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CONSTRUCTION 21 - An European Green Building Exchange

C21

Intelligent Energy – Europe (IEE)

Key action: Create a trans-European platform for green building professionals consolidating data in EU BuildUp website.

Interim Technical Implementation Report (IR)

Period covered: from 4/05/11 to 29/02/12

Due date: 29/03/12

Start date of the action: 4/05/11

Duration: 24 months

End date of the action: 4/05/13

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Table of contents

| | |
|---|----|
| Introduction..... | 3 |
| 1 Interim Report Summary | 4 |
| 1.1 Objectives of the Interim period (from Grant Agreement) | 4 |
| 1.2 Achieved results and lessons learnt until the interim date | 4 |
| 1.3 Identified problems and corrective actions taken in the interim period | 6 |
| 1.4 Main activities until the end of the action (March 2012 to May 2013)..... | 6 |
| 2 Consortium management in the period | 7 |
| 2.1 Team building and management tools implementation | 7 |
| 2.2 Cooperation with BUILD UP and other European projects..... | 8 |
| 2.3 Financial issues..... | 8 |
| 3 Progress of work plan and achievement until the interim date | 9 |
| 3.1 Progress and achieved results per work package against initial objectives | 9 |
| 3.2 Deviations from the project work plan | 20 |
| 3.3 Interim review of deliverables | 21 |
| 3.4 Progress regarding performance indicators | 21 |
| 4 Work plan for the next period: March 2012 to May 2013 | 21 |
| 4.1 Planned activities in the next period. | 21 |
| 4.2 Planned meetings and dissemination activities..... | 22 |
| 5 Other issues | 24 |
| Appendices | 25 |

Introduction

At mid-term, the Construction21 project is in good shape. Construction21.eu is online, with a wide range of functionalities. The consortium has got through intense activity of case study definition and listening phase at an European level, as well as translation activities, in order to build the most comprehensive European online tool. It was launched as a prototype in July 2011 and was brought step by step to a first public tool on the 6th of March, 2012. Collaboration with Build UP is on tracks and IT links will be developed in a close future. Partners are trained to feed, maintain and manage the platform.

The project announcement (through listening phase and seeking key contributors) has raised interest and triggered the first collaborations. As a first result, 37 partnerships are already signed (and many others on tracks). 31 case studies are already registered in the database and 100 additional ones are on tracks, 2 weeks before the arrival of the final version and its official launch.

Communication material is ready. The online platform will now boost huge dissemination activities, new agreements and recruitment of experts.

Efforts for setting the tool and first dissemination stage are behind. The main challenges to face for the rest of the project are to forge content and gain clever networking and agreements in all the identified networks. From now on, dissemination activities, experts' recruitment, agreements, etc. will be empowered with a tangible asset to show.

Now, Construction21 partners have 14 months to win the battle of content, reputation, and become, in each home country, the first European resource center in link with BuildUp. As a confirmation, the budget expenditure is in line with the forecast: the major expenses are to come. The team has also 14 months to prepare the upcoming activities, ensuring the sustainability of Construction21 in the founding countries as well as the international deployment which, with EACI approval and beyond the scope of the present Grant Agreement, can start by now.

1 Interim Report Summary

1.1 Objectives of the Interim period (from Grant Agreement)

1.1.1 Objectives at consortium level

- Create a stable and long lasting base for the entire project: build the team with a strong involvement and cooperation spirit, set the management and project reporting tools. Ensure the coordination with EACI and the production of the reports (Internal, Progress and Interim ones).
- Adapt the previous French Construction21 website in 7 languages and develop new features (case studies, links between the different platforms, innovations library, ergonomics and layout improvements, interoperability with Build UP, external websites and social networks).
- Train the project team and prepare tools for users' and moderators' training.
- Equip ourselves with a communication and deployment strategy and a good international communication kit. Begin to deploy communication actions towards European industry stakeholders and experts.
- Initiate the background work for the future communities' creation.
- Open the 7 platforms with a first level of contents in March 2012.

1.1.2 Objectives at country level

- Participate to the platform elaboration: translations, Beta version check for the central platform in English and then for each country's national platform (navigation, relevance of the vocabulary used regarding building and web uses in the country).
- Mobilize green building professionals in each country and at European level, sign the first partnerships and recruit the first circle of "early adopters" (moderators, case studies suppliers and reviewers, communities managers and contributors).
- Collect the first case studies. Deploy training and assistance to case studies suppliers and reviewers to ensure a first level of case studies entered in the websites.
- Define and begin to deploy the communication plan for the launch of each national platform.

1.2 Achieved results and lessons learnt until the interim date

1.2.1 Project Monitoring at a glance

As a result of these first ten months, a public platform in each language is on line from the 6th of March 2012, with all central features available in their final version: news, case studies, innovations, communities, members' management and the back office features related. Seven translation packages have been treated in the period, and a complete check of each platform has been achieved by each national team, on successive Beta versions and sandboxes, with a high reactivity from all partners. The peripheral features as links with external websites and RSS feeds, especially with Build UP and web monitoring system are in progress and will be implemented at the end of March 2012.

The dissemination activities, the partnerships agreements and the first case studies collection have largely begun. C21 has been presented on many national and international events and to a huge number of stakeholders, with first positive results (i.e., 37 agreements have been signed so far).

31 first case studies have been entered in the 6 national websites and a first circle of stakeholders is involved in each country, thanks to each national project team action.

The major lesson learnt during this first period is that the actions of communication, dissemination, contributors' recruitment and training can fully deploy only when the platforms are available. These actions had been planned at a very early stage of the project, before the tool finalization, and will be behind the initial schedule. We need to prove the opportunity for organizations to join by showing some contents and activity first. That's why the highest priority has been given to the finalization of the central features of the platform and the negotiation with only a few partners, in order to enter new contents from last February on.

This important and necessary step is now achieved. The project is warmly welcomed by the first professionals involved and all the dissemination and communication actions will fully deploy in the next period. For the same reasons, experts and case studies ranking have been postponed after March 2012, for they need a minimum number of people and cases registered to be relevant.

The deployment of the communities is on progress. The launch of these communities requires contacting national key experts in each specific community field. Each partner has begun to work on his own WP6 topic and part of the other ones. All partners have also begun to identify the relevant topics to propose in their national platform and to recruit the first communities' managers, in order to progressively launch the communities from April 2012.

Regarding the post-IEE sustainability, no objective was assigned during this first 10 months period. Some actions have nevertheless been anticipated: a draft document regarding new countries integration process has been written, some first international contacts have been taken and the preparation of the C21 international launch in June 2012 is on progress.

The achievement of the initially estimated deliverables is logically under the scope initially planned, essentially because the platform was not totally finished at the end of last February. Training and communication actions are consequently not fully deployed. But all WP are strongly on tracks and the project team is confident for the second phase of the project: the deployment.

Period : May 2011 to February 2012

| | |
|---|--|
| Hours spent to date: 41,5 % of project allocated hours vs 39,3% planned at this stage. | Deliverables & Output monitoring: 33 % of deliverables achieved vs 39% initially planned at this stage. |
| Direct Eligible Cost spent to date: 34,2% of total budget (and 40,2% of staff costs) | KPI: 77 persons trained (42 among partners' staff, 35 external experts), 31 case studies registered. |
| Time : 42% of project duration (10 months on 24) | Noticeable: 37 partnerships signed (and 50 additional ones on tracks). |

1.3 Identified problems and corrective actions taken in the interim period

At consortium level

- Translation: globally much more time required than planned due to qualitative issues and the difficulty for countries teams to translate a list of terms in anticipation without the platform context, which have led to further correction and additional for both countries' team and CIRIDD for integration. The database structure, very centralized, has also generated a stronger investment from CIRIDD to ensure all the translations and additional developments to allow some modifications locally.
- Common understanding of the detailed features had to be managed.
- Training actions have been postponed to be in line with the IT schedule.

At country level:

- Deployment, searching for partners (market multipliers) and recruitment of early experts has begun slowly because no online platform was available and project team has been trained on the tool later than planned.
- The case study structure defined by the project team in a first step showed some inadequacies when the first case studies were entered in the sand box. This has generated an additional collaborative work on the English case study structure, some new requirements and, consequently, some additional IT developments before the final version delivery.

1.4 Main activities until the end of the action (March 2012 to May 2013)

The main result of the next period will be the development of numerous relevant and qualitative contents, setting Construction21 within each national and whole European green building community. The project team activities will consequently be focused on the following major actions:

- Finalize the tool, including the peripheral features implemented in March (links with Build UP and external websites) and necessary improvements identified during the first weeks of activity.
- Develop the last features planned (users and case studies ranking, website monitoring, Q&A).
- Deploy the communication plan for the launch of each national platform and the whole project at a European scale.
- Strengthen the mobilization of green building professionals in each country and at European level to enlarge the circle of users (common members, moderators, case studies suppliers and reviewers, communities' managers).
- Train these users and assist them to enter their first contents, to review their case studies and to manage their communities.

In parallel, the consortium will prepare actively the post-IEE sustainability by the following actions:

- Create an international proposal for new countries integration and initiate international contacts.
- Elaborate the post-IEE period business plan at a national and European scale.
- Develop partnerships in each country and initiate negotiations with potential partners able to ensure C21 governance and financing after May 2013.

2 Consortium management in the period

2.1 Team building and management tools implementation

The kick-off meeting took place in Paris on the 16th - 17th of May 2011 with the participation of Pau GARCIA AUDI, EACI's Project Officer. This meeting introduced a friendly and efficient climate between the partners. A second project meeting, hold in Barcelona in November 2011 and focused on training activities, has contributed to keep that friendly and efficient collaboration among partners.

The management documents were set in June 2011, before the arrival of the Project Manager (August 2011). Monthly conference calls take place between all partners since June 2011 (except in August) and written reports and minutes are produced for all of them. These 3 hour calls have been proven to be very useful to track the development of the project and to foster the collaboration between partners.

A whole day meeting is held every month in Paris or St Etienne between CIRIDD and IFPEB, in order to co-build the features specifications and ensure a precise following of the project. A project conductor is regularly updated to summarize all current IT issues. Deliverables supplied by all partners, as translation packages, are checked by IFPEB before sending them to CIRIDD. Some specific meetings or workshops have been organized with 2 or 3 partners involved in particular topics, as the finalization of case studies structure and vocabulary, or the preparation of the international launch in the Consense event, Stuttgart.

Three reports have been produced so far: Internal Report in August 2011, Progress report in December 2011 (slightly postponed to include Barcelona meeting feedback) and Interim Report, in March 2012.

The management, communication and production documents are to date:

| Management (except Coordinators specific document) | Communication | | | | |
|--|---|----------------------|--|-------------------|---|
| <ul style="list-style-type: none"> • C21 Code of conduct • An accurate SCHEDULE of the action (tasks, durations, responsible) except for specific IT planning • KPI MONITORING Table • RISK MANAGEMENT Table • OUTPUT and DELIVERABLES: a progress tracking Table • A simple Timesheet (one/worker in all the project time) • Consolidated Timesheets and costs tables • Budget transfer table between cost categories or beneficiaries • C21 Internal, Progress and Interim Report templates • List of EU Events for dissemination • Country Contact List Table (to update with meetings, listening phase and dissemination activities) • Updated achievement, hours and budget detailed by partner and WP (planned / actual) • Updated extrapolation of performance indicators at the end of project • Consolidated table with the number of case study reviewers, people trained, partnerships agreements • Feedback template to report to CIRIDD the necessary modifications (bugs, inappropriate terms, navigation process). | <table border="1" style="width: 100%; border-collapse: collapse;"> <thead> <tr> <th data-bbox="862 1234 1463 1633"> Communication </th> </tr> </thead> <tbody> <tr> <td data-bbox="862 1633 1463 1992"> <ul style="list-style-type: none"> • Kick-Off general (extensive) presentation • Basic package: projects logos, charter • Project Facts Sheet (due to EACI) • Leaflet (English + all languages) • Poster (English + all languages) • Short and detailed project presentations (English + all languages) • Website presentation (English + all languages) • Presentation pages for C21 website : who we are, how to join, partners • Press kit (French at this stage, soon in English + other languages) </td> </tr> <tr> <th data-bbox="862 1633 1463 1686"> Production </th> </tr> <tr> <td data-bbox="862 1686 1463 1992"> <ul style="list-style-type: none"> • Letters for listening phase and partnerships • French MOU (partners) • Listening phase proposed case study structure. • European emailing to announce C21 soon arrival • Case study structure (English + all languages) • Taxonomy lists (English + all languages) • Case study reviewing template (English + Spanish). </td> </tr> </tbody> </table> | Communication | <ul style="list-style-type: none"> • Kick-Off general (extensive) presentation • Basic package: projects logos, charter • Project Facts Sheet (due to EACI) • Leaflet (English + all languages) • Poster (English + all languages) • Short and detailed project presentations (English + all languages) • Website presentation (English + all languages) • Presentation pages for C21 website : who we are, how to join, partners • Press kit (French at this stage, soon in English + other languages) | Production | <ul style="list-style-type: none"> • Letters for listening phase and partnerships • French MOU (partners) • Listening phase proposed case study structure. • European emailing to announce C21 soon arrival • Case study structure (English + all languages) • Taxonomy lists (English + all languages) • Case study reviewing template (English + Spanish). |
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Internal communication tools

A French CONSTRUCTION21 community has been opened for project management and was recently transferred to the new European C21 platform. The project team uses regularly SKYPE (and now GOTOMEETING for a better quality).

External communication

Partners were provided with a first basic communication package (logos, chart), a full PPT presentation of the project, a communication strategy and a proposal for a poster. It has been agreed at the Kick-Off, under the suggestions of Steven Borncamp, RoGBC, that the communication strategy is based on scarcity. According to this strategy, a flyer and a poster have been created, with a strong involvement of all partners. Some additional documents (shorter PPT presentations, press releases, etc.) have been lately created by other partners for specific needs and are shared on the C21 community.

2.2 Cooperation with BUILD UP and other European projects

Five conference calls have been held with Build UP team and the cooperation fields between the two projects have been defined: integration of C21 case studies in Build UP, reciprocal integration of the news via RSS feeds, new members' co-registration and communication synergies around communities. Build UP and Construction21 have signed a formal partnership agreement, leading to reciprocal visibility on both websites (partners page...) and external events (precise programme to be defined from April 2012). Build UP is moreover presented as a major partner on all C21 communication tools.

First contacts have been taken by several C21 partners with other European projects:

- IFPEB : CAPEM (Eco-materials database), Enerbuild (Green building in Alpine space), GREENOV (Renovation), Training Tools for Sustainable Buildings (vocational education and training)
- ANCE : Build UP Skills (vocational education and training)
- UCV : Green Blue Energy Factory (Renewable energies)
- ESCI: EnerBuilLCA and EeB (LCA applied to the construction sector)
- PE: CILECCTA (Construction Industry Life Cycle Cost Analysis Software/ User oriented knowledge-based suite for pan-European determination and costing of sustainable project option) and EeB Guide (Operational Guidance for Life Cycle Assessment Studies of the Energy Efficient Buildings Initiative)
- DGNB: OPENHOUSE, PPP Projects (developing certification systems in other countries), Greenconserve (Support of SMEs (producers) to improve their environmental performance)

All these projects could become C21 contributors or dissemination channels. Contacts have also been initiated with OPEN HOUSE as part of green building indicators elaboration. C21 could be the convergence place for European indicators on sustainable construction.

2.3 Financial issues

The first pre-payment has been executed and an advance has been paid by all partners to CIRIDD, to take into account its comparatively stronger involvement during the first year of the project.

Two partners didn't benefit from the first pre-payment, IFPEB and RoGBC. IFPEB dealt with its members a pre-payment of the 2011 and 2012 fees in order to avoid cash issues. RoGBC has not generated the necessary cash to fund expenses relevant to the project and challenging financial conditions of the banks have made it impossible to borrow working capital locally to have funding for the project until the 2nd pre-

payment. Regarding the default risk and the strong involvement of RoGBC in the project, it was asked to EACI an amendment to advance the Interim Report in order to receive this pre-payment 2 months earlier (agreed the 9th of March 2012).

A transfer of budget from hours towards subcontracting has been asked by IFPEB to hire an external consultant with the specific and limited task to set all the management tools in the period between May and June 2011 before the arrival of the Project Manager (August). A transfer has been operated from UCV (subcontracting) to IFPEB (hours) regarding the training preparation, finally ensured by V. Pappe, who had previous marketing experience. These transfers represent 1,3% of the global budget.

3 Progress of work plan and achievement until the interim date

3.1 Progress and achieved results per work package against initial objectives

3.1.1 WP1 - Management and oversight (p.29 of Grant Agreement)

All the partners organized themselves for the project execution and each country appointed a project and a content manager, mainly supported by additional internal resources as communication or technical services. Countries with 2 partners fruitfully cooperate for all the tasks (translation, beta version check or country report elaboration). The reporting tools are set and their delivery is running correctly. Deliverables are mainly given on time and the potential missing parts transmitted quickly.

3.1.2 WP2 - Adaptation of existing C21 to a full 6+1 countries website (p32)

Initial schedule and changes

The case studies elaboration has been delayed, by decision of the entire consortium, in order to comply with the principles of a listening phase: having a consistent collection of comments from stakeholders in each country and co-elaborate it with all partners (impossible to achieve with the initial schedule and a listening phase during the summer). It was consequently finalized in October. In order to keep the initial December 2012 deadline for the Beta version delivery, English translations were provided earlier by IFPEB and translated in July by all partners (with some non-desirable effects described in paragraph 3.2).

To ensure the record of good case studies from February and a minimum amount of contents visible for the public launch in March 2012, peripheral features developments as links with Build UP have been postponed to March, as they are not proved to be useful at this earlier stage.

Translations

The 7 translations packages made it necessary a long and huge effort from partners, as well as for CIRIDD in terms of software integration. First (large) Translation Package, issued of the previous French platform, has caused translation problems. The taxonomy has proven to be too accurate, some existing case-study's settings were hard to translate (related to France reality) and the translation was performed without the platform framework. As some translations from French to English were not accurate, IFPEB bought as immediate corrective action a professional review that hasn't proven to be perfect.

The case study structure and environment have been translated twice: after the delivery of the Beta version, some misunderstandings and inappropriate terms were detected. A workshop with ANCE, ESCI and IFPEB was consequently organized to efficiently finalize the English version and define more precisely the help on line, before a further translation by all partners.

The 7 first translation packages were delivered nearly in time and have been integrated in the different platforms by CIRIDD. A “correction ticket” process from partners to CIRIDD was set in August, and later transformed in a feedback template in December, to give a quick overview of all the modifications required. All these modifications were validated by IFPEB before their integration by CIRIDD, while some issues related to the structure were put on discussion and validated by all partners.

Taxonomy

The taxonomy has been completely reviewed from the previous French version. The first level of general themes has been adapted to match with Build UP ones and to allow qualified information transfers. The second level has been simplified (especially building types and building systems). The taxonomy will be used both for contents and for users’ qualification, opening the opportunity to connect people between them, to send them relevant content via the future newsletters or to publish adequate contents directly on the website. (Cf. Deliverable D2.3)

Listening phase and case studies elaboration

The listening phase began with the proposed case study structure provided by IFPEB on July 26th after translation and selection of indicators according to last CEN TC 350 and SB Alliance recommendations.

All partners transmitted this structure to their own networks collecting suggestions and remarks, consolidated in the final version. As a result, the initial French case study structure has been strongly modified (60% new fields) and has been globally slightly reduced: 150 to 120 fields, including 30 mandatory ones. New fields about urban planning have been added on suggestion of VGTU and most of the topics have been simplified. Additional modifications, including structural ones, have been applied even in the last stage of the project, when some difficulties were identified during the entry of the first case studies, to answer at best to users’ needs. The structure is exactly the same for all countries, as decided during the kick-off meeting. It will allow a more direct benchmark and shorten IT developments. A particular attention has been given to the case study template in order to facilitate the data entry and a quick access to information. (Cf. Deliverable D2.3)

CIRIDD has created the new case study structure and engine and has modified the management forms in both back-office and front-office.

Creation of the central platform and translation engine

A module has been developed by CIRIDD to import some contents from each local platform to the central one. It includes a translation engine, based on Google translation application. The central platform is autonomous and can provide the same services as the local ones. It is also the gateway of C21 network and the place to compile English contents issued from the local platforms. An introduction to the C21 project and its founding partners is available on line from September 2011, with a link to upload the leaflet of the project.

Members’ management

Centralized users’ authentication has been established by CIRIDD. The member’s account is unique and provides access to the whole C21 network. The member can select which platforms he/she wants to be registered in. The possibility to use the member’s current social network accounts (LinkedIn, Twitter and Facebook) to connect the platform has been added. An additional module to import contacts from the member’s personal address book has also been developed, to facilitate the dissemination. The member page (inbox, community, account access) has also been strongly improved, compared to the previous

French platform, giving a better overview of one's activity and additional ways to parameter the mode and the rhythm of the information coming from Construction21 (notifications, newsletter, invitations,...).

Web design and terminology

CIRIDD has proposed and developed web design evolution to give C21 an up to date look. Regarding the terms used on the platform, IFPEB has realised a detailed comparison with other social networks (LinkedIn, Facebook and Viadeo) and has proposed significant evolutions, integrated by CIRIDD.

Back office

CIRIDD has developed new features in the back office management linked to the contents moderation, some specific management pages (homepage, "who we are", etc.), the major part of the help on line and the taxonomy (the fields can be now directly modified by the content manager, so the process is easier). A web monitoring system (similar to Google Analytics) has also been developed and will be implemented at the end of March 2012, in order to track KPIs.

Build UP

The cooperation fields between Build UP and C21 have been defined with Build UP team, as well as the exchange methods between the two systems and a detailed comparison of the two structure contents. On C21 side, discussions have been led in common by IFPEB and CIRIDD. The developments are in progress to be implemented in the website at the end of March 2012, in the final version.

Beta versions

C21 tool has been progressively created, to allow a validation by users at different stages. The number of successive versions has been increased from 3 to 6, generating an additional work for CIRIDD as well as for all the other partners, but bringing a higher level of quality control. The delivery dates, regularly adjusted to the on-going of the project, have been fully respected by CIRIDD.

- **29th of July 2011: Beta version 1.** A first set of adaptations has been applied to the French platform: centralization of all the terms in a language pack, creation of a language library for each country and sub consequent databases modifications, creation of a new platform for each country in its own language, and navigation improvements.
- **16th of November 2011: Beta version2.** New case study structure prepared for Barcelona training.
- **22th of December 2011: Beta version3.** All the modifications required during the specific workshop focused on the case studies section.

All these Beta Versions were "sandboxes" (beta version to be erased) with a private access, allowing all types of tests. All partners have checked these Beta versions and then CIRIDD has implemented all the corrections (i.e. terms and bugs).

- **30th of January 2012: RC1** (Release candidate 1). This platform, still under private access, was a real one, i.e. all contents posted were definitively entered. At this stage, external partners were included in the process and began to enter and review their own case studies. Many corrections have still been applied at this stage.
- **23th of February 2012: RC2. Public access.** It includes last improvements and developments described here-above. Additional external partners are involved.

The delivery of the final C21 version including monitoring system and Build UP links is planned on the **28th of March**. The ranking system for members and case studies will be implemented in June 2012.

3.1.3 WP3 – Training partners’ staff, experts and professionals (p39)

Staff training

The training for MC and TC staff preparation had been scheduled a bit early. Consequently, it has been postponed from October to the 29th-30th of November 2011, when a first version of the national websites with the principal features was ready (Beta Version 2). The training has been held at ESCI in Barcelona and the training material was commonly prepared by UCV, CIRIDD and IFPEB.

The logistic organization has been achieved by UCV, assisted by ESCI. For the content, the first day was prepared and conducted by CIRIDD and IFPEB. Features of C21 platform have been demonstrated and CM and PM able to practice on the tool. The second day, prepared and conducted by IFPEB, was dedicated to communication and dissemination, with a special focus on social networks.

A second training session for the project staff has been held the 24th of February via a webinar, around the new features implemented in the RC2 (notifications, case studies entry with a focus on the photo upload process, taxonomy, homepage, static pages and website in general management).

Experts and professionals training

The professionals training had also been planned too early regarding the IT schedule. At this stage, only a few ones, the early adopters, have been trained, to help them to enter the very first contents. Most of the partners have chosen to train these experts to case studies entry and reviewing by face to face meetings or calls, adapted to the small number of people involved. ESCI has adopted a webinar approach to train 10 people in two 1 hour-sessions and will organize from now on regular webinars twice a month. VGTU organized a specific meeting to present the platform and the way to use it to its national partners. The next step for all the countries is the organisation of training for thematic communities’ management (real meetings or webinars, depending on the local context).

As a first result, 77 persons (42 staff and 35 external professionals) have been trained and 6 training sessions have been held: Barcelona meeting (28/11/11) and webinars (24/02/12 and 15/03/12) for staff, 1 VGTU seminar and 2 ESCI webinars for external experts.

A set of training videos showing how to use C21 on the English platform, completed by a voice over in English has been achieved by UCV. The English texts and a process explaining how to create the voice over in each language will be delivered too, to help other partners to translate them in their own language. These videos will be visible on the different platforms in April 2012.

3.1.4 WP4 – Mobilizing Target Groups – Local communities (p44)

At consortium level

In addition to the early announcement of C21 during the listening phase, many actions have been undertaken by all the partners. As a first result, 37 agreements are finalized, 89 are on tracks, and the project is globally positively welcomed. C21 got proposition of case studies and community themes. 31 case studies are already entered in the platform (100 additional ones on tracks) and 38 reviewers have been recruited.

First contacts have also been established with potential partners to develop links with their own website, especially by C21 RSS feeds process, which allows an external partner to show C21 content directly on his own website, for the benefit of both partners. The development of these links will be possible from April, as soon as this feature is available on C21platforms. At European level, an e-mailing announcing C21 has been

sent by IFPEB to 100 European institutions the 7th of November 2011. And C21 is presented on the website of each founding partner from the end of 2011.

Country Overview

- **ANCE / UCV for Italy**

A Framework Agreement has been presented to potential partners and 10 agreements have already been signed both by ANCE and UCV with universities or regions such as Polito University, Ranael, Oice, Bari, Federlegno, Andil and Formedil, etc.

- **VGTV for Lithuania**

Cooperation agreements are signed with 13 associated institutions operating at a national level. Information and dissemination took place in around 30 national or international meetings, leading to discussions on cooperation with C21. During some of these events, additional communication activities were undertaken: presentation and article for 8th International Conference “Environmental Engineering” (19-20/05/2011 – Vilnius); article submitted for the 52nd Scientific Conference of Riga Technical University in October 2011. Major groups of case study suppliers are identified (builders, developers, local resident communities, authorities, consulting and certification companies).

- **ESCI for Spain**

ESCI has promoted the project in a national conference organized within the EnerBuiLCA project (Life Cycle Assessment for Energy Efficiency in Buildings, in which ESCI is partner) in October, 18th 2011. During Dr. Pere Fullana’s presentation, Construction21 network was briefly explained. In addition, copies of the C21 poster (printed in A4) were distributed to all the 60 delegates.

At the Listening phase, 53 people were contacted to send comments on the case study structure. 15 contacts replied, either for giving a feedback or showing very much interest in participating in the C21 project. A draft of the cooperation agreement has been prepared, explaining the different ways in which an organisation may cooperate with the development and dissemination of C21, leading to a first step of 3 agreements already signed.

ESCI has also built a database of all stakeholders that might be interested in C21. Currently, it contains contact information of 220 experts located in Spain (including architects, academics, building owners, producers, verifiers, etc.). As the C21 platform is now published, ESCI has planned to organize a general webinar with previous invitation of all these stakeholders to explain throughout the project and website contents and, more specifically, the cooperation categories, benefits and things to do by each type of profile. As a result of these dissemination activities, 10 owners have expressed their intention to submit their case studies.

- **RoGBC for Romania**

The project start has been announced to local stakeholders and promoted in a national conference organized by the Romanian Association of Installation Engineers, generating first expressions of interest for collaboration from case study owners and energy auditors.

RoGBC has regularly included announcements in its newsletters (distributed to over 6000 contacts – RoGBC members or other professionals that expressed interest in green building sector) and blogs. Individual one-to-one meetings were led by RoGBC to convince organisations to join or collaborate on the project. Among them: Romanian Association of Installations Engineers (professional association), National Agency for Energy Regulation (public authority), Bursa Constructiilor (main publication in Romania for news for

construction industry), Regional Development Centre (green NGO), European Bank for Reconstruction and Development (EBRD).

- **DGNB / PE for Germany**

The project has been introduced at June 28th, 2011 during the DGNB members' day and a first dissemination achieved during the International Congress & Trade Fair "CONSENSE" in June 2011.

A description about C21 both in German and English has been added to the presentation of the DGNB international activities to raise awareness around the project and its main goals and to involve interested parties and the DGNB Partners' network in the project (presentations done in Barcelona to 70 participants (10th October 2011) and in Belgrade to 60 participants (11th November 2011)).

A newsletter has been sent to more than 6000 DGNB national and international contacts (including DGNB members) to announce the C21 start (28th October 2011).

A list of 50 DGNB contacts as potential target groups for dissemination purposes or as experts, community managers or case study reviewers has been completed, and 5 already identified.

- **IFPEB for France**

IFPEB has signed a MOU with the syndicate of major building companies EGF-BTP, GIMELEC (Electrical Manufacturers and Industry Syndicate) and the main green building national association, France GBC. France GBC members, the main French market multipliers (companies and associations) commit to contribute to C21 (case study suppliers and reviewers, communities managers) and are interested in participate to the governance after May 2013. The 4 French certification companies agreed to enter a selection of their best certified projects in the database (50 in total).

IFPEB got propositions for the management of 7 new communities about smart grids, Energy performance contracting (ESCO side), Electric security, HQE performance experiment, training, sustainable urban development, biomimicry in eco-design and has already launched a new one "Energy Performance contracting and commissioning", managed by IFPEB (23th of February 2012).

IFPEB was also a partner of Ecobat, the major green building fair in France, from 7th to 9th of March 2012. Posters have been displayed in the conferences area and leaflets disseminated. C21 has also been presented during a specific workshop and the project explained face to face to 40 companies and organizations present on the fair to incite them to post case studies.

3.1.5 WP5 – Case study management (p48)

The identification of the case studies suppliers and the selection of the first cases have begun in September 2011. So far, 31 cases are already registered and more than 100 additional ones are identified. The awards management and on line competition between professionals will begin in the forthcoming months, as soon as a sufficient number of cases are present in the database.

Country Overview

- **ANCE / UCV for Italy**

An Italian version of case study structure has been elaborated by ANCE. First 10 case studies have been selected and 7 inserted in the platform.

- **VG TU for Lithuania**

5 cases are on the platform and all of national partners promised to provide their best cases.

They had expressed the concern about U-value and GHG emission values, which were mostly not calculated in Lithuania, so these fields, initially planned as mandatory, have been transformed in optional ones.

- **ESCI for Spain**

5 case studies have been successfully developed, reviewed and entered in C21. 40 additional case studies have been already identified and ESCI has started to contact the suppliers. Besides, the mobilization of target groups will help to increase this list, as well as the deployment of the communication plan.

The first case studies have been entered by ESCI's CM in order to gain insight of the process and detect aspects to be modified before the official launch of the website. The owners of these first case studies have been invited to a webinar where the process has been explained. As the website is now operative, suppliers are responsible for entering the CS. In order to facilitate the process, they will be regularly invited to take part in the forthcoming webinars and to send their queries and contents to the CM. Moreover, a guideline document on how to develop a case study has been prepared (in Spanish). ESCI's CM will follow both the entering and reviewing processes in order to be sure that they are successfully completed.

- **RoGBC for Romania**

Individual meetings were organised with RoGBC member companies and external stakeholders to present them the opportunity of submitting exemplary case studies. The strategy was to approach first the project management/technical consultancy companies, or companies that do green certifications and have access to multiple building owners through their works. Most of them already expressed interest in collaborating for submitting or reviewing case studies. Other industrial and real estate companies and organisations were approached in bilateral meetings and were presented the collaboration opportunities within C21 (AECOM (ventilation solution provider), Otis Elevator, Badea Ozone Homes (developer), Saint Gobain Building Products, Knauf Insulation, American International School of Bucharest,...).

- **DGNB / PE for Germany**

15 DGNB certified projects have been selected to be used as case studies for C21. A letter has been sent to the building owners in order to get their approval for publication. Currently 6 positive answers have been provided and 3 cases already registered in C21. A meeting has also been held at Daimler AG to discuss about "Mercedes-Benz Nutzfahrzeug-Zentrum" and other potential projects to be published.

- **IFPEB for France**

7 case studies are in C21, registered by the certification companies and Eiffage, a building company member of IFPEB. Some clusters (regional associations) and other IFPEB members as GDF-SUEZ, Schneider Electrics or Bouygues construction have also committed to enter their best cases. About 20 other usual IFPEB partners have been contacted, in a one to one action for the moment, to incite them to post some case studies before the press launch of the 30th of March. They are also proposed some help from IFPEB to fill the case studies in C21. After the press conference, an exhaustive communication will be done to all IFPEB contacts (2 000 professionals) to present C21 and explain them the interest of their participation.

3.1.6 WP6 – Building key-communities (p51)

The first key-community process has begun in October 2011 for Energy Performance Contracting community led by IFPEB. Cedric Borel/IFPEB has set to all the other partners a state of art on EPC and a list of questions to answer and some researches to launch. This action aimed two goals: help him to build a European state of art on this topic and help each partner to launch the community in his country. The other partners have sent a state of art of this topic in their own country and Spain, for example, has drafted a

more specific report on the energy services companies (Spanish ESCOs). Today, a synthesis is on tracks for Energy Performance Contracting at a European level.

The other communities will be developed as planned. All partners are preparing an European synthesis on the thematic they lead, in order to pilot the establishment of interesting communities in all countries. This work is under progress (delayed because of translations and having the software ready).

Country Overview

- **ANCE / UCV for Italy**

The strategy of moderation of the “SME benchmark” community was deeply explained in a document sent to the coordinator (IFPEB). The aim of the community shall be twofold:

- on one hand, it will operate as broad awareness raising action for promoting the adoption by an increasing number of SMEs in Europe of energy efficiency measures in their premises (warehouse, industry, offices, other buildings);
- on the other hand, it will operate as vehicle for the promotion of “GREEN GROWTH” opportunities behind EPBD, especially for SMEs from the supply chain of products linked to energy efficiency in buildings.

One of the selected community moderators will launch and moderate a debate at EU level on existing best performing industrial or commercial buildings (hosting a business activity) posted on C21, collecting feedback also by companies from other countries, in order to create a dynamic guide on features that make a company well performing from the EE point of view. Within the Italian community, Italian firms will discuss several arguments together with the foreign companies linked through UCV database to C21.

- **ESCI for Spain**

ESCI has defined the scope and general contents of the Eco-design and Innovation thematic community. When doing so, it has been observed that a large amount of networks related to this topic already exists. For this reason, it is essential to ensure that C21 community will offer an added value. In order to complete a first draft of the state of the art of this topic, it is needed to contact with key experts.

In relation with the EPC Community deployment, a meeting with the manager of one of the three major ESCO’s association in Spain was held on February, 16th. According to Mr. Antonio López-Nava, the EPC community will be a success in Spain if quality contents are given. Meetings with local stakeholders (managers of A3E, GBCe, Acciona, Torroja) have been very helpful to identify that “refurbishment oriented to energy saving purposes” is a hot topic in Spain and should be tackled in C21 communities.

- **DGNB / PE for Germany**

In order to launch the “Price/Performance; real payback on devices; cost effective solutions for a “Zero Energy Building”” community, DGNB and PE INTERNATIONAL proposed a Master Thesis on this topic to a well-known Master program in Stuttgart, i.e. SENCE. Currently no students have been positively reacted to this proposal.

Proposition is newly interpreted as from the initial community “Price/Performance; real payback on devices; cost effective solutions for a Zero Energy Building” to the thematic “Building Life Cycle Assessment” and “life cycle cost”. The proposition was agreed by the partners since there is no overlap with the Spanish community about LCA and EPDs and the topic is compliant with the Grant Agreement. The newly proposed community however should be regarded on the global costing aspect. The German IBU (Institut Bauen und Umwelt e.V.) could eventually support this community.

- **VGTV for Lithuania**

For community “Innovative Green planning”, VGTV started preparing basis on collecting information of “key barriers” in planning energy efficient complexes of public and residential buildings and complexes, promoting low-cost solutions based on Eco-planning and Eco-design. All the VGTV National partners were mobilized in order to create attractive sub-communities for users. The final state of art should be prepared in March

- **RoGBC for Romania**

ROGBC already developed the content applicable for Romania on the EPC community and initiated discussions for partnerships that include community moderation. While there are many organizations that are interested in the platform, RoGBC predicts it will be difficult to obtain substantive contributions as 1) the infrastructure and acceptance of Energy Performance Certificates is in its infancy and 2) the infancy of the subject requires a more intense effort to educate all parties involved. Accordingly, RoGBC might have to allocate budget for the moderators and/or to include more time of the Content Manager on this WP.

ROGBC is a key partner of the European Green Building Council Network on EPBD and has provided the network with in depth analysis of EPBD. This material will be available for the EPBD WP6 community.

3.1.7 WP7 – Preparing post-IEE sustainability (p55)

Regarding the post-IEE sustainability, no objective was assigned during this first 10 months period. Some actions have nevertheless been anticipated because of interesting connections with partners’ activities (RoGBC, UCV, ANCE, DGNB and IFPEB). Moreover, several organizations located in Eastern and Northern Europe (Bulgaria, Croatia, Estonia, Serbia, Czech Republic, Finland and Hungarian) have expressed marks of interest. It would be therefore a good opportunity for the whole project to begin soon the integration of a few new countries.

The project concept and possible future expansion to international stakeholders has been announced by RoGBC to the Europe Regional Network meeting of GBCs in Barcelona in May 2011. Representatives of 22 out of 29 European GBCs assisted at the presentation and many showed interest in C21.

A draft document setting the first principles of the integration process has been established and a formal proposal is in progress, planned for June 2012. Some international contacts have been taken and a few meetings are already planned during Ecobuild in London (March 2012). At last, a team IFPEB/DGNB/PE is preparing the international C21 launch in Consense, Stuttgart in June 2012, to launch an official proposal for new countries. An international Press conference and C21 presentation towards international practitioners are planned, with the help of INTERFACE Flor (IFPEB member and Consense sponsor).

Regarding the post-IEE sustainability for existing countries, an analysis of possible financing sources has been initiated, as sponsors’ identification. Moreover, in France, a partnership has been set with France GBC with the explicit objective of defining common governance for the post-IEE period.

3.1.8 WP8 – Communication to target industry stakeholders and experts (p59)

Information material has been created, i.e. a poster and a leaflet in English and in each language. A presentation on each partner website has been published, as well as a mention in the Build UP “links page” and partners page. Each country has a team available to present C21 at professional meetings and events, at a national or international scale, and C21 has been presented in many events.

Some countries have also begun to initiate actions towards the national press and institutions (press release in Spain, Conference press with 500 journalists contacted in France planned for end of March). The national launch will be done in the forthcoming weeks or months, depending of the local context and will be followed by the international launch in June in Stuttgart.

Actions towards social networks have also begun in several countries, detailed here-below. The major part of the communication will now fully deploy, as the platform is operational.

Country Overview

- **ANCE / UCV for Italy**

The project has been presented in the following events:

- Conference “Prestazioni energetiche in edilizia, direttiva 2010/31/UE” (L’quila, 08th July 2011)
- Conference “Regole e strumenti per l’edilizia ad alta efficienza energetica” (Sassari, 23rd July 2011)
- Conference “La riqualificazione energetica degli edifici esistenti” (Perugia, 22nd October 2010)
- Conference “L’efficienza energetica negli edifici” (Cuneo, 26th October 2010)
- Conference “L’ efficienza energetica nell’edilizia:quali strategie, quali strumenti?” (Reggio Emilia, 17.02.2012)
- Territorial meeting (Torino, 12.12.2011, Milano, Bergamo, Varese, 31.01.2012, Frosinone, 04.02.2012)

A newsletter with information about C21 has been sent to 21 000 contacts, in the framework of the agreement between ANCE and MISE (first week of March 2012)

Information about the project was spread by UCV by seven mailings to its database i.e. to 8.124 contacts on July 29, August 8th and on August 31st. They are a part of Chambers of architecture; Associations of contractors; Associations of contractors, Architecture or Engineers associations; “Green business associations”; Universities, Research Centres; Certification bodies; Real Estate Associations; Investors (financial institutions, banks, fund agencies, private investors); Real Estate Associations; Energy providers and utilities; Other EU-funded projects; Professional Building Associations; Architecture or Engineers associations; Industry associations; Chambers of Commerce; Energy and building offices of the regional government; Associations of builders; Energy providers and utilities (please see enclosed file). C21 will be also promoted every month also through UCV News Letter and through EIC News bulletin.

From October UCV collected further 3 702 contacts and we will receive soon information concerning additional contact from Green Building Italia. They will be contacted in a second step to incite them to register on C21.

- **VGTV for Lithuania**

A direct link with a logo on each National partner website has been asked. VGTV has a team available to present C21 at professional meetings and events, at a national or international scale. VGTV organises and participates – 13 directly plus more than 10 indirectly targeted to C21 - in all the events, where industry stakeholders and experts might be targeted. The Beta and RC1 version were presented to 12 National partners and other concerned parties during the meetings, seminars and trainings.

- **ESCI for Spain**

A communication strategy for Construction21 in Spain has been developed and its main points presented to the consortium during the training hold in Barcelona. The strategy defines the specific objectives, identifies the different cooperation categories and provides guidelines to ensure that the C21 dissemination objectives will be fulfilled.

The strategy is currently being implemented and some of the first results are:

- a press release disseminated within different LinkedIn Groups and during the official announcement of the website launch (to more than 500 contacts) at early March,
 - an article describing C21 published in the Econstruction and Ecohabitar magazines,
 - a new published in the website of the architects firm Allende (owner of one of the published CS),
 - face to face meetings with key agents of the sustainable construction sector in Spain, such as GBCe,
 - a poster and a leaflet which will be used in conferences, meetings, etc,
 - a short powerpoint presentation to be used in face-to-face meetings with local stakeholders,
 - an extended powerpoint presentation explaining the procedure to enter and review a CS within the platform to be used within the webinars,
 - the creation of a LinkedIn Group.
- **RoGBC for Romania**

The Romanian team has already presented the C21 project in several events and fairs, such as:

- **REALTY Forum on Real Estate- 2/11/2011 - Bucharest, Romania.**
Public : owners of offices, retail and industrial spaces. 150 participants.
- **RENEXPO Trade Fair - 9-11/11/2011 - Bucharest, Romania.**
Public : architects, builders, engineers, entrepreneurs, public authorities. Over 3000 participants.
- **Build Green Central & Eastern Europe - 15-18/11/2011 - Krakow, Poland**
Meeting of the Green Building Council representatives of the European Green Building Council Network and conferences. Public : Architects, Interior Designers, Technology Consultants, Engineers, Academia, and other people interested in exploring ways to benefit from the important shift towards energy efficiency and environmental responsibility in the construction industry. 200 participants.
- **Green Café – 19/12/2011 - Oradea, Romania**
Public : Architects, Engineers, Builders, Construction Materials suppliers, Interior Designers, Technologists, Construction professionals, Academia, and other people interested in exploring ways to benefit from the important shift towards energy efficiency and environmental responsibility in the construction industry. 30 participants.
- **Info Session - Green Building Demonstration Projects by RoGBC – 19/01/2012 - Bucharest, Romania**
Session organized to inform RoGBC members and invitees about the benefits and possibilities for involvement in on-going and planned demonstration projects. Public : Architects, Engineers, Builders, Construction Materials suppliers, Interior Designers, Technologists, Construction professionals, Academia, ... 35 participants.
- **Managing Green Building Projects by RoGBC – 3/02/2012 - Bucharest, Romania**
A full day course focused on best practices for managing successful green building projects. The course covered, among other topics, key sustainable construction principles including "Integrated Design", obtaining optimal performance results from project partners, and the proper commissioning of completed building projects. Public : Architects, Engineers, Materials & Technology providers, and Facilities Managers. 25 participants.

- **DGNB / PE for Germany**

A deployment strategy / communication plan has been developed by both German partners in January 2012 with representatives of their marketing departments. Following actions have been discussed: C21 launch at Consense, development of a new German flyer, newsletter and press release in German

magazines, face-to-face meetings with experts, article on Wikipedia in both German and English languages, setting up information about C21 on social networks. Personal networks and accounts have been activated and updated for the further dissemination, C21 accounts have been created and C21 groups have been funded in German language on the main social networks (LinkedIn, YouTube, twitter, Google plus, Facebook and Xing).

- **IFPEB for France**

IFPEB communication plan is based on 2 types of actions, completing the targets mobilization by the different partnerships and direct contacts (WP4).

Press: a national press conference is currently on progress (during the French sustainable development week). This conference is prepared with the help of an external media agency and the communication teams of some France GBC and IFPEB members. 800 journalists and 300 professionals have been invited. As a first result of this mobilization, Christian Brodhag, IFPEB's president, has been invited to a TV-radio debate on BFM business (6/3/2012) about new building materials, where he had the opportunity to talk about Construction21.

Social networks: C21 groups have been created (in French and in English) on Viadeo and LinkedIn, and information about the project advancement is regularly posted. The personal networks of Cedric Borel and Véronique Pappe and the IFPEB contacts file are also carefully worked, in order to be ready the D-Day, to invite all personal contacts to join C21. IFPEB has also hired a trainee in March 2012 to develop the C21 presence on the social networks and help the first suppliers to enter their cases in the database.

3.1.9 WP9 – Dissemination activities (p64)

Information about the project was available on C21 European homepage from September 2011, leading to the French prototype (D 9.1 – D 9.3). From February 2012, C21 website is on line and some detailed pages presenting the project (who we are, how to join, partners in the country and in Europe) are currently set in the 7 platforms.

3.2 Deviations from the project work plan

| Deviation | Taken Action |
|--|---|
| Translation's quality | Professional double check bought by IFPEB on the first translation package |
| 6 weeks delay in listening phase (case study structure, summertime, etc.) | Change in order of web developments, active follow-up of listening phase, end of this phase in September for CIRIDD next developments. |
| Late MC/TC and moderators training | Action planned too early when compared to IT planning. Rescheduled in November 2011 for MC/TC and from February for moderators. |
| Case studies entry, on line competition management | Actions planned too early when compared to IT planning (from August 2011) : case studies have been entered with the first operational platform, from February 2012, and competition will really begin when a sufficient amount of case studies will be entered in C21 (June 2012) |
| Environment quality (wording, on line help, etc.) and case study structure suitability | Specific working group to stabilize the whole environment in December before finalizing the translation in January 2012. |
| Time for translation integration much more important as planned | Organization to limit the number of different translation packages and specific attention to the quality check by IFPEB. Developments to allow each national team to modify directly some terms or pages. |

| | |
|--|--|
| Adaptation of terms & conditions to legal requirements in each country | Legal advice by specialised lawyer (to plan). |
| WP7 started before date | None. (linked to important opportunities for disseminating the information on C21 to international stakeholders by C21 partners) |

3.3 Interim review of deliverables

Cf. List of submitted deliverables in Appendix 1.

3.4 Progress regarding performance indicators

The project has achieved a first step and significant results on the 2 first types of KPIs.

- 1- **A result-oriented widely used European platform:** the first partnerships signed represent an audience of more than 1 360 000 professionals, and 22 000 directly targeted professionals. These results are largely above the February 2012 targets (10 000 and 250 000) and the final target is on good tracks. The number of case studies reviewers (38) is also largely above the final target (30). On the other side, the number of C21 users is under the target (450 vs 1500), a logical result regarding the recent availability date of the platform.
- 2- **Promote eco-designed and energy efficient systems and materials:** the number of case studies registered is in line with the February 2012 target (31 vs 25). For the innovations, the start is lower, for an innovation producer has first to convince the owner or the builder of a building to enter in in C21 before presenting his innovation. A special effort will have to be done on this side but the final target should be achieved on these both KPIs, regarding the warm welcome of C21 among the stakeholders.

For the other KPIs, 3-Kick-start competition Europe-wide on excellence, 4-Promote and train supply-chain “clusters” and 5-Contribution to the EU 2020 targets on energy efficiency and renewable energy sources : it’s too early to get the first results, achievable only a few months after the platform launch.

4 Work plan for the next period: March 2012 to May 2013

4.1 Planned activities in the next period.

For the next period, the consortium will be focused first on the active mobilization of the different targets to make them C21 contributors, cases suppliers or communities managers. For that, all communication means will be used: direct approach, media relations, events or social media.

The second priority, linked to the first one, is the post-IEE preparation: partners search for the future governance and financing, in each founding country as well as in new ones.

Out of the scope of works of the Construction21 IEE grant, in the context of C21 Project Officer agreement, talks with other countries will moreover be engaged and some new partners should be able to enlarge C21 network sooner, at the end of 2012 or beginning 2013.

4.1.1 At consortium level

- WP1: Prepare the Final Report, preliminary to last payment and ensure the coordination of the project. A third project meeting is planned in Paris in May and a fourth one in Vilnius in October 2012.

- WP2: Stabilize the tool, including the peripheral features implemented in March (links with Build UP and external websites, web monitoring system) and the necessary improvements identified during the first weeks of activity.
Finalize the 7 platforms with the last features (users and case studies ranking, Q&A pages ...).
- WP3: Finalize the training video set.
- WP4/WP8: Launch officially Construction21 at European level and develop links with pan-European stakeholders and other European projects.
- WP6: Set the organization to identify hot topics and stimulate cooperation between the different C21 platforms and with Build UP.
- WP7: Define new countries recruitment/integration process and initiate the international communication. Define the business plan and future governance mode and begin partners search for the future C21 management at a European level.
- WP9: Ensure partners involvement for IEE dissemination.

4.1.2 At country level

- WP2: Check carefully the national C21 platform and detect necessary improvements. Participate to team project discussion for decision about further developments.
- WP3: Train the case studies reviewers and communities managers.
- WP4/WP8 : Launch officially Construction21 in each country.
Finalize the partnerships, the moderators and case studies reviewers' recruitment.
Fully deploy all communication actions towards European industry stakeholders and experts with the different levels of the communication plan (close following of the partners for the mobilization of their own communication tools, media relations and events, social media and Internet strategy).
Identify hot topics and organize the creation of communities.
- WP5: Set the case study reviewers team and a strong collecting and review process for case studies.
- WP6: Develop content and initiate the 6 trans-European communities in each country.
- WP7: Define the business plan and governance mode for the post-IEE period and begin to involve future partners in C21 management of each national platform.

4.2 Planned meetings and dissemination activities

An international C21 launch with the involvement of many C21 partners is planned at Consense, Stuttgart (June 2012) with a double objective: recruit members and contributors for the 7 current platforms and prepare the post-IEE period with the announcement of the international development proposal and a first search of future sponsors. A meeting is planned with BuildUP team to identify events where reciprocal promotion for both projects should be done. Many events are also planned by each national team project (Cf D8.9).

Country Overview

- **ANCE / UCV for Italy**
 - Ad hoc local presentation in ANCE regional bases
 - Cycle of 4 seminars (Bari, Firenze, Padova, Milano), organized by ANCE in the framework of the agreement with MISE, about European project, with a particular focus on C21 platform
 - Participation of ANCE in some of the events detailed in Deliverables D8.9.

- 100 year conference of the Italian-German chamber of commerce of Frankfurt, Germany at November 17th 2011
- ECOMONDO 2011 in Rimini (Italy) at November 10th-11th
- Matching 2011 in Milan (Italy) at November 21st -23rd
- Conference "SMEs in a Resource-Efficient Europe" in Venice (Italy) at November 25th 2011
- Green international workshop in Rad (Romania) at November 23rd -25th 2011
- SASO FAIR 201 in Split (Croatia) at October 21st, 2012 - civil constructions, wood industry and metals, electricity, telecommunications, industrial equipment and craft SMEs sector
- Turkey Build, Istanbul, May 2-6 2012
- Pollutech Ambiente , Lione, November 27-30 2012
- Solar expo, May 7-9,2012

- **VG TU for Lithuania**

VG TU has planned to organize a science conference, GAIA (GREEN ARCHITECTURE: INNOVATIVE APPROACHES) the 25-26th of October 2012 in Vilnius, in order to attract various Lithuanian stakeholders and experts and to introduce them to International and National processes. C21 will be presented and some other C21 founding partners should also present their work.

- **ESCI for Spain**

- Presentation of C21 in the BSA conference (23rd to 25th of May in Porto, Portugal).
- Presentation of C21 within a course on "Sustainability: Energy Efficiency, Building and Structures Assessment" (S5E) organised by the Eduardo Torroja Institute in Spain (April 2012).
- Presentation of C21 to the 50 associates of a3e (date to be confirmed).
- Webinar to train CS suppliers and reviewers (2 per month).
- Webinar to announce the C21 website launch (mid-March, 3-4 different sessions).
- Face-to-face meetings with key stakeholders (such as regional and national public agencies, universities, associations, etc).
- Disclosure of the press release among specialized media (March 2012).

- **RoGBC for Romania**

- Local presentations where RoGBC has partners and/or branches (Cluj, Oradea, Timisoara, Iasi)
- Distribute brochures and talk with GBC's and exhibitors at EcoBuild, London 20-23rd of March 2012
- Briefing on the C21 project within the trainings delivered under the RoGBC Green Building Professional umbrella – Zero Energy Houses, Financial Valuation and Cost of Green Buildings,
- Session on C21 in RoGBC Ecolabel Workshop – Bucharest, 20 March 2012
- Presentation on C21 within "Energy Efficiency in Construction; Market opportunities" conference, organized by Bursa Constructiilor (printed magazine and online news portal) 29th of March, Bucharest. Public: Investors/developers, Contractors, Designers/architects, Manufacturers of materials/technologies, Energy auditors, Evaluators, Consultants for energy efficiency, Specialized media, Representatives of construction associations
- National Real Estate Fair, Bucharest - May 25-27 & September 25-27, 2012
- Green Retail Conference, Bucharest, October 2012

- **DGNB / PE for Germany**

- DGNB will ask to the OPEN HOUSE project manager to publish information about the C21 project in the official website of OH, i.e. <http://www.openhouse-fp7.eu/>

- Introduction of the C21 project to the next “Introduction to DGNB” in Warsaw at April 23rd, 2012.
 - Presentation of C21 platform at PE INTERNATIONAL Symposium at October 2012
 - Internal C21 Training for the European-wide Construction Team in a Team Meeting with 15 -20 PE INTERNATIONAL members
 - Article on Wikipedia about the C21 project in English and German, as important “vehicle” to promote C21 and BuildUP, in order to reach a wide spectrum of key actors. (Other C21 partners will provide their contribution and translate the final version of the article in their own languages).
 - Launch of C21 at CONSENSE 2012 in line with the WGBC Congress in Stuttgart at June 19th - 20th, 2012. A press release will be written and published on the DGNB website and on well-known German magazines.
 - Development of a new German flyer, shorter than the leaflet. It will be distributed at many events (DGNB trainings, OPEN HOUSE meetings, etc.) where the DGNB and PE INTERNATIONAL will participate to increase awareness and mobilize national and European key stakeholders.
 - Carry on a viral communication campaign between decision makers and all the actors involved in the building sector, starting with the C21 launch planned at CONSENSE 2012.
 - Development of a C21 video for the whole project (English and other languages)
- **IFPEB for France**
 - National launch the 30th of March (CF. 3.1.8)
 - C21 meetings with internal teams of IFPEB members or other partners to identify all the possible cooperation opportunities with the platform:
 - Interface FLOR (Conference call with the international communication / sustainable development team planned the 16th of March 2012)
 - GDF Suez, EDF, Schneider Electric, Eiffage, Bouygues construction, Ferrari textiles BNP Real Estate (to plan in April 2012),
 - GIMELEC (electric companies association): a first meeting planned 3th of April
 - EGF-BTP (building companies association): a first meeting planned in April

IFPEB will also participate to French green building fairs (presentation of C21 and link between the conferences and the C21 communities): Innovative Building (Paris – 3-5/04/2012) and Building 360° (Paris - 26-27/09/2012). IFPEB will be also on EcoBuild (London - 20-22/03/2012) to present C21 to partners and exhibitors and initiate international contacts for international development.

Specific actions on social media : creation of C21 accounts on Facebook and twitter and implementation of the social media strategy to make C21 known by each identified target. A trainee has been hired in March 2012 to develop C21 presence on the social networks and help the first case studies suppliers to enter their cases in the database.

5 Other issues

No other particular issues.

Appendices

- A1 - List of submitted deliverables since starting date**
- A2 - Indicative state of advancement of hours spent (in %)**
- A3 - Updated list of main persons in charge of the action**
- A4 - Updated version of the publishable summary slides and project fact sheet**
- A5- Copy of the deliverables produced during the reporting period + deliverables produced for Progress Report(CD)**
- A6- Interim financial statement for each beneficiary and transfers**
- A7- Copies of bank statements showing the transfer to the co-beneficiaries of the first pre-financing**