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

D7.1 Dissemination and communication action plan setup, follow-up and performance analysis

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WP7 Communication & Dissemination

Dissemination level
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Disclaimer/ Acknowledgment

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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 is accessible via a single-entry point online platform which includes 9 Pilot Measurement & Verification Lines (PM&VL), 3 Open Innovation Services (OIS), a living lab (LL) building-technology match making service to enable real-world validation, and resources for training, business model development, intellectual property (IP) and knowledge management. MEZeroE fast-tracks prototypes to the market as fully characterized products.

The current report outlines the communication strategy developed for the MEZeroE project, emphasizing the actions to be undertaken. Designed to function as a guide, this document establishes the communication fundamentals surrounding the MEZeroE project. It provides an overview of the project, lists the target audiences for communication initiatives, while detailing the tools and channels chosen for their dissemination.

A communication strategy has been devised to steer our efforts. This encompasses a comprehensive content creation plan, aligned with the project's objectives and the needs of the target audiences. Regular updates on project progress, compelling narratives highlighting expected benefits, and pertinent information will be thoughtfully crafted and disseminated.

In addition to defining the communication and dissemination strategy, this report also provides an overview of the performance monitoring activities carried out during the project implementation and highlights the progressive evolution of the plan over time.

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1 Introduction

MEZeroE offers an open ecosystem for the development, testing and upscaling of smart and bio-based, human-centric envelope products. By combining infrastructure facilities and the expertise of academic and research centers with innovative solutions proposed by industry, MEZeroE is committed to bringing profound, even disruptive, changes to the building envelope market.

MEZeroE was created to enable the development of evidence-based solutions that are squarely focused on carbon neutrality and healthy indoor environments. These solutions are validated with advanced assessment methods and connected to recognized protocols and a long-term vision.

It is set up to embrace Industry 4.0 trends, rapid decision making and a resolutely customer-centric attitude. MEZeroE accompanies enterprises that choose to adopt the open innovation approach in three distinct phases:

1. discovery
2. empowerment
3. realization

H2020 MEZeroE aims to develop a European open innovation ecosystem to:

1. develop nZEB envelope solutions;
2. transfer knowledge;
3. match test demand and offer;
4. monitor living labs;
5. standardize cutting-edge solutions.

1.1 Mission

MEZeroE aims to create a vibrant ecosystem in the shape of a multi-sided virtual marketplace that will encourage cross-fertilization among stakeholders in the construction industry, providing turn-key startup and upscaling services in support of nZEB enabler envelope technology solutions while setting up a knowledge management environment and bespoke training.

1.2 Vision

MEZeroE's initiatives will help redefine the building industry, bringing profound changes to its marketplace and establishing an ecosystem in which the design and construction of near zero-energy buildings are an integral part of the landscape.

Establishing a communication plan for the MEZeroE project is crucial as it ensures consistent, effective dissemination of our innovative approach to sustainable building solutions. A well-structured communication strategy enhances visibility, engages stakeholders, and fosters collaboration across

industry and academia. It's critical for attracting interest, facilitating knowledge exchange, and reinforcing our commitment to advancing carbon neutrality and healthy living environments. In essence, a robust communication plan amplifies our impact and drives the mission of MEZeroE forward.

2 Dissemination & Communication objectives

Dissemination represents a crucial path for MEZeroE to maximize the promotion of the project concept and impacts and sustain its transferability and exploitation.

The proposed dissemination plan has been set-up in accordance with the project objectives as defined in the Grant Agreement part A and B, the size of the consortium, the organisation type of the participants (industries, research centres and universities).

The major objective of the dissemination plan is to ensure proper dissemination of the project results, to benefit to theresearch and industrial community. More specifically, the objectives are:

- To ensure that the proposed strategic communication will strengthen and expand synergies, strategically inform/ disseminate and build communication networks, proactively engage the different target audiences including large audience, and over all demonstrate the EU added value of the project in terms of the social and environmental impacts
- To ensure that the project's practical outcomes are widely disseminated to the appropriate target communities, at appropriate times, via appropriate methods
- To disseminate/communicate vision, results and strategies and to make the project known
- The campaign will use multiple channels to deliver a clear and consistent message to a variety of audiences in a way that they can be understood by non-specialists and it will have to actively engage with citizens, seeking their views and promoting a permanent dialogue

3 Targeted audiences

The targeted audience has been redefined in order to increase the communication impact and reach new audiences and users of the platform. The scheme presented in figure 1 details the complex ecosystem of actors involved in the building industry, organized into four primary categories: R&D, Industry, Owner, and Promoter.

In the **R&D** section, the focus is on innovation and academic research. Innovators work on developing new materials, equipment, processes, and business models. These innovations often originate from research institutes, universities, and learning centers. Testing bodies play a crucial role here by ensuring that new developments meet necessary standards through certification, validation, intellectual property compliance, and other regulatory measures.

Moving to the **Industry** segment, this encompasses builders, constructors, manufacturers, and energy providers. Builders, which include contractors, technicians, engineers, and designers, are responsible for the hands-on construction and renovation of buildings. Constructors specifically deal with building elements such as facades and roofs. Manufacturers produce essential building components including

structures, insulation, prefabricated materials, doors, windows, and more. Energy providers contribute by supplying heating, cooling, and photovoltaic systems essential for modern buildings.

The **Owner** category is divided into public and private entities. Public owners consist of national government authorities, regional authorities, city heads of building assets, and urban planners. Private owners include individual and institutional investors. These owners are involved in the purchase, rental, and sale of buildings, focusing on aspects such as exploitation, maintenance, quality, value, return on investment (ROI), and performance.

Lastly, the **Promoter** category includes investors and real estate entities. Investors, such as wealth management firms, financial institutions, and family offices, provide the financial backing for building projects. Real estate firms also play a similar role, supporting the financial management and investment in building projects.

Across all these categories, the scheme emphasizes core goals: ensuring safety, health, performance, sustainability, comfort, and compliance within the building industry.

3.1 Overview of European building industry market dynamics and key actors

The scheme in Figure 6 illustrates the market dynamics of the building industry in Europe, highlighting the concentration of construction activities across various EU member states as per the 2021 FIEC Statistical Report. It categorizes the audience into builders, constructors, manufacturers, material suppliers, energy providers, innovators, and academia. Each audience segment targets specific business segments, including contractors, engineers, designers, and providers of various construction materials and energy solutions. The countries with the highest construction activities are Germany, France, Italy, Spain, Netherlands, Sweden, Belgium, Austria, Finland, and Denmark. The scheme also presents a geographical distribution of these activities, emphasizing the critical role of these countries in the European construction sector.

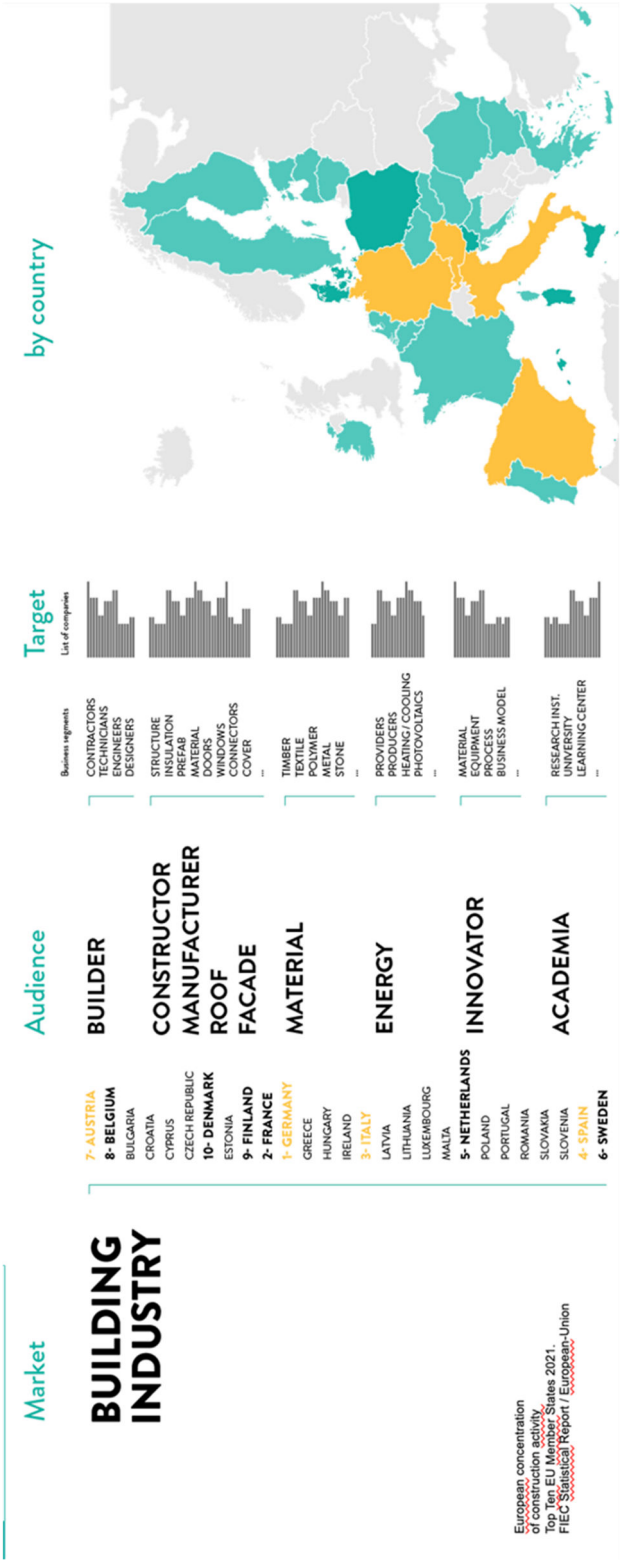


Figure 1 Building industry in Europe

Figure 1 offers a detailed depiction of the MEZeroE platform's ecosystem, highlighting the roles and interconnections among various stakeholders in the building industry. It categorizes platform users into four main groups: Research & Development, Building Industry, Promoter, and Building Owner. Each group is pivotal in advancing our core messages.

Research and development users include academic institutions and innovators who drive new materials, processes, and business models forward. Their efforts in open innovation and addressing global issues are essential for pioneering advancements in the industry.

Building Industry users, such as builders, constructors, and manufacturers, are the hands-on professionals responsible for the tangible aspects of construction, from facades and roofs to energy systems. Their collaboration ensures that innovations are implemented effectively on the ground.

Promoters, including investors and real estate professionals, bring financial expertise and strategic insight, facilitating market opportunities and risk management essential for sustainable project development.

Building Owners comprise public and private stakeholders focused on building ownership and operational aspects. They emphasize investment returns, cost management, and performance.
The scheme underscores the critical importance of project partner engagement. By leveraging the collective efforts of academic partners, combined partner initiatives, and success stories from Living Labs and PMVL + iOS projects, MEZeroE aims to reach and influence our target audience effectively. The active participation of these partners is vital in amplifying our messages and ensuring a wide-reaching impact across the industry, fostering a community dedicated to enhancing building standards and practices.

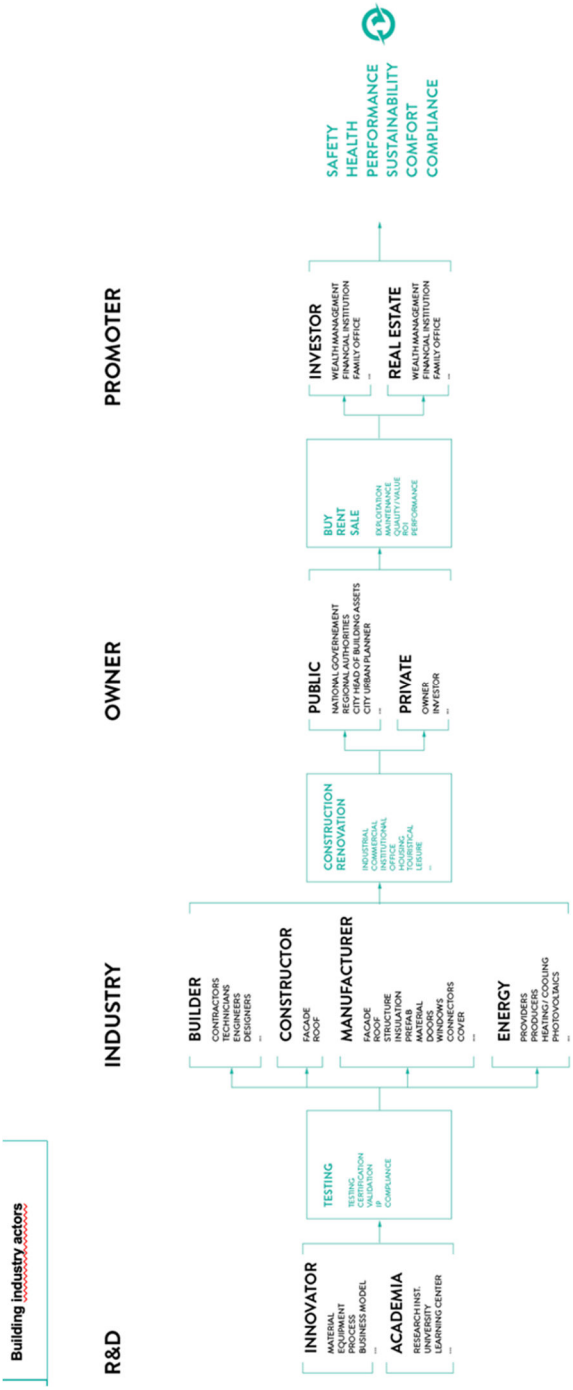
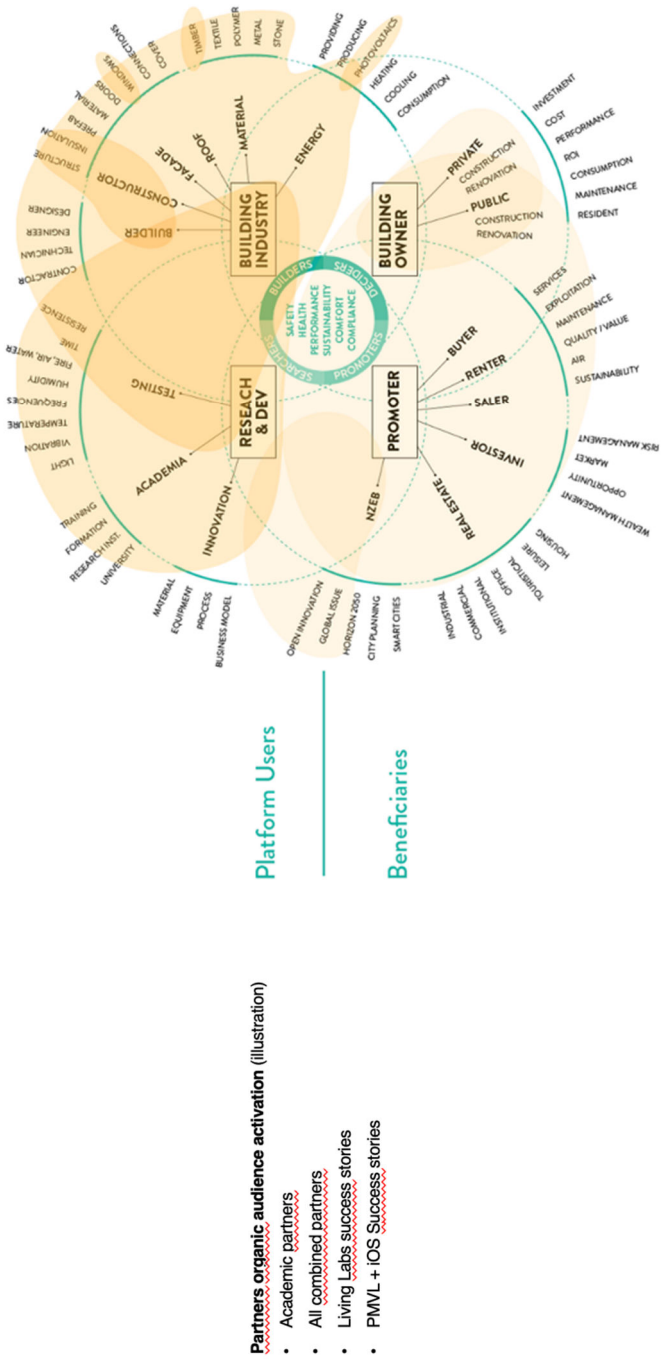


Figure 2 Building industry actors identified as target audience in MEZeroE communication activities



Partners organic audience activation (illustration)

- Academic partners
- All combined partners
- Living Labs success stories
- PMVL + iOS Success stories

Figure 3 MEZeroE partner audiences

3.2 Ecosystem Understanding

The scheme of Figure 4 presents a holistic view of the MEZeroE project's ecosystem, illustrating the synergistic relationships between various stakeholders and the core elements of the initiative. Vital stakeholders lie at the foundation, including civil engineers (C.E.), architects, R&D centers, and investors, who are pivotal in driving the industry's evolution towards sustainable building practices. The MEZeroE Marketplace sits at the center, functioning as a nexus for these diverse entities, facilitating the exchange of ideas, services, and products. It connects pilot plants, crucial for developing and demonstrating nZEB envelope solutions, with companies interested in these innovative solutions. Additionally, it links companies seeking energy-efficient solutions to vital resources such as Pilot Measurement Lines, Open Innovation Services, and Living Labs. This ecosystem aims to foster innovation and collaboration and serve as a lead generator by engaging users and clients, communicating the platform's benefits, and identifying their needs to tailor solutions that propel the industry toward a zero-energy future.

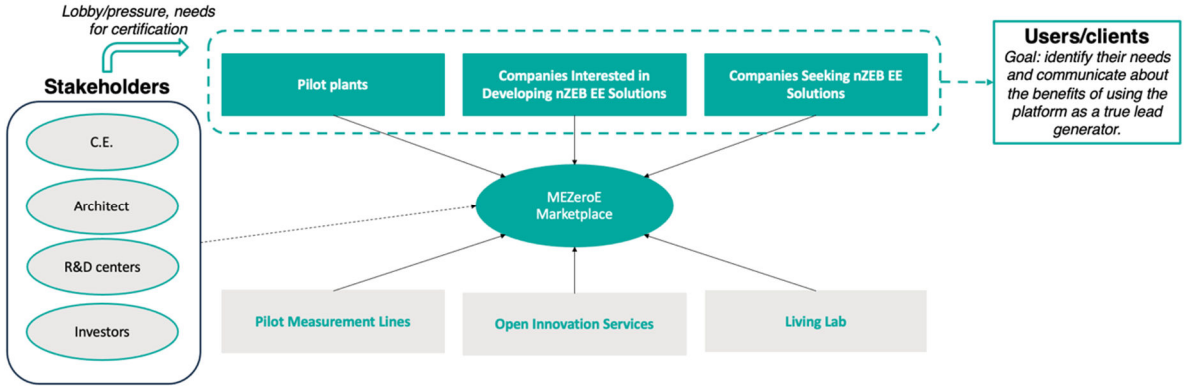


Figure 4 Communication ecosystem around MEZeroE Marketplace

3.3 Strategic communication framework

The flowchart in Figure 5 depicts the strategic communication framework of the MEZeroE project, designed to engage stakeholders and the wider public. It outlines a four-step process: First, 'Awareness' is generated through events, media engagement, the website, and social media platforms. Second, 'Benefits' are highlighted via blog posts, detailed descriptions, and social media to illustrate the project's value proposition. The third phase, 'Promote,' involves direct engagement through website contacts, newsletters, and events to encourage active participation. Lastly, 'Stimulate' aims to maintain interest and involvement through regular updates via social media, email communications, and event invitations, ensuring the project's momentum and visibility continue to grow.

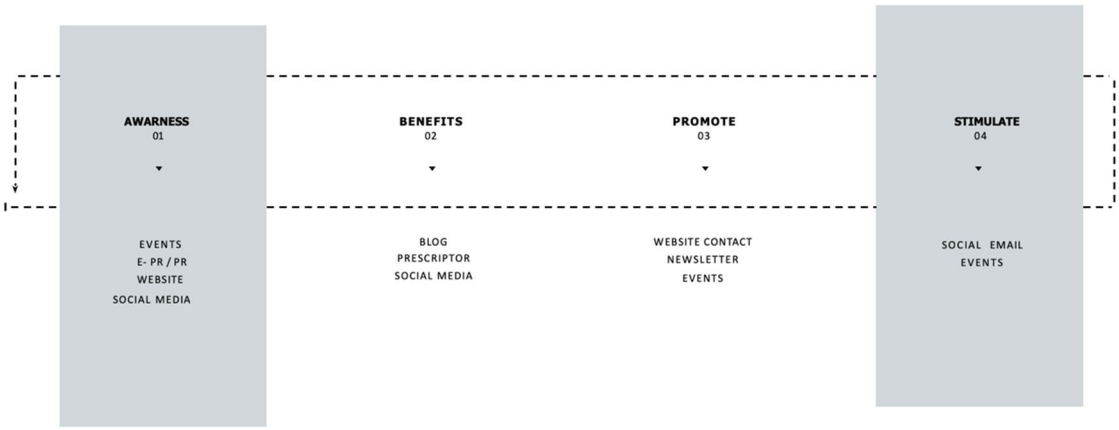


Figure 5 Strategic communication framework of the MEZeroE project

In order to effectively communicating three components, are essentials to form a robust communication strategy that can enhance visibility, support stakeholder engagement, and drive the project toward its desired outcomes. This strategy aims to ensure that every communication touchpoint conveys the project's objectives, its unique value, and the tangible benefits it provides to clients, thereby fostering a strong and engaging narrative around MEZeroE.

+ CLEAR OBJECTIVES
+ VALUE PROPOSITION
+ CLIENT'S BENEFITS
= COMMUNICATION STRATEGY

Clear Objectives: These are the specific, measurable goals the project intends to achieve. For MEZeroE, objectives include developing and promoting nZEB envelope solutions, fostering a collaborative ecosystem, and influencing policy for sustainable construction practices.

More specifically, the marketplace aims to expedite the transition towards carbon neutrality and energy efficiency in the building sector, lead industry transformation, and enhance collaboration between developers and testers. The campaign objectives focus on increasing marketplace awareness, promoting business growth by connecting services with an engaged audience, fostering a dynamic community, attracting new customers, and ensuring long-term customer retention. These objectives collectively drive the communication strategy, targeting audience needs with tailored messages and content to advance the MEZeroE project's goals.

Value Proposition: This refers to the unique benefits and competitive advantages of the MEZeroE project. It highlights the technology's innovative aspects, the consortium partners' expertise, and the potential impact on the European building industry.

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The MEZeroE project presents a compelling value proposition by granting access to pioneering testing and monitoring facilities, fostering industry-wide collaboration for innovation, concentrating on nearly Zero Energy Building products to ensure a sustainable future, and providing a streamlined one-stop solution that saves resources and reduces time-to-market. This integrated approach positions MEzeroE at the forefront of the building sector's energy efficiency and carbon neutrality transformation.

Client's Benefits: This aspect focuses on what the clients or end-users gain from the MEZeroE project. Benefits could be cost savings, increased energy efficiency, reduced environmental impact, and access to the latest research and development in nZEB technology.

3.4 Marketing strategy linked to the promotion of the Marketplace

HOW TO COMMUNICATE BY USING SALES FUNNELS ?

Step	Split	Goal	Reach
Top-of-the-funnel (ToFu)	30%	build awareness	Cold reach: address people who don't know MEZeroE yet.
Middle-of-the-funnel (MoFu)	50%	Build reputation	Reach out to people who have heard about MEZeroE and have questions. It's about educating prospects about the benefits of using the marketplace.
Bottom-of-the-funnel (BoFu)	20%	Convert	Address people who are ready to buy.

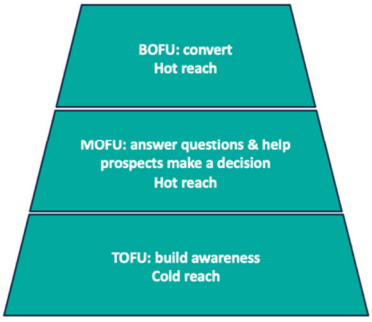

Figure 6 Communication funnels used in the project and marketplace promotion

The Figure 6 details a structured sales funnel strategy for communicating the MEZeroE initiative, divided into three key stages: Top-of-the-funnel (ToFu), Middle-of-the-funnel (MoFu), and Bottom-of-the-funnel (BoFu), with respective goals and targeted reach approaches.

At the ToFu stage, which constitutes 30% of the strategy, the goal is to build awareness among those who have not heard of MEZeroE, referred to as “Cold reach”. Here, the communication is broad and aimed at informing and capturing the interest of potential new stakeholders.

The MoFu stage accounts for the largest share, 50%, focusing on building the project’s reputation. This phase targets individuals who are aware of MEZeroE but seek more information. The objective is to educate these prospects about the marketplace's benefits, moving them further down the funnel (“Hot reach”).

Finally, the BoFu stage represents 20% of the strategy, targeting “Hot reach” or individuals who are at the decision-making point, ready to engage or invest in the project. This stage is about converting interest into action and new contracts.

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The procedure for disseminating the results of the PMVL line within the MEZeroE project follows a structured approach aimed at maximizing impact and ensuring clarity and accessibility to various stakeholders. The process begins with the collection and validation of the project results. Once data is collected, it is reviewed and formatted into accessible reports that highlight key findings, innovations, and the benefits demonstrated. The content of these reports are then shared on the MEZeroE platform and LinkedIn.

All communications are tailored to the target audience, ensuring that the technical content is accessible to both specialized and general audiences. Post-implementation feedback and user testimonials play a crucial role in further refining the dissemination process. This cyclical process of dissemination not only shares results but actively fosters collaboration and adoption, encouraging stakeholders across industries to integrate these innovations into their practices.

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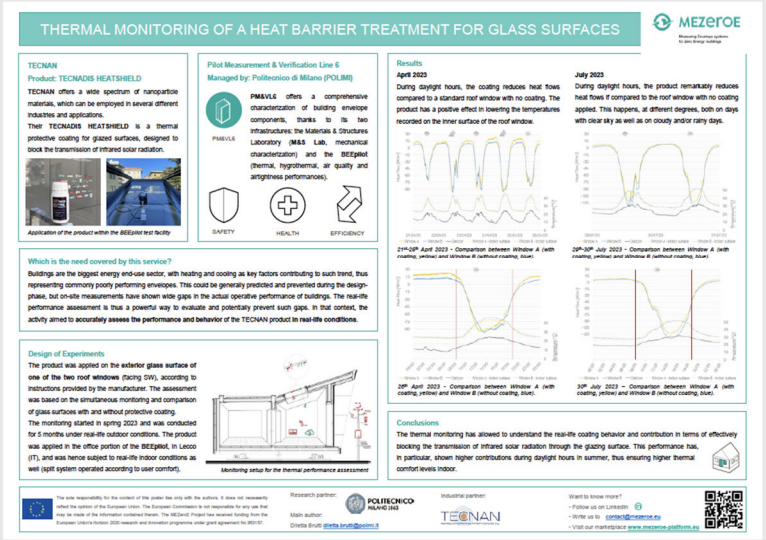
Technical Result Sheet



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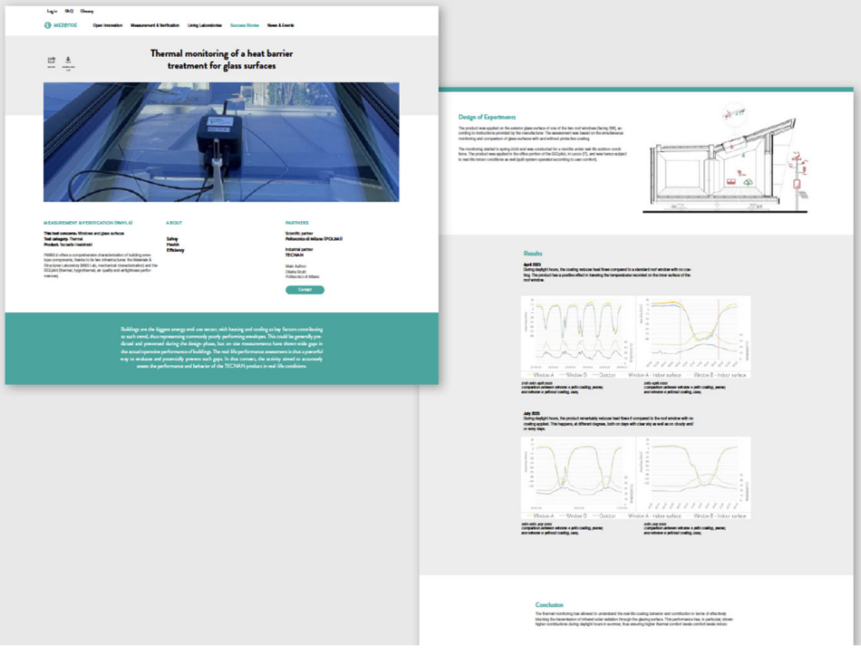
Success Story
Platform integration



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LinkedIn Teaser
Promotion of PMVL6 - global

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3 /5

LinkedIn Publication
Focus on Success Story

Exciting Research Update from MEZeroE!

Check out our latest findings on the TECNADIS HEATSHIELD by TECNAN, a thermal protective coating for glazed surfaces. The comprehensive testing conducted by MEZeroE Pilot Measurement & Verification Line 6, managed by Politecnico di Milano (POLIMI), highlights its effectiveness in blocking infrared solar radiation, enhancing thermal comfort, and improving energy efficiency in buildings.

Discover more about this innovative solution and its real-life performance in the full article report at the following link: www.linkedin.com/....

#MEZeroE #Innovation #Sustainability #BuildingEfficiency #TECNAN #EnergyEfficiency #Research

Image credit/copyright: Polimi

Actualización sobre el proyecto MEZeroE!

Descubre nuestros últimos hallazgos sobre TECNADIS HEATSHIELD de TECNAN, un recubrimiento protector térmico para superficies acristaladas. Las pruebas exhaustivas realizadas por la Línea Piloto de Medición y Verificación 6 de MEZeroE, gestionada por el Politecnico di Milano (POLIMI), destacan su eficacia para bloquear la radiación solar infrarroja, mejorar el confort térmico y aumentar la eficiencia energética en los edificios.

Más información sobre esta innovadora solución y sus prestaciones en el artículo completo del siguiente enlace: www.linkedin.com/....

#MEZeroE #Innovación #Sostenibilidad #EficienciaEdificios #TECNAN #EficienciaEnergética #Investigación

Image credit/copyright: Polimi

Aggiornamento - Progetto MEZeroE

Scoprite i nostri ultimi risultati sul TECNADIS HEATSHIELD di TECNAN, un rivestimento protettivo termico per superfici vetrate. I test completi condotti dalla Linea Pilota di Misurazione e Verifica 6 di MEZeroE, gestita dal Politecnico di Milano (POLIMI), evidenziano la sua efficacia nel bloccare la radiazione solare infrarossa, migliorando il comfort termico e l'efficienza energetica negli edifici.

Per saperne di più su questa soluzione innovativa e sulle sue performance, consultate l'articolo completo al seguente link: www.linkedin.com/....

#MEZeroE #Innovazione #Sostenibilità #EfficienzaEdilizia #TECNAN #EfficienzaEnergetica #Ricerca

Image credit/copyright: Polimi

4 /5

LinkedIn Publication
Success Story Article


THERMAL MONITORING OF A HEAT BARRIER TREATMENT FOR GLASS

Discover results and conclusion on the platform

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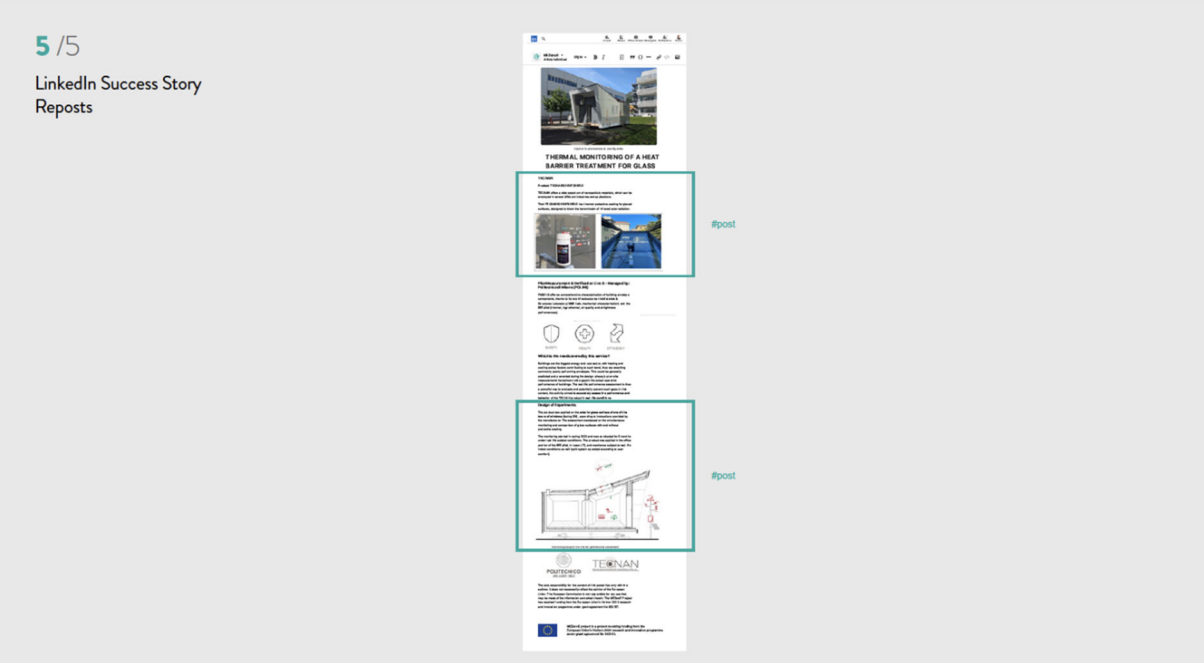


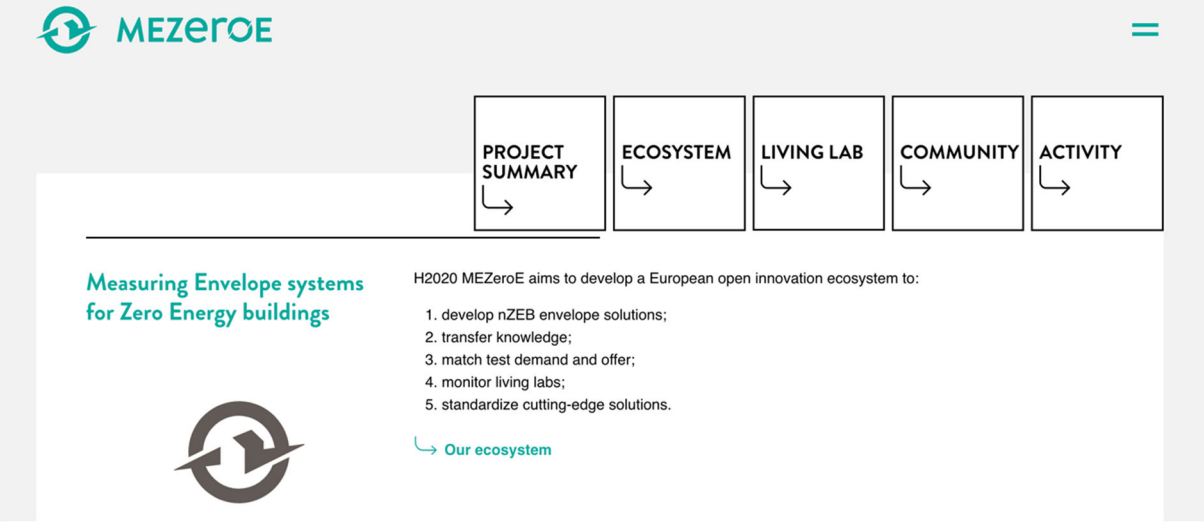
Figure 7 Procedure for dissemination and communication of the proejct results on the MEZeroE platform and social media

4 Media description

The MEZeroE project's communication ecosystem is based on an inbound marketing strategy that leverages content across the following tools and channels: **social media (LinkedIn, Facebook, Youtube)**, **website**, **videos**, **newsletters, press releases, and participation in fairs and conferences**. This approach is designed to attract and engage audiences by providing valuable content where they spend time, thus driving traffic back to MEZeroE's services and offerings. The strategy aims to create meaningful interactions with the audience, build trust, and establish the project as a leader in the zero-energy building ecosystem.

4.1 Project public website

The MEZeroE project's official website Figure 8, designed by Compaz, was launched to serve as the central information hub for the initiative (URL: www.mezeroe.eu). The domain is secured two years past the project's formal conclusion date in compliance with European Commission guidelines. The website's core mission is to disseminate up-to-date information on MEZeroE's advanced envelope solutions, its mission, envisioned impact, the consortium of partners, milestones reached, the latest news, and multimedia content. It is designed to be the go-to resource for stakeholders interested in the transition towards nearly Zero Energy Buildings, reflecting the visual identity established for MEZeroE. All content on the website is a collaborative effort, meticulously prepared and collectively approved by the consortium partners.



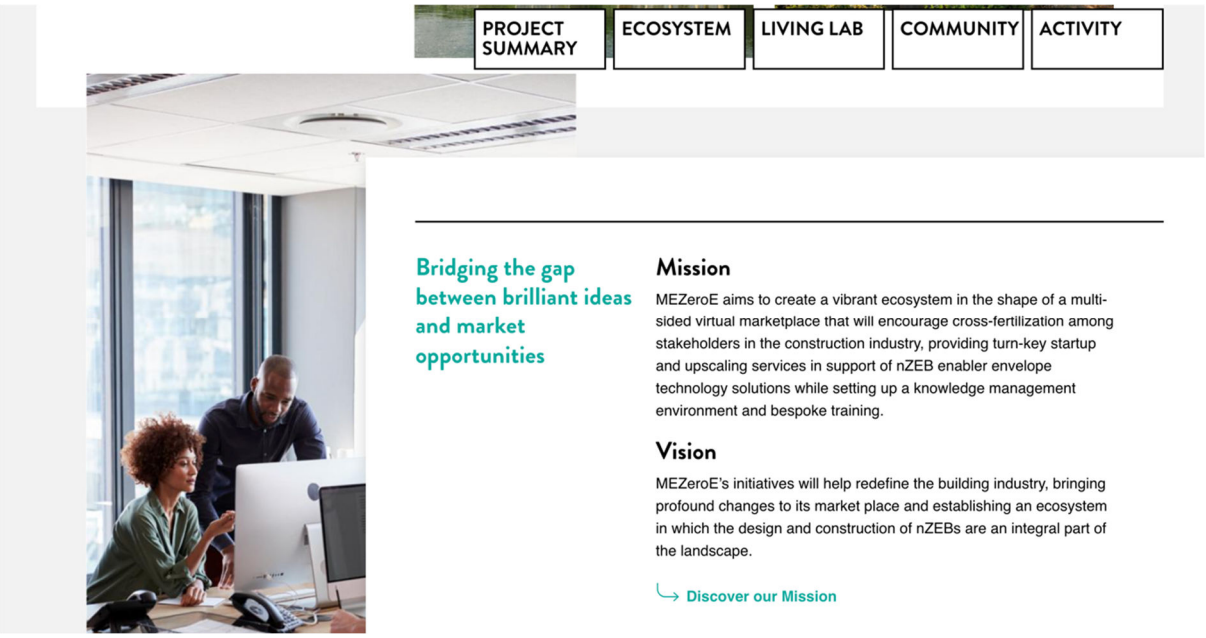


Figure 8 Examples of MEZeroE website pages

Below are presented the statistics of the website visits regularly monitored via the Google Analytics tool. However, with the new data protection law and the introduction of cookies, certain data can no longer be tracked in Google Analytics, so the figures should be treated with caution. Since the project start, there have been:

- 16'206 individual users with an average of 250 visitors/month
- Average length of sessions: 05 min 18 sec.

4.2 Social networks

Specific MEZeroE accounts have been established on various social media platforms, including LinkedIn and Facebook. These MEZeroE social media accounts are open to all interested individuals (such as researchers, engineers, and young scientists) and organizations (like universities, research centers, and industry players), with the primary goal of increasing the project's visibility and fostering professional networking and communication centered around MEZeroE.

This initiative is spearheaded by COMPÁZ with objectives to:

- Cultivate a "MEZeroE community" within the MEZeroE consortium and the broader community.

- Share and disseminate information about the project, updates and promote the PMVL, OIS and Marketplace activities.

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- Engage young researchers and scientists, raising awareness and fostering interaction through a dedicated communication and exchange channel, utilizing social media as a “user forum” focused on the research topics of MEZeroE.

Specific MEZeroE accounts have been created for each of the following social networks Figure 9:

- LinkedIn: https://www.linkedin.com/company/mezeroe
- Facebook: https://www.facebook.com/profile.php?id=100067546702932
- YouTube channel: www.youtube.com/@mezeroe2063
- LinkedIn being the most interesting media in terms of our targeted audience, it has been decided to mostly dedicate our effort on this channel.

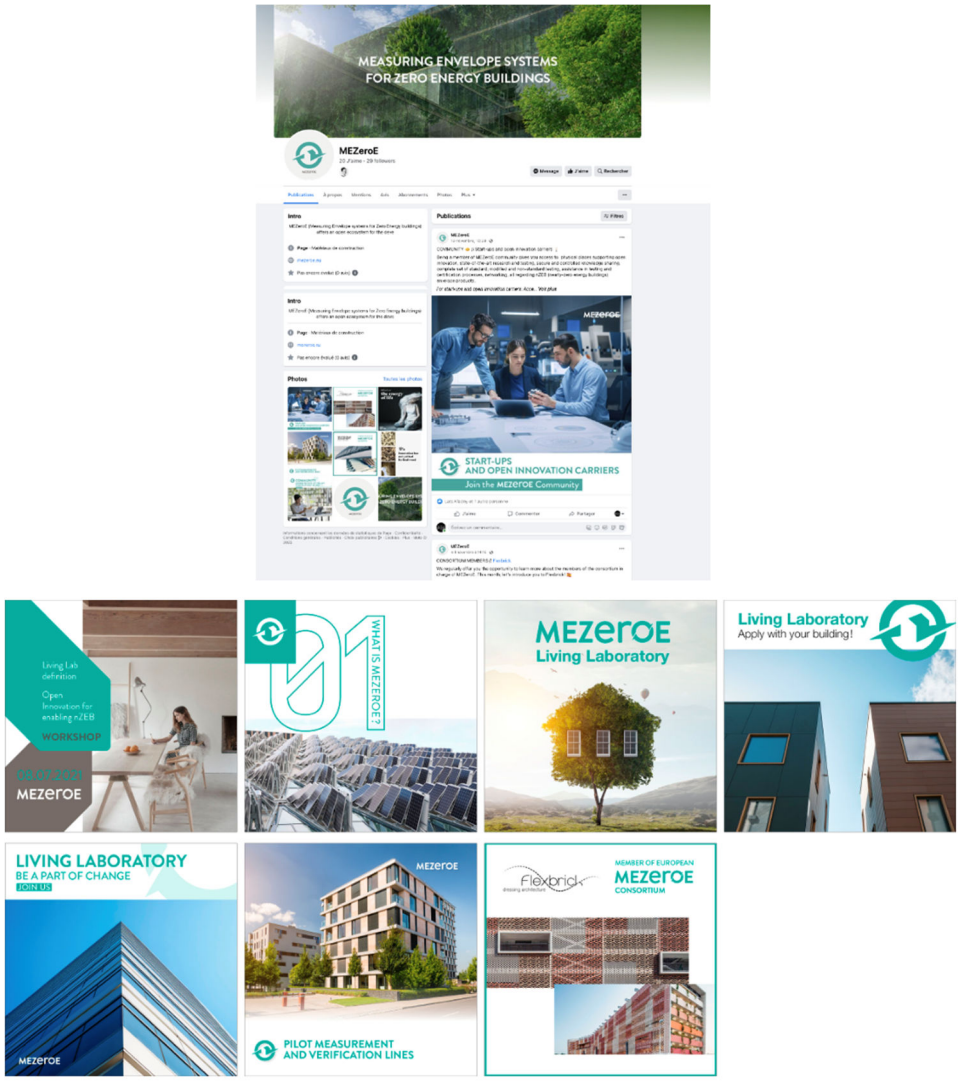

Figure 9 Examples of visuals used for the social media

Error! Reference source not found. illustrates the MEZeroE project's strategic pathway from addressing global to specific market issues within the construction industry. It presents a layered approach, starting with broad societal challenges and narrowing to actionable market solutions.

At the broadest level, MEZeroE acknowledges the global climate and carbon issues, emphasizing the urgent need for a sustainable response. This awareness informs the project's focus on net zero policies and developing innovative construction materials, foundational to achieving zero energy building goals.

The right side of the diagram outlines the project's journey from innovative discovery to market realization. MEZeroE aims to test and validate new construction materials in laboratory settings, progressing to monitor their application in living labs. These steps ensure that the solutions are technically sound and practically viable.

Knowledge transfer is crucial, linking research to real-world applications and fostering industry empowerment. By matching supply with demand, MEZeroE helps industries adopt new materials and create a marketplace for these innovations. The ultimate goal is to commercialize solutions for near-zero energy buildings (nZEB), making significant contributions to the energy efficiency and sustainability of the built environment.

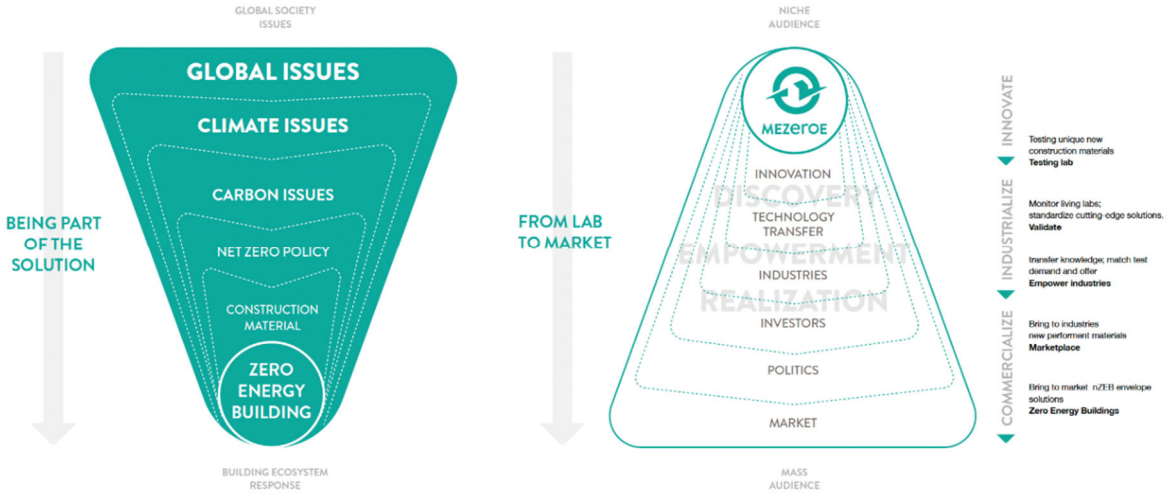

Figure 10 Strategic communication framework of the MEZeroE project

Figure 11 shows the MEZeroE project's strategic communication framework to promote its journey from the laboratory to the market. At its core, the strategy is segmented into various communication activities, each targeting a specific aspect of the project, from building consortium awareness through interviews and partner highlights to sharing updates on technology trials and results from lab and living lab tests.

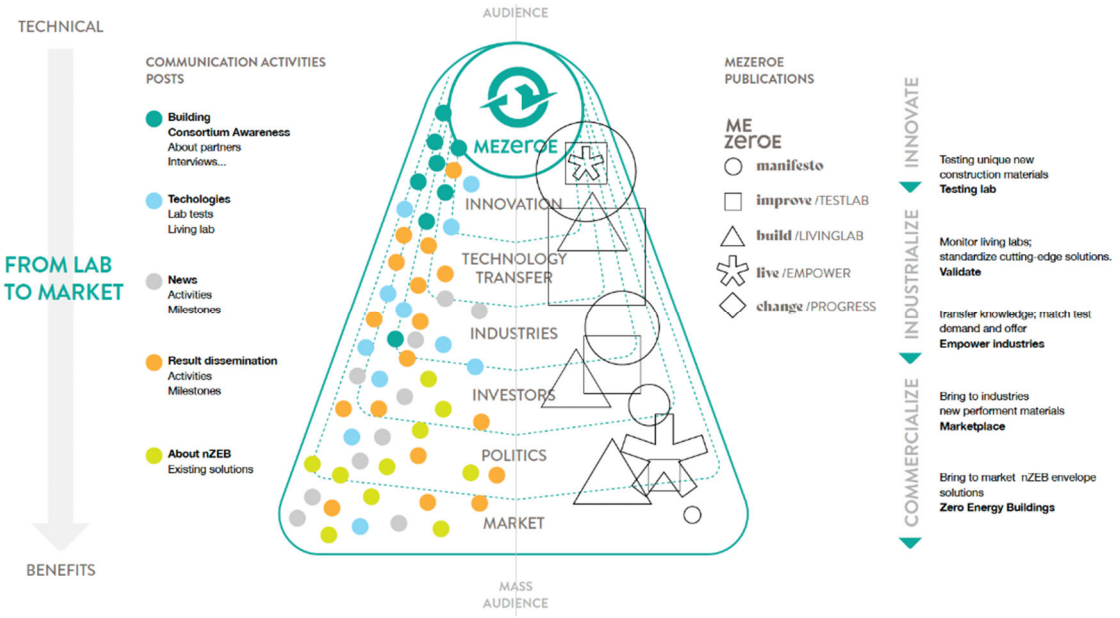

Figure 11 Key messages and audiences targeted in the MEZeroE communication activities

As we traverse from technical to mass audience reach, the content disseminates across several streams: we inform about technological advancements and their testing processes, celebrate milestones, and push the frontiers of knowledge with publications like the MEZeroE Magazine “Manifesto” and “Improve” published so far. The ultimate goal is to engage a diverse audience, including industries, investors, policymakers, and the broader market, fostering innovation and facilitating technology transfer.

Key messages focus on MEZeroE’s commitment to innovation,testing unique materials and validating cutting-edge solutions for near-zero energy buildings (nZEB). The communication approach empowers industries through knowledge transfer, matching supply and demand, and creating a marketplace for performance materials that propel the market toward sustainable construction and the realization of zero-energy buildings.

The communication action plan includes messages for all levels of audiences and on the different aspects of the MEZeroE platform and activities, such as the PM&VL lines, OIS and living labs. An example is given in the figure below:

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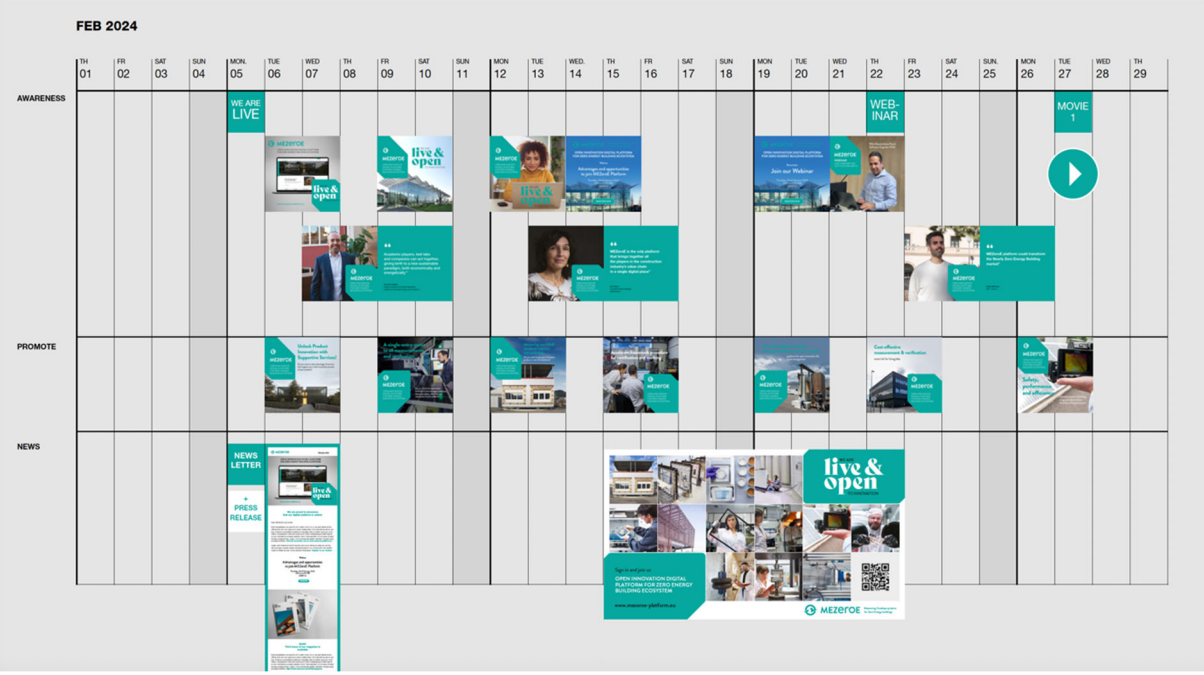


Figure 12 Action plan of February 2024 as an example

Below are presented the statistics of the social media (LinkedIn, Facebook, YouTube) activity for each period:

	First period	Second period	Third Period	Fourth Period	Total
Number of publications	129	84	52	140	392
Followers	283	460	234	28	1,005
Global reach	25,141	20,574	35,024	14,799	**95,538**
Interactions	360	2,048	1,016	2,522	5,946

4.3 Project communication and dissemination support material

4.3.1 Corporate identity (logo, graphical chart)

The corporate identity of the MEZeroE project has been developed by COMPÁZ. It consists of two main elements: a symbol and a logotype. The symbol, labeled “MeO_sign”" features an abstract design that suggests movement or energy efficiency, and the logotype, “MeO_ltyp" presents the project’s name in stylized, modern typography. Below in ***Error! Reference source not found.***, symbolic icons represent the project's core values: Measurement, Zero, Energy, and Building Envelope, alongside icons for Sustainability and Platform/Ecosystem, signifying MEZeroE’s commitment to advancing nearly zero energy buildings through a sustainable and collaborative approach. The sleek and professional design has a color scheme that reflects eco-friendliness and innovation.

Figure 13 Logo and corporate identity of MEZeroE

Figure 14 shows an example of the MEZeroE graphic chart used for a meeting presentation template.

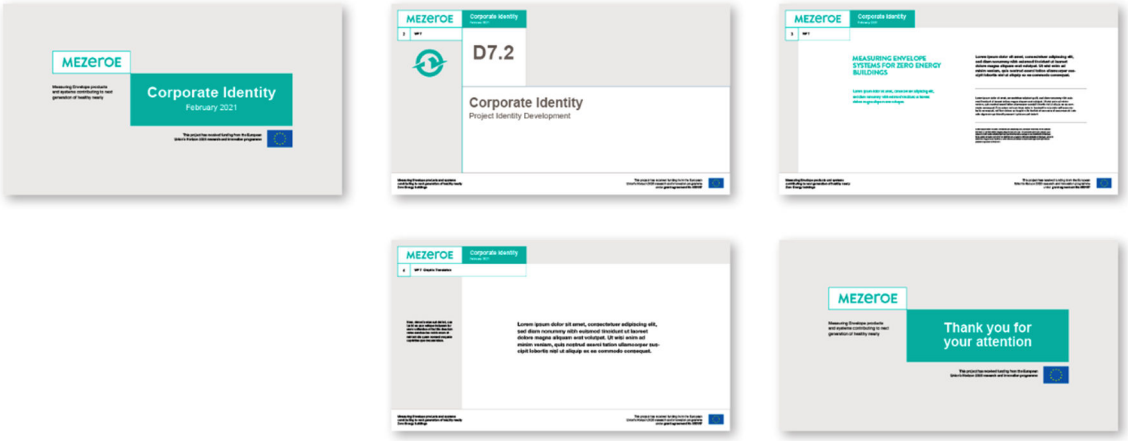


Figure 14 Example of a corporate PowerPoint presentation

Validation and adhesion to the corporate identity: Complete adequacy with the project corporate vision was ensured while preparing all MEZeroE communication sets (leaflet, posters, templates, newsletters, videos, etc.).

4.3.2 Flyer, Poster, Roll-up banner

MEZeroE brochures promote different activities and are intended for distribution to stakeholders at professional gatherings such as conferences, workshops, networking events, and trade fairs. It is designed to convey the project's essence to a diverse audience, ranging from industry experts to the general public, offering an overview of its vision.

These brochures succinctly present MEZeroE's innovative initiatives with their key goals and expected outcomes while shedding light on the collaborative efforts of the consortium partners. The consortium partners and the EC Project Officer have access to the brochure in two formats: a web-friendly version downloadable from the MEZeroE SharePoint, ready to be printed if needed.

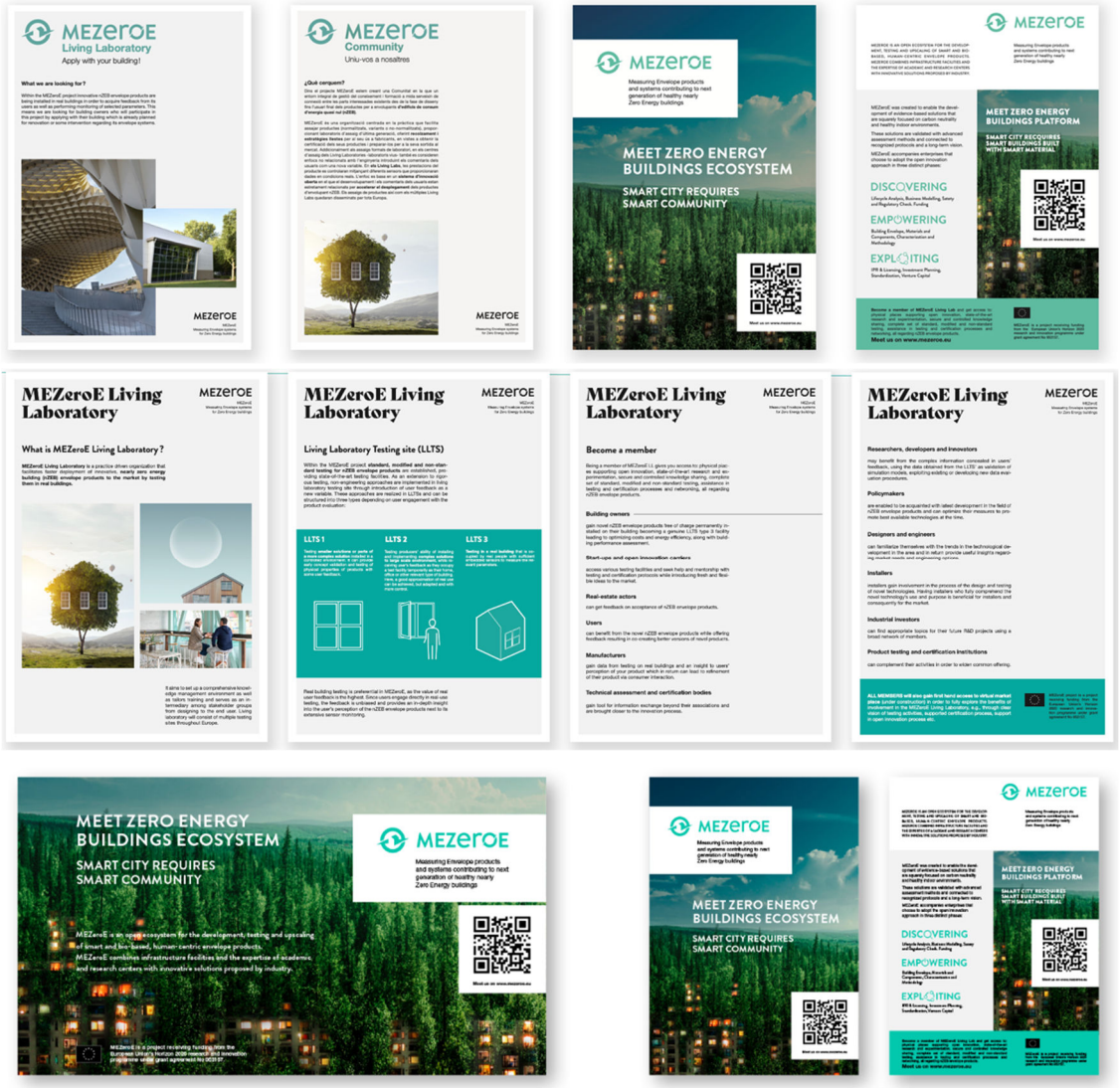


Figure 15 Example of flyers, banners and roll-up used by MEZeroE partners during conferences and fairs

COMPAZ produced and shared the MEZeroE project roll-up banner Figure 16 with the consortium. The MEZeroE roll-up banner serves to advertise the project and the consortium at conferences and other relevant events. The tool attracts the visitors' attention through an attractive design, key textual display, and extensive space dedicated to visual information, including partners' logos, the EU logo

and the H2020-funding acknowledgment. The format of the roll-up banner is 80 x 200 cm.

Figure 16 Example of a banner produced for the project

Figure 17 showcases MEZeroE's engaging exhibition booth design, which visually represents their support and presence at industry fairs. The booth features the project's core mission and partnerships, offering an immersive experience into the MEZeroE ecosystem for zero energy building solutions.

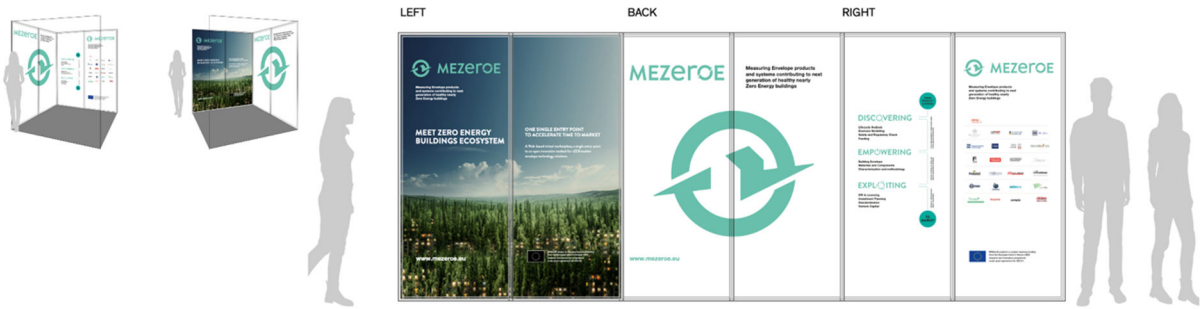


Figure 17 Example of a booth designed for fairs

4.3.3 Public newsletters

MEZeroE public newsletters as shown in Figure 18 are prepared once per year by COMPÁZ, with contributions provided by project partners. Since the beginning of the project, three newsletters have been released. The MEZeroE newsletters are produced through the Mailchimp tool.

The mailing list includes all project partners, external subscriptions via the website, the Project Officer, and the INEA communication service. To comply with the EU General Data Protection Regulation

(GDPR), the contacts in the distribution list are informed about the possibility of opting out of the database.

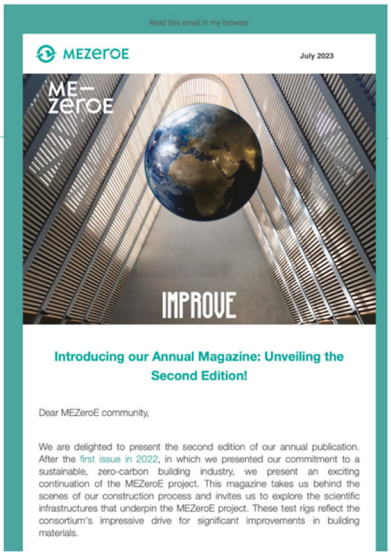


Figure 18 Example of the 2nd Newsletter sent.

Below are presented the number of contacts reached:

- Number of Newsletter sent: 232

4.3.4 MEZeroE Magazine (Booklets)

The five thematic magazines are the project's annual publication series. Each magazine cover represents a specific focus area within the project's framework, serving as a communication and dissemination tool to articulate the project's progress and insights across various facets of sustainable building development.

1. **Manifesto**: The first cover, "Manifesto"" introduces MEZeroE's foundational principles, encapsulating the consortium's statement, objectives, and overarching mission and vision. It sets the stage for the project's intentions and goals.

2. **Improve**: The second, titled "Improve"" dives into the ongoing advancements and implementations, highlighting the introduction of pilot lines, open innovation services, and the integration of living labs. This edition focuses on the enhancement and optimization efforts within MEZeroE.

3. **Build**: The third issue, "Build" emphasizes the project's dynamic creation process. It covers building and living labs, the development of a building platform/ecosystem, marketplace strategies, and evolving business models within the construction sector.

4. **Live** The fourth, “Live” reflects on the project coming to life, discussing the ecosystem’s impact on human life and presenting initial results. It is about the project’s output interacting with the real world.

5. **Progress**: The fifth and final issue, “Progress”" looks forward to exploring the new economic paradigms initiated by MEZeroE, facilitating a single entry point for stakeholders, and accelerating the project’s impact.

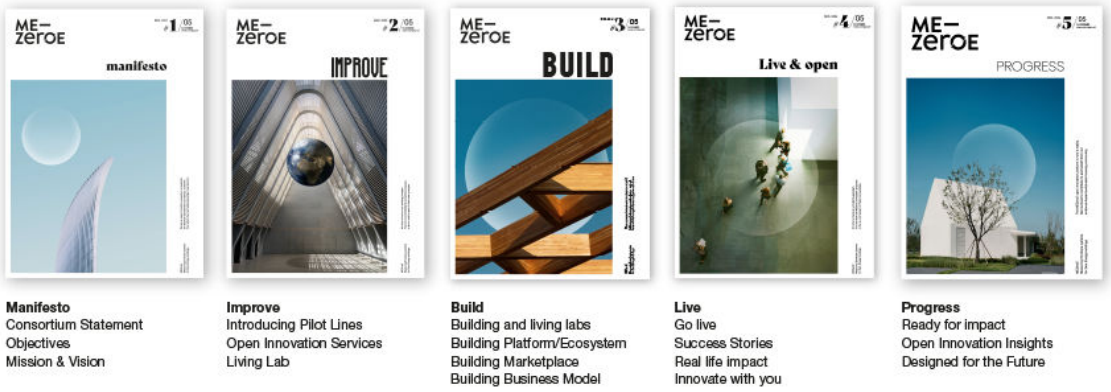


Figure 19 Description of the 5 planned booklets

Below are presented the statistics of the impact of the 4 published magazines already published:

- Number of downloads: 772
- Paper distribution: 760

4.3.5 Digital platform (Public / Private)

The digital platform’s structure and design system is outlined in Figure 20, intended for both public and private users, focusing on developing a digital marketplace. The top navigation bar features fundamental sections such as “About”, “Vision”, “FAQ”, and “Glossary” alongside options to “Login” or “Subscribe” which indicates a user-centric approach to accessibility and information dissemination.

The “Home Page” is central to the image, which acts as a gateway to the platform’s various services and features. It connects to three key areas: “Open Innovation Services”', “Measurement & Verification” and “Living Laboratories”, each with a “Sign Up” option for new users. These sections are detailed further with sub-categories like “Safety”, “Health”, ”Efficiency” and “Interaction” for Measurement & Verification, pointing to a comprehensive and multifaceted service offering.

On the far right, ”Success Stories” suggests a section where users can explore and gain insights from successful case studies. At the bottom, private modules labelled “Private 1” to “Private 6” suggest exclusive content areas for registered or paying members. Overall, the design implies a structured, user-friendly interface to promote interaction and engagement within the marketplace.

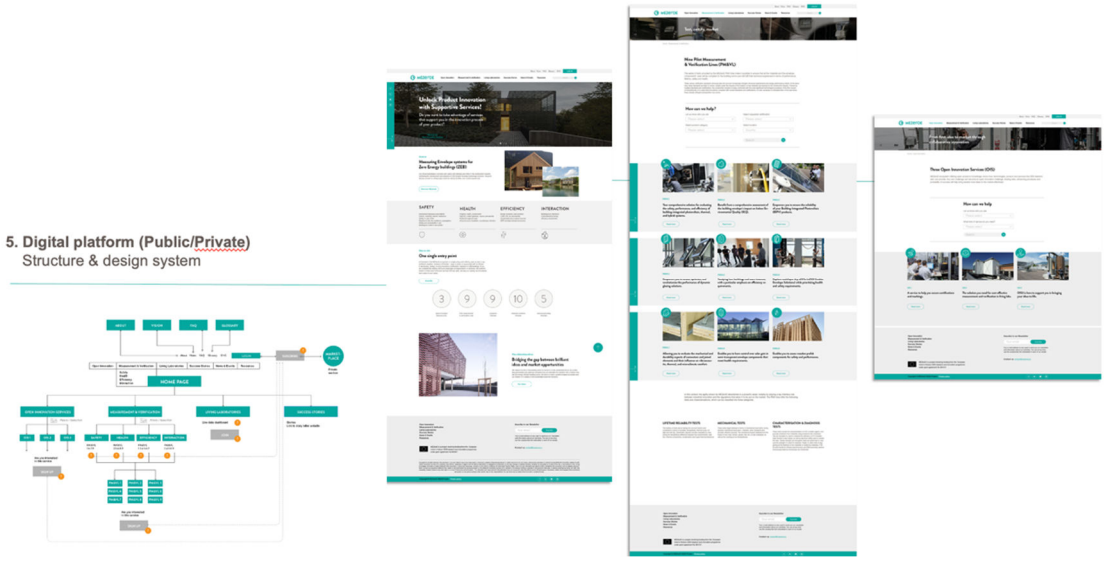


Figure 20 Example of the digital platform

The platform has been launched in February 2024. A series of LinkedIn post have been realized for its promotion and in 2025 a webinar series has been organized to showcase to industrial partners the benefits of joining the platform. More information about the webinar series is explained in section 4.9.

4.3.6 Project Videos

The objective of the videos is to increase general awareness about MEZeroE activities and digital platform. The videos target a large audience, going from professionals to the general public. These videos are integrated into a global strategic communication plan that aims to cover, along with the activities on social media, the largest audiences possible, going from technological professionals to industry, finance, politics, and finally getting to the market.

Two videos are planned during the project timeframe. The first one was released in April 2024 to promote the marketplace and can be seen on the project YouTube channel: https://youtu.be/gvkLKYq7Lc0?si=FCjHSBSKUegavbDA.

Several posts on social media LinkedIn and Facebook have been done to promote it.

The second video will be produced at the end of the project, to highlight it’s results and impacts. A draft of the script has been submitted as MS22. Shooting is scheduled to take place in early spring 2026.

4.4 Publications and participation in conferences

Consortium partners presented MEZeroE findings at prominent scientific conferences and published articles in peer-reviewed journals. A comprehensive list of conference proceedings and peer-reviewed publications is provided below.

4.4.1 Conference proceedings

Title of article	Authors	Magazine/Journal	Year of publication	URL, if available
Innovative Messmethoden zur thermischen und visuellen Charakterisierung semi-transparenter Fassadenkomponenten - Entwicklung einer Pilot-Line im Rahmen des EU-Forschungsprojektes MEZeroE	Hauer, Martin; Plörer, Daniel; Pfluger, Rainer	Proceedings Bauphysiktage Kaiserslautern 2022	2022	
PUFJ and FRPU Innovative Polyurethane Bonding Systems for Wood Envelopes in Nearly Zero Energy Buildings	Konrad Kwiecień, Klaudia Śliwa-Wieczorek, Fabio Rizzo, Arkadiusz Kwiecień, Bogusław Zając	Proceedings 12th International Conference on Wood Adhesives in Portland, Oregon, USA	2022	
Placing on the Market Modern Construction Products and Systems Contributing to Next Generation of Healthy, Nearly Zero-Energy Buildings	Aneta Michta-Nowak	Materials Proceedings	2023	Link to proceedings
From single tests to a test-chain: A comprehensive approach for evaluating the interaction between the building envelope and the IEQ	Francesco Babich, Riccardo Pinotti, Riccardo Gazzin, Chiara Visentin and Roberto Lollini	E3S Web Conf. - 53rd AiCARR International Conference “From NZEB to ZEB: The Buildings of the Next Decades for a Healthy and Sustainable Future”	2024	Link to proceedings
Future Shock: The Changing Role of Green	Wendy Gumb	Greenbuild International	2023	

Building in ESG and Sustainable Finance				
Ongoing 27th International Passive House Conference	Martin Hauer			
Conference presentation "FlexbrickPV: Prefabricated big format BIPV flexible ceramic panels for architectural envelopes"	Rafael Pardo	-	2024	
Exploring the airflow generated by ceiling fans on a human body: an experimental study with a thermal manikin	Gupta, Akshit; Torriani, Giulia; Torresin, Simone; Babich, Francesco	Comfort At The Extremes (CATE) 2024		https://cate2024.org/
Advancements in Hygrothermal Monitoring: A Comparative Study of Sensor Reliability and Installation Strategies in Construction Elements	Simone Panico, Marco Larcher, Riccardo Pinotti, Giordano Miori, Paola Brugnara & Daniel Herrera-Avellanosa	In: Ferrara, L., Muciaccia, G., Trochoutsou, N. (eds) Proceedings of the RILEM Spring Convention and Conference 2024. RSCC 2024. RILEM Bookseries, vol 55. Springer, Cham.	2024	https://doi.org/10.1007/978-3-031-70277-8_49

4.4.2 Scientific publications

Title of article	**Authors**	**Magazine/Journal**	**Year of publication**	**URL**
A low-stress method for determining static and dynamic material parameters for vibration isolation with the use of VMQ silicone	Krzysztof Nering, Nering, Konrad	Materials	2023	https://doi.org/10.3390/ma16082960
Analytical modelling of thin adhesive layers sheared in a quasi-static way. Chapter 7.11 Comparison of chosen analytical models (in Polish).	Paweł Szeptyński		2023	https://repozytorium.biblos.pk.edu.pl/redo/resources/47029/file/resourceFiles/SzeptynskiP_

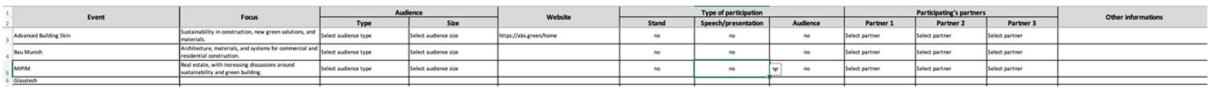
				AnalityczneModelowanie.pdf
Open Innovation for the Construction Sector: Concept Overview and Test Bed Development to Boost Energy-Efficient Solutions	Salvalai, Graziano; Sesana, Marta Maria; Dell'Oro, Paolo; Brutti, Diletta	Energies	2023	https://doi.org/10.3390/en16145522
Exploiting the Value of Active and Multifunctional Façade Technology through the IoT and AI	Matteo Giovanardi; Alessia Baietta; Francesco Belletti; Sara Magnani; Oscar Casadei; Alessandro Pracucci	Applied Sciences	2024	https://doi.org/10.3390/app14031145
Alternative Method for Determination of Vibroacoustic Material Parameters for Building Applications	Krzysztof Nering and Konrad Nering	Materials	2024	https://doi.org/10.3390/ma17123042
Flame Spread on an Active Photovoltaic–Roof System	Olaia Aurrekoetxea-Arratibel, Nerea Otano-Aramendi, Daniel Valencia-Caballero, Iñigo Vidaurrazaga, Xabat Oregi and Xabier Olano-Azkune	Fire	2025	https://doi.org/10.3390/fire8030105
A roadmap for the certification of polyurethane flexible connectors used as envelope products in the next generation of healthy, nearly zero-energy buildings	Nowak-Michta Aneta, Kwiecień Arkadiusz, Michta Jagoda	Materials	2025	DOI:10.3390/ma17225503
Laboratory investigation on dynamic complex modulus of FRPU composite	Górszczyk Jarosław, Malicki Konrad, Kwiecień Arkadiusz	Materials	2025	https://doi.org/10.3390/ma17246229
Evaluating the impact of sample irregularities on the dynamic stiffness of polyurethane: insights from experimental and FEM analysis	Nering Krzysztof Janusz, Kwiecień Arkadiusz, Nering Konrad Tadeusz	Materials	2025	DOI:10.3390/ma17235910

Silicon-Based Solar Brick for Textile Ceramic Technology	P. Casariego,V. Sarrablo,R. Barrientos and S. Santamaria-Fernandez	New Horizons in Ceramic Processing and Manufacturing: Celebrating the Institute for Manufacturing Technologies of Ceramic Components and Composites of the University of Stuttgart	2025	https://doi.org/10.3390/ceramics8030106
PM&VL7 research line: Mechanical and durability tests of connectors and their influence on vibroacoustic, thermal, and microclimate comfort	Nowak-Michta Aneta	Przegląd Budowlany	2025	10.5604/01.3001.0055.1027
Living Lab Laboratory in the H2020 MEZeroE project	Nowak-Dzieszko Katarzyna	Przegląd Budowlany	2025	10.5604/01.3001.0055.1441
Construction Certification Center - implementation of the MEZeroE project	Nowak-Michta Aneta	Przegląd Budowlany	2025	10.5604/01.3001.0055.1424
Design, construction, and operation of a novel Open Innovation Test Bed for real-life performance assessment of multilayer building envelope solutions	Graziano Salvalai, Diletta Brutti, Marta Maria Sesana	Journal of Cleaner Production	2025	https://doi.org/10.1016/j.jclepro.2025.146511

4.5 Participation in non-scientific event, fairs, workshops

MEZeroE consortium partners have actively participated in conferences and other outreach events to disclose (preliminary) MEZeroE results.

A list of conferences and outreach events of interest for presenting MEZeroE Marketplace project was defined:



Event	Focus	Audience		Website	Type of participation			Participating's partners			Other informations
		Type	Size		Stand	Speech/presentation	Audience	Partner 1	Partner 2	Partner 3	
Advanced Building Skin	Sustainability in construction, new green solutions, and materials.	Select audience type	Select audience size	https://abs.green/home	no	no	no	Select partner	Select partner	Select partner	
Bau Munich	Architecture, materials, and systems for commercial and residential construction.	Select audience type	Select audience size		no	no	no	Select partner	Select partner	Select partner	
MIPIM	Real estate, with increasing discussions around sustainability and green building.	Select audience type	Select audience size		no	no	no	Select partner	Select partner	Select partner	
Glasstech											

Figure 21 Table used to monitor the presence of MEZeroE in future fairs.

Until M54, consortium partners have represented the MEZeroE project at 40 dissemination events, such as conferences, exhibitions, pitch events, university lectures, webinars, etc. The list of the events where MEZeroE partners participated is filed in the excel sheet available to all partners to complete.

4.6 Press releases and mass media publications

While the planned technical work progresses and results become concrete, the aim is to raise awareness of the project objectives and achievements and reach future users and clients of the Marketplace.

A first press release, elaborated by COMPÁZ, R2M, INCURVO and EURAC, has been issued in February 2024 at the Marketplace launch. European press agencies, daily and weekly newspapers, professional media, popular magazines and radios have been targeted.

4.7 Communication action plan for the last 2 years of the project

Figure 22 presents the detailed two-year communication action plan for the MEZeroE project, validated by the consortium partners during the GA meeting in Barcelona, in a timeline format. The plan is meticulously segmented into various strategic initiatives to boost awareness, build reputation, and drive conversion through targeted promotional activities.

The first tier, TOFU (Top of Funnel), is designed to build awareness about MEZeroE, started already from the beginning of the project and will continue through the two years with general assembly participation, press releases, newsletters, and regular website updates. Special events like the 'WE ARE LIVE' initiative help to kickstart the campaign with momentum.

Moving into the specifics, the plan highlights communication about the project, emphasizing publishing magazines and maintaining an up-to-date website presence. Partner testimonials are slotted strategically throughout the year to build a narrative of trust and endorsement.

The MOFU (Middle of Funnel) actions focus on building MEZeroE's reputation, involving partners through testimonials, and sharing success stories to underline the project's efficacy and impact.

The BOFU (Bottom of Funnel) is where conversion is critical. The plan incorporates marketplace promotion through events and webinars to convert interest into active engagement or sales. This phase also includes promoting the PM&VL and OIS and showcasing MEZeroE's practical applications and success.

Additionally, the timeline indicates the promotion of Living Labs, which is critical in demonstrating the project's real-world applications and benefits. Various stages of the Living Labs' operational status are marked, from initial calls for entry to the entire operation, highlighting the project's progress.

Throughout the two years, the plan also integrates multimedia communication, with videos (short interviews of partners) scattered across key intervals to visually engage the audience and provide compelling storytelling that complements written content.

Overall, the communication plan is a comprehensive mix of informative and promotional activities well-distributed over time to maintain ongoing interest and engagement with different target audiences, ultimately aiming to cement MEZeroE’s position as a leader in the zero-energy building ecosystem.

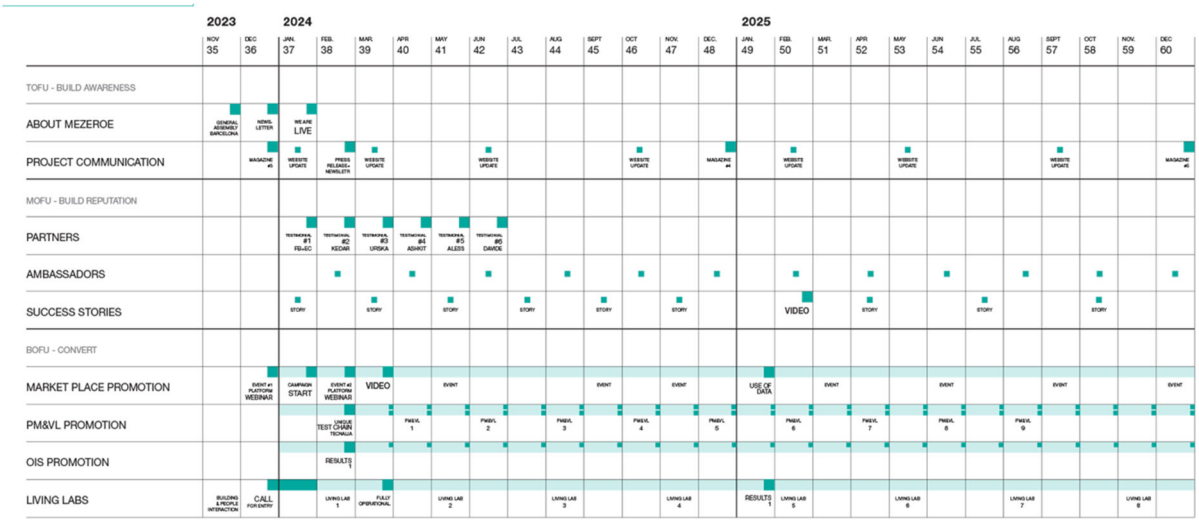


Figure 22 Table of the actions planned to the next 2 years of the project.

4.8 Visual Communication and Promotion of the Open Calls

The following illustrations present selected examples of the visual materials developed to promote the MEZeroE Open Calls across digital channels. These visuals were designed for social media platforms and online dissemination, ensuring clarity, consistency with the MEZeroE visual identity, and strong visibility within highly competitive digital environments.

The communication strategy combined concise messaging, recognisable graphic elements, and clear calls to action to effectively reach target audiences such as SMEs, researchers, technology providers, and innovation stakeholders.

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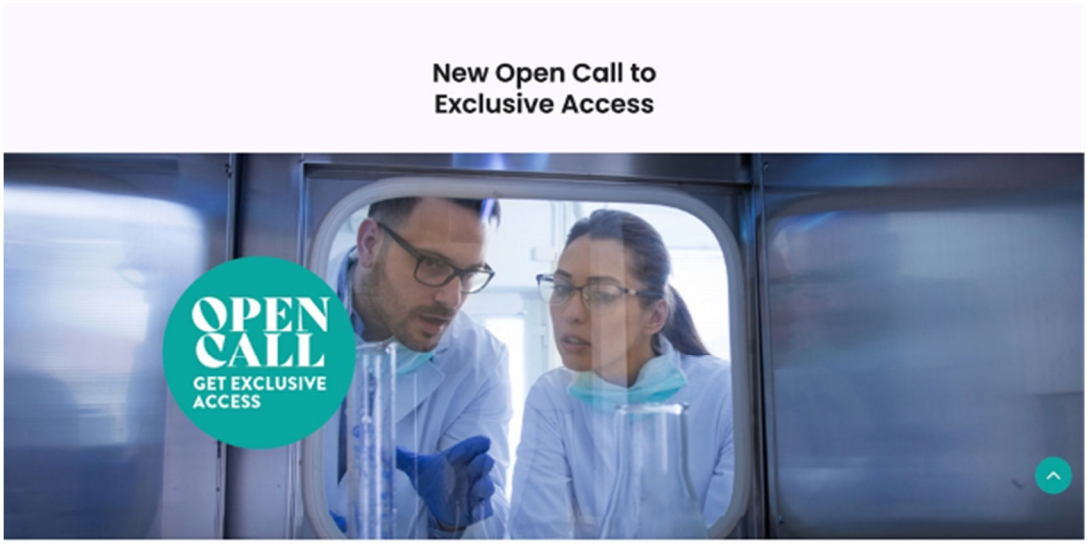


News

Take advantage of our testing facilities and services at attractive conditions

Are you a manufacturer or company in the building envelope sector looking to validate and optimize your products? Or maybe you already installed the solution and you would like to monitor and evaluate the performance in a real environment?

Following the success of our first Open Call, we are pleased to announce a second round of applications, now expanded to include Standardised Monitoring and Performance-Evaluation Service for innovative building-envelope solutions already installed.

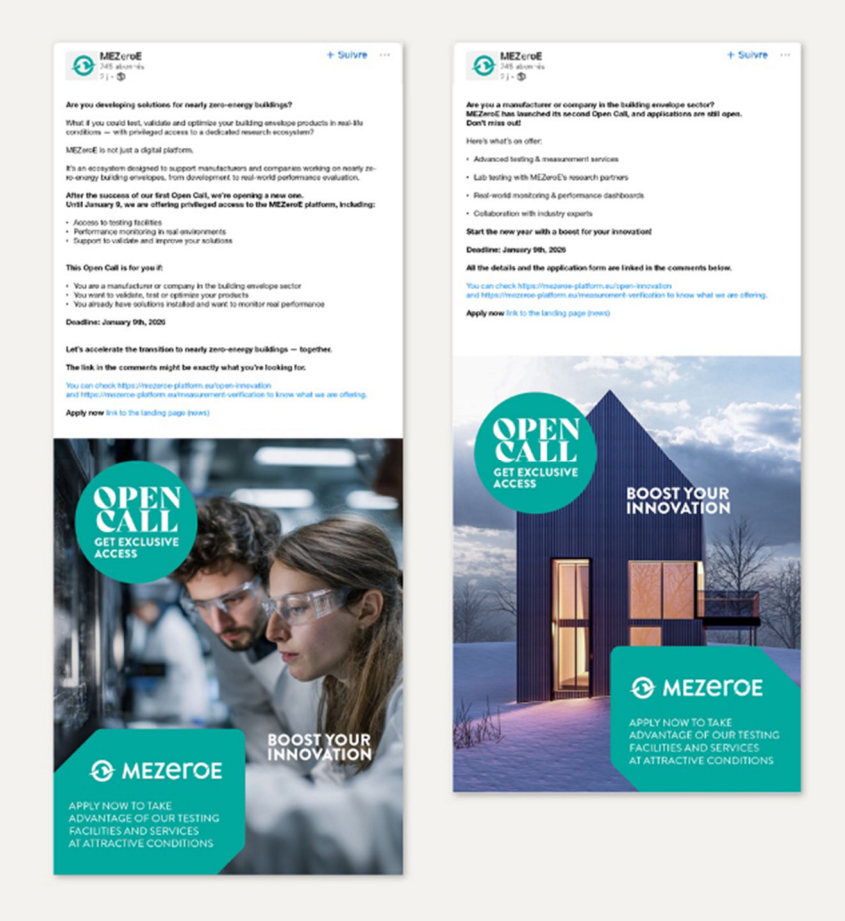
Through this initiative, selected companies will gain access to specialized testing facilities, expert evaluations, and real-world testing environments, ensuring their innovations meet industry standards and market expectations. The tests will be fully coordinated with leading service providers, streamlining the process for participants.

You can check our **Open Innovation Services** and **Measurement & Verification** sections to know what we are offering.

What's Included?

- Free access to cutting-edge measurement and verification services
- Testing in controlled environments within MEZeroE research partners' labs
- Access to monitoring system with data analysis and dashboards for product performance evaluation
- Collaboration with industry experts and research centers
- Fast-track validation to support certification and market entry

What Costs Apply?



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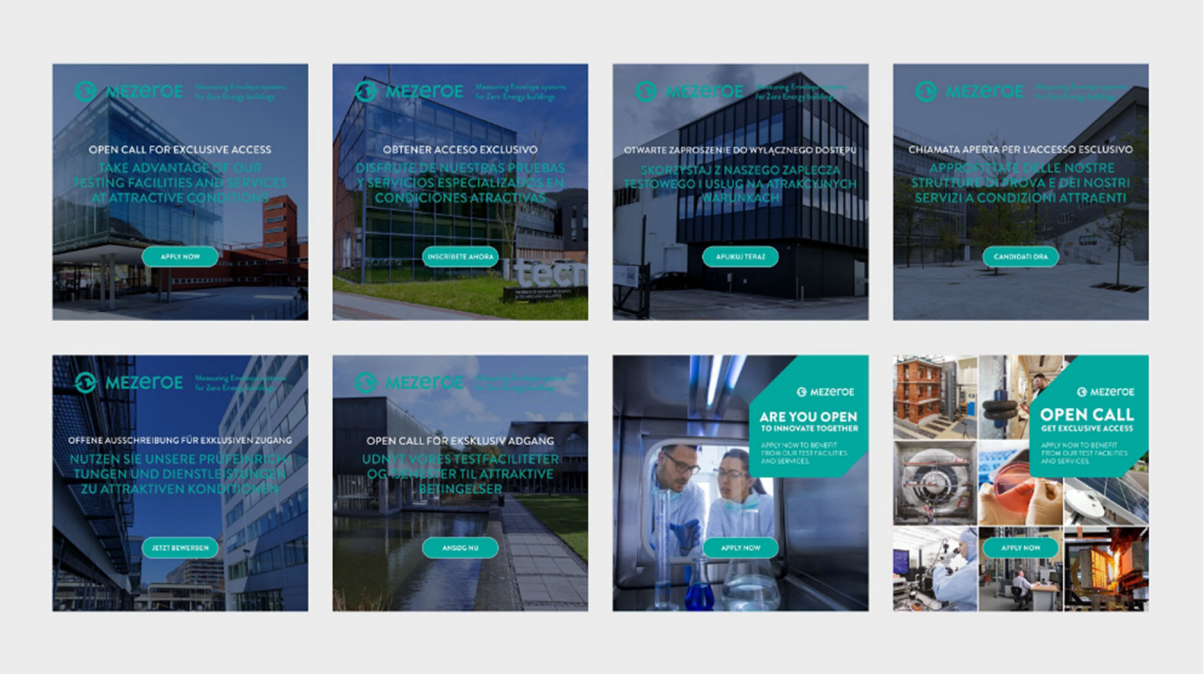


Figure 23 Illustrations of the Open Calls news and landing webpage, social media promotion and services catalog.

4.9 Webinar series, development and promotion

The MEZeroE Webinar Series was conceived not only as a communication activity, but as a strategic activation mechanism for the platform ecosystem. Rather than functioning as standalone promotional events, the webinars were designed to progressively introduce target audiences to the operational logic of the MEZeroE infrastructure.

The visual materials presented in the following illustrations reflect this positioning. A consistent graphic identity was applied across newsletters, website announcements, landing pages and social media visuals, reinforcing recognisability and credibility. Each webinar addressed a specific layer of the ecosystem:

- **Webinar 1** focused on testing and development solutions, highlighting the technical capabilities of the Pilot Measurement & Verification Lines.
- **Webinar 2** introduced Living Labs, shifting the focus from laboratory validation to real-building performance.
- **Webinar 3** provided a guided tour of the platform itself, consolidating the previous sessions into a coherent user journey.

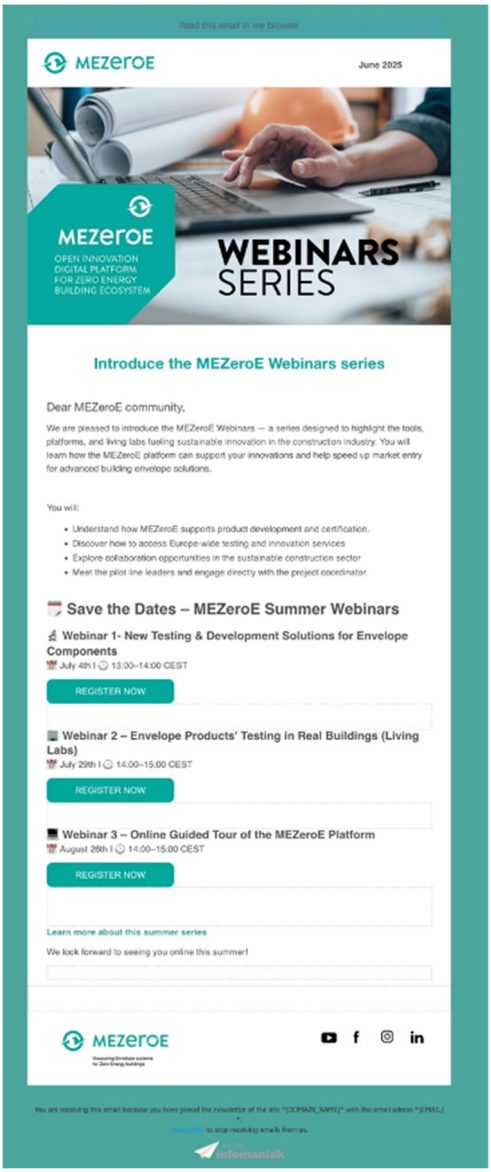
This sequential structure mirrored the actual innovation pathway supported by MEZeroE, from controlled testing, to in-situ validation, to digital orchestration via the Single Entry Point.

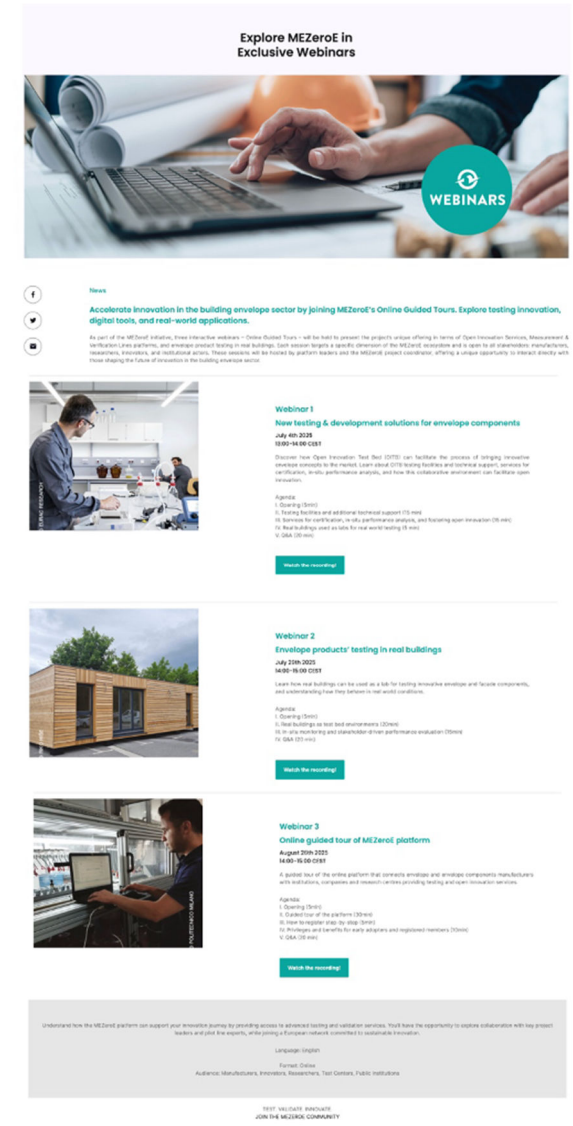
From a communication perspective, the webinars served three core objectives:

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

1. Increase awareness of the platform's services.
2. Build trust through expert-led explanations and concrete examples.
3. Convert passive audiences into active users by directing them toward the platform.

Beyond attendance metrics, the webinar series contributed to strengthening the MEZeroE digital presence, generating reusable content (recordings, summaries, landing pages) and reinforcing the platform's role as a long-term European reference for envelope innovation.





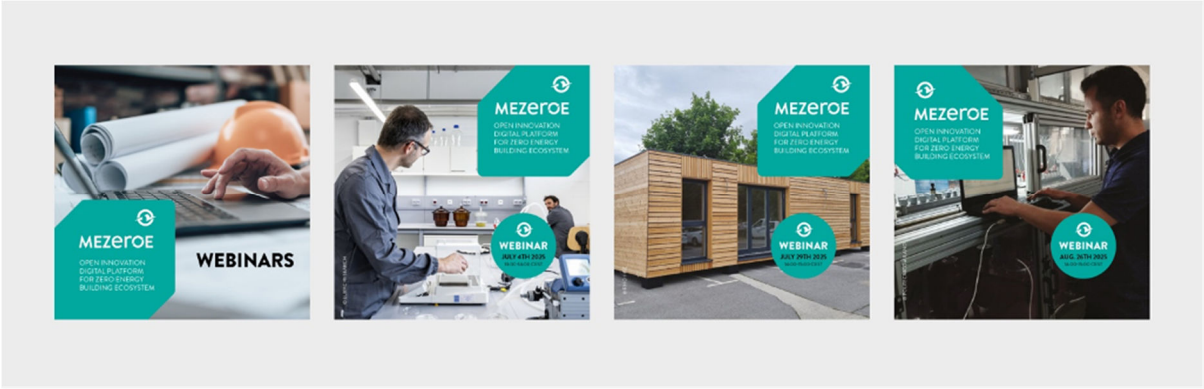


Figure 24 Webinar promotion screens

4.10 Open Innovation Contests

The Open Innovation Contests organised within the MEZeroE framework, the **Focchi Modular Façade Challenge** and the **Pellini MotionShade Idea Contest**, were conceived as structured co-creation mechanisms rather than isolated promotional activities. They operationalised the OIS3 “Open Innovation Event Management” service and provided a real-world testbed for collaborative innovation between industry and emerging talent.

The visual materials presented below illustrate the communication strategy developed to support these contests. A strong and consistent graphic identity was maintained across website banners, landing pages, and social media formats.
Each campaign integrated:

- Industrial credibility (partner branding prominently featured),
- Clear thematic focus (e.g., intelligent façades, perforation design and indoor wellbeing),
- Concise design briefs translated into accessible calls to action,
- Visual storytelling connecting architecture, materials and human experience.

Beyond their communication reach, the contests achieved three key objectives:

1. **Activation of OIS3 services**
   They served as pilot implementations of structured Open Innovation Event Management, refining internal workflows and documentation processes.

2. **Industry–Academia Bridge**
   They created direct interaction between companies and students/young researchers, lowering barriers between conceptual design and industrial application.

3. **Platform Visibility and Positioning**
   The contests strengthened MEZeroE’s positioning as an ecosystem capable of supporting not only technical validation, but also early-stage ideation and collaborative development.

MEZeroE supports Focchi Modular Façade Challenge

News

Modular Façade that Senses, Interacts, and Optimizes.

The goal is to design a multifunctional façade system that integrates smart technologies, such as IoT sensors, sun-shading, BIPV, or embedded heating/cooling systems. Your concept should enhance sustainability, comfort, and performance by responding intelligently to environmental conditions.

We're not looking for a technical marvel. Just visualize your idea clearly, through sketches, renders, diagrams, or any creative format.

Objectives:

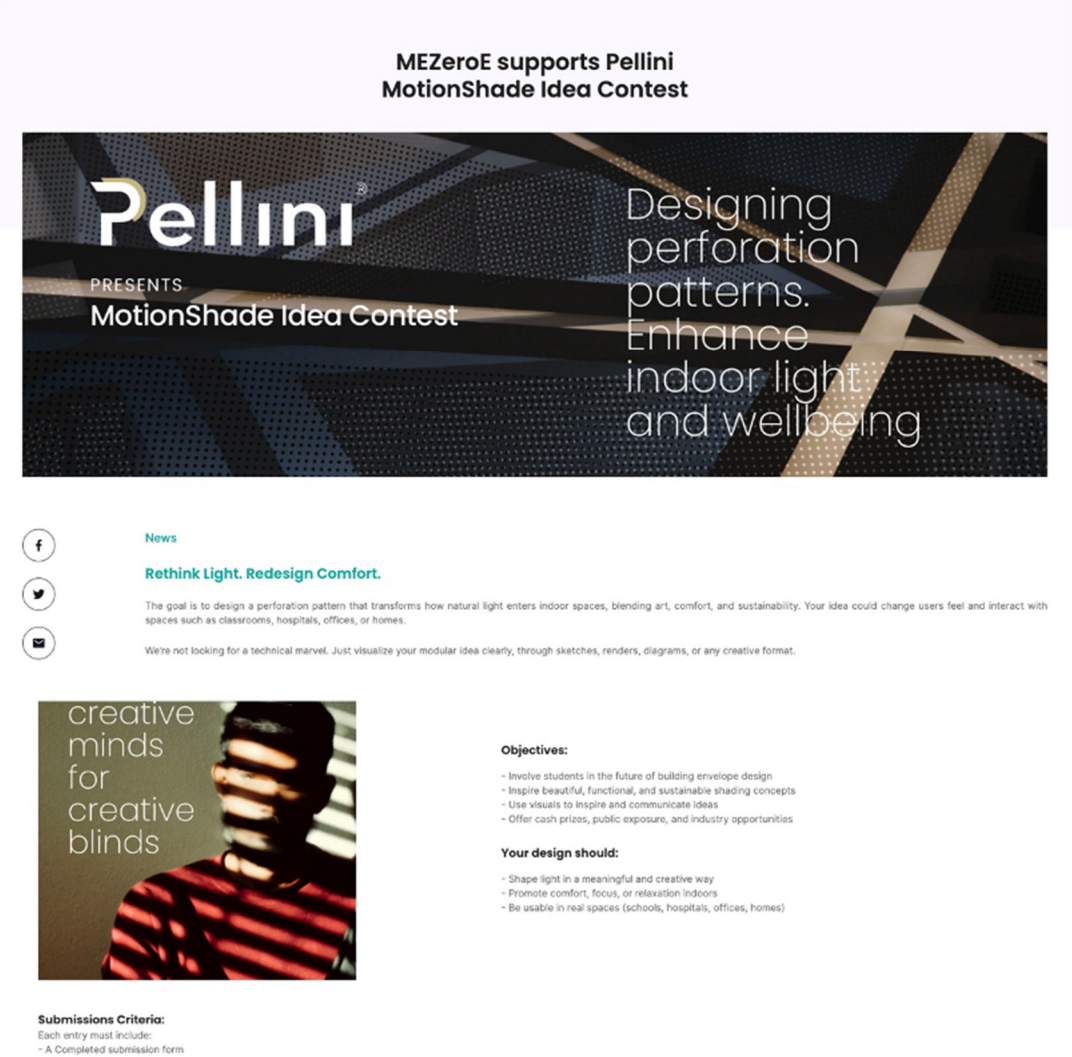
- Involve students in the future of intelligent building envelopes
- Promote energy efficient, responsive façade designs
- Use visuals to inspire and communicate ideas
- Offer cash prizes, public exposure, and industry opportunities

Your design should:

- Enable smart systems that interact with climate or occupants
- Work across different building types
- Prioritize modularity, sustainability, and performance
- Demonstrate how façades can contribute to smarter, more comfortable buildings

Submissions may include frame systems, panel-based designs, interlocking elements, or innovative reuse concepts.

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



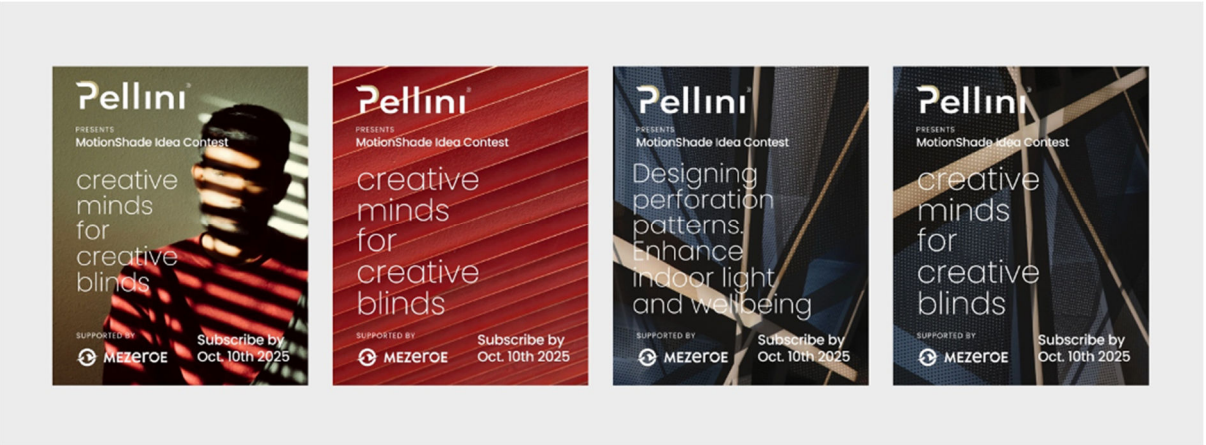


Figure 25 Examples of the Open Innovation Contest promotion

4.11 Living Lab tours

Since the end of 2024, project partners organised **Pilot Measurement & & Verification Lines (PM&VLs) and Living Labs tours**. The aim is to bring stakeholders on site, and make results closer to industry, to attract external companies that could then test/validate their products via the MEZeroE ecosystem and platform.

The tours are positioned as **local, partner-hosted events** with promotion both on partner channels and MEZeroE channels.

1. Eurac Research (26 November 2024)

The very first MEZeroE tour was hosted at Eurac Research and introduced participants to the project's testing and validation capabilities, as well as to the Single Entry Point approach. The event was titled "Come valutare la qualità ambientale interna" and introduced stakeholders from the construction and building-materials sectors to Eurac Research's new experimental facilities dedicated to testing Volatile Organic Compounds emissions and improving indoor environmental quality. Attendees were invited to explore the laboratory, understand the testing procedures, and learn about opportunities for collaboration and service access.

Visitors were guided through the Volatile Organic Compounds Lab and Façade System Interaction Lab, shown how measurement and verification activities are conducted, and learned how PM&VL and Living Lab infrastructures support innovation in building-envelope technologies.

The workshop provided participants - which counted to around 30 - a broader context on the importance of indoor air quality in increasingly airtight, energy-efficient buildings, emphasising how the new laboratory supports healthier indoor environments through material and component performance testing.

The programme included:

- Overview on Indoor Environmental Quality by Francesco Babich, Eurac Research
- Chemical analyses to verify the healthiness of indoor environments by Luca Verdi, Air Analysis and Radiation Protection Laboratory of the Province of Bolzano
- Certification of products and materials used in buildings by CATAS
- Visit to Façade System Interaction Lab by Akshit Gupta, Eurac Research
- Visit to VOC Lab and introduction to air quality measurements by Chiara Nomellini, Eurac Research

Figure 26 Eurac Research Tour

2. UIBK (20 May 2025)

Held alongside the IBT-Treff stakeholder event, this tour showcased PM&VL8, focusing on real-time demonstration of façade and envelope testing equipment. Participants from the timber, façade, and construction industries observed the measurement setups and learned how the PM&VL supports product development and characterization.

Figure 27 UIBK Tour

3. TECNALIA (30 May 2025)

This event at the Energy Intelligence Center (Bizkaia, Spain) offered a hands-on look at PM&VL1 focusing on photovoltaic-integrated building envelope solutions. The event gathered manufacturers, designers, regulatory bodies, and fire safety experts from the BIPV sector to discuss technical, regulatory, and practical challenges associated with photovoltaic integration in buildings and the possibilities offered by tests, measurements and verification developed within MEZeroE pilot lines (including PM&VL1).

This was followed by a roundtable discussion where speakers debated different approaches to BIPV deployment and shared best practices.

The programme included:

- Presentation on BIPV opportunities by Onyx Solar
- Technical talk on installation challenges and solutions by EKISOLAR
- Presentation on regulatory gaps and MEZeroE pilot lines (including PM&VL1) by TECNALIA
- Fire-safety considerations for PV systems presented by a Bizkaia Fire Brigade expert
- Roundtable discussion with speakers from Onyx, EKISOLAR, TECNALIA, and the Fire Brigade
- Presentation of the MEP-ZERO study on decarbonisation technologies in refurbishment

- Architectural presentation of the EIC building as a BIPV case study
- Guided tours

Figure 28 TECNALIA Tour

4. CUT (23 October 2025)

As part of the Energodom 2025 Conference, the Cracow University of Technology organised a tour to show the innovative research infrastructure developed within the MEZeroE project. The event targeted companies and professionals from the construction, energy and innovation sectors, offering them a direct introduction to the Living Lab concept.

Programme included:

- Introduction to MEZeroE and the role of Living Lab infrastructures
- Guided visit of the Living Lab and demonstration of testing capabilities
- Presentation of innovative materials and technologies for energy-efficient buildings
- Discussion with researchers on measurement methods and applications
- Networking with participants from the construction, energy, and innovation sectors

A video of the Living Lab was also produced, available at this link.

Figure 29 CUT Tour

5, POLIMI (30 Octber 2025)

Titled “La misura delle prestazioni di sistemi di involucro innovativi: metodi e strumenti di indagine“, and hosted at Politecnico di Milano – Polo Territoriale di Lecco, this open-door tour presented PM&VL6 along with the BIM-based OIS configurator. Attendees from professional orders of architects and engineers explored BEELab facilities and saw how the PM&VL6 workflow supports envelope component testing and data-driven design. A remote introduction on MEZeroE framed the services and potential follow-ups.

Speakers included:

- Prof. Graziano Salvalai, Politecnico di Milano – Dipartimento di Architettura, Ingegneria delle Costruzioni e Ambiente Costruito (DABC), Building façadE performancE Lab.
- Prof.ssa Marta M. Sesana, Università degli Studi di Brescia – Dipartimento di Ingegneria Civile, Architettura, Territorio, Ambiente e di Matematica (DICATAM), Building façadE performancE Lab.
- Prof. Matteo Colombo, Politecnico di Milano – Dipartimento di Ingegneria Civile e Ambientale (DICA), Laboratorio Materiali e Strutture in Calcestruzzo
- Roberto Lollini, Eurac Research, coordinator of the Energy Efficient Building


BEE
Lab
LA MISURA DELLE PRESTAZIONI DI SISTEMI DI INVOLUCRO INNOVATIVI
METODI E STRUMENTI DI INDAGINE
30 Ottobre 2025
Dalle 17.00 alle 19.00
Politecnico di Milano -
Polo Territoriale di Lecco
MEZeroE
Measuring Envelope systems for Zero Energy buildings
https://www.mezeroe.eu/
POLITECNICO MILANO 1863
UNIVERSITÀ DEGLI STUDI DI BRESCIA
MS Lab
BEELab

Figure 30 POLIMI Tour

6. TECNALIA–LEITAT–ITEC–FLEXBRICK (27 November 2025)

Given the difficulty to make participants attend a physical event, the decision was taken to change the format and offer a webinar. A Spanish-language webinar was held on the 27th of November 2025 on the PTEC platform where partners TECNALIA, ITeC, LEITAT, and FLEXBRICK showcased MEZeroE capabilities across PM&VL1/3/4, OIS, and Living Labs, focusing on BIPV and façade innovations. The webinar was titled “Nuevos laboratorios y servicios de consultoría para sistemas de envolvente innovadores (MEZeroE)” and the session walked through service use-cases and how companies can engage with the ecosystem

The programme included:

- BIPV Standardization · Nuria Martín (CIEMAT)
- New pilot test lines · Olaia Aurrekoetxea Arratibel, Tecnalia and Michele Manca, Leitat
- Consulting and certification services available · Tiago Augusto, ITeC
- Case study – Rafael Pardo, Flexbrick

Link to the webinar (Spanish): https://plataformaptec.es/cursos/webinar-mezeroe-ptec-tecnalia/

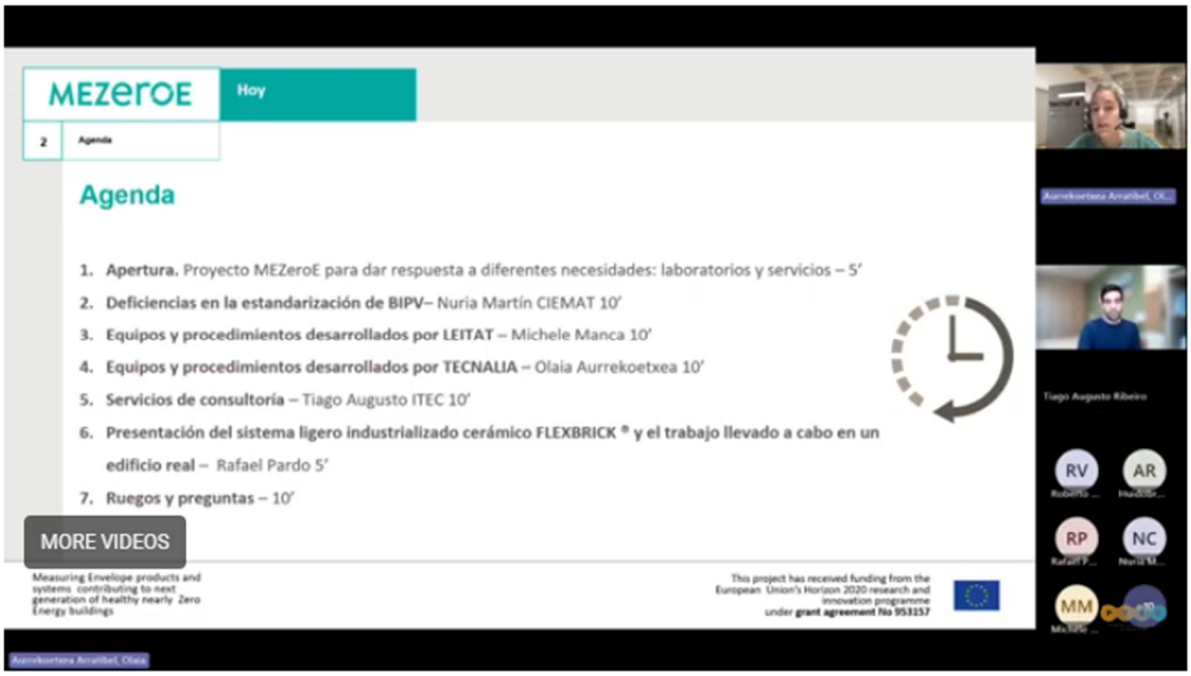


Figure 31 TECNALIA Webinar

5 Audience Reached

In compliance with the dissemination plan, the communication and dissemination activities performed within MEZeroE until M54 have targeted different audiences through different tools, as shown in Figure 24.

Audience / Channel	Conferences / Faires / Events	Papers	Public website	Newsletter	Press Release	Booklet	Social media Linkedin Facebook, Youtube
Scientific Community	x	x	x	x		x	x
Education	x	x	x	x		x	x
Industry	x	x	x	x		x	x
Media	x		x		x	x	x
Policy makers	x		x	x		x	
General public			x			x	x
IMPACT	Participation in 40 conferences	6 peer-reviewed articles published	17,420 individuals reached	4 Newsletter, 908 email sent	released in February 2024	772 downloads, 760 prints sent	45,715 global reaches

Figure 32 Matrix showing audiences and channel as well as the impact of the communication activities.

This matrix serves as a tool to visualize the communication strategy's reach and diversity, ensuring that all relevant stakeholders are informed and engaged through appropriate channels.