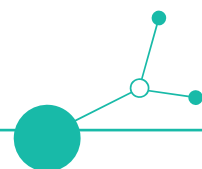


## D.3.2.1. Script & presentation of solution at relevant conferences (social, sustainable & economic impact)

Work package 3



Version 1

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## Project Information

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## Contents

<b>List of Figures.....</b>	<b>4</b>
<b>List of Abbreviations.....</b>	<b>5</b>
<b>1. Executive Summary.....</b>	<b>6</b>
<b>2. Introduction.....</b>	<b>6</b>
<b>3. Dissemination events.....</b>	<b>7</b>
<b>3.1. Electronica - Munchen.....</b>	<b>7</b>
<b>3.2. Intertraffic Amsterdam.....</b>	<b>8</b>
<b>3.3. BAU 2025.....</b>	<b>9</b>
<b>3.4. The Danube Region Transport Days 2025.....</b>	<b>10</b>
<b>3.5. 23rd buildingSMART-Anwendertag.....</b>	<b>11</b>
<b>3.6. LUPA 2025.....</b>	<b>12</b>
<b>4. Target Groups.....</b>	<b>13</b>
<b>5. Conclusion.....</b>	<b>14</b>

## List of Figures

<b>Figure 1: Electronica Munchen.....</b>	<b>6</b>
<b>Figure 2: Intertraffic Amsterdam.....</b>	<b>7</b>
<b>Figure 3: BAU 2025.....</b>	<b>8</b>
<b>Figure 4: Danube Region Transport Days 2025.....</b>	<b>9</b>
<b>Figure 5: 23rd BuildingSMART Anwendertag.....</b>	<b>10</b>
<b>Figure 6: Lupa Festival in Ljubljana</b>	



## List of Abbreviations

<b>ABBREVIATION</b>	<b>DESCRIPTION</b>
SME	Small and Medium-sized Enterprises
TU	Technical University
AES	All Electric Society



# 1. Executive Summary

This report presents the solution's capabilities and its potential impact, with a particular emphasis on external communication. The content is organised around a comparison between the current state of bridge monitoring and the innovative approaches that are shaping a new era in infrastructure management. By illustrating how emerging technologies can enhance safety, efficiency and decision-making, the report aims to provide stakeholders with a clear and accessible understanding of the transformative potential of the proposed solution.

As part of the project's outreach strategy, BIM4CE was presented and discussed in a series of dissemination events involving representatives from the selected target groups. These events served to raise awareness, share knowledge, and gather feedback from key actors across the bridge management ecosystem. This document offers an overview of these activities, highlighting the engagement achieved and the relevance of stakeholder participation in supporting the project's objectives.

## 2. Introduction

Bridges are vital infrastructure, but their maintenance is complex and expensive. Recent accidents highlight the need for better management. While routine inspections remain the norm, several European sites already use advanced technologies such as sensors, AI and digital twins.

These smart systems are usually custom-built, making them costly and limiting their adoption across the EU. A standardized, affordable digital solution for bridge monitoring in Central Europe is needed.

BIM4CE develops a scalable, cost-effective bridge management system combining hardware and software for data collection, connectivity, analysis, storage and decision support. Building on previous projects, it will integrate proven tools with innovative technologies (e.g., sensor foils, digital twins) to meet the needs of bridge owners and operators.

The project's success depends on the communication of the solution among stakeholders and the promotion of dissemination events.

BIM4CE Social Network:

**LinkedIn:**

<https://www.linkedin.com/company/bim4ce/?viewAsMember=true>

**Facebook:**

<https://www.facebook.com/profile.php?id=100094879149723>

**Youtube:**

<https://www.youtube.com/@bim4ce>

Beside the project website and social media it was important the role of partners in the dissemination of the project in events of relevance.

In this document we will highlight these activities, and we will go through the dissemination events.



## 3. Dissemination events

### 3.1. Electronica - Munchen

Every two years, the world of electronics meets at electronica in Munich, Germany. As the world's leading trade fair, it presents the industry's entire range of technologies, products and solutions that are paving the way for an All Electric Society (AES). Practice-oriented forums and the world-class electronica Automotive Conference provide in-depth insights into the latest research and application trends - from automation with AI to electromobility and smart energy. More than 3,480 exhibitors and over 80,000 visitors from all over the world in 2024 make electronica the most important meeting place and source of inspiration for the international electronics industry. Electronica took place from November 12–15, 2024. TUD participated in this event and disseminated BIM4CE material to stakeholders.



Figure 1: Electronica Munchen

Source: TUD



### 3.2. Intertraffic Amsterdam

Cestel hosted an exhibition booth at Intertraffic Amsterdam from 16 to 19 April 2024, the world's largest biennial event dedicated to the ITS sector, smart mobility, and infrastructure management. With over 30,000 visitors and more than 900 exhibitors, the fair offered an exceptional platform for showcasing cutting-edge technologies and engaging with a highly specialised international audience.

Participating in such a prominent event provided an excellent opportunity to disseminate the BIM4CE project, present its objectives and expected outcomes, and initiate dialogue with stakeholders interested in innovative solutions for bridge monitoring and digital infrastructure management. The visibility gained at Intertraffic significantly contributed to raising awareness of the project within the broader ITS and infrastructure community.

Link: <https://www.interreg-central.eu/event/intertraffic-amsterdam/>



Figure 2: Intertraffic Amsterdam

Source: Cestel



### 3.3. BAU 2025

BIM4CE partners TU Dresden and Schüssler-Plan Digital participated in BAU Messe 2025 in Munich, held from 13 to 17 January 2025. The event, one of the leading international trade fairs for architecture, materials and building technologies, provided an excellent platform for presenting the project to a broad professional audience. During the fair, the partners engaged with associated partners as well as potential stakeholders from the civil infrastructure sector, fostering dialogue on innovative approaches to bridge monitoring and exploring opportunities for future collaboration within the BIM4CE framework.

Link: <https://bau-muenchen.com/de/>



*Figure 3: BAU 2025*

*Source: TUD/SPD*



### 3.4. The Danube Region Transport Days 2025

The Danube Region Transport Days 2025, the ninth edition of the Annual Stakeholders' Conference under the EU Strategy for the Danube Region (EUSDR), took place in Ljubljana, Slovenia, on 9–10 December 2025. The event brought together leading experts, policymakers, infrastructure operators and a wide range of stakeholders from across the macro-region, creating a high-level forum for dialogue on the future of mobility in the Danube area.

Organised under Priority Area 1b – Mobility & Multimodality (Rail, Road and Air), the 2025 conference focused on strengthening the integration of road and rail systems to build a more resilient, sustainable and better-connected transport network. Discussions highlighted the importance of innovation, cross-border cooperation and digitalisation in addressing current and emerging challenges.

Within this framework, the BIM4CE project was presented by CESTEL during Session 5 on 10 December 2025. The presentation offered an opportunity to showcase the project's objectives and technological approach to an audience of relevant stakeholders, reinforcing its visibility within the broader context of regional transport development.

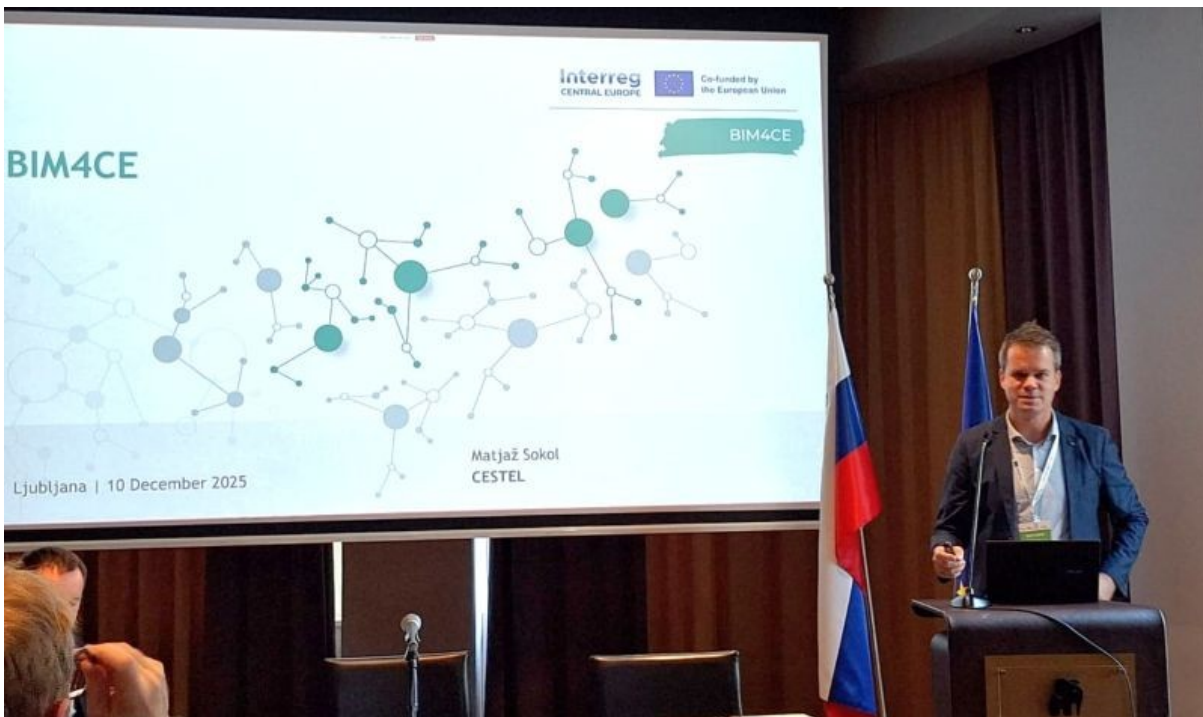


Figure 4: Danube Region Transport Days 2025

Source: Cestel



### 3.5. 23rd buildingSMART-Anwendertag

Another dissemination activity will take place on 13 May at the Hotel Berlin in Berlin, where Schüßler-Plan Digital GmbH will present the BIM4CE project during the “23rd buildingSMART Anwendertag.” This event provides an additional opportunity to highlight the project’s objectives, technological approach, and expected impact to a specialised audience from the digital construction and infrastructure sectors.

The 23rd buildingSMART Anwendertag is one of Germany’s most prominent annual conferences focused on OpenBIM, digital construction processes, and interoperability in the built environment. Organised by buildingSMART Germany, it brings together professionals from architecture, engineering, construction, infrastructure management, public authorities, and software development.

The conference features a full day of technical presentations, practical demonstrations, and discussions on the latest developments in open standards such as IFC, BCF, and other buildingSMART specifications. With approximately 40 expert presentations and several hundred participants, the Anwendertag serves as a key platform for sharing best practices, showcasing innovative digital workflows, and strengthening collaboration across the industry.



Figure 5: 23rd BuildingSMART Anwendertag

Source: <https://www.buildingsmart.de/23-buildingsmart-anwendertag>



### 3.6. LUPA 2025

The **LUPA 2025 Festival of Non-Governmental Organizations** is the central national event in Slovenia dedicated to presenting the activities, achievements, and societal impact of non-governmental organizations. Organized annually by CNVOS, the festival brings together numerous organizations, projects, and initiatives, providing a platform for direct engagement with the public, knowledge exchange, and strengthened cooperation among various civil society stakeholders.

On **3 September 2025 in Ljubljana**, the **BIM4CE project** was presented at the event by the project partner **Business Point Akademija**. The presentation introduced the project's objectives, its innovative approach, and its potential benefits for improving the safety, sustainability, and management of infrastructure assets. Particular emphasis was placed on the transferability of the developed solutions and their applicability within the broader context of smart and sustainable communities.

Participation in the LUPA 2025 Festival contributed to increased visibility of the BIM4CE project, strengthened its external communication, and facilitated networking with organizations and individuals active in the fields of sustainable development, innovation, and social progress. The event thus represented an important opportunity to present the project to a wider audience and to enhance its societal impact.



Figure 6: Lupa Festival in Ljubljana  
Source: BP Akademija





## 4. Target Groups

The involvement of external stakeholders is a fundamental component for achieving the project's expected outputs. Effective external communication is designed to reach all relevant target groups and support the project's overarching communication objectives. In particular, outreach activities aim to:

Raise awareness of the proposed solution and its added value for bridge management.

Increase knowledge by clearly explaining the BIM4CE approach, its functionalities, and its benefits for operators and decision-makers.

Influence stakeholder attitudes by promoting a more proactive and technology-driven perspective on bridge monitoring and maintenance.

To ensure broad visibility and meaningful engagement, dissemination events were directed toward a diverse set of stakeholders representing different levels of governance and industry sectors, including:

Local public authorities, responsible for municipal infrastructure and maintenance planning.

Regional public authorities, involved in strategic territorial development and infrastructure policies.

National public authorities, overseeing regulatory frameworks and large-scale infrastructure programmes.

Sectoral agencies, with technical mandates related to transport, safety, and infrastructure management.

Large enterprises, particularly those active in construction, engineering, and digital technologies.

SMEs, which play a key role in innovation uptake, service provision, and the development of specialized technological solutions.

This broad stakeholder engagement ensures that the BIM4CE results are not only disseminated widely but also aligned with the real needs of bridge owners, operators, and policy-makers across Central Europe.



## 5. Conclusion

The BIM4CE project marks a major step toward a unified, scalable, and cost-efficient solution for bridge monitoring and management in Central Europe. By combining advanced sensing technologies, BIM-driven digital twins, and robust data-analysis methods, the consortium has established the basis for an integrated Bridge Health Monitoring (BHM) system capable of supporting long-term structural evaluation, informed maintenance decisions, and enhanced infrastructure resilience.

Throughout its development, the project has adhered to relevant standards, certification pathways, and sustainability requirements. Comprehensive supply-chain documentation, transparent methodologies, and strict quality-assurance processes demonstrate the technical maturity of the solution and its alignment with supra-national expectations for safety, interoperability, and environmental stewardship.

A key element of BIM4CE has been its strong focus on communication and stakeholder engagement. By participating in major international events and targeted dissemination activities, the project has effectively increased visibility, shared knowledge, and encouraged dialogue with essential actors across the infrastructure sector. This ensures that the solution is not only technically robust but also aligned with the practical needs of bridge owners, operators, and policy-makers.

With its core components validated and dissemination activities well established, BIM4CE is now ready to move toward the next phase, including auditing, certification, and further refinement of the monitoring platform. The work presented in this deliverable confirms the project's readiness to contribute to safer, more intelligent, and more sustainable bridge management across Central Europe.