Lessons learned from awareness campaigns

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15th BUILD UP Skills European exchange meeting | 26-27 October 2023
**Horizon 2020**: Stimulating demand for sustainable energy skills in the construction sector

**ENHANCING MARKET READINESS FOR NZEB IMPLEMENTATION**

**September 2021 – August 2024**

Prepare **ready to use frameworks** to answer the needs related to lack of **awareness**, lack of **skilled professionals** and lack of **support instruments**, implementing the **nZEB ready labelled procedures** in 5 pilot countries (BG, HR, PL, PT, RO)

**“Why nZEB?”**

**“Who can provide nZEB?”**

**“How to reach nZEB”**
# nZEB Awareness

- **Needs identification** of key target groups to become nZEB ready
- **Awareness campaigns** (new generations, beneficiaries’ engagement, testimonials, nZEB brokerage events)

## nZEB Training

- **Strategic Professionals:** Continuous Learning Training and Certification Program for Mutual Recognition
- **Specialisation courses,** general 12-16h, microcredits

### Target Category | Learning Program
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**White Collars**

1. **Designers (Architects and Engineers)**
   - Thermal bridges calculation
   - Mechanical ventilation system with heat recovery
   - Building air tightness evaluation
   - Solar shading systems
   - Bioclimatic design
   - Renewable energy sources

2. **Energy Auditors and Assessors**
   - Civil eng. Skills for nZEB Execution
   - MEP Skills for nZEB Execution

**Execution Engineers**
   - nZEB Concept in practice

**Public Authorities**
   - Blower-door tester
   - Thermal bridges evaluator - infrared evaluator

**Key specialists for nZEB Certification**
   - General skills related to nZEB construction
   - General skills related to nZEB MEP

**Blue Collars**
   - General skills related to nZEB construction
   - General skills related to nZEB MEP

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nZEB Ready – Enhancing Market Readiness for nZEB

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The nZEB Weeks Romania – a personal experience

Conferences
Workshops
Training sessions – nZEB principles
Mock-ups
Demonstrations
nZEB Consultations on design
Debates
nZEB Site visits
Games
Networking
Learning
nZEB WEEK Timișoara: 10 – 13 May 2023
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If there is smoke then it’s heat loss
nZEB Ready market: personal involvement
Thank you for your attention!

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