

THE NZEB ROADSHOW



SUPPORTING MARKET DEMAND FOR SUSTAINABLE ENERGY SKILLS IN THE CONSTRUCTION SECTOR

Dragomir Tzanev, Center for Energy Efficiency EnEffect - Bulgaria

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Horizon 2020 programme of the EU

The BUILD UP Skills initiative

1. The BUILD UP Skills legacy

2. Partners, goals and objectives

3. Demo units, gamification and roadshows

4. Communication and dissemination



- Pillar I started in 2011 under Intelligent Energy Europe Programme
- Similar projects in 30 EU + associated countries
- Resulting in National roadmaps for improving the skills in the construction sector
- Pillar II started in 2013-2014 focusing on training programmes on EE & RES in buildings
- Last projects being finalized now
- Continued in H2020 Construction Skills

Horizon 2020 programme of the EU

Train-to-nZEB: the Building Knowledge Hubs

1. The BUILD UP Skills legacy

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- Improving the training facilities: new BKHs in Bulgaria, Romania, Czech Republic, Turkey and Ukraine
- ToRs for equipment and services,
- Business plans
- Innovative training programmes
- Qualified and attractive trainers
- Trainings for 2400 construction workers, 480 designers and 720 non-specialists

Horizon 2020 programme of the EU

Fit-to-nZEB: Retrofitting to NZEB-levels

1. The BUILD UP Skills legacy

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- Review of existing training programmes and gaps in national VET systems
- Set of learning outcomes on 17 topics
- Model training programmes on **deep energy retrofit** for all qualification levels (under EQF)
- Training materials on all topics
- New training facilities in Italy, Greece and Croatia
- Pilot training courses

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Logic of the proposal

1. The BUILD UP Skills legacy

2. Partners, goals and objectives

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- Topic: Stimulation the demand for nZEB-relevant construction skills
- **Thesis: No skills demand without quality building**
- Basis: BUILD UP Skills EU Exchange sessions, outcomes from Technical Working Group on Market Acceptance, Train-to-nZEB and Fit-to-nZEB projects
- **Goal: To increase the understanding of the benefits of nZEB and skilled labour within the stakeholders' groups shaping the real estate market**

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Partners



1. Institutional framework and legacy

2. Partners, goals and objectives

3. Demo units, gamification and roadshows

4. Communication and dissemination



- Center for Energy Efficiency EnEffect – Bulgaria (coordinator), www.eneffect.bg
- Association Cluster for Promoting Nearly Zero Energy Buildings (Pro-nZEB), Romania, www.pro-nzeb.ro
- University of Zagreb, Faculty of Construction Engineering, Croatia, www.grad.unizg.hr/en
- Zero Energy and Passivhaus Institute for Research (ZEPHIR), Italy, www.zephir.ph
- Hellenic Passive House Institute, Greece, www.eipak.org
- Bulgarian Construction Chamber, www.bcc.bg

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Objectives (1)

1. Institutional framework and legacy

2. Partners, goals and objectives

3. Demo units, gamification and roadshows

4. Communication and dissemination



- To raise the interest in VET, by delivering of at least 15 large-scale events in 5 countries
- To provide wider opportunities for vocational training, career counselling and retraining/upskilling of professional builders
- Conducting training for 1000 building specialists
- To improve the reputation of the construction profession among young generations, through closely relating it to the modern environmentally-responsible lifestyles

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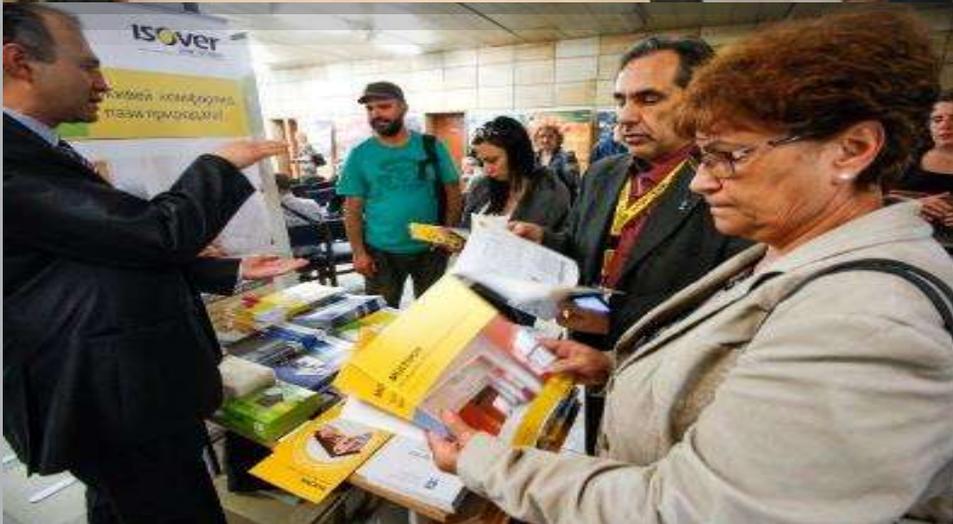
Objectives (2)

1. Institutional framework and legacy

2. Partners, goals and objectives

3. Demo units, gamification and roadshows

4. Communication and dissemination

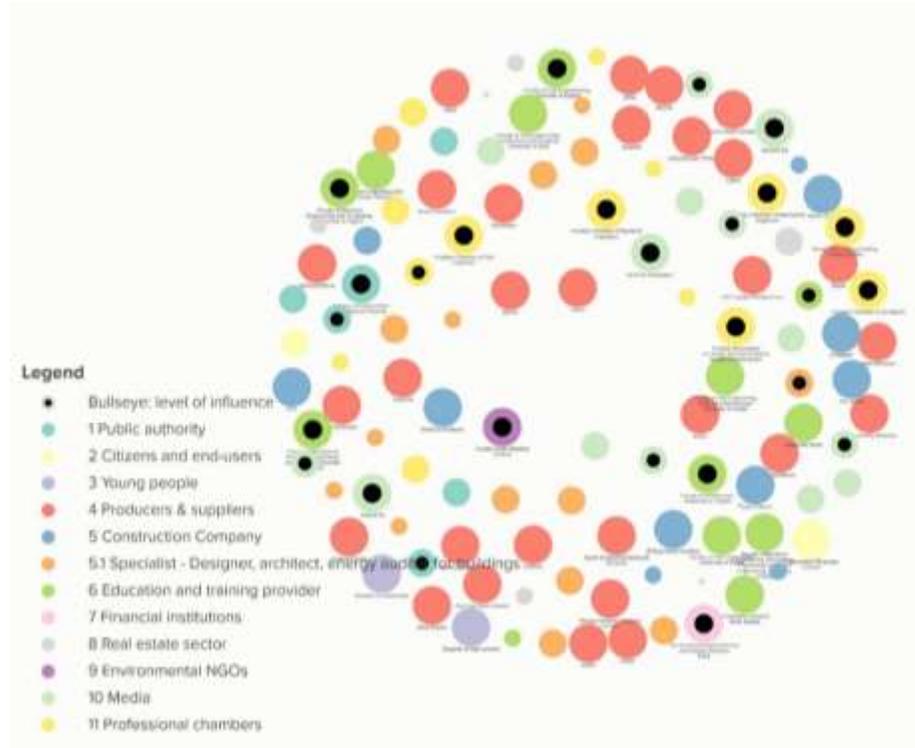


- To raise interest in nZEB construction by using appropriate channels across different audiences and personalized communication
- To illustrate and demonstrate the specifics of nZEB through interactive consoles, schemes, graphs and individual consultations for more than 100 clients
- To build a positive image of nZEB as a modern solution and as a comfortable and healthier alternative to standard construction

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Expected results: structure and stakeholders' survey

1. Institutional framework and legacy
2. Partners, goals and objectives
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- Develop unique value propositions for BKHs in a collaborative process
- Improve the understanding of needs & demands of the targeted stakeholders
- Define the most attractive marketing offer for the potential users
- Identify the best communicators and channels (stakeholders & country tailored)
- Develop market strategies and action plans for each involved country
- Develop a coherent framework of monitoring & evaluation for conduction of marketing strategies

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Expected results: mobile demo units

1. Institutional framework and legacy
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- Design and build MHU's aiming at training visitors about: energy efficiency, materials and comfort;
- Offer visitors the possibility to directly experience the high internal comfort;
- Demonstrate real-time energy efficiency performances.

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Expected results: gamification

1. Institutional framework and legacy
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- Simplify the idea of nZEBs through games
- Communicate and explain the basic principles of energy design of buildings
- Get a rough result on savings comparing measurable portions
- Explain how the buildings affect the environment
- Main message: nZEBs are easy and achievable for everyone

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Expected results: nZEB days

1. Institutional framework and legacy
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- Coordinate the execution of the marketing and stakeholder engagement strategies
- Rigorously apply the monitoring and evaluation scheme
- Document and develop case studies of the national cases
- Deliver a monitoring report with recommendations for replication of the campaigns

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Main results: personal engagement

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Communication and dissemination



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Coordinator of the project



CENTER FOR ENERGY EFFICIENCY ENEFFECT

1, HRISTO SMIRNENSKI BLVD, FL.#3

1164 SOFIA, BULGARIA

TEL: +359 2 963 17 14

FAX: +359 2 963 25 74

EMAIL: ENEFFECT@ENEFFECT.BG

[WEB: WWW.ENEFFECT.BG](http://WWW.ENEFFECT.BG)



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