

**Digital, autonomous, Intelligent and Synchronous system for
Continuous identification, Optimization and Value Extraction of
Resources from the end-of-use built environment**



DISCOVER

D8.3 Dissemination and Communication Activity Report 1

WP 8. Dissemination, Exploitation and Communication

(M1 – M18)

WP Leader: PEDMEDE

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Abbreviations

Abbreviation	Meaning
DC Plan	Dissemination & Communication Plan
DE&C	Dissemination, Exploitation and Communication
EoL	End-of-life
IPR	Intellectual Property Rights
KPIs	Key Performance Indicators
MOOCs	Massive Open Online Courses

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About the DISCOVER project

DISCOVER intends to develop an autonomous, synchronous, continuous and intelligent identification and data analysis system for materials and products in existing end-of-life built works. The proposed approach will provide key stakeholders, including academia research performers, along with construction industry representatives, with data-driven insights to make deconstruction more efficient, optimise the use of resources, improve the environmental footprints and enhance the circularity of construction and demolition, unlocking the potential of end-of-life built works, which will become material banks. The expected outcomes include an autonomous robotic platform coupled with continuous identification tools to scan built works and provide synchronous quantitative and qualitative data from different materials, including complex and concealed elements. Artificial intelligence algorithms will allow a rapid analysis of the properties and characteristics of components, and feed the automated scan-to-BIM model creation. The multi-dimensional BIM, including selective demolition processes, labour productivity, and technical planning, will become a Digital Twin of the demolition site optimised by social, economic, and environmental multi-criteria assessments. This approach will highly contribute to increase significantly the supply of traceable and sustainable construction materials and products to enhance their wider market acceptance, following the waste hierarchy. The social impacts of digital transformation in the construction sector will be considered, and new professional development tools for the relevant stakeholders will be proposed. The system will be tested in four different real demolition sites (Spain, Portugal, Poland and Belgium), offering a complete range of built work typologies and wide geographical coverage to demonstrate the replicability potential of DISCOVER, increasing the project dissemination capacity and awareness among the construction sector.

Abstract

This deliverable presents an updated and thorough assessment of the DISCOVER project's initiatives dedicated to achieving its **Dissemination and Communication objectives**. The strategic framework guiding these efforts was initially established in **DISCOVER'S Dissemination and Communication Plan (D8.1)** during the project's initial stages (M6). This document provides a detailed overview of the project's Dissemination and Communication plan, including the specific schedule, tools, and overall methodology employed. Furthermore, it offers comprehensive descriptions of all actions implemented in the first reporting period of the project (M1-M18).

The aim during the first reporting period was to communicate accurately and disseminate effectively the project's activities to scientific/industry/policymakers communities working in the fields of construction, deconstruction, circular economy sector as well as to the broader general public and policymakers, showcasing DISCOVER's vision and achievements in a manner that is both clear and easily accessible to audiences with varying levels of expertise, from expert researchers to non-specialist members of the public.

The DISCOVER project prioritized efficient coordination across its various partners to ensure effective engagement with the right stakeholders, with a primary focus on proactively identifying potential stakeholders through analysis of previous and ongoing EU-funded projects, as well as through participation in cluster activities with other projects operating under the same funding call.

The document is structured as follows:

Chapter 1: An introduction to the DISCOVER DC Plan and its goals;

Chapter 2: The overview of the Dissemination and Communication (D&C) objectives;

Chapter 3: The timeline of the Dissemination and Communication (D&C) Plan throughout the duration of the project;

Chapter 4: The target audience of the DISCOVER project;

Chapter 5: The tools and channels used to communicate the project's activities and results;

Chapter 6: The tools and channels used to disseminate the project's activities and results to the identified stakeholders;

Chapter 7: The establishment of synergies with other relevant projects and networks throughout the project.

Chapter 8: The Key Performance Indicators (KPIs) performance during the month 18; description of the process of reporting on the dissemination activities.

Chapter 9: Conclusion and next steps.

1. Introduction

This report serves as an update on all listed planned dissemination and communication activities, tools and channels, and matches them with main target groups and key performance indicators. It evaluates the impact of dissemination activities until M18 and will be updated and adjusted during the project's lifetime.

More specifically, the document addresses the essential components of a successful communication and dissemination strategy by:

- Incorporating goals into communication and dissemination activities;
- Defining and assigning to the partners the actions and requirements for the communication and dissemination process, as set in Article 17 — Communication, dissemination and visibility of Grant Agreement;
- Identifying primary target audiences;
- Presenting the key details of the project and showcasing the primary resources;
- Establishing the tools and communication channels that will be used to reach the target audience, along with the necessary actions and resources;
- Providing a timeline of dissemination activities that will take place throughout the project's duration;
- Outlining the internal monitoring, evaluation and reporting of dissemination activities;
- Providing the relevant instructions and templates to maximize the project's outcomes well after it has ended.

Communication and dissemination activities will be carried throughout the entire lifespan of the project (M1-M48), under the dedicated work packages (WP8, 9, 10 – Dissemination, Exploitation, Communication) in an effort to raise awareness on the project's activities and maximize its impact.

It is important to analyse the Communication and Dissemination definitions, two core concepts that the current document and WP8 deal with:

- Dissemination – The process of making the project's results publicly available to stakeholders, practitioners, researchers, policymakers, industry, and other potential users. Dissemination focuses on enabling uptake, transfer, and reuse of the results. It excludes activities related to the protection or commercial exploitation of results (e.g., patents).
- Communication – A strategic and continuous process that starts at the very beginning of the project and runs throughout its entire lifetime. Communication aims to inform and engage diverse audiences – including the general public, media, policymakers, and specific stakeholder groups – about the project, its objectives, and expected/achieved results. It involves clear, targeted messages and may include two-way interaction to stimulate interest and societal engagement.

2. Communication and Dissemination Objectives

The objectives of communication and dissemination serve as a catalyst to ensure that the project's outcomes - scientific results, robotic solutions, tools, AI algorithms, models, open dataset - are consequently disseminated to a broad spectrum of stakeholders in order to

maximize the impact of those outcomes, as well as to strengthen internal communication within the partnership and stakeholders.

The main objectives of communication and dissemination are to:

- Encourage involvement in the project's activities;
- Engage local, regional and European stakeholders through a series of relevant activities, events and conferences;
- Ensure that the key messages are communicated to its target audiences;
- Raise awareness among construction and deconstruction stakeholders;
- Disseminate the project's outcomes in an open, inclusive and transparent way;
- Foster synergies with other initiatives, capitalizing on existing dissemination channels and networks to ensure efficient communication and understanding.

To ensure lasting and far-reaching impact beyond the specific project goals and outcomes, the DISCOVER partners will implement DE&C activities embedded in a strategy based on four pillars (see Figure 1):

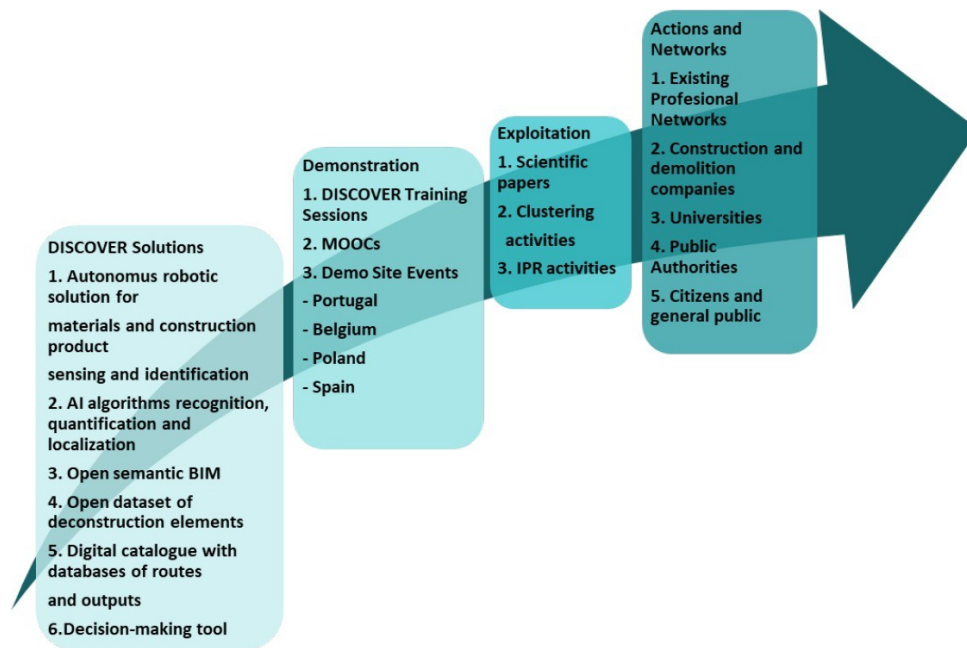


Figure 1. The main pillars of the D&C activities.

DISCOVER Solutions - This pillar highlights the core outputs of the project:

- Autonomous robotic solutions for material sensing and identification;
- AI algorithms for recognition, quantification, and localization of construction elements;
- Open semantic BIM, an open dataset for deconstruction elements, and a digital catalogue with routes and output databases;
- A decision-making tool to guide sustainable deconstruction practices.

Demonstration - Aimed at showcasing the practical application of DISCOVER's innovations, this pillar includes:

- Training sessions to familiarize stakeholders with the project's tools and methodologies;
- Online MOOCs (Massive Open Online Courses) for wider learning and adoption;
- On-site demonstration events in Portugal, Belgium, Poland, and Spain, allowing stakeholders to experience the technology firsthand.

Exploitation – Focusing on ensuring the scientific and commercial uptake of project outcomes, this pillar includes:

- Publication of scientific papers to share results with the academic community;
- Clustering activities to foster collaboration and innovation with related projects and stakeholders;
- Intellectual Property Rights (IPR) activities to protect and promote the innovative solutions developed.

Actions and Networks - To expand the reach of the project and ensure engagement, this pillar targets:

- Existing professional networks and construction companies;
- Universities, public authorities, and the general public, aiming to influence industry practices and public policy.

3. Timeline of D&C Plan

The timeline for dissemination and communication activities in DISCOVER is structured into four main phases that span the project's duration (see Figure 2). Each phase outlines essential activities in communication, dissemination, and exploitation to ensure the project's visibility and long-term impact. The D&C Plan is structured around three main pillars: (1) Communication, (2) Dissemination, and (3) Exploitation.

In Year 1, the focus is put on establishing the project's identity and online presence, initiating promotional activities, and developing the exploitation plan. Years 2-3 focus on deeper dissemination efforts, including pilot and site events, scientific publications, and the introduction of intellectual property rights (IPR) management. Year 4 is marked by a final dissemination event, continued presentations and publications, and exploitation activities that will extend after the finalization of the project to sustain impact.



Figure 2. D&C Timeline.

Detailed objectives for each period are presented in Table 1.

Period	Objectives	Communication and Dissemination tools to be used
1st Period M1 – M6	<ol style="list-style-type: none"> 1. Design the D&C strategy of DISCOVER 2. Design the logo and the visual identity of the project 3. Prepare the promotional package (leaflet, poster, templates, rollup -banner) 4. Set – up the project’s digital dissemination tools (social media accounts, website) 5. Announce the project widely 6. Design the exploitation plan 	<ul style="list-style-type: none"> - Project’s DC Plan - Project’s logo - Project’s website - Project’s social media accounts - Project’s poster, leaflet, banner, presentation and report template - Project’s press release - Project’s newsletter - Contact with other projects and networks
2nd Period M7 - M24	<ol style="list-style-type: none"> 1. Widely disseminate and communicate the project’s concept and progress 2. Engage a wide variety of stakeholders 3. Establish synergies with several relevant projects 4. Present the project at national and international events 5. Design IPR management plan 	<ul style="list-style-type: none"> - Continued use of project’s DC Plan, logo, website, and social media - Updated promotional materials - Press release - Newsletter - Collaboration with related projects and networks - Participation in external events
3rd Period M25 - M48	<ol style="list-style-type: none"> 1. Promote the project’s findings and achievements at key industry and academic events. 	<ul style="list-style-type: none"> - Continued use of DC Plan, logo, website, and social media - Promotional materials

	<ol style="list-style-type: none"> 2. Publish final research findings and insights in scientific journals 3. Maintain strong synergies with relevant project and cluster initiatives 4. Conduct the demo site events 	<ul style="list-style-type: none"> - Press release - Newsletter - Promotional videos - Collaboration with related projects and networks - Participation in external events
4th Period Beyond the end of the project	<ol style="list-style-type: none"> 1. Dissemination of project results 2. Post – project exploitation of the project’s results 	<ul style="list-style-type: none"> - Consortium partners’ networks and means of communications

Table 1. Dissemination & Communication Phases, Objectives, and Tools.

4. Target Groups

The main objective of the DC Plan is to support the DISCOVER partnership in achieving its goals through structured and appropriate means and tools and to maximize the impact of the DISCOVER project and effectively engage with a diverse range of target groups. DISCOVER consortium has devised a multifaceted approach that considers the diverse nature of the different stakeholders. The first step to achieving this goal is to identify the main target groups.

The following main groups of stakeholders have been identified as the main project audience (see Figure 3), interested in the project outputs, and, therefore, targeted by the consortium for dissemination and communication activities:

- Industrial community in the construction and demolition activities: workers, general contractors, deconstruction and demolition companies, designers, architects, engineers and developers;
- Professionals and researchers in the areas of civil and building engineering, circularity, robotics, signal processing, AI and social sciences;
- Public authorities, policy makers;
- Professional associations and networks;
- Universities and R&D centers;
- Citizens and the general public.

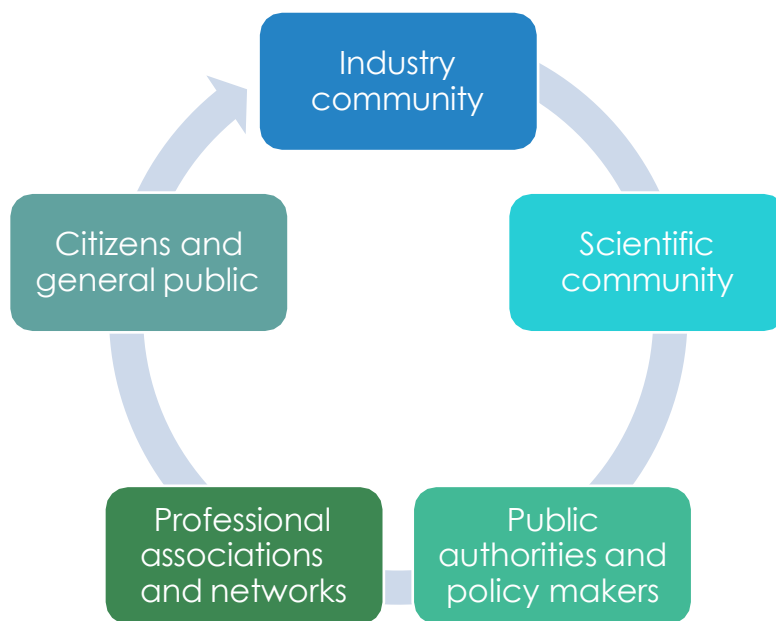


Figure 3. DISCOVER's target groups.

5. Communication: main channels and tools

The DISCOVER communication strategy will spread the project's vision to key stakeholders, main target groups and the public that can benefit from the results and outcomes of the project. The main communication channels and tools that will be utilized during the project are presented in Table 2.

Communication Tools	
Project Logo and Graphical Identity	Logo
	Typeface, colours
	Digital Templates
Promotional Materials	Flyers, roll-up banners, posters
	Newsletters and press release
Online Communication and Social Media Channels	Project website
	Project social media accounts (LinkedIn, BlueSky, YouTube)
	Partners' Websites and Social Media publications

Table 2. DISCOVER's communication channels and tools.

5.1. Project visual identity

A common branding was developed during the first months of the project to ensure the immediate recognition of the project. The logo, as the visual messenger of the project, will be used in all templates, reports, and dissemination activities throughout the project.

The official DISCOVER logo (see Figure 4) was selected to represent the project via an online poll by the majority of the voting partners. This design is adaptable to different screen and paper sizes, as well as different background colors, dark or light. The development of visual identity (see Annex 1) provides consistent instructions on how the DISCOVER partnership should be visually represented in any situation.

Visual identity serves the following purposes in terms of communication:

- To direct partners in the communication with the target audiences and national networks about the project and its activities;
- To maintain clarity and consistency across the various channels of communication, primarily events, digital (web, social media), and printed materials;
- To assist audiences (end users, stakeholders, etc.) in understanding the DISCOVER project, its objectives, and associated activities.



Figure 4. Alternative versions of the logo.

5.2. EU Visual Identity

The DISCOVER logo and the EU emblem must be prominently displayed on all communication materials created for the project (such as presentations, deliverables, etc.).

EU emblem:



A clear space must be used for the disclaimer.

Disclaimer:

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Both the EU emblem, together with the disclaimer, and the visual identity rules of the European Commission may be found in the European Research Executive Agency online repository¹.

Apart from applying the logo on all dissemination materials that will be produced, the central creation of basic electronic templates is suggested to be used by all participating partners for all project communication:

- A PPT template to be used for all presentations held during the project, e.g. in the framework of events, courses, and workshops (Annex 3). The template should have the project's logo, the EU logo, as well as a specified place to fill in the logo of the national partner. An effort should be made to include either the motto or a detail of the project's main creative visual in the template design;
- A press release template tailored for the general public will ensure effective communication and circulation in the media, both to disseminate project developments and results and stimulate awareness of homo- and transphobia (Annex 4).

5.3. Promotional materials

Dissemination and promotional materials, namely, poster, flyer and rollup banner (Annex 2) have already been designed. The main scope of these materials is to share information about the project with target groups and the broader audience in order to raise awareness and reassure a dissemination impact of the project, as well as effective connection with project activities, outcomes and results. The materials include the project logo, the reference to the European Commission with the EU, as well as reference/information on the following areas:

- The project objectives and scope
- The project partnership
- The project duration
- The main activities and key messages
- The expected outcomes/results
- The target groups addressed
- The innovative approach of the project
- The disclaimer

¹ https://rea.ec.europa.eu/communicating-about-your-eu-funded-project_en

- The link to the project's website
- Social media accounts

The materials will be used on multiple occasions, such as workshops, pilot demonstration events, national and international fairs or any other relevant event organized for the DISCOVER project addressing all target groups and key stakeholders involved.

The materials will be updated in M36 to include the latest project outcomes, enhancing their value for use in events such as demo site events, scientific publication and presentation at regional, national and international events in order to achieve a wider impact on the DISCOVER results. Finally, these materials can be also integrated in their electronic format into mailings addressed to recipient groups of the mailing lists. The materials are developed in English, and they are available on the DISCOVER website.

5.4. DISCOVER Project website

The DISCOVER project website is the principal dissemination tool and information gateway, where all the project outputs and results will be uploaded. The content of the website is in English, which is the project working language. The official website address of the project is <https://discover-horizon.eu/>.

PEDMEDE is the Work Package Leader and in charge of the website development and operation. At the same time, all partners will have responsibility for evaluating and providing input for the uploaded content throughout the project lifetime. The content will be adapted throughout the project's lifetime, and the website will be maintained for four years after the completion of the project to support the exploitation of its results.

In general, the development of the website is aimed at:

- Providing feedback and information regarding the project objectives, scope, content, milestones and activities, target groups to be addressed, key stakeholders to be involved, as well as the involved partners and countries;
- Providing information regarding the project rationale, its impact, along with aligning with national and European priorities and needs;
- Providing free access to the project deliverables and results, as well as project reporting in the framework of its WPs;
- Providing news about the progress of project development;
- Providing links to social media networks;
- Providing contact information and networking among users.

Supplementary key features of the project website:

- User-friendly and highly interactive;
- Providing the opportunity for communication among the users, along with direct linking with social media;
- Being adaptable through suggestions coming directly from the end users and through the interaction among potential users to generate a critical mass of multipliers;
- Detailed statistical data on website visits, number of repeated visits, average visit duration and country of origin will be followed-up and reported.

The structure of the website allows for identification of the sections and subsections to be developed within the DISCOVER partnership framework. The main identified sections are:

1 – ABOUT DISCOVER

2 – DEMOS

3 – CONSORTIUM

4 – RESOURCES

Subsections: - Promotional materials – Public Deliverables - Scientific Publications and Other Academic Outputs

5 – NEWS & EVENTS

6 – SYNERGIES

Subsection: - Newsletters

7 – CONTACT

Several improvements have been made to the DISCOVER website since its initial launch, enhancing both user experience and the visibility of project results. The project has set a baseline target of 5,000 website visits.

The performance of the DISCOVER project website was monitored using Google Analytics 4 (GA4). The tool provides comprehensive insights into user behaviour, engagement levels, and access patterns, enabling the consortium to assess the visibility and outreach of the website. All indicators were retrieved through the GA4 dashboard, using the standard reporting sections available on the platform.

So far, a total of 2,324 unique visitors has visited the DISCOVER website from its launch in September 2024 to November 2025, receiving 5,476 views (see Figure 5).

The following key metrics were assessed:

- Total visits

Located in Reports → Acquisition → User Acquisition.

This section tracks how many users visit the website and whether they are first-time or returning visitors.

- Page views and engagement metrics

Accessed via Reports → Engagement → Pages and Screens.

Includes page views, average engagement time, and page-level performance.

- Geographical distribution of users

Found in Reports → Demographics → Overview.

Helps identify the countries with the highest visitor activity.

- Downloads of project materials

Tracked as events in Reports → Engagement → Events under file_download.

This metric shows how often documents such as deliverables, brochures, or presentations were downloaded.

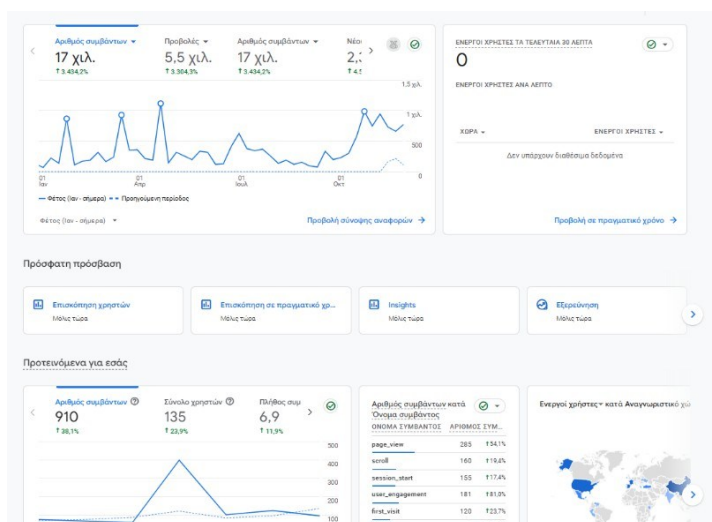
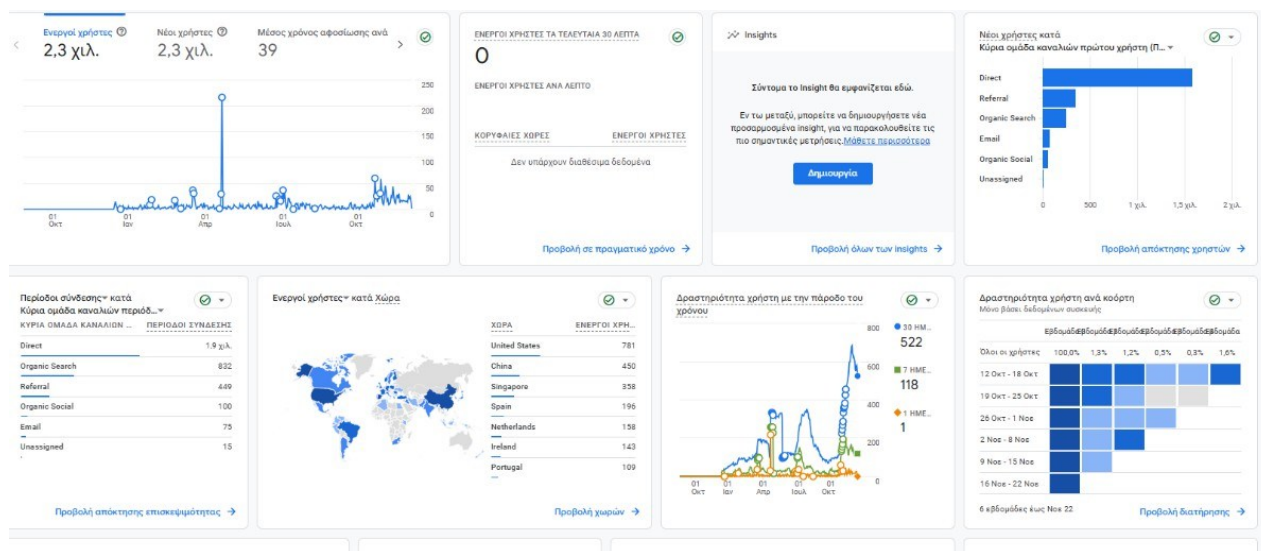


Figure 5. Statistics from DISCOVER website.

5.5. Social media accounts

The main goal of the DISCOVER’s social media accounts is to broaden its audience by creating an online community made up of followers and supporters, and maximize the impact of the project’s updates, news, and results. The project social media accounts serve as complementary dissemination and communication channels in addition to the project website throughout the four-year duration of the project. These accounts will also be maintained after the completion of the project.

The DISCOVER project is presented on LinkedIn and BlueSky as these channels are more relevant to scientific and industrial audience. During the reporting period, the DISCOVER project strengthened its online presence by focusing its communication efforts on LinkedIn

and Bluesky, as these platforms are more effective for reaching scientific, industrial, and professional audiences compared to the previously considered platform. Both channels are regularly updated with news on the project itself, as well as general news with relevance to the DISCOVER project.

The project set an initial objective to reach at least 500 followers on LinkedIn by M18 (see Figure 6). As of Month 18, the DISCOVER LinkedIn page has achieved 485 followers, demonstrated steady growth and indicated that the target is likely to be met in the immediate next period. During the reporting period, the DISCOVER LinkedIn page demonstrated strong visibility and engagement. The posts published throughout this period generated a total of 20,787 impressions, reflecting a solid reach within the professional community. Engagement indicators remained positive, with 566 reactions, 12 comments, and 19 reposts, showing active interaction from followers, partners, and stakeholders. Continued partner support and consistent posting are expected to further increase engagement and reach.

LinkedIn: <https://www.linkedin.com/company/discover-horizon-project/>

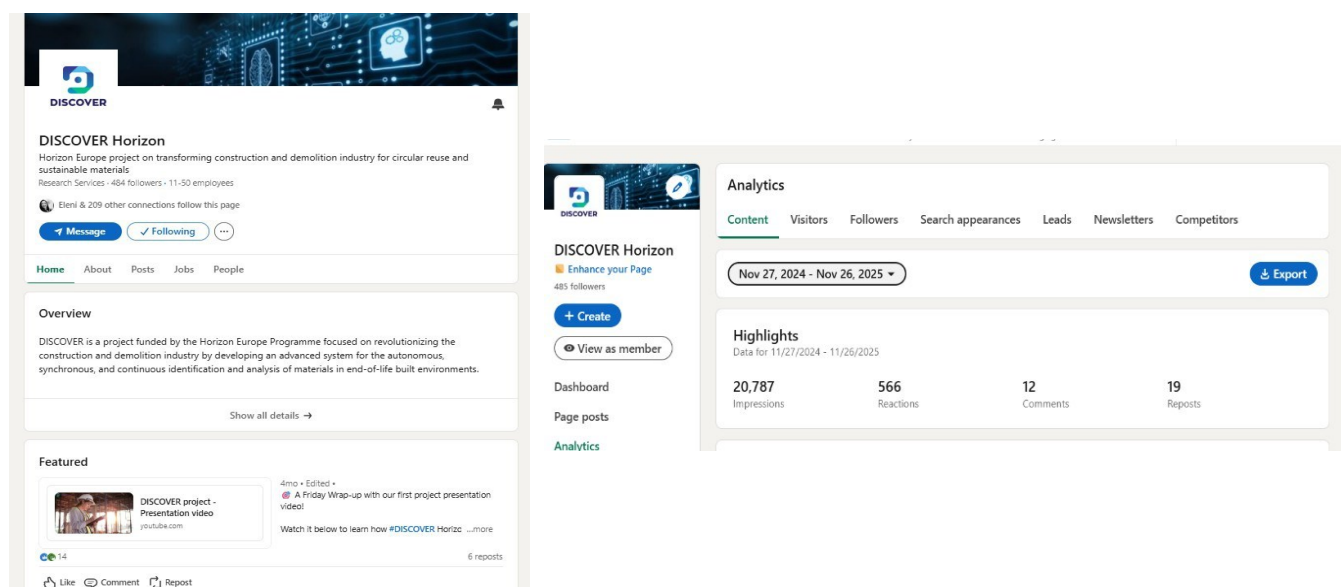


Figure 6. Snapshot of DISCOVER's LinkedIn account.

Although the initial communication plan included the use of X, the consortium decided to discontinue the platform and transition to BlueSky, which was assessed as more suitable for engaging scientific and industrial audiences. As a result, the project's X account was replaced by a dedicated BlueSky account (see Figure 7), now serving as the project's secondary social media channel.

BlueSky: <https://bsky.app/profile/discoverhorizon.bsky.social>

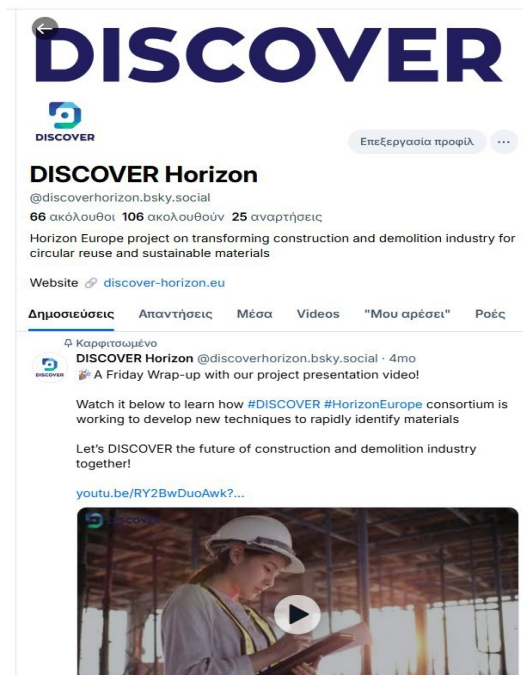


Figure 7. Snapshot of DISCOVER's Bluesky.

The use of hashtags allows the project's messages to reach wider audiences, and short and precise posts can actively engage a large pool of stakeholders. The list of hashtags below is currently being used on the DISCOVER social media channels on a regular basis. This list reflects hashtags and keywords that will be used for targeted content to specific target audience. This common hashtag list must be used by all partners on their posts, to maximise the outreach (see Table 3).

DISCOVER Hashtags
#HorizonEU
#DISCOVERHorizon
#ResearchImpactEU for posts related to research outcomes
#EUInnovation for posts about innovations or technological advances

Table 3. DISCOVER hashtag list.

PEDMEDE, as dissemination and communication leader, manages and posts updates on the project LinkedIn and BlueSky channels. All project partners contribute by sending materials to PEDMEDE, including event participation and project-related outcomes available for sharing. PEDMEDE will continue to update the social media pages with at least two DISCOVER-related post per month to enhance the visibility of the project and increase the engagement of the relevant stakeholders.

In addition to the project's active LinkedIn and BlueSky accounts, a dedicated DISCOVER YouTube channel (see Figure 8) was established during the first reporting period. This channel serves as a central repository for audiovisual material and supports broader outreach to both professional and general audiences.

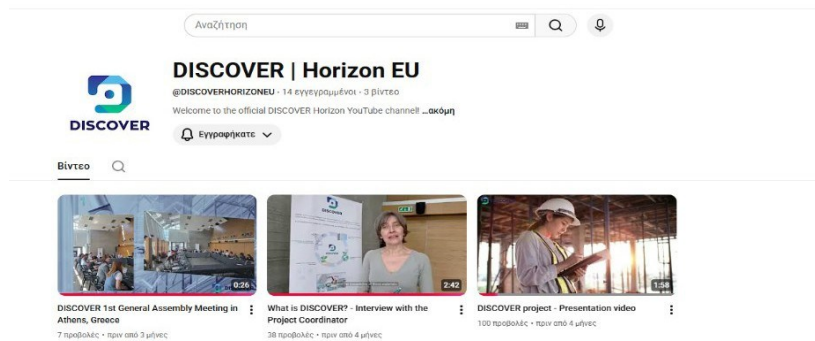


Figure 8. Discover's YouTube channel.

Video content plays an important role in the project's communication strategy. According to the initial plan, four promotional videos will be produced over the course of the project. By the end of the first reporting period, three videos have already been developed presenting the general aspects of the project. During the second year, additional videos will be produced to highlight project progress, key results, and participation in events. Content creation will be carried out collaboratively by all partners.

All videos are disseminated through multiple channels, including:

- The project website
- The project's LinkedIn and BlueSky accounts
- Partners' corporate social media accounts
- Relevant events and presentations, where appropriate

PEDMEDE and UPC will continue to manage the upload of video material to the YouTube channel.

5.6. Newsletters

Newsletters comprise a tool that will facilitate the dissemination of up-to-date information within the project partnership and the partners' networks. Subscribers will have direct access to project information, while its diffusion to wider audiences will allow for visibility, sharing and dissemination of engaging content of project activities. According to the project's dissemination plan, the development and publication of newsletters foresee the release of one (1) newsletter every six months, for a total of eight (8) newsletters throughout the entire lifecycle of the project.

During the first reporting period (M18), one newsletter has been produced and disseminated. The newsletter was distributed to all registered subscribers at national and international level through the Mailchimp platform on behalf of the DISCOVER consortium. In addition, the DISCOVER Newsletter was published on the project's LinkedIn page (see Figure 9), which currently counts 113 subscribers.

Based on the positive engagement observed and in order to further enhance the project's visibility, the consortium plans to increase the frequency of newsletter publication during the next reporting period. Newsletters will therefore be issued more frequently than every six months, ensuring more regular communication of project progress, results, and upcoming activities.

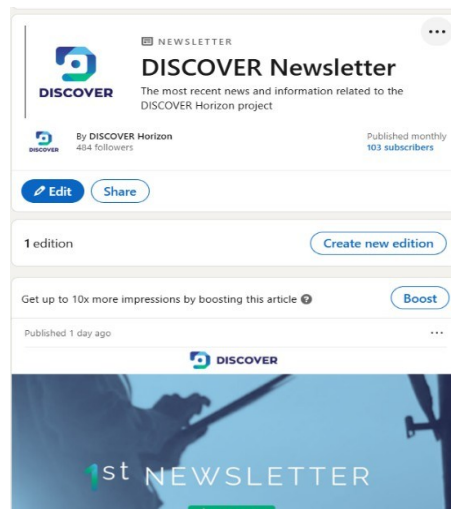


Figure 9. LinkedIn DISCOVER Newsletter.

The first newsletter has been uploaded in the DISCOVER website as well. All the project's newsletters will be downloadable through website, thus making directly available information concerning activities and results and supplying a constant update of the project's progress to all beneficiaries and potential stakeholders.

Although the content of each issue agreed upon by the partners, in general, each newsletter will indicatively include the following sections:

- An introductory section briefly describing the DISCOVER project;
- Progress update (News on the project progress, project meetings, important milestones, etc.);
- Ongoing activities;
- A section dedicated to future developments/activities (Upcoming events, important activities, demo sites events, etc.);
- A section dedicated to the clustering initiatives (Presentation of relevant projects, news from other initiatives, etc.);
- News related to AI models, robotics, Construction and Demolition (D&C), Construction and Demolition Waste (C&DW).

5.7. Media releases

To ensure efficient communication and visibility in mainstream and specialized media of the project, press releases will be distributed as often as necessary considering project milestones. Partners will adapt them to their corporate language (if needed) and make them circulate throughout their own communication channels.

At least four (4) press releases are foreseen throughout the project. Each of them will aim at generating interest in the project's activities. During the first reporting period, one press release has been developed.

Each partner may issue its own press, releases informing PEDMEDE and UPC in advance to ensure the accuracy and consistency of the information. Information will also be collected for reporting purposes to ensure that key stakeholder groups are effectively reached.

6. Implementation of dissemination activities

A variety of dissemination channels and tools have been chosen from the proposal stage and will be prepared to facilitate the implementation of the activities by all partners to ensure the highest dissemination and exploitation impact. The DISCOVER consortium will publish research findings in reputable scientific journals and present the outputs at conferences, such as MEDER, ARK, ISRR, ICRA.

6.1. Events

Events are a critical component of the DISCOVER project, providing an essential avenue for knowledge sharing, networking, and stakeholder collaboration. Through a range of organized events, including workshops, conferences, fairs, and webinars, the project effectively cultivated a sense of community and facilitated the exchange of ideas and expertise. These events not only enabled the dissemination of project results and progress but also offered a valuable opportunity for stakeholders to interact with the project's outcomes, provide input, and further influence the project's trajectory.

During the 18 months of implementation DISCOVER has participated in 16 international fairs, conferences, and key market events shown in Table 4.

Title	Date	Country	Contribution	Partner
Building the future: EU / US Perspectives on Innovation, Technology Deployment, Circular Construction and Sustainable Energy	17 Feb 2025	Belgium	Presentation	Tracimat
6th International Conference on Civil and Building Engineering Informatics (ICCBEI 2025)	8–11 Jan 2025	Hong Kong	Presentation of project objectives & research	TU Delft
MWC Barcelona 2025	3–6 Mar 2025	Spain	Presentation of project objectives;	CIT-UPC

			flyers; booth engagement	
European Robotics Forum 2025	27 Mar 2025	Germany	Presentation of objectives & ongoing activities; LinkedIn posts	UPC
IoT Solutions World Congress 2025	13–15 May 2025	Spain	Presentation of project relevance to IoT and digital technologies	CIT-UPC
PEDMEDE General Assembly 2025	2025	Greece	Presentation of project objectives	PEDMEDE
Workshop “Advanced Digital Technologies (ADT)”	3 Apr 2025	Spain	Presentation of project objectives & ongoing activities	UPC
WE Tarragona Conference	23 May 2025	Spain	Presentation of objectives & results; LinkedIn dissemination	UPC
6th Dia do Betão (Concrete Day)	26 Jun 2025	Portugal	Presentation of project and sustainability insights; press coverage	C5Lab
Conference: Critical approaches and methodological issues in social science research	1 Nov 2025	Greece	Presentation of the project and the methods (sociology)	IMT
Visit of the Inter-American Cement Federation to the C5Lab facilities	16 Oct 2025	Spain	Presentation of the project	C5Lab
Sustainable Built Environment Conference WestMED	22-24 October 2025	Spain	Presentation of the project	C5Lab
11th PhD Open Days	28 Oct 2025	Portugal	Presentation of the project	C5Lab
Smart City Expo World Congress 2025	1-3 Nov 2025	Spain	Oliwail Robot presentation and general presentation of the project	UPC

Table 4. Participation in events.

6.2. Scientific publications

The DISCOVER partners will publish the most relevant results and achievements of the projects in dedicated scientific journals and magazines to increase the project's visibility across the EU and internationally.

According to the DISCOVER dissemination strategy, at least twenty (20) publications (open access) will be published in high impact journals, with > 30% of them with more than one of the project beneficiaries. For peer-reviewed scientific publications, a “green open access” policy is envisioned, which will ensure open access to publications within at most 6 months. The scientific publications that will arise in the context of the DISCOVER will be open access under the Creative Commons Attribution International Public License (CC BY). The publications will be immediate, without any embargo period, applying the principle “as open as possible, as closed as necessary”.

A list of selected scientific journals is provided in Table 5.

Scientific journals
Journal of Building Engineering
International Journal of Robotics
IEEE Transactions on Robotics
Research Journal of Field Robotics
Journal of Resource Conservation and Recycling
Journal of Construction and Building Materials
Journal of Waste Management
Journal of Cleaner Production
Journal of Cleaner Materials
Journal of Automation in Construction
Journal of Building and Construction Materials
NDT & E International
Journal of Conservation & Recycling Advances
Automation in Construction
Smart cities
Automatización para la Industria ²
Construction Management and Economics
Embuild Magazine
Journal of Sociology of work
Journal of Sociology of innovation

Table 5. Indicative list of scientific journals.

At the time of the first reporting period (M1-M18), one peer-reviewed scientific publication was successfully produced within the scope of the project:

Santos Gonçalves, J., Claes, S., & Ritzen, M. (2025). *Measuring Circularity of Buildings: A Systematic Literature Review*. *Buildings*, 15(4), 548. <https://doi.org/10.3390/buildings15040548>

This publication contributes to the project's dissemination objectives by providing a comprehensive overview of existing methods for assessing circularity in the built

² Open access journals.

environment. It strengthens the scientific foundation of the project and increases its visibility within the academic community.

6.3. Demo site events and MOOCs

Two key components of the DISCOVER project’s dissemination strategy are demo events and Massive Open Online Courses (MOOCs). The demo events are planned to showcase the project's real-world solutions, while the MOOCs will ensure the widespread, long-term dissemination of knowledge.

The demo site events play a pivotal role in disseminating the DISCOVER project’s outcomes by offering diverse, tangible, and educational representations of sustainable construction and demolition practices. These demo sites will allow stakeholders, policymakers, industry professionals, and the public to witness the project’s solutions in action.

Throughout the events, separate dissemination materials will be produced. Specifically, the demo sites events will generate a range of promotional content, including photos, videos, and audio-visual material, which will be used for communication purposes for courses, training sessions, workshops, and seminars to educate future professionals and stakeholders about sustainable deconstruction practices. Additionally, the dissemination materials created during the events will be shared through the DISCOVER website and social media channels.

Four (4) demonstration events at real demolition buildings and infrastructures in which the DISCOVER will be shown from beginning to end to D&C stakeholders, public authorities and the general public (see Table 6). The DISCOVER model will be tested in four relevant demolition sites in four EU countries (Spain, Portugal, Poland and Belgium), offering a complete range of building and infrastructure typologies and wide geographical coverage to demonstrate the replicability potential of the solution proposed. The pilot testing events will also be used for disseminating project results and contributing to the project’s impact by engaging local, regional and European stakeholders in this series of showcasing events.

Demo site events	Type of Building	Timeline	Responsible partner
Portugal	Traditional building	M27-M31	C5Lab
Belgium	Residential building	M34-M38	TRACIMAT vzw
Poland	Concrete infrastructure site	M39-M43	TREE
Spain	Industrial building	M43-M47	H-ZERO

Table 6. Demo site events.

Except from the demo sites events, the Massive Open Online Courses (MOOCs) are also crucial in terms of dissemination of the project as their main aim is to spread the knowledge and to guarantee the DISCOVER maximum impact on society through the participation of the main stakeholders, such as academics, students, on-site workers, contractors, designers, architects, engineers, etc.

A MOOC consisting of 10 chapters will be developed to ensure maximum societal impact for the DISCOVER project. The chapters will cover topics such as circularity in construction, material identification using robots (Oliwall and Pokeye), BIM modelling, sustainable demolition strategies, Web3-based material traceability tools, material quality assessment

for reuse, analysis of residential and industrial infrastructure demolition cases, and best practices for industry stakeholders.

6.4. DISCOVER Final dissemination event

The final dissemination conference will be organized between month 37 and month 48 of the project. The main aim of this activity is to bring together the direct and indirect target groups of DISCOVER and disseminate all the project's outcomes and results as well as ensuring the long-term sustainability of the project's impact beyond its completion. The content and organizational details of the final dissemination event will be discussed and determined in close collaboration with all the partners. PEDMEDE will lead this task.

7. Clustering networks and synergies

The establishment of synergies and the use of networks for the dissemination of the project's results is pivotal for its successful implementation. This need was identified during the proposal stage, leading to the establishment of dedicated tasks led by TECNALIA aimed at fostering collaborations, participating in, and promoting clustering initiatives (T8.4 and T9.3). These tasks focus on actively engaging with stakeholders and policymakers, creating clustering networks to enhance collaboration and raise awareness about sustainable end-of-life (EoL) waste management.

Throughout the first 18 months, DISCOVER has prioritised connecting with other Horizon Europe and related projects working in the fields of construction, demolition, circularity, sensing, robotics, and digitalisation. These activities aim to create stable cooperation frameworks, encourage structured knowledge exchange, and maximise the collective value and impact of EU-funded research.

By M18, the project has established first contact with six sister projects, including SUM4RE, MOBICCON-PRO, and CONCERT, and has officially joined the Tech4EU Construction Cluster, a European network focused on advancing innovation for the built environment. Engagement in these clusters enables DISCOVER to:

- exchange methodologies and technical insights with aligned projects,
- explore joint dissemination opportunities such as shared workshops, newsletters, and cross-project events,
- reach wider audiences and policy stakeholders by integrating into established EU communities,
- identify opportunities for future collaboration, joint deliverables, and cross-piloting synergies.

This clustering strategy strengthens the project's contribution to the broader European innovation landscape by ensuring that DISCOVER does not operate in isolation, but rather as part of a coordinated community of projects addressing common challenges. By building on shared outcomes and integrating new advances, the project enhances data sharing, encourages interoperability, and increases its overall visibility and impact.

8. Monitoring and evaluation of D&C activities

Throughout the project's life cycle, the dissemination and communication activities will be monitored to ensure alignment between planned actions and actual outcomes. PEDMEDE will lead the monitoring and evaluation of the DISCOVER's dissemination efforts, but the entire project consortium will need to collaborate closely, staying informed of their activities and results at all stages.

The table below summarizes the KPIs selected to measure the impact of the DISCOVER's D&C activities (see Table 7). The metrics, the targets, and the needs will be adjusted to the project's results and will be included in the updated deliverable (M18).

KPI's	Metrics	Status M18	Target
DISCOVER website	No. of visits	3,300	5,000
	Pages viewed	5,690	12,000
	Views/ Downloads of the project deliverables, publications and flyer	145	500
Social media accounts (LinkedIn, Bluesky)	No. of Bluesky followers	66	500
	No. of LinkedIn followers	486	500
Promotional materials (Flyer, Poster, Banner)	No. of design	1	2
National/international fairs, conferences and key market events	No. of attended events	15	>20
Newsletter	No. of newsletters	1	8
	No. of subscribers	112	300
Posts on partners' social media accounts	No. of posts on partners' accounts	55	>300
Media releases	No. of media releases	1	4
YouTube videos	No. of videos uploaded to the DISCOVER YouTube channel	3	4
Articles published on partners' websites	No. of articles	12	>20
Scientific publications	No. of publications	1	>20
DISCOVER Final Dissemination event	No. of conducted events	0	1

Table 7. DISCOVER's Key Performance Indicators

8.1. Roles and responsibilities

To ensure the achievement of the aims and objectives outlined in the D&C plan, each consortium partner plays an essential role in dissemination and communication efforts. The involvement and contribution of every partner are essential to the effectiveness of communication tools and dissemination activities. Through content creation, event participation, and sharing results, partners will directly influence the project's development,

including its activities, outcomes, and overall progress. Their engagement will maximize the project's visibility and ensure its impact is effectively communicated to the target groups.

Partners are required to help and support the project's online presence by providing useful and interesting material for social media and website posts, as well as promoting the posts to obtain more followers who will stay up-to-date on the DISCOVER's actions and outcomes.

Furthermore, partners are encouraged to support the project's wider promotion by attending relevant events/conferences, featuring the project on their professional websites and publishing in newspapers or professional magazines. More specifically, the contributions and actions expected from all partners are:

- To contribute relevant and updated content for the DISCOVER project website, social media accounts (LinkedIn, BlueSky), and the newsletter;
- To promote the website, SMAs and the newsletter through their professional networks;
- To present updates and outcomes of the DISCOVER project in conferences, fairs and other external events;
- To disseminate the promotional material of the project (flyer, poster);
- To develop scientific publications related to the outcomes of the DISCOVER project.

Regarding the demo site events, there are also specific roles and responsibilities as follows:

H-ZERO, as the lead partner for WP6 (which is dedicated to the demo site events), will collaborate with the other responsible partners — c5LAB, TRAC, and TREE — to define the strategic approach for each event. This will be done in consultation with CIT and PEDMEDE, who are co-responsible for the dissemination and communication (D&C) aspects of the events.

The lead partners for the demo site events will be responsible for developing dissemination materials, such as pictures, videos and audio-visual materials during the events in order to increase the impact of these events and boost the engagement of the target groups as these events will be the legacy of sustainability in construction elements and materials reuse for the DISCOVER project.

CIT-UPC and PEDMEDE will provide guidance to the partners on the specific dissemination materials to be produced, ensuring consistency and quality. Additionally, PEDMEDE will be responsible for uploading the videos, articles, and other content related to the demo events to the DISCOVER website and social media platforms.

8.2. Dissemination and communication monitoring

To ensure the effectiveness of the dissemination and communication (D&C) activities, a monitoring and reporting process will be implemented throughout the project's life cycle. Each quarter, all partners will complete a Dissemination Reporting Template (Annex 5), where they summarize the main D&C activities they conducted. This template will allow regular, standardized documentation of D&C efforts by each partner.

PEDMEDE will review the data periodically and incorporate key findings into Dissemination and Communication Report. This review process enables tracking of D&C efforts and early identification of any gaps or challenges, allowing different actions if needed. The monitoring

documents and templates have been shared with all consortium partners, who are expected to report their D&C activities monthly.

8.3. Dissemination activities by partners

Partners actively contribute to the project's visibility through their corporate social media channels, which include Facebook, LinkedIn, X, and Instagram. Over the full duration of the project, approximately 300 posts are expected to be published by partners to support dissemination and communication activities.

During the first reporting period, partners collectively published 67 posts across their channels. While this reflects a solid initial effort, additional emphasis will be placed on increasing activity during the next reporting period. Partners will also continue disseminating project-related outcomes through their institutional newsletters, which collectively reach over 2,000 stakeholders.

To maintain a consistent online presence, partners are advised to publish at least one post per month, aligned with the project's progress and key milestones.

8.4. Upcoming activities

The following activities are already planned by project partners and are expected to take place in the months following the M1-M18 reporting period. These actions will further strengthen the visibility of DISCOVER and reinforce collaboration with key European initiatives.

Joint Workshop: "Towards More Circularity in Construction: A Collaborative Approach from EU-Funded Research Projects"

Date: 9 December 2025

Location: Brussels

This workshop is being organised jointly by three Horizon Europe projects—BIO4EEB, SUM4RE, and DISCOVER. The event will present practical solutions, emerging tools, and research outcomes addressing different stages of the construction lifecycle, with a strong focus on fostering circularity across the sector. The workshop aims to enhance collaboration within the EU research ecosystem and provide a platform for knowledge exchange among industry stakeholders, researchers, and policymakers.



European Robotics Forum 2026

Date: 23–27 March 2026

Location: Norway

UPC will represent the DISCOVER project at the European Robotics Forum (ERF) 2026, one of the most prominent European events in robotics and automation. Further details regarding the contribution and programme will be announced closer to the event date. Participation in ERF 2026 will provide an opportunity to showcase the project's technological advancements and strengthen connections within the robotics community.

9. Conclusion and next steps

This report presented the update on the implementation of the D&C strategy of DISCOVER project; detailing activities performed over the last 18 months and summarising the upcoming D&C activities. This strategy will continue to be implemented during the whole project lifetime.



This report will be further updated two times during the project (D9.1 at M36 and D10.1 at M48) to report on the progress toward achieving the KPIs final targets to ensure it aligns with evolving goals and objectives of DISCOVER.

Annexes

Annex 1. DISCOVER Corporate design and toolbox

LOGO PRESENTATION GUIDELINES



Typography
Font Choice:
The use of the sans-serif font "Zona Pro Extra Bold" emphasizes technology, sophistication, and construction.



LOGO PRESENTATION GUIDELINES

Conceptual Foundation
The use of geometric shapes, clean lines, and futuristic elements reflects modern technology, innovation, and intelligence.

The solid shapes, robust fonts, and structural imagery in the logo icon symbolize strength, reliability, and durability.



LOGO PRESENTATION GUIDELINES

Color Palette

Green:

Symbolizes growth, harmony, and freshness. It can be used to highlight elements related to innovation and sustainability.

Blue: Conveys trust, stability, and intelligence. Use it as the primary color to establish a sense of reliability and professionalism.



WEB : 3EB462
RGB : R:62 G:180 B:98
CMYK: C:74% M:0% Y:86% K: 0%



WEB : 363A92
RGB : R:54 G:58 B:146
CMYK: C:96% M:96% Y:0% K: 0%



WEB : 5ABDE9
RGB : R:90 G:199 B:233
CMYK: C:59% M:7% Y:0% K: 0%



WEB : 179DC5
RGB : R:23 G:157 B:197
CMYK: C:76% M:21% Y:11% K: 0%

BACKGROUND COLOR



WEB : 12192B
RGB : R:18 G:25 B:43
CMYK: C:89% M:80% Y:52% K: 67%



DISCOVER



DISCOVER

Annex 2. DISCOVER Flyer, poster and rollup – banner

Poster

DISCOVER

Vision
DISCOVER aims to revolutionize the construction sector by leveraging autonomous robotics and digital twin technologies, sustainable material management, and comprehensive social impact assessments

Main objectives

- Creating a set of autonomous and synchronous robotics systems for the precise analysis, identification and digitization of materials and construction components from existing built works
- Creating an integrated digital framework to synchronously process and visualize the data brought by the system, leveraging on the wealth of information on the BIM digital twin
- Enhancing the circularity of construction and building elements and materials by an improved identification and management of deconstruction methods
- Developing a sustainability assessment framework to guide demolition methods, considering reuse and recycling of demolition assets
- Fostering the adoption of robotic systems and collaborative BIM tools within the work processes in the construction industry

Expected Outcomes

- Faster and less labour-intensive identification, analysis and digitisation of materials and products from existing built works
- Increased supply of secondary materials and construction products for reuse
- Reduction in construction and demolition waste
- Improved facility to re-use and repair construction products
- Improvements to labour productivity as a result of using the developed solutions

14 partners 8 EU countries 4 years 5.997.208,50€

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 CIT UPC TECHNOLOGY CENTER UNIVERSITAT POLITÈCNICA DE CATALUNYA
 HOLCIM
 vito
 tracimat
 IMT Associação Brasileira de Inovação em Materiais e Construção
 eLab

DIGITAL TWIN TECHNOLOGY
 TÉCNICO LISBOA
 TU Delft
 TREE
 tecnalia
 H-ZERO
 ASSOCIAÇÃO BRASILEIRA DE ENGENHARIA E ARQUITETURA
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Rollup – banner

DISCOVER

Digital, autonomous, Intelligent and Synchronous system for Continuous identification, Optimization and Value Extraction of Resources from the end-of-use built environment

A comprehensive solution for circularity in the twin transition of the construction sector

AUTONOMOUS & CONTINUOUS IDENTIFICATION TOOLS

INTELLIGENT & SYNCHRONOUS DIGITAL TWIN

MARKETING & SOCIAL IMPACT ASSESSMENT

SUSTAINABLE & TRACEABLE PRODUCTS

14 partners

8 EU countries

4 years

5.997.208,50€

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DISCOVER

A comprehensive solution for circularity in the twin transition of the construction sector



The project

Digital, autonomous, Intelligent and Synchronous system for Continuous identification, Optimization and Value Extraction of Resources from the end-of-use built environment

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- Fostering the adoption of robotic systems and collaborative BIM tools within the work processes the construction industry

Built Works

AUTONOMOUS & CONTINUOUS IDENTIFICATION TOOLS

- › Robotic Solutions
- › Portable Invasive & Non-Invasive Sensors
- › Synchronous recognition

MARKETING & SOCIAL IMPACT ASSESSMENT

- › Secondary Material Bank
- › Digital Reskilling Tools
- › Socio-Organizational Transformative Impact Analysis

Material Banks

INTELLIGENT & SYNCHRONOUS DIGITAL TWIN

- › AI-based Data Processing
- › Materials Digital Catalogue
- › Deconstruction Decision Making Tool


SUSTAINABLE & TRACEABLE PRODUCTS

- › Pre-demolition Protocols
- › Multi-cycle LCA & LCC
- › Web3-Based Traceability Tool


Expected Outcomes


- Faster and less labour-intensive identification, analysis and digitisation of materials and products from existing built works
- Increased supply of secondary materials and construction products for reuse
- Reduction in construction and demolition waste
- Improved facility to re-use and repair construction products
- Improved to labour productivity as a result of using the developed solutions


Annex 3. PPT template



DISCOVER

Montserrat, 26

 Add logo here


 Funded by the European Union

 Add logo here


DISCOVER

Your organisation's name (Montserrat, 50)

Mission/scope of actions (Montserrat, 26)

 Funded by the European Union

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Headline (Montserrat, 50)


↪ Add logo here



(Montserrat, 26)

Proposed Graphics

Content (Montserrat, 20) 

Content (Montserrat, 20) 



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Headline (Montserrat, 50)

↪ Add your logo here



Title: Content (Montserrat, 26)



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Annex 4. Template for press releases



Digital, autonomous, Intelligent and Synchronous system for Continuous identification, Optimization and Value Extraction of Resources from the end-of-use built environment

Press Release

Date

Funded by the European Union

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For more information, please visit the [DISCOVER website](#) or contact:

Project Coordinator
[Universitat Politècnica de Catalunya \(UPC\)](#), Spain
discover.project@upc.edu

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DISCOVER Consortium

The DISCOVER consortium comprises 14 partners from eight EU countries (Spain, the Netherlands, Portugal, Belgium, Germany, Greece, Poland, and France).

















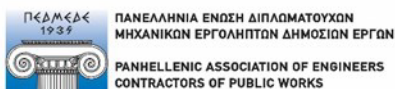
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