



This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement No 649810.



Reports on dissemination events

Deliverable 5.5 of the

TRAIN-TO-NZEB project, financed under grant agreement No 649810 of HORIZON 2020 Programme of the EU

Responsible partner: EnEffect

The sole responsibility for the content of this publication lies with the authors. It does not necessarily reflect the opinion of the European Union. Neither the EASME nor the European Commission is responsible for any use that may be made of the information contained therein.

Contents

EXECUTIVE SUMMARY	3
NATIONAL DISSEMINATION EVENTS	4
INTERNATIONAL DISSEMINATION EVENTS	8

EXECUTIVE SUMMARY

Playing a major role in the dissemination campaign and the exploitation of the results of the projects, the events supported by the Train-to-NZEB project proved to be one of the key enablers of realization of project goals, both in terms of providing significant influx of attendees to the training courses and in attracting project supporters and multipliers in the newly established network of the Building Knowledge Hubs (BKH).

The plan for the dissemination activities assumed that in each focus country (Bulgaria, Romania, the Czech Republic, Turkey and Ukraine), **at least 4 national dissemination events** will be conducted:

- A national coverage launching/ kick off workshop (1) will be organized for the communication of project purpose to activate stakeholders' participation;
- Regional information and dissemination workshops (2) will be organized in the countries hosting BKHs informing the regional stakeholders about the project achievements and pilot trainings;
- A final national (1) conference for the presentation and dissemination and for promotion of final project results.

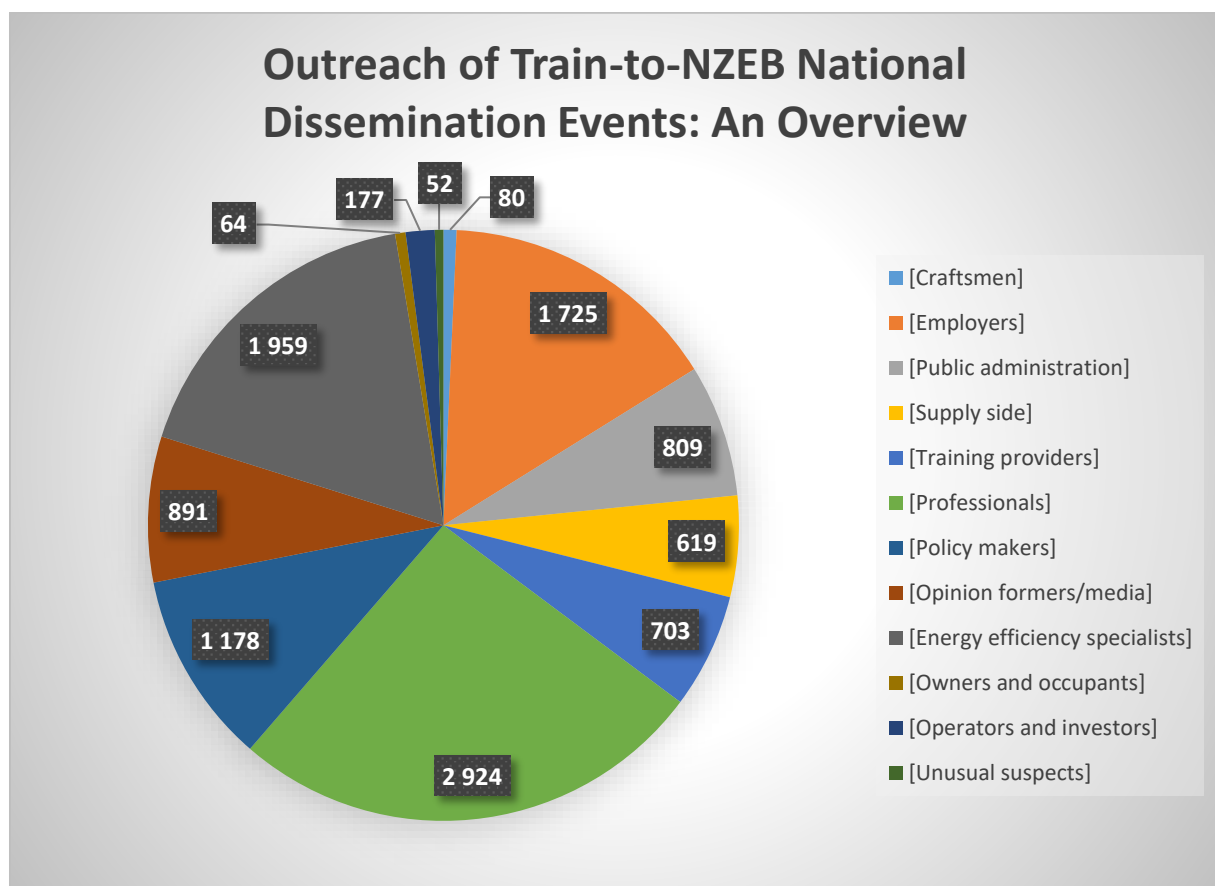
The realized events targeted relevant stakeholders at national level, offering them firsthand look at the developed training facilities and promoting training in practice. According to country's tradition and existing practices, different ways of organization were selected, looking for synergy effects with external large-scale research and demonstration events. Events were duly promoted to the selected stakeholders groups, selecting the most suitable channels in each case.

To stimulate EU-wide networking and dissemination of project results, **at least 8 international dissemination events** were planned, including a final conference presenting the results of the project for at least 50 participants, targeted to potential large-scale users of the provided services, future members of the BKHs' networks and key decision-makers in the construction sector. Due to the growing reputation and networking opportunities created by Train-to-NZEB, the target was significantly overachieved without using any additional resources, as such dissemination efforts proved extremely valuable for achieving the ambitions overall targets of the project.

NATIONAL DISSEMINATION EVENTS

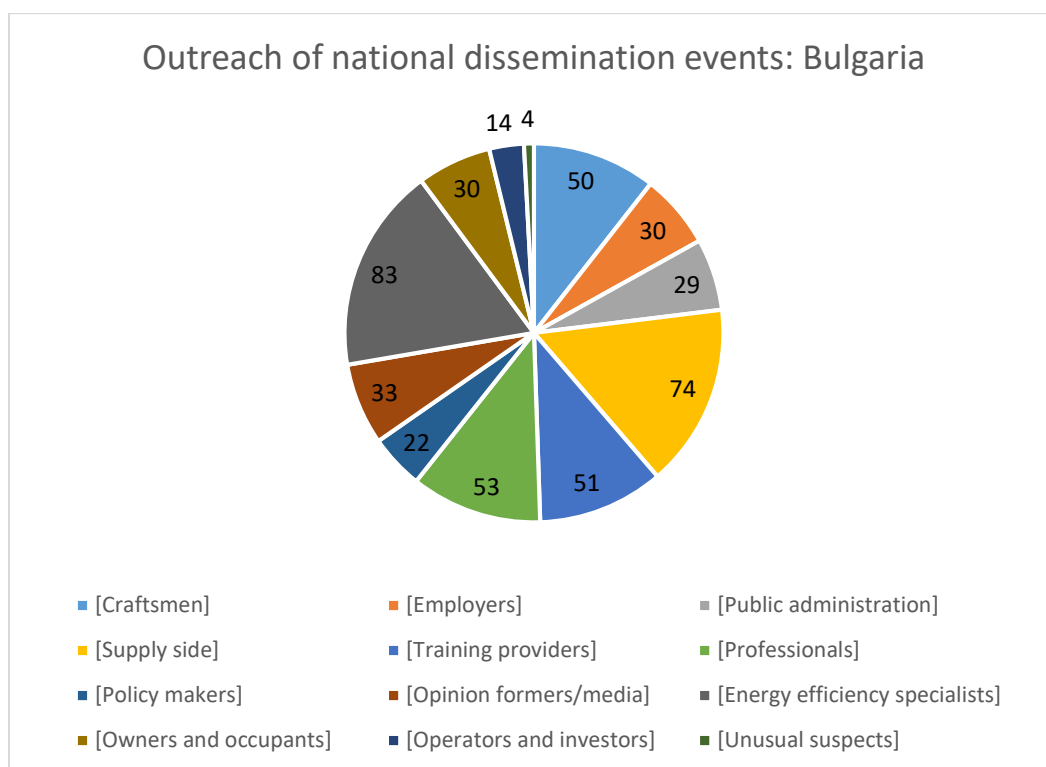
The project supported a total of 41 national dissemination events with 11,181 participants at a total cost of EUR 13,761.90. The outreach however varies according to the national specifics and the synergies established with other national initiatives. The main reason for the high number of participants are the achievements in Ukraine, where, reaping the fruits of the close collaboration with the Kyiv National University for Construction and Architecture, Train-to-NZEB was presented at major conferences tackling different issues of energy efficiency in the construction sector, achieving outreach to 9386 participants at the cost of EUR 1955.00 (all supported by agendas and pictures). Excluding these numbers, in the other four countries the project has conducted 32 national events for 1795 participants (averaging 56 participants per meeting) at the cost of EUR 11,806.9.

The biggest number of reached stakeholders are building professionals (presumably including specialists with any acquired EQF level, ranging from 3 to 7), who are potential users of the training courses and also multipliers of the knowledge and skills to blue-collar professionals at the building site, which are not to be expected to attend dissemination events in numbers. This group is closely followed by energy efficiency experts, policy makers and employers, who are expected to create the necessary regulatory and market conditions for increasing the demand for skilled workers, and hence – for dedicated NZEB training. A significant number of supply side actors is also attracted, crucial for the sustained functioning of the BKHs. It is also important to notice the interest from public authorities and other non-specialist stakeholders/opinion formers, as well as the media, which is decisive for motivating informed investment decisions on the arising NZEB market.

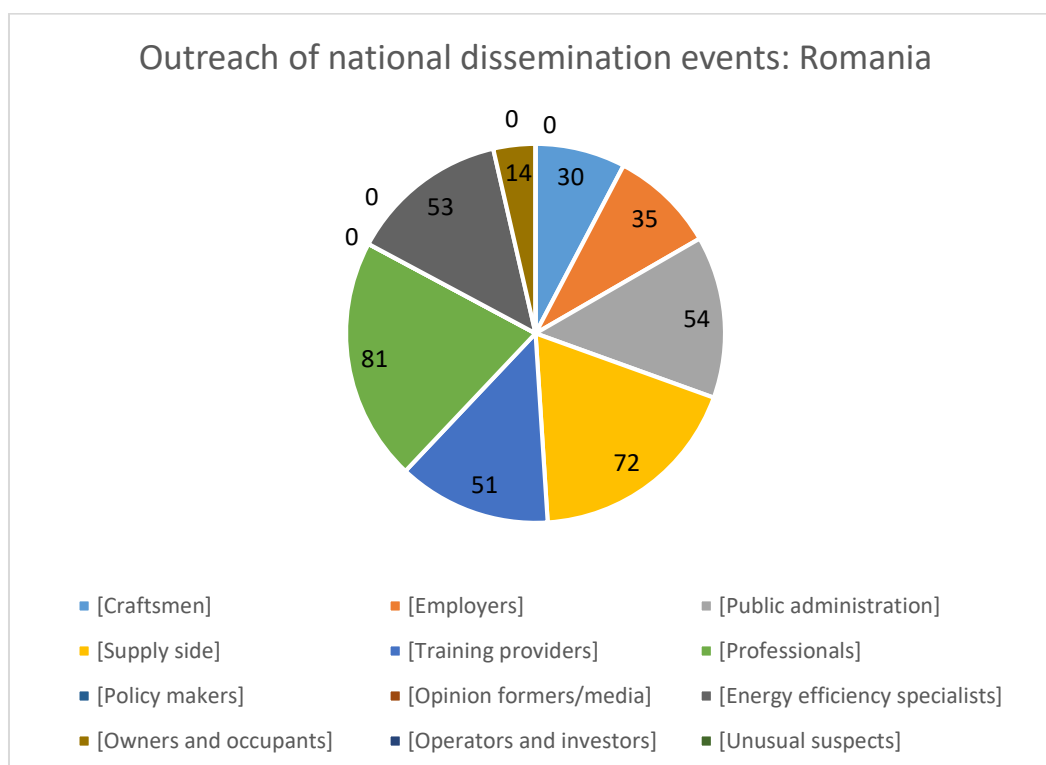


The following charts describe the estimated outreach per target group for each country:

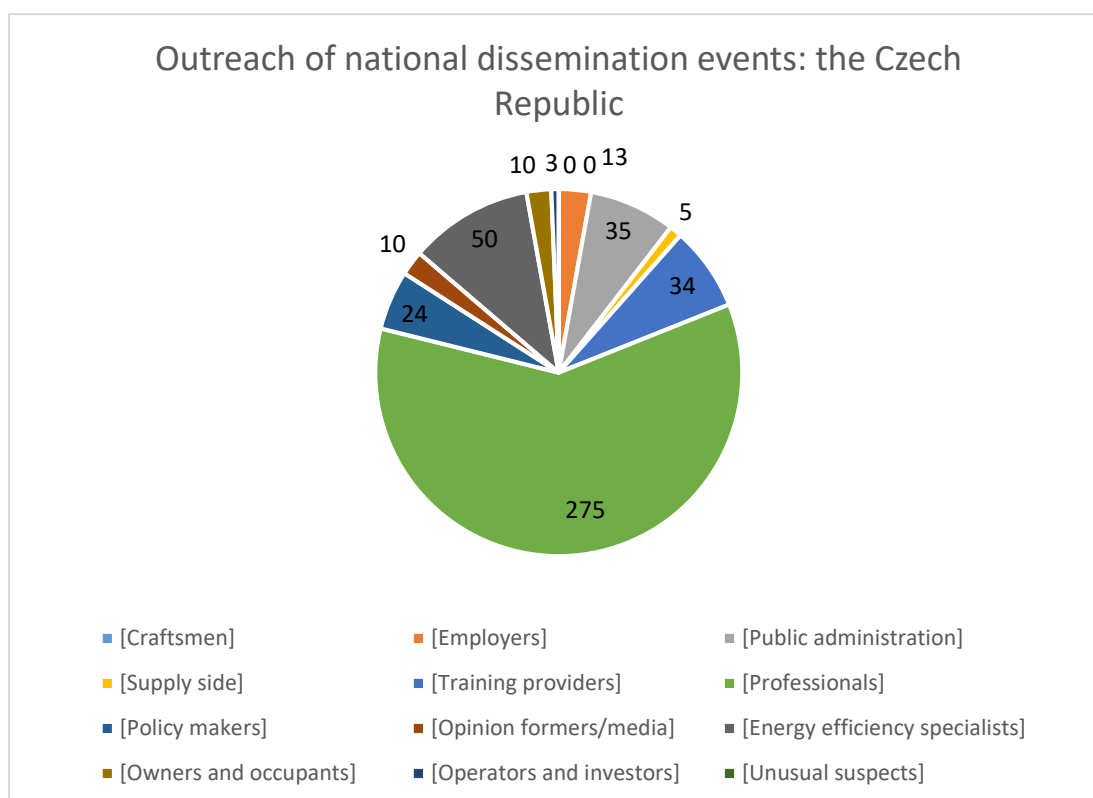
Bulgaria: 6 events, 473 participants, cost: EUR 1,982.59



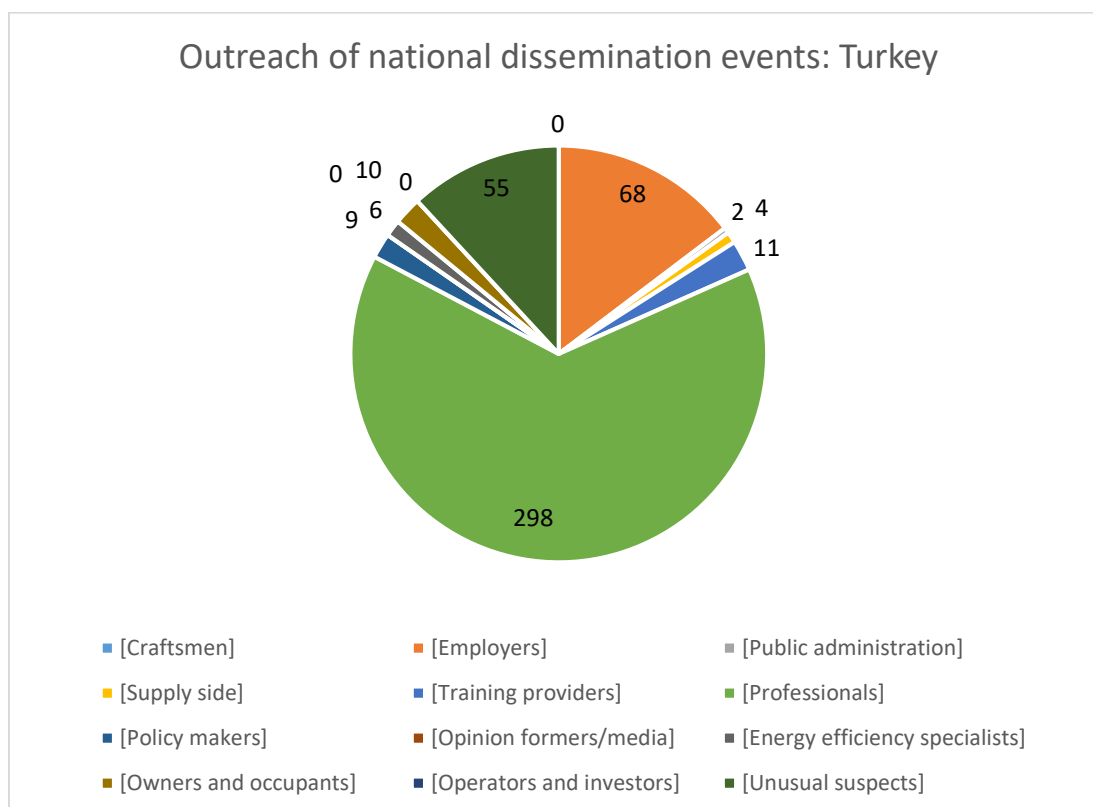
Romania: 7 events, 390 participants, cost: EUR 3,650.19



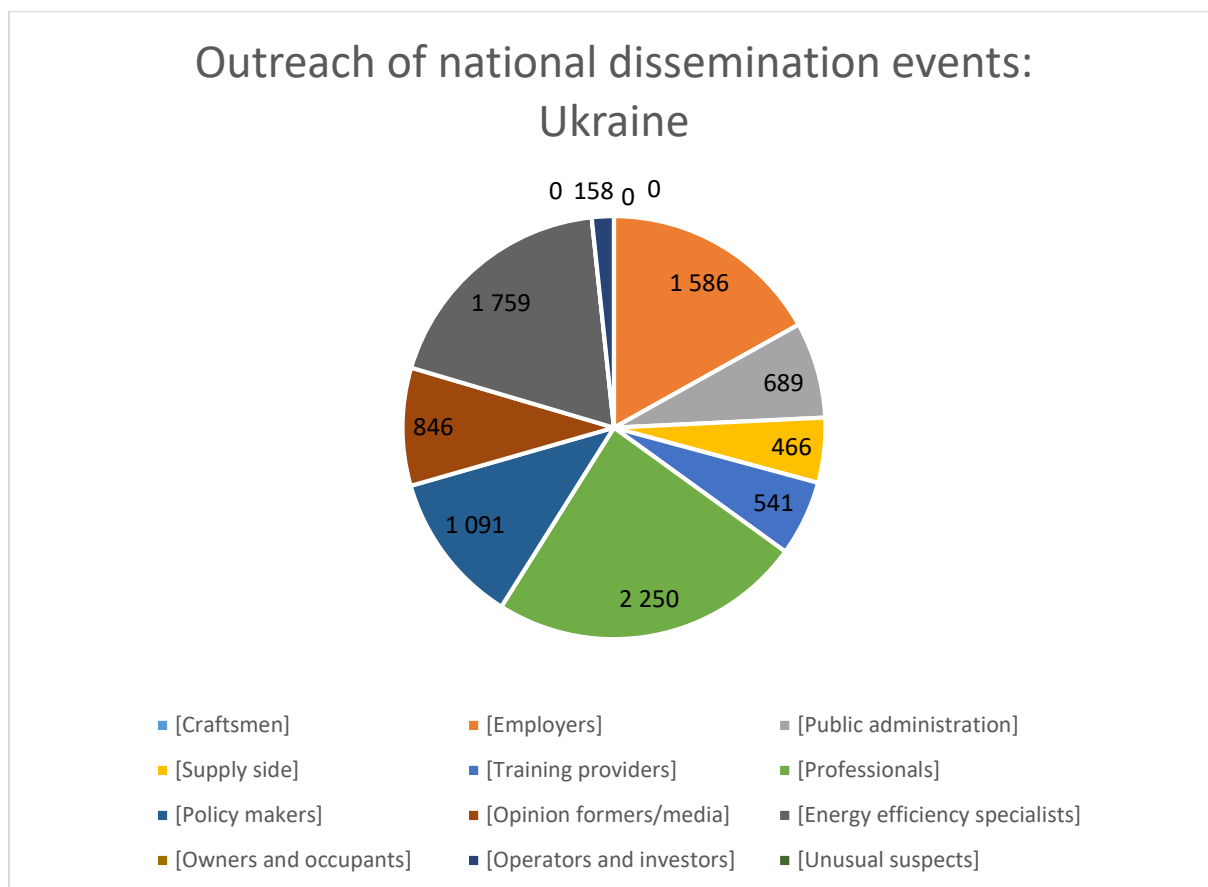
The Czech Republic: 12 events, 459 participants, cost: EUR 4,036.69



Turkey: 8 events, 463 participants, cost: EUR 3,295.08



Ukraine: 9 events, 9386 participants, cost: EUR 1955



INTERNATIONAL DISSEMINATION EVENTS

The active participation in international dissemination events have proven to be instrumental for the success of the Train-to-NZEB project, as together with the social media activity, they have provided sufficient visibility of the project results, established the leading position of the BKHs in the field of provision of dedicated NZEB training services, and broadened the network of engaged training providers, which was one of the major goals of the project. In this respect, they are crucial for the exploitation of the replicable results of the project, as for example the Terms of Reference and the available training programmes, which is a key for the sustainability of the action.

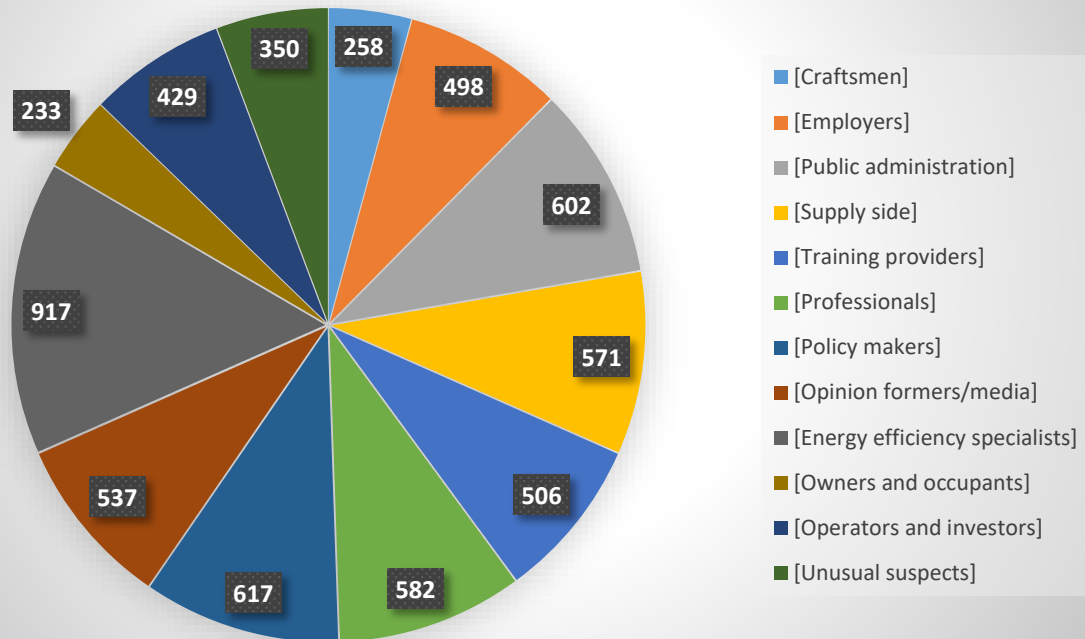
On a conservative estimation, Train-to-NZEB representatives have presented the project and its result at 22 major international events with direct impact on achievement of project goals, all within the set budget limits, and in many occasions, without any costs assigned to the project. This estimation does not include a number of national meetings with thousands of participants (e.g. in Ukraine and Bulgaria), where the organizers have attracted international speakers, again at no cost to the project. The 4 BUS EU Exchange Meetings conducted with participation of Train-to-NZEB experts, where the project gained high visibility due to the very active involvement in all activities, are analyzed together to simplify the estimations. In total, the project has reached an estimated number of 6100 participants in the 22 events (a little over 277 participants per event on average) at the cost of 12,198.55 Euro.

The analysis of distribution of the outreach along the selected target groups is shows an even spread. To some extent, this is due to accepted assumptions for a number of large external events for which precise data about the audience is not available. However, it also comes to demonstrate the right profile of the selected events, as during the project, it was acknowledged that increasing the demand for NZEB-related training depends on systematic influencing of all elements of the construction value chain. Energy experts are the largest influenced group due to their usual and expected attendance in dissemination events, but the project has also reached sufficient number of representatives of other very important target groups such as employers, suppliers, policy makers and public administrators, building professionals, and, of course, training providers – to a large extent due to participation at specialized events, e.g. workshops at the International Passive House Conference.

It has to be noted that the project has been presented as a successful practice at a number of high-level policy events and specialized workshops, in many cases on invitation by EASME. Such examples, except for the already mentioned BUS EU Exchange Meetings are the DG Growth event "Let's Build Changes" (May 2017), European Sustainable Energy Week (June 2017), Concerted Action EPBD Meeting & BUS Workshop in Bucharest (November 2017), an ICF specialized training event (May 2018), and after the end of the project, the Horizon 2020 Energy Efficiency Info Day (January 2019).

All of the events have been duly promoted through social media, web facilities, and, where applicable, through press releases to national and international media outlets. The generated feedback is evaluated as extremely positive, evidenced by the obvious interest of event organizers to include Train-to-NZEB presentations in various initiative targeted not only to skills development, but to the general topic of energy efficiency in buildings.

International dissemination events: an overview



A special emphasize of the international dissemination activities is by no doubt the organization of the final Train-to-NZEB conference within the framework of the 2nd Central and Eastern European Energy Efficiency Forum ([C4E Forum](#)), which has successfully established itself as one of the leading events in the area. Train-to-NZEB exploited the opportunity to the maximum possible extent, as the project workshop won the conference board awards for “Most interactive workshop” and “Best workshop facilitation”. This, of course, provided the biggest possible publicity in front of key audiences for the project (most notable, policy makers, materials/component suppliers and opinion formers – extremely important as BKH supporters) and was actively promoted through different media channels.

Images from the C4E Forum: plenary session, Train-to-NZEB workshops, award ceremony



