

# Gathering25

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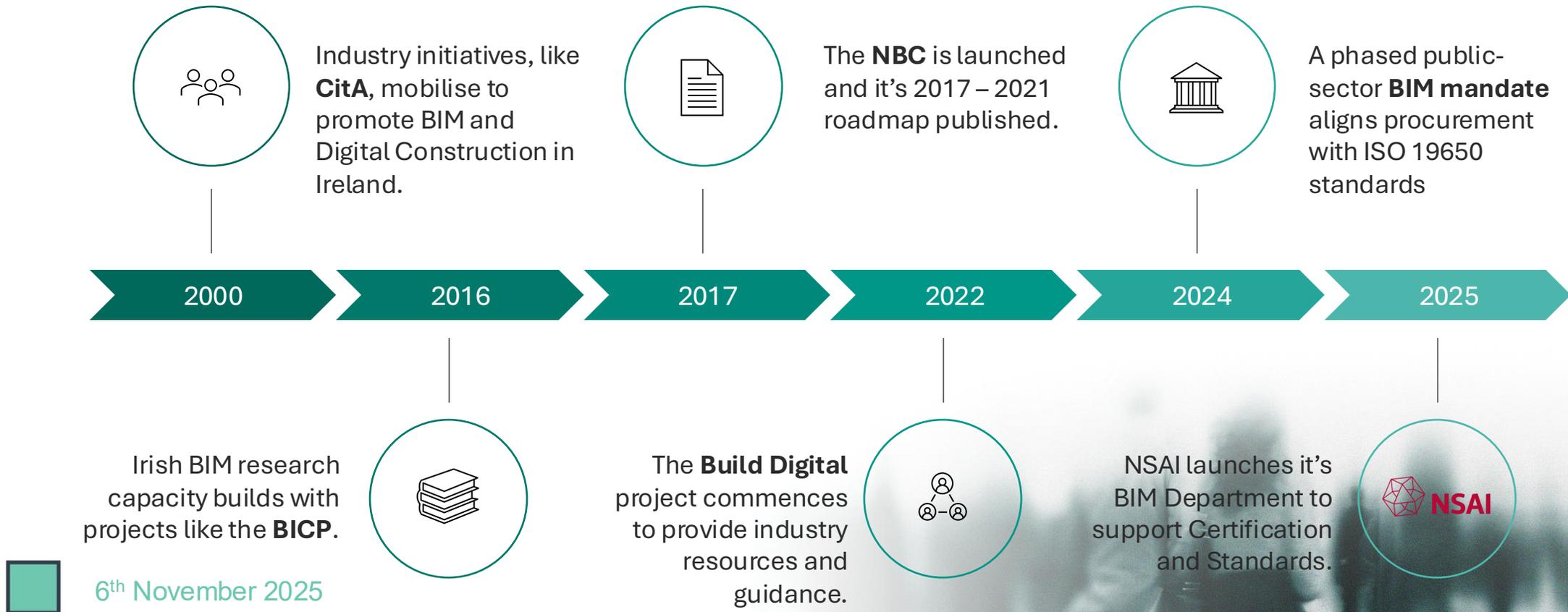
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*Driving Digital Construction  
for 25 years*



## **Benchmarking Organisational BIM Certification in Ireland: Motivations, Benefits, and Future Needs**

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## Context and Background





Certification acknowledges we're holding ourselves to a standard and maintaining it. That gives confidence and peace of mind to our clients, project partners and teams.

**- Siobhán Moneley, BIM Director at TJ O'Connor & Associates**



## Research Problem and Objective

### Problem:

- Limited academic evidence on the value and impact of organisational BIM certification in Ireland or abroad.
- Existing research focuses on BIM adoption or policy rather than certification outcomes.

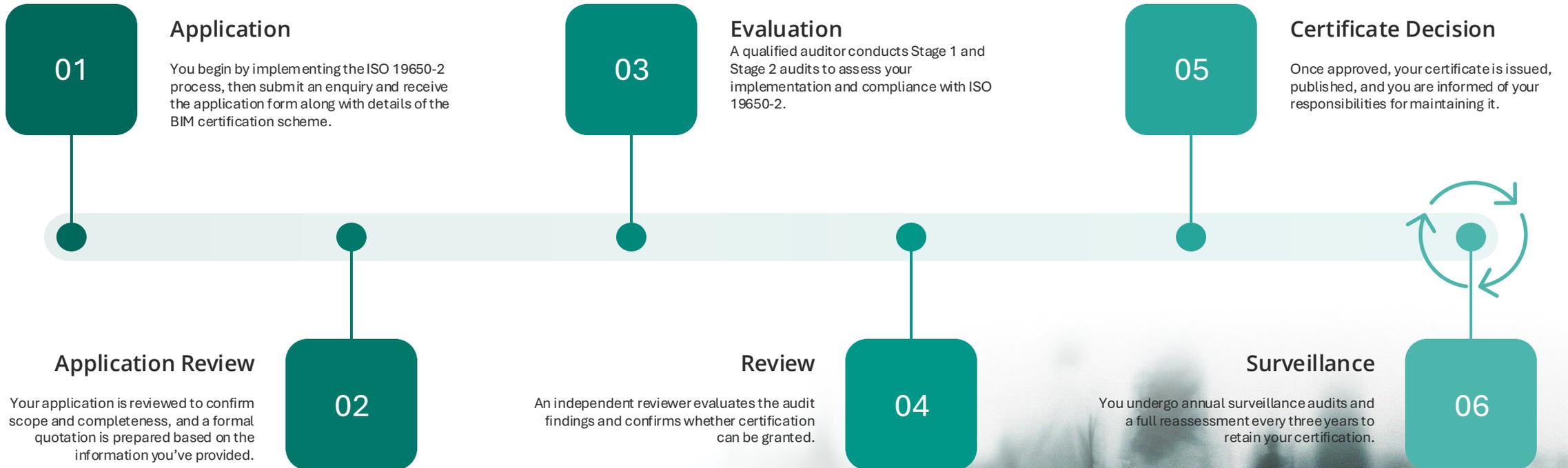
### Objective:

- Examine why organisations pursue certification;
- Identify perceived benefits and challenges; and
- Explore future certification needs to support Ireland's digital transition.



6<sup>th</sup> November 2025

## BIM Certification Landscape



6<sup>th</sup> November 2025

## Methodology

### Mixed-methods design:

- Phase 1 – Semi-structured interviews (13 certified organisations)
- Phase 2 – Follow-up survey validating emerging themes.

Participants: senior BIM, digital, and QA leaders.

Sample: 62 % of all Irish organisations certified to ISO 19650-2 under the NSAI scheme (as of Jan 2025).

Ensured coverage of contractors, consultants, and BIM specialists.

Ethical participation with informed consent and anonymity.



6<sup>th</sup> November 2025

## Motivations for Certification

01

**77 %**  
To demonstrate compliance with ISO 19650

03

**62 %**  
To support project tendering and pre-qualification requirements

02

**69 %**  
To improve internal BIM processes and information management

05

**62 %**  
To gain a competitive advantage in the market

> Interview commentary further revealed that several organisations view certification as a strategic investment in future readiness, helping them stay “ahead of the curve” even in the absence of explicit client mandates.

6<sup>th</sup> November 2025

## Reported Benefits

01

**69 %**

Improved consistency and quality in project documentation

03

**62 %**

Independent validation of our internal BIM capability

02

**69 %**

Structured approach to continuous improvement

05

**54 %**

Enhanced reputation and credibility with clients and partners

> Overall, these results show that the principal value of certification lies in strengthening internal information-management practice and providing credible, third-party assurance of BIM capability. .



6<sup>th</sup> November 2025

## Challenges and Limitations

1

### Client Awareness

Limited client awareness of what BIM certification represents.

2

### Inconsistent Procurement

Inconsistent recognition across tenders and procurement routes.

3

### Resource Demands

Resource demands for documentation and audit, particularly for SMEs.

4

### Market Recognition

Market value of certification still developing as client expectations evolve.



6<sup>th</sup> November 2025

## Future Needs and Recommendations



**Recommendation 01** - Increase client and industry awareness of BIM certification's value in procurement and delivery.



**Recommendation 02** - Expand certification schemes to include individual and project-level ISO 19650 pathways.



**Recommendation 03** - Strengthen national alignment between certification, skills development, and public-sector digital mandates.



**Recommendation 04** - Conduct longitudinal and comparative studies to measure certification's long-term organisational impact.



6<sup>th</sup> November 2025

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Thank you

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