



[www.buildup.eu](http://www.buildup.eu)



# Tour of BUILD UP embedded pages and Recommendations



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## What is a **BUILD UP** embedded page?



# The BUILD UP embedded page

## *Boost your website!*

- Show the content of your BUILD UP Community automatically on your own website
- No duplication of efforts
- Easy and free



The screenshot shows the TRAINREBUILD website. At the top, the TRAINREBUILD logo is on the left, and the text "Supported by INTELLIGENT ENERGY EUROPE" with the European Union flag is on the right. Below the logo is a navigation bar with links: Home, What is TrainRebuild?, Consortium Members, Project Results, Our BUILD UP Community, and Contact. A search bar is on the right. The main heading is "Our BUILD UP Community". Below this, a red-bordered box highlights the embedded content. It starts with "Brought to you by:" followed by the BUILD UP logo and the text "the European portal for energy efficiency in buildings". Below this are three links: "Find resources", "Post your materials", and "Share knowledge...". A navigation bar for the community includes links: Community Home, News, Events, Publications, Links, Cases, Tools, Members, and Blogs. The main content area features the title "Training the Building Chain for Refurbishing" with a small graphic of buildings and a sun. Below the title is a paragraph: "The Community will be a virtual place to facilitate the exchange of established best training practices and evolving innovative solutions to achieve the energy-efficient retrofitting of Europe's existing building stock." There is a link "Display all description" and a line of text: "Facilitators: Anja Betker | Grégoire Galpérine | Marco Torregrossa". Below this is a section for "Latest Blog Posts" showing "1 Blog Post(s)". The first post is by Marco, dated 12 July 2011, with 0 replies and 697 visits. The title of the post is "How to communicate effectively to individual property owners for the purpose of energy and cost effective refurbishment?". It has a rating of "No votes" and tags: "property owners | retrofitting | refurbishing". A "VIEW ALL" link is on the right.

# Video





**Some examples**



# Running ( $\geq$ April 2011)

1. <http://trainrebuild.eu/our-build-up-community>
2. [http://www.powerhouseeurope.eu/nc/news\\_events](http://www.powerhouseeurope.eu/nc/news_events)
3. <http://www.eurogypsum.org/?CategoryID=188>
4. <http://tightvent.eu/publications>
5. <http://www.eurowindoor.org/buildup.html>
6. [http://www.cogeneurope.eu/micro-chp-in-buildings-build-up-community\\_305.html](http://www.cogeneurope.eu/micro-chp-in-buildings-build-up-community_305.html)
7. <http://www.school-of-the-future.eu/index.php/eu-build-up-school-portal>
8. <http://www.ides-edu.eu/build-up/>
9. <http://www.solskyddsforbundet.se/CM.php?PageID=130038>
10. <http://www.zae.org.pl/spo%C5%81eczno%C5%9A%C4%86-epbd.aspx>
11. [http://www.sape.org.pl/spolecznosc\\_epbd.htm](http://www.sape.org.pl/spolecznosc_epbd.htm)
12. <http://www.eneff-schule.de/index.php/eu-build-up-school-portal.html>
13. Etc.

**30 BUILD UP embedded  
pages already!**



## **Steps** for getting your **BUILD UP** embedded page





## Step by step

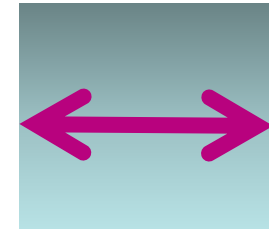
1. Register / login to [www.buildup.eu](http://www.buildup.eu)
2. Propose / Join a BUILD UP Community
3. Propose content (News, Events, Publications, Links, Cases, Tools)
4. Comment on articles / Rate articles
5. Share in your social networks
6. Request your BUILD UP embedded page to put on your website!



## Eligibility criteria

- **Minimum technical requirement:**

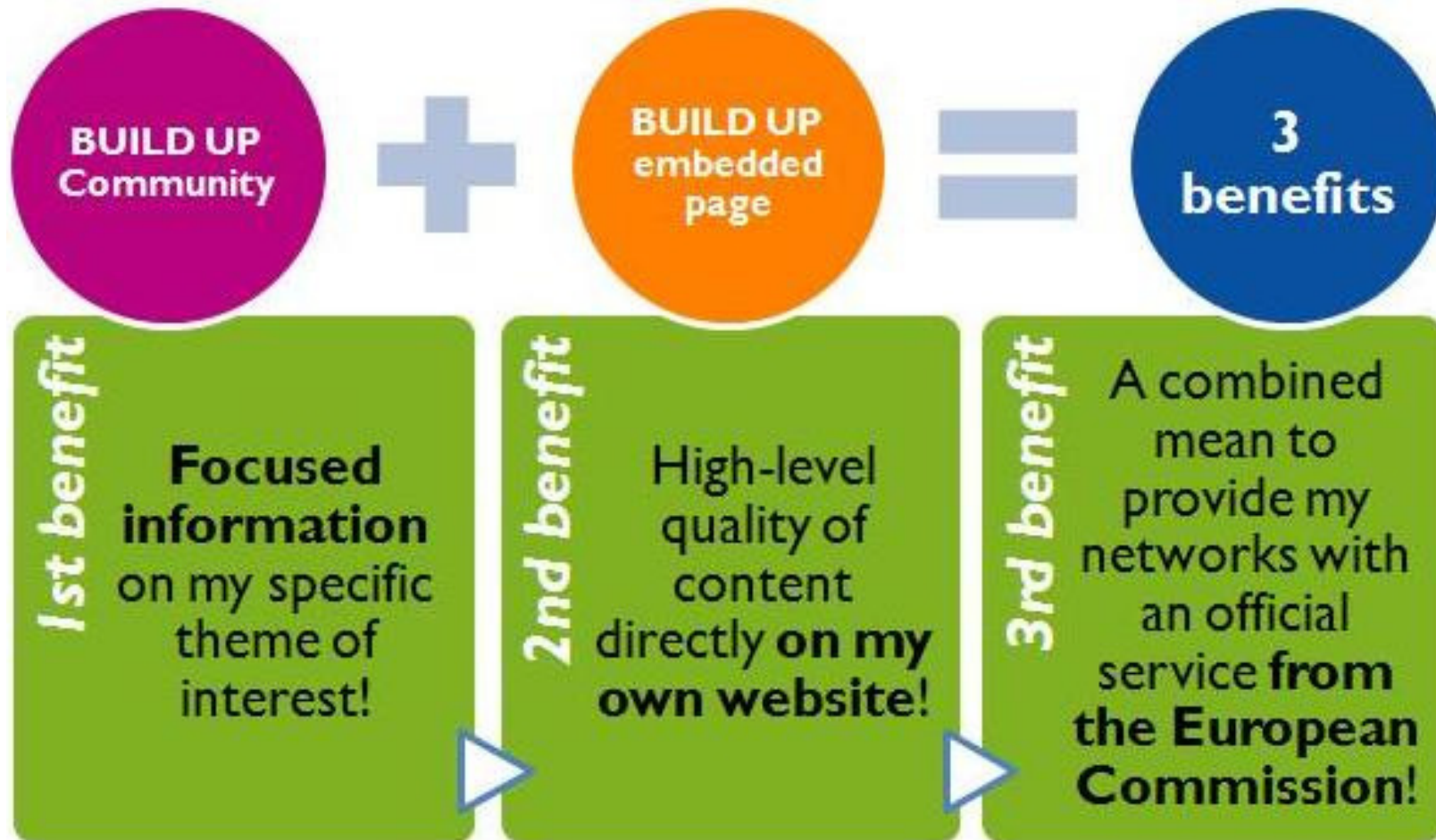
Website > 550 pixels width



- **European / national associations in the field of energy efficiency in buildings**

- **Private companies linked to a BUILD UP Partner (e.g.: REHVA, etc.)**

## 3 benefits!





**Our overall  
recommendations**



# A combination of BUILD UP Communities

	Community BUILD UP Skills initiative	Community per theme (e.g.: Training, insulation, airtightness, etc.)	Community per national platform (e.g.: Germany, France, etc.)
😊	<ul style="list-style-type: none"> <li>➤ 1 central Community</li> <li>➤ Embedded page on the BUILD UP Skills website</li> <li>➤ Limited effort to facilitate the Community (EACI)</li> <li>➤ Interaction between themes</li> <li>➤ European dimension</li> </ul>	<ul style="list-style-type: none"> <li>➤ Multilanguage</li> <li>➤ On specific common interests</li> <li>➤ Embedded on websites (BUILD UP Skills website, national platforms, etc.)</li> <li>➤ European dimension</li> </ul>	<ul style="list-style-type: none"> <li>➤ 1 single language or country: easier to share ideas / post articles</li> <li>➤ National dimension</li> </ul>
😞	<ul style="list-style-type: none"> <li>➤ Duplication of the BUILD UP Skills website</li> <li>➤ English only</li> </ul>	<ul style="list-style-type: none"> <li>➤ Overlapping with existing Communities</li> </ul>	<ul style="list-style-type: none"> <li>➤ No European dimension (limited to the same language or country)</li> </ul>

# Communities

	<b>Community BUILD UP Skills initiative</b>	<b>Community per theme (e.g.: Training, insulation, airtightness, etc.)</b>	<b>Community per national platform (e.g.: Germany, France, etc.)</b>
Content	<ul style="list-style-type: none"> <li>➤ Only big news, announcements, developments of the initiative (e.g.: launch of national platforms, events, key documents, popular articles coming from national platforms)</li> </ul>	<ul style="list-style-type: none"> <li>➤ No interaction with other themes / trades</li> </ul>	<ul style="list-style-type: none"> <li>➤ No interaction with other national platforms</li> <li>➤ Only one single language</li> </ul>
Solution	<ul style="list-style-type: none"> <li>➤ FACILITATION BY EACI</li> <li>➤ IMPLEMENTATION OF A BUILD UP EMBEDDED PAGE</li> </ul>	<ul style="list-style-type: none"> <li>➤ A. Existing Community facilitators and members move to new Community</li> <li>➤ B. (recommended) New Community join existing Communities</li> <li>➤ FACILITATED BY NATIONAL COORDINATORS</li> </ul>	<ul style="list-style-type: none"> <li>➤ FACILITATION BY NATIONAL COORDINATORS</li> <li>➤ OPTIONAL</li> </ul>

**Thank you for your attention!**

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**[www.buildup.eu](http://www.buildup.eu)**

**The European portal for energy efficiency in buildings**

Directorate-General  
for Energy