The nZEB Roadshow: Experience with awareness raising campaigns

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13th BUILD UP Skills European exchange meeting, online, 30.11.2021
Logic of the proposal

- **Topic:** Stimulation the demand for nZEB-relevant construction skills
- **Thesis:** No skills demand without demand for quality buildings
- **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
Attitudes of the homeowners

Finding the right arguments

1. The Challenge
2. Our approach

**Main conditions to stimulate the participation of the owners**

- Simplification and optimization of the process
- Guarantees for the quality and benefits of the renovation works
- Active control by the homeowners

**Easier process of application** 92%
**More transparency of the procedure** 90%

**Guarantees for the quality of the materials** 96%
**More information about the benefits of the measures** 91%

**Participation of the owners in the quality assurance process** 95%
**Participation of the owners in the selection of the energy saving measures** 93%
**Participation of the owners in the selection of contractors** 88%
1. The Challenge
2. Our approach

Attitudes of the homeowners
Finding the right channels

Information sources according to the income

- TV
- Radio
- Newspapers
- Brochures (informational or promotional)
- Public events
- External advertising (billboards)
- Public events
- Neighbours
- Relatives/friends
- Other

No answer
Above BGN 1000
BGN 800-999
BGN 600-799
BGN 400-599
Up to BGN 399
NZEB PROMOTION

Mobile demo units: MUZA project, Croatia

1. The Challenge
2. Our approach
1. The Challenge

2. Our approach

Mobile demo units: MUZA project, Croatia
NZEB PROMOTION

Mobile demo units: MUZA project, Croatia
1. The Challenge

2. Our approach

Mobile demo units: MUZA project, Croatia

GODIŠNJA NAGRADA za zelenu gradnju i održivi razvoj

PROJEKT GODINE

MUZA - Mobilna, Učinkovita, Zdrava, Arhitektura
(H2020 projekt: The nZEB Roadshow)

za osobit doprinos promicanju zelene gradnje i održive razvoj u Republici Hrvatskoj u 2021. godini

Zagreb, 24. studenog 2021

Vlasta Zenki
H2ZC, predsjednica

Orga Ivezic
HUPFAS, predsjednik
Gamification

1. The Challenge
2. Our approach
1. The Challenge
2. Our approach

Gamification
NZEB PROMOTION

Gamification

1. The Challenge
2. Our approach
NZEB PROMOTION

Gamification

1. The Challenge
2. Our approach
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Working with professionals

1. The Challenge
2. Our approach
NZEB PROMOTION

Working with professionals

1. The Challenge
2. Our approach
1. The Challenge

2. Our approach

NZEB PROMOTION

Going to universities
1. The Challenge

2. Our approach

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Going to high schools
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Going to high schools

1. The Challenge
2. Our approach
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Signing up for renovation projects

1. The Challenge
2. Our approach
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Key feature: personal engagement

1. The Challenge
2. Our approach
NZEB PROMOTION

Communication and dissemination

- Web: www.nzebroadshow.eu
  www.fit-to-nzеб.com
  www.craftedu.eu

- Facebook:
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  www.facebook.com/fit2nzeb/
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- Twitter:
  @NZEBRoadshow @fit2nzeb @crafted1

- YouTube
  https://www.youtube.com/channel/UCSV TGajtbiAZvJEPWupRbNw
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Thank you for your attention!

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