



# BUILDUP Skills

ENERGY TRAINING FOR CONSTRUCTION WORKERS



**10<sup>th</sup> EU exchange meeting**

**30 - 31 May 2017**

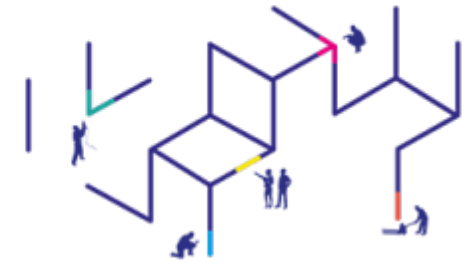
**@ROTTERDAM**

**Executive Agency for SMEs**



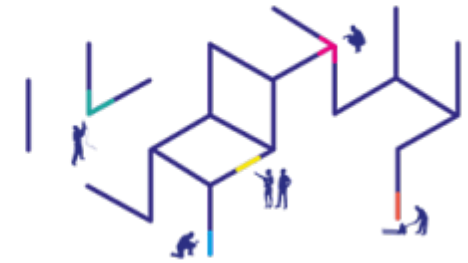
**European  
Commission**

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



# **Technical Working Group (TWG) 4**

## **Market Acceptance**



## **Day one**

Feedback and review of Business plan and value proposition

- Four presentations – Jan, Dragomir, Mantas and Jiri
- Discussion

## **Day one / two**

How to scale up pilots as market demand increases

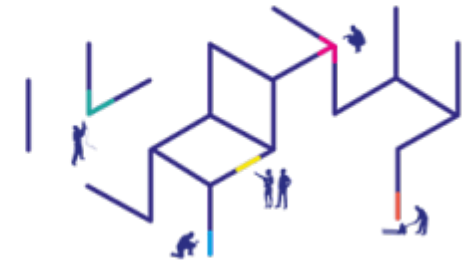
- Jan and Richard

## **Day two**

Learning from TWG4

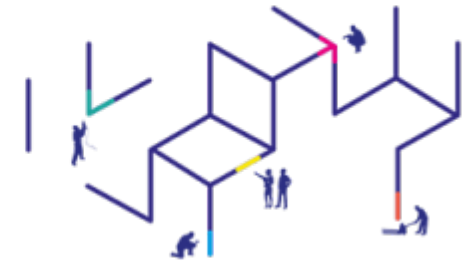
- What did I learn
- What would I recommend for myself / others / policy makers

Views and volunteers for the final report



## ***Day one – Presentations and discussions on the experience and benefits of using the business plan / value proposition tool.***

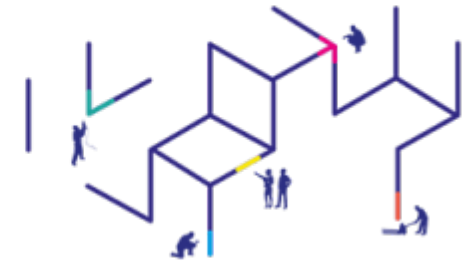
- Jan
- Dragomir
- Mantas
- Jiri



***Day one / two – present and discuss the ways in which ‘pilot’ scale type training programmes (like those developed in BUS) can be scaled up as the market demand increases to the point where it becomes mainstream, and the fact that there are good opportunities to positively influence (and benefit from) this scaling up while it is happening.***

**Jan - prediction of the growth to mainstream for low energy construction training is that it will grow steeply between 2020 and 2030.**

**Richard Bayliss - the experience of the UK's Construction industry training board on this issue**



## **Day two - Final output / report**

### **Interaction**

- **What did I learn,**
- **What is a recommendation for myself & what did we learn together,**
- **What do we recommend to BUS projects and EASME / policy makers.**

### **Views on the draft final report**

- **Structure**
- **Content**

### **Plan to completion**

- **Volunteers to input and finalise**



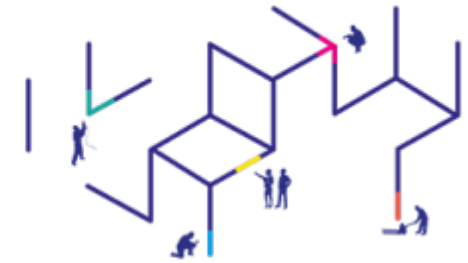
**Jan**

## **What did I learn**

- **Many different approaches on market introductions of BUS-products**
- **The value of creating business models (especially value propositions)**
- **The added value of involving manufacturers & some successful approaches to involve them.**
- **The power of storytelling (hearing stories from other projects (as inspiration and as benchmark))**

## **What is a recommendation for myself**

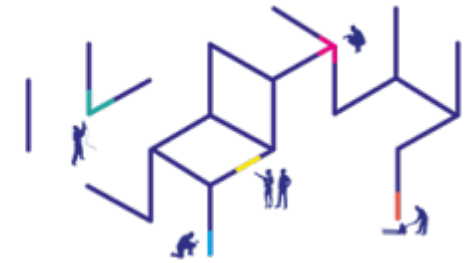
- **Make use of business modelling in the writing phase of a new proposal (to get a much sharper dissemination and communication strategy)**
- **Involve manufacturers in future projects**



## What did we learn together?

- **Many of the challenges we meet have the same ingredients, but the recipes for success always need a local/national twist.**
- **The BUS actions need to be placed in a much longer timeframe. For example the market for nZEB renovations will become in many countries a mass market around 2030.**
- **So analysis done and lessons learned in BUS-projects need to be reviewed and maybe also update in the period after 2020**





**What do we recommend to BUS projects and EASME / policy makers.**

- **The EU gives a high importance to sustainability of the actions. We learned that most of the consortia are not experienced in bringing products/results to the market, to sustain their actions.**
- **Therefore in future EU-Exchange professional training/advice/scaffolding on bringing results to the market will be highly appreciated.**
- **Services such as the ESS-service, but then with an extra upskilling component ;-)**
- **Most of the BUS roadmaps are ending around 2020.**
- **But then only for new buildings the market has evolved to a mass-market**
- **Updates of the roadmaps are needed to cover the still in its infancy renovation market**

# BUILDUP Skills

