

# THE NZEB ROADSHOW



The nZEB Roadshow: Experience with awareness raising campaigns

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13th BUILD UP Skills European exchange meeting, online, 30.11.2021

# NZEB ROADSHOW

## Logic of the proposal

### 1. The Challenge

### 2. Our approach



- 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**

## 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%**

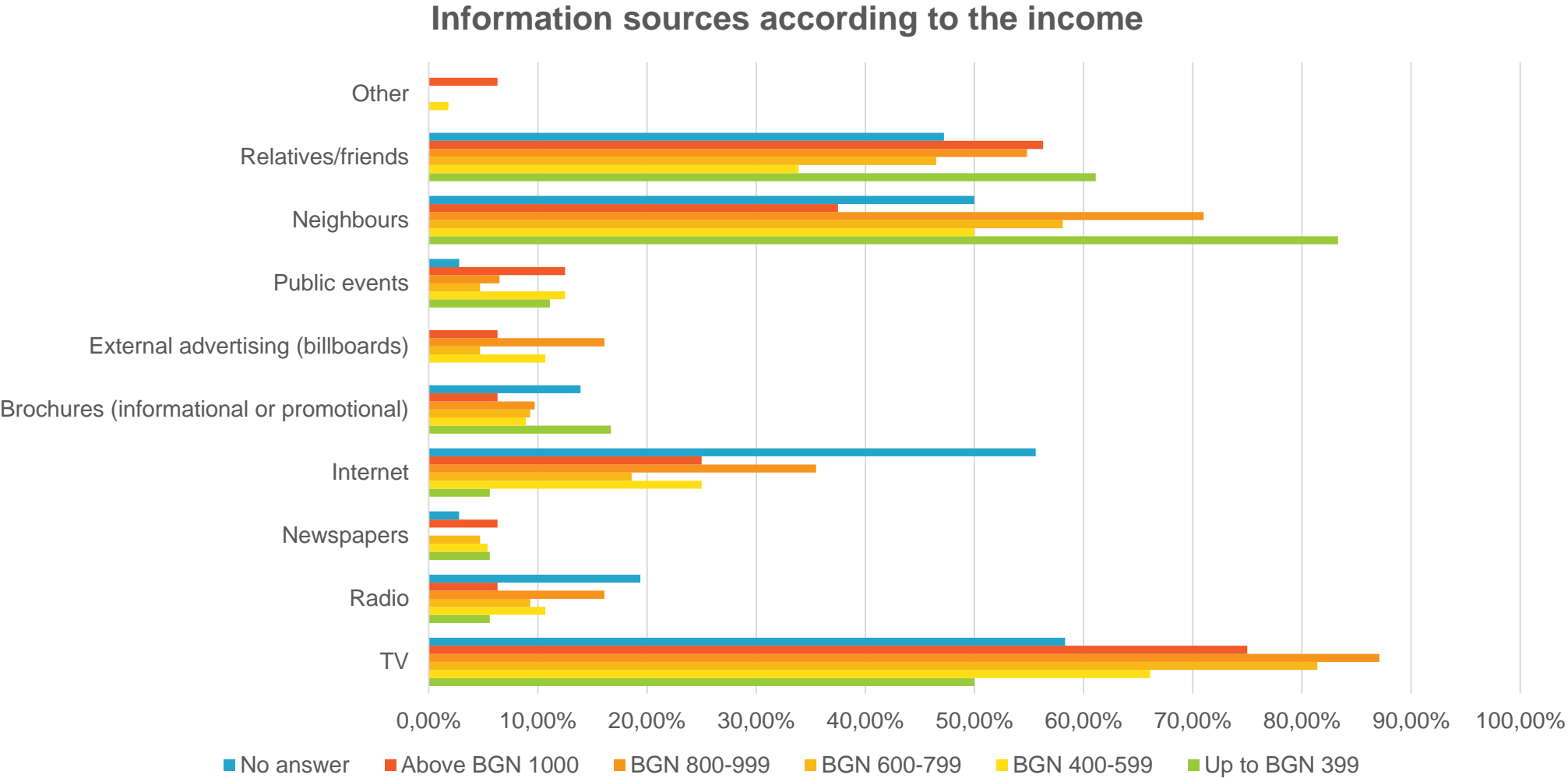
Participation of the owners in the quality assurance process **95%**  
Participation of the owners in the selection of the energy saving measures **93%**  
Participation of the owners in the selection of contractors **88%**

# Attitudes of the homeowners



## Finding the right channels

- 1. The Challenge
- 2. Our approach



# NZEB PROMOTION



## Mobile demo units: MUZA project, Croatia

- 1. The Challenge
- 2. Our approach



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# NZEB PROMOTION



## Gamification

- 1. The Challenge
- 2. Our approach

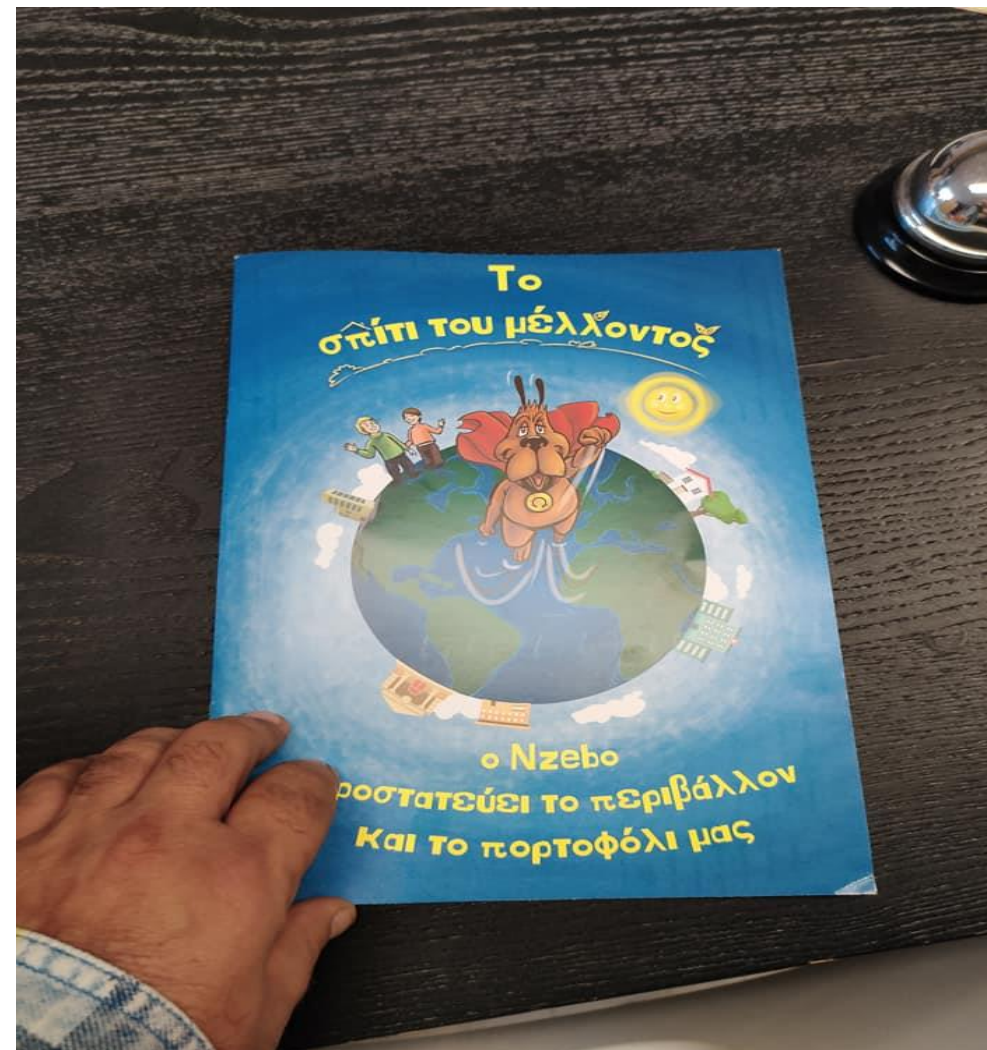


# NZEB PROMOTION

## Gamification

1. The Challenge

2. Our approach



# NZEB PROMOTION



## Gamification

- 1. The Challenge
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## Gamification

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# NZEB PROMOTION



## Working with professionals

1. The Challenge

2. Our approach



# NZEB PROMOTION



## Working with professionals

- 1. The Challenge
- 2. Our approach



# NZEB PROMOTION

## Going to universities

1. The Challenge

2. Our approach



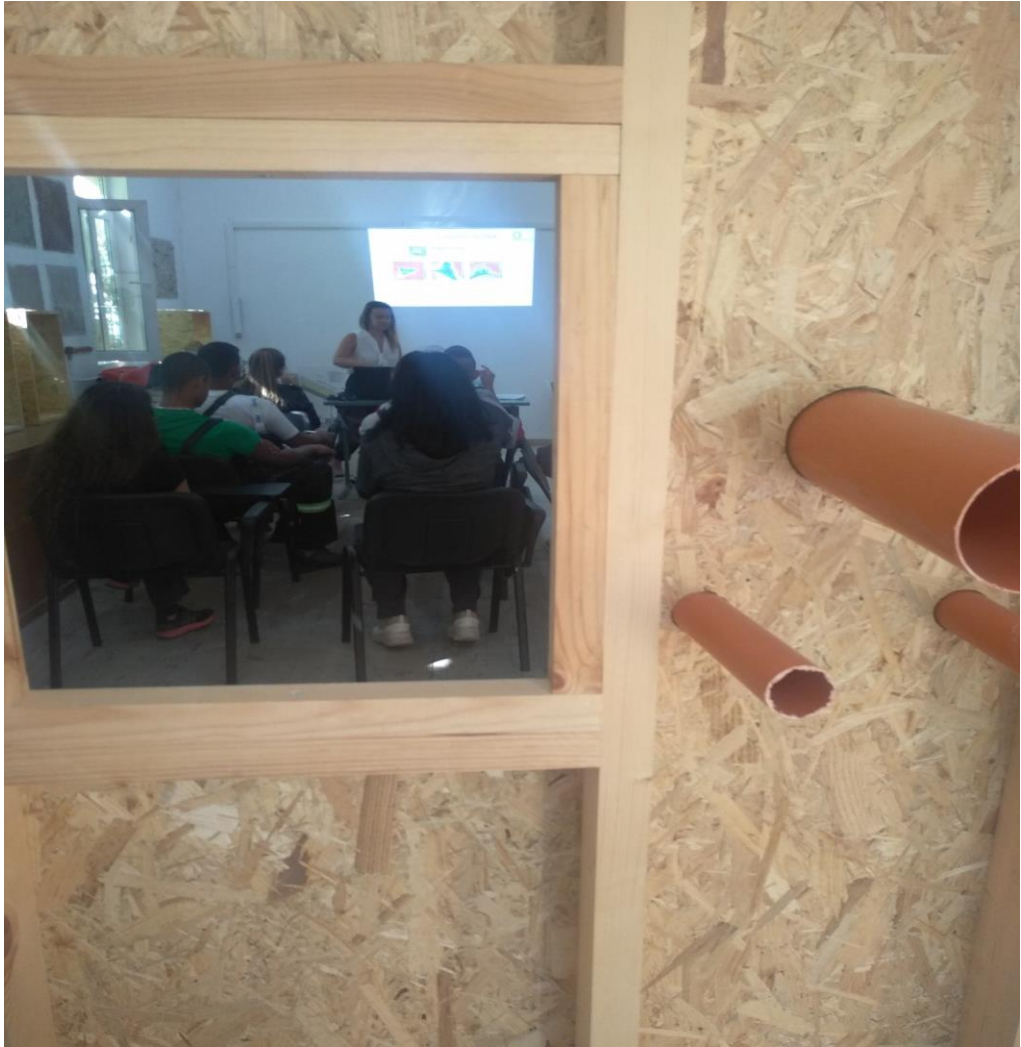
# NZEB PROMOTION



## Going to high schools

1. The Challenge

2. Our approach





# NZEB PROMOTION



## Going to high schools

- 1. The Challenge
- 2. Our approach



# NZEB PROMOTION

## 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

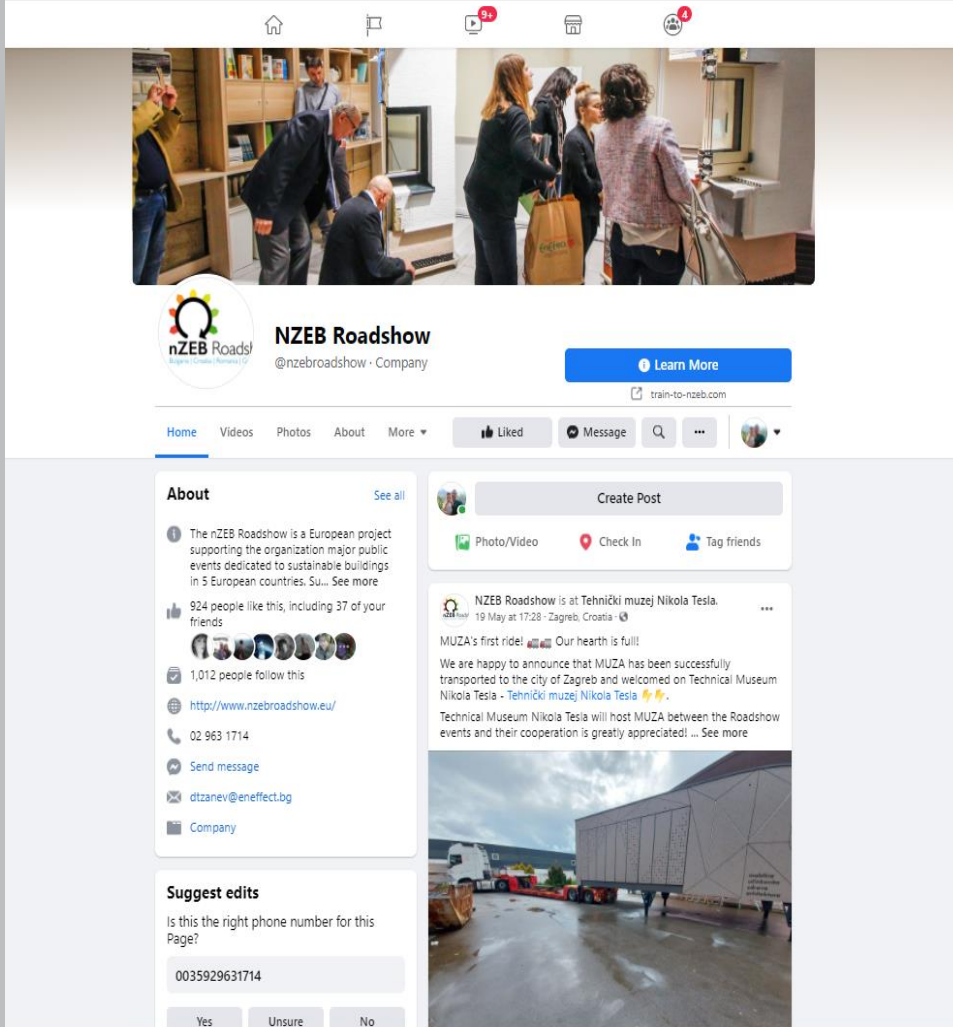


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## Communication and dissemination

1. The Challenge

2. Our approach



➤ Web:

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

[www.fit-to-nzeb.com](http://www.fit-to-nzeb.com)

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