

Building Energy Efficiency for Massive market Uptake 2014



International and national campaigns deployed.



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Contract number ENER/FP7/260039/BEEMUP

BEEM-UP

Building Energy Efficiency for Massive market Uptake

Integrated Project

EeB-ENERGY-2010.8.1-2

Demonstration of Energy Efficiency through Retrofitting of Buildings

Deliverable D7.8: International and national campaigns deployed.

Reference: D7.8

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Actual submission date: 2014/10

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Organisation name and lead contractor: ACCIONA

Revision: Final

Project co-funded by the European Commission within the Seventh Framework Programme		
Dissemination Level		
PU	Public	X
PP	Restricted to other programme participants (including the Commission Services)	
RE	Restricted to a group specified by the consortium (including the Commission Services)	
CO	Confidential, only for members of the consortium (including the Commission Services)	

Deliverable description

*After the development of the **Final version of the BEEM-UP awareness and dissemination plan** (Deliverable D.7.7), this document is intended to be the continuation and proof of evidence of the places that the BEEM-UP Partners have visited to show the project progress and main results achieved during the 4 years of Project lifetime.*

In the Description of Work of the BEEM-UP Project, it is said that BEEM-UP shall be presented at national and European level in different conferences, workshops, fairs, congresses and its progress and milestones disseminated to associations, platforms and other interested stakeholders.

Now, when this document is being prepared, there is only 3 months ahead of us until the Project termination, and we can say that the objectives listed then have been accomplished.

In this document, we will list, describe and evaluate the impact of the events where the BEEM-UP Partners have been since the project Kick Off meeting in Alingsås in February 2010. We believe that the number of actions taken has had an impact on the stakeholders approached, and also on the BEEM-UP Partners as a collaborative group from which some future business opportunities may show up.

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Chapter 1 Introduction

1.1. Background.

After almost four years of Project roll-out, we can say that the main results of BEEM-UP are now available. Consequently, the awareness and dissemination campaign defined and updated throughout the project has to come to an end in the last 3 months of the project.

The main objective of BEEM-UP is to achieve a 75% energy demand reduction in the demonstrator buildings, located in three different countries across Europe. In terms of results, the consultancy works developed by the Consortium prove that, with the interventions proposed, the energy demand reduction is an achieved goal in the three demos.

In the final version of the awareness and dissemination plan, BEEM-UP target groups are selected, dissemination tools and channels are selected and a list of activities is planned for the last phase of the project, in which the results are beginning to come available.

This document is aiming to compile the national and international actions taken by the BEEM-UP consortium, individually and collectively, in terms of dissemination and awareness strategies during the past years, since the Project start.

1.2. Contributions of partners

Each partner of the BEEM-UP Project has actively contributed to communication, dissemination and awareness activities. Particularly, all Partners have attended events where the BEEM-UP Project has been presented as an example, a flagship Project or a main strategic action in the framework of a collaborative action with the mandatory synergy request from a Consortium constituted of 18 Partners from 7 European Countries. Results of these actions are already visible and in the near future similar initiatives may be carried out by some or most of the BEEM-UP Partners across Europe.

For the preparation of this document, we need to mention that Deliverable *D.7.7. Final version of the awareness and dissemination plan*, in which there is a list of events as an annex will be further evaluated in this report.

Acciona Infraestructuras is activity leader and document writer, while the whole Steering Committee is committed to review and shape the final deliverable.

Chapter 2 Objectives and impact evaluation of the events

2.1. General context

Awareness and dissemination aim at making the project visible by promoting participation and increase the understanding of the project outside the Consortium.

Therefore, the BEEM-UP awareness and dissemination plan addresses the following issues:

- Who is the audience? → define our target groups.
- The aim of awareness and dissemination → overall approach and objectives
- What will be awarded and disseminated → outcomes and BEEM-UP key messages.
- What medium will be used → awareness and dissemination tools and activities.
- When will the plan be rolled out → timing.

These issues cannot be regarded in isolation. For instance, different **target groups** need to be approached by different media, some information will only be published in the last stage of the project, etc. That is, awareness and dissemination activities have to be modified according to the issues mentioned above.

Therefore, effective awareness and dissemination has to take into account the following principles:

- **Information has to be available and accessible.** Depending on the different purposes and target groups, awareness and dissemination activities and tools need to be adapted.
- **Information has to be relevant and compatible** for the different user groups to reach its maximum understanding and impact.
- **Interaction with end-users is vital.** Analyzing the end-user's needs and reactions creates linkages between the project goals and actual

achievements. This interaction requires a constant adoption of awareness and dissemination activities.

The awareness and dissemination plan of BEEM-UP includes project relevant objectives of awareness and dissemination, defines an overall approach for the plan and describes the generic contents for the awareness and dissemination.

The main objective of the awareness and dissemination plan is to ensure a high impact of all project results on the European construction and housing sector. Through realizing this strategy widespread awareness and dissemination is possible leading to a utilization of the project outcomes.

Another objective is to liaise with key stakeholders of the construction sector and to form consensus in order to maximize reuse of the project outcomes. Besides, additional knowledge from other research activities and the industry will refine the work done within the project. The awareness and dissemination plan ensures that the project results are communicated to the target groups in an understandable manner and at the right time. This, to a great extent, enables the reuse and enhancement of the outcomes.

Particularly, events are listed as a priority in the dissemination plan, at a national and international level, and it is stated that, after defining the strategy, attending to events had to consume 24% of the BEEM-UP Consortium efforts to disseminate the Project as indicated in Figure 1 below.

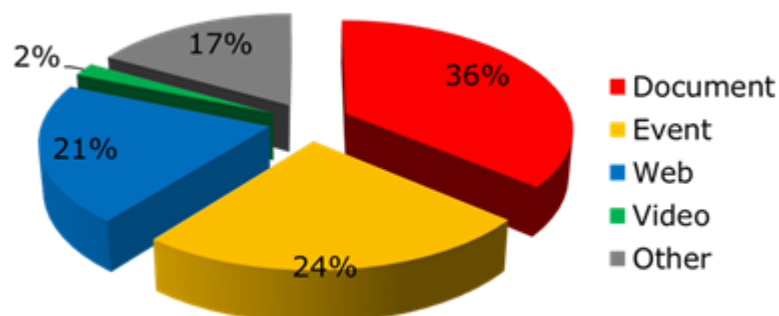


Figure 1: Dissemination plan priorities from Deliverable D.7.7.

2.2. Key messages included in dissemination activities.

A first priority in defining our communication policy, it is essential to establish key messages that need to be communicated in the BEEM-UP publications or events according to the purpose of awareness and dissemination and coherent with different target audiences (target groups). The key messages have to be defined in such terms that they will be understandable to each individual target group. These key messages are included in all Project communication. Depending on each target group a more technical, commercial or political language will be chosen.

BEEM-UP key messages have been agreed among Partners, and are listed below:

Key message 1-

The BEEM-UP objective is to demonstrate the economic, social and technical feasibility of retrofitting initiatives, drastically reducing the energy consumption in existing buildings, and thereby lay the ground for massive market uptake.

Key message 2-

BEEM-UP involves building owners and other stakeholders at 3 sites in France, Sweden and the Netherlands to implement an innovative approach to go beyond a 75% reduction in space heating energy consumption, in addition to reducing the total energy consumption.

Key message 3-

Ambitious energy reduction is demonstrated at the three demonstration sites. A methodology has been developed and implemented in order to find the best set of solutions to be implemented in the renovation of the buildings.

Key message 4-

Specific numbers for the demonstration sites' achieved objectives (in December 2014) are;

Savings (%)	Alingsås	Delft	Paris	Objectives of the BEEM-UP project
Heating	80	41	65	75
Domestic hot water	12	50	52	45
Electricity	35	0	58	42 (lighting)

Table from Deliverable D.3.8.

Key message 4bis–

The three demonstration sites are actively monitored. The target is to prove the relation between the energy demand reduction and the energy consumption reduction.

A statistically representative number of dwellings is monitored. Results will become available at the end of the project. Key statistics for the monitoring process are displayed in the below table:

Demo site	Total monitoring months	
Sweden demo 12 dwellings monitored, out of 144	January 2013	24
The Netherlands demo 34 dwellings monitored, out of 108	October 2013	15
France demo 10 dwellings monitored, out of 87	February 2014	11

Chapter 3 BEEM-UP objectives related to events attendance.

3.1. Target groups and channels to approach them.

The list of target groups is defined in a Steering Committee Meeting, which took place in Brussels, in which these groups are identified, classified and organized according to the best interest for the BEEM-UP Project success.

In the following table, extracted from the final version of the awareness and dissemination plan, the final conclusion of this exercise is included.

Priority	Target group
1 st	Building owners
2 nd	Local authorities
3 rd	Tenants
4 th	Private promoters
5 th	Academia
6 th	EU Associations
7 th	Construction sector
8 th	Technological suppliers



Table 2; the BEEM-Up selected target groups according to their level of priority.

To approach the selected target groups, a list of awareness and dissemination channels to be used by the Consortium is developed in D.7.7 and listed below:

#	CHANNEL	DESCRIPTION
E	Participation in conferences, workshops and exhibition fairs	<p>Seminars, congresses and any other interesting event in 2013 and 2014.</p> <p>BEEM-UP will be presented in a number of relevant international conferences. Contacts with target groups will also take the form of workshops, set up by the project on different locations across EU. The objective is to discuss specific research results and receive input from outside, as well as to trigger new replication projects. One specific national workshop will be organised in each country of the consortium as well as 2 European ones. At the conclusion of the project ACCIONA will organize an event</p>

#	CHANNEL	DESCRIPTION																											
		<p>where results will be announced together with a discussion of lessons learned and opportunities for further extension of the project's outcomes. A list of relevant conferences is listed in WP7.</p> <p>The list of attended and planned conferences is included in Annex I</p>																											
F	Clustering Activities	<p>Activities to promote communication among:</p> <p>a) Target groups.</p> <p>b) BEEM-UP Related projects: BEEM-UP will exchange results with a number of related projects, some of which are listed in the table below:</p> <table border="1"> <thead> <tr> <th>Project</th> <th>Description</th> <th>Partner</th> </tr> </thead> <tbody> <tr> <td>MARIE</td> <td>MARIE develops political programs and financial instruments for large-scale retrofitting. BEEMUP provides methods for building stock analysis and strategies to link public and private sector initiatives.</td> <td>B&W, ETH Zürich</td> </tr> <tr> <td>SHOWE-IT</td> <td>FP7 project; domestic ICT systems for improved energy management</td> <td>Acciona, B&W, Siemens</td> </tr> <tr> <td>MESSIB</td> <td>Decentralized fuel cells for residential buildings</td> <td>Acciona</td> </tr> <tr> <td>RETROKIT</td> <td>Toolboxes for systemic retrofitting</td> <td>Dura Vermeer, SP</td> </tr> <tr> <td>BUILDSMART</td> <td>Energy efficiency solutions ready for the market</td> <td>Skanska</td> </tr> <tr> <td>FIEMSER</td> <td>Friendly Intelligent Energy Management system for Existing Residential Buildings</td> <td>Acciona</td> </tr> <tr> <td>POWER HOUSE NEARLY ZERO ENERGY CHALLENGE</td> <td>Provide a structure for a pan-EU knowledge exchange between social housing practitioners to learn from each other about the practical implications and costs of ambitious energy performance codes</td> <td>B&W involved in the BEEM-UP best practice knowledge exchange</td> </tr> <tr> <td>E2ReBuild</td> <td>Energy efficient retrofitting</td> <td>SP</td> </tr> </tbody> </table>	Project	Description	Partner	MARIE	MARIE develops political programs and financial instruments for large-scale retrofitting. BEEMUP provides methods for building stock analysis and strategies to link public and private sector initiatives.	B&W, ETH Zürich	SHOWE-IT	FP7 project; domestic ICT systems for improved energy management	Acciona, B&W, Siemens	MESSIB	Decentralized fuel cells for residential buildings	Acciona	RETROKIT	Toolboxes for systemic retrofitting	Dura Vermeer, SP	BUILDSMART	Energy efficiency solutions ready for the market	Skanska	FIEMSER	Friendly Intelligent Energy Management system for Existing Residential Buildings	Acciona	POWER HOUSE NEARLY ZERO ENERGY CHALLENGE	Provide a structure for a pan-EU knowledge exchange between social housing practitioners to learn from each other about the practical implications and costs of ambitious energy performance codes	B&W involved in the BEEM-UP best practice knowledge exchange	E2ReBuild	Energy efficient retrofitting	SP
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Table 1; Dissemination channels related to events attendance.

3.2. Dissemination evaluation criteria; definition of objectives.

Although it is not explicitly included in the Description of Work, it is desirable to include an evaluation of the impact level and success of the awareness and dissemination activities defined in D.7.7.

At the end of the Project, December 2014, all Partners will be requested to fill out a questionnaire in which some questions related to this issue are included.

Extracted from D.7.7., the table below shows some of the parameters that will be taken into consideration, paying special attention to the “Events” row, in which the targets are defined as a reference for the Partners.

Media/Action/Method	Quality check parameter	Objectives
BEEM-UP documents	# dissemination booklets distributed	1500 paper copies distributed and a digital version 200 in each language (French-Dutch and Swedish)?
	# exploitation booklets distributed	500 paper copies and digital versions in French and Dutch
	# submitted	25 in total
	# articles published	40 public documents, interviews,...
	# awards	At least 2 awards
Events	# number of events	10 public events
	# audience in each event (present/online)	At least 100 attendees per event
Website	# visitors	Based on experience of previous projects, 2000 individuals visits per year is targeted
Demo Sweden	# visitors	700 persons
Demo Netherlands	# visitors	500 persons
Demo France	# visitors	300 persons

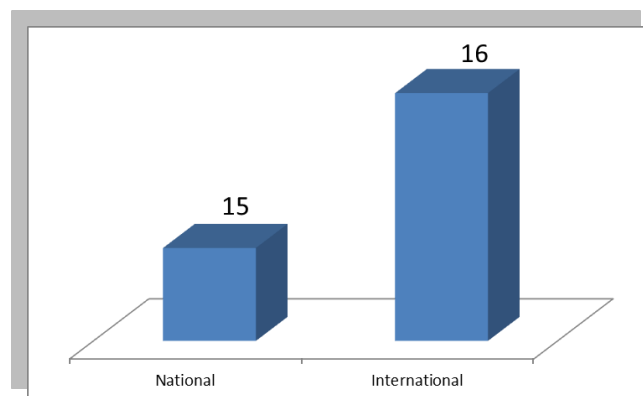
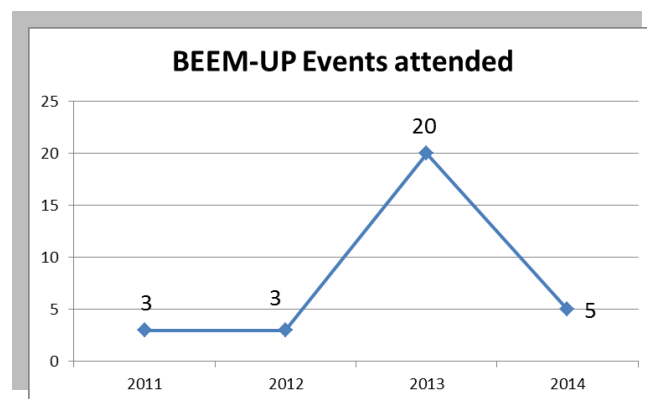
Table 6; BEEM-UP dissemination plan evaluation criteria.

Chapter 4 BEEM-UP event overview.

After a request for contributions from all Partners during the Project roll-out, the table in the following pages contains most of the events attended by one or more BEEM-UP Partners.

As a summary, the following graphics show the level of ambition related to the dissemination of the Project in different countries since the second year of the Project.

Year	Events attended
2011	3
2012	3
2013	20
2014	5
Total	31



Chapter 5 BEEM-UP detailed list of events attended.

Name of the conference	Level (N/I)	Partner's name	Location	Date
2011				
EeB PPP workshop	I	ACCIONA	Brussels	3-2011
CERBOF seminar	N	Skanska	Stockholm	4-2011
The 6 th Passive House Conference in the Nordic Countries	I	Skanska	Helsinki, Finland	10-2011
2012				
Bebo Turik2	N	Skanska	Stockholm	3-2012
The 6 th Passive House Conference in the Nordic Countries	I	Skanska	Trondheim, Norway	10-2012
Milparena	N	Skanska	Gothenburg	10-2012
2013				
Forum du bâtiment	N	ICF	Bordeaux	2-2013
EeB PPP Workshop	I	ACCIONA	Brussels	2-2013
MA Architecture and Environment	I	York Ostermeyer (Chalmers)	Berlin	2-2013
Forum Energie und Bau	N	York Ostermeyer (Chalmers)	Hannover	2-2013
3rd Sustainable Building Forum of the Competitiveness clusters	I	NOBATEK	Bordeaux	2-2013
Using ICT, Social Media and Mobile Technologies to Foster Self-Organisation in Urban and Neighbourhood Governance	N	Evert Hasselaar (OTB)	Library at Delft University of Technology, Delft, The Netherlands	5-2013
Power House nZEC Project Meeting	N	B&W	Dublin	5-2013
Sustainable housing in a post-growth Europe	I	B&W	Barcelona	6-2013
France GBC Green Building Week 2013	N	ICF	Paris	6-2013
Congrès USH	N	ICF	Lille	9-2013
SB13	I	Holger Wallbaum (Chalmers)	Graz, Austria	9-2013
Fachmesse „Zukunft Wohnen“ Innovative Lösungen für die Wohnungswirtschaft	N	LUWOGÉ consult	Darmstadt, Germany	10-2013
The 6 th Passive House Conference in the Nordic Countries	I	Skanska, SP, Alingsåshem*	Gothenburg	10-2013
Class Advanced Building	N	York Ostermeyer	Gothenburg	10-2013

Name of the conference	Level (N/I)	Partner's name	Location	Date
Physics		(Chalmers)		
The 6th Passive House Conference in the Nordic Countries (Passivhus Norden)	I	SP	Gothenburg, Sweden	10-2013
Batimat	N	ICF	Paris	11-2013
BATIMAT 2013	N	NOBATEK	Paris	11-2013
Smart City Expo 2013	I	B&W	Barcelona	11-2013
Next generation retrofitting approaches	I	York Ostermeyer (Chalmers)	Hamburg	11-2013
Social Investment Research Platform (SIRP) Conference	I	MU	Unknown	X-2013
2014				
Produrable	N	ICF	Paris	4-2014
International Passive House Conference	I	LUWOGÉ consult	Aachen, Germany	4-2014
Biennale de la ville durable	N	ICF		6-2014
DEBATEK	N	NOBATEK	Gradignan, France	4-2014
International Sustainable Development Research Society (ISDRS) Conference	I	MU	Unknown	X-2014
AREUEA National Conference	I	MU	Washington DC	05-2014
World Sustainable Building Conference 2014	I	BEEM-UP Steering Committee Partners	Barcelona (Spain)	10-2014

Chapter 6 BEEM-UP Publications

In the following table, a detailed list of publications, authors and related media is included:

Subject / title	Lead author	Co-authors	Target conferences / journals	Status
BEEM-UP Building Energy Efficiency for Massive market Uptake: Methodology, Calculations and Results	Friedrich Reuter, Anne Jacobs	Ulrich Baum York Ostermeyer Holger Wallbaum	The 6th Passive House Conference in the Nordic Countries	Published
Multidimensional Pareto optimization as an approach for site-specific building retrofitting solutions applicable for life cycle sustainability assessment	York Ostermeyer	Holger Wallbaum Friedrich Reuter	The International Journal of Life Cycle Assessment	Publication
"Beem-Up"	Alingsåshem	-	Local newspaper "Alingsås Kuriren" for special edition in connection with Framtidsveckan (The Future Week)	Done, published w12 2013
"Brogårdens ombyggnad – utveckling av metodik för ekonomiska långtidsplaner"	Alingsåshem	-	Nordic Passive House conference 2013	Submitted
BEEMUP - från demonstrationshus till erfarenhetsbank	Helena Burstrand Knutsson, Charlotte S Tengberg, Linda Martinsson		Samhällsbyggaren 5/2011	Published
High Performance insulation in energy efficient retrofitting	Linda Martinsson	Elin Eriksson, Ene Lindén, Charlotte S Tengberg	The 6th Passive House Conference in the Nordic Countries	Published
Retrofitting of houses from the record years	Lena Schälin		The 6th Passive House Conference in the Nordic Countries	Published
Industriell renovering (in Swedish, Industrial retrofitting)		Charlotte S Tengberg, Lena Schälin	Energi och Miljö (trades journal) sept 2012	Published
Ökad miljöteknikexport för Sverige i topp (in Sweden, Increased export of Environmental technology in Sweden)		Charlotte S Tengberg	VVS-forum (trades journal) 2012	Published

Subject / title	Lead author	Co-authors	Target conferences / journals	Status
Development of energy efficient wall for retrofiting	Linda Martinsson	Charlotte S Tengberg	The 6th Passive House Conference in the Nordic Countries	Published (available at the internet)
Development of energy efficient wall for retrofiting	Linda Martinsson	Charlotte S Tengberg	International Journal of Sustainable Built Environment	To be published
BEEM-UP Building Energy Efficiency for a Massive Market Uptake	Kristina Mjörnell, Charlotte Tengberg	Juan Ramon de las Cuevas, Rolf Bastiaansen	The 6th Passive House Conference in the Nordic Countries	Accepted for oral presentation; included in conference proceedings
Energy Efficiency Retrofitting demonstrations	Linda Martinsson (Skanska)	Piotr Zietara (B&W)	The 6th Passive House Conference in the Nordic Countries	Accepted for oral presentation; included in conference proceedings
Tenant Involvement for a Successful Retrofitting	Carolina Hiller	Ing-Marie Odegren, Ing-Marie Odegren, Zeno Winkels, Evert Hasselaar, Vera Lizarzaburu and Jean-Marc Puechavy	The 6th Passive House Conference in the Nordic Countries (Passivhus Norden)	Accepted for oral presentation; included in conference proceedings
Optimal retrofitting solutions versus fixed targets	York Ostermeyer	Holger Wallbaum, Friedrich Reuter, Anne Jakobs	The 6th Passive House Conference in the Nordic Countries	Accepted for oral presentation; included in conference proceedings
Cost-effective and high performance retrofitting of existing residential multi-family buildings in three European countries	Holger Wallbaum	York Ostermeyer, Andrea Chegut, Rogier Holtermanns and Friedrich Reuter	Sustainable Building 13 conference – Graz, Austria	Abstract accepted, Full paper in preparation
Building stock modelling to assess Europeans high performance retrofitting potentials	Niko Heeren	Justin Boucher, Holger Wallbaum	Energy and Buildings	WP needs to be finished first
Identifying energy efficiency potentials and barriers for retrofitting of the Eastern Europe housing stock	Holger Wallbaum	Niko Heeren, Justin Boucher, NN	Building research and Information (BRI)	WP needs to be finished first
Adopting Energy-Efficient Innovations in European Housing: Is it Financially	Andrea Chegut Rogier	Piet Eichholtz Nils Kok	Energy Policy	Conditional on acceptance

Subject / title	Lead author	Co-authors	Target conferences / journals	Status
Viable?	Holtermans	Isabel Tausendschön		
High Performance Insulation: Holistic technology innovation and assessment	Anne Jacobs,	Friedrich Reuter, Sven Mönning, Ulrich Baum	WSB14	Abstract submitted
Holistic methodology for the multidimensional optimization of refurbishments	Friedrich Reuter	Anne Jacobs, Ulrich Baum, Juan Ramon de las Cuevas Jiménez, Hoger Wallbaum, York Ostermeyer	WSB14	Abstract submitted

Chapter 7 Specific material.

In the BEEM-UP Website, there is a specific section for the Publications. Please see <http://beem-up.eu/publications.html>

In the Publications Section, the most interesting material prepared during the project is uploaded.

The following list provides an overview of these publications including a link to the actual reports.

7.1. BEEM-UP Dissemination Booklet.

Containing a description of the BEEM-UP demonstration sites, with their interventions and the methodology developed during the first period of the Project, the BEEM-UP Dissemination Booklet is a strongly recommended way to get a clear and concise overview of the Project, the Consortium and the renovations carried out during the four years of the Project.

- Click here to access the pdf: [BEEM-UP Dissemination booklet](#)

7.2. Other BEEM-UP publications.

Other interesting documents are included in this section. The BEEM-UP Tenants Brochure, containing strategies to involve, teach and inform the tenants when executing a retrofit in a residential area is considered a key document of the Project.

- Click here to access the pdf: [Tenants Brochure](#)

Another important document is the paper published in the Journal of Life Cycle assessment.

- Click here to access the pdf: [BEEM-UP at the "Life Cycle Assessment Journal"](#)

An example of another representative document is included below, containing information for the Community in the residential area of Alingsås.

- Click here to access the pdf: [Alingsashem Summer 2013 Newsletter \(Swedish\)](#)

7.3. The BEEM-UP events.

During the project execution, several Partners have attended a variety of events related to the Project, in the framework of National or International forums. In the following list of hyperlinks, one can access the documents and presentations related to some of these events. All of them are listed in Chapter 5.

- [Cost-effective and high performance renovation multi-family buildings](#)
- [RESPONDER Sustainable Housing Event in Barcelona](#)
- [EU SUSTAINABLE ENERGY WEEK](#)
- [EeB Workshop on energy efficient buildings - Brussels - March 2013](#)
- [EeB Project Review 2011](#)
- [EeB Project Review 2012](#)
- [Green Building Finance and Investments](#)

On the other hand, a specific series of conferences titled Passive House Norden, focusing on the implementation of passive house standards in the Nordic European countries, has been a venue for BEEM-UP Partners to discuss and publish a number of papers. These are listed below;

- ✚ [9. Session 3, K. Mjornell](#)
- ✚ [10. Session 3, F. Reuter](#)
- ✚ [11. Session 3, C.Hiller](#)
- ✚ [12. Session 3, L.Martinsson](#)
- ✚ [13. Session 3, U.Alexandersson](#)

7.4. The BEEM-UP Exploitation plan

One of the most important documents related to the Project and its outcomes is the Exploitation plan, developed during the last period of the Project, and with inputs from most of the BEEM-UP Partners. In the following link, one can access the plan and the Annex in which more interesting information is included in the form of a presentation.

- [BEEM-UP Exploitation Plan](#)
- [Exploitation plan Annex](#)

7.5. The BEEM-UP Deliverables.

In Deliverable *D.7.9 All key deliverables compiled into an energy efficiency refurbishments package intuitively accessible on the website*, there is a selection of the most important public deliverables of the BEEM-UP Project.

The BEEM-UP Project has delivered a total of 62 Deliverables, 34 of which are classified as “public”. This classifies around 50% as public information developed throughout the project by the 21 BEEM-UP Partners. Hence, this is considered as a large amount of valuable information, and for that reason, a selection of the most important documents is available on the website.

7.6. Closing event; BEEM-UP and the World Sustainable Building Conference 2014, Barcelona.

World Sustainable Building Congress to be held in Barcelona in October 2014:

As agreed upon during the General Assembly in Delft in 2013 and Warsaw in 2014, the BEEM-UP consortium organised a final event and the project’s closing ceremony at the WSB14 in Barcelona, which took place in October 28th-30th 2014. WSB14 is the largest world-wide event on the topic of sustainable buildings organised every 3 years (for further information, please visit <http://www.wsb14barcelona.org>). This high-level conference gathers industry professionals, academia and public authorities around the theme of enhancing energy efficiency in buildings.

The BEEM-UP Coordination Team (Acciona + Bax and Willems) was in touch with the conference organising committee in order to pursue the organisation of the BEEM-UP event. As a result the Coordination Team submitted a session proposal that was accepted by the Congress Scientific Committee.

Furthermore, individual Papers related to the BEEM-UP outcomes and submitted by BEEM-UP Partners have also been accepted.

Four abstracts for papers were accepted.

- Partners SP, LUWOGÉ, CHALMERS and MU. Documents are available on the BEEM-UP Website.
 - [SP Paper](#)
 - [OTB Paper](#)
 - [CHALMERS Paper](#)
 - [LUWOGÉ Paper](#)

BEEM-UP 90 minutes Session organised.

- Around the question: “How can a demonstration project trigger the energy retrofitting of social and public housing in Europe?”, four speakers from the BEEM-UP consortium presented the main outcomes of the Project in Room H2 of the Conference Building.
- The Paper related to the Session is available on the BEEM-UP Website.



BEEM-UP Session at WSB14

Chapter 8 Conclusions and acknowledgements

8.1. BEEM-UP campaigns success evaluation.

According to the objectives set out in chapter 2.2. of this report, the results of the various dissemination activities can be evaluated in the below table.

Action	Check parameter	Objectives	Achieved	
BEEM-UP documents	# dissemination booklets distributed	1500 paper copies and a digital version 200 in each language (French-Dutch and Swedish)?	Total; 700 copies distributed Version 2; 200 copies distributed 200 in each language (400 total)	✓
	# exploitation booklets distributed	500 paper copies and digital versions in French and Dutch	Digital versions distributed.	✓
	# submitted	25 in total	23 in total	✗
	# articles published	40 public documents, interviews,...	>50 in total	✓
	# awards	At least 2 awards	1 award	✗
Events	# number of events	10 public events	31 attended	✓
	# audience in each event (present/online)	At least 100 attendees per event	n.a.	n.a.
Website	# visitors	Based on experience of previous projects, 2000 individuals visits per year is targeted	150 in 2011 780 in 2012 2500 in 2013 6700 in 2014	✓
Sweden	# visitors	700 persons	1250	✓
Netherlands	# visitors	500 persons	520	✓
France	# visitors	300 persons	673	✓

8.2. Acknowledgements

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