/03/2023 - Yearly	Odense, Denmark
<u>CONSTRUYES!</u>	29-30/11/2022 - Yearly	Madrid (or other locations in Spain)
<u>Digital Construction Week</u>	17-18/05/2023 - Yearly	London
<u>Construmat</u>	23-25 /05/2023 - Every 2 years	Barcelona
<u>Bauma</u>	24-30/10/2022 - Yearly	Munich
<u>Rebuild</u>	28-30/03/2023 - Yearly	Madrid



<u>ICCIM 2024: 18. International Conference on Construction Innovation and Management</u>	26-27/04/2024	Istanbul
<u>European Sustainable Energy Week</u>	20-22/06/2023 – Yearly	Brussels & Online
<u>European Vocational Skills Week</u>	TBC – Yearly	Brussels & Online
<u>Sustainable Places</u>	TBC – Yearly	Madrid & Online
<u>The Sustainable Built Environment Conference Series</u>	TBC – Yearly	Several cities
<u>Japan Build Osaka</u>	07-08/01/2023	Tokyo
<u>International Conference on Automation and Robotics in Construction</u>	07-08/01/2023	Tokyo
<u>International Conference on Sustainable Design and Construction</u>	07-08/01/2023	Tokyo
<u>International Conference on Construction Systems and Maintenance of Infrastructure ICCSMI</u>	07-08/01/2023	Tokyo
<u>International Conference on Eco-Friendly Construction for Sustainability</u>	07-08/01/2023	Tokyo

Table 24. Events accountability

Accountability	ICONS will be responsible for keeping track of all the events in which representatives of the BEEYONDERS partnership will participate. Also, ICONS together with the contribution of technical partners, especially industrial ones, will organize in-house events – workshops, roundtables, webinars – to showcase BEEYONDERS outcomes and raise awareness among a professional audience.
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2.9. Management of communication and dissemination

2.9.1. Responsibility in the consortium

To ensure that EU-wide communication activities can reach out to the mentioned stakeholders and the general public in order to maximise the impact and the exploitation of BEEYONDERS results, full cooperation needs to be established between the Communication and Dissemination Leader (ICONS), the Exploitation Leader (PNO) and the rest of the consortium.



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101058548.

There are strong interactions between the project dissemination and communication, illustrated in the current document, and the partners' local activities, especially with stakeholders and professional audiences. Therefore, full co-operation from the rest of the team is expected. Likewise, the exploitation leg part of WP8 heavily relies on input from the BEEYONDERS consortium. In fact, all the project partners are expected to co-operate by participating in webinars, direct interviews and questionnaires, which will be facilitated by PNO, to gather information necessary to define the project KERs and the most suitable exploitation strategies. Role and responsibility of ICONS, the project coordinator and all the other member of the BEEYONDERS consortium can be summarised according to the following scheme:

Table 25. BEEYONDERS' partnership accountability in communication and dissemination

Partner	Responsibility and involvement
ACCIONA (Coordinator)	- Validating the proposed dissemination and communication strategy; - Providing feedback and approval on the communication and dissemination contents to be released on behalf of BEEYONDERS (i.e., project website, leaflet, infopacks). - Maximising the visibility of the technologies developed in the project. - Bringing the solutions developed in BEEYONDERS to higher TRLs in the context of this partnership. - Ensuring that the project results have a clear market orientation and fulfil the industry needs.
ICONS (T8.2 leader)	- Leading and coordinating dissemination and communication activities. - Developing an integrated communication and dissemination strategy to be implemented for the duration of the project. - To coordinate with PNO the ensure the development and execution of a synergetic Communication, Dissemination and Exploitation strategy. - Defining key messages that will convey the objectives and goals of BEEYONDERS based on the needs and interests of the project's target audience. - Developing the BEEYONDERS visual identity and various communication materials i.e. flyers, project video. - Designing, updating and maintaining of the project website. - Producing the content to be published on the project website and external channels, newsletters and social media platforms, together with the active contribution of all the partners. - Monitoring the impact of communication materials produced and distributed for BEEYONDERS. - Delivering regular updates of the communication plan based on the project's emerging dissemination and communication requirements.
All other BEEYONDERS partners	Providing inputs to create the BEEYONDERS website and other communication materials.



- Keeping ICONS informed as to relevant progress made by the project in their respective work packages.
- Boosting BEEYONDERS' presence on social media.
- Contributing to the definition of KERs and the stakeholder mapping.
- Providing ICONS with the list of events and publications they will be attending on behalf of BEEYONDERS.
- Mobilizing networks and connections for a wider outreach and promotion of BEEYONDERS.

2.9.2. Stakeholder database

The stakeholder mapping will become particularly relevant starting from the second project year, when results worth disseminating will materialise. The database can be updated at any moment throughout the project.

It will not only include GDPR-compliant information, but also:

- The stakeholder type (according to the priorities identified from the stakeholder mapping);
- Stakeholder geographical level of operation;
- Relevant KERs for each stakeholder type;
- Dissemination channels and formats to use;
- Partner responsible for dissemination.

When the database is populated, partners are asked to identify stakeholder organisations they are in contact with which correspond to BEEYONDERS key exploitable results. The same partner nominating such organisations will then be responsible for engaging directly with them and liaising with them for disseminating project results. In fact, once the project makes some progress, partner organisations are asked to take on responsibility in approaching and engaging with specific stakeholders to deliver more refined messages and cascade down to them project dissemination materials. Such accountability scheme will follow what stated in the stakeholder database.

Furthermore, partners – especially task leaders – are responsible for identifying specific features or results that could be conveyed to appropriate stakeholders.

As C&D leader, ICONS supports overall project communication and individual partners in their efforts to reach out.

2.10. Monitoring and impact assessment

The monitoring and assessment of the BEEYONDERS C&D campaigns are key activities for the project. They provide a quantitative estimate of the impacts generated across the targeted stakeholder groups in terms of awareness and acceptance. In particular, high acceptance levels are a necessary requirement for market uptake of the developed solutions, as indicated in Figure 4.





Figure 4. Impacts generated by the BEEYONDERS communication and dissemination activities

ICONS has developed a solid monitoring and impact assessment methodology focused on the distribution of contents and the engagement mechanisms of all project communication activities and across all considered channels. The approach is based on a number of indicators that can be aggregated or singled-out in a flexible way to enable the analysis of each component and its determinants. These indicators represent the performance metrics of BEEYONDERS and have been developed to be:

- **Measurable:** they can be represented numerically and analysed over time to identify trends, best practices and pitfalls;
- **Easy to understand** and to be used by project's partners, to ensure exploitation of the resulting analysis;
- **Repeatable:** they can be used and collected in a consistent way along project's execution;
- **Available:** sources are always accessible and available;
- **Timely:** they are made available every time a new communication or engagement effort is undertaken;
- **Reliable:** they are drawn from trusted sources in the online analytics world;
- **Insightful:** they provide knowledge around the effectiveness of the communication and engagement effort.

The monitoring of the adopted indicators and the assessment of the generated impacts (also via qualitative feedback from the direct exchange with the stakeholders) are continuously performed over the course of the project. This enables ICONS not only to monitor BEEYONDERS communication impacts, but also to take corrective actions and improve performances and maximise impacts if needed.

The following sections provide a concise description of the methodology developed and implemented by ICONS. A more detailed description will be provided in D8.4 and the subsequent releases.

2.10.1. Monitoring methodology

The monitoring methodology is based on outreach and engagement indicators calculated from data collected via dedicated web analytics and software tools. Outreach indicators measure online and offline communication reach with the aim of strengthening the impact on awareness. They provide an estimate of the number of people who came across a specific content. Engagement indicators measure the amount of



interactions that stakeholders made with the content they came in contact with. They give an estimate of the project acceptance.

Outreach and engagement indicators are calculated for all public contents (news releases, articles, videos...) and channels (websites, social media, news multipliers).

To track the diffusion of the project online contents, ICONS uses NUVI, a real-time social monitoring platform. In Table 26, total mentions represent the number of times NUVI found the considered content on the web pages and social media it monitors (Twitter, WordPress, Google+, Blogs, News, RSS, Tumblr, Automattic, Reddit, VK, Facebook, Youtube). NUVI is a real-time social monitoring platform used by ICONS to track the diffusion of the project online contents.

The sums of the indicators in Table 26 and Table 27 give the publications total outreach and total engagement values at the time of the data collection. The outreach and engagement values of each channel are calculated with different approaches (based e.g. on the total amount of webpages viewed or the time spent on them) but by using the same tools. Finally, ad-hoc indicators have been developed to estimate the outreach and engagement values generated by events such as conferences, webinars etc. based on the audience size.

Table 26. Outreach indicators for the assessment of the C&D campaigns

Channels	Outreach indicators	Tool
Website	Total visits on beeyonders.eu	Google Analytics has been used initially. On 22 November 2023 there has been a switch to MATOMO.
	Unique visitors on beeyonders.eu	
	Total visits on youris.com	
	Unique visitors on youris.com	
Social media	Twitter impressions on @beeyondersEU	Twitter Analytics
	Twitter impressions on @YourIS_com	LinkedIn Statistics
	LinkedIn visualisations on @BEEYONDERS	
	LinkedIn visualisations on @youris-com	
	Facebook visualisations on @youriscom	Facebook Statistics
	Visualisations on BEEYONDERS YouTube channel	YouTube counter
News multipliers	Impressions on multipliers	Provided directly by the multipliers or, in a minor number of cases, estimates based on a solid number of parameters leveraging time series and historical data

Table 27. Engagement indicators for the assessment of the C&D campaigns

Channels	Engagement indicators	Tool
Website	Facebook likes and social shares on youris.com	youris.com social widget
Social media	Twitter engagements (clicks, likes, retweets, replies etc)	Twitter Analytics



	LinkedIn clicks, likes, comments and shares	LinkedIn Statistics
	YouTube likes and comments	YouTube counter
	Total mentions	NUVI
News multipliers	Multipliers' engagement metrics	Provided by the multipliers
Other	Other uptakes	Communicated by project partners to ICONS

2.10.2. ICONS's engagement indexes

Outreach and engagement indicators are not sufficient to assess the evolution of the acceptance level. The former only provide an estimate of audience size, not its interest level. The latter describe the interest and overall impacts on a community but should be read in conjunction with outreach to draw relevant conclusions on engagement. To this aim, a composite indicator is needed.

ICONS studied a series of indices able to quantify the interest of a community in specific content. With specific reference to contents distribution, the following indices are to be accounted for:

- **CEI** : Community Engagement Index
- **PEI**: Publication Engagement Index
- **WEI**: Website Engagement Index
- **SEI**: Social Engagement Index

These indexes are described in the following sections.

Table 28. Monitoring accountability

Accountability	ICONS will be in charge of monitoring the outreach and engagement generated by the project communication. The outcome of such exercise will be shared with the BEEYONDERS consortium at project meeting and it will feed into periodic reporting.
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2.10.2.1. Community Engagement Index (CEI)

The Community Engagement Index¹ (CEI) developed by ICONS is used to assess and evaluate the results and impacts of the project. The CEI is a function of the outreach and engagement indicators, and it is calculated as the ratio between total engagement and total outreach. It integrates all communication activities, both online and offline (i.e. publications, project website, social media, webinars, workshops/events, and other activities) into one single metric. Low values of the CEI indicate little interest by the target audience (compared to its outreach), while high values suggest high interest and engagement of the community

¹ Two new tools for science communication assessment: the community engagement index and communication effectiveness quadrants', Folco G. et al, available at <https://zenodo.org/record/6985584#.Yw4x3OxBwnM>



2.10.2.2. Publication Engagement Index (PEI)

The Publication Engagement Index (PEI) lets ICONS gauge, in a quantitative way, the actual engagement of people with the publications provided by the BEEYONDERS project via the following channels: websites (project website and youris.com), social media, and media multipliers.

The index is expressed as a percentage, similarly to how penetration rates are usually reported in market analysis reports, and can be calculated at different levels:

- By publication
- By publication type (article, news release, press release, video, etc.)

2.10.2.3. Website Engagement Index (WEI)

The Website Engagement Index (WEI) quantifies the engagement of BEEYONDERS website visitors with the contents published in its pages. Outreach is measured based on the total number of page views, while its engagement is gauged as the amount of time spent on these pages.

The index is expressed in percentage with a natural range between 0 and 1. Its value tends to be higher in comparison to PEI. Contrast to the engagement according to the publications, the engagement recorded on the website is based on the visitors' attention span, rather than the specific actions performed, that is, downloads, shares.

2.10.2.4. Social Engagement Index (SEI)

The Social Engagement Index (SEI) measures the level of interest generated by all the social media posts made by the BEEYONDERS project; it also represents the amount of engagement made between the social media users with the content present in these posts. This is calculated by finding the ratio between the outreach and engagement levels for each social media channel.

The SEI percentages vary depending on how these channels work. Twitter, for example, has a wider online community in comparison to LinkedIn. This explains the substantial level of outreach with respect to LinkedIn. It, however, falls behind with the level of engagement as a public Twitter account opens its doors to anyone, while a LinkedIn page provides more familiarity with its followers as they are committed to following the content shared by the page.

2.10.3. Timeline

The timeline below covers the main activities for WP6 from the beginning of the project to M21 when the first report on Communication and Dissemination activities will be released. The first months focus on setting up of the visual identity, social media accounts, website, and other outreach materials.

In addition to the activities shown in the table below, the project newsletter will be produced twice a year, usually every six months and at the most appropriate dates in terms of newsworthiness. Social media is ongoing, and BEEYONDERS consortium have started building a community. Specific communication campaigns will also be conducted for such events as the Women in Construction Week, Construction Safety Week, and the World Environment Day. Press releases will be issued generally at milestones or for events and specific achievements or deliverables.

Table 29. Timeline M1-M21

When	What	Lead beneficiary
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This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101058548.

M2	Set up of social media accounts, visual identity design, landing page, initial .ppt and deliverable templates	ICONS
M4	Set up of social media accounts, visual identity design, project website, first press release available on the website	ICONS
M6	Communication and dissemination plan (D8.1)	ICONS
M7-M8	First newsletter	ICONS
M8	Communication Kit	ICONS
M10-12	First article/interview	ICONS
M14-M16	Second newsletter	ICONS
M15-M21	Second article/interview, Second newsletter	ICONS
M21	Report on Dissemination and Communication Activities (D8.4)	ICONS



2.11. The project's visual identity

An appealing and consistent visual project identity is key to reaching out effectively to stakeholders, helping the project increase its influence and impact. BEEYONDERS logo and visual identity are based on the result of a brand personality exercise in which ACCIONA, TECNALIA and PNO were actively involved. The aim of the brand personality exercise was to highlight the features, characteristics and elements that make BEEYONDERS stand out as a European research and innovation project.

The project logo, a set of icons, graphic elements, images, infographics, social media GIFs and cards, templates for presentations and reporting will be designed to reflect the project's values, key messages and characteristics.

Different options for the logo and the visual identity were developed by ICONS, based on the results of the brand personality exercise:

How should your brand be perceived by its target audience?

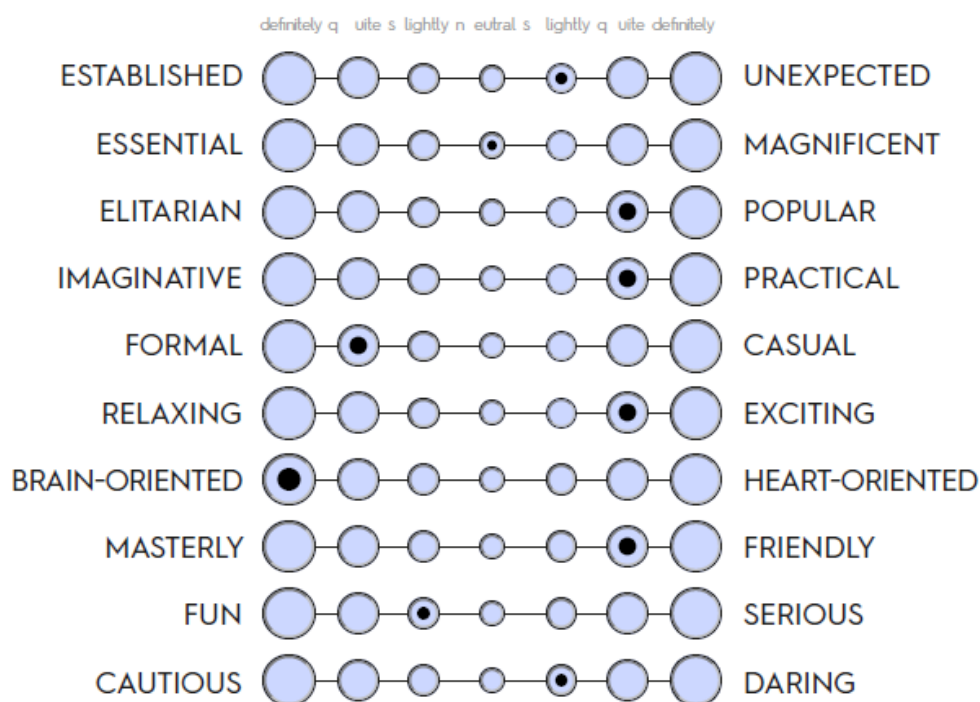


Figure 5. Brand personality exercise results





Figure 6. BEEYONDERS logo

These options were presented to the project coordinator to choose the final version of BEEYONDERS logo: The notions and sources of inspiration underlying the BEEYONDERS logo are:

- Adaptability, safety, efficiency
- Geometrical forms to communicate technology and precision
- Dynamic shapes that can be combined to convey an idea of creativity and that recall building construction processes

The official Brandbook has been developed and shared among partners (see Annex I). It serves as a rulebook for everyone involved in the project, particularly when developing communication and dissemination materials for specific events including webinars. Some of the rules are shown below in the Annexes. All dissemination items and publications to be released by BEEYONDERS, including the project website, will specify that the project has received funding from the European Union research and innovation programme and display the European emblem. All publications will include the following statement (from GA 17.3): “Funded by the European Union. Views and opinions expressed are however those of the author(s) only and do not necessarily reflect those of the European Union or HADEA. Neither the European Union nor the granting authority can be held responsible for them.”

Table 30. Visual identity accountability

Accountability	The BEEYONDERS logo and brand system have been developed by ICONS with feedback from ACCIONA, PNO and TECNALIA. All the ACCIONA project partners are encouraged to use the logo and the rest of the brand materials under the supervision of ICONS, following the graphic guidelines provided in the Brandbook.
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3. Conclusions

This Dissemination and Communication Plan presents the overall C&D strategy of BEEYONDERS. Also, it provides an overview of the main tools and channels to be used over the project as well as the monitoring strategy that will be developed.

The channels and formats illustrated in the current deliverable will ensure awareness, engagement and uptake between professional stakeholders and the general public. Their efficiency and outreach will be monitored periodically thereby allowing the project to understand and fine-tune its contents and the overall C&D strategy over time.

A first report on Dissemination and Communication Activities will be released at M21 and the second at M42. Finally, the Communication and Dissemination Plan will be updated and fine-tuned with the progress of the project.



4. Annexes

4.1. Brandbook



VISUAL GUIDELINES V.01.1

INTRODUCTION

BEEYONDERS project aims to develop innovative technologies to improve the environmental impact of Europe's construction sector by making it more efficient, safer for workers and more attractive for young people.

Main personality traits: Exciting, brain oriented, friendly, formal and practical yet imaginative.

In this document you'll find the basic rules to use the visual identity and its elements and ensure that the project's voice is always consistent in every occasion of communication and dissemination.

BEEYONDERS VISUAL GUIDELINES



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1.1. MAIN LOGO

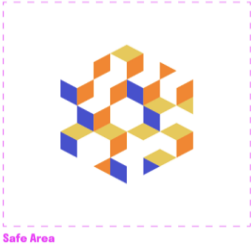


BEEYONDERS VISUAL GUIDELINES

1.2. ALTERNATIVES

VERTICAL LOOKUP & MONOGRAM
These versions of the logo are meant to be used only if the project or the circumstances do not allow the use of the main logo.

Use the monogram only if the project's name is clearly stated and associated to the icon in textual form.



BEEYONDERS VISUAL GUIDELINES

1.3. DONT'S

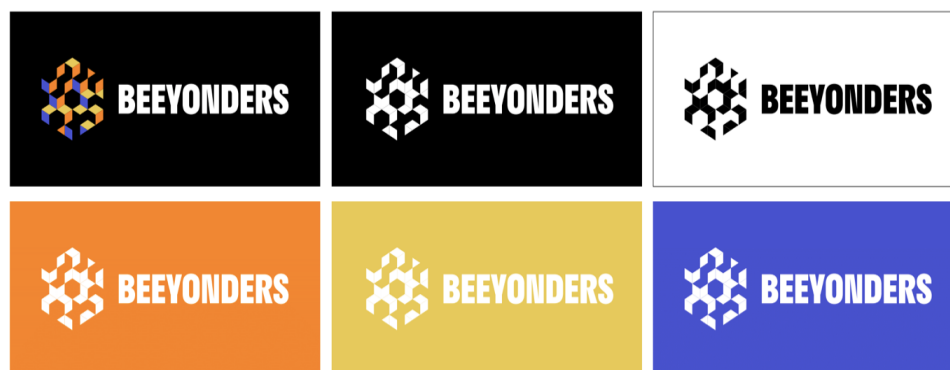


BEEYONDERS VISUAL GUIDELINES



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101058548.

1.4. COLOUR VARIANTS

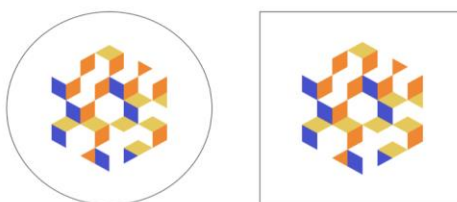


BEEYONDERS VISUAL GUIDELINES

1.5. SOCIAL BADGE

NOTES

Use these social badges only if the project's name is clearly stated and associated to the icon in textual form.



BEEYONDERS VISUAL GUIDELINES

2.1. COLOURS



BEEYONDERS VISUAL GUIDELINES



This project has received funding from the European Union's Horizon Europe research and innovation programme under grant agreement N° 101058548.

2.2. TYPOGRAPHY

STYLES

Stratos ExtraBold
Stratos Bold
Stratos SemiBold
Stratos Regular

ALTERNATIVES

Whenever this font family is not available (i.e. Microsoft Office applications), use the Arial Bold font for the titles and the Calibri Regular font for text as a fallback solution.

Stratos
ExtraBold

**Tech helps construction sector
to be more worker-friendly.**

Stratos
Bold

**WORKERS ARE AT THE CORE OF BEEYONDERS
TECHNOLOGIES AND APPROACH**

Stratos
SemiBold

**Increase of the EU's technological independence
in the construction domain**

Stratos
Regular

BEEYONDERS' core ambition is to address these challenges by producing, commercializing and integrating beyond the state-of-the-art solutions into real construction scenarios. To do so, the project will make extensive use of AI, automation, and digitisation. These new technologies will both support the independence of the European construction sector from foreign technology imports and reduce its environmental impact, ultimately supporting the EU in reaching climate neutrality, at 6 case studies across Europe.

BEEYONDERS VISUAL GUIDELINES

2.3. PHOTOGRAPHY



**CLEAN
PRECISE
TECHNICAL
SAFETY
GEOMETRIC
STRONG
STRUCTURE
MODERN
HUMANS
BLOCKS**



BEEYONDERS VISUAL GUIDELINES

2.4. ICON SET



**AUTONOMOUS
GROUND AND
AERIAL VEHICLES**



**ADDITIVE
MANUFACTURING**



**ADVANCED
WEARABLES**



EXOSKELETON



**DIGITAL
TWIN**

BEEYONDERS VISUAL GUIDELINES



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2.5. MOTTO



**Pioneering worker-friendly
technologies for Europe's
construction sector**

BEEYONDERS VISUAL GUIDELINES



**LATEST UPDATE: NOVEMBER 2022
FOR FURTHER INFORMATION, PLEASE CONTACT
INFO@BEEYONDERS.EU**



Funded by the
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