Matching the demand for skilled professionals

BuildUpSkills, 9 December 2020
Who we are

A PAN-EUROPEAN NON-PROFIT ASSOCIATION

31 NATIONAL MEMBER ASSOCIATIONS
20% of the EU population are housed in the private rented sector

70% of the EU population live in their own house

Real estate activities represent 10.9% of EU GDP

Our sector
No such a thing as a homogeneous demand side
Main barriers to renovation demand

- Split-incentives: Rental & Condominium Law
- Upfront Financing
- Return on Investment
- Disruption
- Reliable Experts
- Lack of Knowledge
- Consumer Acceptance
Skills needed to overcome the barriers
What matters when choosing professionals

RELIABILITY AND ESTABLISHED TRUST

QUALITY / PRICE RATIO

PROXIMITY, TIMING AND DEADLINES

PROFESSIONAL AND TECHNICAL COMPETENCE
What can influence the choice of professionals

- Requirements (Legal Obligations)
- Advantages (Links to Incentives)
- Collaboration (With Intermediaries)
- Advice from Trusted Sources
- Better Understanding of What Skilled Workers Can Bring
- Peer-to-Peer Review
Practical Solution: One-stop-shops

- One single point of contact
- Inform and raise awareness
- Provide technical knowledge, renovation advices
- Pair the skills, links to professionals
- Coordinate renovation and a range of individuals
- Manage administrative burden and uncertainty over financing
- Manage costs and energy performance
- Quality control
Practical Solution: Renovation Platform and Peer-to-Peer Review

- **STEP 1**: Voluntary assessment (free)
  - Using simple data, available on energy bills and geographic data.

- **STEP 2**: Adaptable renovation action plan
  - Proposed by the free platform and adaptable to the user’s budget, time and needs.

- **STEP 3**: Connections with local skilled services
  - Skilled professionals can provide services in loco and/or through the platform.

- **STEP 2**: Assuring quality and trust
  - The work is certified by quality labels.
Policy Recommendations

- Raise awareness among final decision-makers
- Involve and train intermediaries/representatives e.g. professional organisations and property owners organisations
- Promote collaboration between actors and scale-up one-stop-shops
- Promote all-encompassing skills and knowledge
THANK YOU!

Emmanuelle Causse
Secretary General

causse@uipi.com
@Causse_EU