Session 1A: Boosting demand for skills – taking stock, what’s next

15th BUILD UP Skills EU exchange meeting

26-27 October 2023, Brussels
BUILD UP Skills: The journey since 2011

**2011-2012**: Initial analysis and strategy (National Platforms and Roadmaps)

**2012-2013**: Training + qualification (national)

**2014-2018**: Training + qualification (national + EU)

**2019-2020**: Updating the strategy

**2021**: Strategy + training interventions

**2022**: Strategy + training interventions

- **Boosting recognition and demand (procurement, campaigns...)**
Projects boosting recognition and demand for energy skills
• **Public procurement** identified as a strategic instrument to support the upskilling of the workforce. Yet, potential still largely untapped.

• **Three main possible methods** to boost energy efficiency skills through public procurement:
  - **Competency-based clauses** under selection criteria - require very good understanding from the panel and therefore by public administrations (Train4Sustain, Instruct)
  - **Training-based clauses** (BIMPlément, BUSLeague)
  - **Other mechanisms**, e.g. making the blowing door tests and use of BIM mandatory in public procurement to indirectly incentivise the upskilling of the workforce

• **Pilots left some open questions**, e.g. how to express measurable and verifiable professional competence requirements? Who pays for the training. How about accreditation?
Some findings from previous EU Exchanges /2

• Awareness campaigns:
  • Positive examples from various countries
  • Showcasing poor practices along with good ones can complement the full array of argumentations needed to foster the demand for upskilling
  • Innovative and more bottom-up approach design of campaigns can achieve good results, as compared to public authorities-led campaigns

• Partnerships
  • Producers and retailers willing to form partnerships at all professional levels (engineers, technicians, etc.), e.g. with Vocational Training Schools
  • Can pave the way for cooperation among competitors
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| 16:15 – 16:25 | Welcome, introduction  
Luca ANGELINO, Project Advisor, CINEA                                      |
| 16:25 – 16:50 |  
• Boosting demand for skills through procurement and partnerships: What outcomes from BUSleague? Gloria CALLINAN, Project Support Officer, Technological University of the Shannon Ireland (TUS)  
• Lessons learned from awareness campaigns – Horia PETRAN, Senior researcher INCD URBAN – INCERC  
• Q&A |
| 16:50 – 17:25 | Discussions in 2 parallel sub-groups, moderated by:  
• Gloria CALLINAN  
• Horia PETRAN  
Guiding questions:  
1. Over the past 5 years, are you aware of new mechanisms linking skills/qualifications to procurement emerging in your country? What? If not, why?  
2. What are the key success factors of marketing and awareness campaigns to promote energy efficiency skills?  
3. How partnerships between trades and stakeholders can boost demand for sustainable energy skills in the construction sector? Any constraints and challenges?  
4. Should LIFE CET further support activities boosting the demand for skills (campaigns, procurement, partnerships, etc.) in the future, and if so how? |
| 17:25 – 17:45 | Results from group discussions & wrap-up  
Each Rapporteur presents in maximum 7 minutes the main points discussed in their group. |