

D3.6 Awareness Campaign Guide to stimulate skill-based demand

User friendly version

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Date:	11-04-2023
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Related deliverable:	D3.6



DESCRIPTION

Research has shown that engagement in new initiatives takes place in several steps: awareness is the crucial first step, followed by understanding, commitment and action. Therefore, one of the challenges of the BUSLeague project is to increase awareness of both the workforce and the general public.

Without awareness and increased understanding of the benefits and the principles of low-energy buildings (energy savings, health, well-being) and the benefits of hiring skilled workers/professionals (quality, compliance, competency), there will be minimal market demand for nZEBs, a quality workforce to deliver nZEB and hence – no demand for energy skills training.

Effectively increasing awareness requires prolonged exposure to the “new message”. Therefore, increasing awareness of both target groups at the same time, with minimal means available requires finding a point of high leverage. BUSLeague has found this in the collaboration with DIY/Hardware-stores. These stores provide excellent opportunity, as both the general public and the building professionals already find their way into these stores on a regular basis.

The participation of BAUHAUS as a partner in the project has allowed us to experiment with real awareness campaigns carried out from the beginning of the project, achieving a great impact in terms of actions developed, materials created, and people reached. This report collects detailed information and lessons learned about this experience, enriched with some experiences from other countries involved in BUSLeague, in order to inspire other DIY companies to replicate some of these actions in their own energy efficiency awareness campaigns.

MORE INFORMATION

The full version of this deliverable can be found on the BUSLeague project website at the following link:

<https://busleague.eu/outcomes/>



This project has received funding from the European Union's h2020 framework programme for research and innovation under grant agreement no 892894.

OTHER PICTURES



Fig. 1: Team building activity in the BAUHAUS store in Valencia with BUSLeague partners.



Fig. 2: BAUHAUS workshop for customers.



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