

# TRAIN-TO-NZEB MARKETING APPROACH

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BUILD UP Skills International Exchange Meeting

06 June 2016, Budapest



Co-funded by the Intelligent Energy Europe  
Programme of the European Union



# BUSINESS PLANS

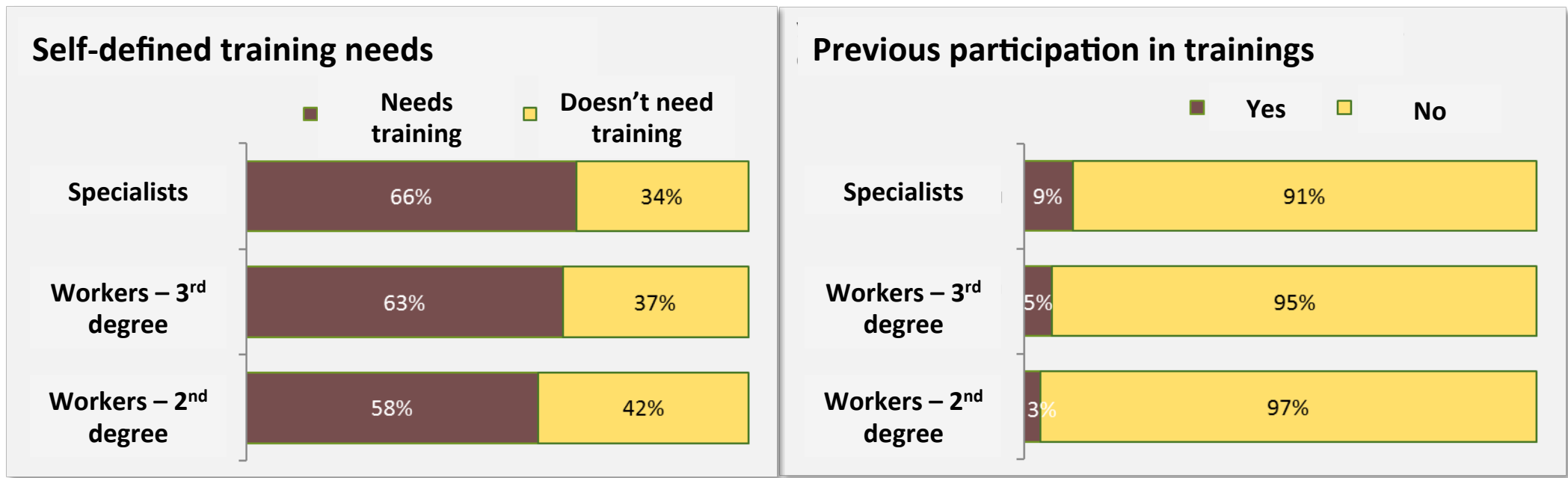


## Business plan

- Market Research (MR) Reports available
- Additional secondary and primary research to support the Business plan is being performed
- Business plan drafting: starts upon completion of the MR Report
- Business plan draft deadline: May

# Needs of the construction companies

22% of the construction companies plan to hire managers with specific knowledge in the area of sustainable building, 27% – highly qualified specialists, and 42% will look for construction workers.



Data base: specialists – 201, workers 3<sup>rd</sup> degree – 73, workers 2<sup>nd</sup> degree – 129





# Content of the trainings

	<i>Specialists</i>	<i>Workers - III degree</i>	<i>Workers - II degree</i>
<i>New building products, components and technologies</i>	67%	54%	68%
<i>Insulation</i>	62%	59%	67%
<i>Windows and doors</i>	54%	50%	60%
<i>Heating systems suitable for NZEBs</i>	47%	50%	29%
<i>Comfort of habitation</i>	47%	26%	33%
<i>Successful practices for NZEBs and passive buildings</i>	46%	17%	15%
<i>Concepts and solutions for airtightness</i>	45%	41%	36%
<i>EU, national and local NZEB policies</i>	45%	17%	25%
<i>Economic performance of NZEBs</i>	42%	33%	17%
<i>Eliminating thermal bridges</i>	42%	22%	40%
<i>Solutions for RES in buildings</i>	41%	41%	33%
<i>Ventilation systems with heat recovery</i>	38%	24%	36%

NB! Relation between theory and practice

Data base: number of specialist self-defining needs for trainings: highly qualified specialists – 132, workers III degree – 46, workers II degree – 75



# Success factors

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- **Quality and qualification of the trainers:** pedagogic skills, practical experience, sufficient expertise
- **Practically oriented training programmes:** well balanced, with the right distribution between theoretical and practical sessions
- **Demonstrations** and attractive representation with use of new ICT
- Change of the attitudes and **generating demand**-> attractive, up-to-date, understandable information
- **Challenges in the legislation** targeted to more strict obligations related to energy efficiency in buildings



# Setting up BKHs

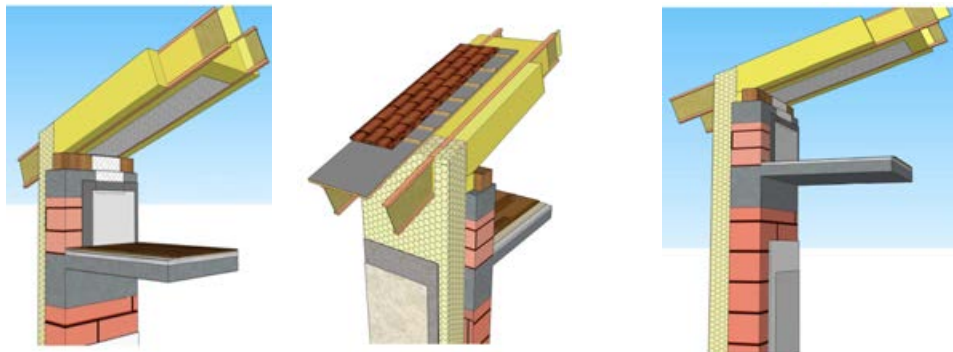


## CZECH REPUBLIC


- Czech construction academy Prague (ABF)
- Location in the centre of Prague (Václavské náměstí)
- Excellent transport accessibility (Prague Main Station, public transport)



# Setting up BKHs



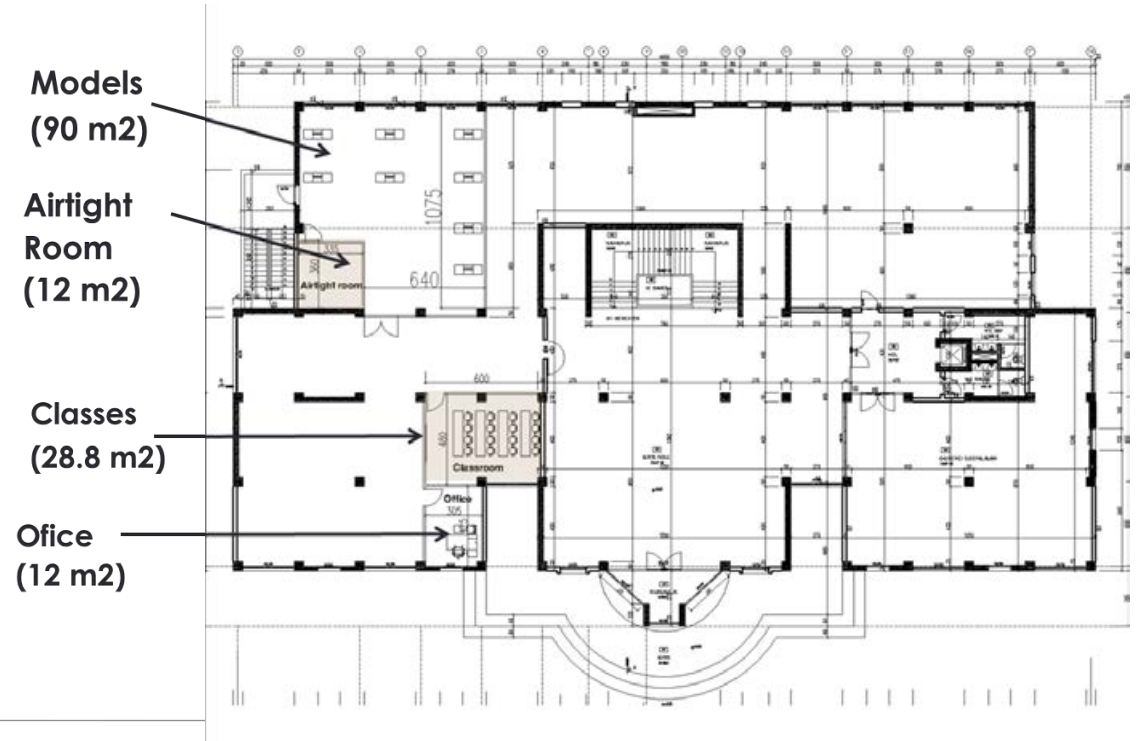
## ROMANIA

- Full size research laboratory for the development and assessment of nZEB technical solutions – long term vision (2020)
- *Practical training area within the Testing Hall INCERC – CPEC / Building Services*
- *Analyse existing construction practice in Romania and define best practice  suitability for nZEB / PH*
- *Details for mock-ups: related to the national construction practice*

# Setting up BKHs



## TURKEY





# Setting up BKHs



UKRAINE



# Setting up BKHs



## BULGARIA

- Train-the-trainer (TTT) online platform
- First TTT course in Dublin
- *8 TTT sessions in different Bulgarian cities with participation of certified PH designers and building professionals*
- *Setting up the BKH within an existing training centre (vocational high school) specializing in RES*
- *REgular contacts with professional media and the business sector*

# Communication

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## Targetting professional communities

- International events: PH Conference, C4E Forum
- National events
- Press releases and media events
- Newsletter and social media - FB, twitter
- Regular project meetings with engagement of local stakeholders