



**MEZeroE**

Measuring Envelope products  
and systems contributing to next  
generation of healthy nearly  
Zero Energy buildings

## **D7.3 Publication of five 20 pages photography booklets is printed and digital format**

April 2026

WP7

Dissemination level  
Public



The MEZeroE Project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 953157

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## Executive summary

Technological innovation in the construction sector is considerably difficult to implement due to several factors such as the fragmentation and complexity of this sector. Many disciplines are involved at various stages, design and production are usually separated, there is a large number of players with a vast majority of small-medium enterprises (SME), and supply chains are long and variegated. As a result, gathering the different specialists together is difficult, and many potentially effective innovative solutions do not even reach the market.

H2020 MEZeroE project aims at tackling this complex issue by creating an EU distributed open innovation ecosystem for (i) developing nearly Zero Energy Building (nZEB) Enabler Envelope technology solutions; (ii) transferring knowledge; (iii) matching testing needs with existing facilities; (iv) providing monitoring in living labs; and;(v) standardizing cutting-edge solutions coming from SMEs and larger industries, to foster inclusive change in the building sector, being accessible via a single-entry point to all users.

MEZeroE ecosystem will be accessed via a single-entry point web-based multi-side virtual marketplace which will include 9 Pilot Measurement & Verification Lines (PM&VL), 3 Open Innovation Services (OIS), and resources for training, business model development, systematic intellectual property (IP) and knowledge management. MEzeroE will fast-track prototypes to the market as fully characterized products.

Within the framework of the dissemination and communication actions of the MEZeroE project, the COMPÁZ team has imagined the creation of a magazine published once a year. The vocation of this magazine is to show the evolution of the project over time, by selecting current topics and to show it in an artistic way, therefore by definition conceptual and aestheticized.

The central idea of this magazine is that it is based on the evolution of the project itself, from the start-up phases of the project to the implementation of the various deliverables, i.e.: the pilot lines, the living labs and of course the digital marketplace.

Each edition marks the state of progress of the project and in 4 years' time, all the editions will form a single, coherent and inspiring book, made up of five chapters that respond to each other.

This multi-publication, which recounts the evolution and progress of the MEZeroE consortium, is essentially intended for all actors of the construction industry: from architects to engineers, including of course material manufacturers and builders as well as building owners. The publication is intended to inspire and ultimately support the attractiveness of the new digital marketplace.



**Measuring Envelope products and  
systems contributing to next  
generation of healthy nearly Zero  
Energy**

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|   |              |    |
|---|--------------|----|
| 1 | INTRODUCTION | 5  |
| 2 | MAGAZINE N°1 | 6  |
| 3 | MAGAZINE N°2 | 9  |
| 4 | MAGAZINE N°3 | 13 |
| 5 | MAGAZINE N°4 | 16 |

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## 1 Introduction

COMPÁZ defined the editorial strategy of the five booklets to be published until the end of the project (Figure 1).

The first booklet took the form of a “MANIFESTO”, emotionally highlighting the project, the consortium, and its values and objectives.

In the second edition, titled “IMPROVE” the focus shift towards the testing phase, showcasing the pilot lines, living labs, and materials in an aesthetically pleasing and emotionally engaging manner.

The third edition, titled "LIFE," centers around the project's stakeholders, emphasizing the human aspect of their involvement.

In the fourth edition, titled “BUILD” the spotlight will be on the construction aspect, demonstrating what can be achieved in terms of materials, sustainability, impact, and results in the context of buildings.

Lastly, the final edition, titled "PROGRESS," aims to highlight the project's outcomes, economic perspective, presenting solutions and answers for the future.

Each edition of the MEZeroE magazine is promoted through the various communication channels of the project.

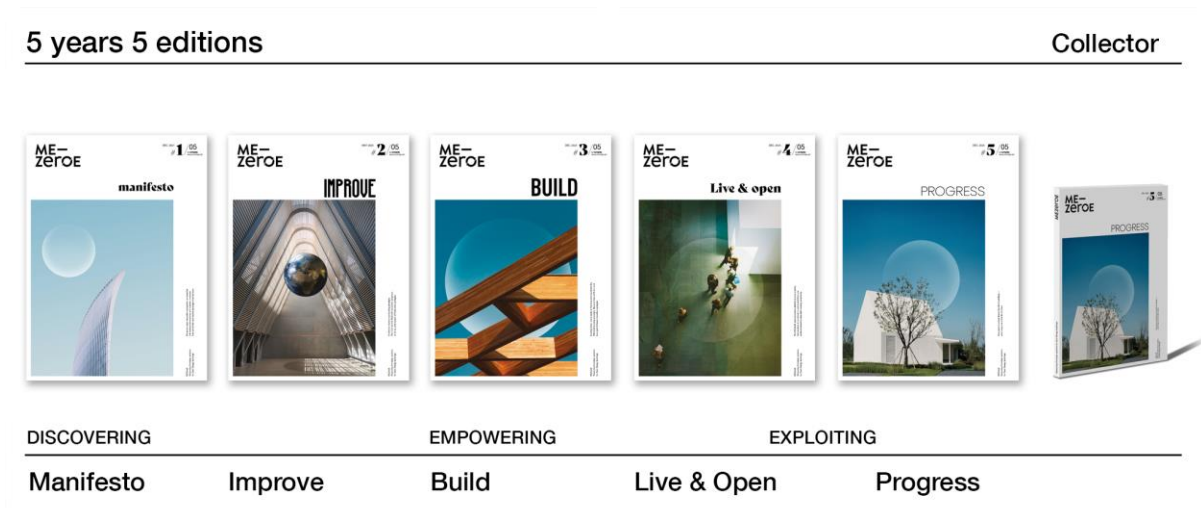


Figure 1: Five booklets to explain the project progress and results



## 2 Magazine n°1

“MANIFESTO”, released on December 2021, 500 printed copies.

The first edition showed the commitment of the MEZeroE consortium to a sustainable construction industry and to a net zero carbon approach.

This commitment, or promise, has been brought to life in the form of a manifesto, reflecting both the consortium's philosophical vision and in many ways its deep understanding of climate, economic and social issues.

The first MEZeroE magazine (Figure 2) has been printed in December 2021 in 500 copies. Every partner received a paper version, while the online version is in open access on the project website.

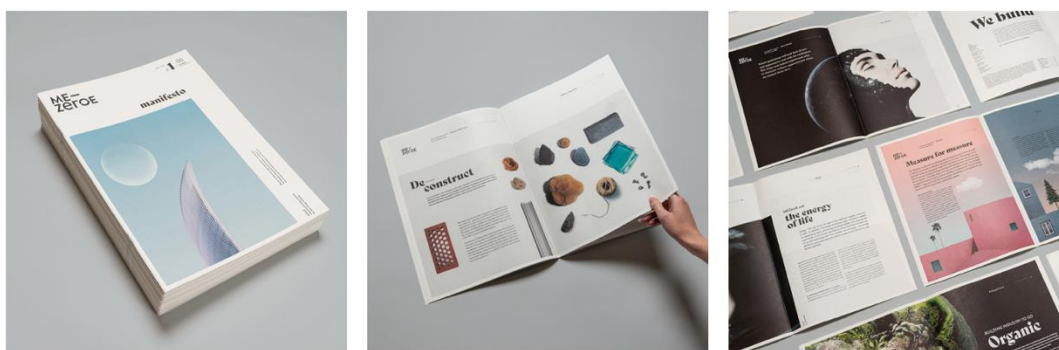
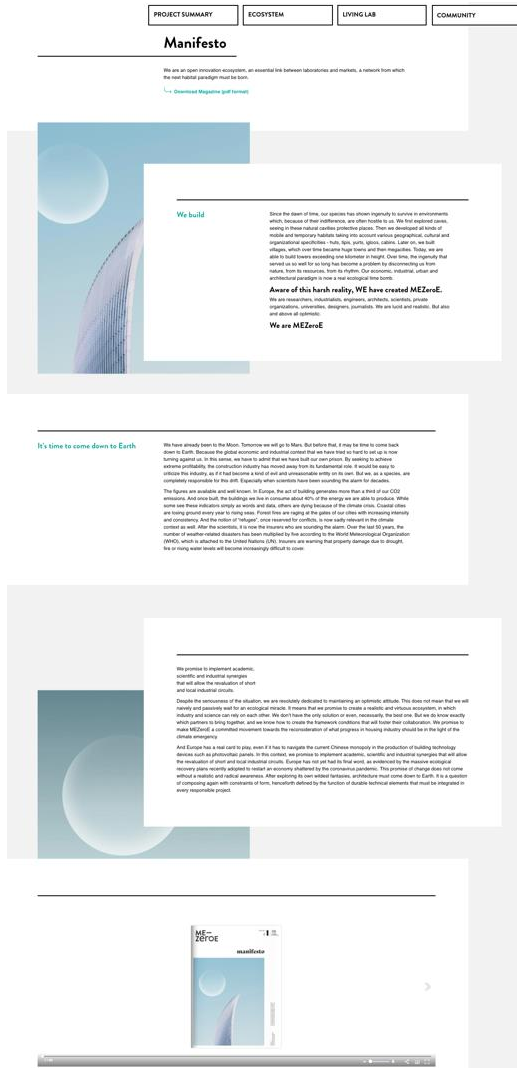


Figure 2: pictures magazine n°1.

In order to promote this first edition and to make it known to as many people as possible, a dedicated page has been created on the website (see below). This page explains in a few words the essence of this booklet with the possibility to download the PDF version as well as the possibility to view it directly online on the page with a player allowing to switch from one page to the other, like the paper format. Figure 3 reports data on the views of "manifesto" page and download.

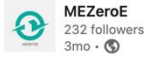
In addition to the dedicated page on the website, over 500 copies were printed and distributed. Each consortium partner received 3-5 copies of the manifesto. In addition, the booklet was distributed to COMPÁZ's network of contacts and partners. It was also sent to some important organisations in the field.



<https://www.mezeroe.eu/project-summary/manifesto>

Finally, to promote the booklet widely, a specific content plan was drawn up for the booklet. This content plan includes a publication to announce the release of the magazine (1 publication). In addition, since the launch, each month a post relating to one of the chapters of the booklet is published (9 publications) (see Figure 4). This makes it possible to promote all the contents of this first edition over a year (10 publications). The last months of the year are dedicated to the announcement of the next booklet (1-2 publications).





MANIFESTO // Building industry to go organic 🌱

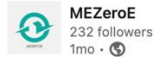
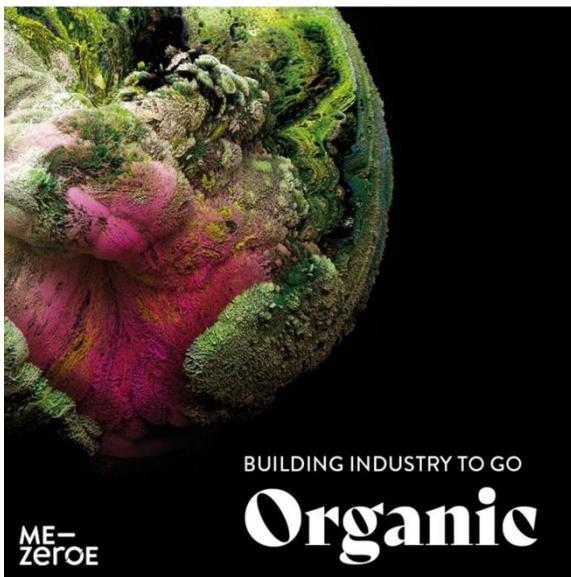
Discover each month a chapter of the first edition of MEZeroE magazine, our manifesto. 📖

The act of building must be rethought with a view to considering the life cycle of buildings in an organic way. Recycled and recyclable, tomorrow's housing becomes part of a circular and responsible approach. A commitment that then leads to the rise of cities whose sustainable systemic will contribute to solving the environmental crisis.

Learn more about it in the 6<sup>th</sup> chapter of our magazine's 1st edition (p.27-29)!

Full magazine available here 📄 <https://bit.ly/3I6u9XY>

#mezeroe #research #innovation #sustainability #nZEB



MANIFESTO // Human skin as inspiration?

Discover each month a chapter of the first edition of MEZeroE magazine, our manifesto. 📖

Essential links between the occupants of a building and the outside environment, the facade, and the roof represent central strategic issues in sustainable architecture.

Learn more about it in the 6<sup>th</sup> chapter of our magazine's 1st edition (p.30-33)!

Full magazine available here 📄 <https://bit.ly/3I6u9XY>

#mezeroe #research #innovation #sustainability #nZEB



Figure 3: Examples of posts on social media to promote the first booklet



### 3 Magazine n°2

“IMPROVE”, released on May 2023, 200 printed copies.

The second edition of MEZeroE magazine invites readers into the world of test laboratories and provides an exclusive behind-the-scenes look at the construction process (Figure 5). The magazine aims to showcase the significance of these test platforms and services in the context of the MEZeroE project's focus on improvement. In this edition, we explore a comprehensive range of improvements, going beyond energy efficiency, to encompass the health and safety aspects for occupants, embodying our commitment to responsible construction practices.

The magazine kicks off by introducing the project's three open innovations and nine pilot lines, offering readers an overview of the project's key initiatives. It then delves into the detailed explanations of the tests conducted and their unique characteristics. Safety, health, efficiency, and interaction emerge as the core dimensions of the project, which are extensively explored in this issue.

Similar to the first edition, multiple copies of the magazine are printed and distributed among the consortium members. Furthermore, we sent the magazine to identified key players such as the consortium members network, building companies and actors who are actively contributing to the growing community surrounding the project. Additionally, the magazine is available on our website (Figure 6) and shared through various social media posts to reach a wider audience (Figure 7).

The process followed by COMPÁZ to edit the second magazine involved a collaborative approach, wherein the project partners have been engaged to ensure comprehensive coverage of the pilot line and test descriptions. To further enhance partner involvement in our publication, we processed as following:

1. **Pre-planning and Communication:** A direct contact with project partners (especially the leaders of the pilot lines) was established. A clear timeline and objectives for the publication was described and we outlined the roles, expectations, and deadlines for their contributions.
2. **Content Planning and Interviews:** We conducted a series of interviews with partners to gather their expert insights and unique perspectives. We tailored the interview questions to elicit specific information aligned with the publication's objectives.
3. **Draft Content Creation:** We developed initial drafts of the content, incorporating the information gathered from the interviews ensuring clarity, accuracy, and technical relevance in the written articles and visuals.
4. **Partners Review and Feedback:** We shared the draft content with partners for their review and feedback. We encouraged detailed comments and suggestions.
5. **Iterative Revisions:** We incorporated partners feedback into subsequent iterations of the content. We collaboratively refined the content to align with the desired objectives.
6. **Validation and Approval:** We shared the final draft with partners for their validation and approval.



By implementing this process, project partners have been better involved in this publication, while ensuring a high-quality, collaborative outcome that effectively represents our collective expertise and promotes a sense of ownership and pride in the project's achievements.

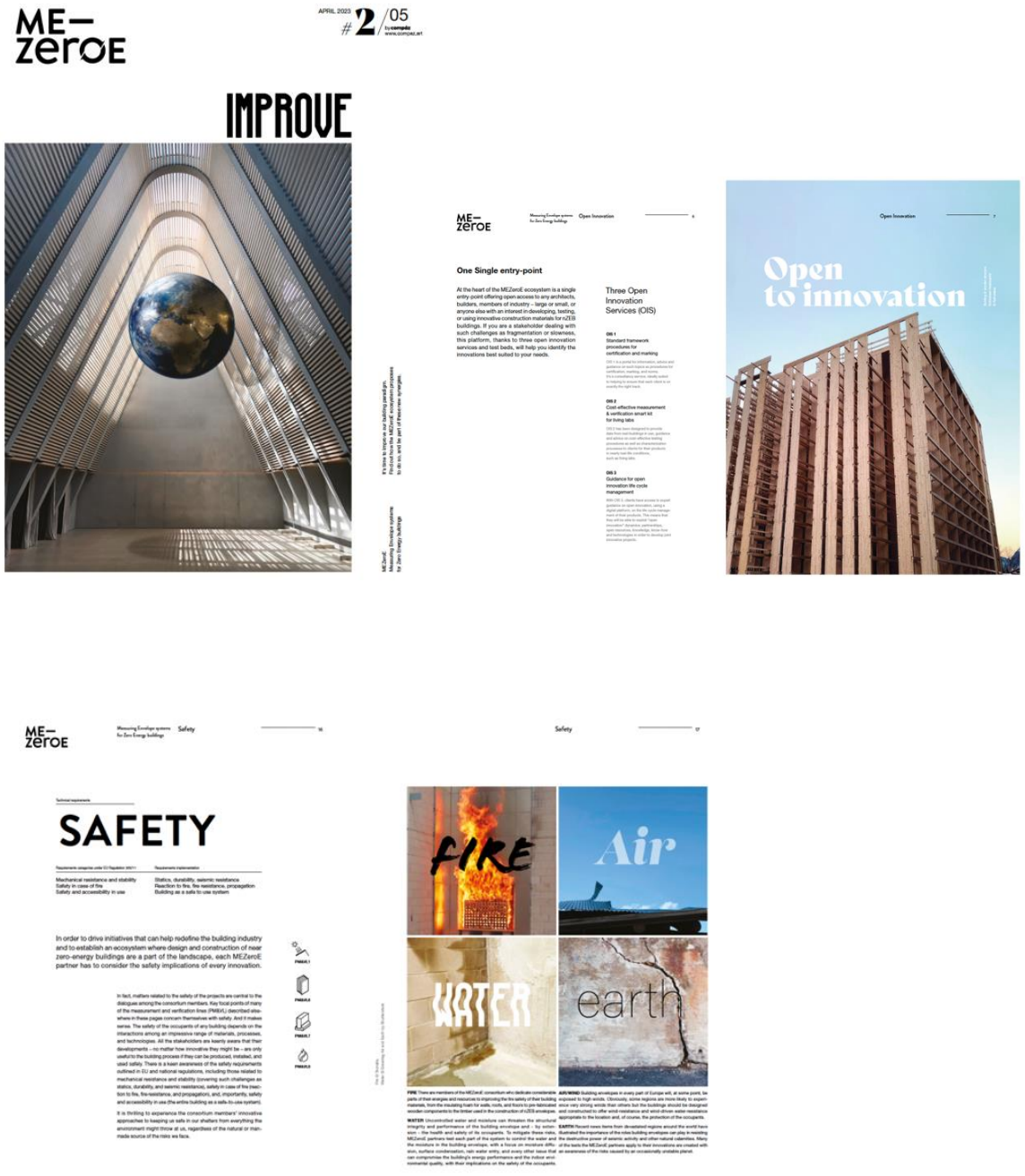
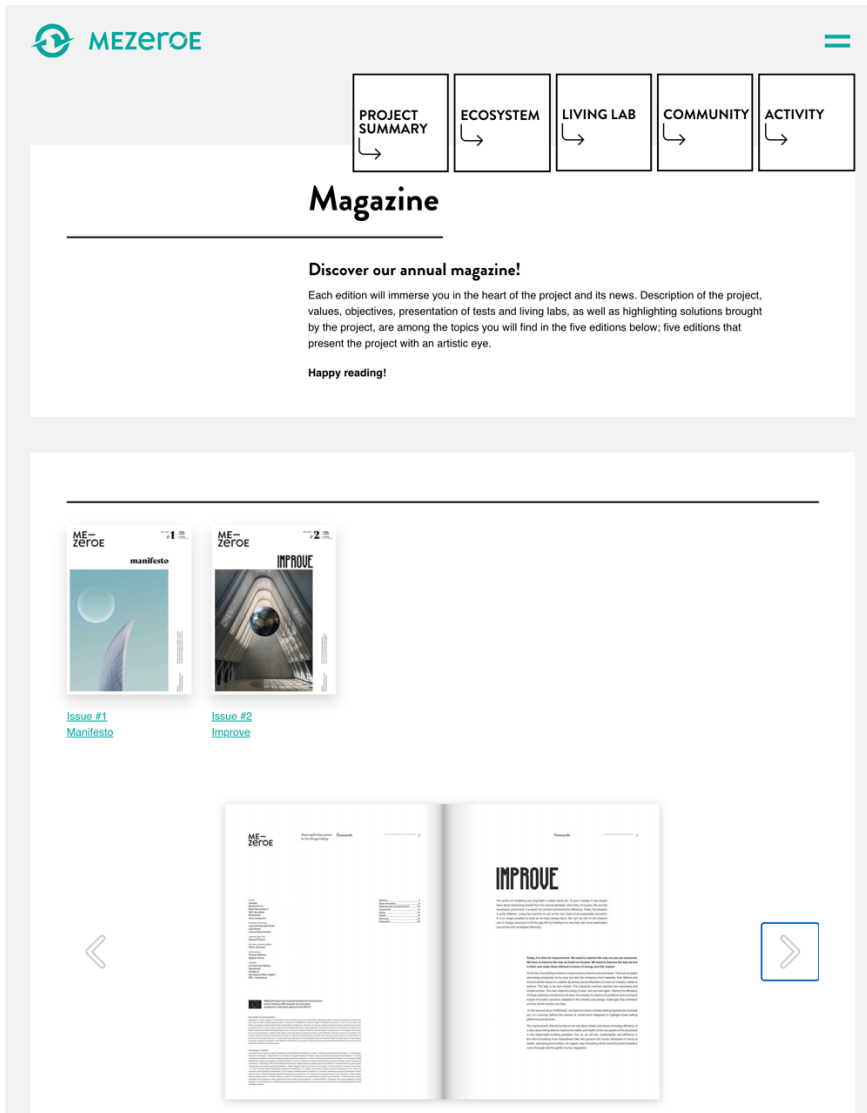


Figure 4: pictures magazine n°2.



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Document Ref.  
D7.3 Publication of five booklets



<https://www.mezeroe.eu/activity/magazine>

Figure 5: web page

**MEZeroE**  
356 followers  
1d · 🌐

👉 Discover our annual magazine!

Get ready for the 2nd edition of the MEZeroE Magazine! 📖

We're giving you an exclusive, behind-the-scenes look into the world of test laboratories and construction process.

Our pages come alive with the fusion of art & science, shedding light on the significant role of test platforms in the MEZeroE project. We go beyond energy efficiency, exploring health and safety for occupants, embodying our commitment to responsible and compassionate construction practices.

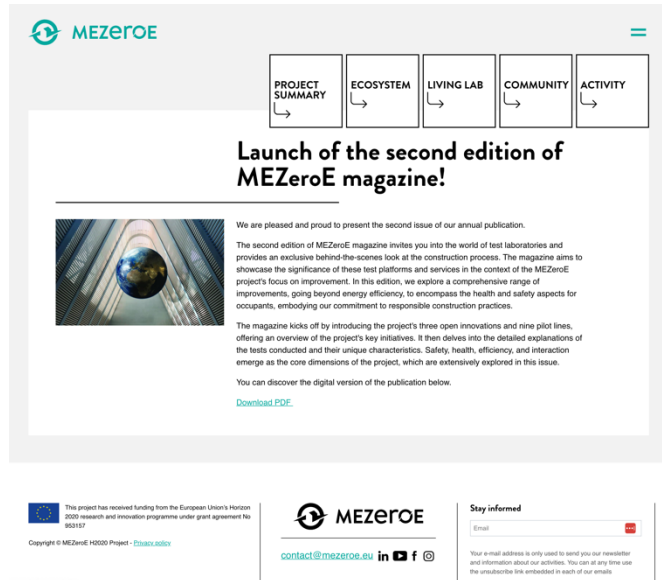
Don't miss this unique blend of science, art, and emotion. Learn more about the future of responsible construction!

Read it here 📄

<https://lnkd.in/eK2-yqvE>

**Compáz CINEA - European Climate, Infrastructure and Environment Executive Agency**

#science #future #art #netzero #energy

**MEZeroE**

PROJECT SUMMARY | ECOSYSTEM | LIVING LAB | COMMUNITY | ACTIVITY

## Launch of the second edition of MEZeroE magazine!

We are pleased and proud to present the second issue of our annual publication.

The second edition of MEZeroE magazine invites you into the world of test laboratories and provides an exclusive behind-the-scenes look at the construction process. The magazine aims to showcase the significance of these test platforms and services in the context of the MEZeroE project's focus on improvement. In this edition, we explore a comprehensive range of improvements, going beyond energy efficiency, to encompass the health and safety aspects for occupants, embodying our commitment to responsible construction practices.

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You can discover the digital version of the publication below.

[Download PDF.](#)

The project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 953157

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**MEZeroE**

[contact@mezeroe.eu](mailto:contact@mezeroe.eu) | [in](#) | [f](#) | [@](#)

**Stay informed**

Email:

Your e-mail address is only used to send you our newsletter and information about our activities. You can at any time use the unsubscribe link embedded in each of our emails.

Figure 6: Example of first post on social media and website news



## 4 Magazine n°3

“BUILD”, released on December 2023, 200 printed copies.

The 3rd edition of MEZeroE magazine focuses on new developments in construction and innovation. This edition highlights the completion of measurement and verification lines, the launch of open innovation services, and the upcoming digital platform. It features the progress of pilot lines and the development of eight Living Labs, which will be operational by early 2024. Additionally, the magazine previews the MEZeroE digital innovation platform, a future hub for construction professionals.

This third issue also aims to show who is behind the project. Interviews have been conducted with the people involved in setting up the measurement tools for the living labs, as well as those dedicated to setting up and rolling out the digital platform (market opportunities and risks, business model and technological development).

This edition is an invitation to discover the people behind the scenes of this vast undertaking and understand their backgrounds, ambitions and expectations. 200 copies of the magazine were printed and distributed among the consortium members. We also promoted and distributed the magazine among the social media, website and architects community. Additionally, the magazine is available on our website (Figure 9) and shared through various social media posts to reach a wider audience (Figure 10).

The process followed by COMPÁZ to publish this third magazine continued to favor a collaborative approach, in which we conducted a series of interviews with project partners to reveal the people involved in this construction phase. This "Build" edition focuses on the construction phase of:

- **Living Labs:** Setting up living labs and monitoring systems. Presentation of the different sites, interventions and measures.
- **Community:** Ecosystem of the platform under construction (research institutes, test laboratories, manufacturers, architects)
- **Digital Platform:** Construction of the digital platform (market, business model and technology)

The interviews featured:

- **Francesco Babich**, Project coordinator and Senior Researcher Institute for Renewable Energy, Eurac Research.
- **Malin Belfrage**, Architect in charge of R&D in transformation and circularity Sustainability strategist at White Arkitekter.
- **Urša Blumauer**, Researcher at ZAG
- **Akshit Gupta**, Researcher Institute for Renewable Energy, Eurac Research.
- **Alessandro Pracucci**, Innovation Manager Focchi Group.
- **Rafael Pardo**, CTO Flexbrick
- **Kedar Nebhwani** CEO Incurvo.
- **David Bottai**, Junior Researcher Institute for Renewable Energy, Eurac Research.
- **Eva Coscia**, Innovation Division Manager R2M Solution.



Testimonials were collected from all the members of the consortium using an online form and resulted "quotes" incorporated in the magazine. These testimonials have been used as valuable content for the social networks.

In creating this magazine, the same process (6 steps) implemented for the issue n° 2 has been followed.



Figure 7: pictures magazine n°3.

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| PROJECT SUMMARY | ECOSYSTEM | LIVING LAB | COMMUNITY | ACTIVITY |
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## Magazine


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**Discover our annual magazine!**


Each edition will immerse you in the heart of the project and its news. Description of the project, values, objectives, presentation of tests and living labs, as well as highlighting solutions brought by the project, are among the topics you will find in the five editions below; five editions that present the project with an artistic eye.

**Happy reading!**


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Issue #1 - Manifesto



Issue #2 - Improve




Issue #3 - Build


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| PROJECT SUMMARY | ECOSYSTEM | LIVING LAB | COMMUNITY | ACTIVITY |
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## Launch of the third edition of MEZeroE magazine!

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You can discover the digital version of the publication below.

[Download PDF](#)

Figure 8: Magazine page and website news <https://www.mezeroe.eu/activity/magazine>



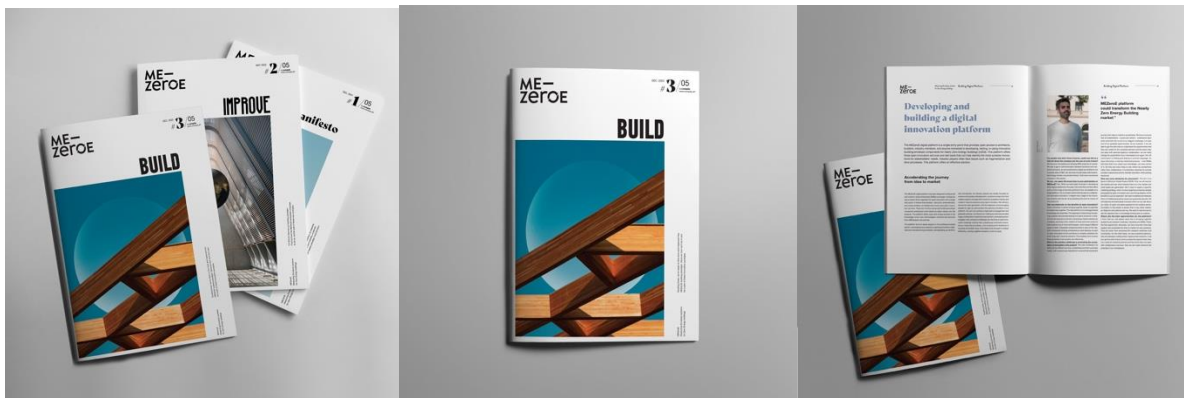


Figure 9: Post for social medias

## 5 Magazine n°4

“Live & OPEN”, released on December 2024, 200 printed copies

The 4th edition of the MEZeroE Magazine serves as a testament to the project's evolution in advancing sustainable construction. The magazine underscores the importance of innovation in achieving Nearly Zero Energy Buildings (nZEB) standards and highlights how MEZeroE's open innovation platform fosters collaboration between researchers, industry experts, and manufacturers.

This edition provides a comprehensive overview of the living labs—experimental environments where technologies are tested under actual building conditions—and features success stories of advanced materials and systems. It reflects MEZeroE's mission to push the boundaries of energy performance, indoor comfort, and environmental sustainability, offering a glimpse into the future of the built environment. The magazine also introduces MEZeroE's open innovation services, which enable stakeholders to access certification support, conduct real-life testing, and accelerate the market readiness of groundbreaking products.

200 copies of the magazine were printed and distributed among the consortium members. We also promoted and distributed the magazine among the social media, website and community . Additionally, the magazine is available on our website (Figure 11) and will be shared through various social media posts to reach a wider audience during the next months.



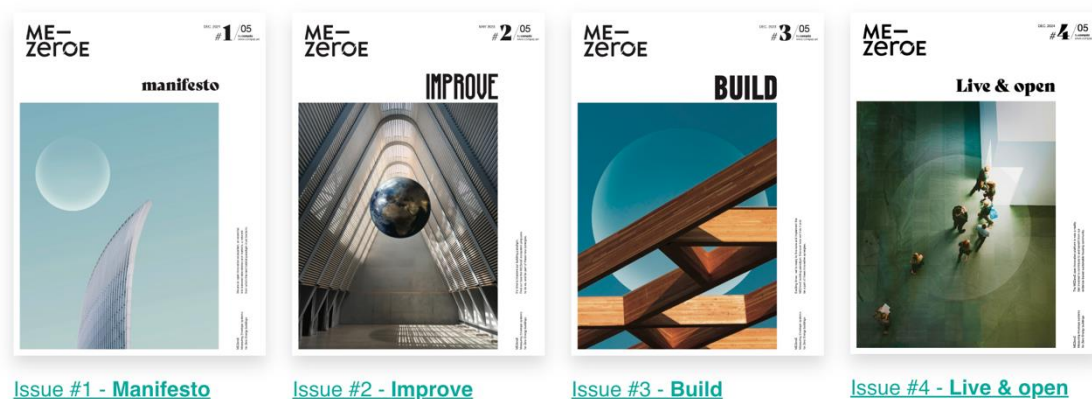


Figure 10: "Live & Open" issue uploaded on the project website

The process followed by COMPÁZ to publish this fourth magazine continued to favor a collaborative approach, in which we conducted interviews, collected feedback and inputs of the project partners to during all the construction phases. This "Live & Open" edition focuses on the followings:

- **Technological Innovations:**
  - **Nanotechnology-Based Coatings:** TECNAN's coatings improve thermal efficiency and air quality by reducing VOCs and controlling moisture.
  - **Biopolyurethane Materials:** INDRESMAT's solutions, like SAFE-PUR panels and KLIMA-PUR frames, combine high performance with sustainability.
  - **Multifunctional Façades:** Focchi integrates energy systems directly into building envelopes to enhance efficiency and comfort.



Figure 11: "Live & Open" page 10-11 presenting a technological innovation



- **Living Labs:** Central to MEZeroE's mission, living labs across Europe provide real-life testing grounds for nearly Zero Energy Building (nZEB) solutions. These facilities enable the assessment of advanced materials and technologies, offering valuable insights into their performance and user interaction.



Figure 12: "Live & Open" page 20-21 presenting living labs

## 6 Magazine n°5

The fifth and final edition of the MEZeroE magazine, titled **"PROGRESS"**, marks a transition point in the project's narrative. Rather than focusing on individual activities or intermediate results, this final issue documents the passage from a funded research project to a durable European innovation infrastructure.

Conceived as the concluding chapter of a five-part editorial journey, *PROGRESS* reflects on what has been built over five years and, more importantly, on what this collective effort now makes possible. The magazine positions MEZeroE not as a completed initiative, but as an operational ecosystem entering a new phase of continuity beyond the project lifecycle.



### 6.1.1 Editorial concept

While previous editions successively explored vision (*Manifesto*), actors and purpose (*Improve*), human engagement and aspiration (*Build*), and Go-live and success stories (*Live & Open*), *PROGRESS* adopts a systemic and forward-looking perspective. Its editorial focus is on outcomes, economic logic, governance structures and long-term impact.

The magazine highlights how MEZeroE has transformed fragmentation into coordination, risk into structured decision-making, and innovation into a navigable, evidence-based process. It articulates the project's contribution at ecosystem level: new business models, integrated testing infrastructures, living innovation environments and a Single Entry Point that orchestrates complexity.

Visually and narratively, *PROGRESS* maintains the artistic and photographic approach of the previous editions, while adopting a more reflective and analytical tone consistent with the project's maturity.

### 6.1.2 Dissemination and print run

For its final edition, *PROGRESS*, the MEZeroE magazine adopts a **reduced physical format**, moving from **280 × 380 mm to 210 × 285 mm**. This adjustment enables greater flexibility in production and supports the creation of two complementary publication formats.

A first print run of **50 copies** is dedicated to the standalone **24-page issue of Magazine n°5**, focusing specifically on the project's final outcomes and future perspectives.

In parallel, a second print run of **150 copies** has been produced as a **collector edition**, compiling the full editorial series of the MEZeroE magazines into a single volume of **156 pages**. This consolidated publication brings together all five editions, forming a coherent and enduring record of the project's evolution, from its initial manifesto to its final phase of progress and continuity.

Both formats are distributed among consortium partners, key stakeholders, institutional actors and selected external networks. It will be distributed as a gift at the project's closing event. As with previous editions, a **digital version** of stand alone 24-page issue of Magazine n°5 is made available in open access on the MEZeroE website and promoted through the project's communication channels, including website news and social media.

This dual-format strategy ensures both targeted dissemination of the final issue and long-term valorisation of the complete MEZeroE editorial collection.

| Key figures (situation at 31.01.2025) |                                |
|---------------------------------------|--------------------------------|
| 9 downloads (before promotion)        | 12 readings (before promotion) |



|                      |                |                 |                |               |
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| PROJECT SUMMARY<br>↳ | ECOSYSTEM<br>↳ | LIVING LAB<br>↳ | COMMUNITY<br>↳ | ACTIVITY<br>↳ |
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## Launch of the fifth and final edition of MEZeroE magazine!



We are pleased to announce the publication of **PROGRESS**, the fifth and final edition of the MEZeroE magazine.

This concluding issue reflects on five years of collaboration and innovation across Europe, highlighting how MEZeroE has evolved from a Horizon 2020 research project into a lasting open innovation ecosystem supporting the development of nearly Zero Energy Buildings (nZEB). Rather than focusing on individual activities, **PROGRESS** looks at the bigger picture: the outcomes, governance and long-term impact of the MEZeroE platform, as well as the coordinated infrastructures and services that help bring building-envelope innovations from research to market.

[Discover the outcomes, insights and future perspectives.](#)

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| PROJECT SUMMARY | ECOSYSTEM | LIVING LAB | COMMUNITY | ACTIVITY |
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## Magazine

### Discover our annual magazine!

Each edition will immerse you in the heart of the project and its news. Description of the project, values, objectives, presentation of tests and living labs, as well as highlighting solutions brought by the project, are among the topics you will find in the five editions below; five editions that present the project with an artistic eye.

**Happy reading!**



