



CROSKILLS
ENERGY EFFICIENCY



CROSKILLS

ENERGETSKA UČINKOVITOST

BUS EU Exchange meeting #8

TWG 4 - Session 1:

Country-wide information & marketing campaign

“Energy efficiency in motion” (CROATIA)



AIMS:

- Popularizing the construction profession + focus on 6 profiles defined in Pillar I Roadmap (bricklayer, carpenter, plasterer, roofer, joiner, housepainter)
- Popularizing lifelong energy training of builders
- Popularizing energy renovation in general
- Additionally informing on available training programs for RES installers



Target groups

1. Construction workers - builders
2. Construction companies – employers
3. Unemployed construction workers
4. Students and teachers in VET schools
5. Local general public





Campaign timing

- 1. Inform** general public and **popularize** lifelong education and CROSKILLS trainings (10/2015 - 12/2016)
- 2. Create general awareness** on the importance of certified workers (01-09/2017) – after the first test trainings, when first certified workers are available in Croatia





'Road-show' approach

- 3-4 hr 'open-door' events at 12 locations around Croatia (at a local VET school or another central town location)

Contents:

- Education/lectures: Presentation of the CROSKILLS project and its training possibilities + thematic presentation focused on one of the 6 key construction professions, as intro to the competition
- Competition: 4 teams compete in practical construction skills on a concrete task. Teams consist of 1 construction practitioner/master, 1 unemployed builder and 1-2 students.
- Building materials for competition donated by a local company; competition task designed by the school and the company
- Evaluation jury: school professors and construction practitioners
- Competition ends with prize-awarding ceremony (local sponsors) and catering prepared by the local hospitality school students



Basic 'Road-show' concept

- 12 months – 12 cities – 12 VET construction schools as event hosts
- 6 building professions – one promoted at each event
- Local VET hospitality school contributes with catering
- Students of the host school participate in the competition, produce complimentary gifts for visitors





Promotion channels

- Builders associations inform the **employed workers**
- Professional chambers inform the construction companies – their **employers**
- Croatian Employment Service (through regional offices) inform the **unemployed builders**
- Association of VET Construction Schools animates **students and schools**
- Promo-announcements via local & national media – towards **local community/general public**
- Cooperation with local/regional authorities - increased **media** coverage

Test show in Karlovac (11/2015) Pilot show in Čakovec (04/2016)



- Mixed Industrial and Crafts School & Commercial and Hospitality School, Karlovac: promoting **plasterer** profession
- Building School of Čakovec – promoting 2 professions: **roofers** and **carpenters**



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MOST PROUD OF designing an adaptable ROAD-SHOW CONCEPT that fulfills all marketing aims of the project

Balanced combination of skills competition, education, information & entertainment.

A detailed plan is made for each road-show location, in coordination with local counterparts (schools, companies, experts, sponsors).

Each host school works out own concept and chooses construction professions most relevant for the local market/local community.

Skills competition is attractive for the audience, filmed and used later as advertising and educational material.

The events are opportunity to apply for the first test trainings (starting in autumn).

Schools interested to host the events are potential future EE training centers.





Most difficult parts:

Getting unemployed builders interested in EE training & certification and getting them to road show events – varies across regions

Questions that remain:

Road show events country-wide need to synchronise with timing of regional test-trainings – to create stronger motivation to attend trainings

Will the promo-activities guarantee sufficient interest in trainings after they are no longer free (after the project ends)



Thank you for your
attention!

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