Outline – Day 1

1. Who we are (5 mins)
2. Introduction to TWG4 on market acceptance (15 mins)
3. Check-in Round with participants – state of the art of market acceptance in their MS (30 mins)
4. Overview of what has happened so far (15 mins)
5. Presentation / review of topics (10 minutes)
6. Discussing & prioritising topics – with the opportunity to add more (45 minutes)
1. Who we are
2. Introduction to the TWG
Why a TWG on market acceptance?

• For national qualification schemes for construction workers to be successful, it is important to stimulate demand in addition to supply.

• This concerns encouraging
  1) workers to participate in training and
  2) those selecting contractors / workers for construction projects to choose skilled workers.
Issues to be addressed by this TWG

• Key challenges when ‘selling’ skills into the construction sector;
• Market research on the wishes of the construction sector (and the alignment of these wishes with the sector’s needs to meet policy targets);
• Best practices in marketing training in the construction and other comparable sectors;
• Ways to encourage employers / clients of construction projects to favour more skilled workers
EASME’s ambitions for this TWG

- Commitment from all participants (active participation in meetings & telcos)
- Clear inception programme including timeline and deliverables (to be presented tomorrow in plenary)
- New tools/instruments to ensure strong market acceptance of BUS trainings
- The outcomes are important for the future of the BUILD UP Skills initiative!
What we want to achieve for this TWG during the 7th EU exchange

• Introduce the state of the art on market acceptance in different countries;
• Set out scope, priorities, goals, and working methods;
• Define the deliverables to be prepared in the TWG
## Timeframe

<table>
<thead>
<tr>
<th>Date</th>
<th>Action</th>
<th>Objectives</th>
<th>Deliverables</th>
</tr>
</thead>
<tbody>
<tr>
<td>18-19/1/2016</td>
<td>7th EU EM, Brussels</td>
<td>Set up the programme, agree on activities &amp; deliverables</td>
<td>Final TWG programme, List of suggested activities/ work plan, List of deliverables</td>
</tr>
<tr>
<td>February 2016</td>
<td>1st teleconference</td>
<td>e.g. Discuss key challenges for completed projects</td>
<td>e.g. List of key challenges</td>
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<tr>
<td>March 2016</td>
<td>2nd teleconference</td>
<td>e.g. Discuss best practices</td>
<td>e.g. List of best practices</td>
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<tr>
<td>May 2016</td>
<td>8th EU EM meeting</td>
<td>Present 1st TWG deliverable</td>
<td>e.g. state of the art in marketing green construction skills projects</td>
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<tr>
<td>July 2016</td>
<td>3rd teleconference</td>
<td>Discuss deliverable 2</td>
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<tr>
<td>September 2016</td>
<td>4th teleconference</td>
<td>Discuss deliverable 2</td>
<td></td>
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<tr>
<td>November 2016</td>
<td>9th EU EM meeting</td>
<td>Present 2nd TWG deliverable</td>
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<tr>
<td>January 2017</td>
<td>5th teleconference</td>
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<td>TBD</td>
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<tr>
<td>April 2017</td>
<td>10th EU EM meeting</td>
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<td>TBD</td>
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<tr>
<td>May 2017</td>
<td>6th teleconference</td>
<td></td>
<td>Present 3rd TWG deliverable</td>
</tr>
</tbody>
</table>
3. Checking with participants – state of the art of market acceptance
4. Overview of what has happened so far
TWG on ‘incentives’ (EU exchange meeting 12-11-2014)

- Regulatory measures (compulsory to prove qualifications)
- Strengthening support structured for lifelong qualification
- Developing databases/apps through which workers can find courses that match their needs
- Consider (in larger training markets) merging & standardising training offers
TWG on incentives
(EU exchange meeting 12-11-2014)

- Wider implementation of the German “Master system”
- Obligation to hire certified workers e.g. for receiving subsidies
- Voluntary agreements in the industry to further educate their staff
- Incentive for employees to work at companies that invest in their training (also disincentive, if employers fear losing staff after training them)
TWG ‘incentives’

(6th EU exchange meeting 12-11-2014)

- Show worst case scenario to client: show the cost or danger of doing the work wrong
- Proving (if) energy renovations lead to higher market value of the house
- Awareness raising; The building community itself should promote benefits of trained workers
- ESCO/EPC arrangements encourage quality since payment depends on cost savings generated through real energy improvements
TWG ‘training market place’ (5th EU exchange meeting 26-27/11/2013)

→ Repository of training (content) as an on-line database

**Design**
- EQF level of content
- Target Group(s)
- Qualification/Skills gained
- Relevant Course Outline
- Level of practical content delivery

**Management/ Organisation/ Ownership**
- Find mechanism to finance such a database
- Need to address IP issues associated with content provision
- Quality control of what is posted/stored on database
- Translation requirements
- Consider using existing ‘freeware’ database
Insights from ‘poster’ session
(5th EU exchange meeting 26-27/11/2013)

• Direct interaction with workers:
  - check what is required,
  - offer flexibility,
  - make training suitable
    e.g. just-in-time and on-site training

• Awareness raising of end-users (building owners), by different measures (awards, labels, branding)
TWG ‘Communicating BUS achievements and successes’ (4th EU exchange meeting 2013)

Communication tools

- Website
- Print & broadcasting media
- Workshops
- Seminars
- Direct meetings
- Flyers, brochures
- Social media
- Video messages
- Exhibitions, fairs
Communication strategy checklist

1. Define your goals and objectives
2. Assess your resources and skills
3. Draw a planning
4. Define your target audience
5. Choose your tools and channels
6. Craft the messages
7. Test your products
8. Act and react
9. Monitor and evaluate
10. Adapt and reshape
5. Presentation of topics
Topics

1. Market research
2. Producers’ needs
3. Builders’ needs
4. Educational needs
5. Key challenges and best practices
6. Communicating
7. Others… from today’s review
6. Discussing & prioritising topics
Thank you for your attention

Questions?
More information...

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TWG 4 – Market acceptance

Parallel session 7th EU exchange meeting

Day 2

Brussels, 19 January 2016
Outline – Day 2

1. Developing the prioritised ideas from Day 1
2. Discussion of approach
3. Finalising the approach:
   • Who
   • What
   • When
   • How
Priorities from Day 1

1. ...
2. ...
3. ...
4. ...
5. ...
...

Trinomics

BUILDUP Skills
7th EU exchange meeting
18-19 January 2016 - BRUXELLES
Hotel Renaissance, 19 rue du Parnasse - 1050 Bruxelles
More information...

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Extra slides
Deliverables for this TWG

- Recommendations for EU-wide marketing research on stakeholders’ appreciation and attitudes towards NZEB+RES related training offers;
- Recommendations for multilevel awareness raising / marketing campaign;
- Development of a pool of media-friendly communication tools and materials;
- Co-development of an EU-wide usable BUILD UP Skills Advisor App.
Market research

• What do we need to know about our stakeholders? The attitudes and demands of the actors in the value chain in the construction sector;
• Alignment of these demands with the sector’s needs to meet policy targets;
• What do they value? The arguments to engage in training;
• How do they learn about our products and services? Preferred communication channels, opinion leaders, and formation of trust relations
Identified needs - EU Exchange, 04.13 (1)

Producers:
• High quality of implementation + recognition,
• Stable distribution,
• Lobby to regulation of market
• Sales,
• Value for investment in own training,
• Recognition of provided training,
• Demonstrate social responsibility
Identified needs - EU Exchange, 04.13 (2)

 Builders:

• Standardised certification,
• Market advantage,
• Visibility of competences (skills card),
• Compliance with building standards,
• Meeting customer expectations,
• Insurance compliance
Identified needs - EU Exchange, 04.13 (3)

Education:

- Higher social image of the sector,
- Attract more and motivated students,
- Attract good and skilled teachers / trainers,
- Commitment to provide resources for practical lessons,
- Stable long term strategy in competence development,
- Localisation of enterprise cooperation
Key challenges and best practices

• The status quo: is there a market demand for new and improved skills, knowledge and competences?
• What are the main barriers? Professional image, public recognition, lack of incentives, low market demand for NZEBs?
• Who are our natural partners? Industry, public authorities, investors and end-users...
• Which are the “best-sellers” and why?
• Are there successful marketing stories and what do we learn from them?
Communicating: is it so simple?

• Necessary resources and organisational challenges for a systematic marketing and communication campaign
• Selecting the right arguments and building the right messages
• Message and audience relevant communication channels
• Testing communication tools and messages
• Are we listening while “communicating”: monitoring and measuring the communications
• Available communication tools and materials within our reach: we have already produced a lot