BuiltHub

# Project website, visual identity and templates

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# 1. The BuiltHub website

Made publicly available by the end of M6 of the BuiltHub project, the BuiltHub website accessible at **www.builthub.eu** serves as the target groups' primary point of contact with the project.

The website is divided into five tabs: About, Updates, Resources, Get Involved and Contact. The website landing page provides a brief overview of the project, including a short description, recent news and events and the logos of all project partners. It is meant to be concise and eye-catching, thereby encouraging visitors to explore the site further. The website is fully scalable and will be updated and expanded over the course of the project.

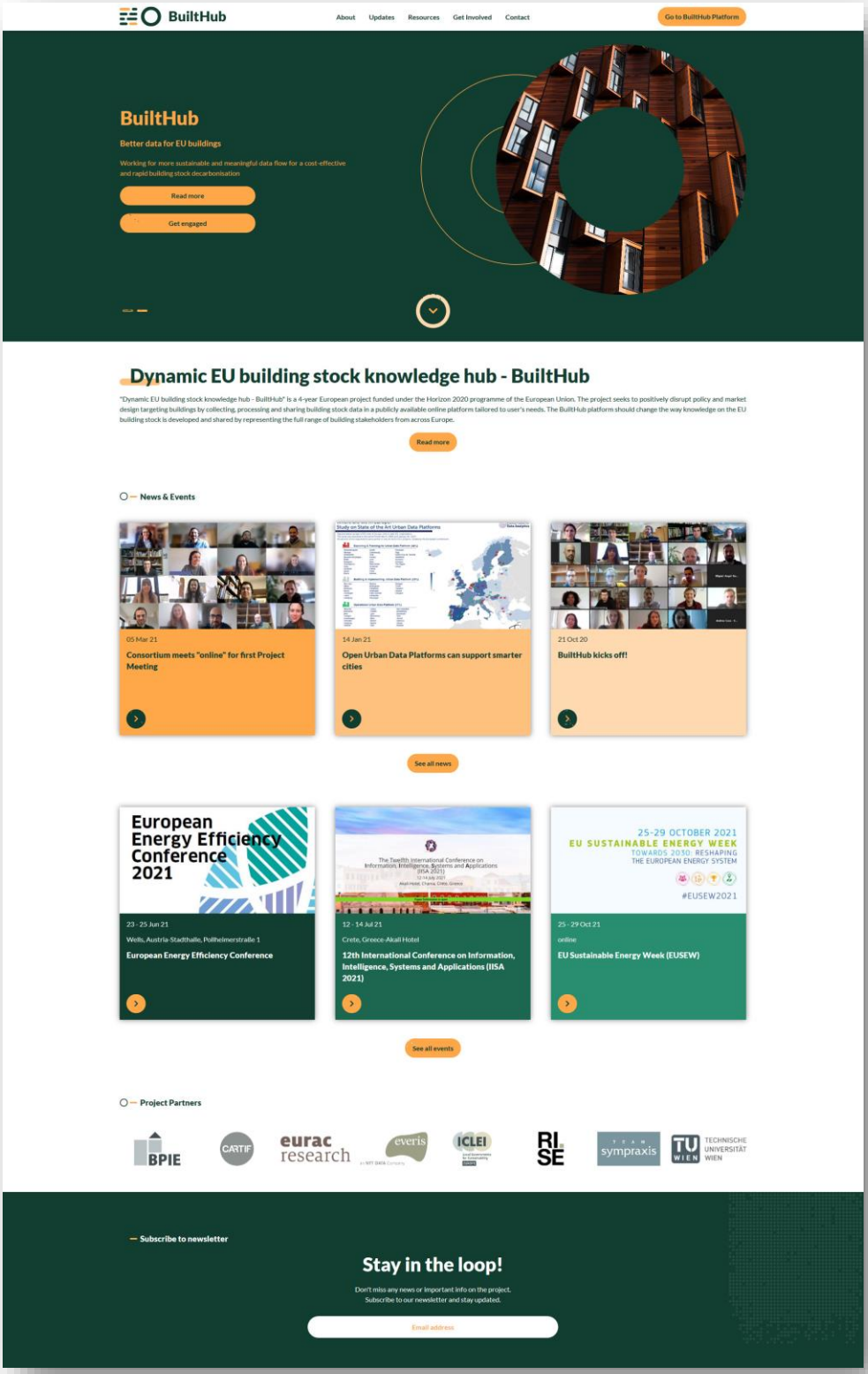
External links are embedded throughout the site, including ones that link to the BuiltHub social media channels (Twitter and LinkedIn). Also, the page is going to function as the entry-point to the BuiltHub platform. A button on the menu bar that links to the platform will be made visible once the platform is operational.

The website design follows the same colour scheme, shapes and lines that can be found in the BuiltHub logo, in line with the unique visual identity developed for the project.

The website will be officially launched and promoted via project social media channels as well as partner accounts and websites from early April onwards.

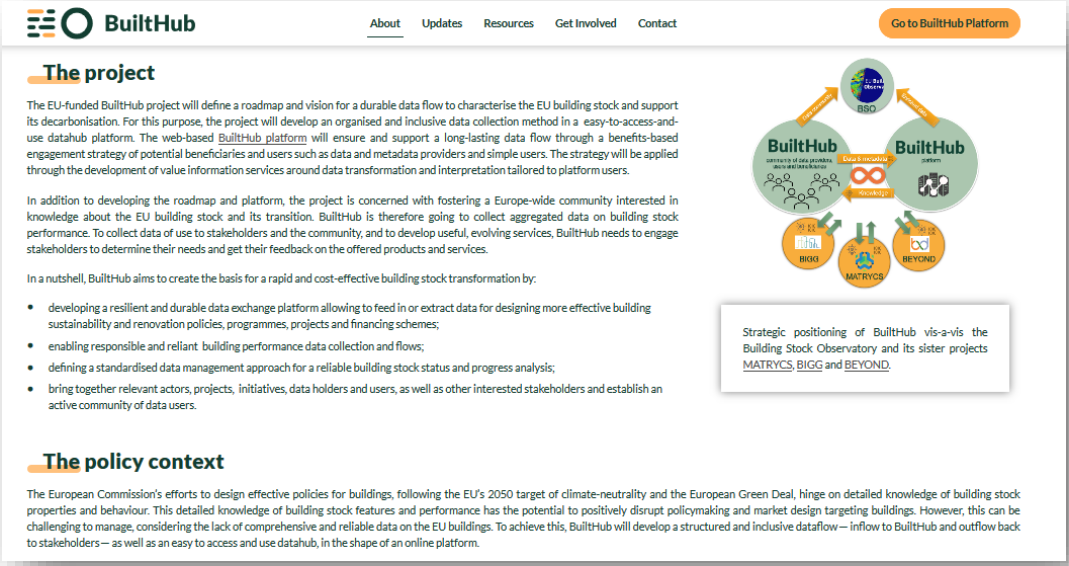
# About

**Landing page with dynamic news & event updates**



# About

## The project



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### The project

The EU-funded BuiltHub project will define a roadmap and vision for a durable data flow to characterise the EU building stock and support its decarbonisation. For this purpose, the project will develop an organised and inclusive data collection method in a easy-to-access-and-use datahub platform. The web-based BuiltHub platform will ensure and support a long-lasting data flow through a benefits-based engagement strategy of potential beneficiaries and users such as data and metadata providers and simple users. The strategy will be applied through the development of value information services around data transformation and interpretation tailored to platform users.

In addition to developing the roadmap and platform, the project is concerned with fostering a Europe-wide community interested in knowledge about the EU building stock and its transition. BuiltHub is therefore going to collect aggregated data on building stock performance. To collect data of use to stakeholders and the community, and to develop useful, evolving services, BuiltHub needs to engage stakeholders to determine their needs and get their feedback on the offered products and services.

In a nutshell, BuiltHub aims to create the basis for a rapid and cost-effective building stock transformation by:

- developing a resilient and durable data exchange platform allowing to feed in or extract data for designing more effective building sustainability and renovation policies, programmes, projects and financing schemes;
- enabling responsible and reliant building performance data collection and flows;
- defining a standardised data management approach for a reliable building stock status and progress analysis;
- bring together relevant actors, projects, initiatives, data holders and users, as well as other interested stakeholders and establish an active community of data users.

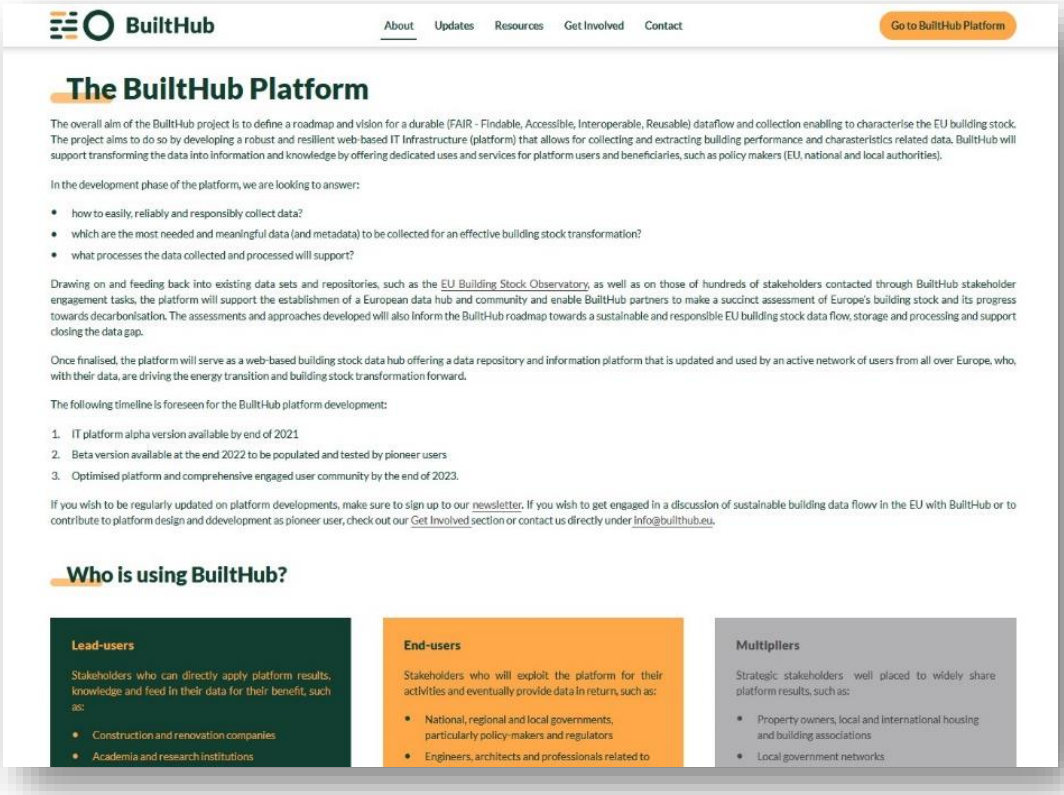


Strategic positioning of BuiltHub vis-a-vis the Building Stock Observatory and its sister projects MATRYCS, BIGG and BEYOND.

### The policy context

The European Commission's efforts to design effective policies for buildings, following the EU's 2050 target of climate-neutrality and the European Green Deal, hinge on detailed knowledge of building stock properties and behaviour. This detailed knowledge of building stock features and performance has the potential to positively disrupt policymaking and market design targeting buildings. However, this can be challenging to manage, considering the lack of comprehensive and reliable data on the EU buildings. To achieve this, BuiltHub will develop a structured and inclusive dataflow — inflow to BuiltHub and outflow back to stakeholders — as well as an easy to access and use datahub, in the shape of an online platform.

## BuiltHub Platform and Users ('Go to BuiltHub Platform' button visible)



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### The BuiltHub Platform

The overall aim of the BuiltHub project is to define a roadmap and vision for a durable (FAIR - Findable, Accessible, Interoperable, Reusable) dataflow and collection enabling to characterise the EU building stock. The project aims to do so by developing a robust and resilient web-based IT Infrastructure (platform) that allows for collecting and extracting building performance and charasteristics related data. BuiltHub will support transforming the data into information and knowledge by offering dedicated uses and services for platform users and beneficiaries, such as policy makers (EU, national and local authorities).

In the development phase of the platform, we are looking to answer:

- how to easily, reliably and responsibly collect data?
- which are the most needed and meaningful data (and metadata) to be collected for an effective building stock transformation?
- what processes the data collected and processed will support?

Drawing on and feeding back into existing data sets and repositories, such as the EU Building Stock Observatory, as well as on those of hundreds of stakeholders contacted through BuiltHub stakeholder engagement tasks, the platform will support the establishmen of a European data hub and community and enable BuiltHub partners to make a succinct assessment of Europe's building stock and its progress towards decarbonisation. The assessments and approaches developed will also inform the BuiltHub roadmap towards a sustainable and responsible EU building stock data flow, storage and processing and support closing the data gap.

Once finalised, the platform will serve as a web-based building stock data hub offering a data repository and information platform that is updated and used by an active network of users from all over Europe, who, with their data, are driving the energy transition and building stock transformation forward.

The following timeline is foreseen for the BuiltHub platform development:

1. IT platform alpha version available by end of 2021
2. Beta version available at the end 2022 to be populated and tested by pioneer users
3. Optimised platform and comprehensive engaged user community by the end of 2023.

If you wish to be regularly updated on platform developments, make sure to sign up to our newsletter. If you wish to get engaged in a discussion of sustainable building data flowv in the EU with BuiltHub or to contribute to platform design and ddevelopment as pioneer user, check out our Get Involved section or contact us directly under info@builthub.eu.

### Who is using BuiltHub?

**Lead-users**

Stakeholders who can directly apply platform results, knowledge and feed in their data for their benefit, such as:

- Construction and renovation companies
- Academia and research institutions

**End-users**

Stakeholders who will exploit the platform for their activities and eventually provide data in return, such as:

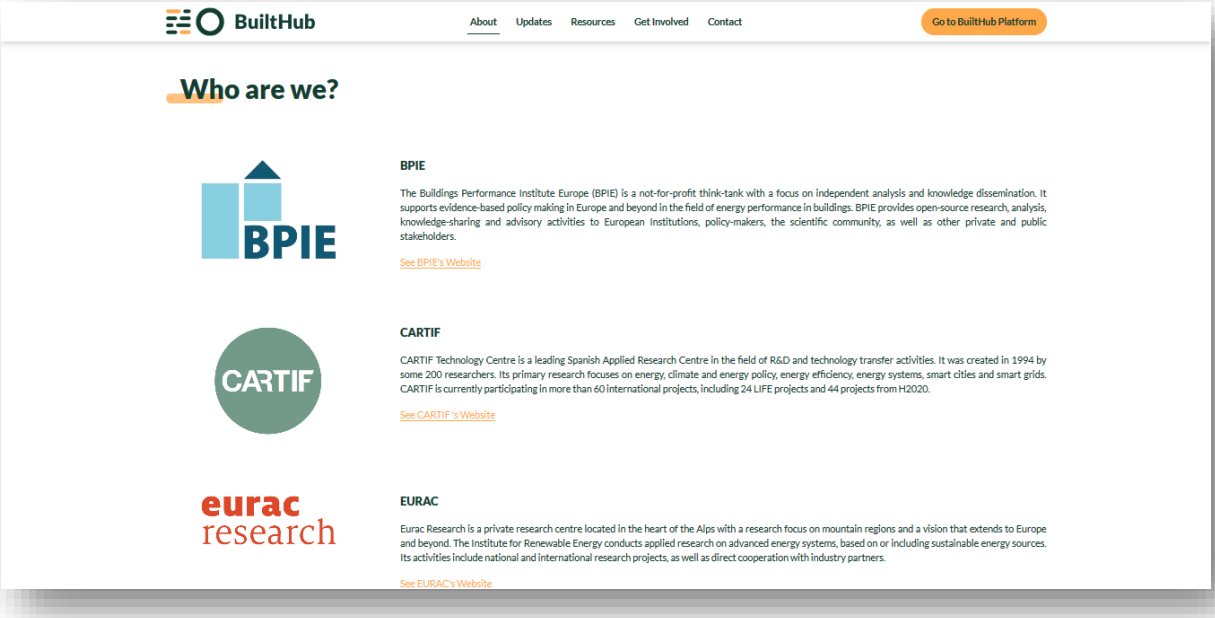
- National, regional and local governments, particularly policy-makers and regulators
- Engineers, architects and professionals related to

**Multipliers**

Strategic stakeholders well placed to widely share platform results, such as:

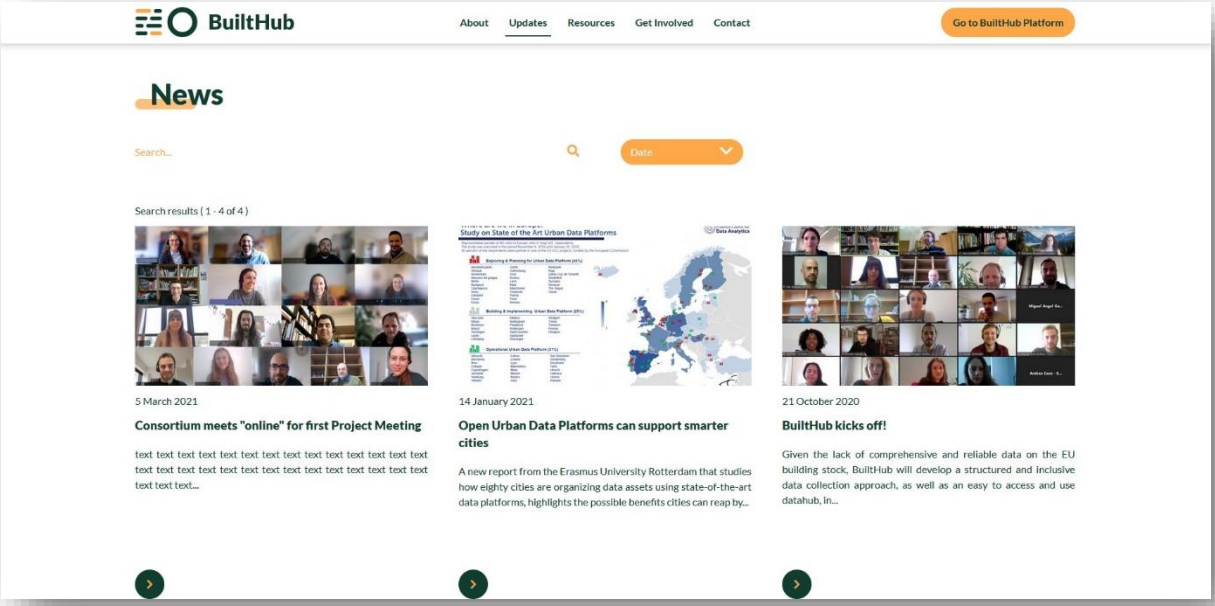
- Property owners, local and international housing and building associations
- Local government networks

**Who are we? (+ Newsletter subscription and Social Media links)**




# Updates

## News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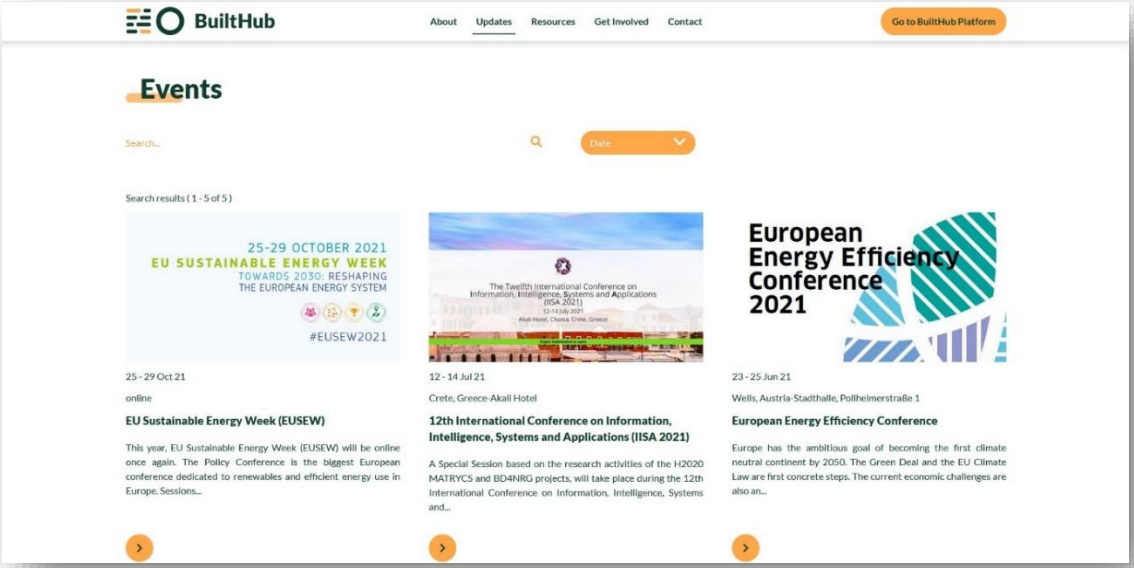
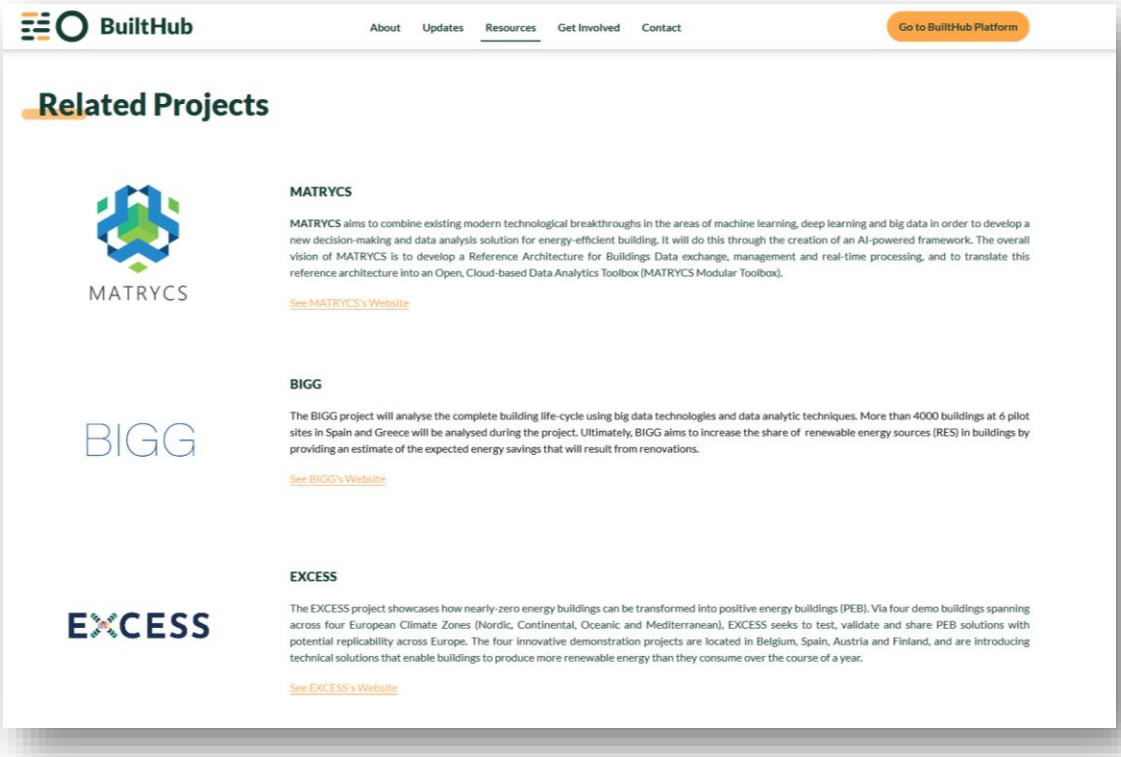
5 March 2021
Consortium meets "online" for first Project Meeting
text text text

### Events




# Resources

### Related Projects



## Frequently Asked Questions (FAQ)

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# Frequently Asked Questions (FAQ)

Listed below are the answers to the questions BuiltHub partners are asked most frequently.

## General

**What is the relation between the Building Stock Observatory (BSO) and BuiltHub?**

The EU Building Stock Observatory (BSO) was established in 2016 as part of the Clean Energy for all Europeans package. Its main objective is to provide a better understanding of the energy performance of the building sector through reliable and consistent data. The BSO supplies information about Europe's building stock, encompassing areas such as thermal efficiency, energy consumption for heating, hot water, cooling and lighting.

BuiltHub aims to define indicators that go beyond those established by the BSO, in order to foster in-depth analyses of the dynamics, activities and challenges in the building sector and its energy consumption. BuiltHub will define and explore a new set of indicators based on:

- Timeline of past renovation activities and the measures implemented
- Economic situation of the building owner
- Renovation costs
- Smart Readiness Indicator levels (in connection with H2020 B4E-9 projects - *Support to the coordination of European smart buildings innovation community*)
- Renewable energy generation and energy matching
- Safety and environmental quality in building

**What are BuiltHub's main data sources?**

**Is BuiltHub related to the European Data Strategy?**

**I have my own website or app and I would like to consume data from BuiltHub. Is this possible?**

**What is a Pioneer-user? How can I become one?**

## BuiltHub Platform

**When will the BuiltHub platform be available?**

The first BuiltHub prototype will be released in September 2021. Its functionalities will be limited to collecting and handling the data currently residing in the BSO platform.

The second BuiltHub prototype is scheduled to be released in September 2022. This new version of the platform will refine and extend the first prototype with additional functionalities, as well as collect data from different repositories.

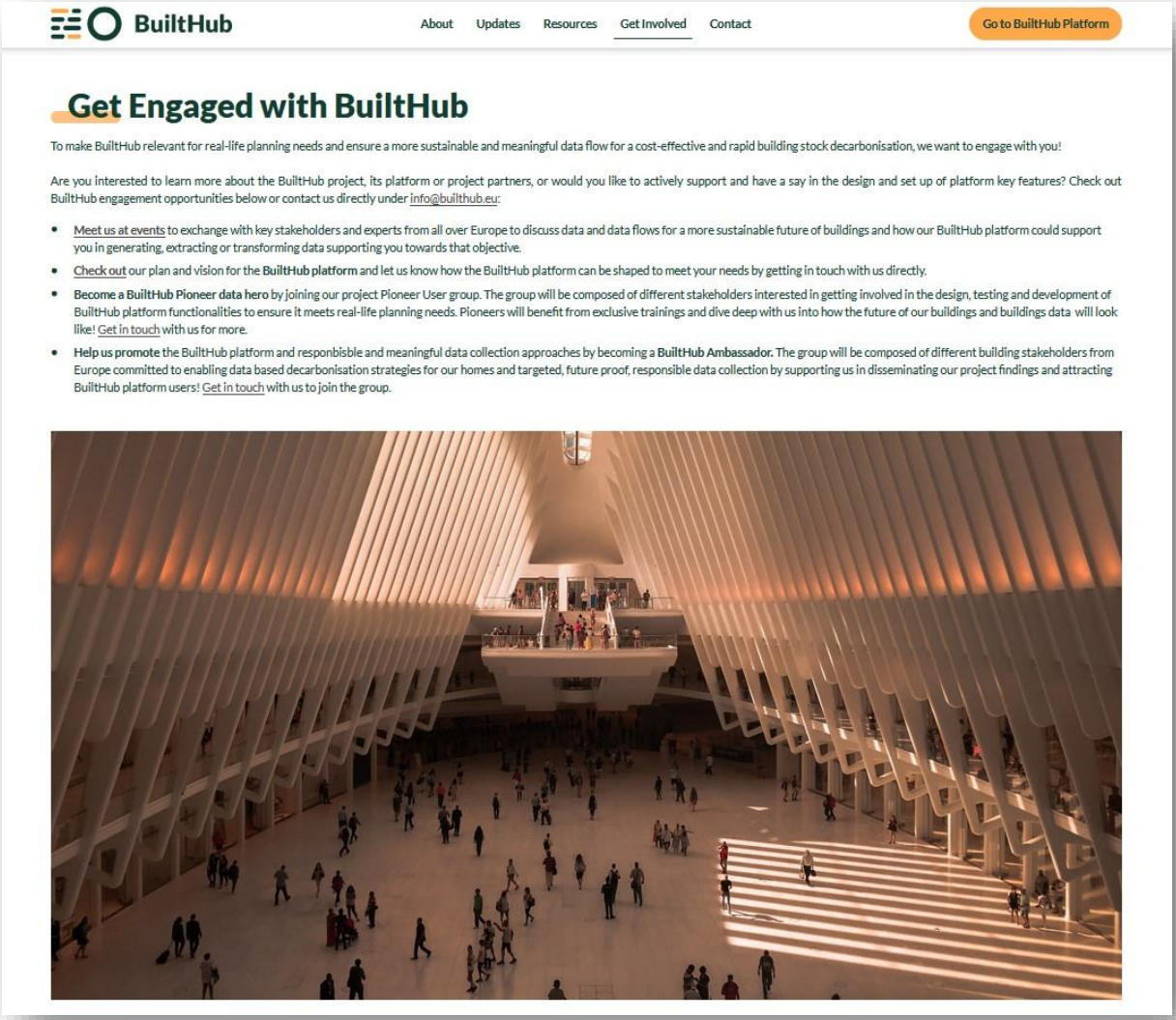
The final BuiltHub platform will integrate all the repositories BuiltHub has engaged with and will be available in September 2024.

**What are the different types of users of the BuiltHub platform?**

**How will users visualize the data available in the platform?**

**Is the BuiltHub platform following the European Commission Cloud Strategy?**

# Get Involved



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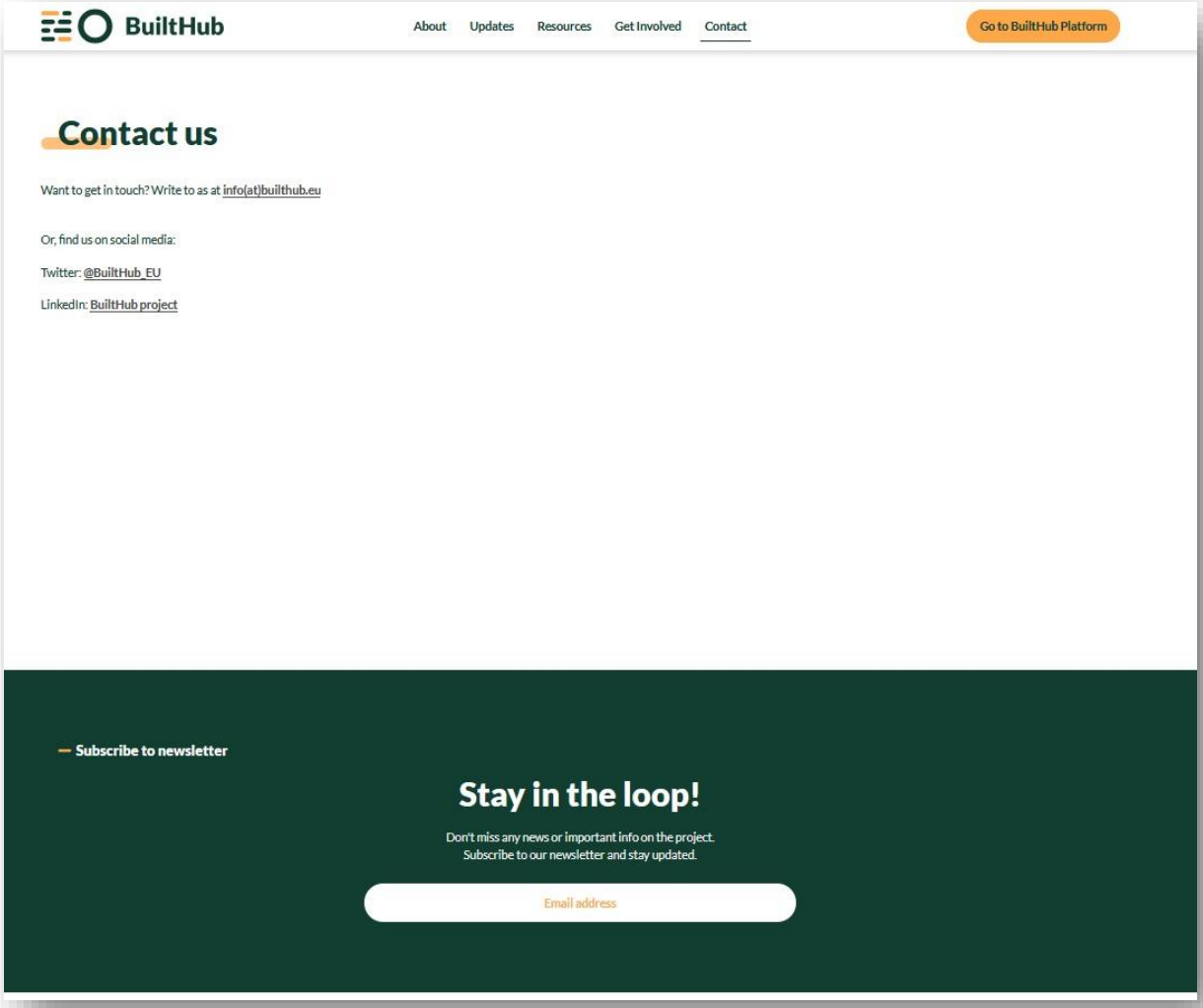
## Get Engaged with BuiltHub

To make BuiltHub relevant for real-life planning needs and ensure a more sustainable and meaningful data flow for a cost-effective and rapid building stock decarbonisation, we want to engage with you!

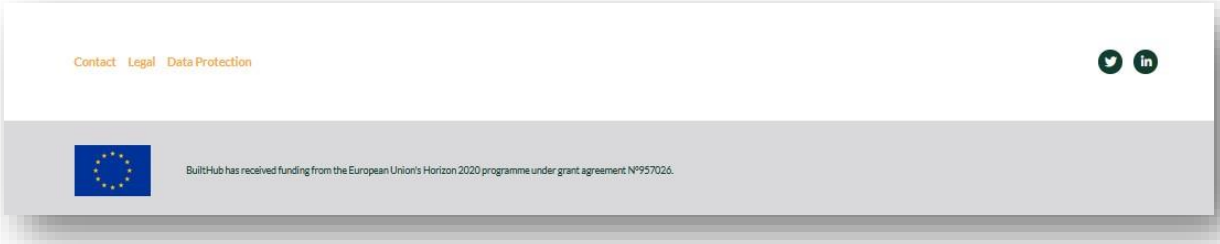
Are you interested to learn more about the BuiltHub project, its platform or project partners, or would you like to actively support and have a say in the design and set up of platform key features? Check out BuiltHub engagement opportunities below or contact us directly under info@builthub.eu:

- Meet us at events to exchange with key stakeholders and experts from all over Europe to discuss data and data flows for a more sustainable future of buildings and how our BuiltHub platform could support you in generating, extracting or transforming data supporting you towards that objective.
- Check out our plan and vision for the **BuiltHub platform** and let us know how the BuiltHub platform can be shaped to meet your needs by getting in touch with us directly.
- **Become a BuiltHub Pioneer data hero** by joining our project Pioneer User group. The group will be composed of different stakeholders interested in getting involved in the design, testing and development of BuiltHub platform functionalities to ensure it meets real-life planning needs. Pioneers will benefit from exclusive trainings and dive deep with us into how the future of our buildings and buildings data will look like! Get in touch with us for more.
- **Help us promote** the BuiltHub platform and responbisble and meaningful data collection approaches by becoming a **BuiltHub Ambassador.** The group will be composed of different building stakeholders from Europe committed to enabling data based decarbonisation strategies for our homes and targeted, future proof, responsible data collection by supporting us in disseminating our project findings and attracting BuiltHub platform users! Get in touch with us to join the group.

# Contact




## Footer



# 2. Corporate Visual Identity

A hollow circle and a horizontal dash are also characteristic shapes to the BuildHub identity. The circle represents a focal point (“hub”) of information, but also the flow of energy and of uninterrupted data. The horizontal dashes represent the input and output of data and knowledge, connections to the hub, as well as symbolizing the bricks of a building or a computer server. The logo reflects these deliberate style choices.

Figure 1: Logo

A colour palette of dark green, yellow and orange are complemented by dark grey and white, which are to be represented in all materials produced throughout the project.

Figure 2: Colour palette

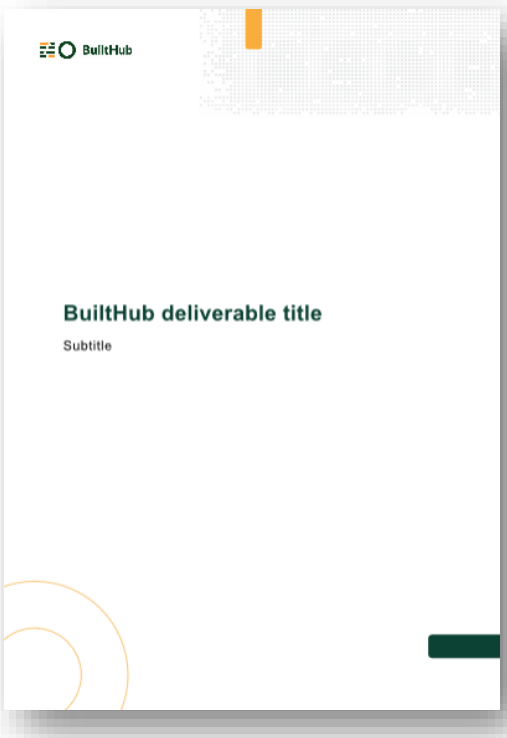
A clean and classic typography has also been selected to compliment the design.

Figure 3: Typography

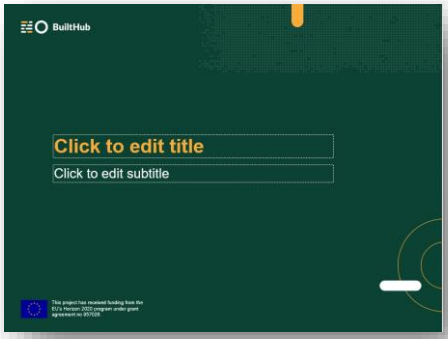
# 3. Templates

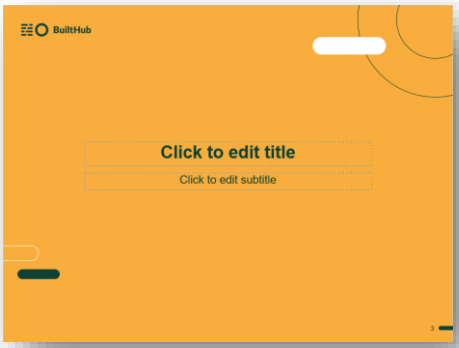
In order to ensure consistency and clarity throughout the duration of the project, all BuiltHub deliverables will be formatted using Templates designed specifically for the project.

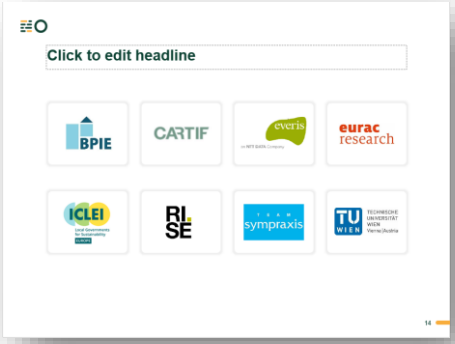
**Word Template**

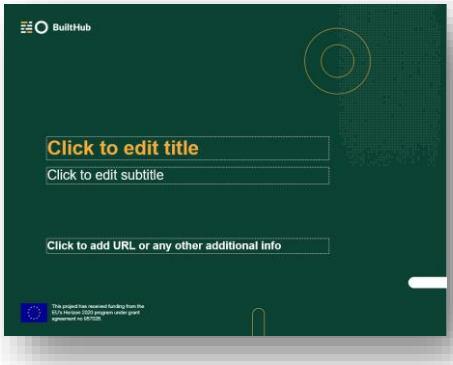


## Powerpoint Template



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