DELIVERABLE: D48-D7.8
Second Report on Social Network

Version: 1
Date: 04 /02/2020

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Contribution: all partners

Network for Using BIM to Increase the Energy Performance Grant Agreement Number: 754016 Net-UBIEP H2020

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Deliverable Details	
Document Reference :	D48 – D7.8
Title:	Second Report on Social network
Version Number:	01
Preparation Date:	December 2019
Delivery Date:	February 2020
Author(s):	ENEA
Contributors:	All the partners
Work Package	7
Type of deliverable	Report
Format	Web media
Dissemination Level:	Public

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1. Scope and objective of this deliverable

The objective of this document is to report the communication and dissemination activities done through social networks in order to:

- communicate the progress and events of the NET UBIEP project,
- inform the audience of the benefits of the use of BIM in energy efficiency and
- disseminate the results of the project and their potential impact on the construction sector.

This report summarizes the consortium's social media strategy and contains an analysis of the campaign's coverage, the frequency and intensity of the use of social media among the project partners.

The Social media activity represents an important part of the Net-Ubiep project's communication and dissemination plan, reported in **D6.1 Dissemination and exploitation strategy** and **D7.1 Communication strategy.**

In the first paragraphs the Net- Ubiep social media strategy will be described, together with the target audience; therefore we will proceed with the implementation of the social media strategy which also includes information about the Net-UBIEP social network guidelines; then an analytic report on the social media channels involved, for the international account and for any partner's country account, will follow.

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2. The Net- Ubiep social media strategy and target audience

To promote the Net-UBIEP project and to reach the target audience as set in the project's goals (professionals, public administration, technicians, building owners and tenants) as well the stakeholders, the consortium has thought of a social media strategy based on two levels, local level and overall dissemination.

2.1. *Local level social media communication*

Since the project activities mainly involve local stakeholders, the consortium was convinced it is important to reach the target groups at a local level. Therefore, the partners are stimulated to use their proper social media channels to disseminate the net-UBIEP project activities as much as possible, utilizing the already existing reach of these social media channels. For example to inform the local community in their local language about upcoming or past events related to the project.

In the following Table 1 the social networks already used by the partners and their number of followers.

Partner	***Social media accounts***	***Number of People reached***
CS Aziendale	Linkedin	*4.400 followers*
ENEA	FB + Twitter + Linkedin	*6.500 followers*
FLC	Facebook	*5.600 followers*
FLC	Twitter	*9.351 followers*
FLC	LinkedIn	*3.665 followers*
FLC	Google+	*268 followers*
ISSO	Linkedin	*1.882 followers*
ISSO	Twitter	*1360 followers*
"Skaitmeninė statyba"	Facebook	*100 followers*
"Skaitmeninė statyba"	Linkedin	*50 followers*
Build up Slovakia	Twitter	*177 followers*
UVS	Facebook	*347 followers*

Table 1 : List of existing social media account and related number of followers for each partner

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In some cases (Italy, Estonia, Croatia) partners decided to create social media accounts exclusively dedicated to the net-UBIEP project *while* others preferred to continue to use their own media accounts to maximize the dissemination.

The result of this strategy is that the local partners' social channels accounts act as multipliers of information of the project's website and the dedicated social media accounts.

2.2. Overall dissemination

In addition to the local dissemination carried out by the partners, it was decided to create an overall dissemination of project related information, activities, outcomes and results through social media at international level.

Dedicated profiles and pages have been created for the main social networks:

- Facebook
- Vimeo/Youtube
- Linkedin
- Twitter

In the following pages, this aspect will be described in detail, and in the paragraph 4.1. the results of the social media campaign are reported.

3. Implementation of the social media strategy

3.1. Social networks activated in the context of the Net-ubiep Project

Dedicated social media accounts were created to which all partners were invited to connect. These social media accounts are directly connected to the project's website.

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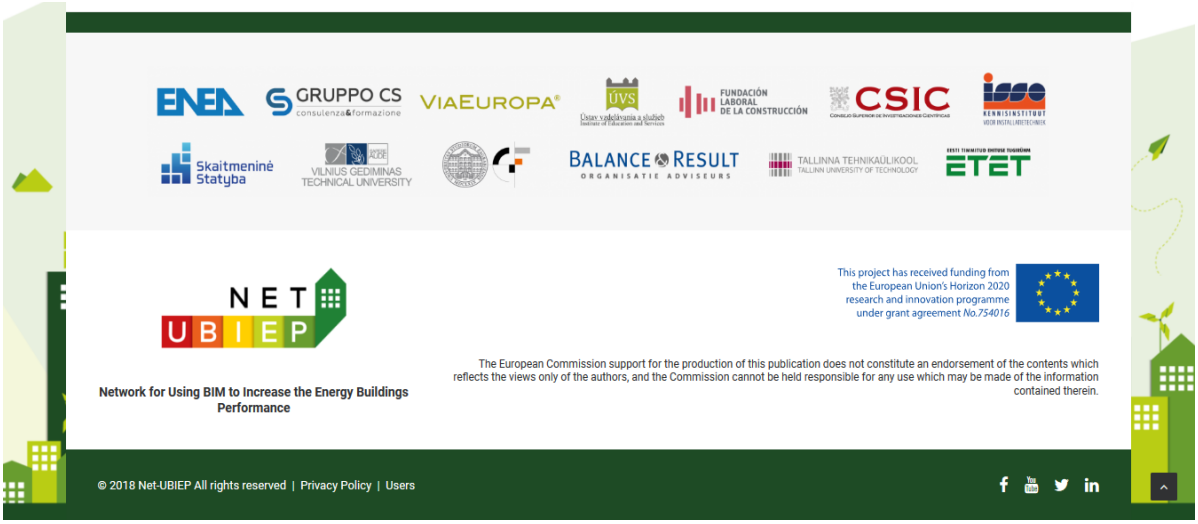

Figure 1: Net-ubiep web site home page showing link to social media

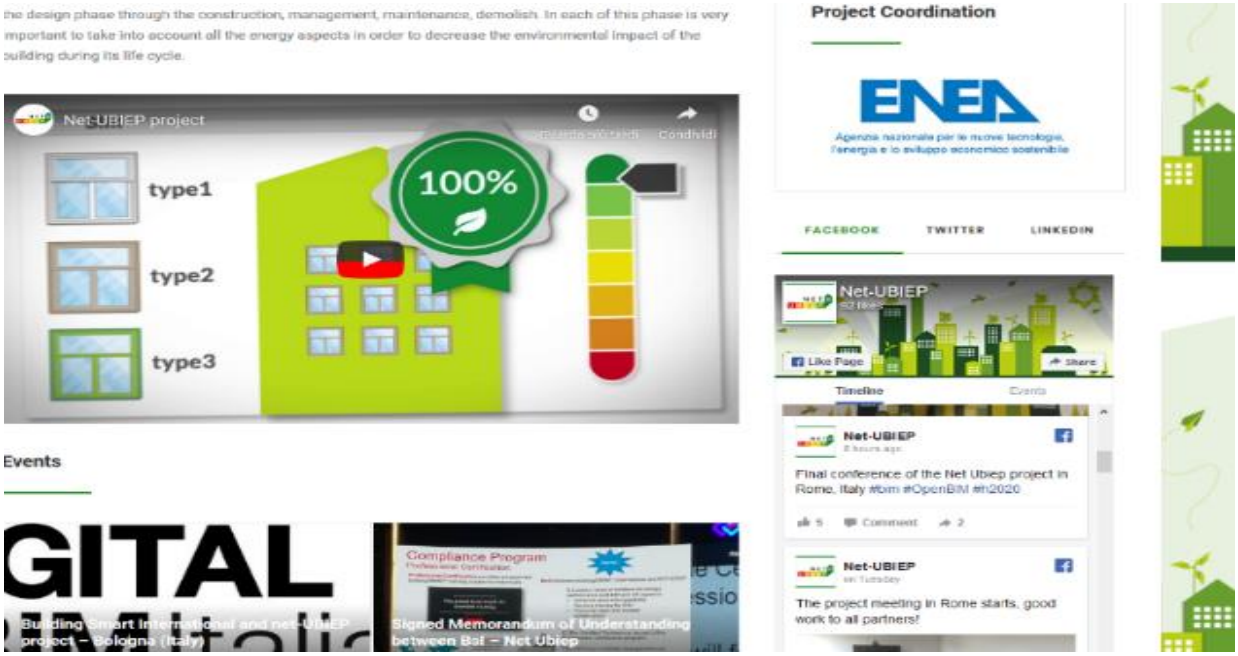

Figure 2 Net-Ubiep Project web site home page showing tweets

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3.1.1. Facebook

Since Facebook is the most widely used form of social media in the net-UBIEP community, this social media channel was established as the main social media outlet.

A **Facebook page** (https://www.facebook.com/netubiep/) is directly accessible through the Net –ubiep project website by clicking over the icon.

In this way, every user when visiting the website has the possibility to link to the Facebook page and interact with the net- Ubiep community.

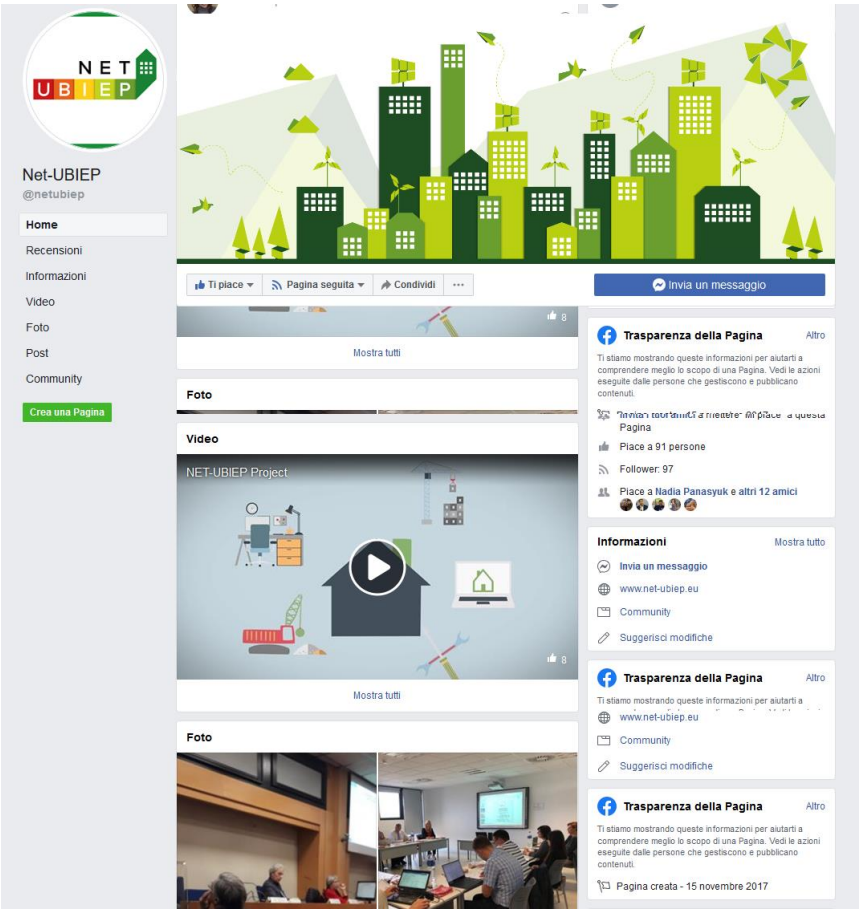

Figure 3 Official Facebook page @netubiep account

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3.1.2. Twitter

A Twitter account has been set up at https://twitter.com/net_ubiep with tweets about the project including the @netubiep handle or the #net_ubiep hashtag where relevant. The Twitter account (@netubiep) is used as a direct communication instrument for reaching the general public and following Horizon 2020 communication and dissemination campaigns launched by the European Commission.

All WP7 partners contributed in the Twitter communication activities.

Figure 4 Official Net - Ubiep Twitter Profile

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3.1.3. Linkedin

A Linked-in account was activated to reach stakeholders and target audience, to promote the project activities and group discussions.

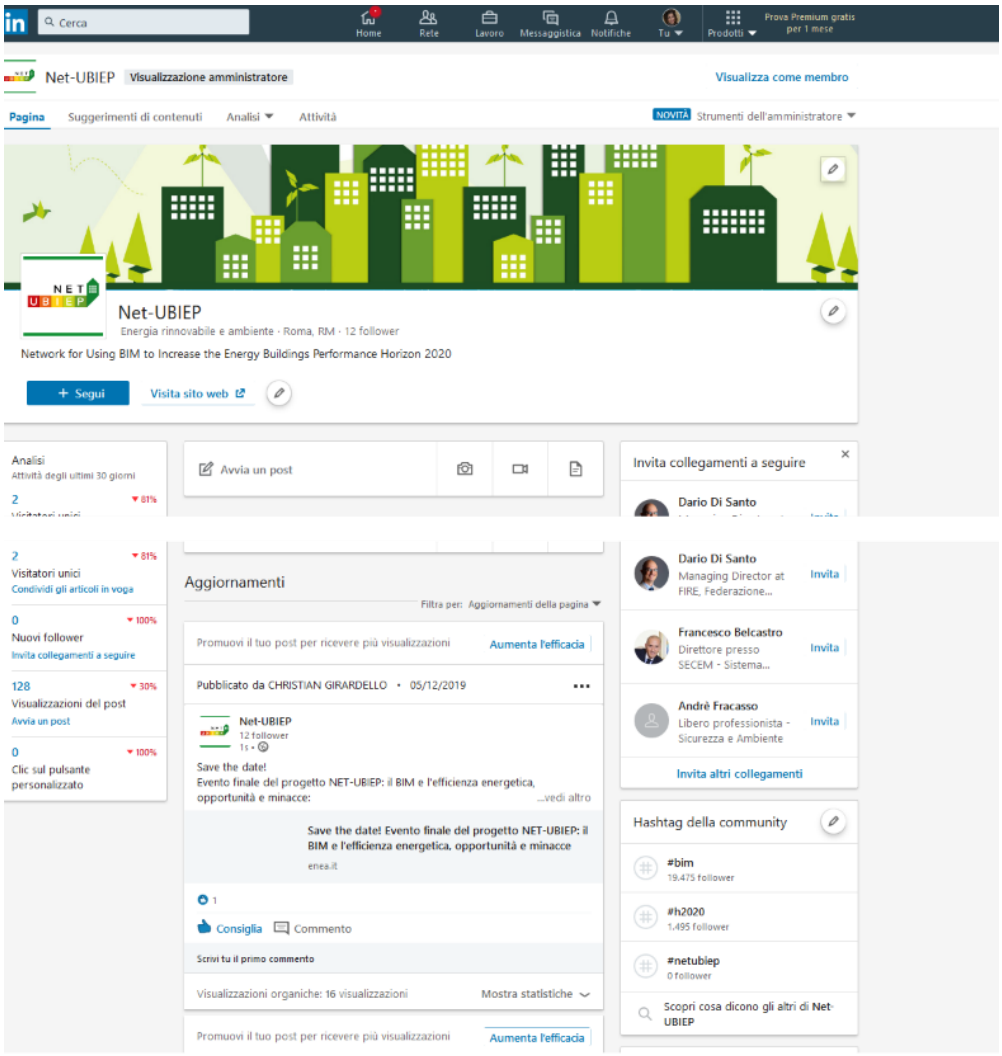

Figure 5 Official Net-UBIEP Linkedin profile

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3.1.4. You Tube

A YouTube account (https://www.youtube.com/channel/UCnsW_vpcDetopHsFo57PqdQ/featured) was activated to upload video clip of the project, recorded lectures and seminars.

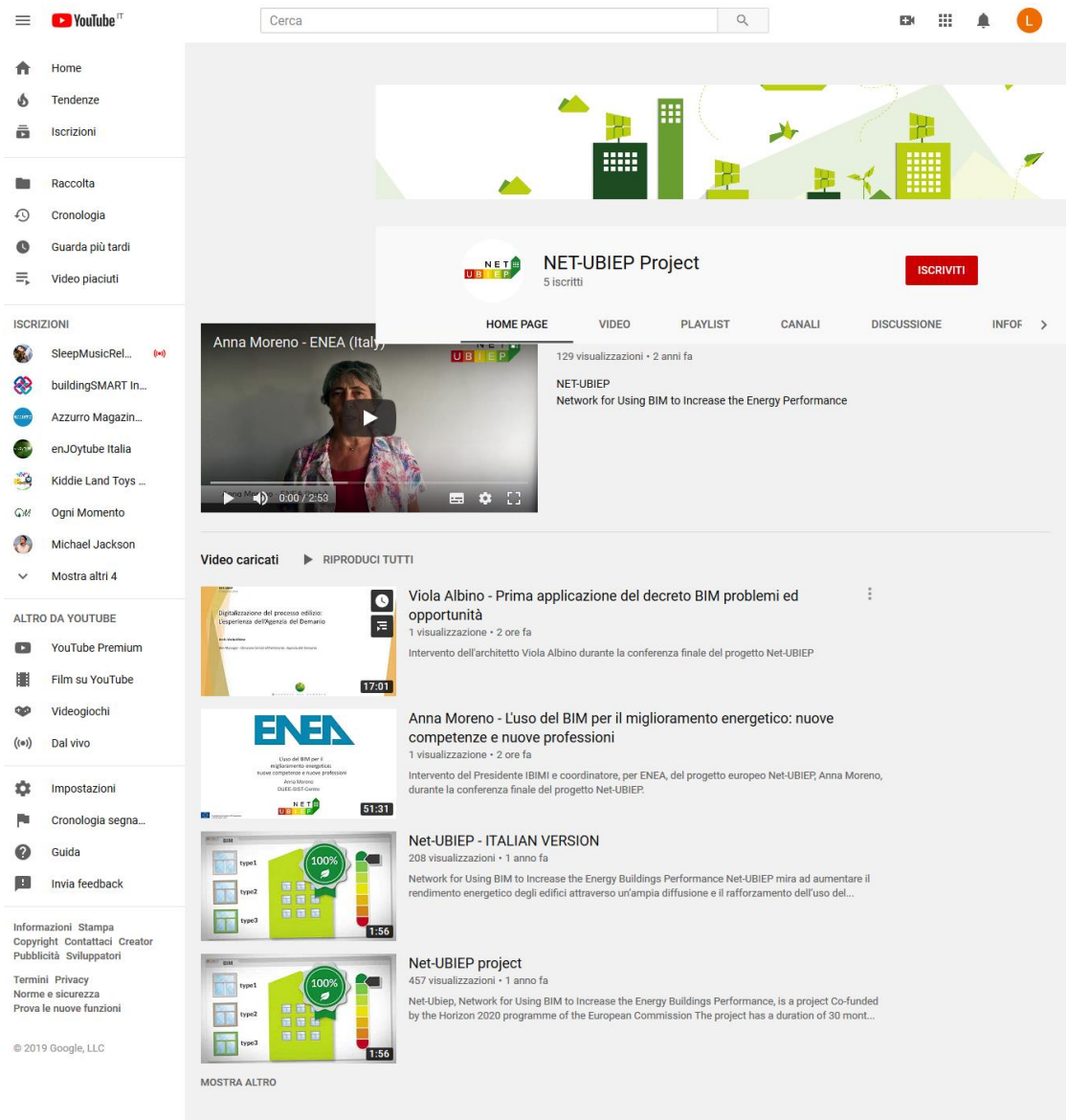

Figure 6 Official Net-UBIEP You Tube account

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3.2. Social media accounts management

These Net-UBIEP related social media accounts, destined to the overall dissemination, are managed by the Italian partners, ENEA and CSA, with contributions from all partners.

In concrete terms, this means all partners are asked to send updates about local activities as well as relevant information for the newsletter, the website and social media to ENEA and CSA.

ENEA as WP7's leader and CSA's social media manager were responsible to oversee the project's social media activities, share with partners the social media guidelines, centralizing the information to be shared and communicated with the audience.

To reach the largest possible audience, each partner has identified professionals on a local level to manage either the national Net-ubiep social media accounts, where existing, or their proper social media channels.

3.3. National Net-ubiep social media accounts

The following table shows the national accounts of the Net-UBIEP project.

Project Account	Partner in charge	Language	Facebook	Twitter	Linkedin	You tube
@netubiep	ENEA / CSA	English/All partner's languages	x	X	x	X
@netubiep_IT	ENEA / CSA	Italian	x	x	x	
@netubiepee	EGLC	Eesti	X		X	
@netubiephr	FCE	Hrvraski	X		X	x

Table 2 : National Net – UBIEP social media account

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3.4. Social media channels used by partners

In addition, each partner has committed itself to post regularly on the project using their proper accounts, in order to reach the largest possible audience.

The following table resumes social media channels as used by the local partners.

Account	Country	Language	Social Networks			
			Facebook	Twitter	Linkedin	Youtube
VGTU VILNIAUS GEDIMINO TECHNIKOS UNIVER	Lithuania		x		x	
USTAV VZDELAVANIA A SLUZIEB	Slovakia		⊗			
UNIZAG GF	Croatia	Croatia				
ELIPS JADRAN d.o.o	Croatia					
TALLINNA TEHNIKAULIKOOL	Estonia					
EstGLC	Estonia					
ENEA	Italy	Italian	X	X	X	
CSA	Italy	Italian	X	X	X	
Skaitmenine Statyba	Lithuania	lithuania	X			
Balance and Results	Netherlands	Dutch		X		
Isso	Netherlands	Dutch		X	X	
VIAEUROPA COMPETENCE CENTRE SRO	Slovakia	slovakia		⊗		
FLC	Spain	Espanol	X	X	X	
CSIC AGENCIA ESTATAL CONSEJO SUPERIOR DEI	Spain					
Lietuvos statybininkų asociacija						
Build Up Skills Slovakia			X			

Table 3 Social Media Channel as used by the partners

3.5. Net-UBIEP social Network guidelines

The social media strategy included a preparation of a guide containing useful guidelines for the project's partner to follow in order to better organize the activity of communication and dissemination via social networks. The main goal of the guidelines is to implement additional communicative measures to maximize social media benefits.

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The Social media guidelines addressed to the project partners included the following information and recommendations on which hashtags or handle to include, as explained below.

Specific guidelines for maximising social media benefits were sent round to all partners, and included recommendations on which hashtags to include.

Social media can be used for both communication and dissemination (both of which are mandatory for all Horizon 2020 projects).
The partners have been informed about the specific goals of each activities, and on the potential of social channels to perform both functions.

The main objectives are listed here:

COMMUNICATION	*DISSEMINATION*
Covers the whole project (including results);	Covers project results only
Starts at the outset of the project;	Happens only once results are available;
Multiple audiences : Beyond the project's own community, including the media and general public	Specialist audiences : Groups that may use the results in their own work, including peer groups, industry, professional organisations, policymakers ;
Multiplier effect. Informing and engaging with society, to show how it can benefit from research	Enabling the take-up and use of results

For boosting the visibility of the content and increasing the number of people who read the posts, to follow the guidelines underneath have been recommend:

- Tweet/post regularly: set up an agenda, e.g. one/twice a week
- Post high quality content related to the project
- Share information about project results and final products: scientific publications, events, conferences, training courses, videos, events, etc
- Use hashtags and handles (please, see the net-ubiep Hashtag suggestions below)
- Place a Facebook/Twitter/Linkedin logo on your website (if possible).

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- Retweet / repost / share each others
- Reply to each others' tweets / posts
- Identify followers within your network
- Connect with other EU-funded projects and the European Commission social media channels: for example, by following their account, retweeting or replying to their posts or tagging them

In general, all partners already using social media accounts have been invited to retweet and share the project's posts and relevant content with the appropriate audiences.

The use of specific hashtags related to the project's topics has been suggested. The partners agreed to add the following Hashtags to their tweets/posts, making it easier for users to locate specific content or themes of Net-UBIEP topics.

#net_ubiep,
#netubiep_project,
#EnergyEfficiency,
#BIM,
#Digitization,
#H2020

Table 4: The most used hashtags related to the project

The use of hashtags made the keyword or phrase in the post searchable, increasing outreach. To send a direct reply to someone, or to link to someone else's account, to identify a person or a project's account has been encouraged the use of handle elsewhere in the post.

Besides the use of hashtags, the use of handles was encouraged. Handles help to ensure that the contents reache the widest audience possible.

The Net-UBIEP twitter handles was @netubiep, used to connect tweets with the project account.

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Furthermore, project partners have been encouraged to add # H2020 and tagging @ EU_H2020 to the net-ubiep tweets, to maximise visibility and to be recognised as part of the H2020 community and connecting with other Horizon 2020 beneficiaries.

4. Analytic Report on social media channel

This section analyzes accesses, statistics and targets for each social channel used to disseminate the themes of the Net-UBIEP project, or themes related to BIM, energy efficiency.

The analysis, just like the implemented social media strategy, takes into account the following approach:

a) *for social network channels referring to the partner's company:*
   are reported the most popular posts and highlighted the relative coverage, users reached, shares, reposts etc ...
b) for national project social channel (if existing):
   are resumed from the relevant data analysis section the list of posts and their coverage, users reached, shares, repost etc ...

For all the social media account are reported, a national level, the following information/data:

- screenshot of the social media channels ;
- significant data (graphs and/or tables) highlighting the communication campaign done in the period from June 2018 to December 2019.
- report of the "five best posts" in terms of coverage and/or likes;
- short description analyzing the data and results

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4.1 International social media account report

4.1.1. Facebook

The international Facebook page was created and managed by the Italian partners, specifically for the purposes of promoting activities and results of the Net-UBIEP project. Seen the international character of this account, the language of choice was English and some occasions also the local languages were used, mainly when reposting local messages on the international page.

The Net-Ubiep Facebook page created community around BIM and NZEB and followed other Horizon 2020 projects related to similar topics like BIMEET, BIMCERT, BIMPLEMENT, and where every partners used to publish post about their activities in the relative country but relevant for the project at European level.

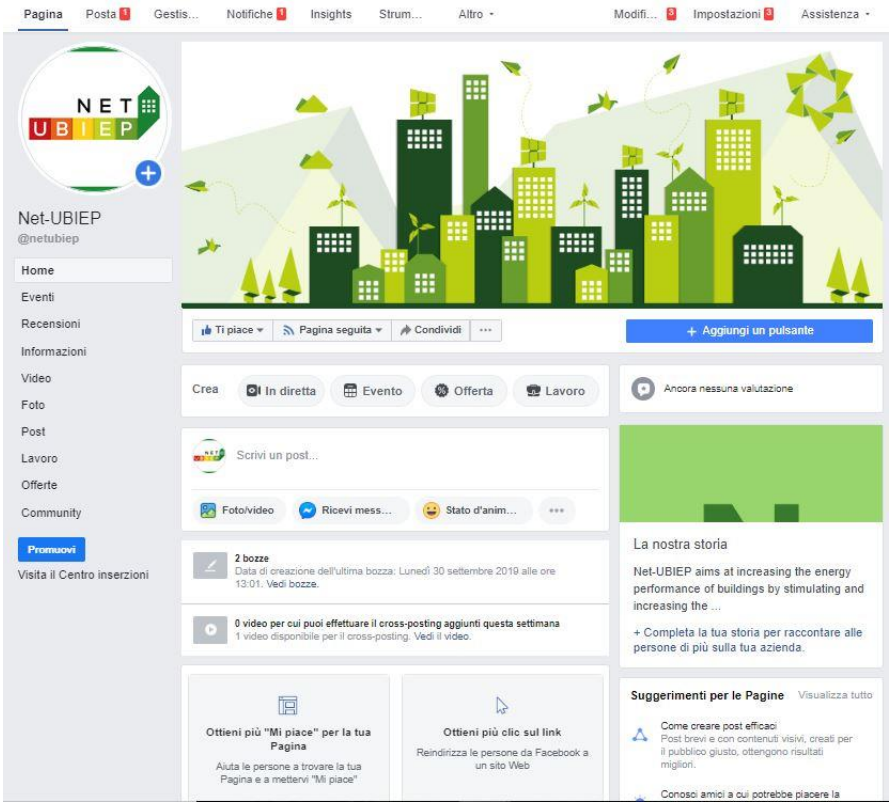

Figure 7. Official NET – UBIEP international Facebook account

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At the end of the project, in December 2019, the Net-Ubiep Facebook page counted 97 followers and 91 likes in total.

The number of followers increased mostly during the dissemination activities, in 2019, thanks to the different events like seminars and workshop for professional and public administration organized by the partners. Also 'Open Days' and Project's Conferences have contributed to dissemination activities, focused more on project results and achievements.

The tables below show these aspects, like the post about seminars, workshops, events obtain more like and shares:

Copertura: organica / a pagamento | Clic sul post | Reazioni, commenti e condivisioni

Data pubblicazione	Post	Tipo	Destinatari	Copertura	Interazioni	Promuovi
19/12/2019 10:39	Partners of the #Net-			8	0 2	Metti in evidenza il post
12/12/2019 10:26	Final conference of			118	11 11	Metti in evidenza il post
10/12/2019 10:49	The project meeting in			90	27 11	Metti in evidenza il post
02/12/2019 18:38	Net-UBIEP presentato			42	6 5	Metti in evidenza il post
22/11/2019 22:37	GS The distance			119	6 10	Metti in evidenza il post
07/11/2019 11:01	Building Smart			56	2 2	Metti in evidenza il post
29/10/2019 10:10	In the end of the net-UBIEP			303	14 7	Metti in evidenza il post
24/10/2019 11:45	Report on the existing			43	6 5	Metti in evidenza il post
22/10/2019 10:14	Net-UBIEP			43	4 3	Metti in evidenza il post
22/10/2019 10:14	The second day starts with			434	56 25	Metti in evidenza il post
21/10/2019 10:31	Net Ubiep project			352	28 17	Metti in evidenza il post
10/10/2019 14:46	Demand of BIM			52	4 1	Metti in evidenza il post
03/10/2019 10:45	In occasione del workshop			46	1 5	Metti in evidenza il post
30/09/2019 13:09	Il Progetto NET UBIEP			25	2 1	
27/09/2019 18:23	This week in over 150			34	2 6	Metti in evidenza il post

Figure 8 Report of the international Net-ubiep Facebook page

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Figure 9 International Net –Ubiep FB account: last year's followers trend

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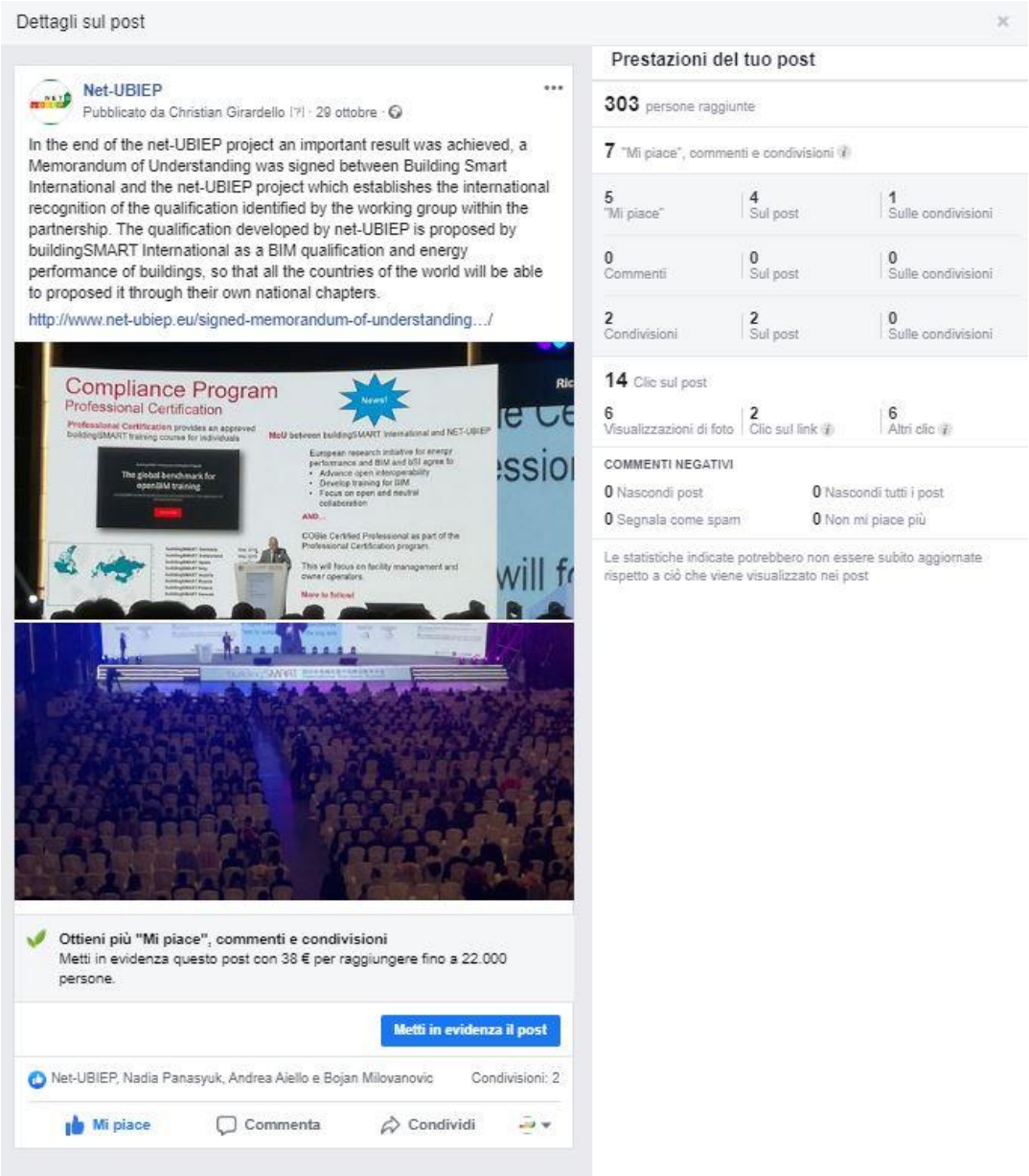
Hereby a selection of the most popular posts and performance recorded. The posts related to international events or conferences or to national events the partnership have proved to be the most popular in terms of shares, followers and likes. This demonstrates that the partnership adopted a good communication strategy.



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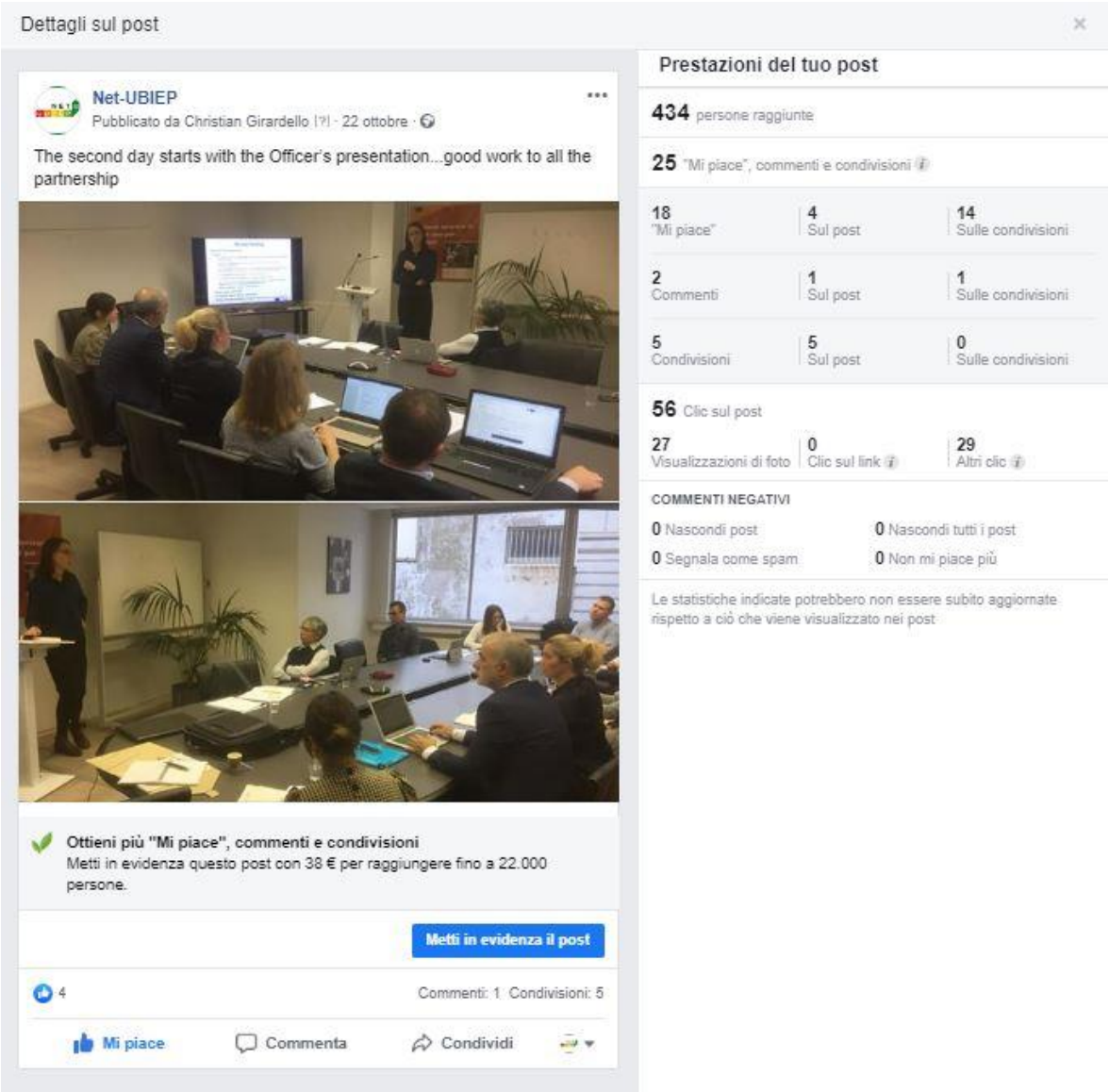

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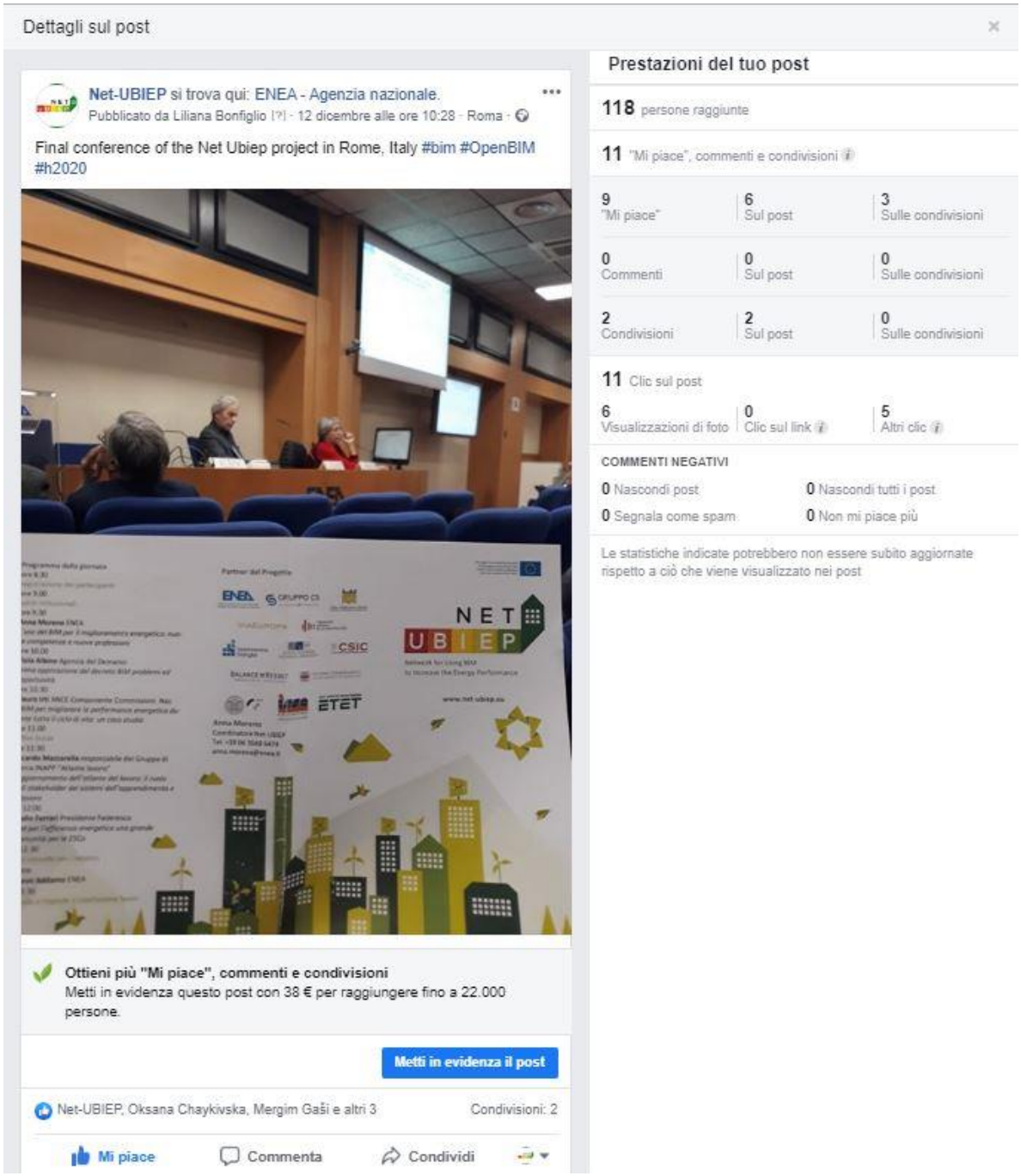

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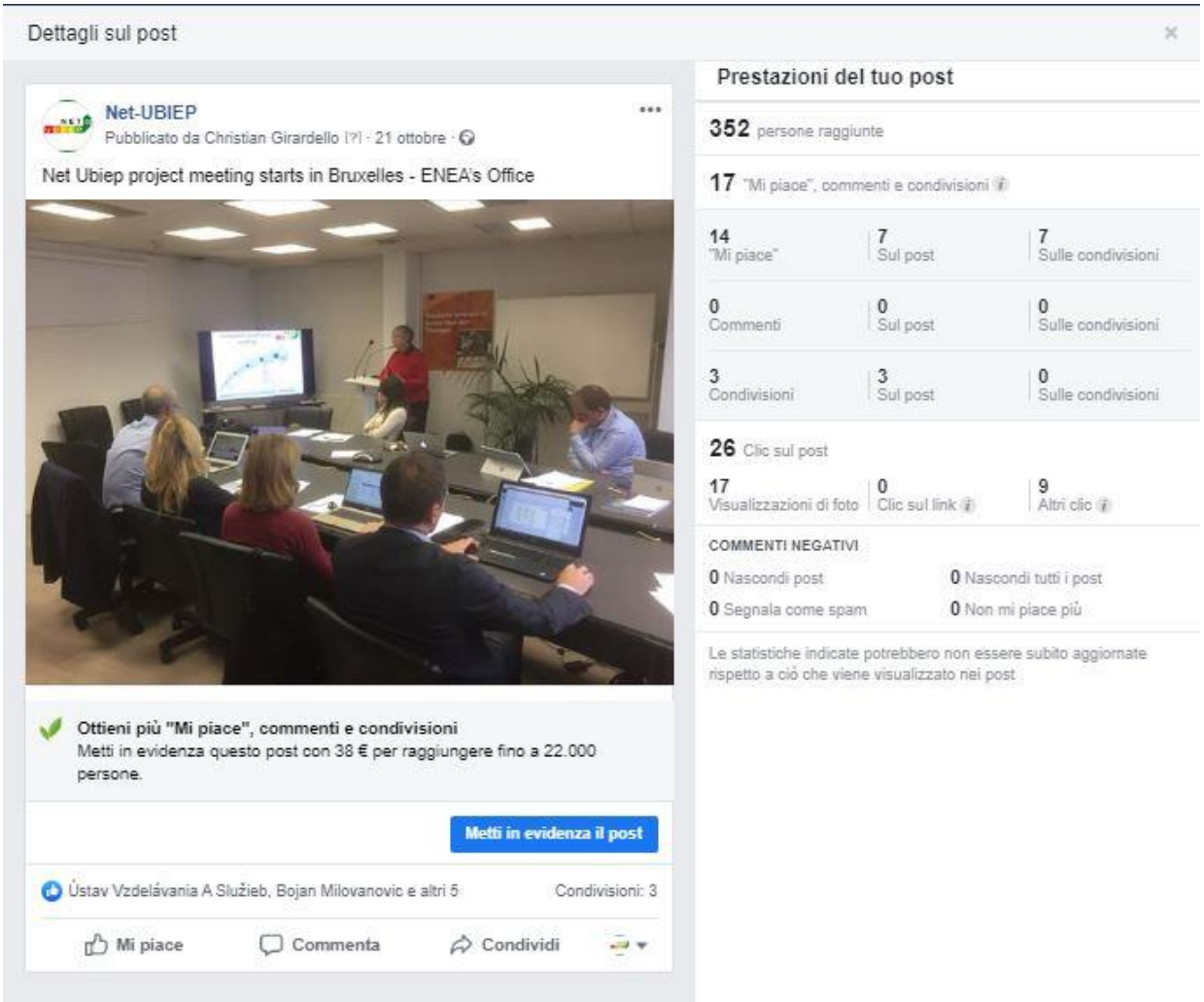

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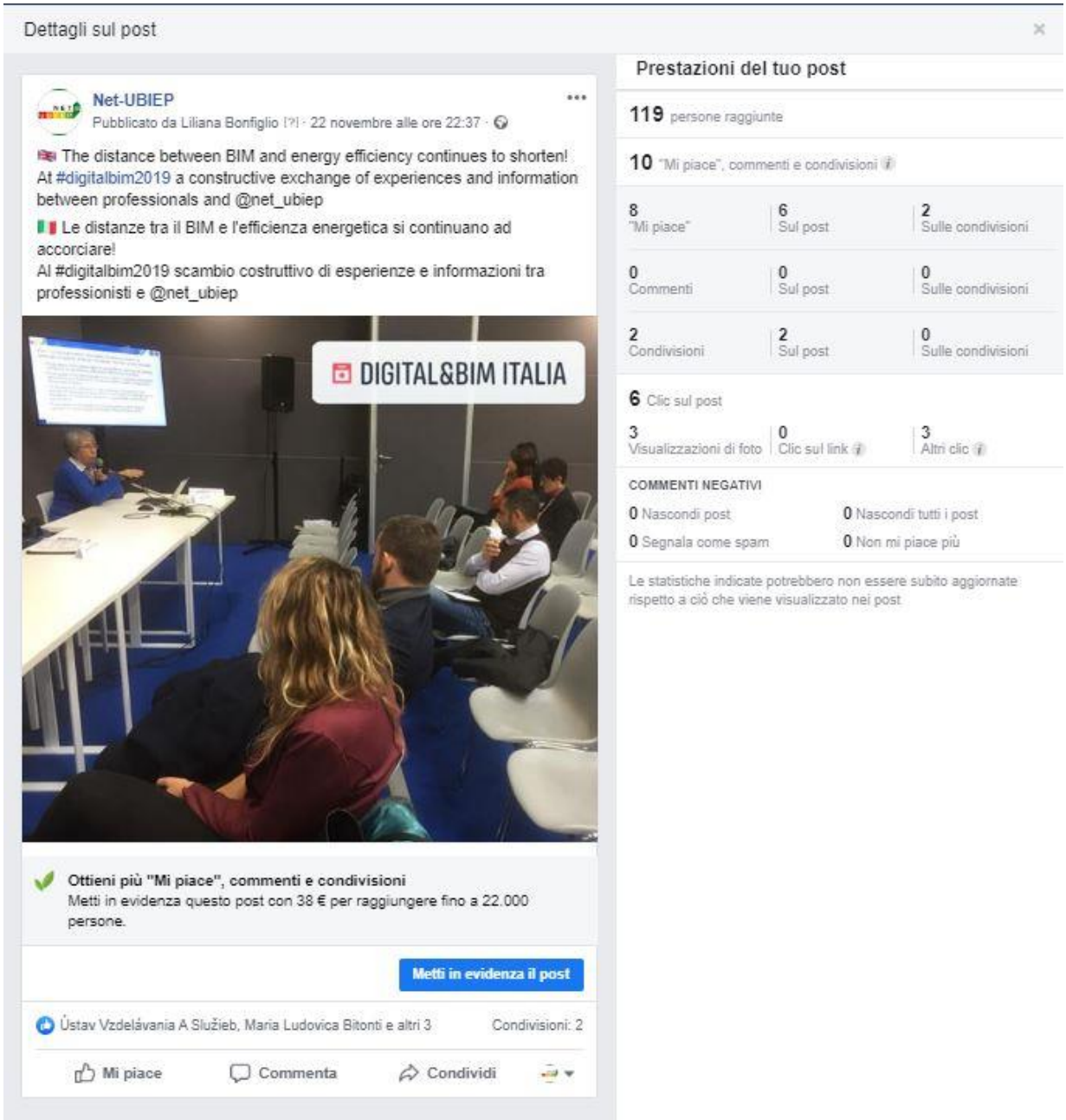

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4.2. Italy

4.2.1 Net-UBIEP national and international social media account campaign report

- Facebook

A Net-Ubiep national facebook page was created by the Italian partners specifically for the purposes of promoting activities and results of the Net-UBIEP project.

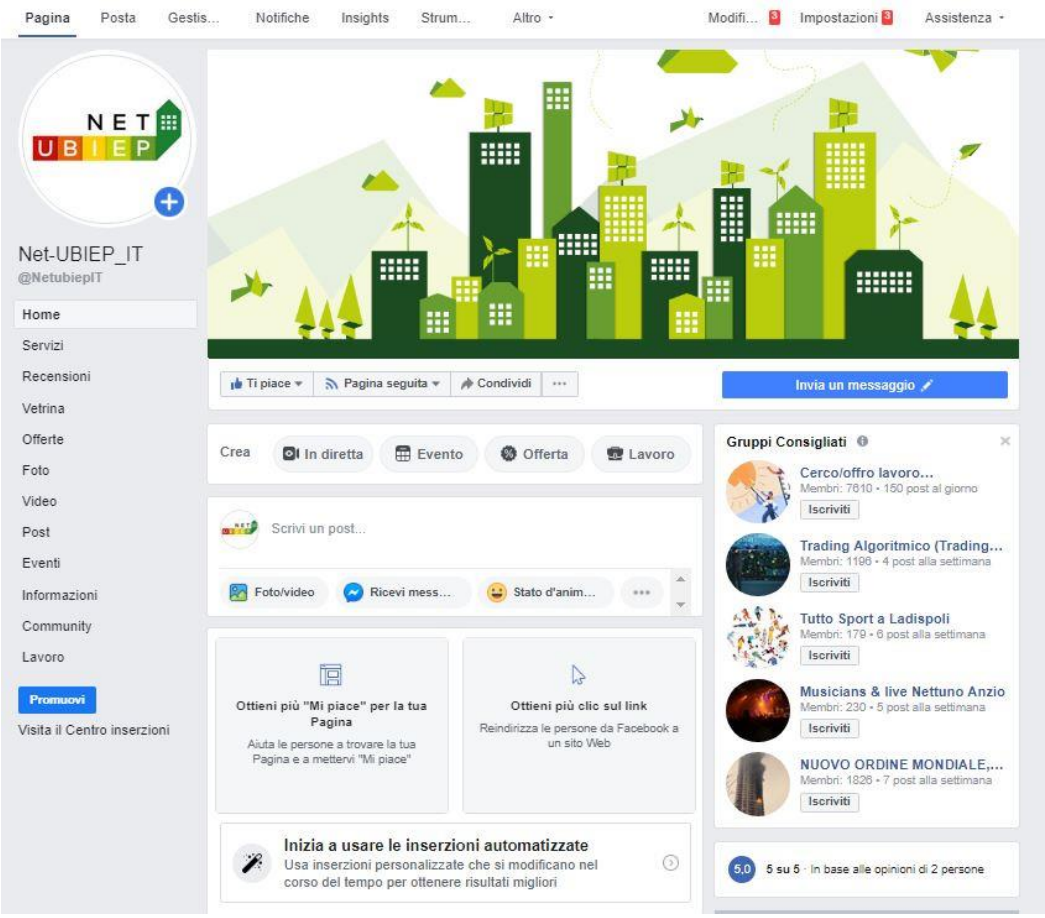

Figure 10 Net-Ubiep national facebook page

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In December 2019, in the of the project, Net-Ubiep facebook page had 86 followers and 86 likes in total. The number of followers increased during the dissemination activities during 2019 thank to the different event like seminars and workshop for professional and public administration was organized by the partners also Open days regarding the research and National conference organized by ENEA in its different offices, have contributed to dissemination activities focused more on project results and achievements. The tables below shows these aspects, like the post about seminars, workshop, event obtain more like and shares:

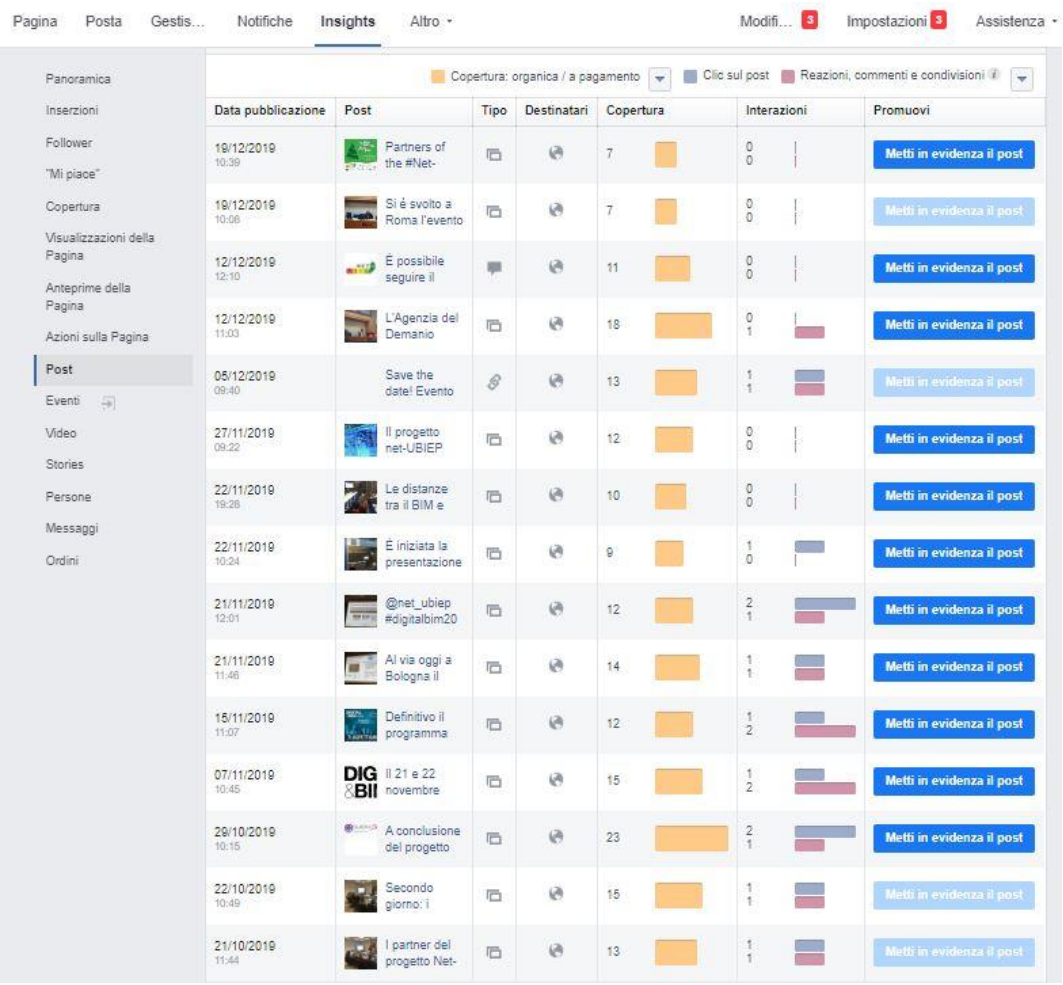

Figure 11 Report of the Italian Net-ubiep Facebook page

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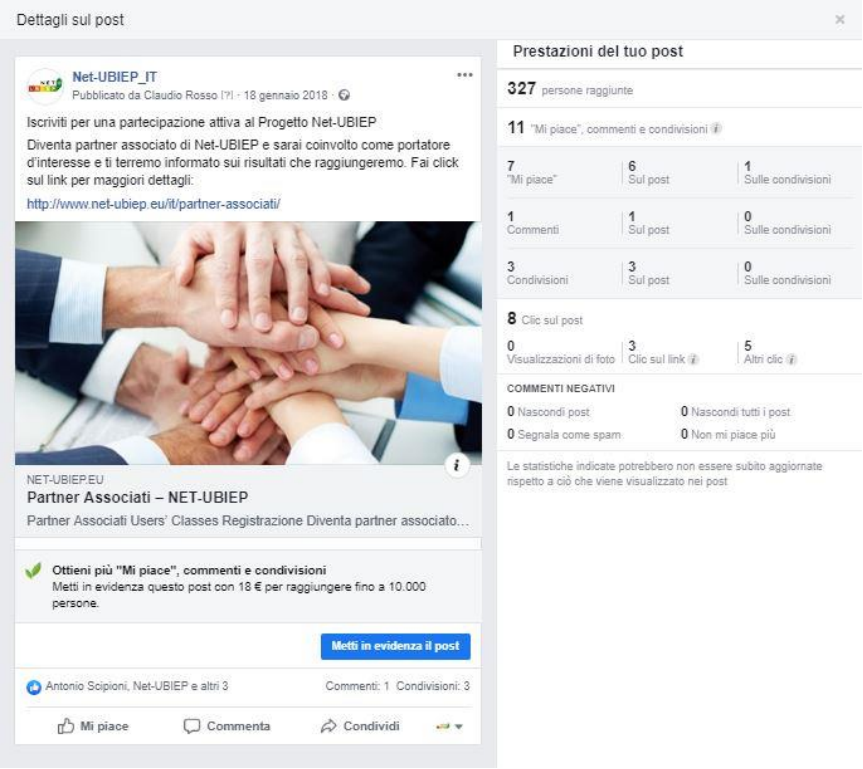
Figure 12 Italian Net –Ubiep FB account: last year's followers trend

Here a selection about the most popular post and performance recorded:



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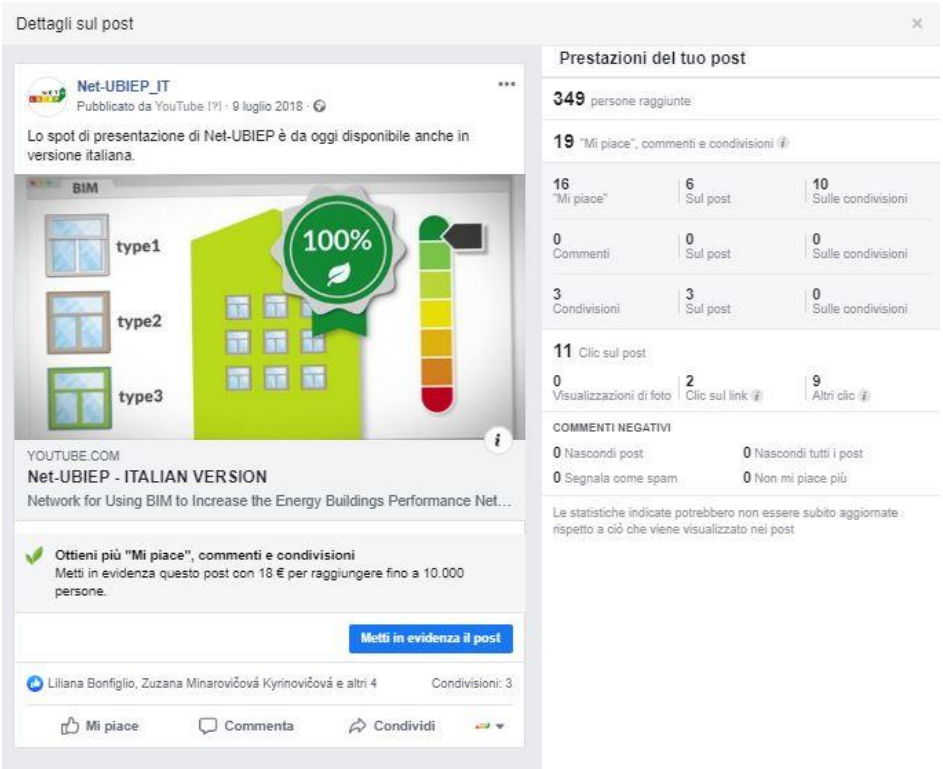

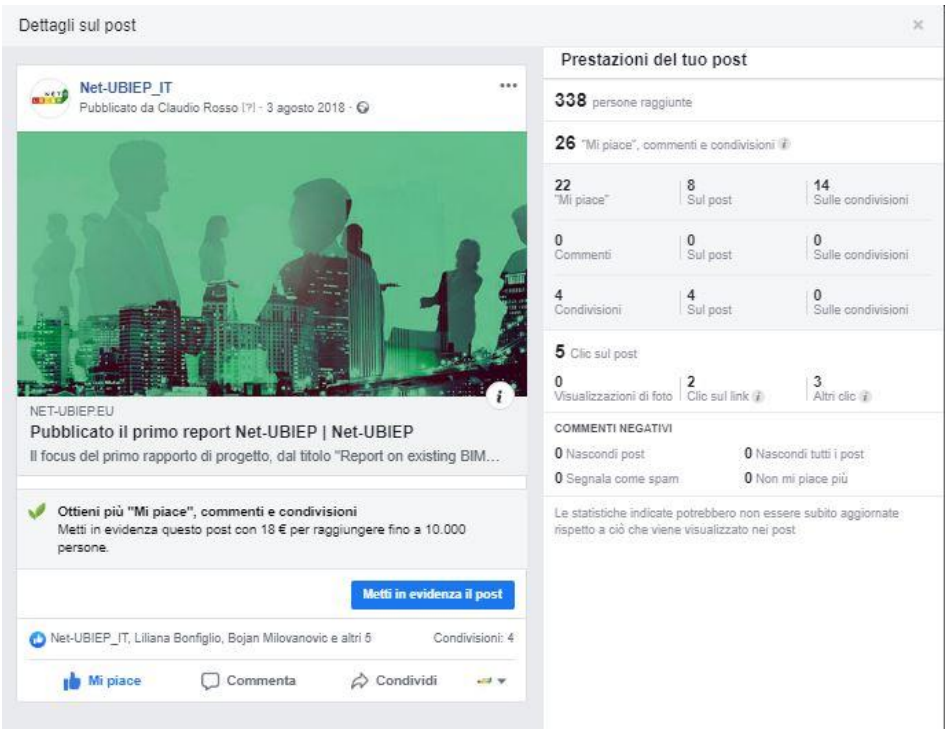

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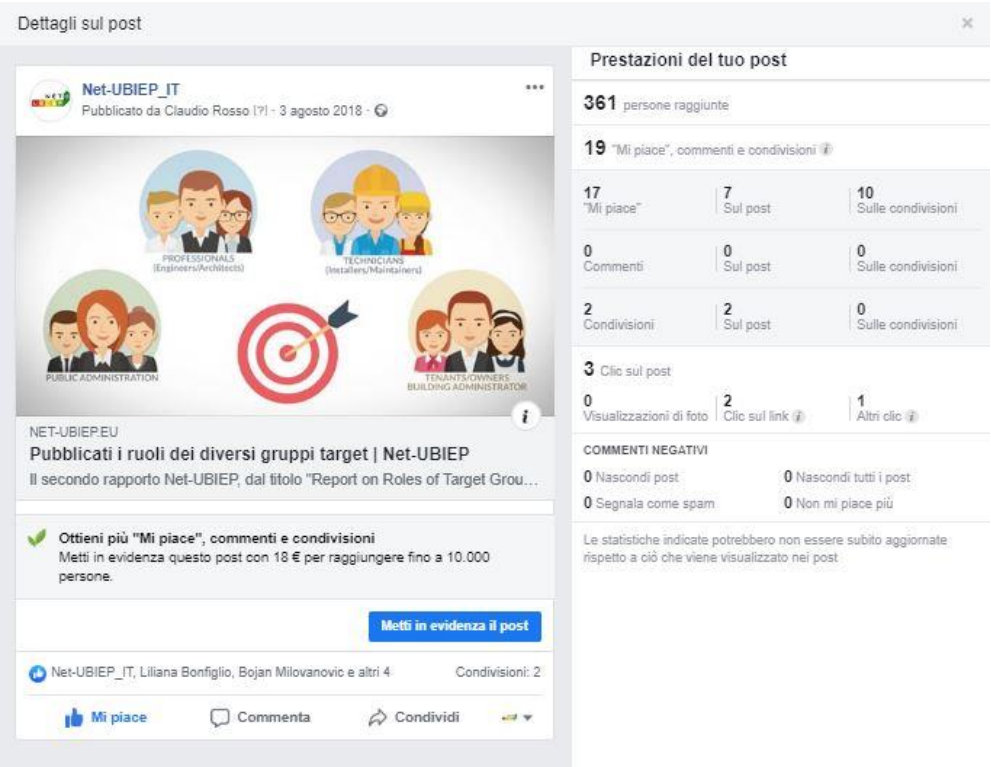

- Twitter

An International Twitter page was created and managed by the Italian partners, specifically for the purposes of promoting activities and results of the Net-UBIEP project.

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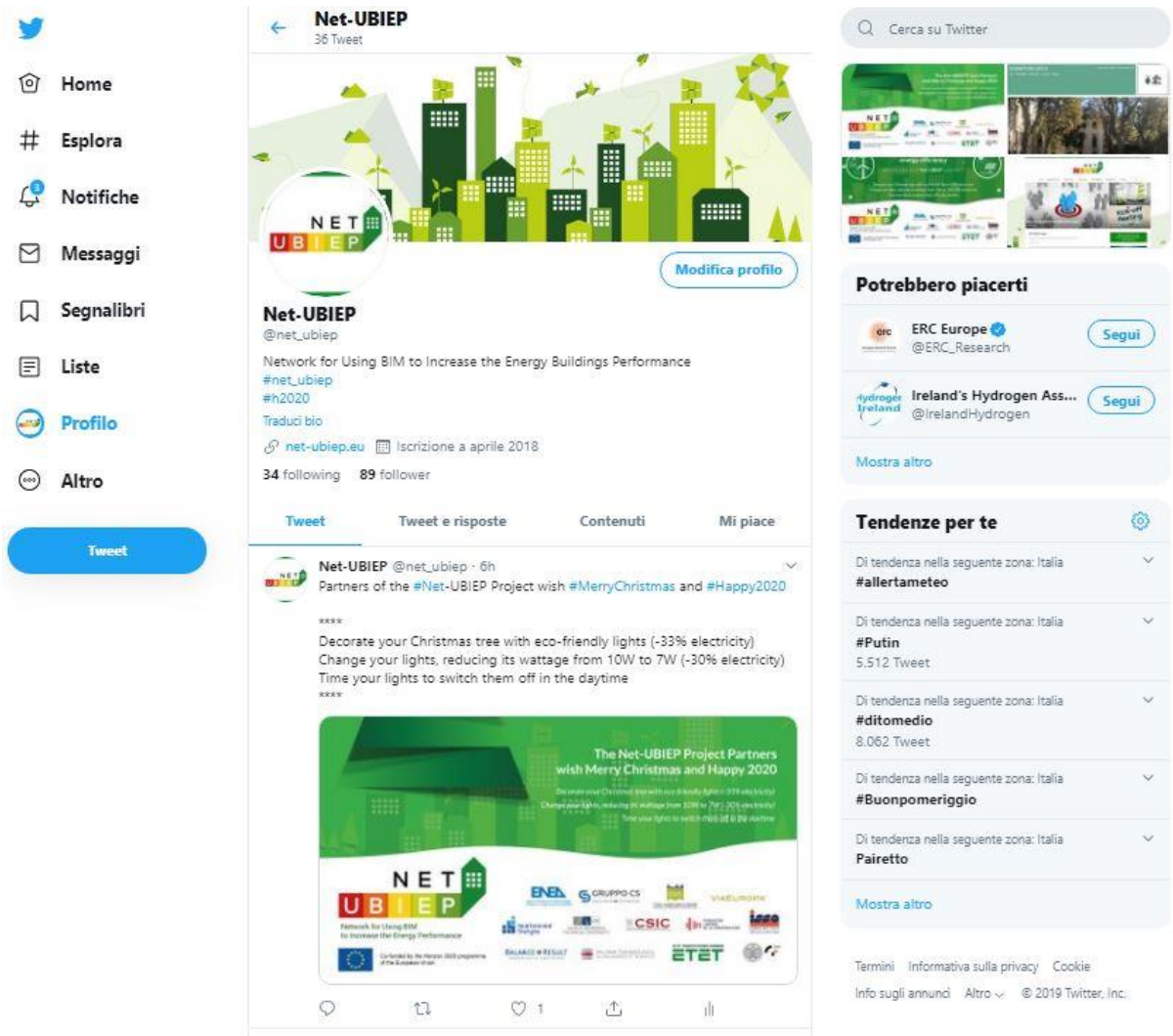


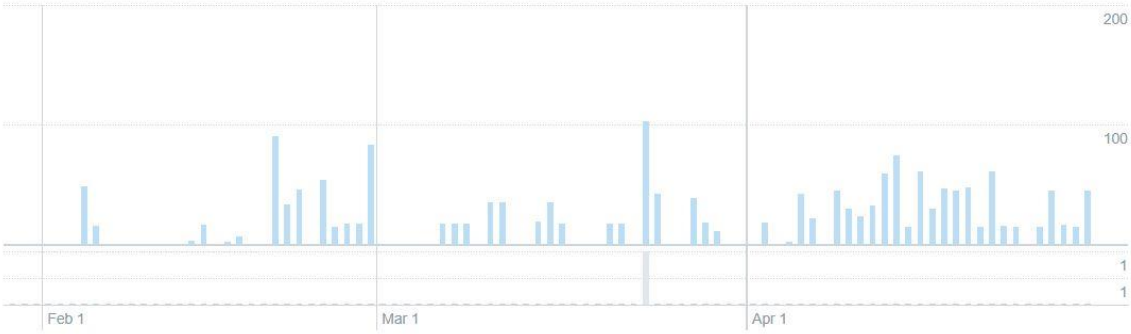
Figure 13 Screenshot of the official NET-UBIEP Twitter account

Net-UBIEP account has achieved 86 Followers and 12.500 total tweet views, below the most popular tweets and a graphs showing the increase in the various quarters of 2019:

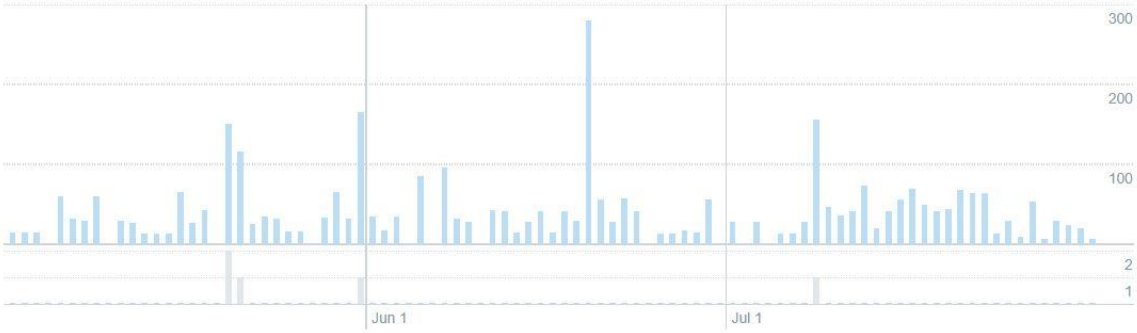
- 2nd quarter 1.800 views
- 3nd quarter 3.500 views
- 4nd quarter 5.800 views

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

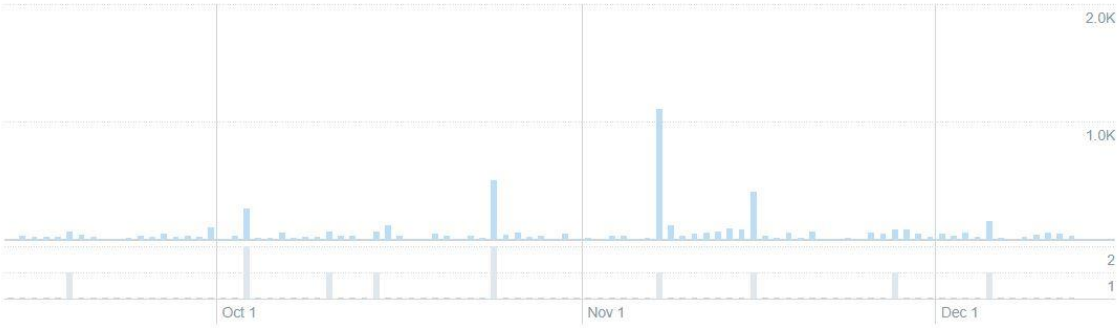
I tuoi Tweet hanno guadagnato **1.8K visualizzazioni** in questo periodo di **91 giorni**



I tuoi Tweet hanno guadagnato **3.5K visualizzazioni** in questo periodo di **91 giorni**



I tuoi Tweet hanno guadagnato **5.8K visualizzazioni** in questo periodo di **91 giorni**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

Hereby a selection, month by month , of the most popular tweets and performances recorded:

Dec 2019 · 18 giorni finora...

TWEET IN EVIDENZA

Tweet più popolare ricevuti 111 visualizzazioni

Il progetto net-UBIEP sarà presente al seminario di studio "BIM nella progettazione tecnologica dell'architettura – stato dell'arte e su scenari evolutivi" presso l'Università di Pescara.
net-ubiep.eu/it/bim-nella-p…

#netubiep #BIM #H2020

1 1

Visualizza interazioni Tweet complete

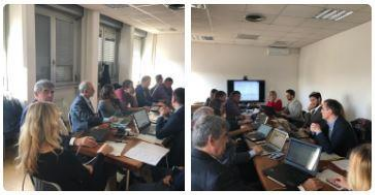
Visualizza attività Tweet

Follower popolare seguito da 1.098 persone

Menzione più popolare ricevuti 9 interazioni

fundacionlaboral.org
@Fund_Laboral · 11 dic

Estamos en Roma, finalizando el proyecto **@net_ubiep** del que somos socios desde julio de 2017, junto con **@IETorroja**. Liderado por **@ENEAOfficial** IT, el proyecto fomenta el incremento del rendimiento energético de los edificios mediante el uso de **#BIM**. pic.twitter.com/KKE5OJHRpr



1 3

Visualizza Tweet

PUBBLICIZZA SU TWITTER

Fai arrivare i tuoi Tweet a un numero più vasto di persone

Con Promoted Tweet e contenuti Twitter Ads puoi ampliare la tua portata su Twitter e raggiungere più persone.

Inizia

RIEPILOGO DEC 2019

Tweet 1	Visualizzazioni Tweet 772
Visite al profilo 10	Menzioni 3
Nuovi follower 2	

Nov 2019 · 30 giorni

TWEET IN EVIDENZA

Tweet più popolare ricevuti 684 visualizzazioni

Il Progetto Net-UBIEP al Digital & BIM Italia, presso l'Arena buildingSMARTitalia (Padiglione 21, C43) per parlare di qualificazione dei professionisti che utilizzano il BIM per migliorare le prestazioni energetiche degli edifici.
net-ubiep.eu/it/home-it/
@digitalbim #netubiep

3 2

Visualizza interazioni Tweet complete

Visualizza attività Tweet

RIEPILOGO NOV 2019

Tweet 3	Visualizzazioni Tweet 2.779
Visite al profilo 12	Menzioni 2
Nuovi follower 6	

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Oct 2019 · 31 giorni

TWEET IN EVIDENZA

Tweet più popolare ricevuti 188 visualizzazioni

Il progetto Net-Ubiep a Condominio in Fiera | Net-UBIEP net-ubiep.eu/it/il-progetto…

♥ 1

Visualizza interazioni Tweet complete

Visualizza attività Tweet

Follower popolare seguito da 1.751 persone

One Works
@_oneworks_ TI SEGUE

A global Design and Consultancy firm offering integrated Architecture, Infrastructure & Urban Engineering services

Visualizza profilo Visualizza il dashboard dei follower

Menzione più popolare ricevuti 15 interazioni

fundacionlaboral.org
@Fund_Laboral · 23 ott

BE Nos reunimos en Bruselas con los demás socios del proyecto **@net_ubiep** para presentar los cursos **#BIM** desarrollados, por los socios, en los diferentes idiomas del consorcio; así como los planes de explotación de dichas **#formaciones**. pic.twitter.com/fzsFfrzqLn

↻ 1 ♥ 4

Visualizza Tweet

RIEPILOGO OCT 2019

Tweet 6	Visualizzazioni Tweet 1.799
Visite al profilo 9	Menzioni 3
Nuovi follower 7	

Sep 2019 · 30 giorni

TWEET IN EVIDENZA

Tweet più popolare ricevuti 93 visualizzazioni

Il progetto Net-Ubiep partecipa all'evento" Urbanpromo Green" in programma a Venezia dal 19 al 20 settembre.
Verrà illustrata la tecnologia BIM e l'integrazione con un impianto domotico, per un più efficiente controllo dei consumi degli edifici.
urbanpromo.it/2019/urbanprom…
pic.twitter.com/OH0QfrM8CY

Visualizza interazioni Tweet complete

Visualizza attività Tweet

Menzione più popolare ricevuti 15 interazioni

SlovakiaBuildUp
@SlovakiaBuildUp · 19 set

BIM and Digitalisation in Construction co-organised by **#NetUbiep** project. In **#DigitalTransformation** **#BIM** is only the beginning. We need to make progress usung **#ArtificialIntelligence** **#BigData** **#Robotics** **#M2M** **#NetworkedValueChain**. **@net_ubiep** **@EU_BUILDUP** **@FIEC_Brussels** pic.twitter.com/rfnmlpggZr

↻ 4 ♥ 5

RIEPILOGO SEP 2019

Tweet 1	Visualizzazioni Tweet 866
Visite al profilo 19	Menzioni 2
Nuovi follower* 4	

*Data for this month may not be exact due to a service outage.

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Apr 2019 · 30 giorni

TWEET IN EVIDENZA

Follower popolare seguito da 743 persone

allemclabs.com
@allemclabs TI SEGUE

allemclabs https://t.co/qriPS5peMd **#emctesting #emc #emclabs #electromagneticcompatibility #anechoicchambers #emctestequipments #radiotesting**

Visualizza profilo Visualizza il dashboard dei follower

Menzione più popolare ricevuti 52 interazioni

Construye 2020+
@Construye2020EU · 11 apr

¡No te pierdas el Taller formativo de **#BIM** y **#nZEB**, dirigido a **#ingenieros** y **#arquitectos**!
Una jornada organizada por **@IETorroja** del **@CSIC** y **@Fund_Laboral** que se inscribe dentro de las acciones formativas de **#Construye2020Plus** y **@net_ubiep**.

Inscríbete ➡ net-ubiep.eu/es/taller-form…
pic.twitter.com/KaTTeTsbOd

RIEPILOGO APR 2019

Visualizzazioni Tweet	Visite al profilo
874	6
Menzioni	**Nuovi follower**
2	7

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- Linkedin

An international Linkedin account was created and managed by the Italian partners, specifically for the purposes of promoting activities and communicating the results of the Net-UBIEP project.
These posts mainly addressed the interested construction sector professionals, like architects, engineers, technicians and so on., that regularly use this social medium for professional reasons.

Furthermore, this channel was used by the partners to inform about project activities, like seminars and workshops, and to redirect the professionals to the manual available on the project web site.

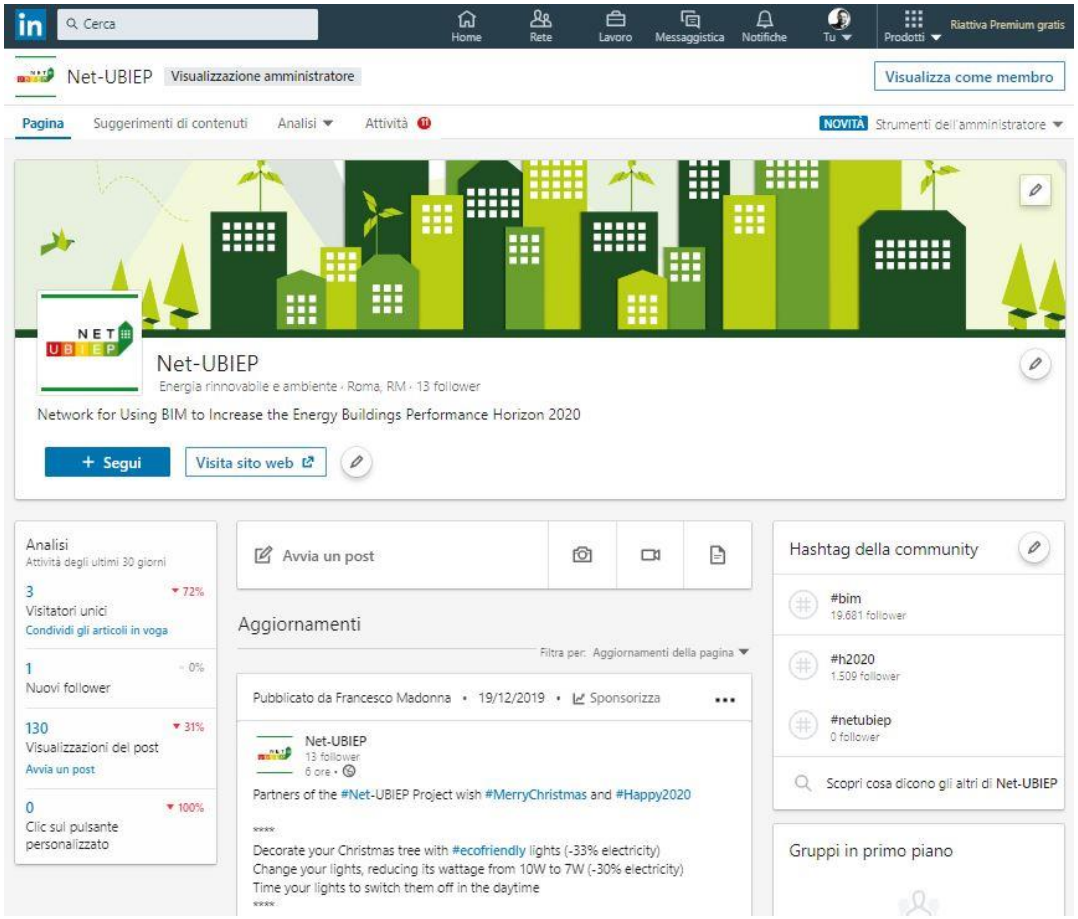

Figure 14 Official Net – Ubiep Linkedin Page

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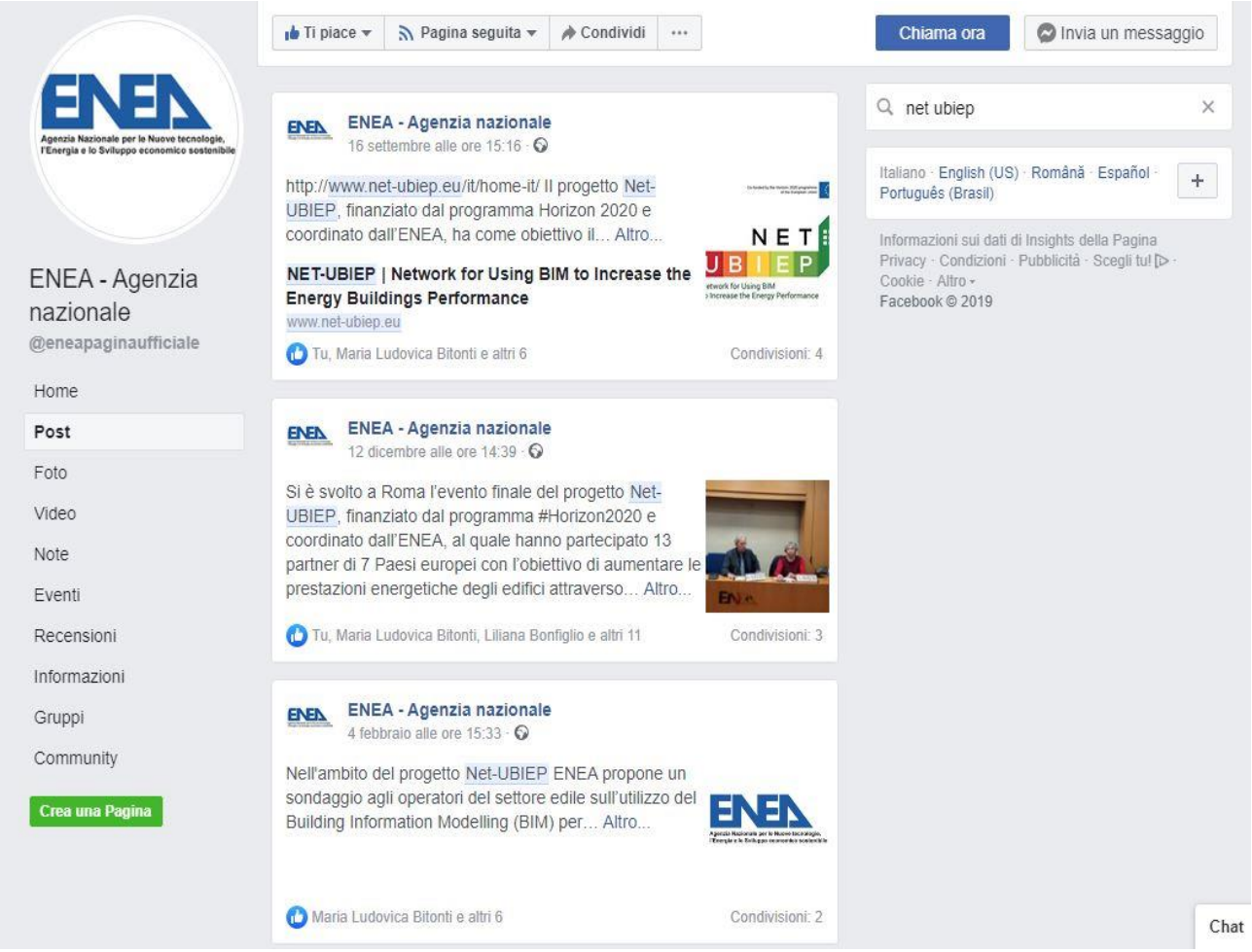
4.2.2. Social media account of the partners: ENEA &CSA

The Italians partners also used their company accounts, having an important number of followers who already follow these profiles , to give greater visibility to the events and activities of the project.

Below a selection of the most clicked posts published on the pages of ENEA and CS Aziendale:

- Facebook - ENEA (19.519 followers):



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- TWITTER - ENEA (12.241 followers):

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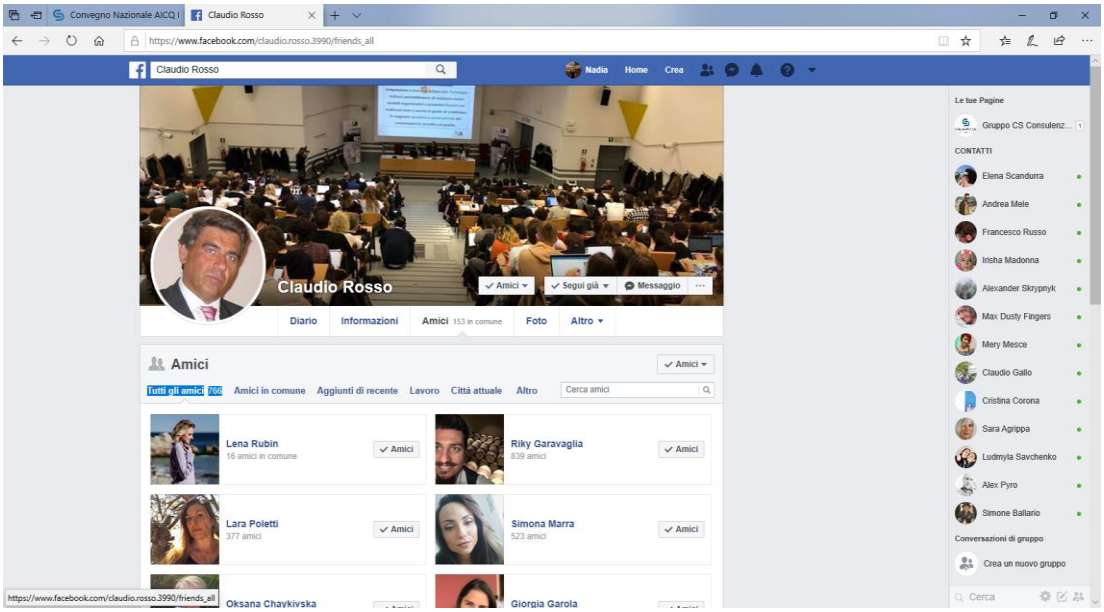
- FACEBOOK Gruppo CS, Nadia Panasyuk (5000 followers):

- *FACEBOOK Gruppo CS, Claudio Rosso (766 followers):*



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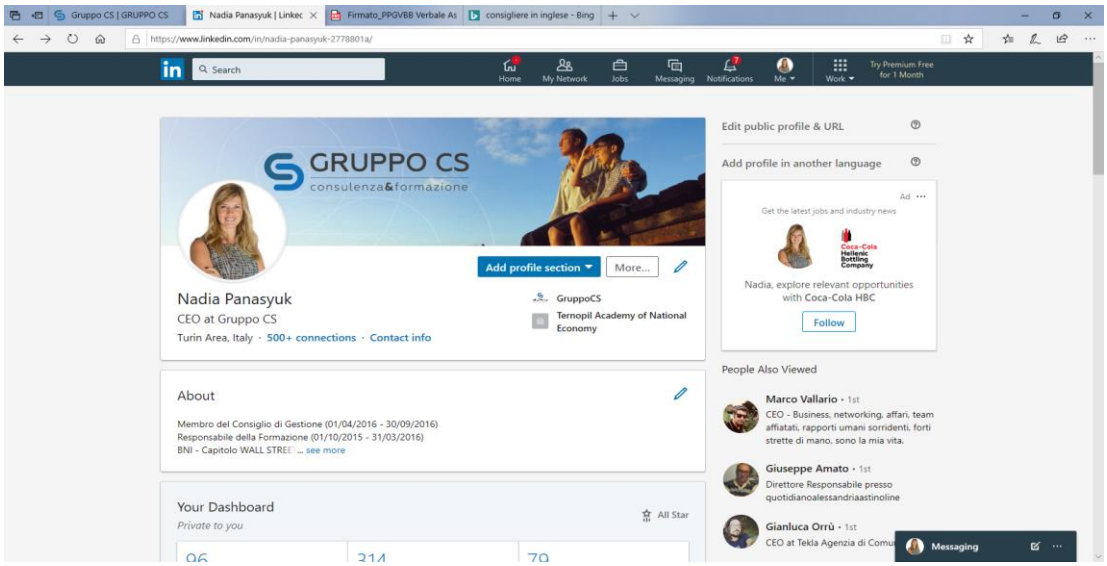
- *LINKEDIN* *Gruppo CS (50 followers)*

- ***LINKEDIN*** ***GruppoCS, Nadia Panasyuk (6492 followers)***



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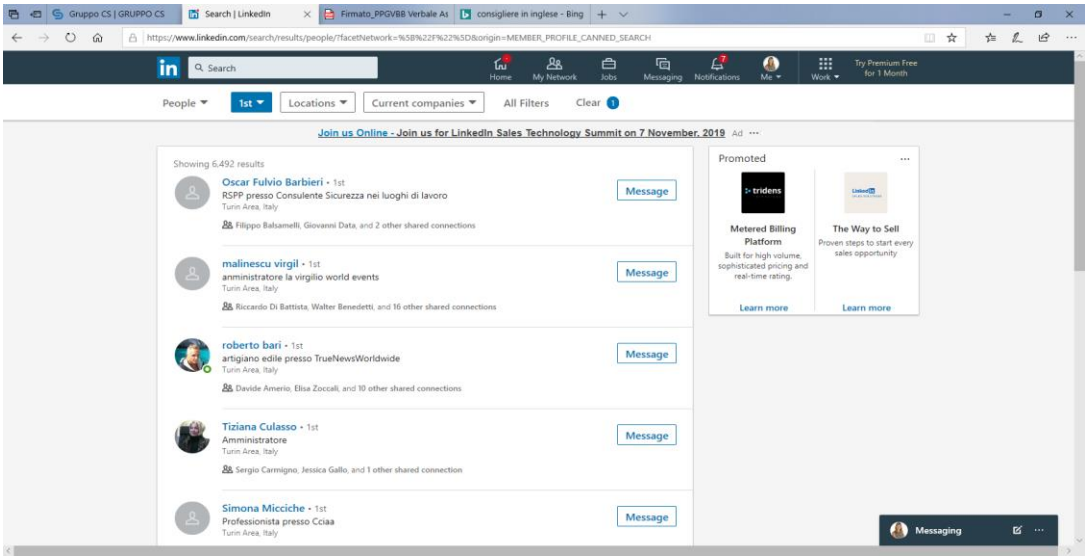
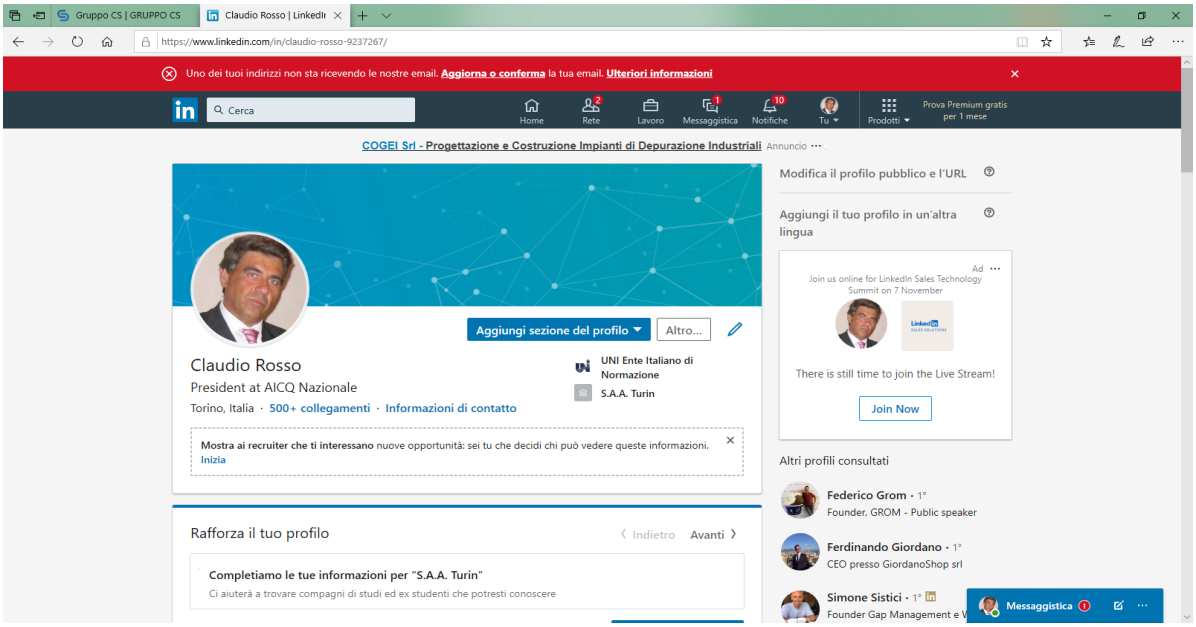
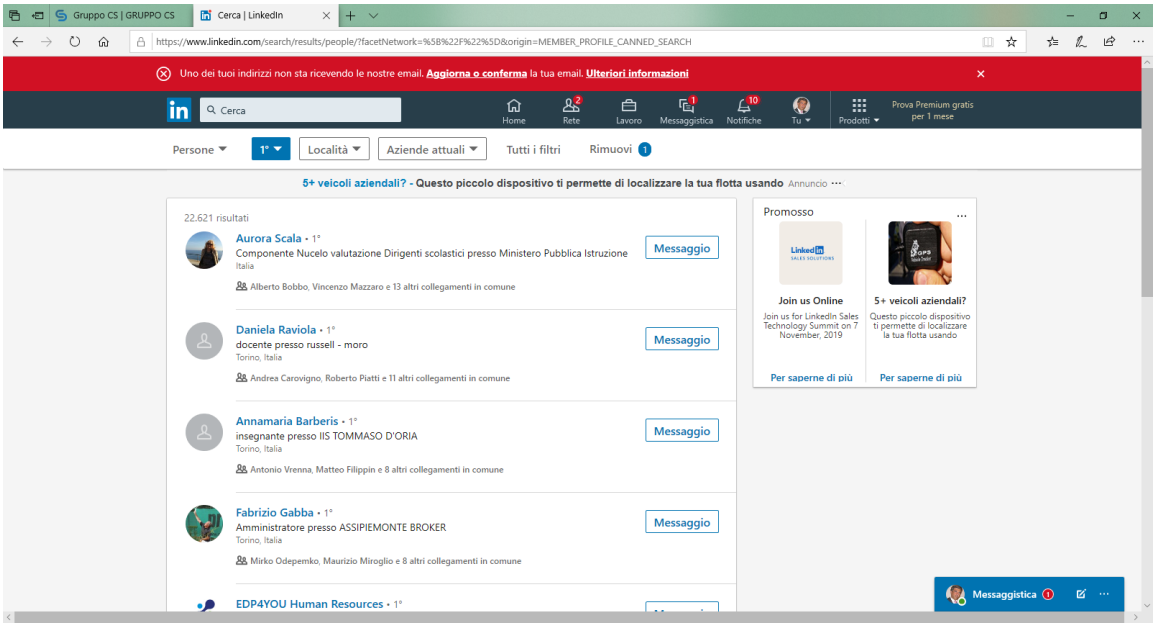


- *LINKEDIN GruppoCS, Claudio Rosso (22621 followers)*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016



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4.3. Croatia

4.3.1. National NET-UBIEP account

National Facebook page was created specifically for the purposes of promoting activities and results of the Net-UBIEP project. The page is titled: Net-Ubiep HR and can be found also on Facebook or Messenger if one types: @netubiephr

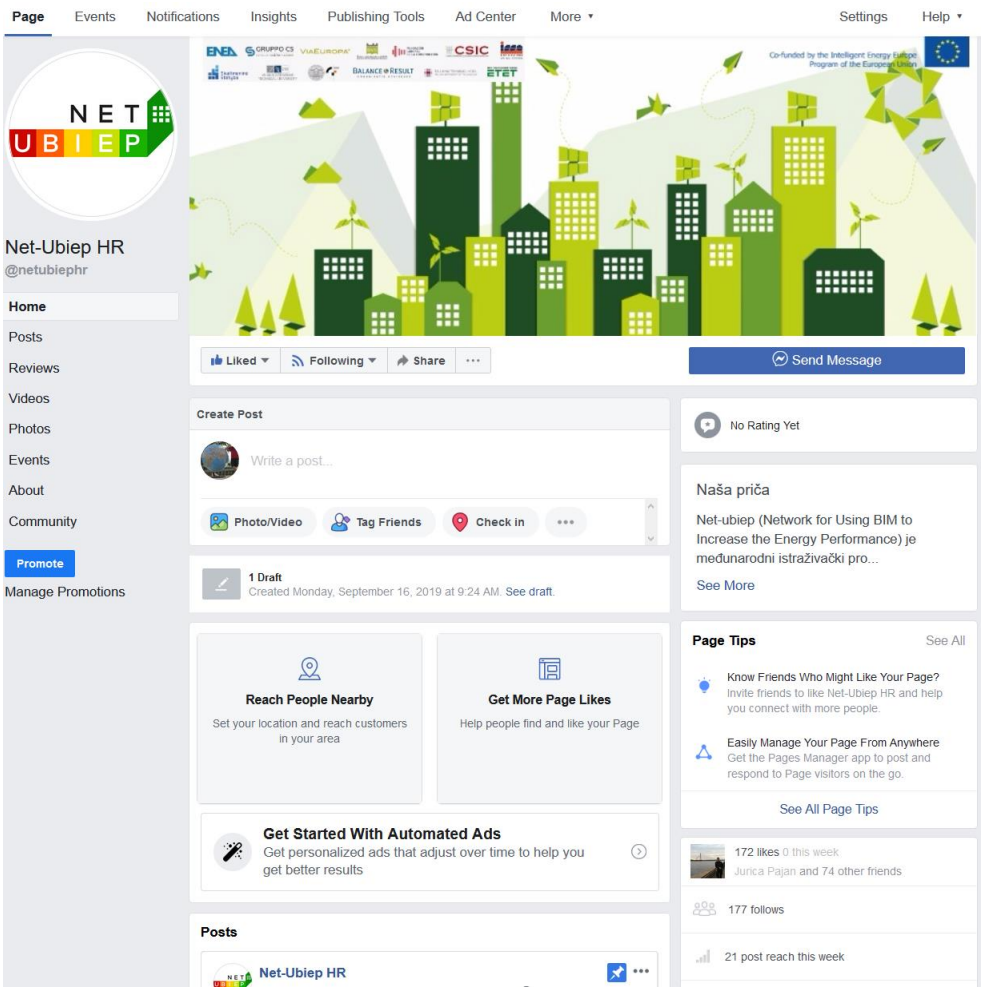

Figure 15 Croatia Facebook page

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The Net-Ubiep HR Facebook page created community around BIM and NZEB and followed other Horizon 2020 projects related to similar topics like BIMEET, BIMCERT, BIMPLEMENT Fit-to-NZEB as well as Erasmus+ project BIMzeED. Special focus of the Net-Ubiep HR Facebook page was dissemination of project results and attracting people to project related events.

By the beginning of December 2019, Net-Ubiep HR facebook page had 181 followers and 176 likes in total. It is also evident from the graphs below that the number of followers steadily increased during the dissemination activities of the Croatian partners, especially during 2019 when majority of training activities were performed and when dissemination activities focused more on project results and achievements.

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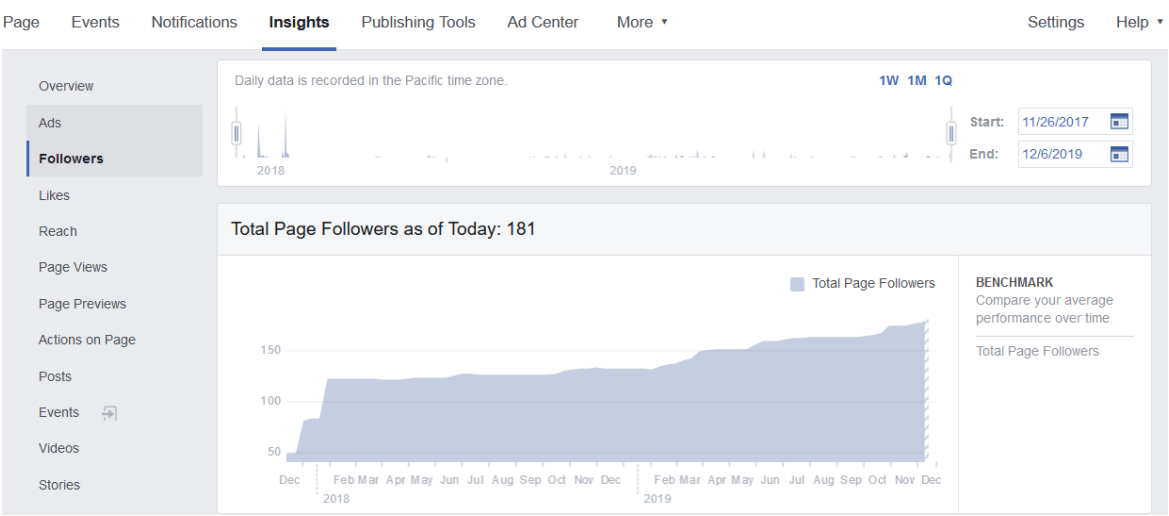

Since the beginning of the project till the beginning of December of 2019, Facebook page Net-UBIEP HR published in total 127 posts as shown in the print screens below which means that on average one post was published every 6.9 days (one post per week) since the beginning of the project.

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Page | Events | Notifications | Insights | **Publishing To...** | Ad Center | More | Settings | Help

Stories
- Story Archive

Posts
- Published Posts
- Scheduled Posts
- Drafts
- Expiring Posts

Videos
- Video Library
- Videos You Can Crosspost

Tools
- Creator Studio
- Sound Collection

Jobs
- Job Applications

Branded Content
- Posts to Review
- Your Posts

Lead Ads Forms
- Forms Library
- Draft Forms Library
- Leads Setup

Events
- Published Events
- Archived Events

Instant Experience (Canvas)

Published Posts

Search... | Actions

Posts	Reach	Clicks/Actions	Published
U sklopu druge Središnje konferencije o zelenoj gradnji i održivom razvoju projek...	106	21	Nov 24, 2019 at 6:41 PM Mergim Gaši
Net-Ubiep HR shared a post.	64	2	Nov 22, 2019 at 11:01 PM Mergim Gaši
Pridružite nam se na događaju i pridružite se diskusiji vezanoj uz energetsku...	60	4	Nov 7, 2019 at 12:47 PM Mergim Gaši
Pitanje 3/4: Koju strukturu podataka koristiti unutar BIM modela? Naravno, sv...	78	9	Nov 4, 2019 at 10:04 AM Mergim Gaši
Pitanje 2/4: Sigurno se nekada pitate kako se informacije sadržane u BIM modelu...	66	3	Oct 31, 2019 at 3:48 PM Mergim Gaši
Održana je posljednja radionica organizirana unutar projekta Net-UBIEP....	97	23	Oct 30, 2019 at 9:41 AM Mergim Gaši
Net-Ubiep HR shared a post.	59	3	Oct 29, 2019 at 11:34 AM Mergim Gaši
Kako javna tijela mogu potaknuti #BuildingInformationModelling (BIM)?...	70	5	Oct 28, 2019 at 11:37 AM Mergim Gaši
Zadnja mjesta! prijavite se odmah BESPLATNO. 29. listopada 2019. od 9:...	7.8K	169	Oct 25, 2019 at 10:04 AM Lorenzo Nissim
Vrlo smo ponosni na uspjeh projekta Net-UBIEP koji je potpisao memorandum o...	371	31	Oct 25, 2019 at 8:34 AM Mergim Gaši
Ponovno se održava Net-UBIEP Open Day Rijeka za sve vas koji ste bili spriječeni...	287	23	Oct 23, 2019 at 2:26 PM Mergim Gaši
Koncentracija još uvijek nije pala! I drugi dan dijeljenja iskustava i konstruktivnih...	88	14	Oct 22, 2019 at 12:07 PM Mergim Gaši
Pitanje 1/4: Jeste li se ikad zapitali zašto baš informacijski model zgrade? Čemu...	335	25	Oct 22, 2019 at 8:23 AM Mergim Gaši
Radna atmosfera na 4. partnerskom sastanku projekta Net-ubiep! ENEA -...	174	23	Oct 21, 2019 at 10:37 AM Mergim Gaši
Odvojite malo vremena i ispunite kratku anketu projekta Bimzeed. Svrha ovog...	68	6	Oct 18, 2019 at 3:48 PM Mergim Gaši

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Pridružite nam se na Drugoj središnjoj konferenciji o zelenoj gradnji i održivom...	64	2	Oct 16, 2019 at 6:53 AM Mergim Gaši
Drago nam je da su ljudi uvidjeli korist korištenja BIM-a u svim fazama životnog...	380	35	Oct 9, 2019 at 8:41 AM Mergim Gaši
Open day... dođite i raspravljajte o energetskoj učinkovitosti i BIM-u! #nZEB...	66	5	Oct 5, 2019 at 8:09 AM Mergim Gaši
Net-Ubiep HR added an event.	59	2	Oct 5, 2019 at 8:04 AM
Ova slika nas je pogotovo razveselila! :D Većina Vas se slaže da Vam je radionica...	70	5	Oct 1, 2019 at 2:26 PM Mergim Gaši
Net-Ubiep HR shared a post.	65	9	Sep 30, 2019 at 5:31 PM Mergim Gaši
Zahvaljujemo se svima koji su među svojim kolegama i suradnicima podijelili...	63	4	Sep 30, 2019 at 8:25 AM Mergim Gaši
Zahvaljujemo se svima na pozitivnim ocjenama koje ste dali predavačima! :D...	66	4	Sep 27, 2019 at 1:56 PM Mergim Gaši
Rezultati ankete prikazuju kako su (za većinu Vas) održane radionice ispunile...	65	7	Sep 27, 2019 at 8:53 AM Mergim Gaši
Radionice održane kroz projekt Net-UBIEP su nam dale uvid u razmišljanje ljudi...	88	8	Sep 25, 2019 at 5:50 PM Mergim Gaši

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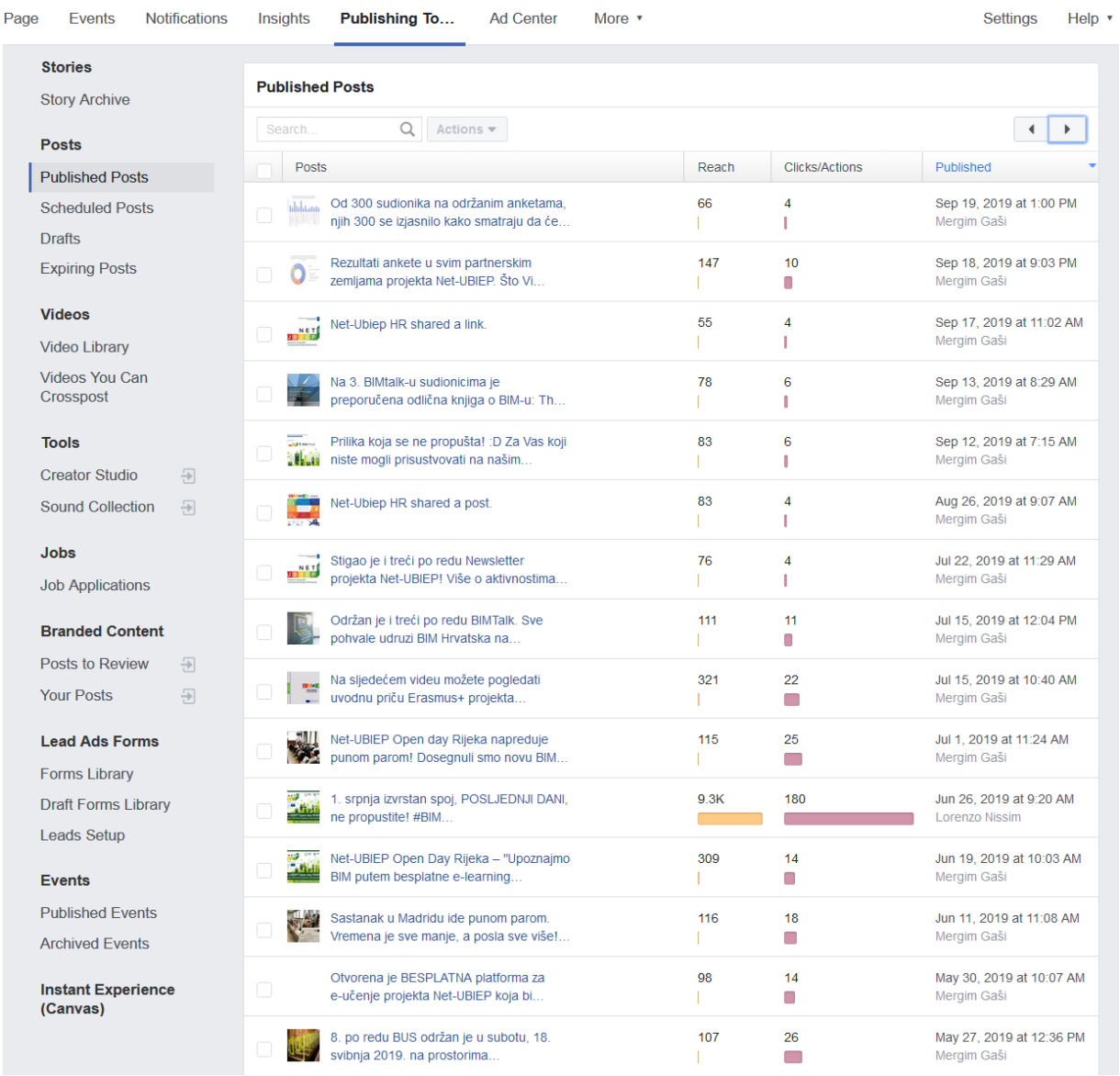

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Preporuka literature: Rad na temu "BIM u građevinskom sektoru Europske unije"...	82	1	May 18, 2019 at 9:53 AM Mergim Gaši
Dan u kojem se nešto nauči nije potraćen dan! Zagrebački energetski tjedan...	84	12	May 16, 2019 at 11:42 AM Mergim Gaši
Ovim putem bi htjeli pohvaliti udrugu studenata SUPEUS koja svojim radom...	326	34	May 16, 2019 at 11:16 AM Mergim Gaši
U četvrtak 16. 5. u sklopu Zagrebačkog energetskog tjedna se održava...	83	4	May 11, 2019 at 9:22 AM Mergim Gaši
Smanjenje ugljičnog otiska energetske potrošnje zgrada – cjelina je više od...	87	4	May 6, 2019 at 12:45 PM Mergim Gaši
#NetUBIEP je spomenut u newsletteru projekta #BIMzeED kao primjer dobre...	93	6	May 2, 2019 at 9:23 AM Mergim Gaši
Pridružite nam se 16. svibnja od 09.00 do 15.30 na Zagrebačkom Velesajmu na...	109	14	Apr 23, 2019 at 2:12 PM Mergim Gaši
Za sve Vas koji ste propustili naše radionice, na web stranici projekta nalaz...	108	11	Apr 18, 2019 at 10:18 AM Mergim Gaši
Projekt BIMplement razvija i provodi BIM - poboljšani kvalifikacijski okvir. Cijeli član...	92	7	Mar 25, 2019 at 9:39 AM Mergim Gaši
RILEM SMSS 2019 collaboration between projects! Fit-to-NZEB RILEM #CaEPBDV	423	89	Mar 21, 2019 at 8:40 PM Mergim Gaši

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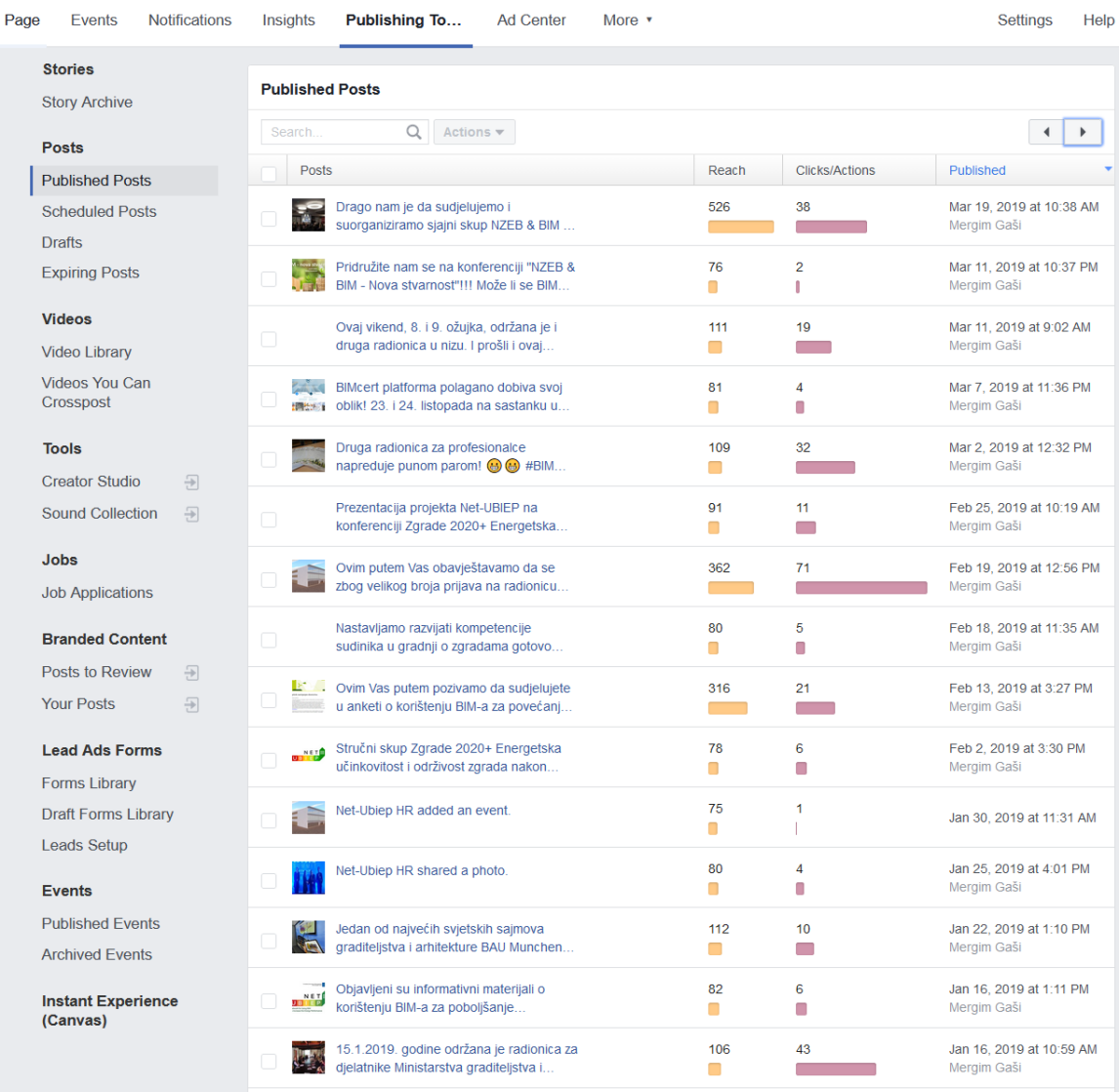

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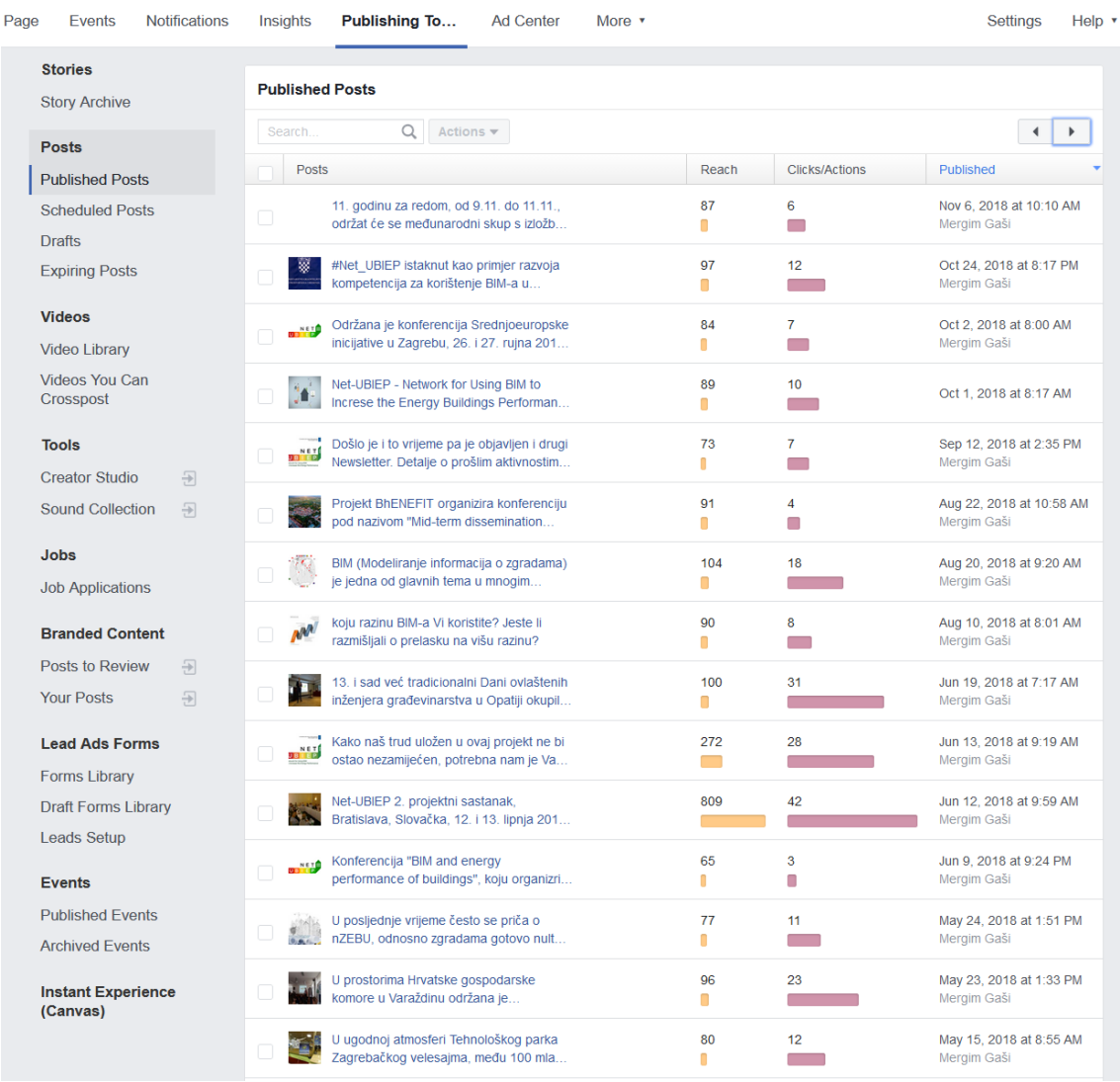
Instant Experience (Canvas)

20.12. na Sveučilištu Sjever u Varaždinu održana je druga radionica u nizu koja j...	86	11	Dec 22, 2018 at 12:49 PM Mergim Gaši
Sretan Božić i održivu (uspješnu) Novu godinu želi Vam Net-UBIEP projektni tim!...	67	2	Dec 21, 2018 at 8:20 AM Mergim Gaši
Radionica održana 11.12. je imala jako veliki odjek i (pre)ispunila je sva naša...	119	35	Dec 12, 2018 at 10:34 AM Mergim Gaši
Radionica je koncipirana na način da se sastoji od uvodnog dijela, 6 modula te...	58	5	Dec 5, 2018 at 10:10 AM Mergim Gaši
INSITER je još jedan istraživački projekt kojeg financira program Europske unije...	199	9	Dec 4, 2018 at 9:56 AM Mergim Gaši
Pozivamo Vas na radionicu "BIM za djelatnike javne uprave i vlasnike...	378	35	Nov 23, 2018 at 3:54 PM Mergim Gaši
Prezentacija projekta #NetUBIEP na 11. danima pasivne kuće u Hrvatskoj. Veliki...	103	26	Nov 11, 2018 at 1:42 PM Mergim Gaši
U kontekstu građevine BIM predstavlja process kojim se dolazi do konačnog cilj...	74	9	Nov 10, 2018 at 3:55 PM Mergim Gaši
Na web-stranici projekta objavljeni su informativni materijali za djelatnike javne...	150	12	Nov 8, 2018 at 2:36 PM Mergim Gaši
	61	2	Nov 8, 2018 at 9:46 AM Mergim Gaši

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

Jobs
Job Applications

Branded Content
Posts to Review
Your Posts

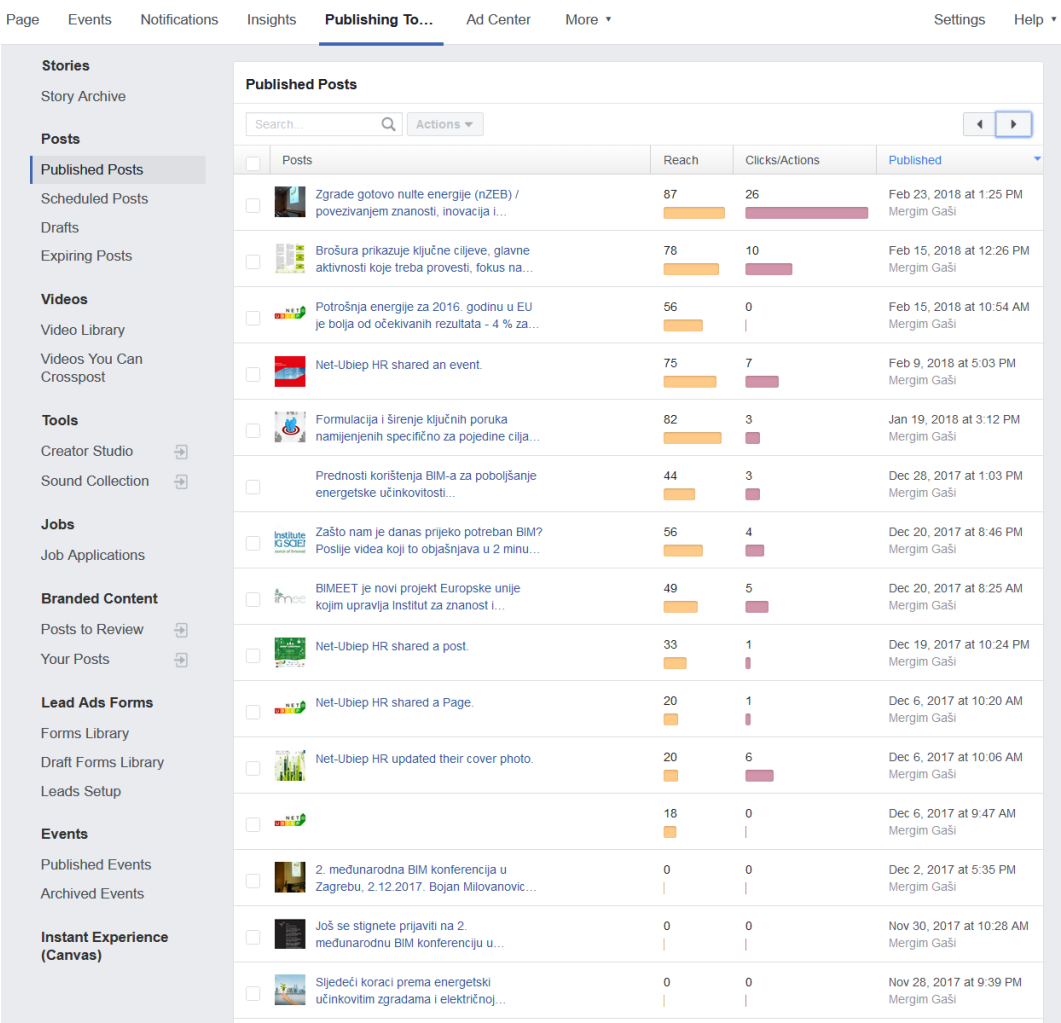
Lead Ads Forms
Forms Library
Draft Forms Library
Leads Setup

Events
Published Events
Archived Events

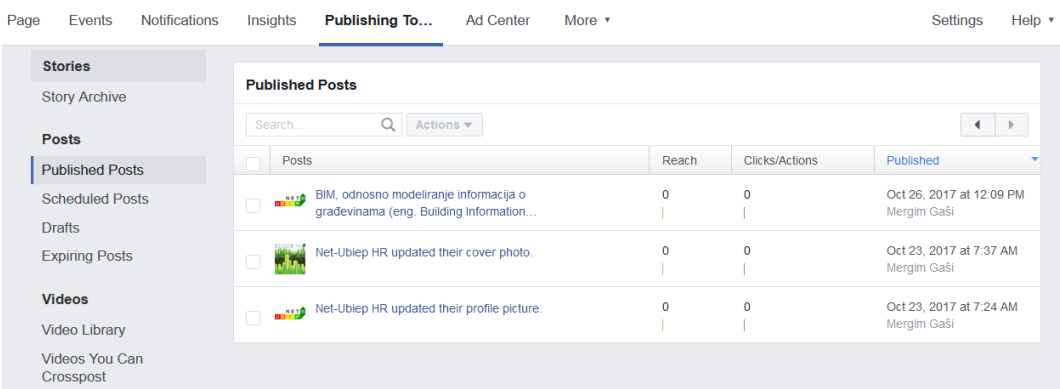
Instant Experience (Canvas)

Ako se niste prijavili, još stignete. Prijava je još uvijek BESPLATNA, a za sada…	86	13	May 8, 2018 at 8:14 AM Mergim Gaši
Na našem putu pronalaska budućih partnera, prilikom posjeta TU Wien, obiš…	56	3	Apr 30, 2018 at 7:21 AM Mergim Gaši
GREEN TALKS se održava 10. svibnja 2018. u ZAGREBU od 09.00 do 17.00 s…	448	33	Apr 23, 2018 at 8:03 AM Mergim Gaši
Net-Ubiep HR shared an event.	93	8	Apr 20, 2018 at 6:50 AM Mergim Gaši
U sklopu 8. Zagrebačkog energetskog tjedna, 10. svibnja od 11 do 15 sati,…	504	31	Apr 9, 2018 at 1:37 PM Mergim Gaši
Sretan Uskrs od partnera Net-UBIEP projekta. :)	64	3	Mar 30, 2018 at 11:04 PM Mergim Gaši
Izvješće, Oblikovanje budućnosti gradnje: Akcijski plan za ubrzanje usvajanja…	77	4	Mar 18, 2018 at 6:01 PM Mergim Gaši
Prijava za nagradu openBIM koja se dodjeljuje za izuzetne projekte koji korist…	55	1	Mar 9, 2018 at 8:31 AM Mergim Gaši
Sa zadovoljstvom najavljujemo suradnju sa projektom BIMCert, još jednim…	62	2	Mar 7, 2018 at 9:59 AM Mergim Gaši
U suradnji sa svim projektnim partnerima objavljen je prvi Newsletter. Više o prošli…	69	4	Mar 2, 2018 at 8:18 AM Mergim Gaši

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*



The Net-Ubiep HR Facebook page was also used to promote Net-UBIEP related events. These events were also promoted, and it is evident from the screenshot below that last three events reached 1887 and 3247 people respectively.

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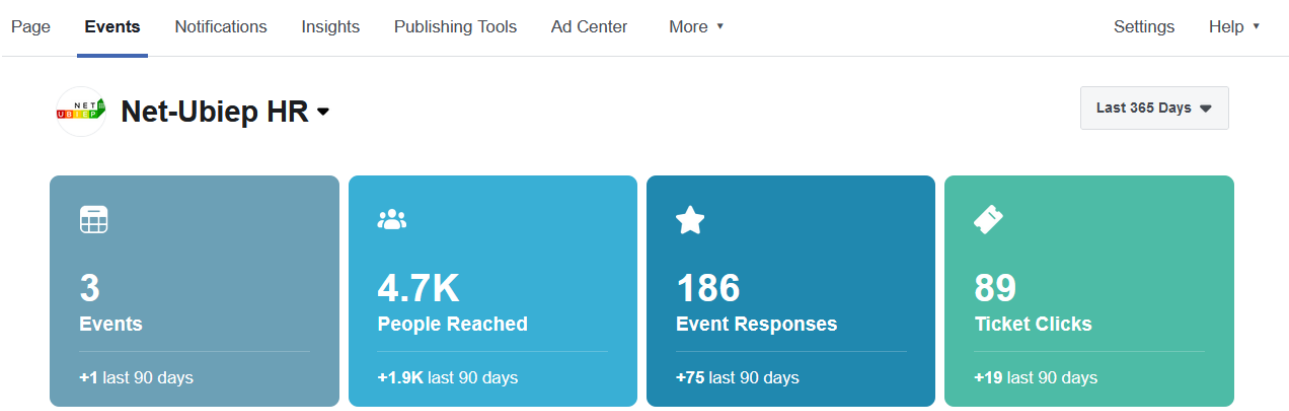
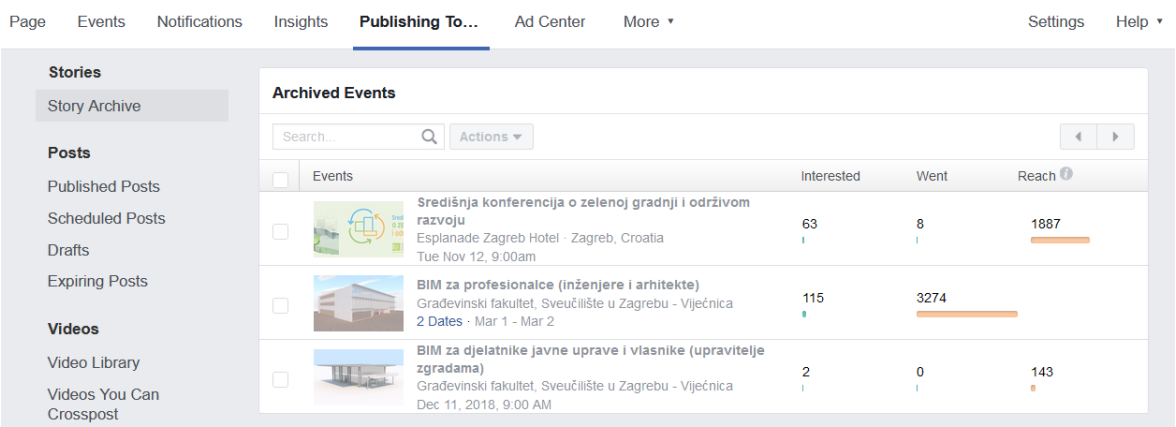
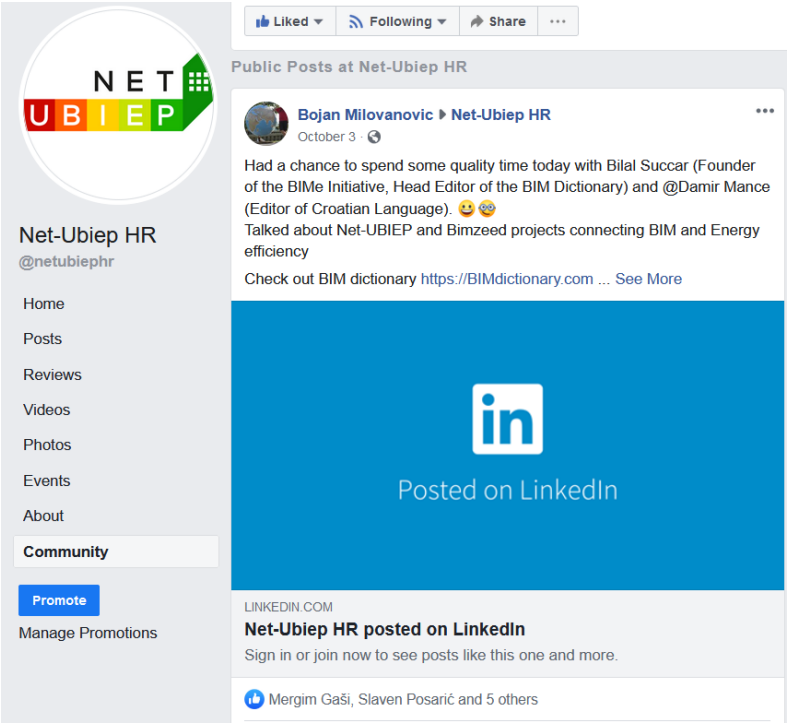
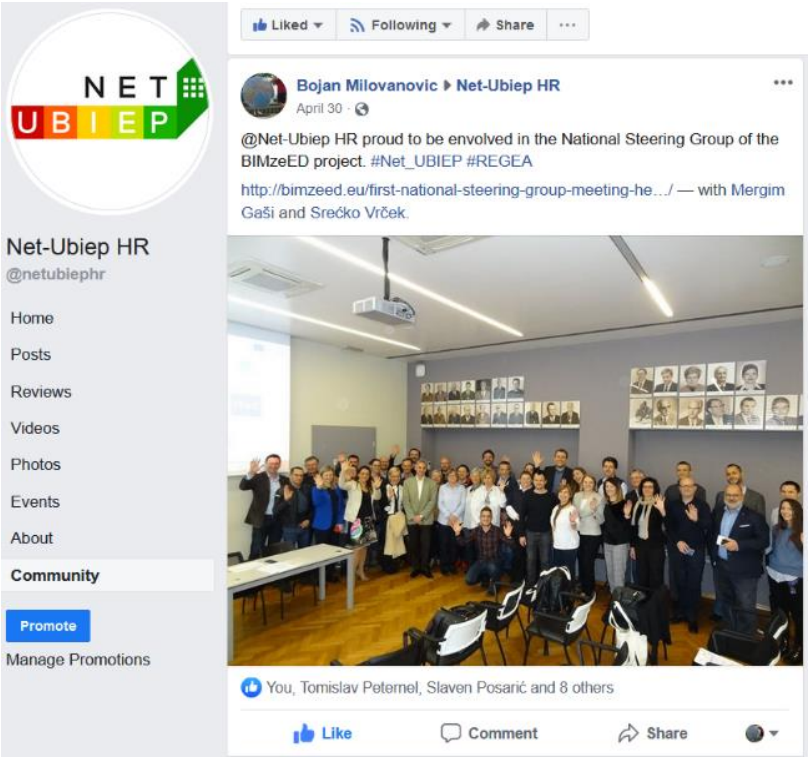




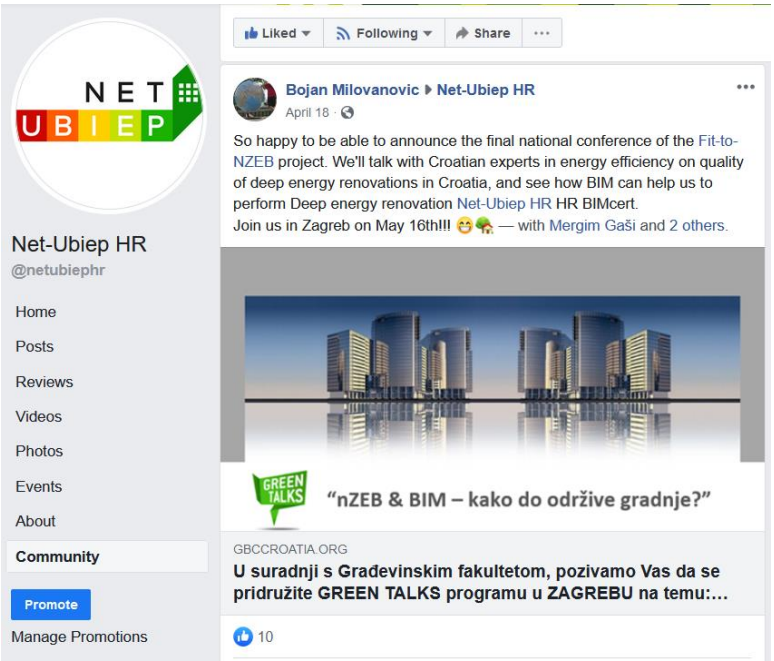
As shown below, there were also some public posts on the Net-Ubiep HR Facebook page:

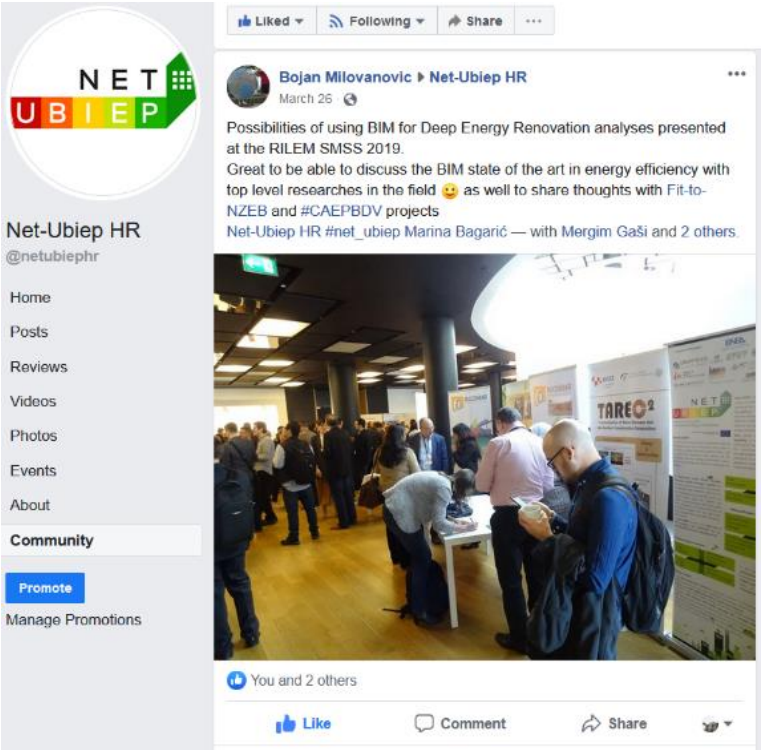
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*





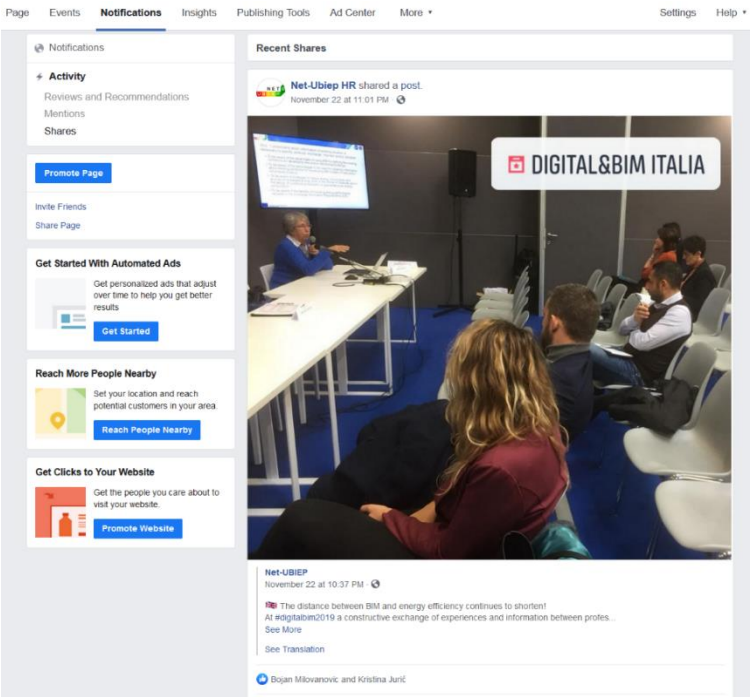
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*





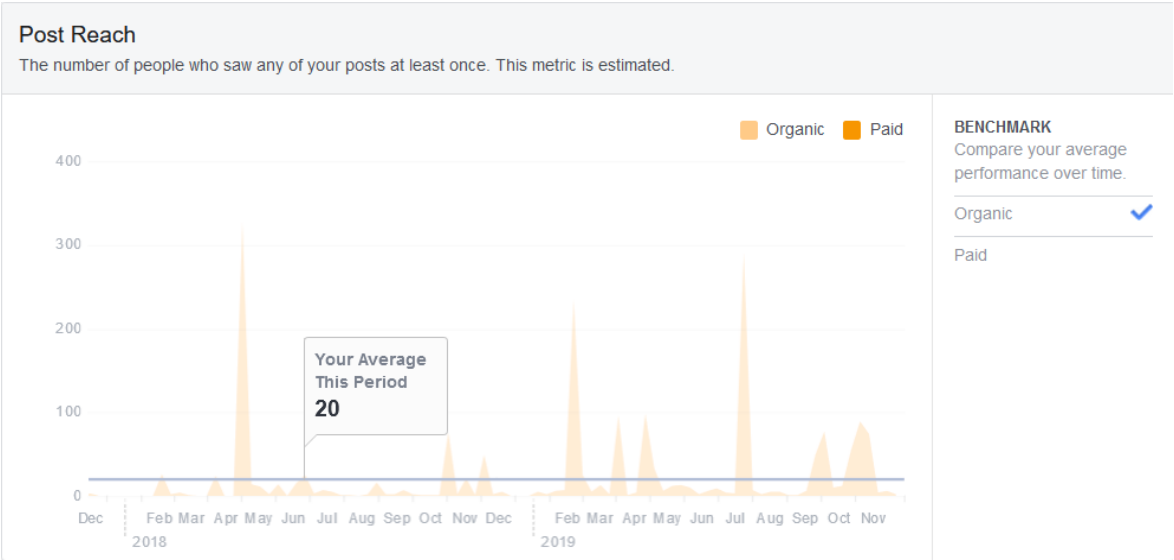
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

Net-Ubiep HR Facebook page has also shared posts published by other national Facebook pages related to the Net-UBIEP project.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016

Post Reach graph (the number of people who saw any of our posts at least once.) shows that Net-UBIEP HR posts reached on average 20 people if organic reach is considered with several posts which raised more interest (up to 300 people reached).



While if posts were paid, they reached 2552 and 4635 people, respectively, so it can be concluded that in future efforts, project budget should also consider social network adds.

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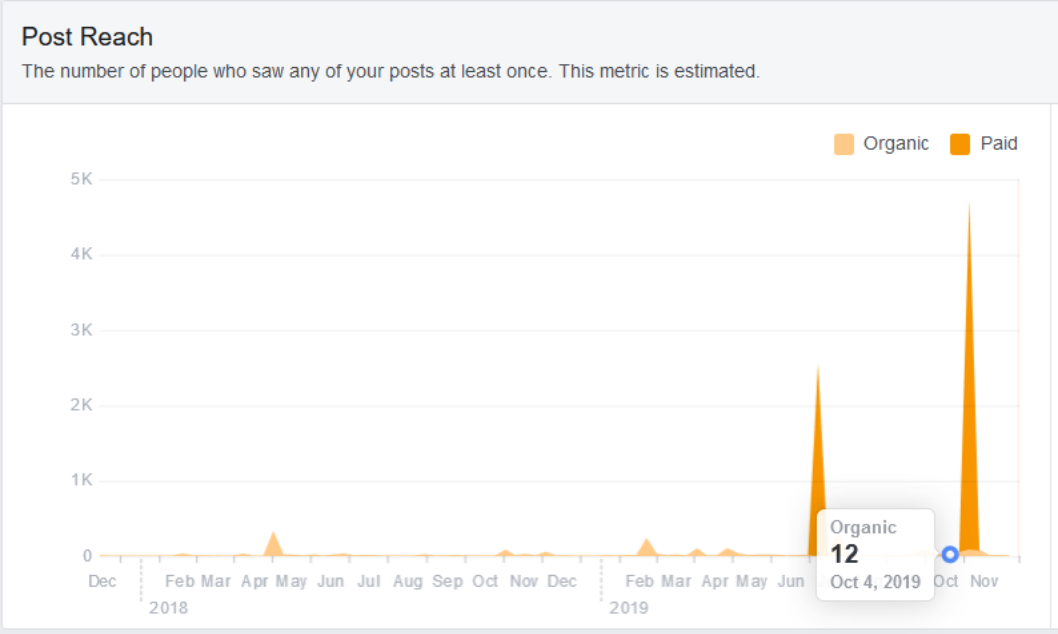
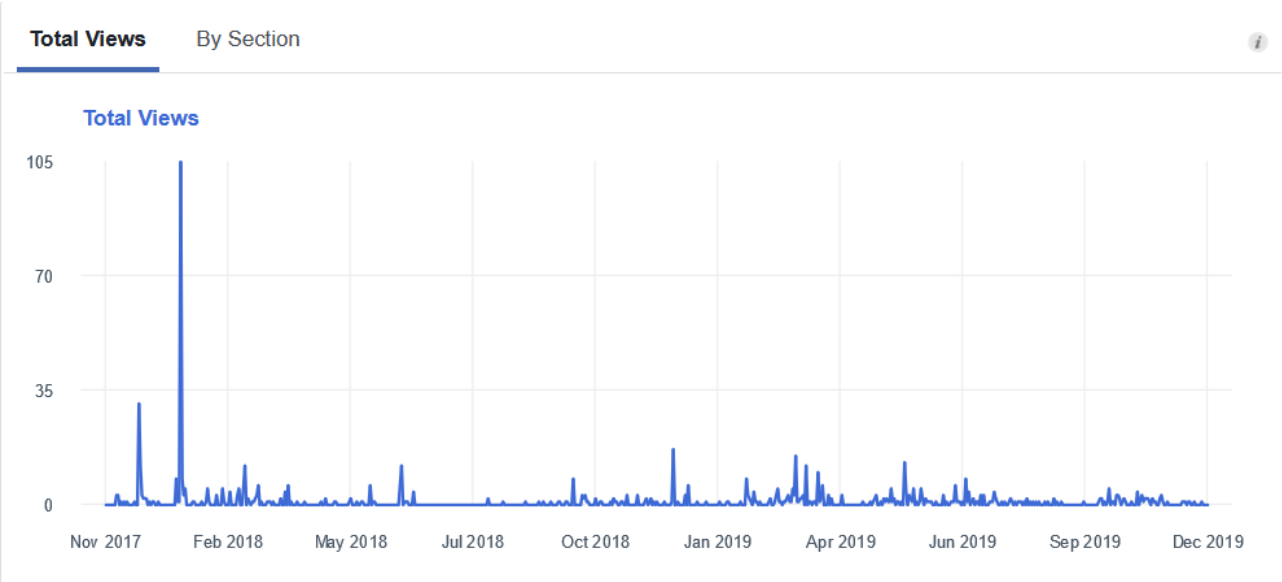


The number of times the Net-Ubiep HR Facebook profile was viewed by logged and logged out people is shown below.



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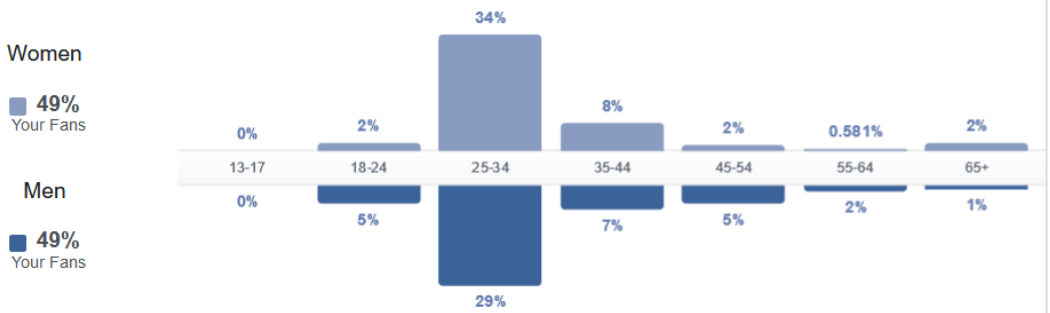
The number of people who saw any of Net-Ubiep HR posts at least once, grouped by age and gender as well as country of origin and city of origin. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



Country	Your Fans	City	Your Fans	Language	Your Fans
Croatia	139	Zagreb, Croatia	112	Croatian	118
Germany	6	Koprivnica, Croatia	3	English (US)	20
Italy	4	Turin, Italy	3	English (UK)	19
Slovakia	3	Split, Croatia	3	Italian	4
Serbia	2	Makarska, Croatia	3	Slovak	3
Austria	2	Rijeka, Croatia	3	French (France)	2
United Kingdom	2	Munich, Germany	2	Russian	1
Romania	2	Varazdin, Croatia	2	Romanian	1
Estonia	1	Karlovac, Croatia	2	Bosnian	1
Belgium	1	Vienna, Austria	2	Bulgarian	1

The people who follow Net-Ubiep HR Facebook page according to their age, gender, country of origin and city of origin. This number is an estimate.

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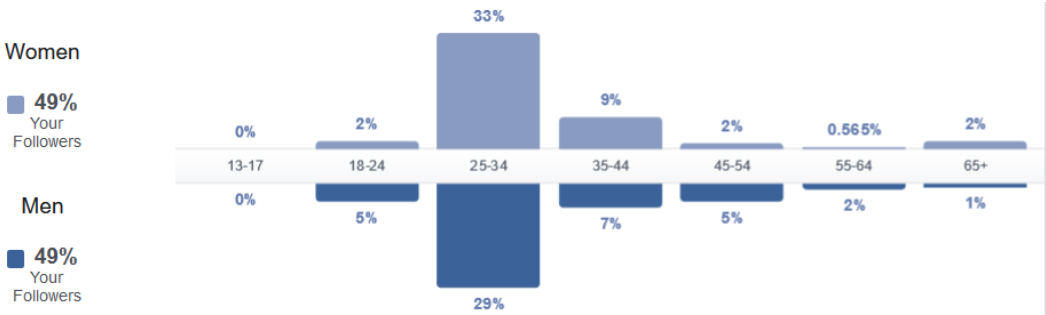

Country	Your Followers	City	Your Followers	Language	Your Followers
Croatia	144	Zagreb, Croatia	117	Croatian	122
Germany	6	Koprivnica, Croatia	3	English (US)	21
Italy	4	Turin, Italy	3	English (UK)	19
Slovakia	3	Split, Croatia	3	Italian	4
Serbia	2	Makarska, Croatia	3	Slovak	3
Austria	2	Rijeka, Croatia	3	French (France)	2
United Kingdom	2	Munich, Germany	2	Russian	1
Romania	2	Varazdin, Croatia	2	Romanian	1
Estonia	1	Karlovac, Croatia	2	Bosnian	1
Belgium	1	Vienna, Austria	2	Bulgarian	1

The number of people who had any content from Net-Ubiep HR Facebook page or about Net-Ubiep HR Facebook page enter their screen, grouped by age and gender country of origin and city of origin. This number is an estimate.

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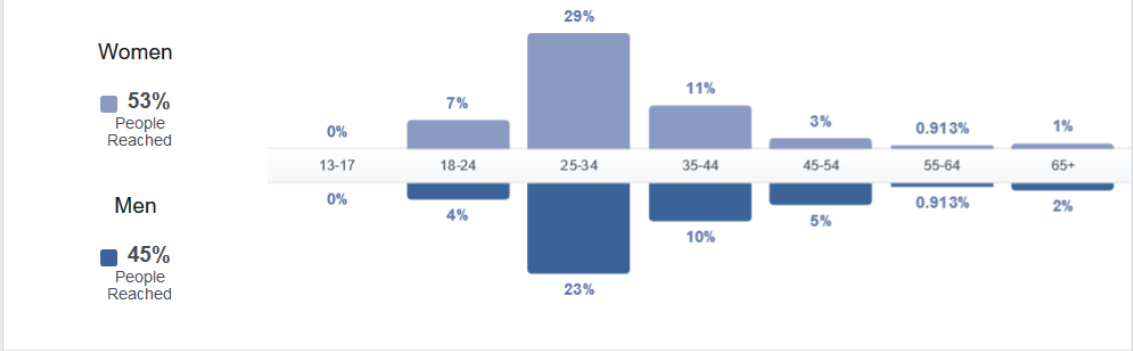

Country	People Reach...	City	People Reach...	Language	People Reach...
Croatia	136	Zagreb, Croatia	109	Croatian	117
Italy	49	Turin, Italy	22	Italian	46
Slovakia	7	Bratislava, Slovakia	5	English (UK)	20
Germany	3	Rome, Italy	4	English (US)	16
Bulgaria	2	Koprivnica, Croatia	3	Slovak	6
Austria	2	Split, Croatia	3	Romanian	3
United Kingdom	2	Milan, Italy	3	Bulgarian	2
Poland	2	Piossasco, Italy	3	Polish	1
Bosnia & Herzegovina	2	Makarska, Croatia	3	Turkish	1
Serbia	1	Naples, Italy	2	French (France)	1

The following screenshot compares the performance of Net-Ubiep HR Facebook page and posts with similar Pages on Facebook, where it is seen how Croatian Facebook page is compared to master page and Estonian Net-UBIEP EE Facebook page.

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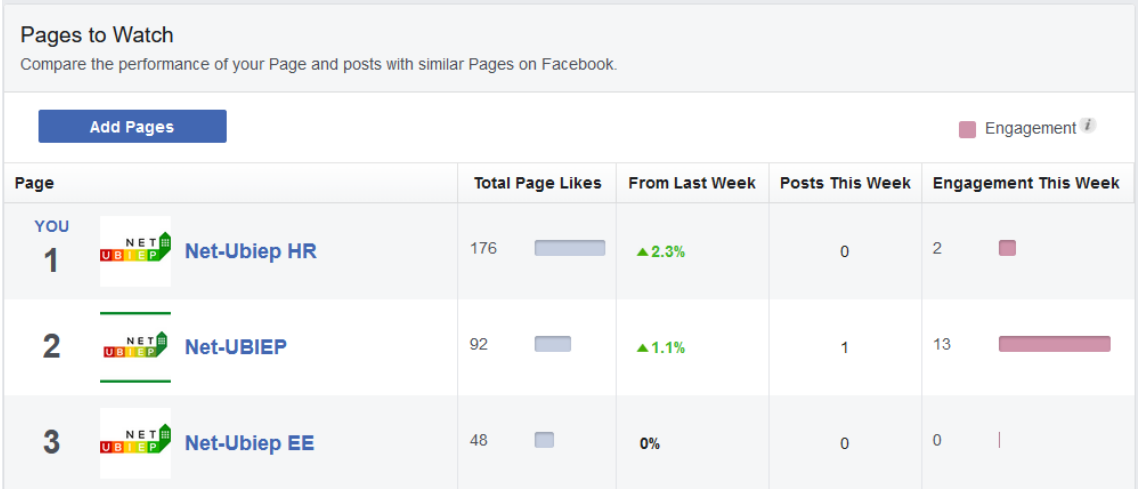

Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

Add Pages

Engagement

Page	Total Page Likes	From Last Week	Posts This Week	Engagement This Week
YOU 1 Net-Ubiep HR	176	▲2.3%	0	2
2 Net-UBIEP	92	▲1.1%	1	13
3 Net-Ubiep EE	48	0%	0	0

♦ Linkedin

- National LinkedIn page was created specifically for the purposes of promoting activities and results of the Net-UBIEP project. The page is titled: Net-Ubiep HR.

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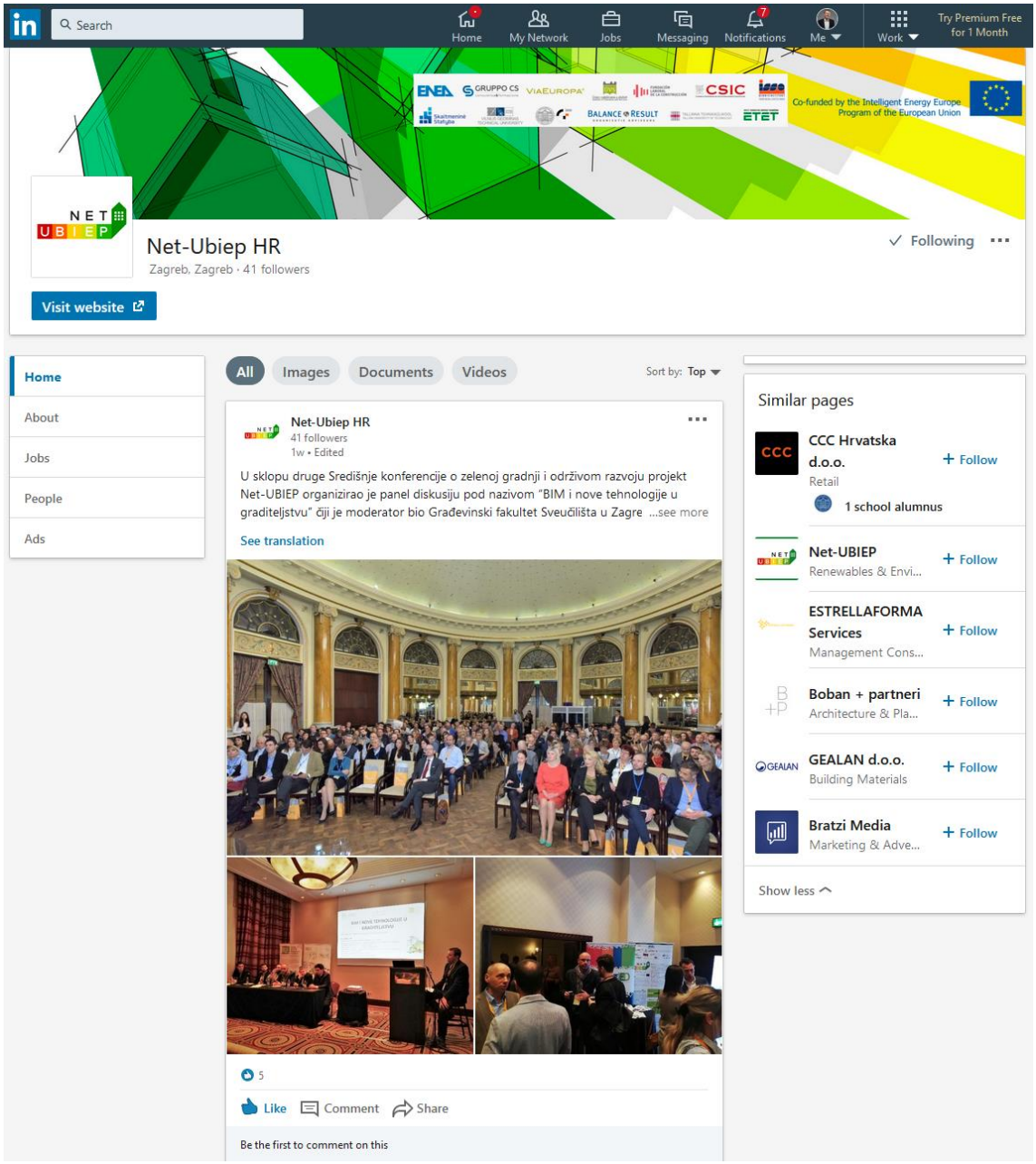

By the beginning of December 2019, Net-Ubiep HR LinkedIn page had 41 followers in total.

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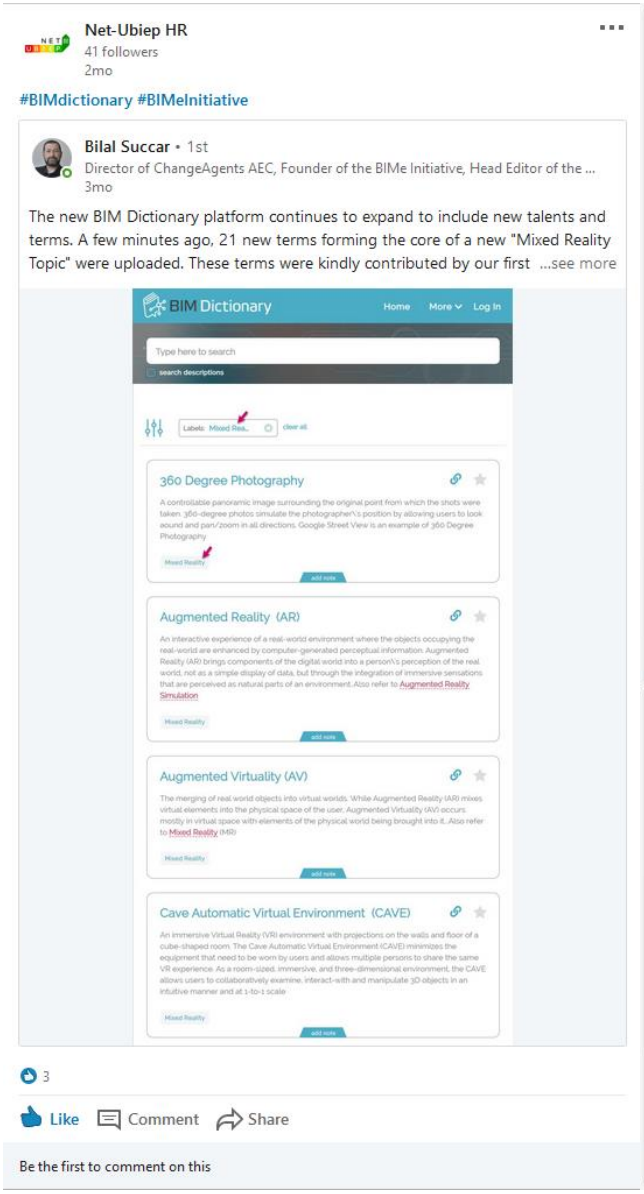
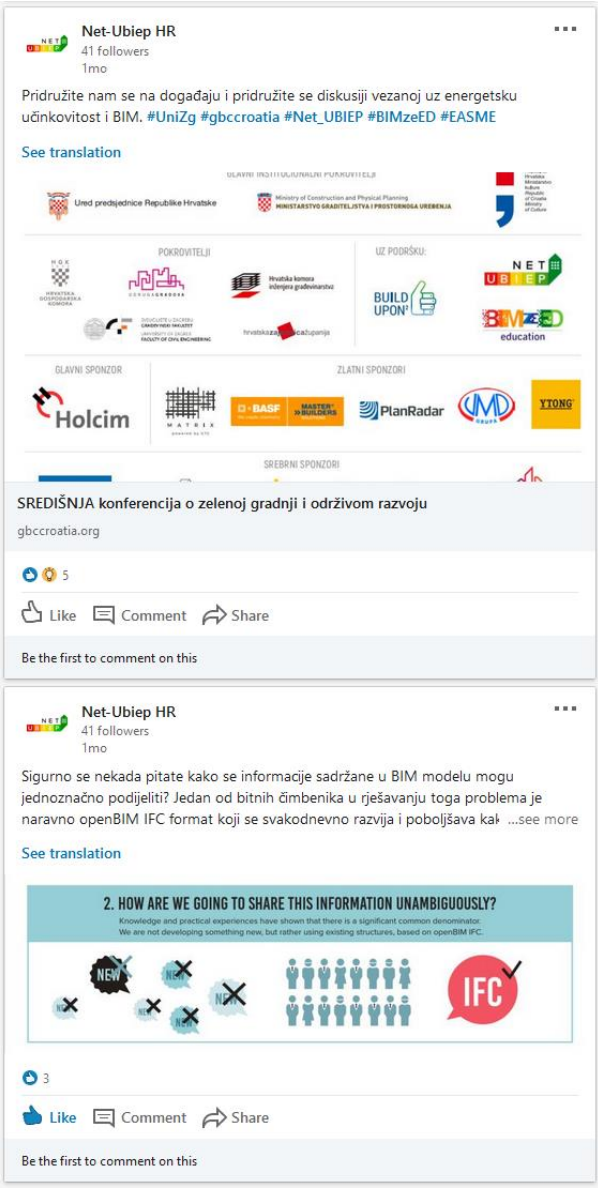
There were regular posts published on Linkedin, which basically followed the dynamics of posts published on Net-Ubiep HR Facebook page.





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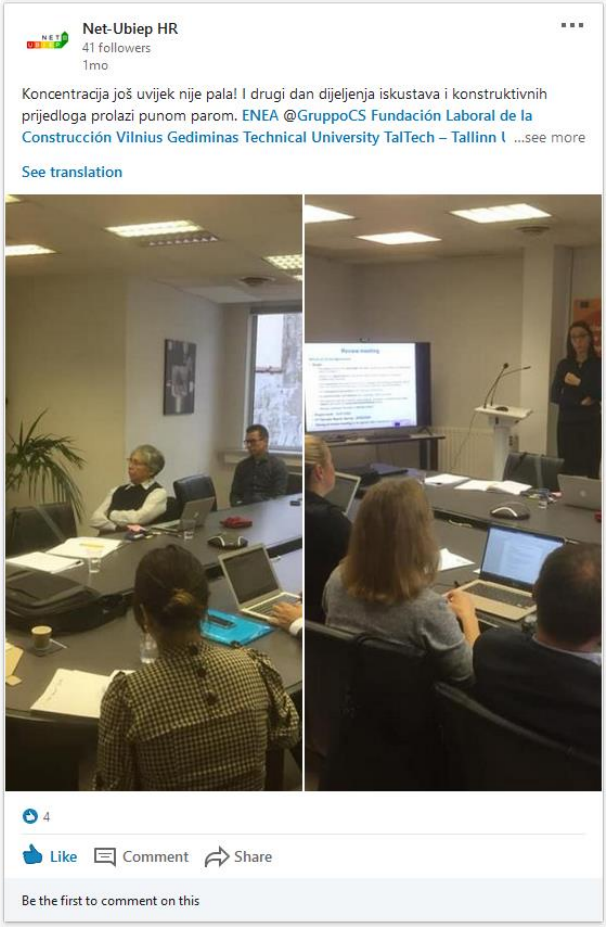
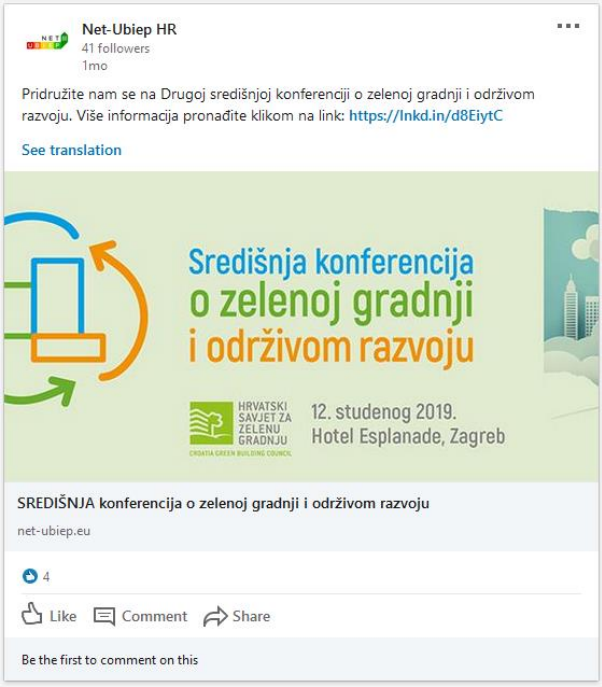
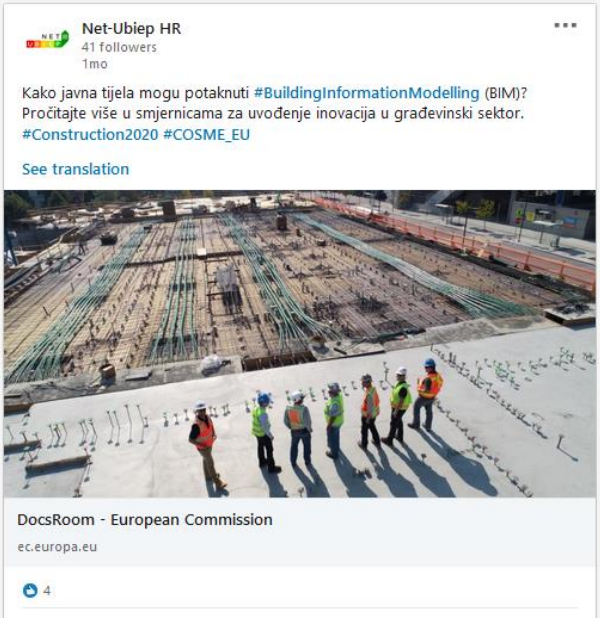


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*





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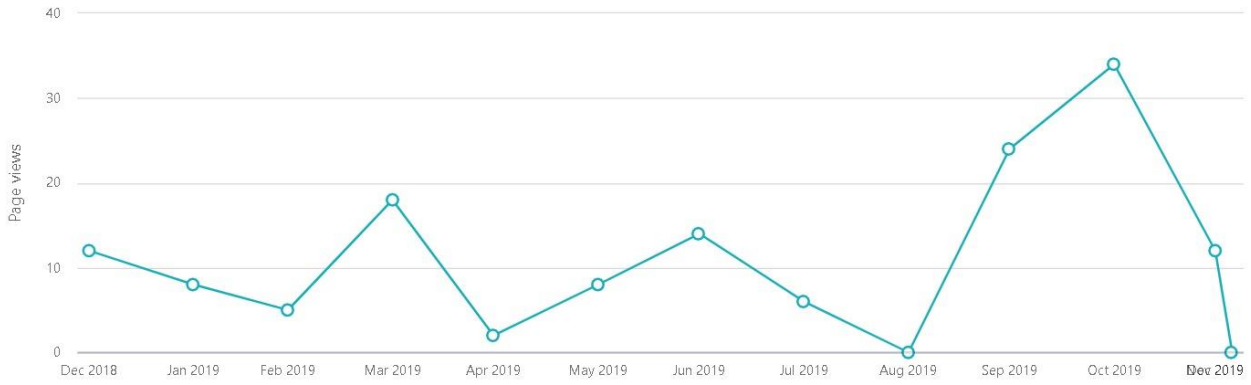
Basic analytics which can be extracted for Net-Ubiep HR LinkedIn page is available for the past year (page views) as well as last 30 day activity.

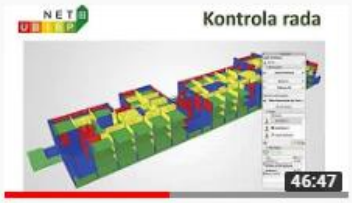


- Youtube

In addition to the Facebook and LinkedIn pages, Croatian partners have uploaded videos created for the purpose of the Net-UBIEP project to the Youtube.

These videos are actually videos of lectures created for professionals and they follow the modules developed in WP3 of the project.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016



Module 1 – Diffuse BIM (Croatian language)
Bojan Milovanovic • 4 pregleda • prije 1 tjedan

The e-learning videos developed under the project **Net-UBIEP** Croatia.

Introductory Module – Basic BIM knowledge and skills (Croatian language)
Bojan Milovanovic • 4 pregleda • prije 1 tjedan

The e-learning videos developed under the project **Net-UBIEP** Croatia.

Net-UBIEP HR
Bojan Milovanovic • Ažurirano prije 7 dana

Introduction to Net-UBIEP project (Croatian language) • 31:51
Introductory Module – Basic BIM knowledge and skills (Croatian language) • 40:36

PRIKAŽI CIJELI POPIS ZA REPRODUKCIJU

Module 3 – Apply procurement management (Croatian language)
Bojan Milovanovic • 3 pregleda • prije 1 tjedan

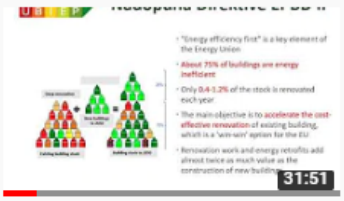
The e-learning videos developed under the project **Net-UBIEP** Croatia.

Module 3 – Apply procurement management (Croatian language)
Bojan Milovanovic • 3 pregleda • prije 1 tjedan

The e-learning videos developed under the project **Net-UBIEP** Croatia.

Open-source BIM software demonstration (Croatian language)
Bojan Milovanovic • 6 pregleda • prije 1 tjedan

The e-learning videos developed under the project **Net-UBIEP** Croatia.



Introduction to Net-UBIEP project (Croatian language)
Bojan Milovanovic • 1 pregled • prije 1 tjedan

The e-learning videos developed under the project **Net-UBIEP** Croatia.

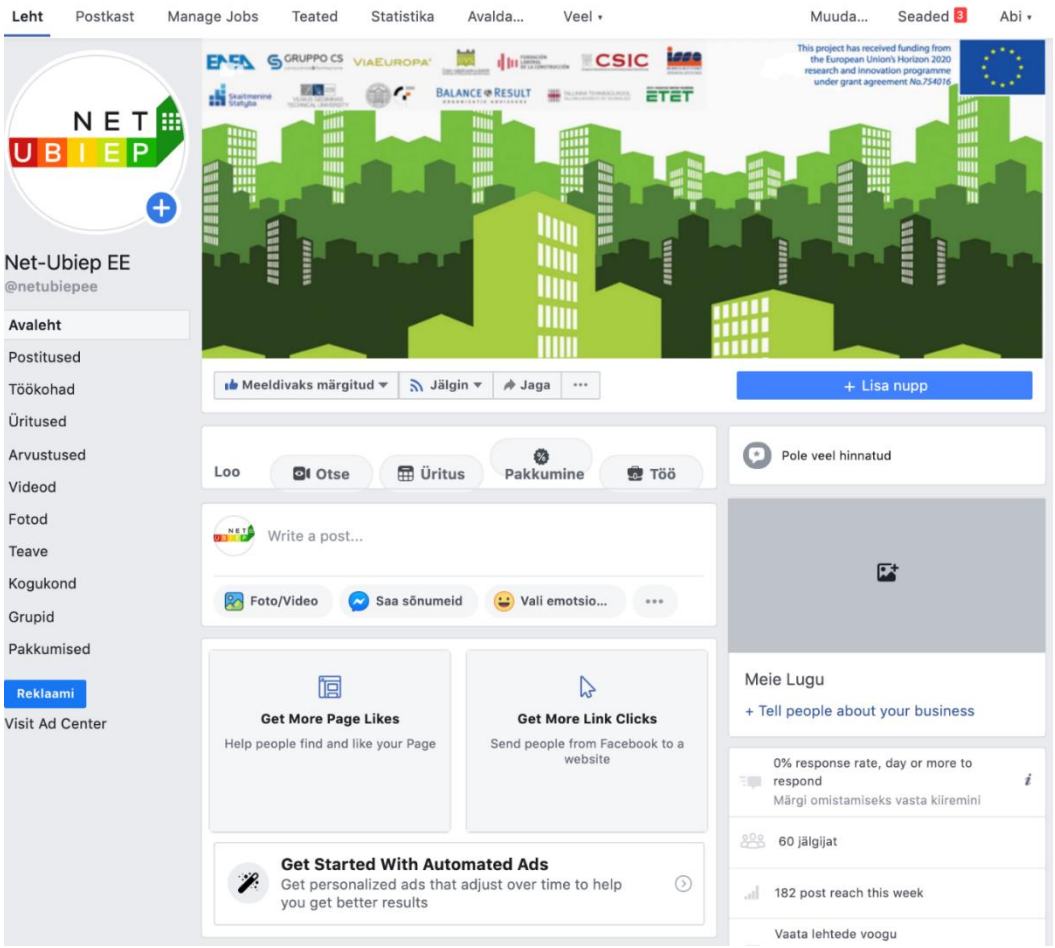
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

4.4. Estonia

4.4.1 National Net UBIEP account

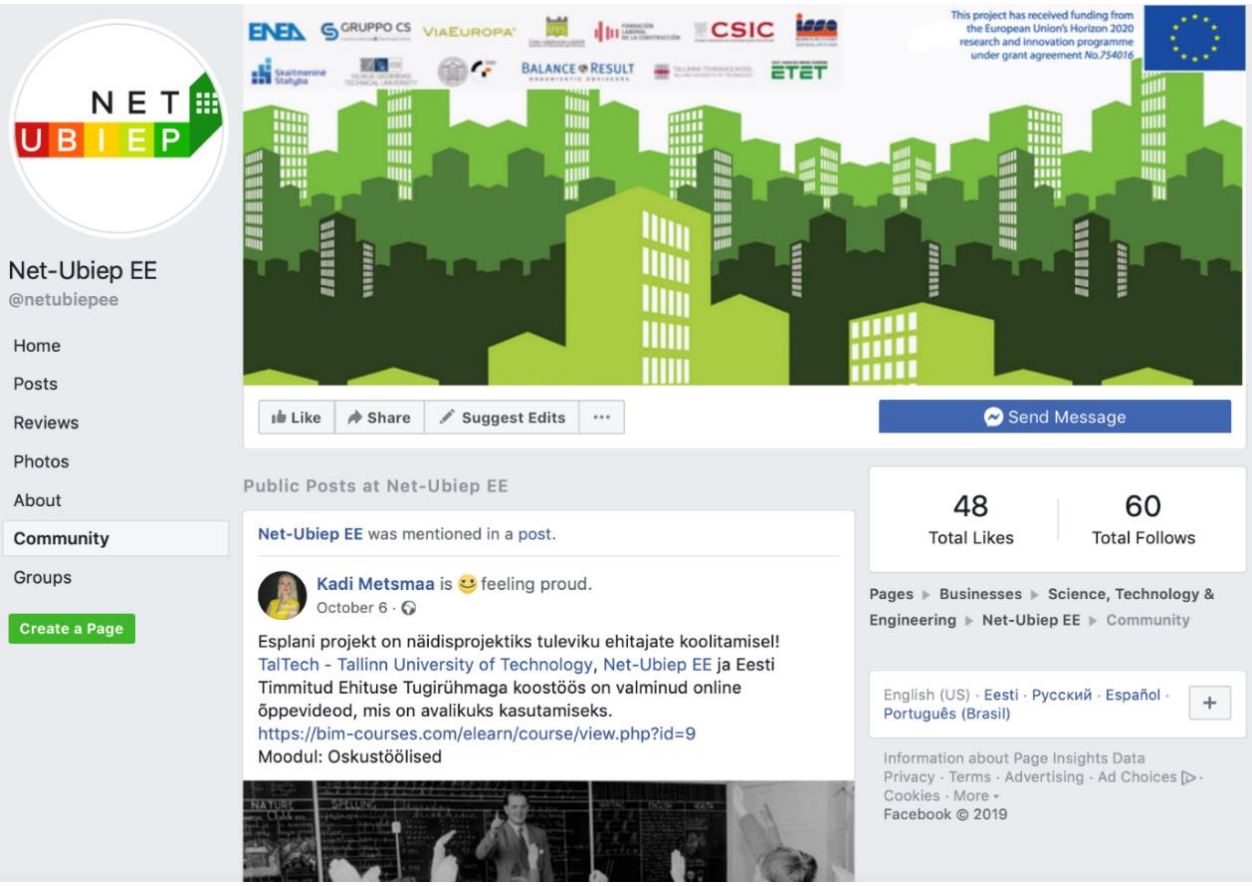
- Facebook

National Facebook page was created especially for the Net-UBIEP project to promote activities and spread its results. The page is titled as Net-Ubiep EE and can be found also as @netubiepee. Net-Ubiep EE page focused on dissemination of project results and attracting people to project related events/seminars.

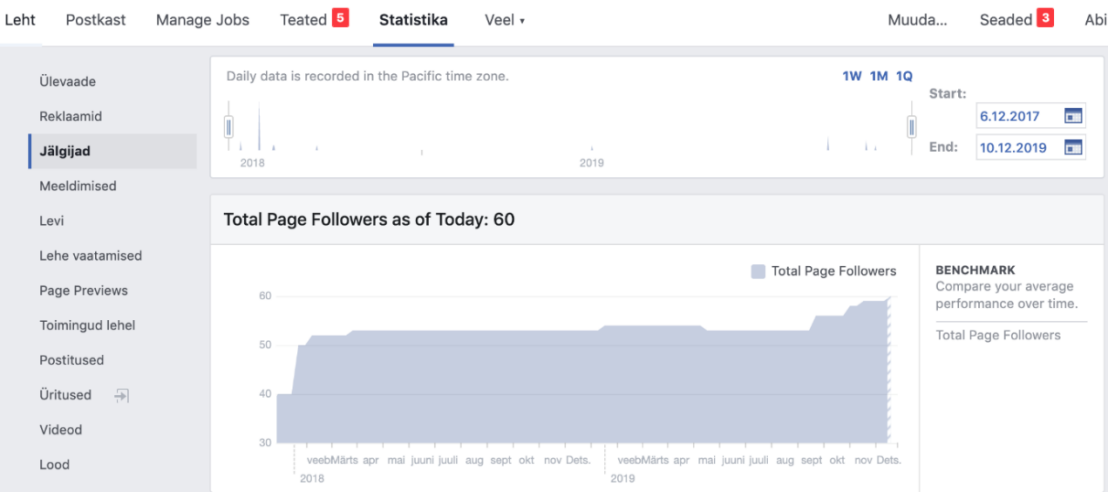


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016

At the beginning of December, Net-Ubiep EE page had 60 followers and 48 likes in total. It is seen from the graph below that during the project Net-Ubiep EE page had steady number of followers, but it increased rapidly at the end of 2019. This is due to high interest in project e-learning platform that was disseminated in fall 2019 as well as promoting project's second open day and other relevant outcomes of Net-UBIEP project.



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*



Since the beginning of the project till the beginning of December 2019, Facebook page Net-Ubiep EE published in total 45 posts as seen from the print screens below. That is 2 posts per month starting from December 2017, when this Facebook page was created.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

8.12.2019 16:41	Novembris toimunud XI Kaasaegse Ehituse			39	10 3
5.11.2019 10:02	Juba sellel reedel, esmaklassiline XI			486	47 11
28.10.2019 22:47	Kaasaegse ehituse konverentsini on jäänud			363	49 8
23.10.2019 11:27	Meil on hea meel teatada, et Net-UBIEPi			39	17 3
7.10.2019 17:54	Valminud on e-õppe kursus energiatõhususe			283	65 8
19.09.2019 12:58	Juba peagi on veebis kättesaadavad			43	5 2
11.09.2019 13:50	Kaasaegse Ehituse Meetodid koverents			349	153 11
5.09.2019 09:53	Oleme koostöös projekti partneritega valmis			50	3 1
14.08.2019 16:04	Eesti Timmitud Ehituse Tugirühm ja Tallinna			38	6 1
29.06.2019 13:24	Siis kui nädalavahetusel midagi teha pole...			44	2 1
30.05.2019 22:47	Mida teha järgmisel aastal 14-17. juunil?			34	1 0
20.05.2019 10:02	Väike meeldetuletus algavasse nädalasse:			44	7 2
5.05.2019 17:24	3.-5. juunil toimub Soomes Helsingis			43	4 3
24.04.2019 22:47	Viisime esmaspäeval, 22. aprillil, Net-UBIEP			37	6 0
5.04.2019 11:00	Esmakordselt, Maanteeamet katsetab			48	9 4
1.04.2019 12:01	Kutsume Teid osalema uuringus, mis käsitleb			384	23 4

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26.03.2019 11:34	Allolevas BIMplement projekti poolt välja			40	4 0
15.03.2019 14:35	Alates 1. jaanuarist 2019 peavad kõik			37	2 1
6.03.2019 12:00	Sel sügisel, 24-25. septembril, toimub			35	2 0
4.03.2019 10:00	Hariv artikkel "Koostöös planeerimine on eeldus			48	11 5
25.02.2019 14:45	Kaja Ehitusel on tööjoonise/teostusjoonis			40	9 3
22.02.2019 17:00	Täna, 22. veebruaril, toimus Äripäeva			41	18 3
10.02.2019 09:00	Huvitavat lugemist pühapäevaks REHVA			30	3 1
7.02.2019 21:57	14. veebruaril korraldab Riigi Kinnisvara oma			42	9 2
6.02.2019 13:37	Net-UBIEP projekt on ellu kutsutud hoonete			205	39 5
21.01.2019 22:23	10. ja 11. jaanuaril toimusid esimesed			46	17 2
9.01.2019 00:07	Töökat alanud uut aastat Net-UBIEP			41	3 1
7.12.2018 10:56	Avaldasime artikli BIM kompetentside teemal,			564	104 10
30.11.2018 11:51	X Kaasaegse Ehituse Meetodid konverentsi			316	58 5
21.11.2018 10:36	Meil on hea meel teatada, et järgmine			242	38 4
30.10.2018 22:49	Juba vähem kui nädala pärast, 5.-6. november,			37	9 0
29.10.2018 12:36	Nädal tagasi 22. ja 23. oktoobril toimusid			371	85 7

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9.10.2018 10:03	Head Net-UBIEP projekti huvilised!			411	53 6
1.10.2018 16:18	Oleme koostöös projekti partneritega valmis			279	63 5
24.09.2018 12:00	Anname teada, et peagi toimub järjekordne			35	0 1
19.09.2018 13:51	Kõik Net-UBIEPi projekti huvilised! Minge			41	8 3
15.07.2018 11:22	Vaadake projekti kodulehte! Seal on			99	21 3
9.05.2018 23:27	7. mail toimus Riigi Kinnisvara AS-i ja 3D			32	3 0
23.04.2018 23:59	Tuletame Teile meelde, et Net-UBIEPi eestikeelsel kodulehel			36	4 1
30.03.2018 22:15				101	4 4
21.02.2018 00:30	Oleme koostöös projekti partneritega valmis			41	2 2
16.02.2018 14:35	Avasime Net-UBIEPi eestikeelsel kodulehel			37	3 0
12.02.2018 15:07	14-16 mai 2018 toimub Helsingis järiekordne			34	4 1
28.01.2018 22:48	NET-UBIEP projekti üheks eesmärgiks on			39	4 2
29.12.2017 10:12	Meil on hea meel teatada, et 14.			277	55 9
25.11.2017 21:47	NET-UBIEP (Network for Using BIM to			0	0 3
12.11.2017 11:15	Net-Ubiep EE uuendas enda veebilehte.			0	0 0

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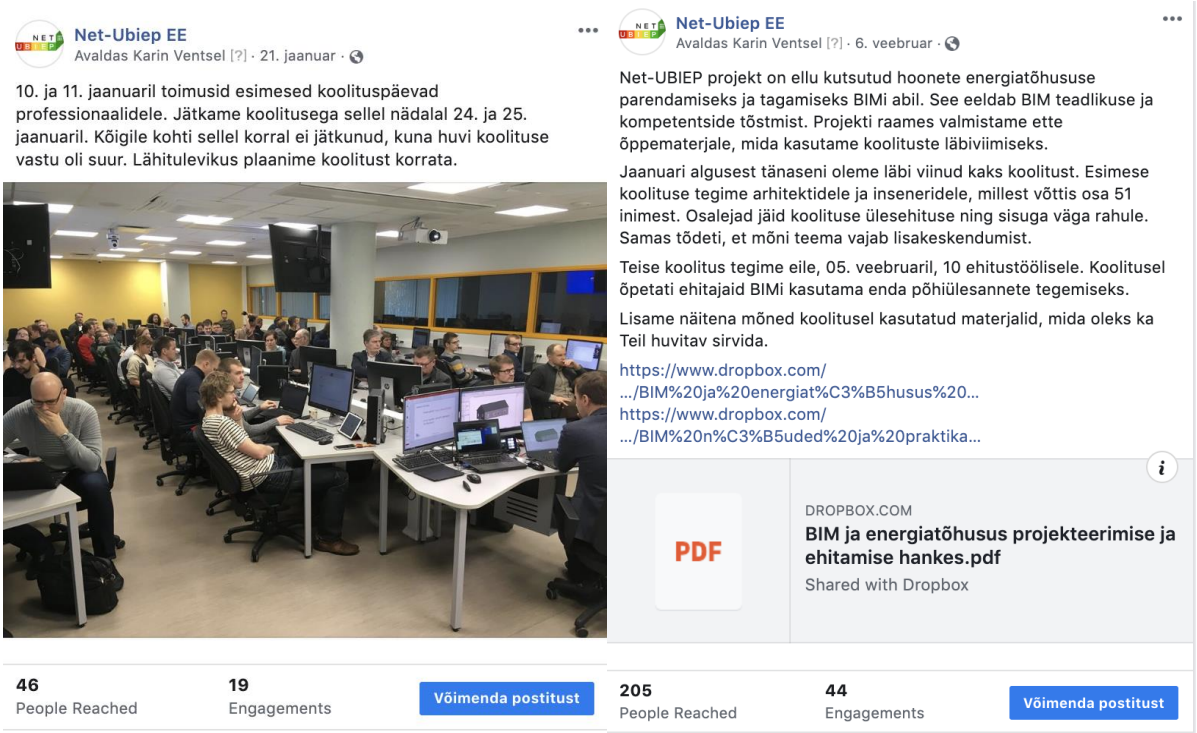
The Net-Ubiep EE page was used also to promote Net-UBIEP events, but just as an informative post, not as a separate Facebook event.



As shown below there were also news outside the Net-UBIEP project to attract more people.

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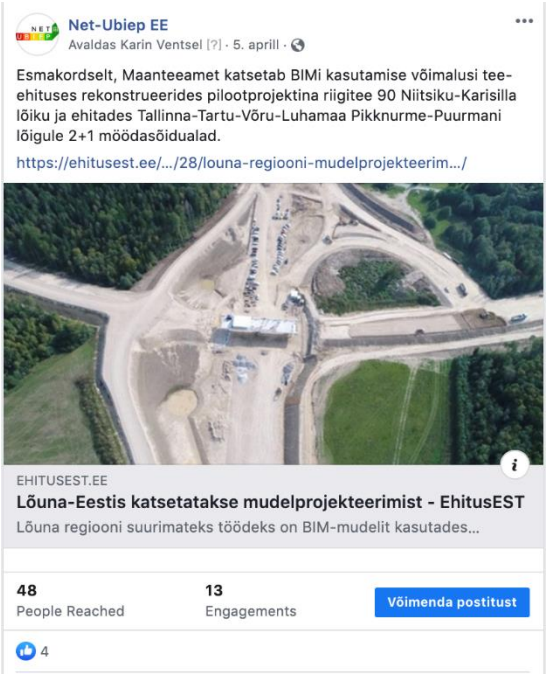
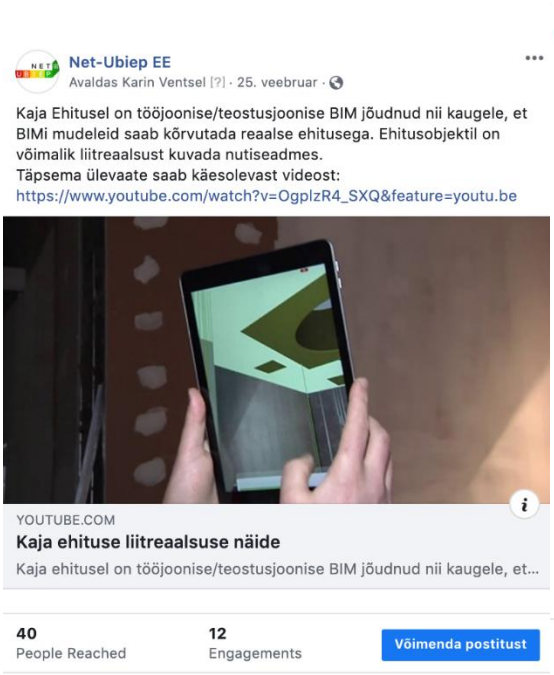
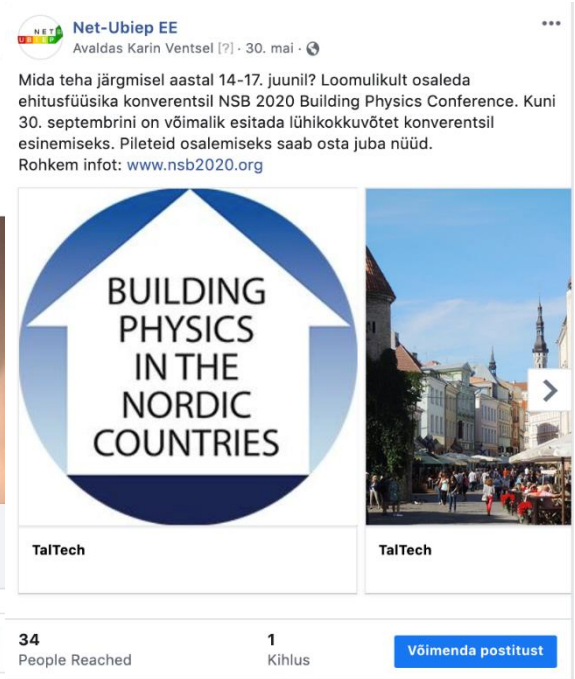
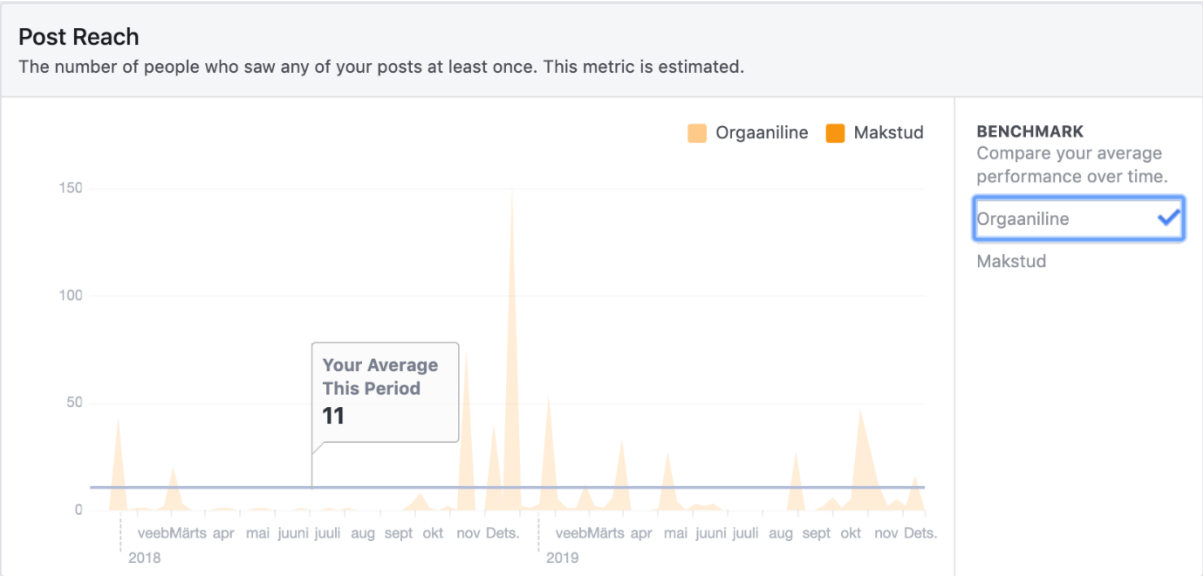






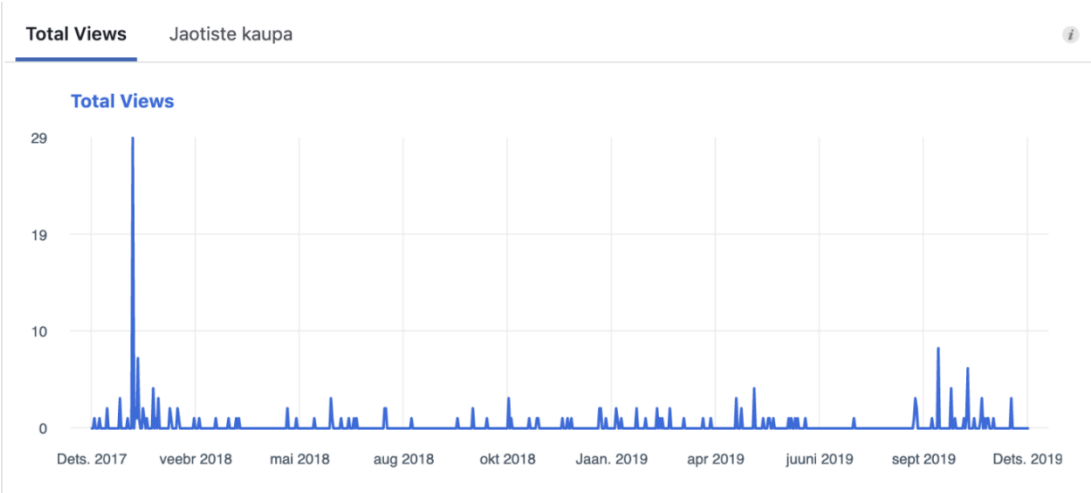
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

Post Reach graph (the number of people who saw any of our posts at least once) shows that Net-Ubiep EE posts reached an average of 11 people if organic reach is considered. Some posts raised more interest and reached up to 150 people.

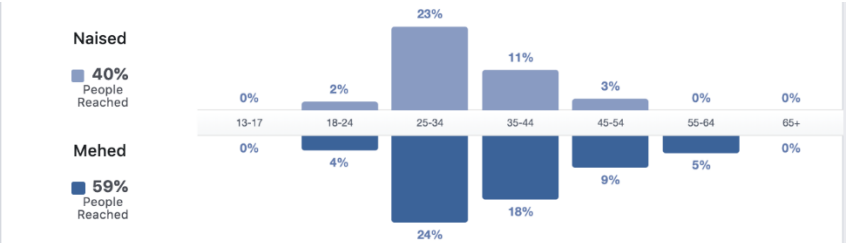


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

The number of times the Net-Ubiep EE Facebook profile was viewed by logged in and logged out people is shown below.



The number of people who saw any of Net-Ubiep EE posts at least once, grouped by age and gender as well as country of origin, city of origin and language spoken. Aggregated demographic data is based on a number of factors, including age and gender information users provide in their Facebook profiles. This number is an estimate.



Riik	People Reac...	Linn	People Reac...	Keel	People Reac...
Eesti	116	Tallinn, Harju County	86	Eesti	89
Ühendkuningriik	2	Tartu, Tartu County	9	Inglise (Ameerika Ühen...	25
Ameerika Ühendriigid	2	Rakvere, Lääne-Viru C...	4	Inglise (Briti)	5
Soome	1	Pärnu, Pärnu County	3	Vene	4
Jordaania	1	Viljandi, Viljandi County	3	Islandi	1
Taani	1	Kiviõli, Ida-Viru County	2	Portugali (Brasiilia)	1
Kanada	1	London, England, UK	1	Hispaania	0
Iisrael	1	Iisaku, Ida-Viru County	1	Poola	0
Saksamaa	0	Copenhagen, Capital R...	1	Rootsi	0
Norra	0	Maidla, Ida-Viru County	1	Taani	0

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The following screenshot compares the performance of Net-Ubiep EE Facebook page and posts with similar pages on Facebook. Here it is seen where Estonian Facebook page is compared to master page, Croatian page and Italian Facebook page.

Pages to Watch

Compare the performance of your Page and posts with similar Pages on Facebook.

Lisa lehti

Kihlus

Leht		Lehe meeldimisi k	Eelmisest nädala	Posts This Week	Engagement This Week
1	Net-Ubiep HR	176	▲2,3%	2	6
2	Net-UBIEP	92	0%	1	4
3	Net-UBIEP_IT	86	0%	1	3
YOU 4	Net-Ubiep EE	48	0%	1	14

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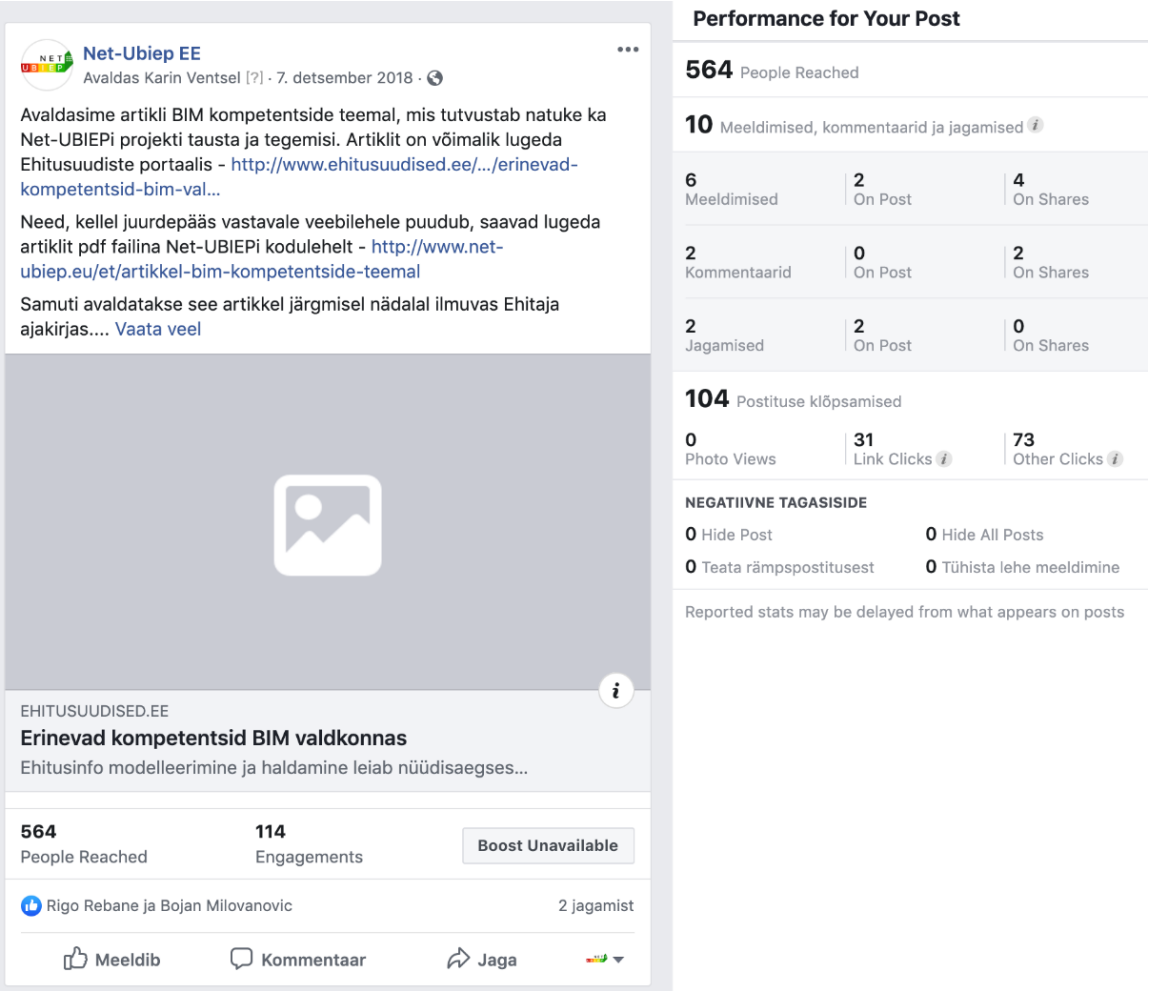
- Five best posts

1. Post about article describing BIM competences and Net-UBIEP project



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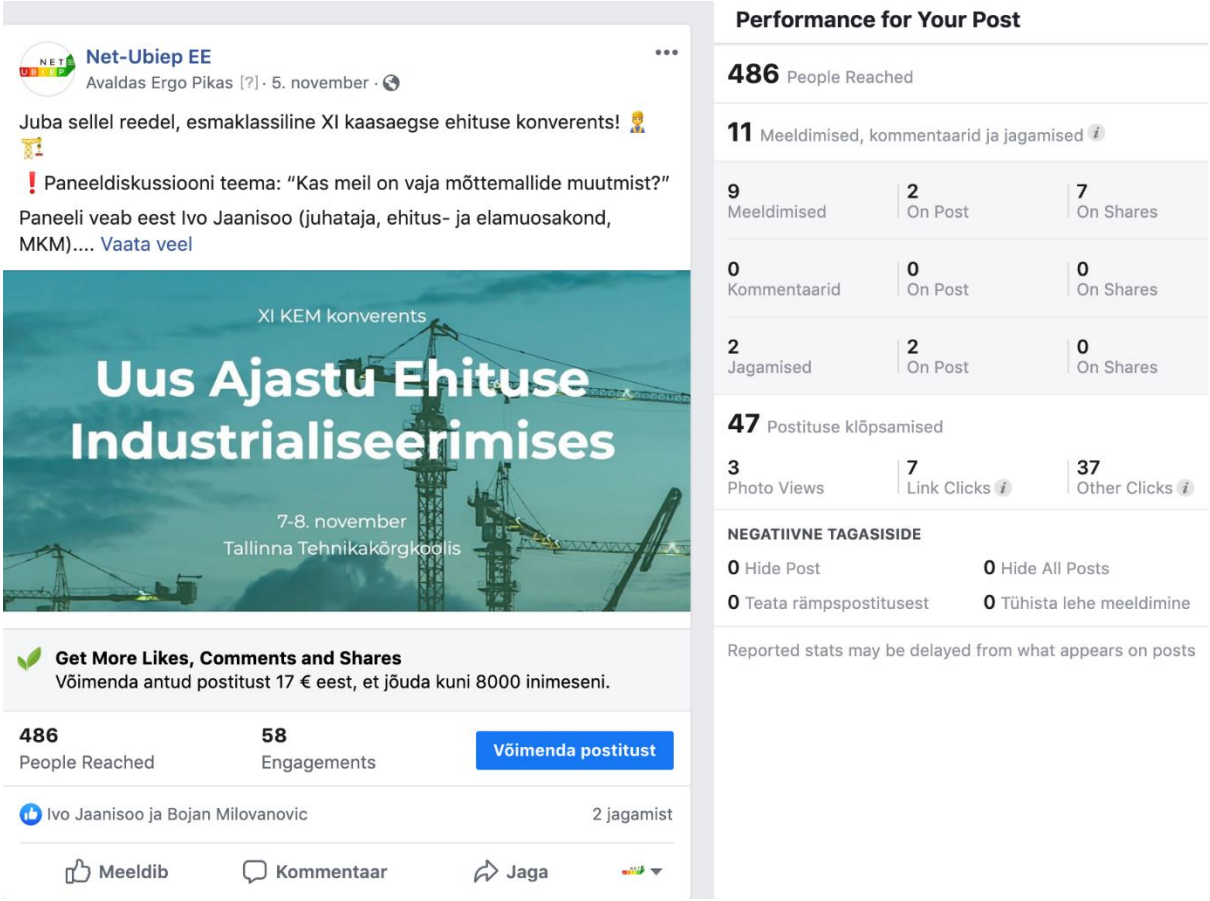
2- Post about reminder of XI Modern Construction Methods Conference including Net-UBIEP Second Open Day.



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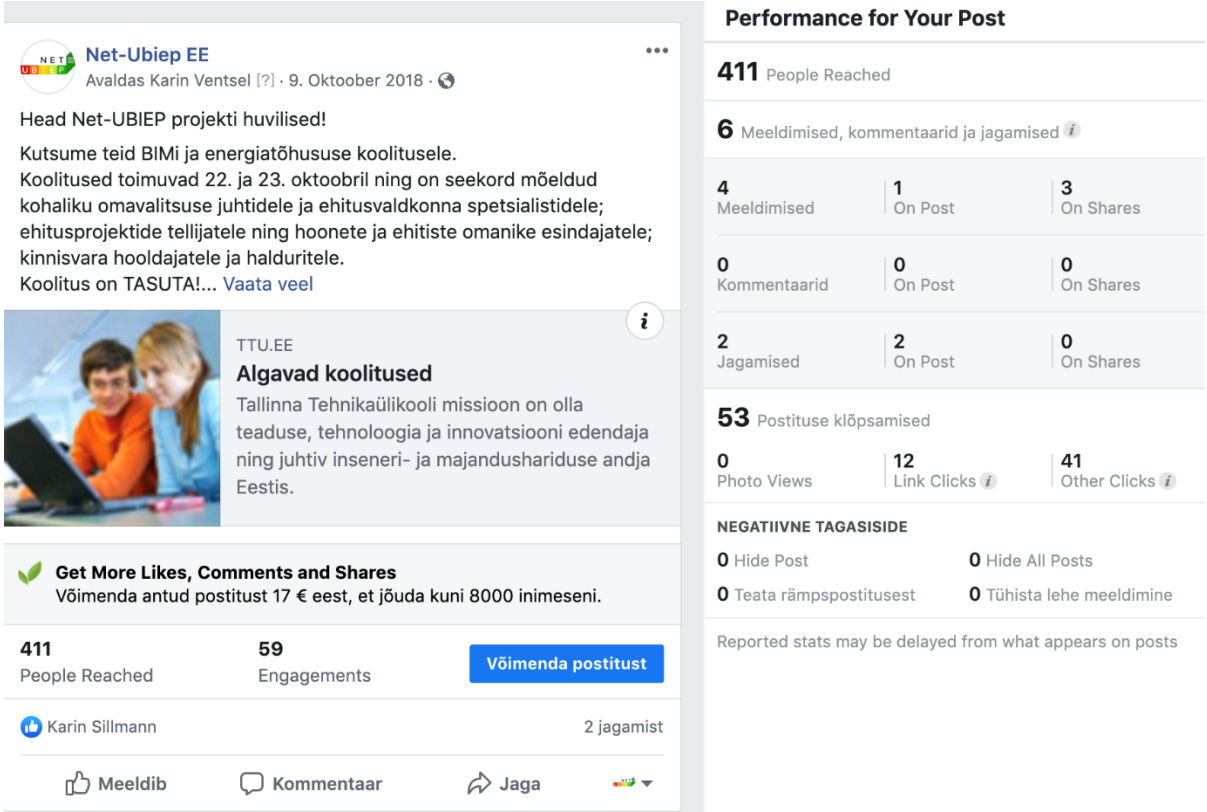
4. Post about upcoming first Net-UBIEP seminars



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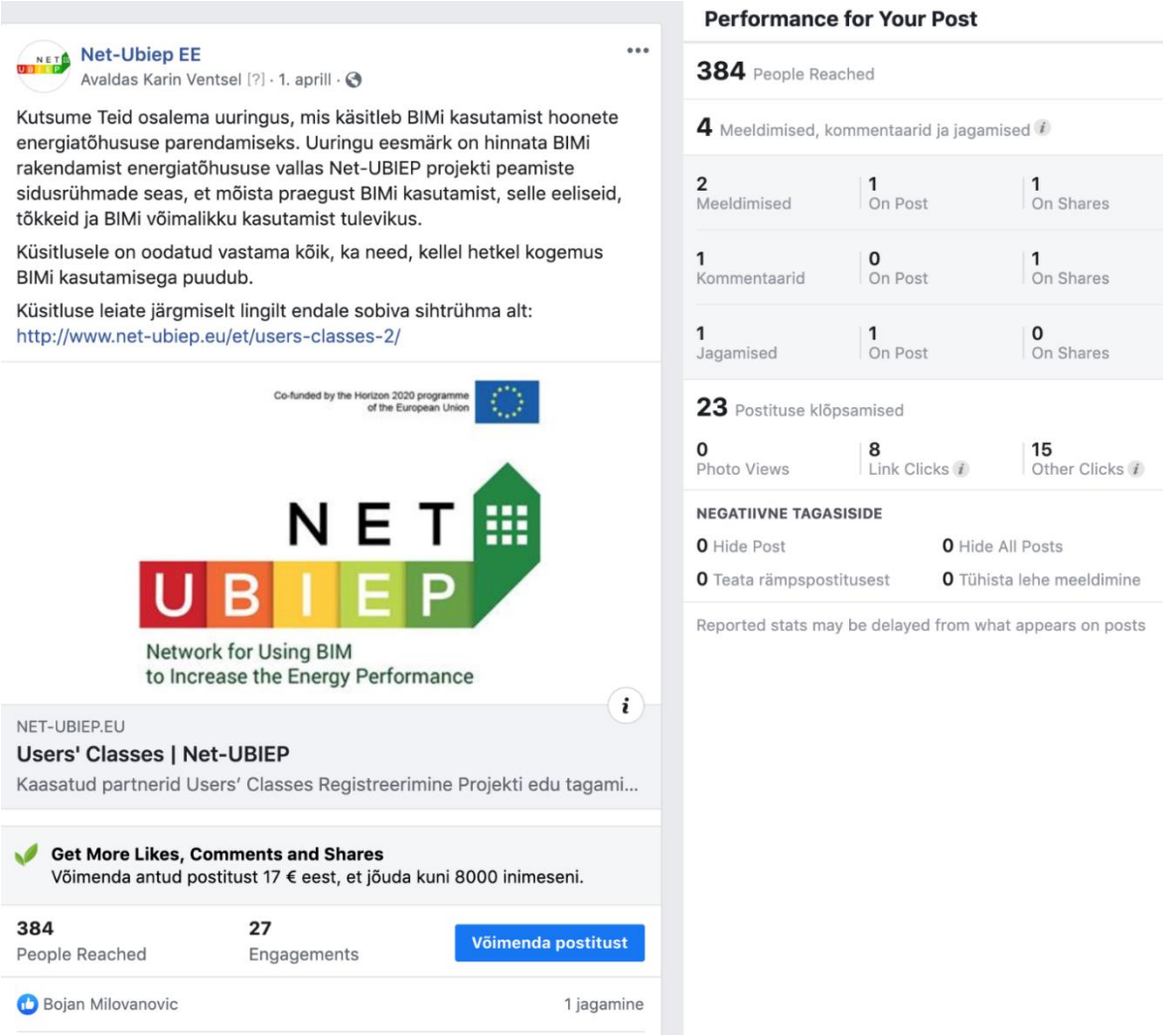
5. Post about inviting people to participate in NET-UBIEP survey



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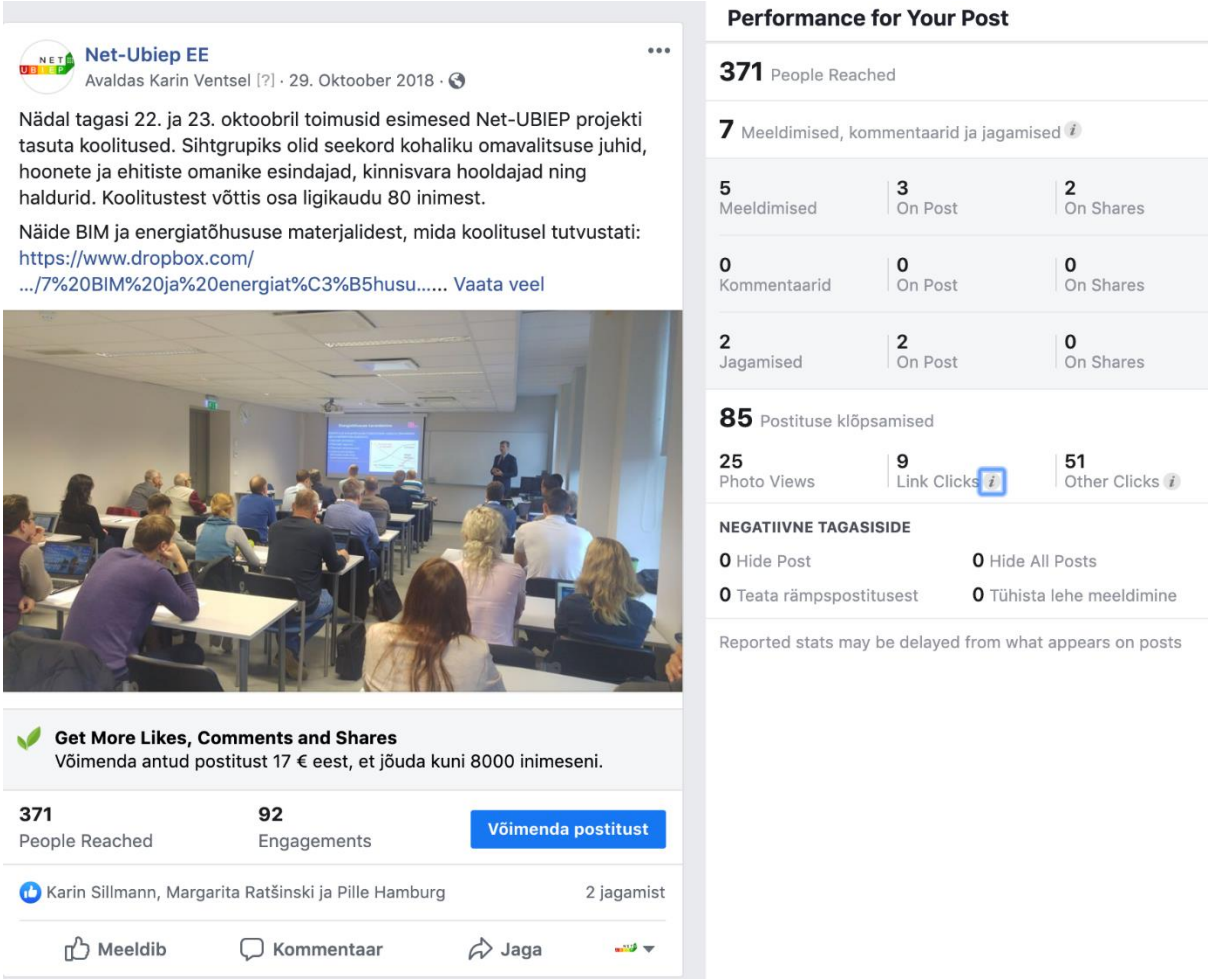
6. Post about first NET-UBIEP seminars that were held



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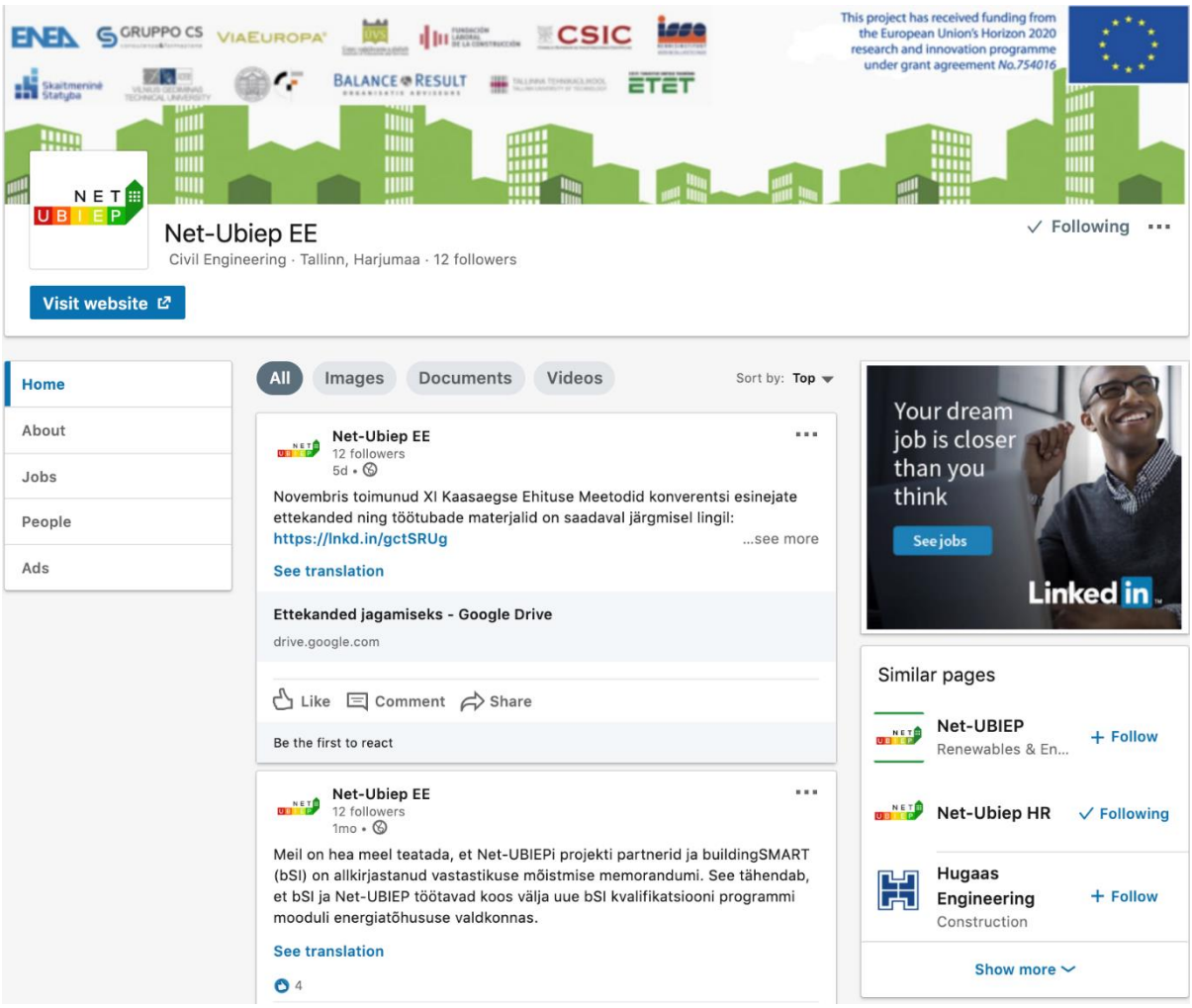
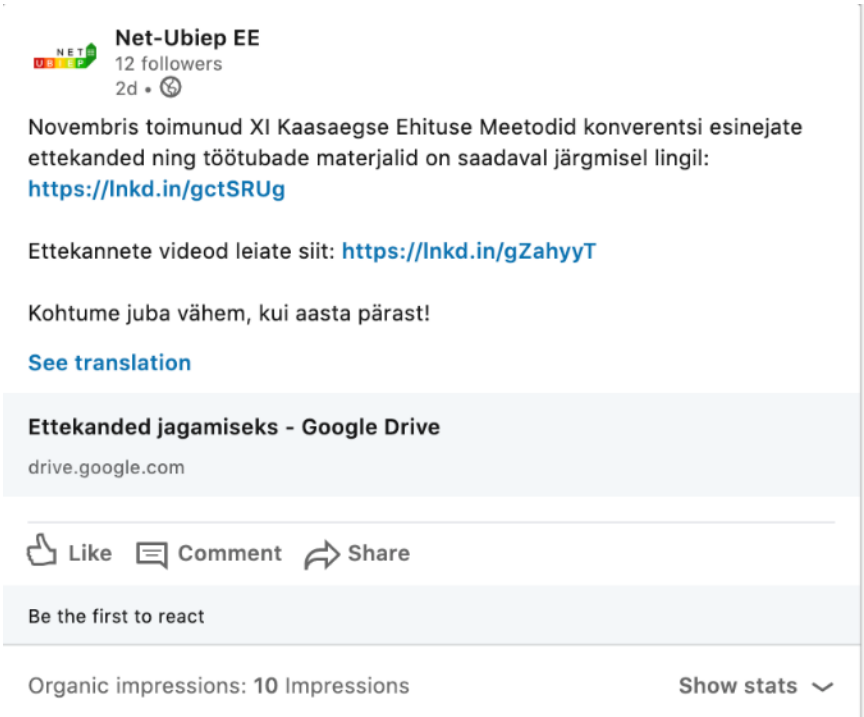
- LinkedIn

National LinkedIn page was created especially for the Net-UBIEP project to promote activities and spread its results. The page is titled as Net-Ubiep EE. At the beginning of December Net-Ubiep EE LinkedIn page had 12 followers in total.

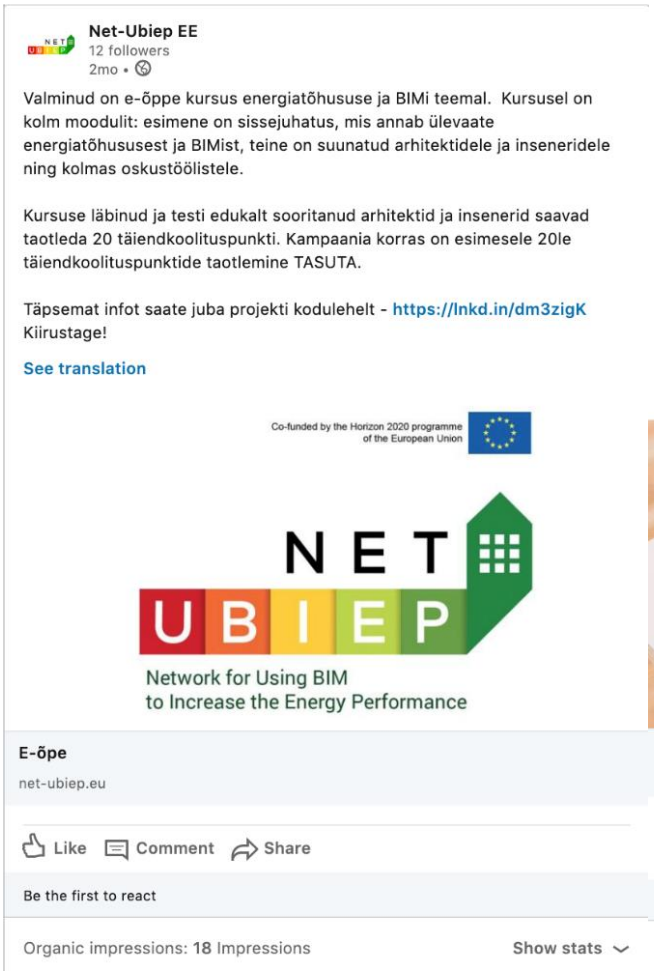


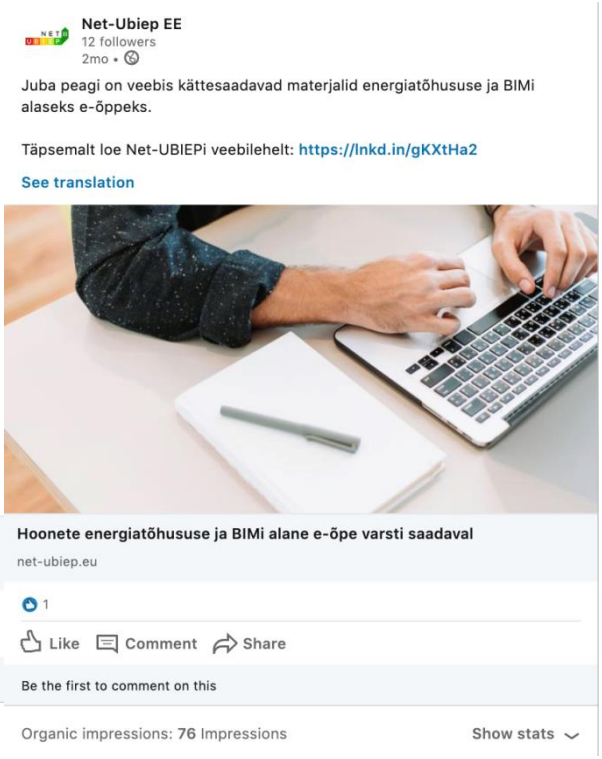
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016

There were regular posts published on Linkedin, which followed the dynamics of posts published on Net-Ubiep EE Facebook page.

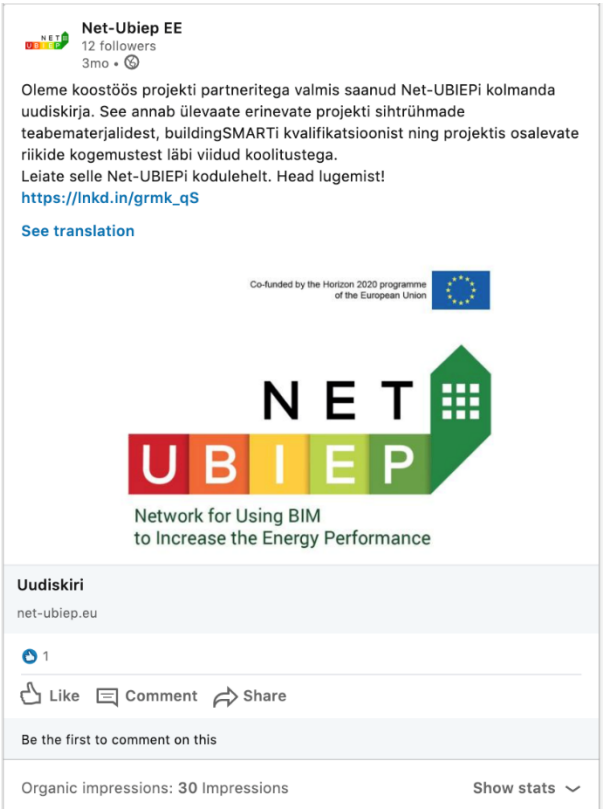


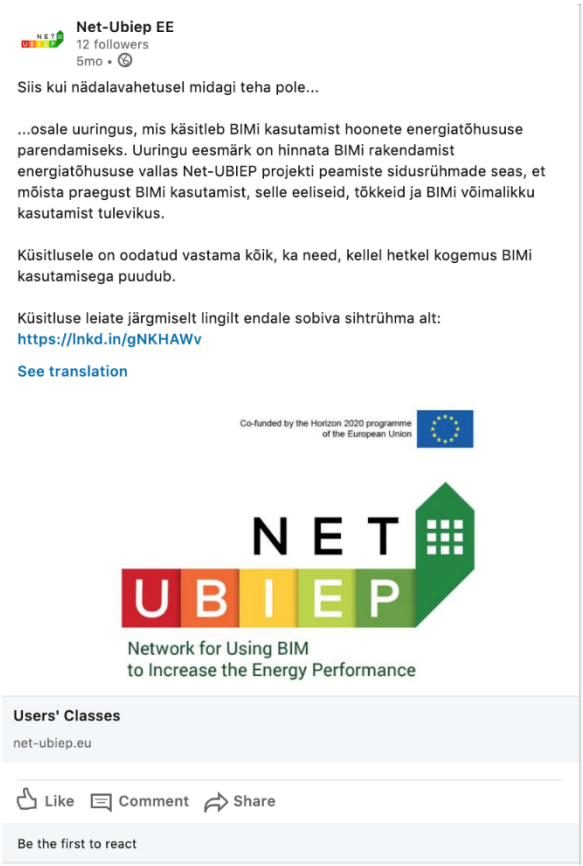
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*





This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*





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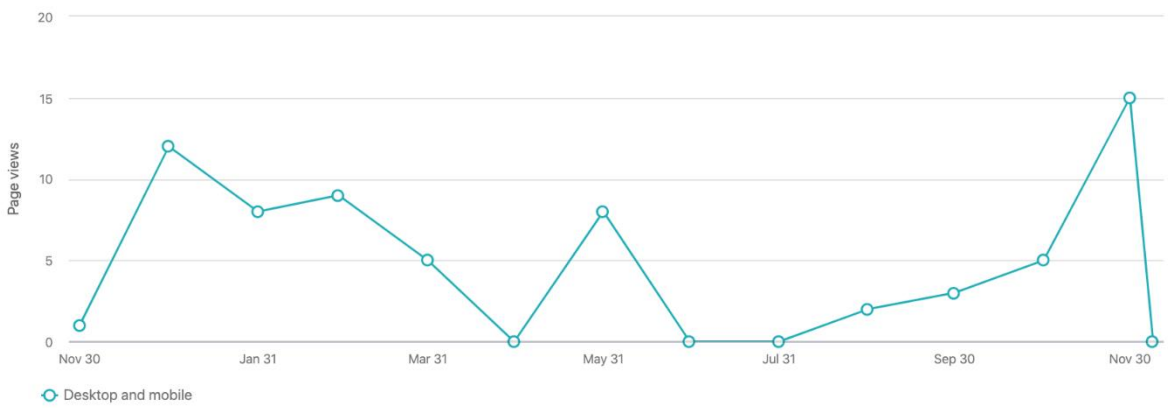
Basic analytics which can be extracted for Net-Ubiep EE LinkedIn page is available for the past year (page views) as well as last 30 day activity.



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4.5. Lithuania

4.5.1. Social media accounts of the partners: Digital Construction & VGTU

For the National dissemination campaign of the Net-UBIEP project the Lithuanian partners used the following social media accounts:

- the Facebook page of Public Institution **Digital Construction** (https://www.facebook.com/skst.lt/)

- the Facebook (https://www.facebook.com/vgtuuniversity/) and LinkedIn pages (https://www.linkedin.com/school/vilnius-gediminas-technical-university/) of VGTU.

The posts published on these pages focused on dissemination of project results and attracting people to project related events/seminars.

By the beginning of December 2019, DigCon Facebook page had 523 followers and 484 likes in total.

By the beginning of December 2019, VGTU Facebook page had 31666 followers and 31611 likes in total.

By the beginning of December 2019, VGTU LinkedIn page had 31442 followers in total.

- The Posts on the Facebook page of Public Institution Digital Construction are available on this link;
- The Posts on the Facebook page of VGTU are available on this link;
- The Posts on the LinkedIn page of VGTU are available on this link.

Some posts on Facebook/LinkedIn networks and related news in other media channels presented below.

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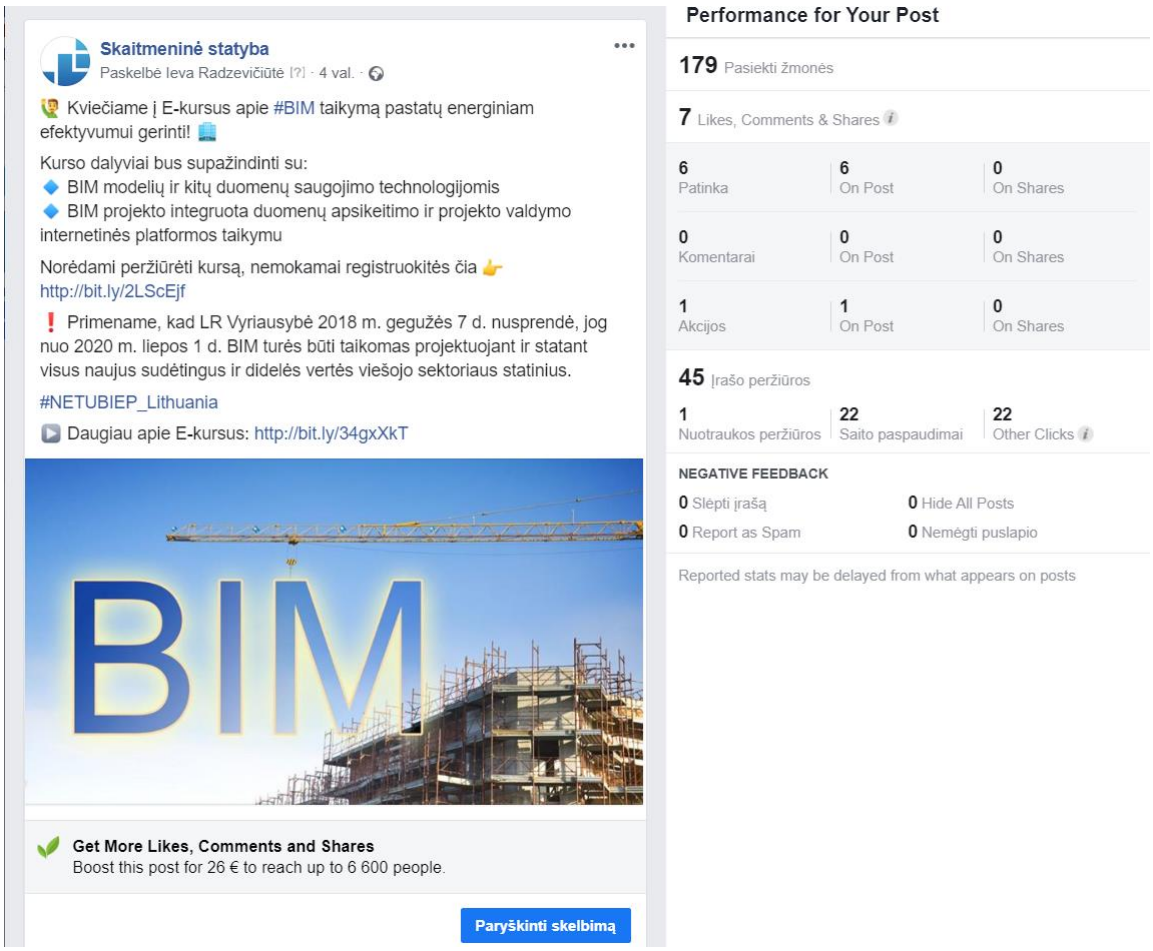
- **Post about e-learning courses (December 16):**

Related news in other media channels: Link to Net-Ubiep web site



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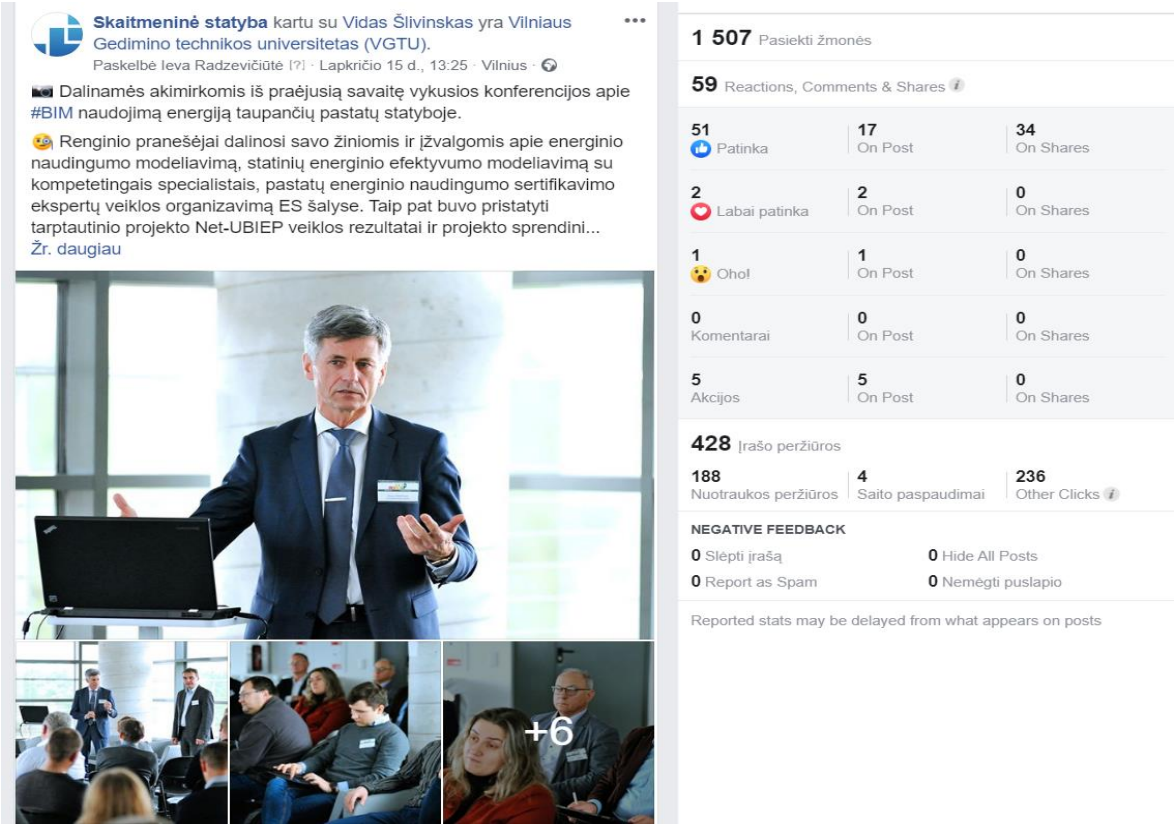
- **Post about Net-UBIEP Open Day event on the use of BIM in energy efficient buildings (took place in VGTU on November 15):**

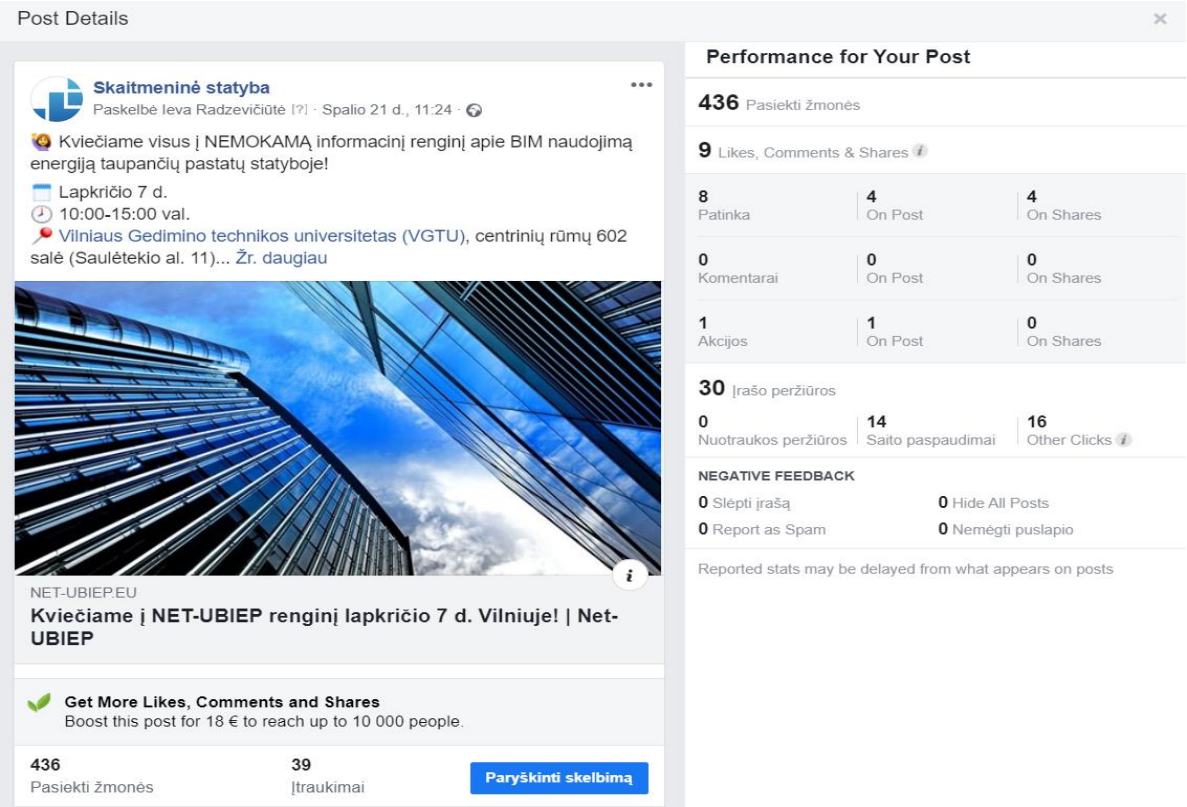
Related news in other media channels: link to the Net-ubiep web site



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016

- **First post about upcoming Net-UBIEP Open Day (November 7th):**

Related news in other media channels: link to the net-ubiep web site



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

Kviečiame į NET-UBIEP renginį lapkričio 7 d. Vilniuje!

net-ubiep.eu

2

Like Comment

Be the first to comment on this

Organic impressions: 365 Impressions Hide stats

Organic stats

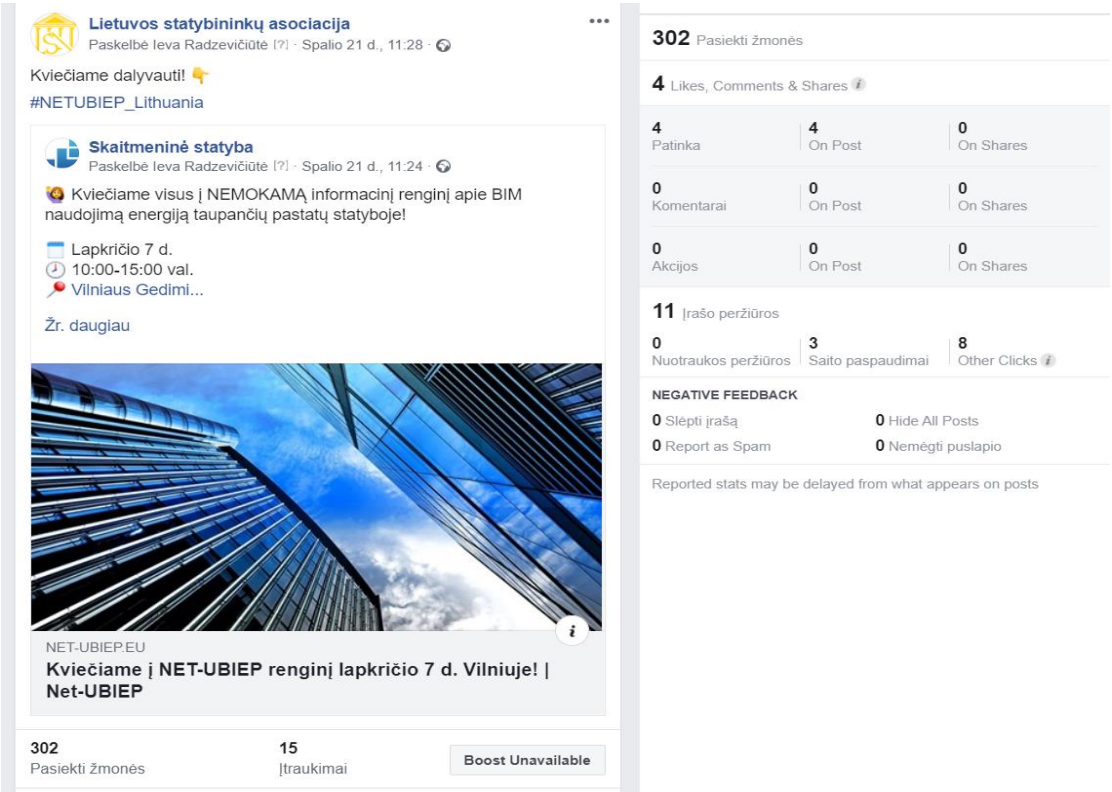
Targeted to: All followers

365 Impressions	2 Reactions	3.01% Click-through rate	0 Comments
0 Shares	11 Clicks	3.56% Engagement rate	

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

- **Second post about upcoming Net-UBIEP Open Day (November 7th):**

Related news in other media channels: link



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016

Kviečiame į NET-UBIEP renginį lapkričio 7 d. Vilniuje!

net-ubiep.eu

1

Like Comment

Be the first to comment on this

Organic impressions: 30 Impressions Hide stats

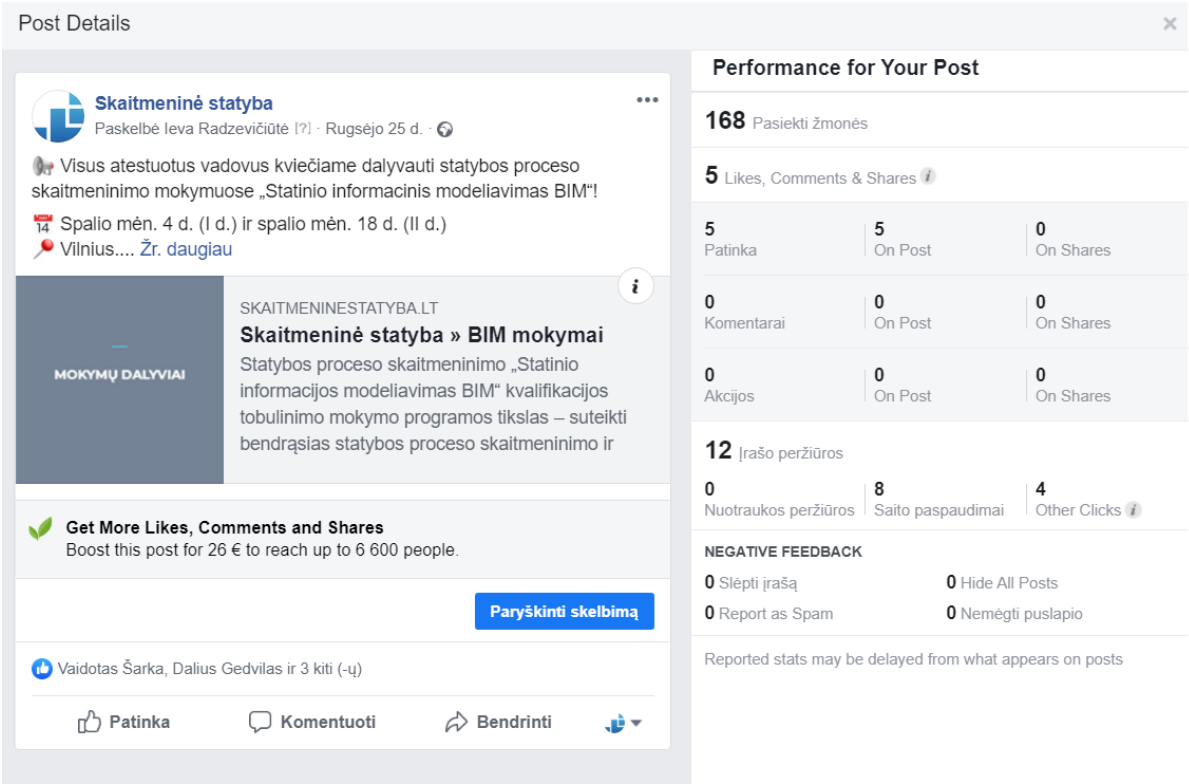
Organic stats

Targeted to: All followers

30 Impressions	1 Reaction	3.33% Click-through rate	0 Comments
0 Shares	1 Click	6.67% Engagement rate	

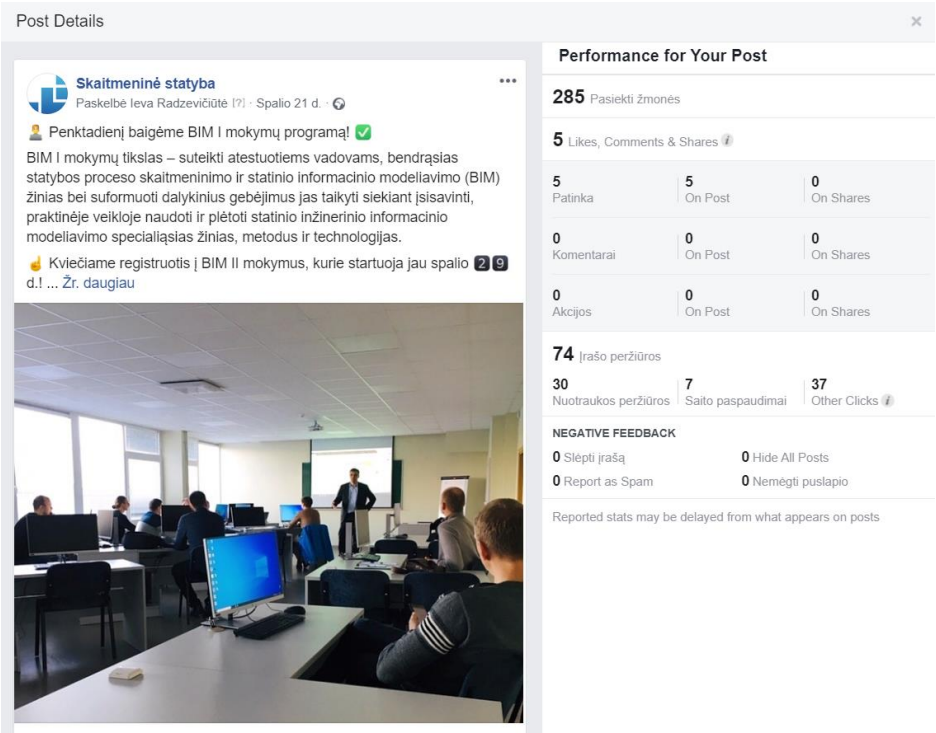
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

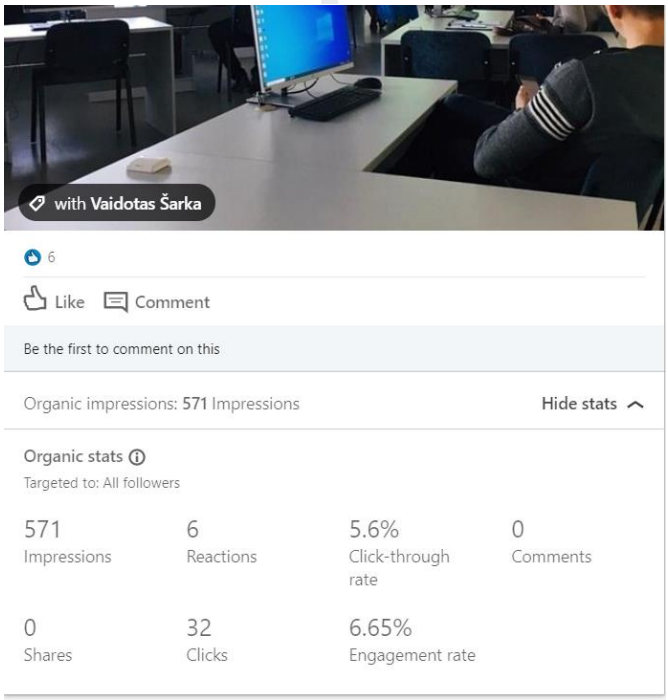
- **Post about BIM trainings (September 25):**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

- **Post about BIM trainings (October 21):**

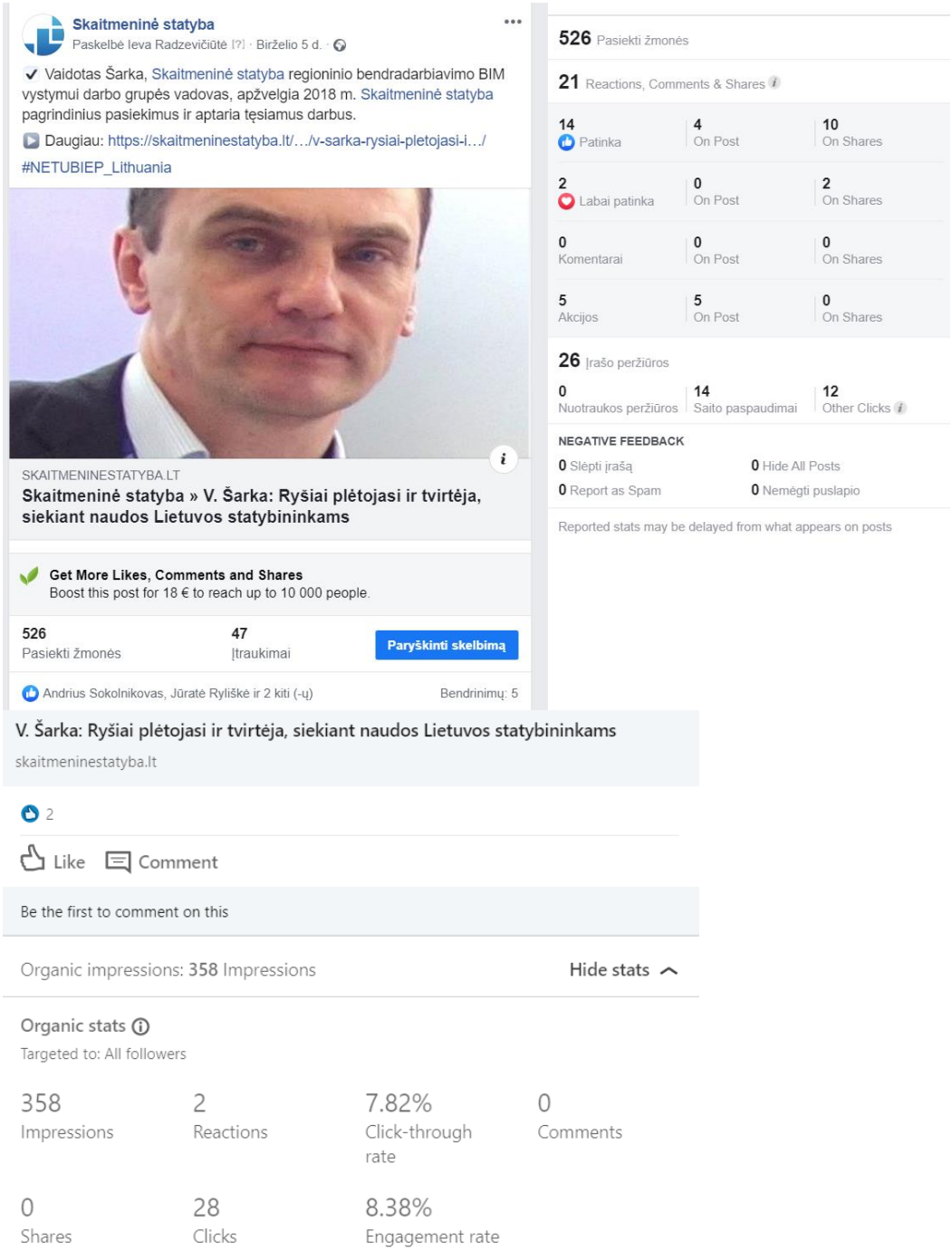




This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

- **Vaidotas Šarka's comment on international projects, including Net-UBIEP:**

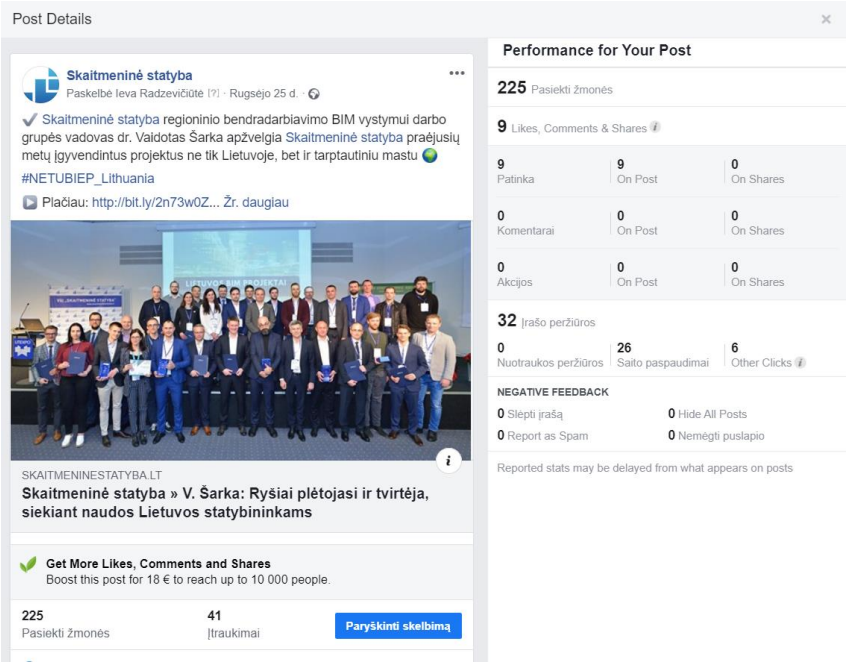
Related news in other media channels: link



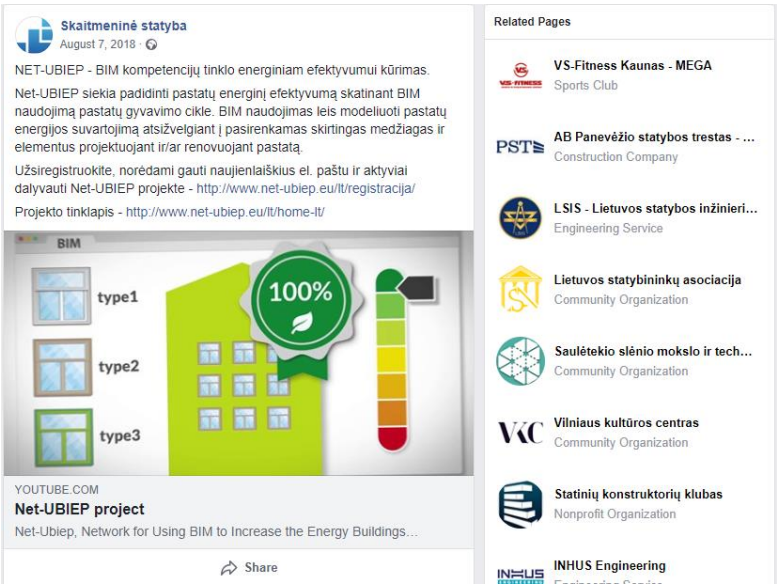
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

- **Overview of ongoing international projects (including Net-UBIEP):**

Related news in other media channels: link



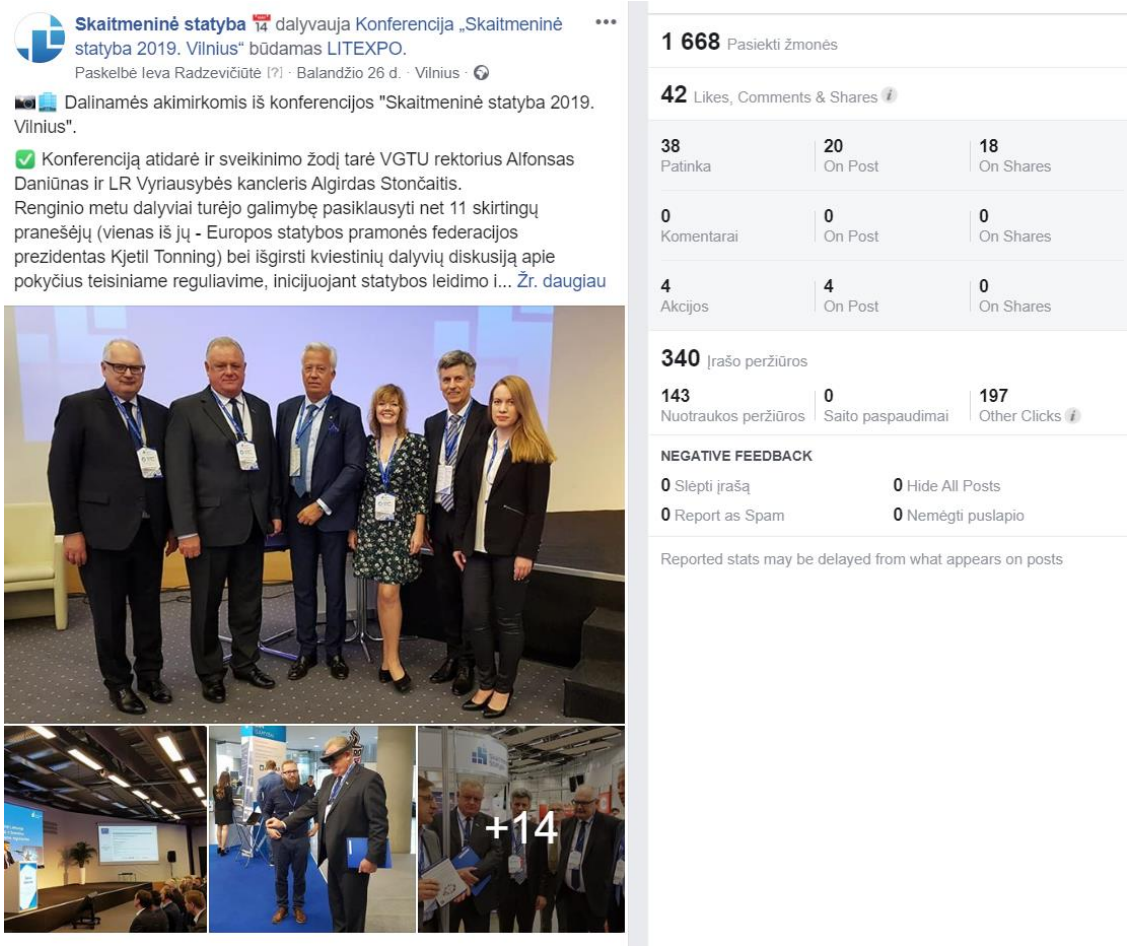
- **Post about the Net-UBIEP project: link**



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016

- **Post about annual DIGITAL CONTRUCTION conference:**

Related news in other media channels: link



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

- **Post about the second Net-UBIEP trainings:**

Related news in other media channels: link

- **Post about Net-UBIEP second Newsletter: link**

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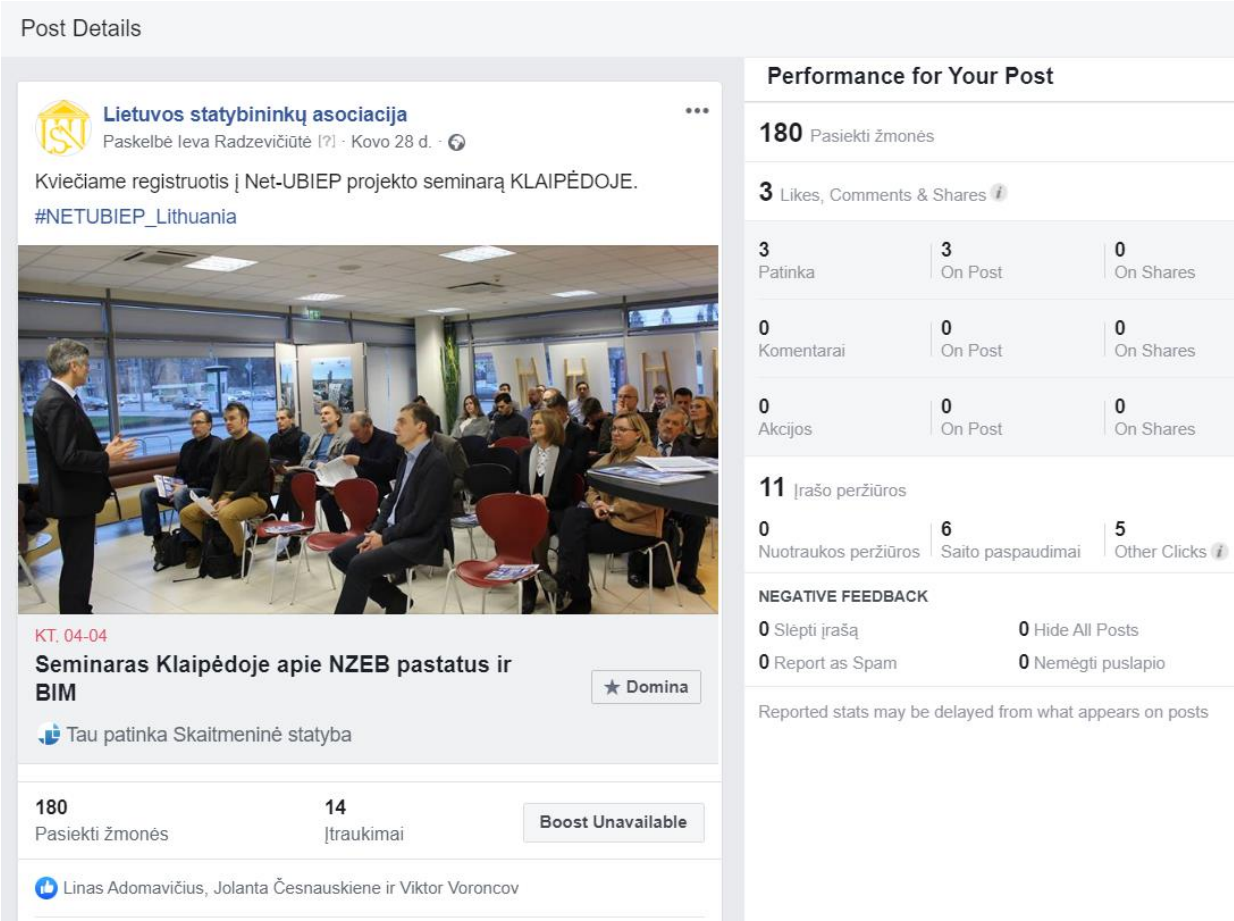
- **Post about Net-UBIEP seminar in Klaipeda city:**

Related news in other media channels: link



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016

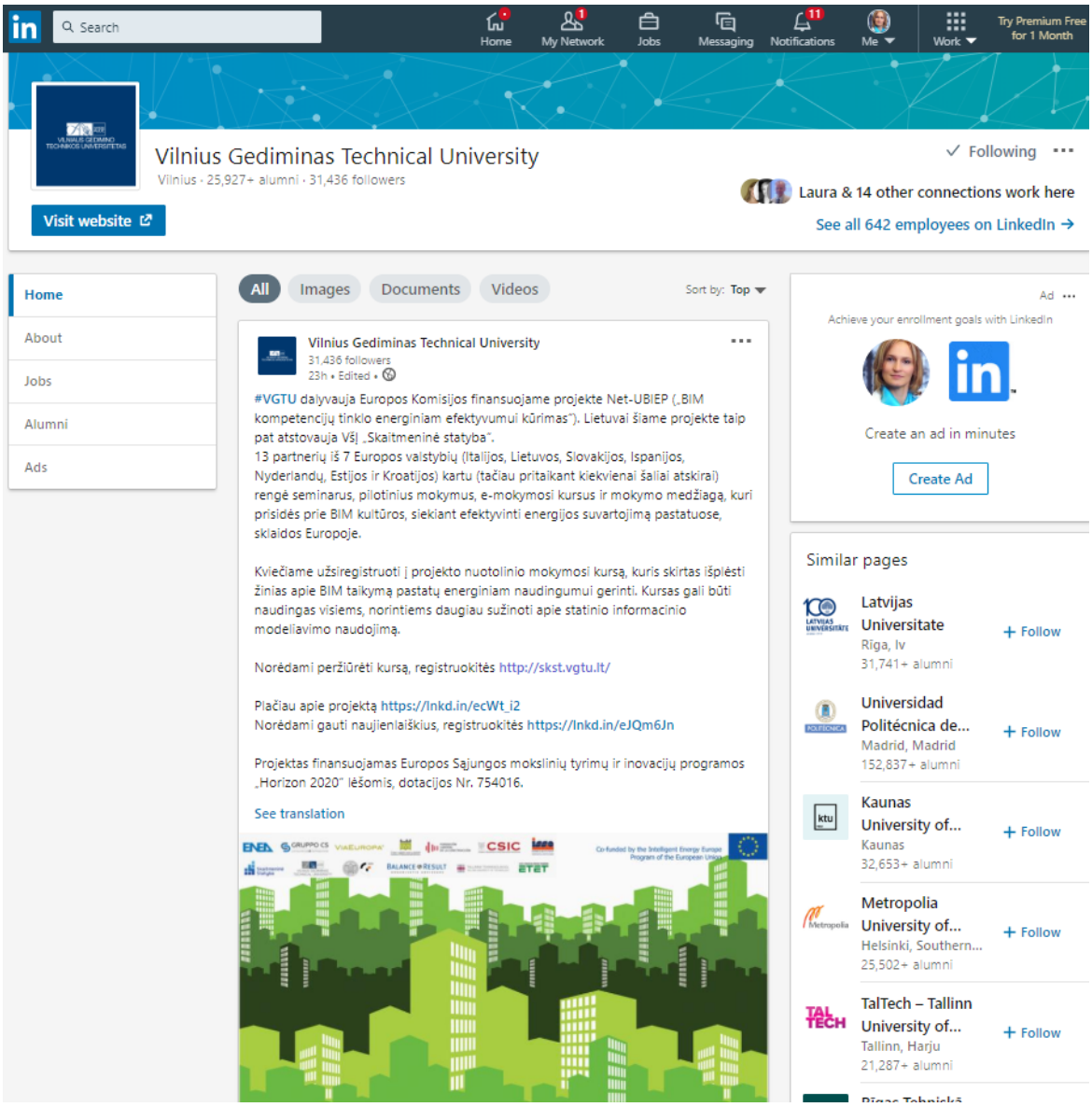
- **Post about sertification commetee meeting related to Net-UBIEP project results:**

https://m.facebook.com/story.php?story_fbid=1440970672727206&id=630433767114238
Related news in other media channels:
https://skaitmeninestatyba.lt/aktualijos/ivyko-pirmasis-sertifikavimo-bsnordic_lt_skst_pcert-komiteto-susirinkimas/

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016

- **Post about the Net-UBIEP E-leraning platform in VGTU LinkedIn network:**

https://www.linkedin.com/posts/vilnius-gediminas-technical-university_vgtu-activity-6612234295782240256-kOLD



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

- **Post about the Net-UBIEP E-leraning platform in VGTU Facebook network:**

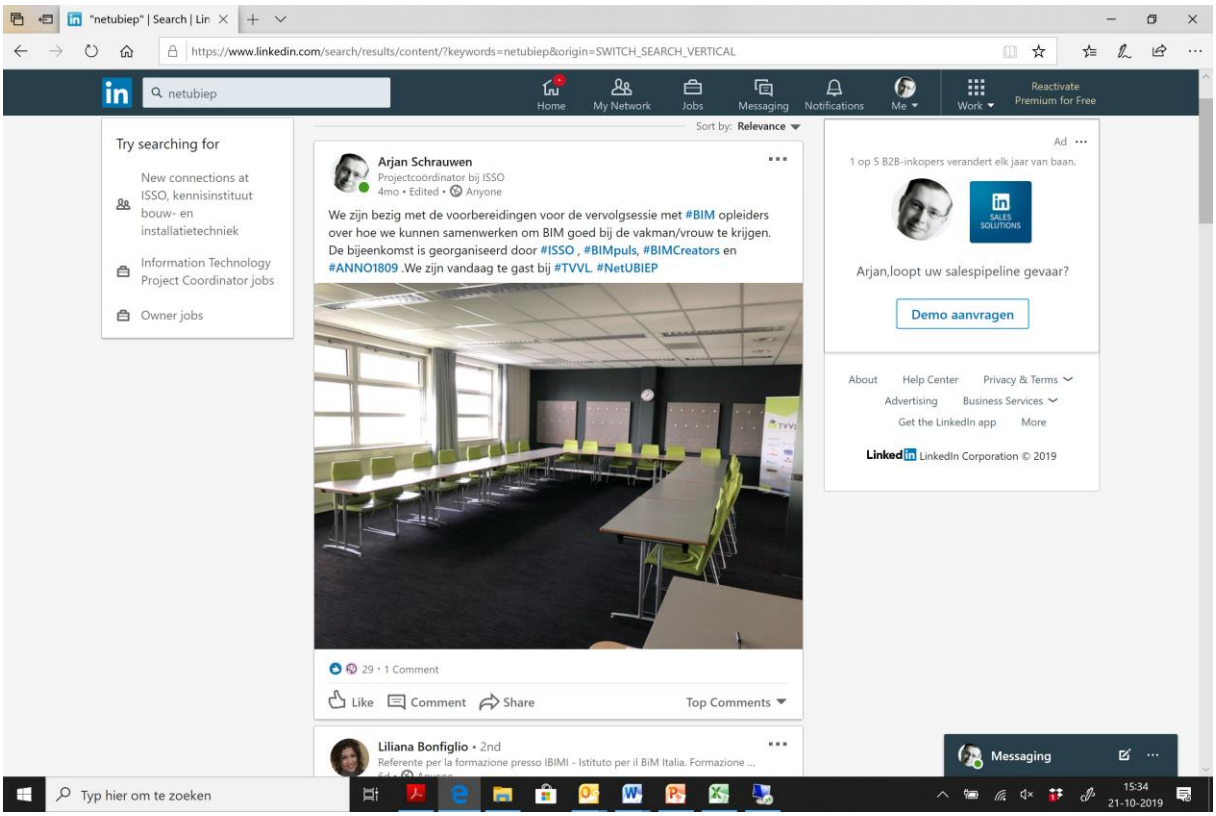
https://www.facebook.com/VGTU.SF/posts/571229936943929?__xts__[0]=68.ARAfVeJbszOeU-RNpNMHmnrEV8bbPY8o_QXHmANaR2Wv83k-1IbzaHKtiOdJawj8alNAnfqudSn_kg35oc1oD6oDHCsIwRe6eB7DKQ5PYgupI1texaXmBIqM6IWwBb_W7OY_62rDt3WpFbF3mJikUphelIDh29yWe0XYgi-pnCV255kl956wncP5Rtc_wCZ7kOvnX6EAlkpuyXS31UKHukxVAzZsAl76z2VKuHwuaKkHVQlaNKRM6TYzquK6p5rLgPPdCOzJ0JpjSHa8VBC0zh6zfEx-SxsVnCQXRgPJgf7PKgdgBzRfitDJjWK2PJy2giODotQ0msN-co5-kCn9xZI&__tn__=-R

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

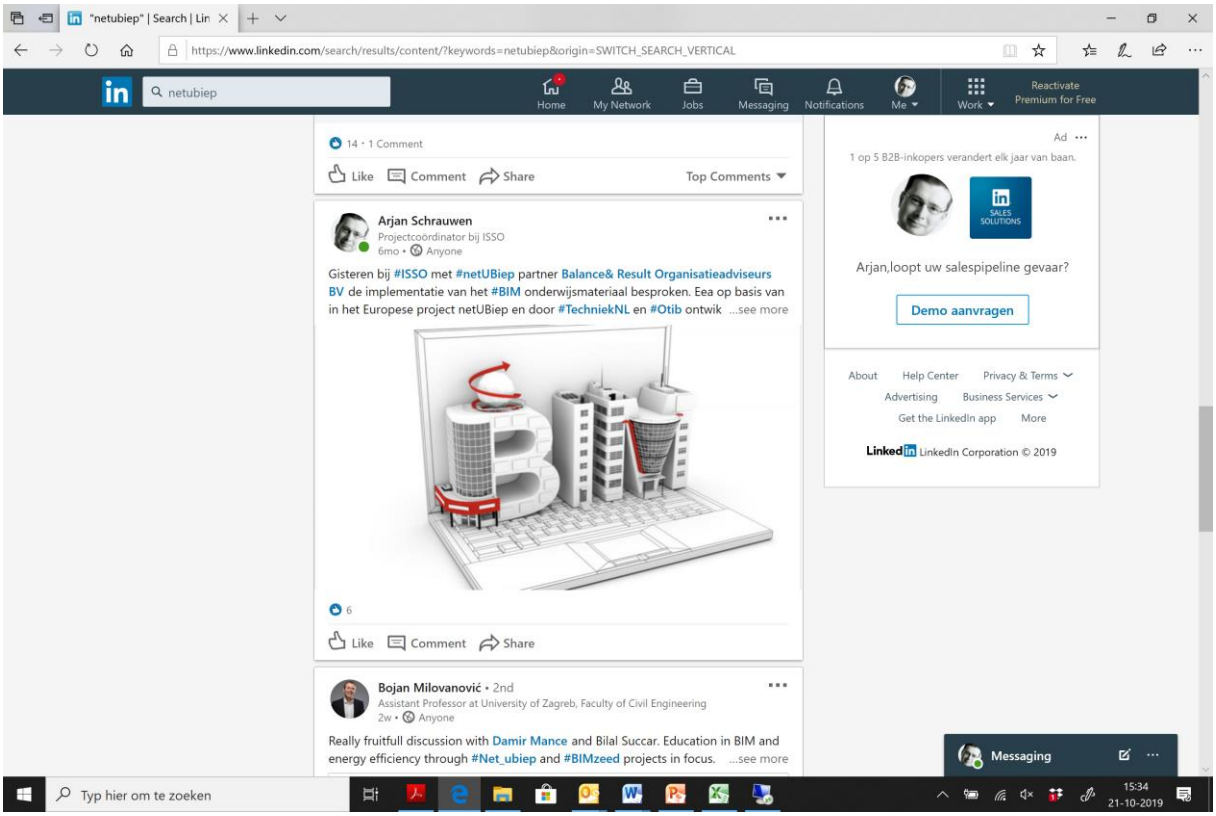
4.6. The Netherlands

4.6.1 Social Media account of the partners

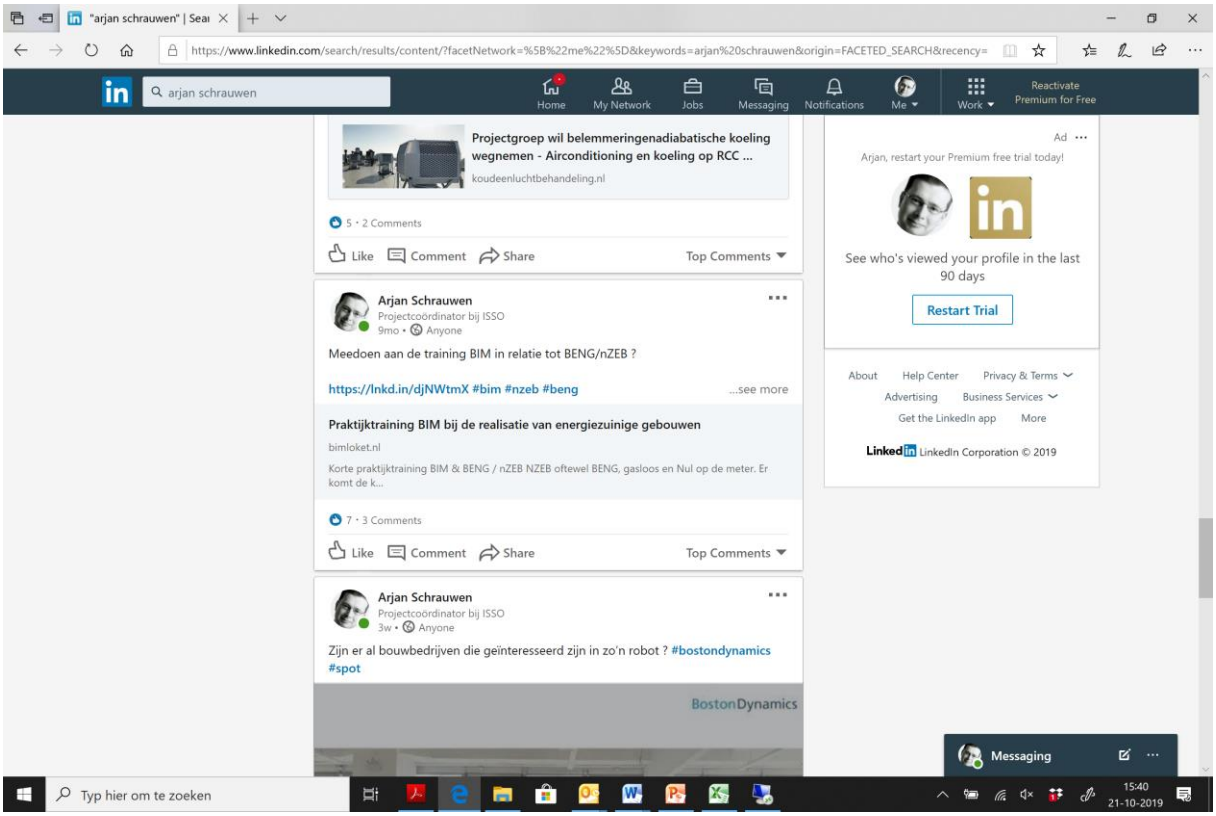
- Linkedin



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

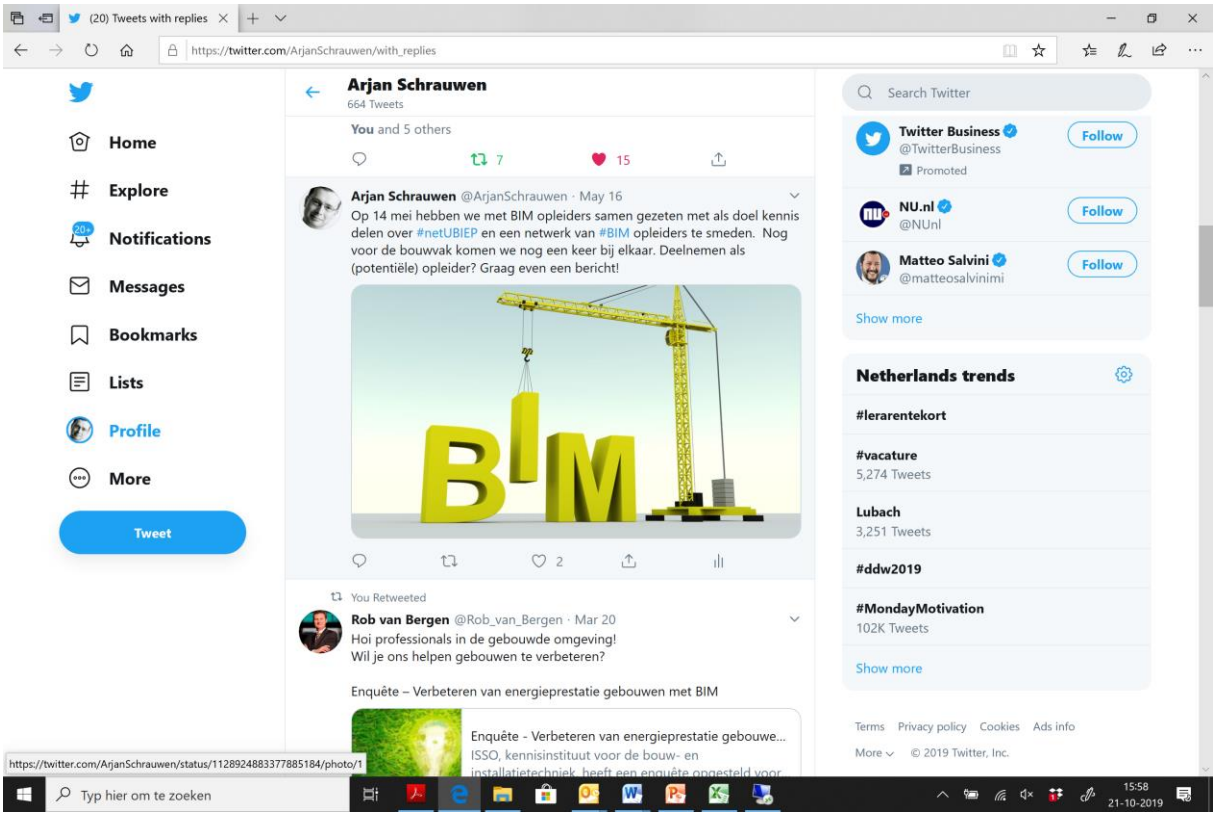


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

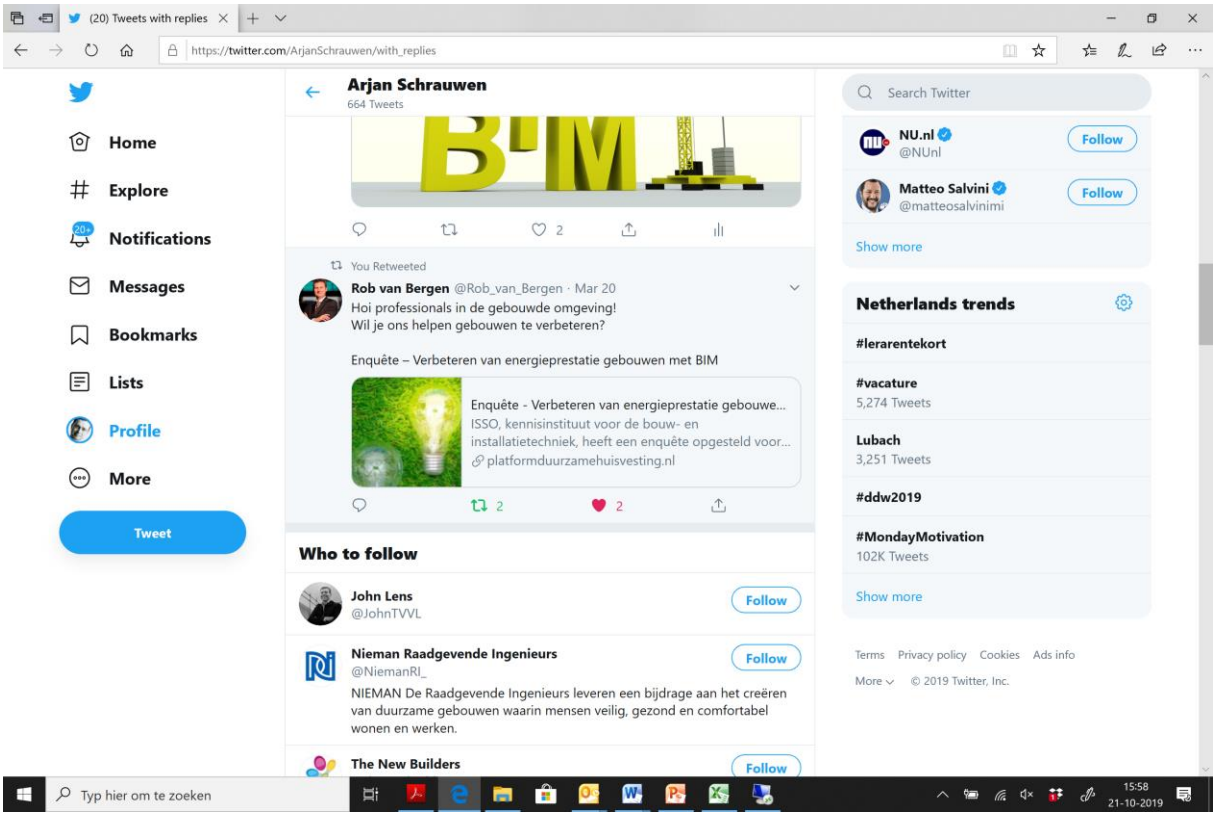


This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

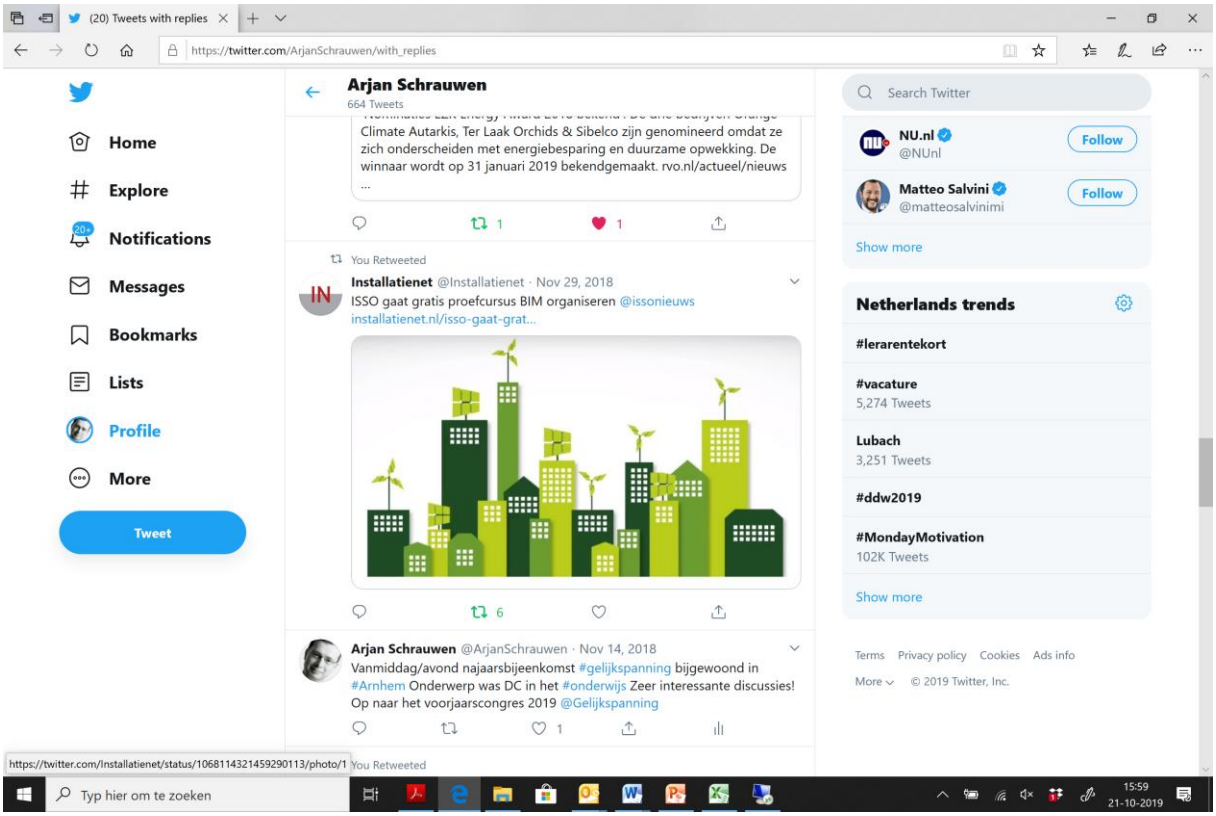
- Twitter



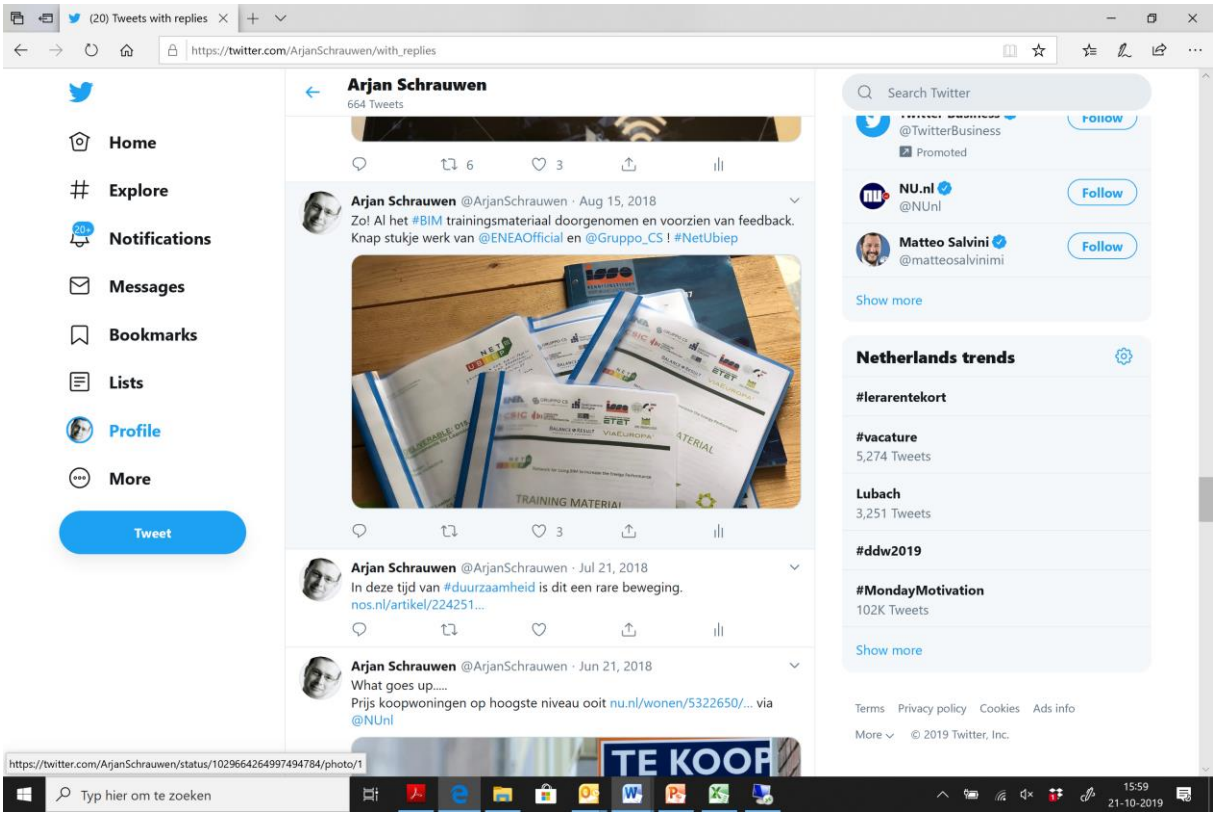
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*



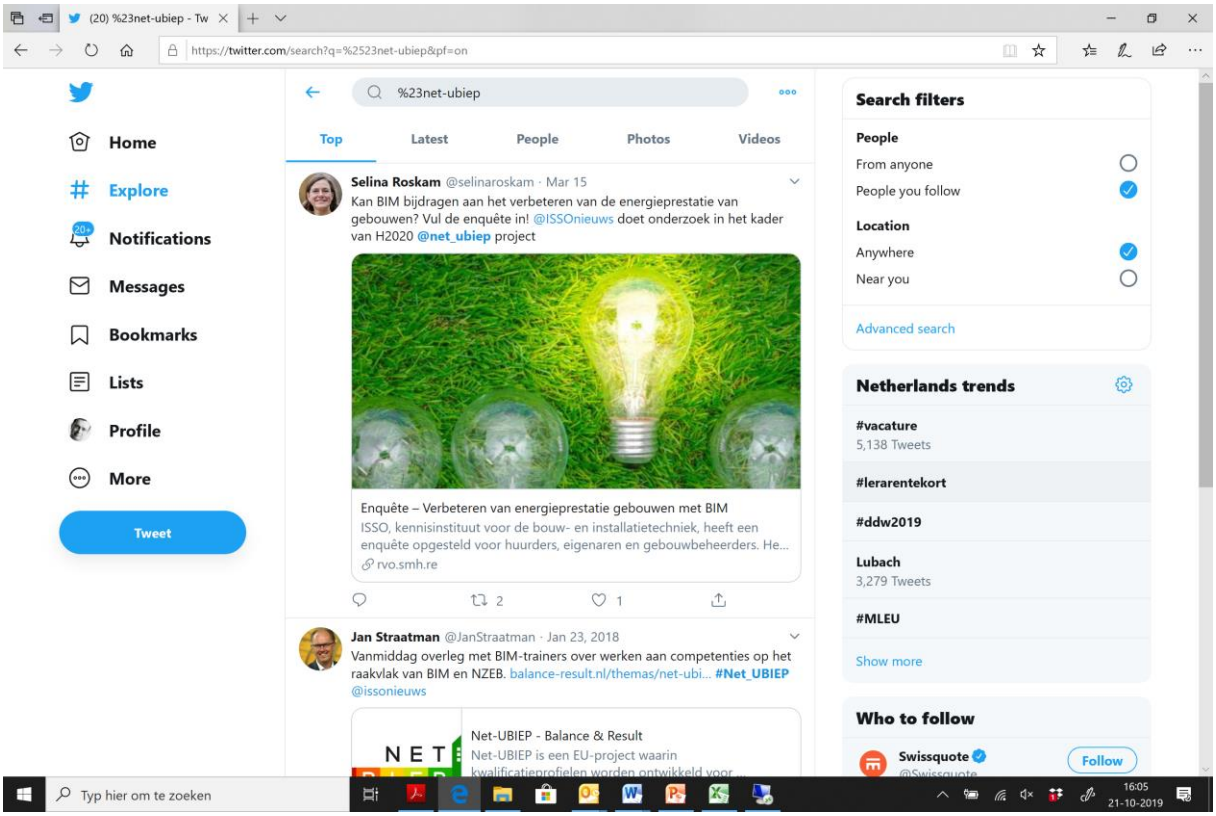
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*



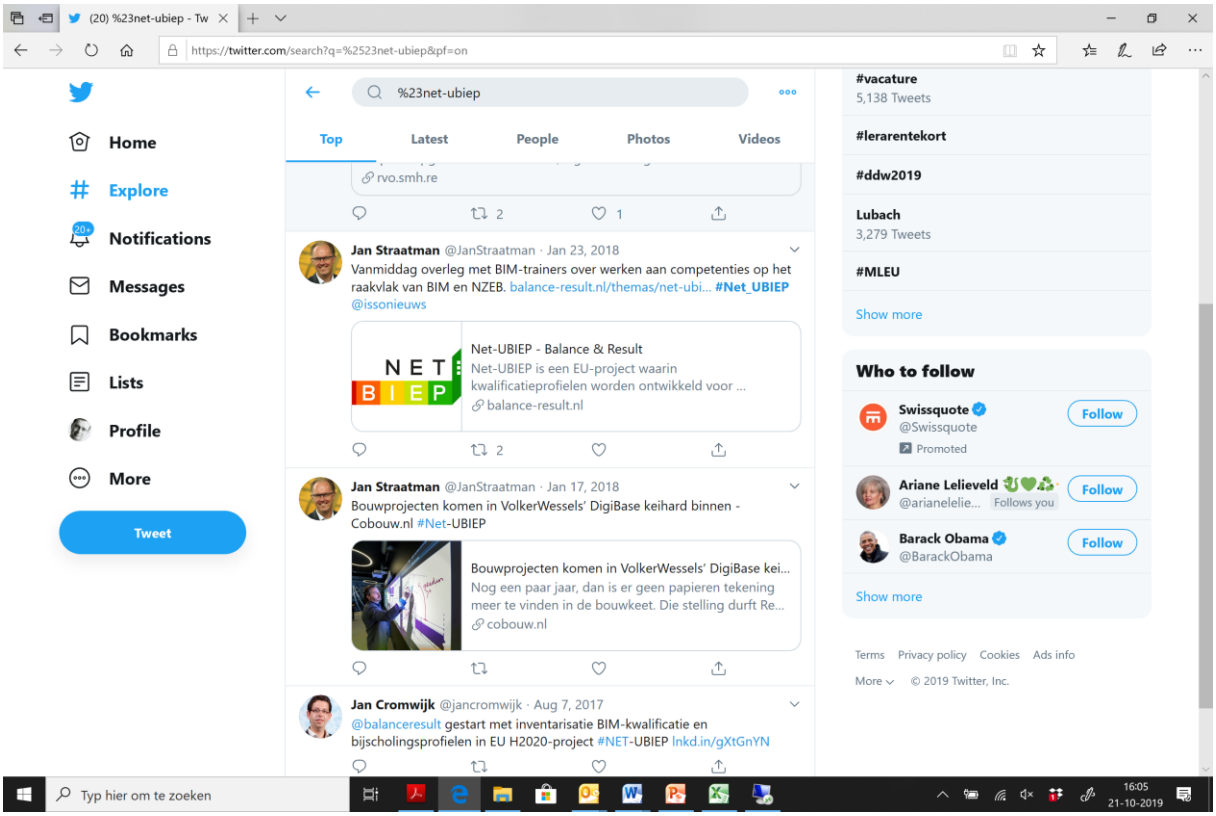
This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

4.7. Spain

4.7.1. National account social media of partner: Fundación Laboral de la Construcción

Fundación Laboral de la Construcción

Corporate profile Fundación Laboral de la Construcción, October 30th, 2019

Tweet on the presentation of the Net-Ubiep project by Laura Mesa, Project Technician ar FLC, in the II Conference on Innovation in Training for the Construction Industry in which the results of Net-Ubiep were disseminated. https://twitter.com/Fund_Laboral/status/1189489923499446272

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016

Profile of Mercedes Oriol Vico, FLC, October 30th, 2019

Tweet on the II Conference on Innovation in Training for the Construction Industry in which the results of Net-UBIEP project were presented.

https://twitter.com/moriolvico/status/1189480795108466688

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016

Profile of IETCC-CSIC, specialized in Advanced and Sustainable Construction, September 17th, 2019

Presentation of Net-UBIEP project in ReBuild'19.

https://twitter.com/CasCsic/status/1173948926233370624

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

Profile of José Antonio Tenorio, IETCC-CSIC, June 20th, 2019

Tuit in Spanish on the presentation of Net-Ubiep in the cycle of conferences with the neighbors of the association @Afuveva in which energy efficiency of buildings was discussed.

https://twitter.com/PepeTenorioRios/status/1141593809610055680

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016

Profile of José Antonio Tenorio, IETCC-CSIC, June 20th, 2019

Tuit in English on the presentation of Net-Ubiep in the cycle of conferences with the neighbors of the association @Afuveva in which energy efficiency of buildings was discussed.

https://twitter.com/PepeTenorioRios/status/1141592670390931457

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016

Profile of Construye 2020+, an Horizon 2020 project of FLC, June 17th, 2019

Tuit on the intervention of José Antonio Tenorio, IETCC-CSIC, talking about BIM and the impulse from projects such as Net-Ubiep.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016

Profile of IETCC-CSIC, specialized in Advanced and Sustainable Construction, June 4th, 2019

Tuit information on the final progress of the project.

https://twitter.com/CasCsic/status/1136006611124838401

Profile of José Antonio Tenorio, IETCC-CSIC, May 17th, 2019

Tuit on the presentation of IETCC-CSIC at IES Emérita Augusta project, in Merida.

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

Profile of Construye 2020+, an Horizon 2020 project of FLC, May 8th, 2019

Dissemination tuit on the presentation of IETCC-CSIC at IES Emérita Augusta project, in Merida.

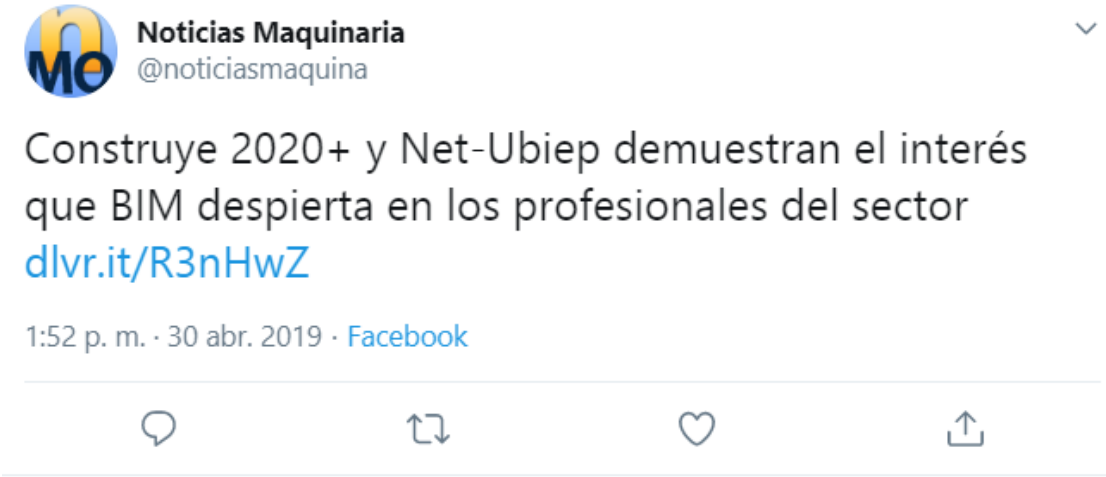
https://twitter.com/Construye2020EU/status/1126153176338583553

Profile of Noticias Maquinaria, Spanish digital magazine on construction machinery, April 30th, 2019

Dissemination tuit on the project.

https://twitter.com/noticiasmaquina/status/1123193500399353857

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016



Profile of IEE Huelva, April 30th, 2019

Dissemination tuit on the project.

https://twitter.com/Huelvalee/status/1123193039520796672

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

Profile of the Intromac, Instituto Tecnológico de Rocas Ornamentales y Materiales de Construcción (Technological Institute of Ornamental Rocks and Construction Materials), April 25th, 2019

Dissemination tuit on the project.

https://twitter.com/INTROMAC/status/1121368517952069633

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- Facebook

Corporate profile Fundación Laboral de la Construcción, October 30th, 2019

News on the II Conference on Innovation in Training for the Construction Industry in which the results of Net-Ubiep were disseminated.

https://www.facebook.com/FundacionLaboralConstruccion/posts/3023405467730224

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016

Corporate profile Fundación Laboral de la Construcción, October 30th, 2019

News on the presentation of Net-Ubiep project by Laura Mesa, Technician Project at FLC, in the II Conference on Innovation in Training for the Construction Industry in which the results of Net-Ubiep were disseminated.

https://www.facebook.com/FundacionLaboralConstruccion/photos/a.3024247587646012/3024411097629661/?type=3&theater

Corporate profile Fundación Laboral de la Construcción, October 23th, 2019

News on the last meeting of the Net-Ubiep project in Brussels.

https://www.facebook.com/FundacionLaboralConstruccion/posts/3003116203092484

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016

Corporate profile Fundación Laboral de la Construcción, June 12nd, 2019

News on the third meeting of the partnership in FLC.

https://www.facebook.com/FundacionLaboralConstruccion/posts/2654748067929301

Corporate profile Fundación Laboral de la Construcción, October 17th, 2018

News on dissemination of the Net-Ubiep project at meetings with the Administrative Subcommittee for Building Quality (SACE, Spanish acronym) and with the Committee on Infrastructure for Building Quality (CICE, Spanish acronym)

https://www.facebook.com/FundacionLaboralConstruccion/posts/2146283462109100?__xts__[0]=68.ARA3sVVFC8JAeXOD-Yllek88AM2W72ksTQoYX0xNV9PfYncVUOOyCci4aqN3DiOiBdnXCU4CJguofnFMvjWM2vHrbEYSR1dXuNfl6WMl52dALP9XjdvOIdSvvvUG7mYCRyMzzuI65D2SP1ITIIv_Q5DiX1j1sVNY8upkpg_jPRHCyE8294gWbZeRtKKJxWzmKv9MWQ&__tn__=-R

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No.754016

- LinkedIn

Corporate profile Fundación Laboral de la Construcción, November 11st, 2019

News on the development of the II Conference on Innovation in Training for the Construction Industry in which the results of Net-Ubiep were disseminated.

https://www.linkedin.com/feed/update/urn:li:activity:6599620397010952192

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

Corporate profile Fundación Laboral de la Construcción, October 30th, 2019

Summary on the II Conference on Innovation in Training for the Construction Industry in which the results of Net-Ubiep were disseminated.

https://www.linkedin.com/feed/update/urn:li:activity:6595342415282995201

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Fundación Laboral de la Construcción
29.607 seguidores
2 semanas •

Hoy hemos celebrado la II Jornada de Innovación en Formación de la Industria de la Construcción ¿No has podido venir? No te pierdas los mejores momentos del día #yoinnovoenconstruccion
Toda la información: https://lnkd.in/gNSU3PY
Las mejores fotos: https://lnkd.in/gVN7ADKDani Seseña Fundación Bertelsmann Espacio Bertelsmann Grupo LOBE EPC Tracker Developments JAVIER GONZÁLEZ LÓPEZ Juan José Juárez Mario Rondán Fernández Enrique Corral Alvarez Jose Antonio Viejo Beatriz Oliete Galiano Silvia Santos Laura Mesa López Belén Blanco David Alejandro Pesado Díaz Óscar Aranda

Los ponentes de la II Jornada de Innovación de la Fundación Laboral coinciden en que la transformación digital del sector de la construcción
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4.8. Slovakia

4.8.1. National account

The Slovak partners are members of the BUILD UP Slovakia group and used its national facebook (with over 300 followers from the construction sector community) and twitter accounts. All major events were announced on the facebook and twitter (with over 90 followers from Slovak construction community). The followers are the key stakeholders in innovations relevant to energy efficiency and use of renewable energy sources.

It should be, however, noted that social networks have no tradition in the construction sector and the use is very limited.

- Facebook

The Net-Ubiep project published the following posts dedicated to Net-Ubiep (print screens attached):

Nr	Event	Number of followers
1	Second Net-Ubiep Open Day at BIM Conference on 19.09.2019	347
2	First Net-Ubiep Open Day at Coneco/Racioenergia Intenraional Fair on 27-28 March 2019	90
3	Net-Ubiep Project Meeting in Madrid on 11 June 2019	119
4	Publication in Eurostar professional monthly in April 2019	11
5	Third Classrooms Courses for Professionals 23.05.2019 - 2 posts	30
6	Seminar with Public Administration, Owner and FM on 25.04.2019	113
7	Project meeting in Bratislava on 12-13.06.2018	10
8	TOTAL	720

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1

2

3

4

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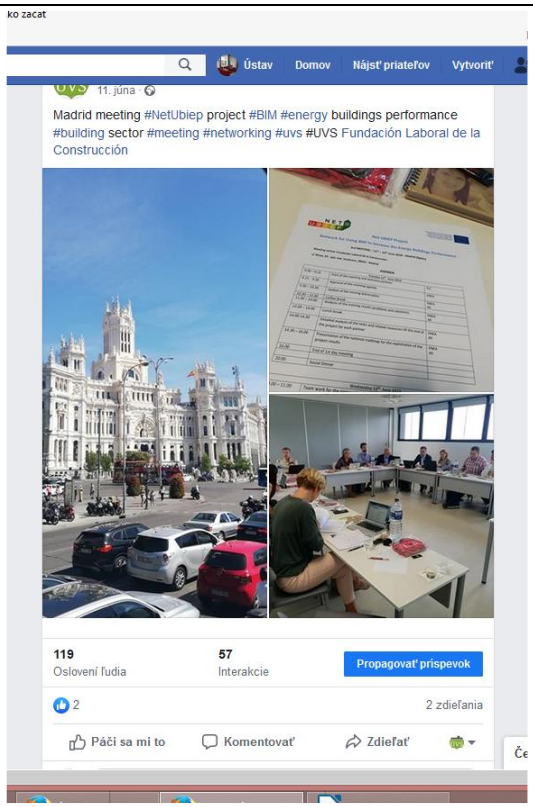

5 – post 1

5 – post 2

6

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6 post 1+2	7

- Twitter

Twitter of BUILD UP Slovakia is used by partners in Slovakia for all projects under H2020 Clean and Secure Energy, Energy4Building and GreenDeal4Buildings:

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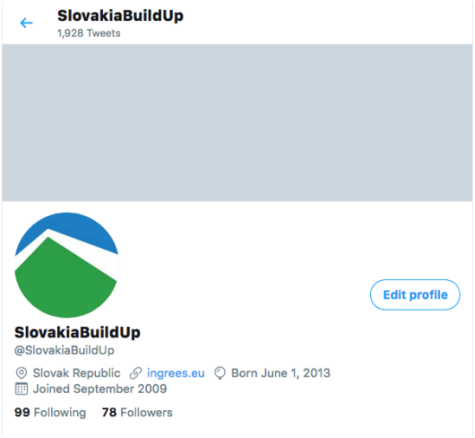

	Impressions	Engagements	
SlovakiaBuildUp @SlovakiaBuildUp · May 23 Net-Ubiep BIM Academy Modul MP2: Training for professionals on developing BIM digital model. The support for BIM based energy performance analysis of buildings is also available. Optimising performance more efficiently and achieving significant cost savings for customers. pic.twitter.com/jqG9lZh7RL View Tweet activity	142	0	0.0%
SlovakiaBuildUp @SlovakiaBuildUp · May 16 Digital Skills Workshop in Bracelona: Were the construction sector will be in 10 years? Pretty pesimistic/conservative vission drawn - slow evolution rather than revolution. 👎👎👎 Construction is just in an eye of a storm of changes and it want last for long. View Tweet activity	85	16	18.8%
SlovakiaBuildUp @SlovakiaBuildUp · May 23 We need EU-requirements-related tools for whole building performance simulations based on the buildings geometry, climate, building type, envelope properties, active systems and interdependences of the building as a whole system. Time to catch up with US? **#bim #digitization** View Tweet activity	402	0	0.0%
SlovakiaBuildUp @SlovakiaBuildUp · May 24 "Stop calling **#BIM** a management tool and info repository! It is a driving engine behind many application changing the whole building proces along the value chain". Frantisek Doktor of ViaEuropa at BIM Academy. "Otherwise, it is a Rolls Royce for delivering bricks to your site!" View Tweet activity	174	0	0.0%

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	Impressions	Engagements	
SlovakiaBuildUp @SlovakiaBuildUp · May 24 Today at Net-Ubiep BIM Academy discussion using on-site applications behind which is **#BIM** as driving engine. Tools for craftsmen, installers and for robots on site. Robots work on-site even in our Slovak village! They should replace administrators not only for code checking 😉 View Tweet activity	170	0	0.0%
SlovakiaBuildUp @SlovakiaBuildUp · Mar 28 Net-Ubiep Open project day at the International Coneco/Racioenergia 2019 Fair. Overwhelming interest about **#BIM #training** among professionals and technicians. Success in providing practical demonstrations of **#BIMAugmentedReality** for installers, inspectors. pic.twitter.com/eYVxx8PAQF View Tweet activity	1,165	18	1.5%
SlovakiaBuildUp @SlovakiaBuildUp · Mar 28 Thakns to **#NetUbiep** project under EU **#Horizon2020**, young craftsmen in Slovakia are testing **#BIMAugmentedReality**. In near future, new generation will use **#BIM** and related techologies as we use smart phones. Displays will dissapear and orders will be done using **#AI** pic.twitter.com/FkaA67O2rs View Tweet activity	1,129	22	1.9%
SlovakiaBuildUp @SlovakiaBuildUp · May 16 Digital Skills Workshop: Net-Ubiep BIM Academy to go in operation on 1 June 2019. Energy efficiency at the❤️ of the training and latest work of buildingSMART in Norway and Finland on EE in BIM implemented.Thanks to EASME and Net-Ubiep project. **@EU_EASME @EU_BUILDUP**. pic.twitter.com/j53iP5dtfM View Tweet activity	1,235	24	1.9%
SlovakiaBuildUp @SlovakiaBuildUp · May 16 Digital Skills Workshop: Labour productivity of the EU Construction sector is declining for years and the sector is slow in implementing innovations. Maybe it is time to complete the Internal Market in construction works and services and let the competition in? **@CraftEdu1** View Tweet activity	373	20	5.4%
SlovakiaBuildUp @SlovakiaBuildUp · May 16 Digital Skills Workshop in Barcelona, Spain: Construction sector must do more on adapting to the breakthroughs brought in by 4IR (AI, Big data, IoT, M2M, material science, robotics ...) to increase labour productivity and deliver nZEB in high quality for smaller price! pic.twitter.com/zPnwU6s4h4 View Tweet activity	195	4	2.1%

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

	Impressions	Engagements	
SlovakiaBuildUp @SlovakiaBuildUp · Sep 19 BIM and Digitalisation in Construction co-organised by **#NetUbiep** project. In **#DigitalTransformation** **#BIM** is only the beginning. We need to make progress usung **#ArtificialIntelligence #BigData #Robotics #M2M #NetworkedValueChain**. **@net_ubiep @EU_BUILDUP @FIEC_Brussels** pic.twitter.com/rfnmlpggZr View Tweet activity	924	14	1.5%

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Appendix 1: Net UBIEP Tweets from external partners

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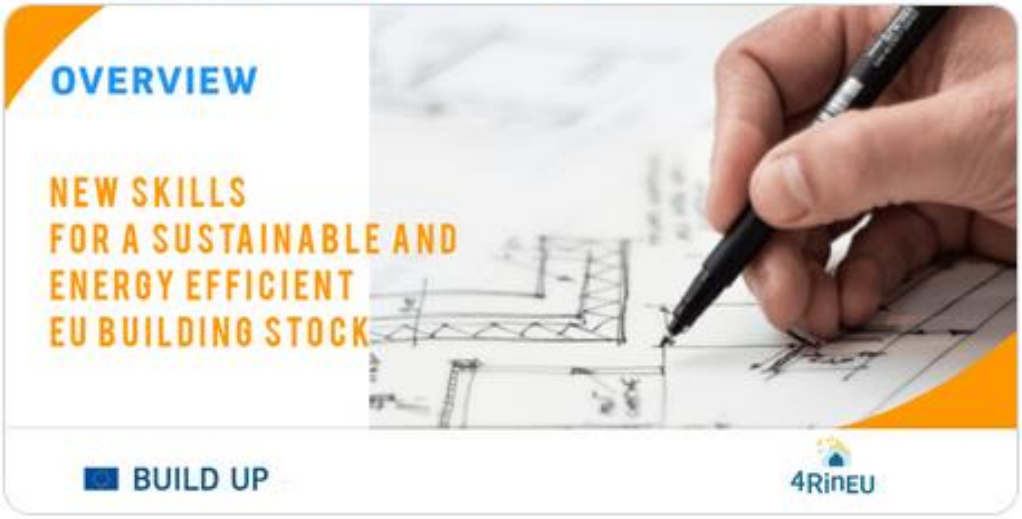
BUILD UP @EU_BUILDUP · 5 lug

Overview article 👉 bit.ly/2XicqoA
#EnergyEfficiency of EU's building stock is a priority & new skills 👩‍🎓 need to be considered to improve #EnergyConsumption whilst thinking about the comfort of occupants
@fit2nzeb @BuildUpSkillsNL @Train2nZEB **@net_ubiep** @H2020BIMplement



Jan Cromwijk e altri 4

11 12

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Giovanni Biallo @GiovanniBiallo · 25 feb

Sondaggio sull'uso del #BIM per migliorare la performance energetica degli edifici goo.gl/9bP2sM #energia #risparmioenergetico **#NETUBIEP** #landcity

1

energyBIMcert @energyBIMcert · 24 set

BIMalliance features in the September @energyBIMcert newsletter. **@net_ubiep** project co-ordinator Anna Moreno gives her view on the collaboration energybimcert.eu/?p=2668 @CITABIMGroup @EntirI @InvestNI @EBC_SMEs @e3_belfastmet #strategy

> **Furio Barzon** @furiothinks · 27 ago
>
> The four European #BIM projects @energyBIMcert, @H2020BIMplement, Net-UBIEP, and @bimeetEU are collaborating under the title #BIMalliance to explore areas of mutual opportunity and to minimize the carbon footprint of energy use in construction. #EU #H2020 tiny.cc/5bssbz

2 4

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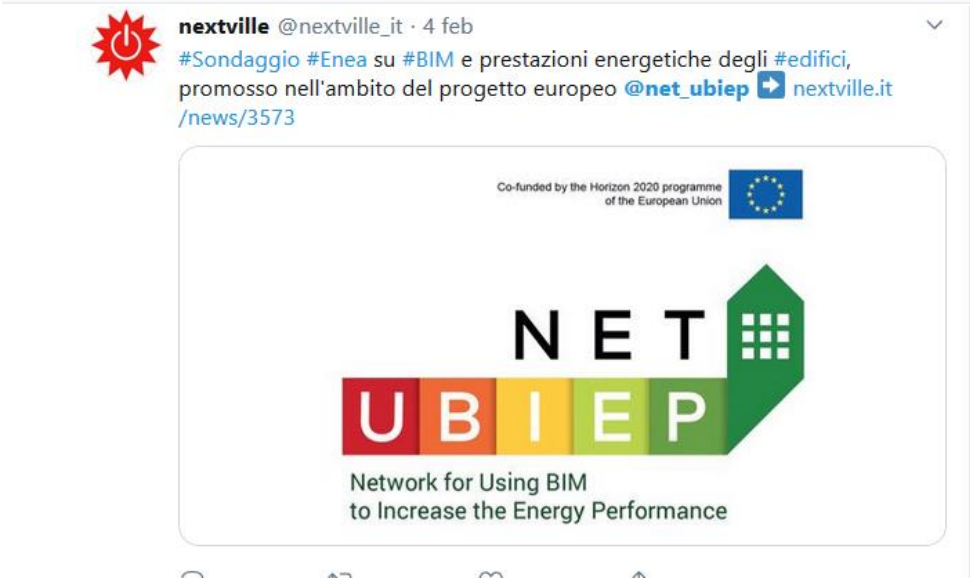

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

IBIMI - buildingSMART Italy @I_BiM_I · 21 giu

@anna_moreno_res alla #EUSEW19 ha parlato delle #competenzeBIM per migliorare l'#efficienzaenergetica degli edifici! **@net_ubiep** #buildingSMARTItaly #buildingSMARTItalia #IBIMIbS #BIM

1

energyBIMcert @energyBIMcert · 24 set

BIMalliance features in the September @energyBIMcert newsletter. **@net_ubiep project** co-ordinator Anna Moreno gives her view on the collaboration energybimcert.eu/?p=2668 @CITABIMGroup @EntirI @InvestNI @EBC_SMEs @e3_belfastmet #strategy

> **Furio Barzon** @furiothinks · 27 ago
>
> The four European #BIM projects @energyBIMcert, @H2020BIMplement, Net-UBIEP, and @bimeetEU are collaborating under the title #BIMalliance to explore areas of mutual opportunity and to minimize the carbon footprint of energy use in construction. #EU #H2020 tiny.cc/5bssbz

This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement *No.754016*

Teicosgroup @TeicosGroup · 11 feb

Al via il sondaggio coordinato da @ENEAOfficial sull'uso del #BIM, compreso nel progetto@**NetUBIEP**_IT , finanziato da #Horizon2020.
Leggi qui e vai alla sezione del sito per partecipare al sondaggio➡️

Al via il sondaggio ENEA sull'utilizzo del BIM
Una vera e propria indagine tra gli operatori del settore edile sull'utilizzo del Building Information ...
teicosgroup.com

1

FASI.biz @FASIbiz · 4 feb

Il progetto europeo **@net_ubiep**, finanziato dal programma #Horizon2020 e coordinato da @ENEAOfficial, lancia un sondaggio sull'utilizzo del #BIM per migliorare la performance energetica degli edifici

Prestazione energetica edifici - al via sondaggio sul ruolo del BIM - FASI.biz
fasi.biz

2

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