

TWG 4 – Market acceptance

Parallel session 7th EU exchange
meeting

Day 1

Brussels, 18 January 2016

Outline – Day 1

1. Who we are (5 mins)
2. Introduction to TWG4 on market acceptance (15 mins)
3. Check-in Round with participants – state of the art of market acceptance in their MS (30 mins)
4. Overview of what has happened so far (15 mins)
5. Presentation / review of topics (10 minutes)
6. Discussing & prioritising topics – with the opportunity to add more (45 minutes)

1. Who we are

Trinomics 

OT
IB

EnEffect 

2. Introduction to the TWG

Why a TWG on market acceptance?

- For national qualification schemes for construction workers to be successful, **it is important to stimulate demand in addition to supply.**
- This concerns **encouraging**
 - 1) **workers to participate in training and**
 - 2) **those selecting contractors / workers for construction projects to choose skilled workers.**

Issues to be addressed by this TWG

- Key challenges when ‘selling’ skills into the construction sector;
- Market research on the wishes of the construction sector (and the alignment of these wishes with the sector’s needs to meet policy targets);
- Best practices in marketing training in the construction and other comparable sectors;
- Ways to encourage employers / clients of construction projects to favour more skilled workers

EASME's ambitions for this TWG

- Commitment from all participants (active participation in meetings & telcos)
- Clear inception programme including timeline and deliverables (to be presented tomorrow in plenary)
- New tools/instruments to ensure strong market acceptance of BUS trainings
- The outcomes are important for the future of the BUILD UP Skills initiative!

What we want to achieve for this TWG during the 7th EU exchange

- Introduce the state of the art on market acceptance in different countries;
- Set out scope, priorities, goals, and working methods;
- Define the deliverables to be prepared in the TWG

Timeframe

Date	Action	Objectives	Deliverables
18-19/1/2016	7 th EU EM, Brussels	Set up the programme, agree on activities & deliverables	Final TWG programme List of suggested activities/ workplan List of deliverables
February 2016	1 st teleconference	e.g. Discuss key challenges for completed projects	e.g. List of key challenges
March 2016	2 nd teleconference	e.g. Discuss best practices	e.g. List of best practices
May 2016	8 th EU EM meeting	Present 1 st TWG deliverable	e.g. state of the art in marketing green construction skills projects
July 2016	3 rd teleconference	Discuss deliverable 2	
September 2016	4 th teleconference	Discuss deliverable 2	
November 2016	9 th EU EM meeting	Present 2 nd TWG deliverable	
January 2017	5 th teleconference	TBD	
April 2017	10 th EU EM meeting	TBD	
May 2017	6 th teleconference	Present 3 rd TWG deliverable	

3. Checking with participants – state of the art of market acceptance



4. Overview of what has happened so far

TWG on 'incentives' (EU exchange meeting 12-11-2014)

- Regulatory measures (compulsory to prove qualifications)
- Strengthening support structured for lifelong qualification
- Developing databases/apps through which workers can find courses that match their needs
- Consider (in larger training markets) merging & standardising training offers

TWG on incentives (EU exchange meeting 12-11-2014)

- Wider implementation of the German “Master system”
- Obligation to hire certified workers e.g. for receiving subsidies
- Voluntary agreements in the industry to further educate their staff
- Incentive for employees to work at companies that invest in their training (also disincentive, if employers fear losing staff after training them)

TWG 'incentives'

(6th EU exchange meeting 12-11-2014)

- Show worst case scenario to client: show the cost or danger of doing the work wrong
- Proving (if) energy renovations lead to higher market value of the house
- Awareness raising; The building community itself should promote benefits of trained workers
- ESCO/EPC arrangements encourage quality since payment depends on cost savings generated through real energy improvements

TWG 'training market place' (5th EU exchange meeting 26-27/11/2013)

→ Repository of training (content) as an on-line database

Design

- EQF level of content
- Target Group(s)
- Qualification/Skills gained
- Relevant Course Outline
- Level of practical content delivery

Management/ Organisation/ Ownership

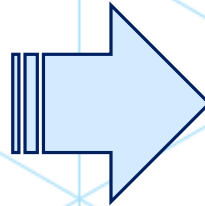
- Find mechanism to finance such a database
- Need to address IP issues associated with content provision
- Quality control of what is posted/stored on database
- Translation requirements
- Consider using existing 'freeware' database

Insights from 'poster' session (5th EU exchange meeting 26-27/11/2013)

- **Direct interaction with workers:**
 - check what is required,
 - offer flexibility,
 - make training suitable
e.g. just-in-time and on-site training
- **Awareness raising** of end-users (building owners), by different measures (awards, labels, branding)

TWG 'Communicating BUS achievements and successes' (4th EU exchange meeting 2013)

**Communication
tools**



- ✓ Website
- ✓ Print & broadcasting media
- ✓ Workshops
- ✓ Seminars
- ✓ Direct meetings
- ✓ Flyers, brochures
- ✓ Social media
- ✓ Video messages
- ✓ Exhibitions, fairs

Communication strategy checklist

1. Define your goals and objectives
2. Assess your resources and skills
3. Draw a planning
4. Define your target audience
5. Choose your tools and channels
6. Craft the messages
7. Test your products
8. Act and react
9. Monitor and evaluate
10. Adapt and reshape



5. Presentation of topics

Topics

1. Market research
2. Producers' needs
3. Builders' needs
4. Educational needs
5. Key challenges and best practices
6. Communicating
7. Others... from today's review

6. Discussing & prioritising topics

Thank you for your attention

Questions?

More information...

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Day 2

Brussels, 19 January 2016

Outline – Day 2

1. Developing the prioritised ideas from Day 1
2. Discussion of approach
3. Finalising the approach:
 - Who
 - What
 - When
 - How

Priorities from Day 1

1. ...
2. ...
3. ...
4. ...
5. ...
- ...

More information...

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Extra slides

Deliverables for this TWG

- Recommendations for EU-wide marketing research on stakeholders' appreciation and attitudes towards NZEB+RES related training offers;
- Recommendations for multilevel awareness raising / marketing campaign;
- Development of a pool of media-friendly communication tools and materials;
- Co-development of an EU-wide usable BUILD UP Skills Advisor App.

Market research

- What do we need to know about our stakeholders? The attitudes and demands of the actors in the value chain in the construction sector;
- Alignment of these demands with the sector's needs to meet policy targets;
- What do they value? The arguments to engage in training;
- How do they learn about our products and services? Preferred communication channels, opinion leaders, and formation of trust relations

Identified needs - EU Exchange, 04.13 (1)

Producers:

- High quality of implementation + recognition,
- Stable distribution,
- Lobby to regulation of market
- Sales,
- Value for investment in own training,
- Recognition of provided training,
- Demonstrate social responsibility

Identified needs - EU Exchange, 04.13 (2)

Builders:

- Standardised certification,
- Market advantage,
- Visibility of competences (skills card),
- Compliance with building standards,
- Meeting customer expectations,
- Insurance compliance

Identified needs - EU Exchange, 04.13 (3)

Education :

- Higher social image of the sector,
- Attract more and motivated students,
- Attract good and skilled teachers / trainers,
- Commitment to provide resources for practical lessons,
- Stable long term strategy in competence development,
- Localisation of enterprise cooperation

Key challenges and best practices

- The status quo: is there a market demand for new and improved skills, knowledge and competences?
- What are the main barriers? Professional image, public recognition, lack of incentives, low market demand for NZEBs?
- Who are our natural partners? Industry, public authorities, investors and end-users...
- Which are the “best-sellers” and why?
- Are there successful marketing stories and what do we learn from them?

Communicating: is it so simple?

- Necessary resources and organisational challenges for a systematic marketing and communication campaign
- Selecting the right arguments and building the right messages
- Message and audience relevant communication channels
- Testing communication tools and messages
- Are we listening while “communicating”: monitoring and measuring the communications
- Available communication tools and materials within our reach: we have already produced a lot