

humantech

D8.3 – HT Dissemination & Communication Final Report



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1. Introduction

The efforts described in this report are directly linked to the execution of WP8 – Outreach, Exploitation and Collaboration, as described in the Description of Action (DoA).

This document details the dissemination, and communication activities carried out during the second reporting period of the HumanTech project as part of the master plan to maximise the project's impact.

It comprises the following sections:

- » Dissemination and communication strategy and performance review, where the main achievements of T8.1 and T8.2 are summarised.
- » The Tech4EUConstruction chapter, where the activities performed within the cluster are explained.
- » Scientific excellence, where we outline the main achievements related to scientific dissemination, such as the publication of peer-reviewed papers in prestigious journals and conferences, the prizes won, and the participation in events.
- » Communication activities, where all the promotional measures are reported, with special emphasis on the work done to promote the results and the pilots.

2. Dissemination & Communication strategy: performance review

As previously outlined in HumanTech's Impact Master Plan and HT Dissemination and Communication interim report, communication and dissemination activities have been planned in three different phases (**Analysis, Increase Impact** and **Adoption/Targeted C&D**). The common goal was to build and nurture a community and brand around the project, maximise visibility, and engage with stakeholders to foster dialogue and collect feedback on the project's vision and progress.

In this regard, the **timeline** followed the HumanTech roadmap:



Figure 1 HT Roadmap

- » During the first six months of the project, the project's visual identity and critical brand assets have been created, all Communication and dissemination channels have been set up, and the first mapping of stakeholders has been completed.
- » From M6 to M12, the focus progressively shifted towards establishing a recognisable presence in all our digital channels, beginning the conversation with related initiatives, creating the [Tech4EUConstruction cluster](#) and working on additional promotional materials and articles to cover the core concepts of the project for a wider audience.
- » From M12 to M18, efforts have increased in event participation and publications, reinforcing the Tech4EUConstruction cluster activities, brainstorming and drafting HumanTech's value proposition and refining the engagement strategy for onboarding new projects into the Tech4EUConstruction cluster.

- » From M18 to M36, i.e. the period covered by this deliverable, the dissemination and communication activities focused on the following aspects:
 - **The Tech4EUCluster:** In collaboration with fellow cluster members, a series of targeted joint dissemination and promotional activities has been successfully implemented, helping to establish the Tech4EUCluster as a recognised player within the construction sector. This visibility has been significantly enhanced through three consecutive years at the European Robotics Forum, by organising a successful workshop series on AI and Robotics. Additionally, the cluster has organised joint webinars and workshops at prominent European events, such as Sustainable Places, further reinforcing its presence and influence in the sector.
 - **Scientific excellence:** The partners participated and organised several scientific events, presenting the main achievements of the project, as well as published papers in distinguished journals and conference venues. In addition, some partners received prestigious prizes for their scientific research.
 - **Promotion and communication tailored to results:** During the last part of the project, the promotional and communication activities focused on the main results of the project, such as the different technologies and solutions developed, the work done within the pilots, and the main activities developed in each WP. Specific effort has been invested to promote the benefits of our solutions. To achieve this, the project adopted a human-centred communication approach by involving end-users directly in promotional activities, by asking them to explain the added-value of HumanTech for their work. Plus, dedicated effort has been made to promote the Training material and the Open access resources, by creating new pages on the project's website and by informing the stakeholders about these news features and results available. Dedicated campaigns were also performed on our social media.

From M18 to M36, the project has managed to consolidate its *online presence*, increasing the community from 1.350 (M18) to **2.685 (M36)**, keeping up a meaningful, steady stream of weekly content with **1000+ posts** in social media, **70 blog entries** and **60 Zenodo entries reaching 3800 views** overall.

This promotional effort has been boosted by increased participation in key *events, conferences and webinars*. The consortium's commitment to dissemination is also commendable: we published **21 peer-reviewed and conferences publications and another 6 currently under peer-review** (see Section 4 for more details).

Of course, all these actions have been supported by a harmonised branding identity and a solid set of *promotional materials* (see Section 4), both in print (e.g. brochures, posters) and digital form (e.g. videos, clips, banners).

Last but not least, considerable effort was invested in promoting the project's pilot implementations. The integration, testing and demonstration of the HumanTech

technologies has been intensified, so did our communication strategies, with the goal of showcasing the practical value and transformative potential of these innovations.

To maximise visibility and engagement, a series of professionally produced videos and insightful articles was published on the project website and on our social media channels. These resources not only documented the pilots' progress and outcomes but also effectively communicated their relevance and benefits to our stakeholders, including end-users. Through these targeted efforts, we laid a strong foundation for widespread exploitation and future adoption of the HumanTech solutions beyond the project's lifecycle.

The following table shows a detailed list of HumanTec's **impact KPIs**.

Thanks to the dissemination and communication plans and activities implemented from the project's first months, we surpassed most of the set KPIs, as shown in Table 1. As per the scientific peer-reviewed publications in Journals, since we already have several additional publications under peer review, we are confident that we will also reach this KPI.

Table 1 HT D&C KPIs

Name	KPI Index/ Calculation method	Target M18	Target M36	Actual Value
Journal publications	N. of peer-reviewed publications in journals	3	8	4 published + 3 under review
Conference publications	N. of peer-reviewed publications and presentations in conferences	7	16	17 published + 3 under review
Technical publications from trusted sources (e.g. articles, blog posts)	N. of non-peer-reviewed publications	15	30	70
Participation in events, including scientific conferences and trade fairs	N. of events attended	7	15	21
Workshops	N. of workshops organised / participated	2	5	11
	N. of participants per workshop	20	20	100
Website traffic	Monthly average views	200	500	19.300 views (total) Average: 600/month
Social media presence	N. of followers (LinkedIn + Twitter + YouTube + newsletter subscribers)	1000	2000	2685
	Average monthly impressions	500	500	7.000
PR material	N. of PR material produced	1	2	2 PRs, 1-pager, 4-pager, business cards, 2 roll-ups, Tech4EU Cluster PR material
Project videos	N. of videos produced	1	3	50
Project newsletters	N. of newsletter released by the project (at least 6)	3	6	6

3. The Tech4EUConstruction Cluster

After the successful [AI and Robotics in construction](#) workshops organised at the European Robotic Forum 2023 with the sister projects Beeyonders and RoBétArmé, WP8 formally signed the collaboration by creating the [Tech4EUConstruction](#) cluster with those two projects.



Figure 2 Tech4EUConstruction Logo

As reported in D8.2, after formally signing the creation of the cluster, we invited new projects to join it. As a result, the following EU sister project accepted our invitations:

- » Reincarnate: Reincarnate is developing a platform that provides information on the life cycle and reuse potential of construction materials and methods to predict and extend product lifetime. Based on its platform data, it is developing and demonstrating 10 innovations.
- » Reconmatic: RECONMATIC proposes a set of innovative tools and techniques for managing construction and demolition waste (CDW) throughout the whole life cycle of buildings and infrastructures, addressing European targets for waste and energy consumption reduction in construction.
- » InCUBE: InCUBE envisions to unlock the EU renovation wave through cutting-edge standardised and integrated processes based on industrialisation, innovative renewable energy technologies, digitalisation, and new market entrants.
- » Bim2Twin: BIM2TWIN aims to provide the construction sector with a breakthrough platform for construction management. An innovative tool based on the Digital Building Twin (DBT) concept, enriched by functionalities related to real-time data collection and end-user applications.
- » Heron: HERON aims to develop an integrated and automated system to perform maintenance and upgrading roadworks. It also aims to support visual inspections and dispensing and removing traffic cones in an automated and controlled manner.

Following the integration of these new projects into the Cluster, we recognised the need for a more structured and coordinated approach to collaboration. To facilitate efficient communication and alignment of efforts, we established a regular schedule of periodic

meetings, held every five weeks. In addition to the regular sessions, *ad-hoc* meetings were organised as needed to address specific topics or emerging dissemination and communication opportunities.

Since the inception of the cluster, its primary objectives have been clearly defined and centered around two key pillars. Firstly, the collaboration aimed to coordinate and implement joint dissemination and communication activities. This included the co-organisation and active participation in high-impact initiatives such as events, webinars, and workshops. These activities enhanced the visibility of individual projects and strengthened the cluster's collective presence within the European construction industry landscape. Secondly, the exchange and transfer of knowledge, finding common lines of research and potential activities to exploit them, such as the joint questionnaire on Gender inclusion in the construction sector, were also investigated.

From M18 to M36, the activities reported in the chapters below were performed. The activities carried out until M18 are reported in D8.2.

3.1. [The ERF Workshops series](#)

Following the successful collaboration of the HumanTech, Robertarmé, and Beeyonders projects during the European Robotics Forum (ERF) 2023, where they jointly organised the first edition of the [AI and Robotics in Construction workshop](#), the three projects decided to build on this momentum. This workshop attracted more than 100 participants, and interesting discussions were held. Encouraged by the positive feedback and engagement, the projects reapplied to organise follow-up workshops at the ERF editions of 2024 and 2025.

[AI and Robotics in Construction – 2024 Edition.](#)

At the European Robotics Forum (ERF) 2024, the Tech4EUconstruction cluster successfully hosted its second workshop of the series “AI and Robotics in Construction.”

The workshop featured presentations from project coordinators Jason Rambach (DFKI), Antonio Alonso Cepeda (ACCIONA), and Dimitris Giakoumis (CERTH-ITI), who introduced their respective projects and the collaborative efforts of the Tech4EUconstruction cluster. Technical sessions delved into advancements in robot vision, navigation, control, and human-robot interaction, with contributions from experts such as Gabor Sziebig (SINTEF), Renaud Detry (KU Leuven), and María Teresa Lázaro (ITAINNOVA). Additionally, Patricia Helen Rosen (BAuA) shared insights from HumanTech's first end-user evaluation.

A panel discussion, including participants like Herman Bruyninckx (KU Leuven), José Carlos Jiménez (TECNALIA), and Alberto Landini (STAM), addressed challenges and lessons learned across the projects. The session concluded with a round table, fostering engagement and knowledge exchange among attendees.

This collaborative initiative highlights the cluster's commitment to advancing AI and robotics in construction, aiming to enhance safety, efficiency, and technological sovereignty within the European construction sector.



Figure 3 Tech4EU Cluster at ERF 2024

Multimedia materials were also created to ensure professional branding for the workshop. A brochure with the organisers' and speakers' bios and the agenda was created, printed, and distributed. Branded templates for social media were also designed to ensure a coherent visual identity for all projects involved and reinforce the message of the Tech4EUCluster.

All material can be downloaded from the [HumanTech Zenodo page](#).

In addition, the coordinators of the three projects were interviewed about the workshop's insights, the role of the cluster, and the power of collaboration for EU projects. The video is available on the [HumanTech website](#) and [YouTube channel](#).

AI and Robotics in Construction – 2025 Edition.

For the third year in a row, the three funding members of the cluster were present at European Robotics Forum (ERF) 2025.



Figure 4 Tech4EU Cluster ERF 2025 announcement

This time, the EU-funded project [DISCOVER](#) also joined the workshop as an organiser.

The title of the 2025 edition slightly changed from the previous editions to also reflect the participation of this new project. The workshop was titled "*Application of Robotics in Efficient and Sustainable Construction and Deconstruction*".

Led by industry and research experts, the session examined how robotic technologies are driving greater efficiency and environmental sustainability in both construction and deconstruction processes. The conversation highlighted how intelligent robotics can reduce waste, accelerate project delivery, and support circular economy goals by enabling the reuse of building materials.

As questions around climate impact and sustainable development grow more urgent, this session aimed to answer:

- How can robotics support greener building practices?
- What innovations are already making a difference?
- Where does the industry go from here?

During the workshops, the following topics were covered:



Figure 5 HT at ERF 2025

- Challenges in construction.
- Advancements in construction automation.
- Application of AI in road construction and maintenance.
- Digital twin technology for deconstruction.
- Robotics in material identification.
- Sharing of experiences and case studies.
- Synergies among workshop participants.

On the HumanTech side, a brief introduction of the project status and advancements was presented, as well as the final outcomes and user evaluation results from real construction environment deployment for Pilot V (Robotic Mastic Application).

As per the 2023 and 2024 series, a [brochure](#) presenting the speakers and coherent visual materials for social media promotion was created by the partner AUSTRALO.

3.2. Other events, webinars and workshops

In addition to the ERF Workshops series, HumanTech participated in other activities organised by the cluster:

InCube Webinar 'Empowering Social Inclusion in Construction'

On September 17th, 2024, the InCube project organised the webinar “[Empowering Social Inclusion in Construction](#)”. The HumanTech project participated in this engaging and insightful webinar focused on the role of technology in fostering social inclusion within the construction sector.

The webinar featured contributions from other two Cluster projects, InCUBE and RoBétArmé. As part of the event, our partner BaUa introduced the main project activities and its associated technologies. Key findings from collaborative activities involving BAuA, TECNALIA Research & Innovation, and ACCIONA were presented, emphasising the importance of gathering structured feedback from end users to shape inclusive technological solutions. In addition, the InCUBE Project shared relevant statistics on Women in Construction and outlined the project’s comprehensive framework aimed at reducing entry barriers for women in the industry. This webinar highlighted ongoing collaborative efforts across our projects to ensure that technological advancements in construction contribute to a more inclusive and equitable workforce.



Figure 6 Tech4EU webinar banner

Tech4EU Construction Cluster at Sustainable Places

On September 25th, 2024, the cluster held a workshop titled “Exploring Digital Twins, Machine-Human Collaboration, and Innovative Materials for Sustainable Construction”.

The workshop's primary objective was to highlight and present the diverse range of projects currently underway within the cluster, with a particular focus on the innovative technologies being developed. This event was a key opportunity for stakeholders, researchers, and industry participants to gain insights into the technical advancements and collaborative efforts driving the cluster's progress. Importantly, the workshop represented a significant milestone in the cluster's dissemination and communication strategy, since it was the first occasion where nearly all associated projects were brought together under the same event.



Figure 7 Tech4EU Sustainable places brochure

The workshop was structured following this agenda:

- » Opening and cluster presentation (C. Perez- Bouzada, INCUBE Project).
- » Pioneering worker-friendly technologies for construction sector (BEEYONDERS Project, E. Valverde).
- » Improved robotic platform to perform maintenance and upgrading roadworks (HERON Project, N. Bakalos).
- » AI for full Scan-to-BIM automation (HumanTech Project, J. Rambach).
- » Sustainable construction & BIM (INCUBE Project, D. Feitsma & A. Verga).
- » Innovative solutions for a greener construction industry (REINCARNATE Project, A. Van Delft).
- » Human-robot collaborative construction system for shotcrete digitization and automation (ROBETARME Project, D. Giakoumis).
- » Panel discussion & synergies (F. Sigchos Jimenez).

As per the other Cluster events and activities, a [brochure](#) prepared by the partner AUSTRALO and visual material for social media were distributed on-site and online to ensure consistency with the cluster branding.

[Tech4EUConstruction Cluster at Hannover Messe](#)

From March 27th to April 4th, 2025, our cluster member, Robértarmé, participated in the Hannover Messe with a booth. Our sister project also represented the Cluster. It was key in reinforcing the cluster's visibility by promoting our collective identity and goals. This was achieved by distributing the [newly released Cluster brochure](#), a key dissemination tool designed by the partner AUSTRALO to provide a comprehensive overview of our joint efforts. The brochure highlights two main areas:

1. Cluster-Level Information – the cluster objectives, outcomes and key facts.
2. Project-Level Insights – detailing the concepts, main objectives, results and expected impacts of each project.

Additionally, a [video](#) prepared by BEEYONDERS, summarising the brochure's content and dynamically showcasing the main insights of each project, has also been displayed at the booth.

[Tech4eu Construction Cluster Survey](#)

At the end of April 2025, we launched with the BEEYONDERS, INCUBE, and Robertarmé projects a common initiative to assess whether the technologies being developed and tested in our projects can enhance gender inclusion within the construction sector. This effort aims to identify barriers that limit women's participation and explore how emerging technologies can create more equitable opportunities.

The questionnaire is available [here](#).

[Questionnaire objectives and structure](#)

The objective of the survey is to gather insights from workers and other professionals of the sector regarding their perspectives, attitudes and experiences related to the workforce structure and proposed technologies.

The survey is structured into two main sections. The first section explores perceptions of the construction sector and career development, addressing key dimensions. The second section examines stakeholders' views on how the presented technologies foster inclusion within the sector, assessing their potential impact on diversity and accessibility. The preliminary results of the questionnaire will be analysed by the Beeyonders project in Q3-Q4 of 2025.

3.3. [Communication campaigns](#)

In parallel to participating in and organising workshops and webinars, the cluster carried out an additional social media promotional campaign to strengthen each project's scientific excellence and promote and disseminate the main R&I advancements in the construction sector.

The campaign, called **30 Must read scientific publications**, started in July 2024 and ended in December 2024. The strategy behind this campaign can be summarised as follows:

- » We listed all peer-reviewed publications from each project.
- » We divided them into topics:
 - Topic 1: Building renovation and sustainability monitoring.
 - Topic 2: Digital innovation technology.
 - Topic 3: Energy efficiency and renewable energy.
 - Topic 4: Material science and design.
- » We published an article explaining the campaign and all scientific publications.
- » We started the promotion on social media.

The social media posts were strategically organised around the main topics to ensure balanced representation across all projects and content types. This approach helps to highlight the diversity of activities, research outcomes and scientific excellence within the cluster.

Example of posts: [here](#) and [here](#).



Figure 8 Tech4EU social media campaign banner

In addition to this campaign, the cluster ran the Words of Innovation campaign (reported in D8.2 at M18), and we mutually promoted each project's main activities, achievements, and organisation of main events, webinars and workshops.

4. Scientific excellence

One of the main dissemination goals is to make the project's results open and available to a wide range of stakeholders, including the scientific community and the construction industry. This has been done by following the Open Science approach, which focuses on spreading knowledge as soon as it is available using open digital and collaborative tools.

HumanTech's commitment to scientific excellence has been evident from the beginning of the project through multiple awards, publications and open access:

[Prizes and awards](#)

- First-place awards in three categories at the Benchmark on Object Pose challenge 2023 during the International Conference on Computer Vision (ICCV) 2023. More information [here](#).
- Third place in CV4AEC workshop Scan-to-BIM challenge at the Conference on Computer Vision and Pattern Recognition (CVPR) 2023 and 2024. More information [here](#) and [here](#).
- Best paper award at the European Council on Computing in Construction. More information [here](#).

[Open-access resources](#)

The project has made several resources publicly accessible through our website (under the Resources page), such as:

- [Public deliverables](#) from the first 18 months.
- [Source code repositories](#) for various scientific publications.
- [Micro-learning units and datasets](#), supporting ongoing research and education in construction technologies.

[Scientific publications](#)

- 21 Scientific publications published in prestigious conferences and journals, including CVPR, ICCV, RA-L, reaching 70 citations (counted on Google Scholar).
- At the time of writing this deliverable (end of April 2025), another 7 publications were under review.



Figure 9 HT Scientific dissemination activities

As reported in D7.2 at M18, HumanTech published **6 scientific peer-reviewed papers** in RP1 (5 conference publications, 1 Journal publication). From M18 to M36, the technical partners published **3 Journal** papers and **12 conference** papers, as reported in the Table below.

Overall, the project has **21 peer-reviewed scientific publications** in prestigious conferences and journals.

Table 2 HT peer-reviewed publications RP2

Type	Title	Publishing venue	Open access link
Conference paper	Zukunft der Bauindustrie: Einsatzbedingungen, Chancen und Risiken von innovativen Assistenztechnologien aus der Beschäftigtenperspektive	GFA 2024	https://www.gesellschaft-fuer-arbeitswissenschaft.de/publikationen_gfa-press-tagungsband.htm
Conference paper	HiPose: Hierarchical Binary Surface Encoding and Correspondence Pruning for RGB-D 6DoF Object Pose Estimation	IEEE/CVF Computer Vision and Pattern Recognition conference (CVPR) 2024	https://zenodo.org/records/13452755

Conference paper	SG-PGM: Partial Graph Matching Network with Semantic Geometric Fusion for 3D Scene Graph Alignment and Its Downstream Tasks	IEEE/CVF Computer Vision and Pattern Recognition conference (CVPR) 2024	https://zenodo.org/records/13451995
Conference paper	BRep Boundary and Junction Detection for CAD Reverse Engineering	3rd IEEE International Conference on Computing and Machine Intelligence	https://zenodo.org/records/11351297
Conference paper	IFC Properties Validation Using Deep Graph Neural Network	SpliTech conference	https://zenodo.org/records/13383745
Conference paper	How Many Robots Is Too Many? Findings About Single-Human Multiple-Robot Systems	Human Interaction and Emerging Technologies (IHET 2024)	https://zenodo.org/records/14712722
Conference paper	Task Automation in Construction Sites: Robot Learning from Teleoperated Demonstrations	2024 7th Iberian Robotics Conference (ROBOT)	https://ieeexplore.ieee.org/document/10796867
Conference paper	ToF-360 – A Panoramic Time-of-flight RGB-D Dataset for Single Capture Indoor Semantic 3D Reconstruction	CVPR 2025 Workshops: Perception beyond the visible spectrum (PBVS)	https://humantech-horizon.eu/wp-content/uploads/2025/04/ToF_360_CVPR_2025.pdf
Conference paper	From BIM to Autonomous Navigation: Using BIM Models to Enable Autonomous Navigation and Localization in Construction Environments	International Symposium on Automation and Robotics in Construction (ISARC 2025)	Accepted
Conference paper	IMAGE-BASED SEMANTIC RECOGNITION AND SEGMENTATION OF CONCRETE DAMAGES FOR THE ASSESSMENT OF EXISTING CONCRETE STRUCTURES	2025 European Conference on Computing in Construction	Accepted
Conference paper	REBAR-TO-BIM: STEEL REINFORCEMENT RECONSTRUCTION FOR EXTENDED	2025 European Conference on Computing in Construction	Accepted
Conference paper	A framework for quantifying the benefits of robot-assisted deconstruction and	fib Symposium Antibes 2025	Accepted

	reuse of structural concrete components		
Journal paper	Robots adapting to the environment: A review on the fusion of Dynamic Movement Primitives and Artificial Potential Fields	IEEE Access	https://zenodo.org/records/12755033
Journal paper	Federating cross-domain BIM-based knowledge graph	Elsevier - Advanced Engineering Informatics	https://zenodo.org/records/13748549
Journal paper	Resolving Symmetry Ambiguity in Correspondence-based Methods for Instance-level Object Pose Estimation	IEEE Transactions on Image Processing	https://zenodo.org/records/14971640

In addition to the published papers, at the time of writing this deliverable, the following papers were accepted or under review:

Table 3 HT foreseen peer-reviewed publications

CATEGORY	TITLE	PLATFORM	STATUS
Journal paper	CaRaCTO-3D: From Camera--Radar Calibration to Scene Reconstruction	Springer Nature Computer Science	Under review
Journal paper	Automation of robotic deconstruction sequence planning based on scan-to-BIM data for reinforced-concrete structure reuse	Automation in Construction	Under review
Conference paper	JENGA: Object selection and pose estimation for robotic grasping from a stack	IEEE/RSJ International Conference	Under review
Conference paper	PanoSAMic: Panoramic Image Segmentation from SAM Feature Encoding and Dual View Fusion	International Conference on Computer Vision, ICCV 2025	Under review
Journal paper	Integrating Data Acquisition into Construction Processes	Automation in Construction	Under review
Conference Paper	Navigating Proximity: Human Comfort Levels with Quadruped Robots in Shared Spaces	21st IEEE International Conference on Advanced Robotics and Its Social Impacts (ARSO 2025)	Under Review

In RP1, we participated in 9 events and 6 workshops, as reported in D8.2. In RP2, we participated in 13 events and 5 webinars and workshops, with the scope of promoting and disseminating the HT's activities and findings.

The 13 conferences where our scientific peer-reviewed papers were presented are reported in Table 2.

Table 4 HT dissemination events

CATEGORY	TITLE	DATE	DESCRIPTION
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Conference	ECTP Conference	05/03/24	HumanTech promotion and project presentation
Conference	Human Factors Society conference	06/03/24	HumanTech presentation “Work science in the loop: Human-technology integration and its impact on people, work and work design”
Workshop	AI and Robotics in Construction	13/03/24	ERF Workshop 2024 - Joint activity with the cluster
Conference	CITE 2024: IX International Conference on Technological Innovation in Building	13/03/24	Face to face collaborative sessions at construction worksite for development of Human-Centered technologies
Conference	CINIE 2024: VIII International Congress on Educational Innovation in Building	15/03/24	Presentation of HumanTech: Human-centered technologies for a safer & greener construction industry
Event	Construction Health and Safety Summit 2024	04/05/24	Promotion of HumanTech
Conference	Health and Safety summit 2024	14/05/24	Different participations of HumanTech - HumanFactors to create safe and healthy workplaces and Panel Constructing the future: the AI revolution in the construction industry
Workshop	„Arbeitssicherheit auf Baustellen – Möglichkeiten der Digitalisierung“ Workshop des Lenkungsausschusses Arbeitssicherheit und Gesundheitsschutz	06/06/24	Presentation of overall project with special focus on human factors and evaluation activities
Conference	CVPR 2024 conference	18/06/24	We've received a prize at the CV4AEC challenge — Computer Vision and Pattern Recognition Conference (#CVPR2024). We'll present it at the CV4AEC workshop at the CVPR conference
Webinar	Webinar – Empowering Social Inclusion in Construction: Leveraging Technology for a Diverse Workforce	17/09/2024	Joint activity with the Cluster
Event	VIII International Congress on Educational Innovation in Building	15/03/24	Face-to-face collaborative sessions at construction worksite for development of Human-Centered technologies.

Workshop	Sustainable Places Conference (digital twins, machine- human collaboration & sustainable materials)	23-25/09/2024	Joint activity with the Cluster - Workshop Exploring Digital Twins, Machine-Human Collaboration, and Innovative Materials for Sustainable Construction
Conference	EBC Annual Congress	18/09/24	EBC annual congress with the topic focused on sustainability in construction, and with the participation of EU institutions and keynote speakers
Meeting	EBC Board of Directors	March 2025	EBC Board of Directors with EBC Members, where project updates are presented
Event	Career fair at the University of South-Eastern Norway	10/03/25	SINTEF showcasing HumanTech at a career fair at the University of South-Eastern Norway in Kongsberg.
Workshop	Application of Robotics in Efficient and Sustainable Construction and Deconstruction	27/03/25	ERF Workshop 2025 - Joint activity with the cluster
Conference	Hannover Messe	27/03/25	Joint activity with the Cluster - showcase the cluster at the Robértarmé booth

5. Communication activities

Alongside our scientific dissemination efforts, which significantly contributed to the project's recognised scientific excellence through peer-reviewed publications, participation in and organisation of events, development of open-source tools, and various awards, WP8 played a central role in ensuring that the project's achievements reached a broad and diverse audience.

This was accomplished in collaboration with the project consortium, by implementing the communication tools and strategies detailed in D8.1 and reinforced in D8.2.

In the second reporting period (from M18 to M36), the focus of communication activities evolved from a project-oriented to a results-oriented communication.

During the first period, efforts were centered on promoting the project itself by raising awareness, introducing the goals, the team behind and building a recognisable brand identity.

As the project matured and tangible outputs were achieved, the communication strategy shifted to highlight specific results and impacts. This results-oriented communication was planned to showcase concrete outcomes, increasing the visibility, relevance, and uptake of the project's innovations and solutions. This has been the main objective of the communication team for this reporting period, and it is reflected in the activities reported in the chapters below.



Figure 10 HT Promotional activities highlights

5.1. HumanTech pilots promotion

During the last phase of the project, the integration, testing and demonstration of the HumanTech technologies intensified, and so did our communication efforts to showcase them. The main communication goal was to maximise the visibility of our partners' work in developing our innovations, and let them tell the story in their own words to a wide range of stakeholders and potential users of our technologies. By keeping this in mind, we launched a specific set of activities to showcase our pilots, from the testing to the final demonstrations. This can be considered as the main communication campaign of the project, and it was composed of the following activities:

Robotic Integration Hackathon at ACCIONA (Madrid)

One of the early highlights of this campaign was the coverage of our first Robotic Integration Hackathon, held at ACCIONA's facilities in Madrid. This event marked the first time some of our technologies were integrated into working systems:

- A mobile robotic platform to help construction workers build walls by handing over bricks.
- A robotic arm to fill concrete joints with elastic material.

Our communication activities for the Hackathon included:

- » Social media coverage before, during, and after the event.
- » Short interviews with partners from DFKI, RICOH, SINTEF, RPTU, and TECNALIA, published in the YouTube playlist: HumanTech Robotic Integration Hackathon.
- » Articles on our website:
 - HumanTech 1st Robotic Integration Hackathon
 - HumanTech Hackathon: Gabor Sziebig on the benefits of our technologies in construction
- » Promotion via newsletters (e.g. 4th and 5th editions) and social media posts sharing all the materials we created.



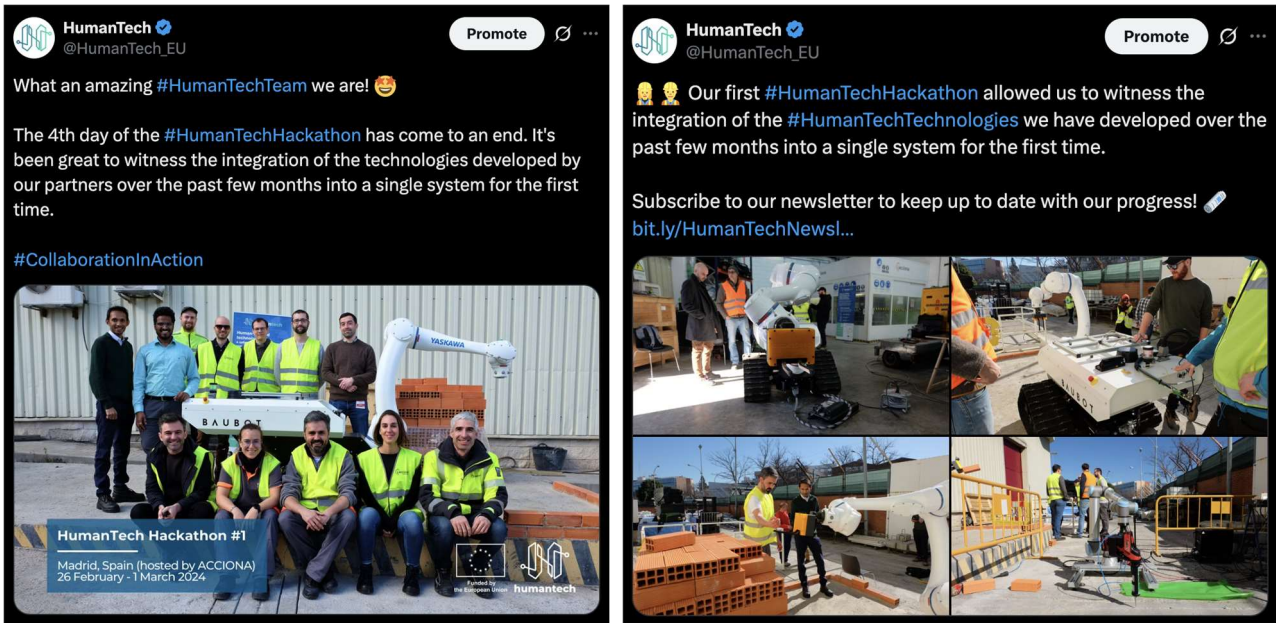


Figure 11 HT Hackathons promotion on social media

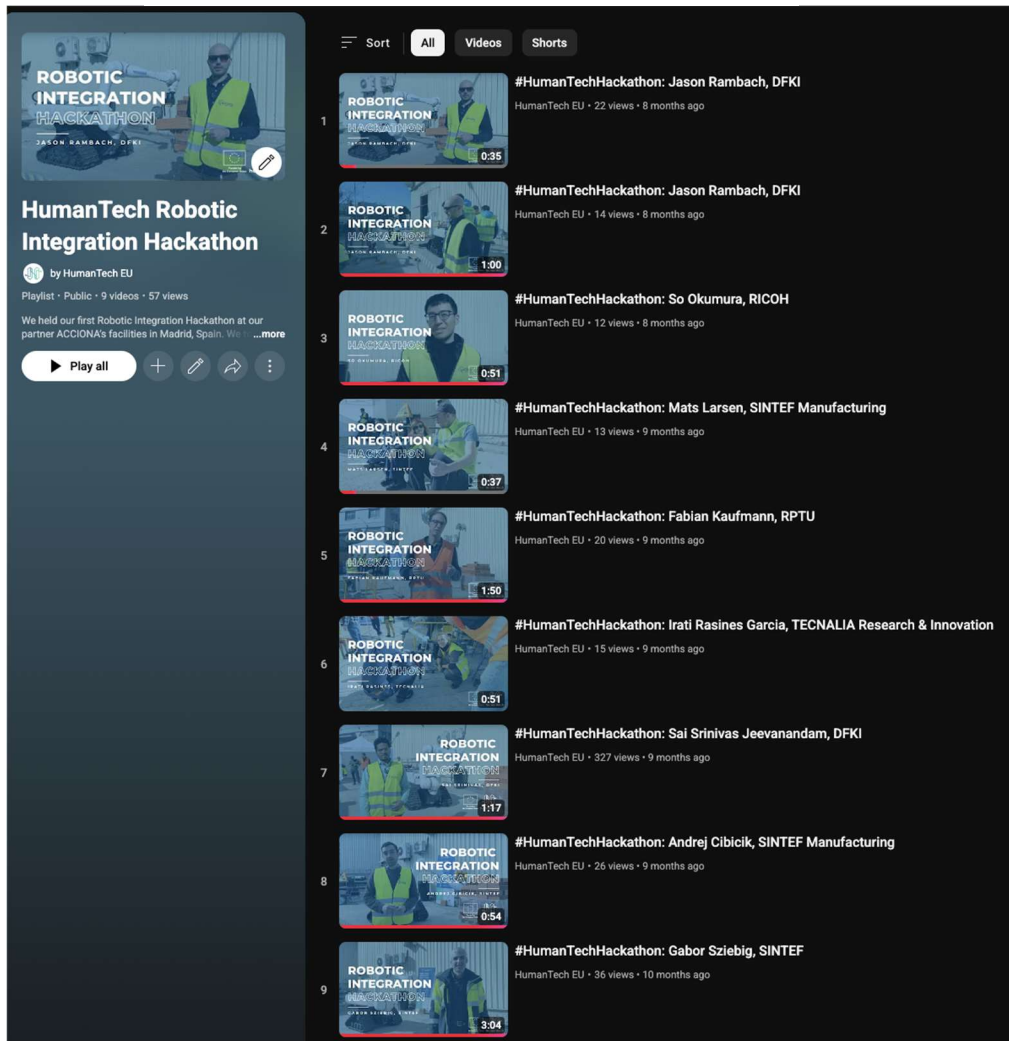


Figure 12 HT Hackathon videos on YouTube

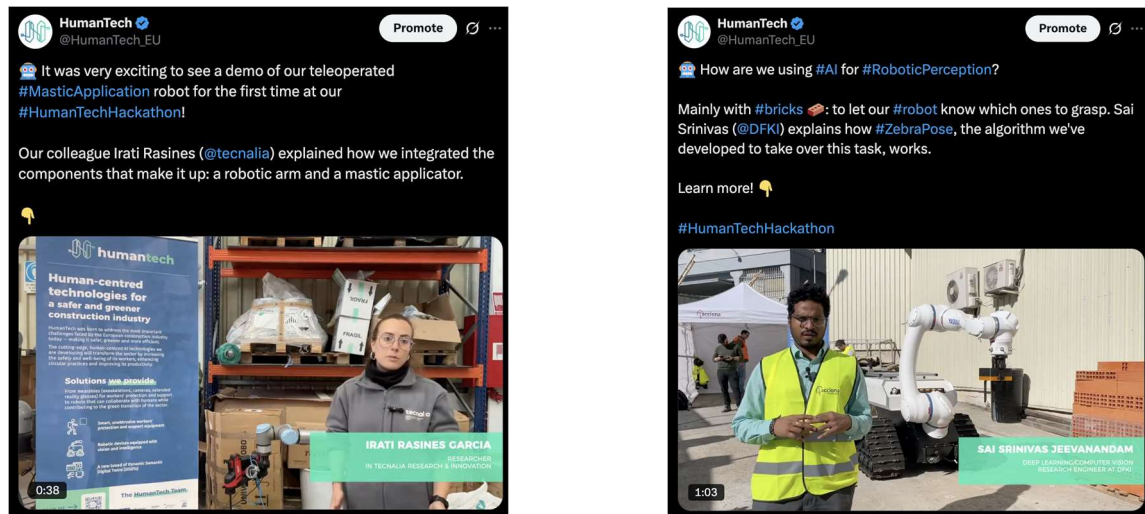


Figure 13 HT Hackathon video promotion examples

Communication about the HumanTech Pilots and next demo sessions

In the months that followed, we actively covered the test and demo sessions for our five HumanTech pilot, which were carried out in various locations and environments, from office buildings and bridges to construction sites, in Spain, Switzerland, and Germany, between late 2024 and 2025.

For each pilot, we followed a consistent and engaging content creation strategy:

- » A main video (full-length) offering a comprehensive overview of each pilot, presented by members of the team behind it. These videos highlight the challenges addressed, the solutions developed, and, when possible, include user feedback gathered during demonstration sessions, to underline the importance of these technologies for the workers.
- » Shorter clips optimised for social media to drive engagement and reach wider audiences.
- » A dedicated article featuring representatives from all involved partners and their contributions.
- » Social media posts highlight behind-the-scenes moments and demo sessions. These posts also explain the work carried out and the achievements accomplished in an engaging and simple way.

All videos are available on the [HumanTech Pilots YouTube Playlist](#), and the full-length overview videos are also featured in the [HumanTech Pilots section of our website](#).

The close collaboration with the partners involved in the pilot development and testing has been crucial to effectively communicating these results.

Their technical input, availability during filming and interviews, and openness in sharing feedback have allowed us to create meaningful, accurate, and engaging content that reflects the real impact of HumanTech technologies.

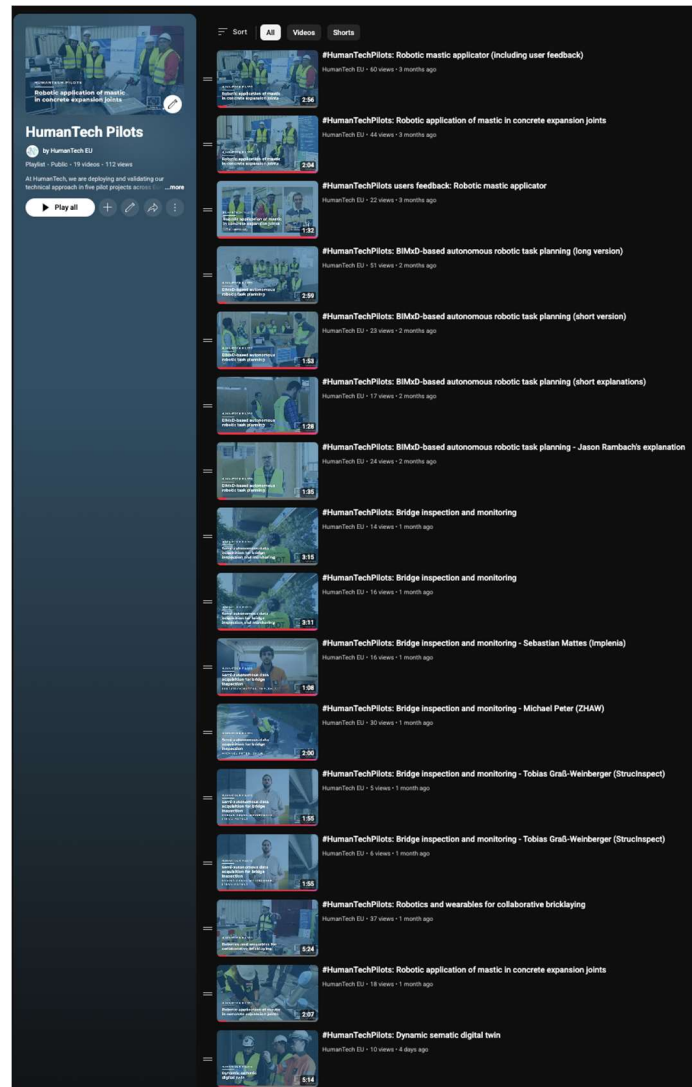


Figure 14 HT pilots video on YouTube

The following articles were published on our website:

- [Pilot 1: Dynamic sematic digital twin](#)
- [Pilot 2: Robotics and wearables for collaborative bricklaying](#)
- [Pilot 3: BIMxD-based autonomous robotic task planning](#)
- [Pilot 4: Bridge inspection and monitoring](#)
- [Pilot 5: Robotic application of mastic in concrete expansion joints demo session](#)

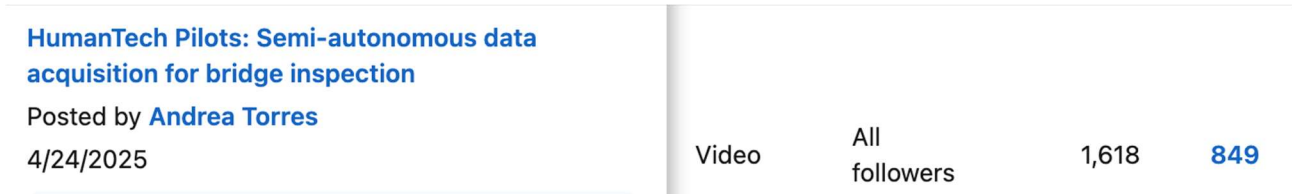
[Social media campaign: #HumanTechPilots](#)

To increase visibility around the pilots' results, we are running a #HumanTechPilots social media campaign. The campaign focuses on LinkedIn, the platform where most of our

partners and online communities are active. It shares all related materials (videos, quotes, articles), spotlighting the collaborative effort behind each solution.

This social media campaign was effective: since its start, it achieved more than 1600 impressions (*i.e., the number of time our content was displayed in someone’s feed*) in total, with 1600 clicks (*i.e., the number of times users clicked on our content*). Some examples of these results are shown in the screenshots below:

1) 1689 impressions, 849 views.



2) 1030 impressions, 455 clicks.

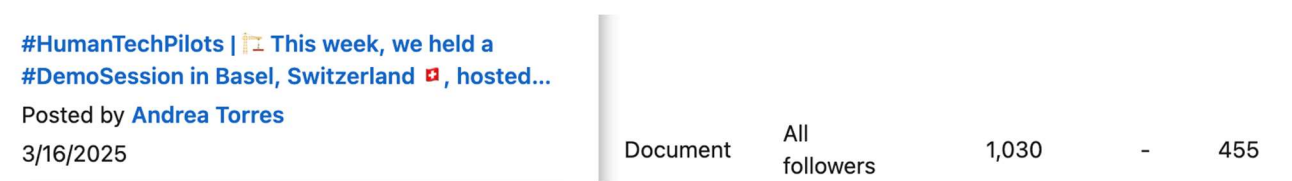


Figure 15 HT social media posts impressions

#HumanTechPilots | 🤖 Once again, we're working on one of our pilots at ACCIONA's Construction, Technology, & Innovation Division facilities in Madrid.

We're testing our mobile robotic platform designed to assist construction workers by handing over bricks—enhancing efficiency and **#HumanRobotCollaboration** on-site.

This pilot represents a key step in integrating robotics into construction, supporting workers in physically demanding tasks while improving safety and productivity.

Stay tuned to see how this technology evolves!

In the picture: So Okumura (Ricoh Europe), Joseph Thomas Thekkekara (Baubot), Sai Srinivas Jeevanandam (Deutsches Forschungszentrum für Künstliche Intelligenz (DFKI)), Mathias Hauan Arbo (SINTEF), Alfonso Dominguez Garcia (TECNALIA Research & Innovation), and Anurag Bansal (ACCIONA).

#ConstructionTech #ConstructionRobotics

with Anurag Bansal and 14 others

You and 67 others · 3 reposts

#HumanTechPilots | Introducing a game-changer for construction safety and efficiency: our robotic mastic applicator! 🤖 It enhances the safety of workers carrying out this task, reduces workplace injuries and boosts productivity.

This innovative system, designed to apply mastic in concrete expansion joints with precision, is one of the technologies we're developing in HumanTech—in which our partners from TECNALIA Research & Innovation, ACCIONA, SINTEF Manufacturing, Bundesanstalt für Arbeitsschutz und Arbeitsmedizin (BAuA) and RPTU Kaiserlautern-Landau are involved in.

Here's what some of its users have told us about it:

- “This system can be **very effective** on site. It **avoids injuries** to the lower back and knees, and it is **faster and more precise** than a human using a manual applicator.” — Ángel Cerviño, Construction Manager at ACCIONA.
- “With this robot, we would have **less back and kidney pain** and be healthier in the long run. There would be **more productivity** on site; we would finish tasks **faster and have fewer accidents**. I have felt very comfortable using it. It's **very simple—even a child could use it!**” — Raúl Gil, Laboratory Technician at ACCIONA.

Stay tuned to learn how we're driving **#ConstructionInnovation** and making workites safer, greener, and more efficient.

Thanks to our colleagues for their collaboration in sharing the impact of our **#HumanTechTechnologies!** Irati Rasines Garcia, Erlantz Loizaga Garmendia, Sara Sillauren, Anurag Bansal, Gabor Szeliog, SINTEF, Patricia Helen Rosen, Sascha Wischniewski, Fabian Kaufmann, Massivbau und Baukonstruktion, RPTU, Giulia Pastor, Blanca Arregui Aniel-Quiroga, Andrea Torres, AUSTRALO.

Irati Rasines
Researcher at TECNALIA Research & Innovation

In the HumanTech project we want to improve

HumanTech Pilots: Robotic application of mastic in concrete expansion...

13 · 1 comment · 1 repost

#HumanTechTechnologies #HumanTechPilots

What does the **#FutureOfConstruction** look like? Safer and more efficient—thanks to innovative digital solutions like the robotic mastic applicator we've developed in HumanTech.

It's designed to apply mastic in concrete expansion joints with precision and efficiency while prioritising worker safety.

Here's what some of its users have told us about it:

- “This system can be **very effective** on site. It **avoids injuries** to the lower back, and it is **faster and more precise** than a human using a manual applicator.”
- “With this robot, we would have **less back and kidney pain** and be healthier in the long run. There would be **more productivity** on site; we would finish tasks **faster and have fewer accidents**.”

Watch the video below to see this groundbreaking technology in action and hear the explanation from our colleagues **Anurag Bansal** and **Irati Rasines Garcia** about it! 🤖

key challenges

- rising cost of materials
- labour shortage
- regulatory and compliance issues
- environmental and sustainability concerns

Anurag Bansal
Head of Strategic Innovations at ACCIONA

labour shortage 2:29 1x

HumanTech Pilots: Robotic application of mastic in concrete expansion...

Dr. Jason Rambach and 17 others · 1 comment · 2 reposts

Figure 16 HT social media posts on pilots

At the time of writing this deliverable, the promotion of these activities is still ongoing.

5.2. **HumanTech awareness publications**

The results-oriented communication of the second period of the project is also reflected in the production of the so-called Awareness publications, a series of accessible blog posts designed to engage a broad range of stakeholders, published on our [website](#).

As reported in D8.2, a structured editorial calendar was established from the beginning of the project and refined at M18 to align with the new communication strategy.

In RP2, we finished some series initiated in RP1, such as the “Unlocking the Future of Research”, we continued to publish blog posts about the participation in and organisation of events, and we started the following series:

- » Discover the HumanTech work: where insights about the advancement of our work from the WP and Task leaders were analysed.
- » Discover the HumanTech technologies: where our main solutions and innovations are explained.
- » HumanTech pilots: blog posts explaining our pilots, their main challenges, solutions and benefits for the end-users.

Below we report the awareness publications published from M18 to M36.

Unlocking the Future of Research series.

- [Unlocking the future of research: Joana Goerg, Master's student at RPTU Kaiserslautern-Landau and intern at SINTEF](#)
- [Andrea Serrano Campo on creating a more diverse, inclusive and equitable STEM field](#)

Events participation, organisations and cluster activities.

- [AI and Robotics in Construction workshop returns to the European Robotics Forum](#)
- [Welcoming new EU projects to the Tech4EUconstruction Cluster](#)
- [HumanTech Mid-Term Review Meeting: Consolidating our innovations to drive digitalisation in construction](#)
- [HumanTech's 3rd Executive Board Meeting in Genova](#)
- [Tech4EUconstruction cluster at the European Robotics Forum 2024](#)
- [30 must-read publications on digital and circular building](#)
- [HumanTech Train the Trainer webinar](#)

Discover the HumanTech work and technologies.

- [HumanTech's year 2 in review: A year of hard work and remarkable advances](#)
- [HumanTech Technologies: Visual-inertial tracking unit](#)
- [HumanTech Technologies: 360° ToF camera](#)
- [Discover the HumanTech work: Dissemination, communication and exploitation](#)
- [Discover the HumanTech work: Overall Framework Definitions](#)

- [Discover the HumanTech work: Wearable technologies for construction](#)

*A final blog post summarising the project's main achievements will be published at the end of May 2025 and reported in the Final report.

HumanTech Pilots.

- [HumanTech Pilots: Dynamic sematic digital twin](#)
- [HumanTech Pilots: Bridge inspection and monitoring](#)
- [HumanTech Pilots: Robotics and wearables for collaborative bricklaying](#)
- [HumanTech Pilots: BIMxD-based autonomous robotic task planning](#)
- [HumanTech Pilots: Robotic application of mastic in concrete expansion joints demo session](#)
- [HumanTech Hackathon: Gabor Sziebig on the benefits of our technologies in construction](#)
- [HumanTech 1st Robotic Integration Hackathon](#)

In addition to our blog posts, on April 11, 2024, we published with our sister project BEEYONDERS an article titled **Human-centric innovation and skills for safety in construction** on the *The European portal for energy efficiency and renewable energy in buildings – BUILD UP*, available [here](#).

The article presents some of the technologies of BEEYONDERS and HumanTech, by exploring the transformative journey of both projects in the construction sector, focusing on human-centric innovation and safety.

5.3. [HumanTech social media activities](#)

Social media has been at the centre of our communication activities, as it has been proven, from M1, to be one of the most effective ways to promote and communicate the project's activities, the team behind them, and the main results achieved. As per the other comms activities, our social media strategy followed the results-oriented approach as well, dividing the content into appealing series.

This strategy has allowed us to increase the total number of followers from 1352 (M18) to 2024 followers (M36), divided as follows:

- » 25 on YouTube.
- » 778 on LinkedIn.
- » 1201 on X.

The majority of our online community comes from Research services, followed by the Construction industry and Higher education, as shown in the screenshot below:

Follower demographics



Figure 17 HT Followers demographics

With this understanding, we implemented a strategy aimed at maintaining stakeholders' interest in our achievements. We also focused on reaching a broader audience to enhance the project's visibility and impact, thereby laying the groundwork for future exploitation activities. In line with this strategy, the following social media campaigns were conducted:

#HumanTechPilots / #HumanTechTechnologies: We have shared updates from the hackathons and demonstration sessions we have held across Europe, done interviews with representatives from the different partner organisations that have developed them, and showed our five pilots in action in real construction environments, through engaging multimedia content.

Examples [1](#) - [2](#) - [3](#) - [4](#)

#HumanTechResources: We have shared the resources we have made available in this last period — from training resources (10 Micro Learning Units created by the TUS Sustainable Development Research Institute), to open source code and datasets developed by different partners. We have also done a specific campaign to share all our public **#HumanTechDeliverables**.

Examples [1](#) - [2](#) - [3](#).

#HumanTechPublications/#HumanTechEvents: We have shared our latest publications and awards received, as well as updates from the events, workshops and conferences we have participated in.

Examples [1](#) - [2](#) - [3](#) - [4](#).

#HumanTechTeam: We have highlighted our teamwork in different areas, and across the EU-funded projects involved in our **#Tech4EUconstruction** cluster, with whom we

have developed specific campaigns to highlight our scientific excellence in different areas.

Examples [1](#) – [2](#) – [3](#)

#HumanTechNews: where we shared our latest newsletters and main milestones achievements, such as the second year of the project.

Examples [1](#) – [2](#) – [3](#)

#HumanTechHighlights: The last social media campaign we have launched is focused on showcasing some of our most important milestones achieved throughout the project. It will be run until the month of May 2025.

[First post](#)

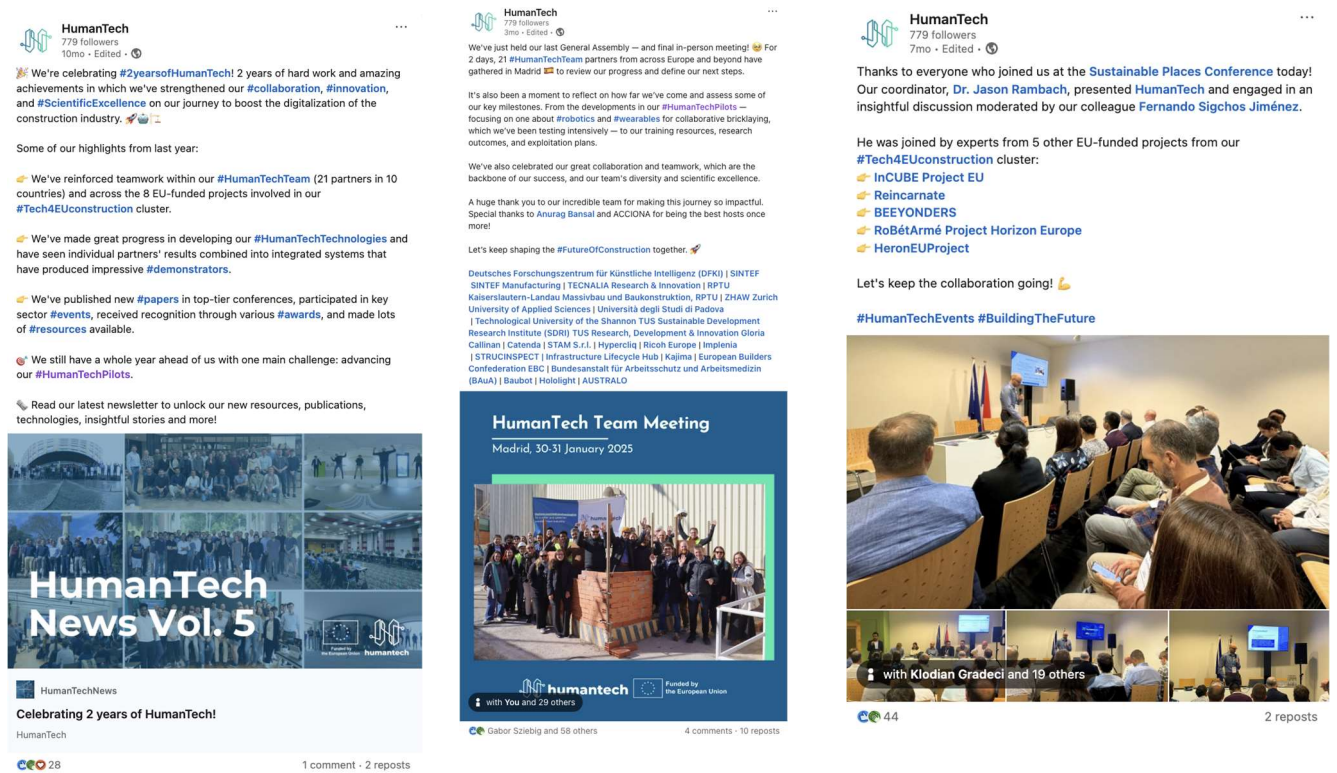


Figure 18 Examples of social media posts

To ensure our audience remained engaged and connected with our content, we conducted annual internal performance reviews. These in-depth analyses focused on identifying which content pieces and campaigns resonated most - and least - with our audience. By evaluating key performance metrics, we gained valuable insights that informed strategic adjustments to our editorial calendar and communication efforts.

This data-driven approach enabled us to amplify the impact of high-performing campaigns by allocating more resources and creative energy to what truly worked, while refining or phasing out less effective initiatives. The result was a more targeted, compelling, and efficient content strategy aligned with our audience's preferences and behaviours.


Since Y1, we realised that the content which received more attention was the following:

- Content explaining the technologies and innovations in a simple and clear way.
- Content presenting the partners and/or the events/meetings organised.
- The content where videos and/or multimedia material were displayed.

This is also why, during the last year of HumanTech, we decided to focus our communication mainly on showing the pilots and create appealing and professional videos to promote them. This decision has been proven the correct one, since the posts showcasing the pilots and the events were the ones with the more interactions, as shown in the examples below:

Post analytics

HumanTech posted this · 2w

 How to make [#BridgeInspections](#) safer, smarter, and more efficient? At HumanTech, we've developed a digital system that combines [#drones](#) and [#AI](#) to enable semi-autonomous inspection and evaluation of bridges... [...show more](#)

HumanTech Pilots: Semi-autonomous data acquisition for bridge inspection

Targeted to: All followers

Organic discovery

1,764
Impressions

1,207
Members reached

Figure 19 HT example of engaged post 1 - Pilots

Post analytics

HumanTech posted this · 3mo



#HumanTechPilots | 🏗️🌐 Once again, we're working on one of our pilots at **ACCIONA**'s Construction, Technology, & Innovation Division facilities in Madrid.

...

...show more

Targeted to: All followers

Organic discovery

1,859

Impressions

1,148

Members reached

Figure 20 HT example of engaged post 2 - Pilots

Post analytics

HumanTech posted this · 8mo



Busy week at HumanTech! We're holding a General Assembly Meeting in Ireland 🇮🇪, in the beautiful town of Athlone, at the amazing campus of our partners TUS (**Technological University of the Shannon**).

...

...show more

Targeted to: All followers

Organic discovery

2,243

Impressions

1,252

Members reached

Figure 21 HT example of engaged post 3 - Event

Since the rebranding of Twitter to X and the subsequent platform changes, we have faced challenges in accurately tracking impressions on X. However, from the outset of the project, LinkedIn has consistently demonstrated the highest audience engagement.

As a result, we prioritised LinkedIn as the primary platform for our campaign efforts.

5.4. [HumanTech website and Zenodo](#)

5.4.1. [Website](#)

The HumanTech website has been revised since M18.

The Resource page has been added as repository for the following material:

- Training.
- Open Source.
- Deliverables.

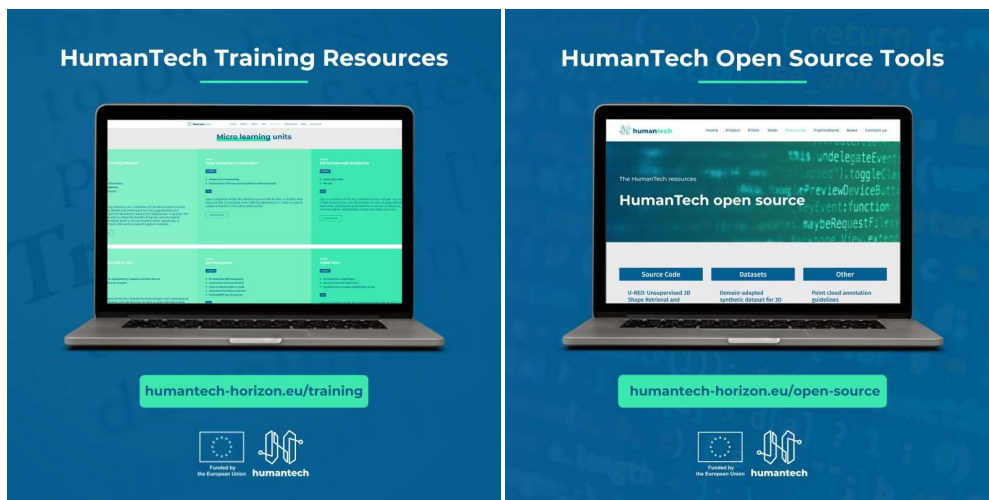


Figure 22 HT Resources page

The following information can be found on the HumanTech Training page.

- Introduction to the Micro Learning Units, where a video done by TUS is explaining the different training material and objectives.
- Description of the Micro Learning Units, composed of a brief description of each unit and the link to download the material on Zenodo.

Regarding the Open source page, the following was made available and linked to GitHub:

SOURCE CODE

- U-RED: Unsupervised 3D Shape Retrieval and Deformation for Partial Point Clouds
- HiPose: Hierarchical Binary Surface Encoding and Correspondence Pruning for RGB-D 6DoF Object Pose Estimation
- OpenBIMxD
- SFSS-MMSI: Single Frame Semantic Segmentation Using Multi-Modal Spherical Images
- SG-PGM: Partial Graph Matching Network with Semantic Geometric Fusion for 3D Scene Graph Alignment and Its Downstream Tasks

DATASET

- Domain-adapted synthetic dataset for 3D semantic segmentation

OTHER

- Point cloud annotation guidelines

Last but not least, the Deliverables sub-page provides access to all publicly available deliverables that have been approved by the European Commission following the first review meeting. These documents are available for download and offer valuable insights into the project's progress and outcomes.

Additional public deliverables will be uploaded as soon as they receive official approval from the European Commission.

Website statistics.

During the second period of the project, the website reached a total of 8.700 views, with a good engagement rate of 62.3%¹. In total, we had 19.300 views in 33 months (the website was online at M3), reaching an average of 603 monthly views, exceeding the KPIs set in the proposal phase.

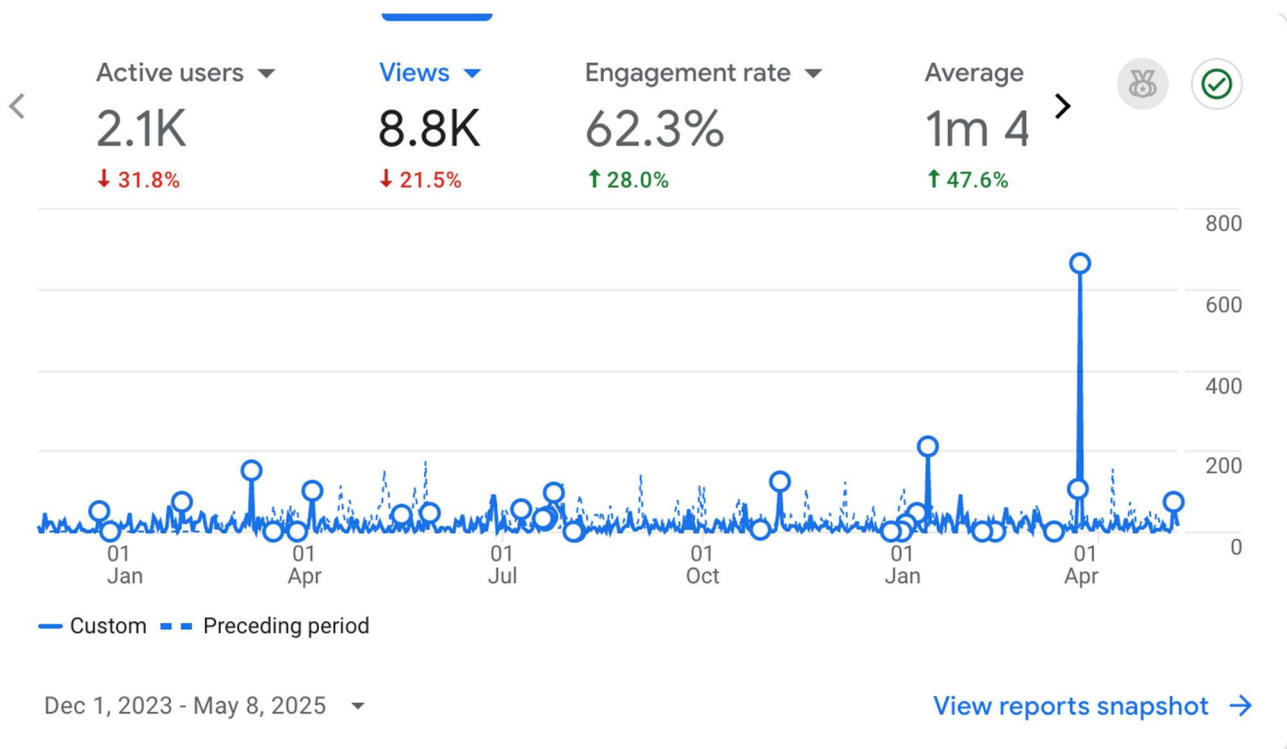


Figure 23 HT website statistics

The spike in views has been registered during the ERF 2025 workshop.

As we can see from the screenshot below, the pilots articles and page, as well as the Publications page, are in the top 10 of the most viewed items on our website, reflecting that our results-oriented communication was the right strategy to follow.

¹ An engaged session is a session that meets any of the following criteria: Lasts longer than 10 seconds, Has a [key event](#), Has 2 or more screen or page views

<input type="checkbox"/>	1	Home - Humantech Horizon
<input type="checkbox"/>	2	News - Humantech Horizon
<input type="checkbox"/>	3	Project - Humantech Horizon
<input type="checkbox"/>	4	HumanTech Pilots: Bridge inspection and monitoring - Humantech Horizon
<input type="checkbox"/>	5	Pilots - Humantech Horizon
<input type="checkbox"/>	6	Publications - Humantech Horizon
<input type="checkbox"/>	7	Team - Humantech Horizon
<input type="checkbox"/>	8	HumanTech Pilots: Robotics and wearables for collaborative bricklaying - Humantech Horizon
<input type="checkbox"/>	9	HumanTech Pilots: BIMxD-based autonomous robotic task planning - Humantech Horizon
<input type="checkbox"/>	10	Tech4EUconstruction cluster - Humantech Horizon

Figure 24 HT website main pages

5.4.2. Zenodo

Our project's Zenodo community was established at M1, as a centralised, open-access repository to ensure the long-term visibility and accessibility of our outputs. Since its creation, 50 entries – reaching a total of **3.800 views** - have been uploaded, covering a diverse range of materials: from peer-reviewed scientific publications to Micro Learning Units (MLUs), as well as public deliverables and promotional content such as newsletters, press releases, dissemination kits, and brochures.

Among these, the press release announcing the project's launch has attracted the highest engagement, with 551 views, reflecting strong initial interest in the project's objectives and potential.

Notably, the scientific publications have also drawn consistent attention, averaging around 150 views per publication, a clear indicator of the relevance and appeal of our research outputs within the scientific communities.

This level of interaction not only underscores the value of open dissemination but also demonstrates the project's success in reaching and engaging its target audiences through a variety of accessible, high-quality materials.

5.5. HumanTech Promotional material

5.5.1. PR and video material

To accompany our dissemination and communication activities, the design team invested considerable effort in creating appealing and clear communication material, such as flyers, brochures, posters, and roll-ups.

The Humantech design team was also in charge of creating the cluster's logo and visual identity, as reported in D8.1. In addition, we designed the brochures, social media templates, clips, and videos for the cluster.

All material was created in two versions: web and printed material.

The following has been created:

For HumanTech:

- Flyer.
- 4-pager.
- Roll-ups.



Figure 25 HT PR Material

At the time of writing this deliverable, the HumanTech design team is working on the HumanTech final brochure:

HumanTech Solutions: Smarter. Safer. Greener.

Shaping the future of construction with innovative, human-centred technologies for a safer, smarter, and more sustainable industry.

This brochure collects the most impactful HumanTech technologies and solutions. It will be used as a powerful tool to promote and present the project's final achievements to a wide range of stakeholders. It will be published on the project website and social media.

For the cluster, the following has been created:

- Tech4EUConstruction logo and brand identity.
- ERF 2023, 2024 and 2025 brochures.
- Business cards.
- Social media templates.
- Video templates.



Figure 26 Example of cluster PR material

At the same time, we developed engaging video content aimed at two primary objectives. First, the videos clearly explain our key activities and highlight our main achievements, including the successful implementation of the pilots. Second, we created visually appealing footage and clips designed to enhance our promotional efforts and emphasise our social media activities to maximise outreach and public engagement.

The material has been published on our [YouTube channel](#).

The HumanTech video Library:

- **HumanTech Pilots:** A collection of all videos related to our pilot projects, as outlined in section 5.1.
- **Robotic Integration Hackathon (Madrid):** A dedicated playlist showcasing highlights and insights from the integration Hackathon, as detailed in section 5.1.
- **Tech4EUConstruction Cluster:** A series of engaging video interviews featuring key players from the Tech4EUConstruction cluster.
- **Words of Innovation – Tech4EUConstruction Campaign:** All videos from the Words of Innovation campaign. More details available in deliverable D8.2.
- **HumanTech Demos:** A showcase of our preliminary demonstration videos.
- **HumanTech Team interviews:** A collection of video interviews with our team members. (See D8.2 for more information.)
- **Learning Pills Campaign:** Short, insightful video clips designed for the Learning Pills campaign. (More details in D8.2.)
- **HumanTech Team:** A brief, engaging clip created for social media purposes.
- **HumanTech News:** A roundup of HumanTech’s media appearances and news-related video content.

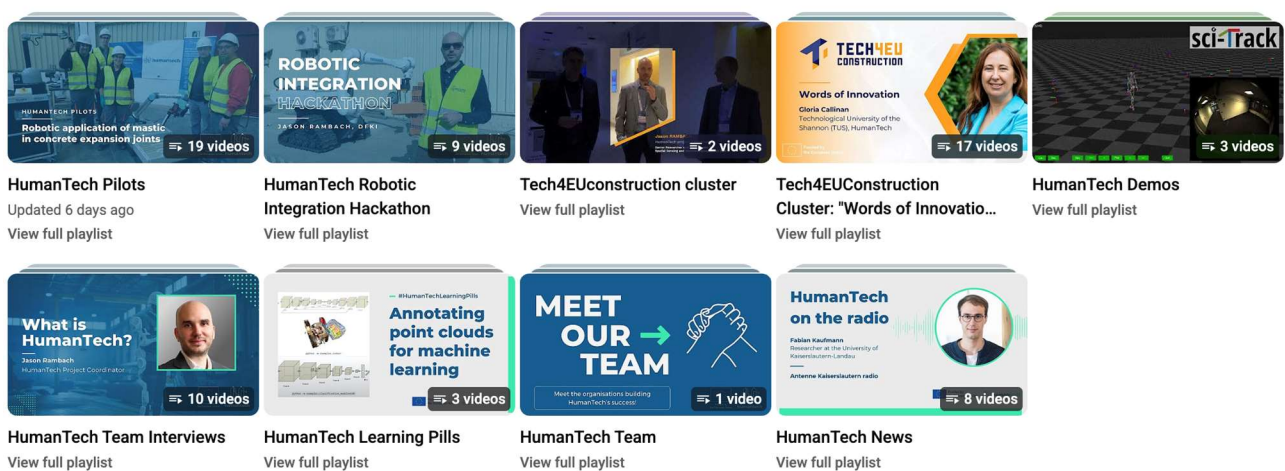


Figure 27 YouTube playlists

5.5.2. Newsletters

At the time of writing this deliverable (i.e., first week of May 2025), six newsletters were released by the project: three in the first 18 months, and three in the second reporting period. The newsletters were released in two main channels: Brevo and LinkedIn, via the HumanTech LinkedIn newsletter (please see D8.2 for more details).

The 7th project newsletter is planned to be released after the closing of the project on May 31st, 2025, to celebrate the end of the project, summarise the activities and impact achieved, and promote the HumanTech final brochure—*HumanTech Solutions: Smarter. Safer. Greener.*

Thanks to the intense promotional activities, we reached a total of 685 subscribers with 405 subscribers on Brevo and 280 subscribers on our LinkedIn Newsletter.

The [4th](#) Newsletter was launched on April 2024, and it covers the following topics:

- HumanTech’s latest developments.
- HumanTech Stories.
- HumanTech Events.
- Meet the #HumanTechTeam - latest stories and interviews from our HumanTech team.
- #Tech4EUconstruction Cluster: new additions to the cluster and latest updates
- Inspiring Resources.

The [5th](#) Newsletter was published in June 2024, to celebrate the project's second year. It covers the following subjects:

- Progress over the past two years.
- HumanTech latest publications.
- HumanTech Hackathon.
- User evaluation at HumanTech.
- HumanTech technologies.
- Latest news from the Cluster.

The [6th](#) Newsletter was launched in January 2025. It presents the project's latest achievements and the plan for the remaining months of our journey:

- The HumanTech pilots.
- The HumanTech training.
- The HumanTech publications.
- Latest news from the Cluster and our last events.

6. What's next

The self-assessment of Tasks T8.1 and T8.2 has been satisfactory, with major milestones achieved, all KPIs reached and significant engagement and dissemination outcomes realised throughout the project duration. As the project approaches its conclusion, several forward-looking activities are planned to ensure continuity, sustainability, and long-term impact.

Post-Project Activities

- **Publication of Public Deliverables:** Following final approval from the European Commission, all public deliverables will be published on the project website. This will ensure open access to the key outputs and insights generated during the project.
- **Scientific and Technical Dissemination:** The project website will continue to serve as a central repository for publications. It will be updated with links to scientific papers and conference proceedings published by project partners. This will facilitate ongoing dissemination within academic and technical communities, respecting the openness of our research outputs.
- **Ongoing and Future Research and Collaboration:** Several partners intend to continue scientific work building on HumanTech results. This includes follow-up research projects, joint proposals under Horizon Europe and other European or national funding instruments, and collaborative publications that extend and deepen the technical knowledge developed in the project.
- **Final Communication Outputs:** A final newsletter and article summarising the main project achievements, challenges, and impact will be released. These will be complemented by the HumanTech Final Brochure, which will consolidate and visually present the project's core innovations, technologies, and solutions in a user-friendly format for broader audiences.
- **Engagement in the Tech4EUConstruction Cluster:** The project's collaboration and network-building activities will persist beyond its lifetime through continued participation in the Tech4EUConstruction cluster. AUSTRALO will remain active in the cluster through other ongoing or future projects, helping to sustain synergies, cross-project learning, and knowledge exchange beyond HumanTech.

Community Building and Long-Term Impact

To ensure that the community built around HumanTech remains active and continues to grow, the following strategic actions are planned:

- **Maintaining the Project Website and Social Media Channels:** The project website and associated communication channels (LinkedIn, Twitter/X, YouTube) will remain online for at least 3 years after the project ending date, and occasionally updated with relevant news from the partners and follow-up initiatives. These

platforms will act as a reference point for stakeholders, researchers, and industry representatives interested in our activities.

- **Newsflash:** To connect with engaged stakeholders, a mailing list and informal knowledge-sharing network will be maintained via the LinkedIn and Brevo Newsletters in the form of NewsFlash, a short newsletter announcing updates on future events, related project outcomes, and opportunities for collaboration.
- **Educational and Training Activities:** Where applicable, project results will be embedded in university curricula, training modules, and professional workshops run by our partners. This will help to ensure knowledge transfer to the next generation of researchers, professionals, and workers. In addition to this, the HumanTech Micro Learning Units will be presented and disseminated when possible.

These steps reflect a strong commitment to ensuring that the HumanTech community remains dynamic, visible, and impactful beyond the formal end of the project. By fostering ongoing collaboration, knowledge sharing, and dissemination, the project aims to contribute to a lasting legacy in the fields of human-centric construction technologies, digital innovation, and sustainable development.

7. Conclusions

The HumanTech project has seen a notable increase in the scope and scale of its activities, especially after the first half of the project. This progress is attributed to the gradual realisation of the HT aims and objectives, which have resulted in significant contributions to various dissemination events and publications. Thanks to an accurate plan and engagement of all consortium members, we were able to achieve – and even surpassed – all KPIs set at M1.

Our social media profiles, especially LinkedIn, have been considered appropriate tools for sharing information about our results, promoting the project activities, and creating new campaigns to keep the audience always interested.

Participation in various events and the publication of 21 papers in renowned journals and conferences have significantly amplified the visibility of our project results, as well as the prizes and awards won by our technical partners.

The reinforcement of the Tech4EUConstruction cluster has resulted in well-organised collaboration between different projects, finding a common research path demonstrated in several joint workshops and initiatives organised.

A key driver of our dissemination and communication success has been the establishment of a D&C roadmap and a set of KPIs for different activities.

These measures have:

- Enhanced coordination.
- Ensured timely planning.

- Adjustments were allowed during plenary meetings when KPI targets were not met.

In addition, the pilots campaign enabled WP8 to create content that aligns with stakeholder interests, which has been reflected in great impressions on our social media, demonstrating the value of our results-focused communication.