

The Efficient Buildings Community

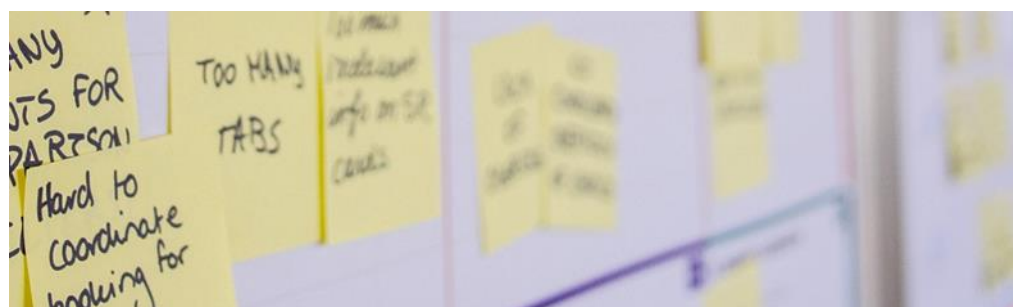
Technical Paper

MED Training methodologi es and capacity gaps

*The Efficient Buildings Community aims to establish a joint transnational framework, raise awareness and learn from other experiences to reinforce a common understanding around energy efficiency in public buildings in Mediterranean's regions.

As nearly 40% of final energy consumption in Europe is in buildings, this must be a priority sector for energy efficiency policy. Some European Directives (EPBD and EED) set minimum energy performance requirements and stress that public administrations have an exemplary role.

The Efficient Buildings Community* gathers experiences in energy efficiency in public buildings from practitioners in the Mediterranean area. This factsheet gives an overview of the different identified skills gaps of stakeholders and tested training methodologies used by MEDNICE Community members.



Capacity-building activities help to:

- Increase the abilities and skills of the key stakeholders,
- Demonstrate the use of tools;
- Share best practices;
- Create networking and synergies among building practitioners.

TARGET AUDIENCE AND IMPACT

More than 127 events involving more than 1.800 participants, were organized. These training sessions have been implemented along the whole project, which in some cases can last more than two years.

The training activities have been mainly addressed to the category of Energy Policy makers and authorities (mainly local and regional), since the main objective of the 10 MPs was to increase capacity for better management of energy in PBs. Besides, professional associations, universities, research centers and single experts were highly involved in the different training activities, contributing in this way with a more technical point of view.

MAPPING STAKEHOLDERS

In order to reach the main goals, one of the first key steps is to identify which target groups to address the training activities. It is crucial not only to involve them in the activities but also to recognize their specific needs, lacks and objectives within an EE project.

As starting point three phases could be implemented:

- **Identifying:** listing relevant groups, organizations and people.
- **Assessment:** understanding stakeholders' perspective and interests.
- **Classification:** is the stakeholder internal or external, a supporter or a resistant to the Project aims.
- **Analyzing:** understanding stakeholders' perspective and interests, major requirements, and potential influences.
- **Mapping and Prioritizing:** visualizing stakeholders' relationships with the project objectives and other stakeholders & ranking stakeholders' relevance for identified issues.



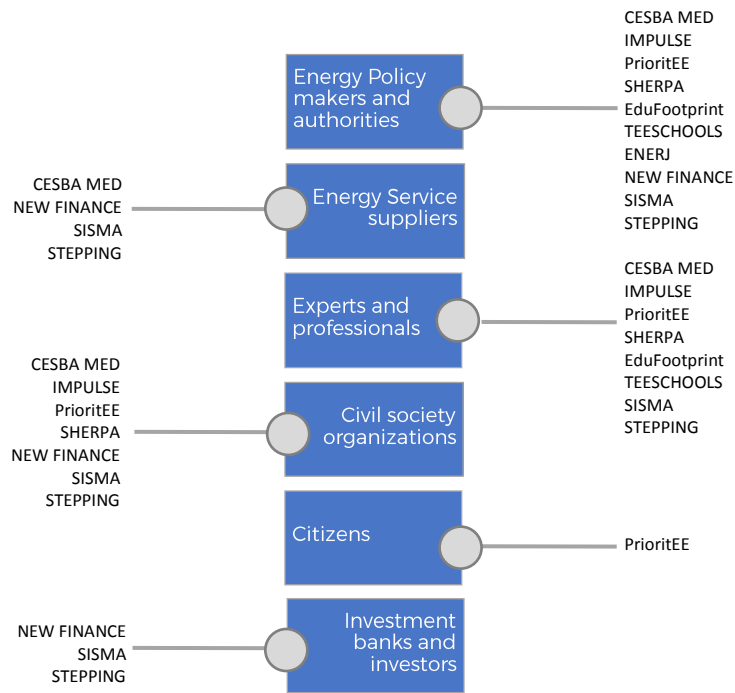
Engagement matrix (Source: PANORAMED)

As a result of this mapping analysis for EE projects the target groups could be classified in six main categories

- Energy Policy makers and authorities,
- Suppliers of energy-related services.
- Energy users.
- Experts.
- Civil society organizations.
- Citizens,

Within the MEDNICE EB Community, the 10 MPs have established various key target groups and implemented several training activities.

The training activities have been mainly addressed to the category of Energy Policy makers and authorities, since the main objective is to increase capacity for better management of energy in Public Buildings. Nevertheless the involvement of other stakeholders can provide a valuable different perspective, also due to necessary collaboration of the private sectors in implementing EE projects

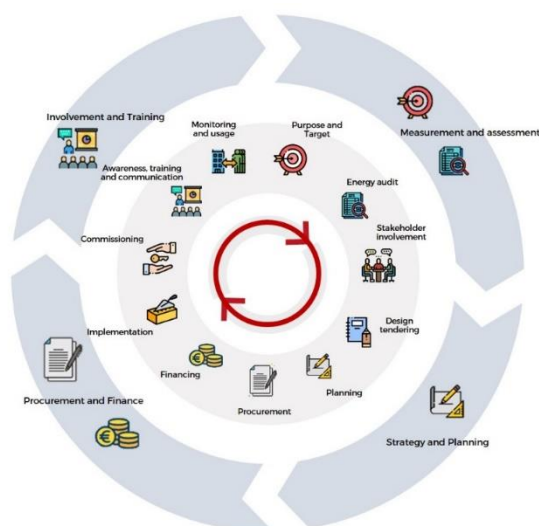


ENGAGING TARGET GROUPS

In order to make a training impactful, it is crucial to identify and understand your target group, its needs, lacks and objectives.

For that purpose, you can follow these major steps:

- **Mapping of knowledge & skills:** to evaluate existing experience and needs.
- **Process:** to select participants, analyse specific training needs, prepare training contents, select trainers and develop the courses.
- **Multidisciplinary approach:** to balance between deepness and comprehensiveness, specific and general contents.
- **Scope of action:** to find the knowledge and skill gaps among the target groups.
 - Transnational training: to consider the diversity, due to the different territories and profiles of the participants.
 - Regional training: to consider the schemes “learning by doing”, which are useful to develop pilot actions
- **Tailored approach:** to make the training activities attractive to the target groups. On this regard and in order to ensure the active participation in the training activities; a three-pronged approach is suggested:
 - Motivate: to focus on aspects that may attract the attention of the target group,
 - Engage: to get the actor to speak by asking appropriate questions for all the issues to be addressed in the activity.
 - Listen: to pay attention to what may be the barriers of the project objectives
- **Establish target phases:** to clearly focus the activities to the EE different steps, from initial energy audit to financing, procurement or project monitoring.



Stages of a building project (source: own elaboration)

DEFINING TOPICS, METHODOLOGIES AND MATERIALS

It is important to make the training activities attractive for the target groups. You want to motivate, engage and listen to them. That requires thoroughly selecting the right topics, methodologies and materials.

The Efficient Buildings Community focused on a number of topics, nonetheless three of them are recurrent when it comes to energy efficiency in buildings:

- **Building tools, methodologies and indicators:** Presenting Energy Audit tools, CO2 calculators or Public Buildings typologies definitions.
- **Best practices of EE projects:** Demonstrating what works well through case studies and site visits to reference buildings.
- **Financing retrofits:** Providing an overview of funding sources and schemes.

Concerning the adequacy of the training material to the specific target, it has to be underlined that before the implementation of the training activity, it is recommended the translation of training material into national languages in order to better engage the public

Formats

- **Face-to-face events:** could have different duration (half-day, full-day or more than a day) according to the density of the material and expectations, and they can also be continued in different sessions and days
- **ONLINE events:** existing e-learning platforms based on existing e-learning services or webinar tools, which can also video recorded providing more flexibility to the user.
- **Other teaching channels:** classical projection of slides and round table discussions, as well as more modern means like World Café and Local Living Labs

More detailed information is available in full technical paper and Modular Projects' websites.

Full technical paper:
<https://bit.ly/33hVYYH>

Efficient Building Community:
<https://efficient-buildings.interreg-med.eu>

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