Purpose – The purpose of this paper is to explore the implementation of building information modelling (BIM) in the Nordic countries of Europe with particular focus on the Danish building industry with the aim of making use of its experience for the Icelandic building industry.

Design/methodology/approach – The research is based on two separate analyses. In the first part, the deployment of information and communication technology (ICT) in the Icelandic building industry is investigated and compared with the other Nordic countries. In the second part the experience in Denmark from implementing and working with BIM is studied. Based on findings from both parts, ideas and recommendations are put forward for the Icelandic building industry about feasible ways of implementing BIM.

Findings – Among the results are that the use of BIM is very limited in the Icelandic companies compared to the other Nordic countries.

Research limitations/implications – The research is limited to the Nordic countries in Europe, but many recommendations could be relevant to other countries.

Practical implications – It is recommended to the Icelandic building authorities to get into cooperation with their Nordic counterparts for making standards and guidelines related to BIM. Public building clients are also encouraged to consider initiating projects based on making simple building models of existing buildings in order to introduce the BIM technology to the industry. Icelandic companies are recommended to start implementing BIM immediately although in small steps.

Originality/value – The research has particular value by its focus on how learning from implementation of BIM in one country can be used in another country.