

Method of identifying the needs of local building professionals

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2 Seas Mers Zeeën SHINE

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Sustainable Houses in Inclusive Neighbourhoods (SHINE) brings together 14 partner organisations from 4 member states. The project's overall objective is to reduce carbon emissions in residential dwellings. The project is co-financed by Interreg 2 Seas and the European Regional Development Fund.

Visit our website: www.2seas-shine.eu

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Introduction

There is a lot of information and good practices available on energy renovations.

It appears that innovative energy-efficient techniques are not easily implemented by local building professionals. A needs-based and local approach contributes to a good implementation of energy-saving techniques, which is only feasible with the support of building professionals. Our objective is to accelerate this process so that building professionals apply the innovative techniques more quickly in energy renovations.

The journey

In order to speed up this process, a number of project partners have started to work together to devise a common method.

To this end, Kamp C drew up a survey and distributed it among the project partners. In each region, the local needs of construction professionals were identified and analysed. The survey also gauged the type of communication preferred by building professionals.

Based on the results, the project partners involved have organised a number of network moments. These differ according to the need for missing knowledge or expertise of the building professional. The results of the network moments are discussed and summarised in this report.

'Need to know'

Prior to the network events, we prepared a survey to identify the needs of local construction professionals. What are the needs of local construction professionals and what type of communication do they prefer?

We asked these questions to the construction professionals via an online survey.

A general comment, the number of responses to the survey was significantly low. There are various reasons for the low number of respondents, which were not investigated in the project. However, it can be concluded that the survey form is not the best instrument to detect the needs of the target group. Respondents indicated that the questions were not always clear. This can be an indication that the questionnaire was not sufficient to conduct a survey. Or that an online survey is not the communication channel to question construction professionals. Nevertheless, the results are valuable and give a general overview of the needs of construction professionals. Below you can read the most important results.

Results & guidelines

They want to gain more technical and practical knowledge about: Ventilation, insulation, energy storage, heat pump systems and innovative techniques as a whole:

- The main obstacle to implementing innovative technologies is the high costs involved. In particular, the purchase of the material, the very high labour cost (Belgium), the initial cost for the homeowner, and so on.
- An additional barrier, homeowners are more reluctant to invest in techniques they are not familiar with.
- Respondents need practical training on new innovative installations; they indicate that in-depth 'know-how' is very important. Training is preferably provided by

manufacturers, centres for innovation and sustainability in the construction sector.

- There is a preference for evening sessions of up to 3 hours. Networking events are preferably attended in the evening. Company and site visits and workshops are best organised during the day.
- The survey shows that a personal invitation is the best way to inform construction professionals. The building professionals like to receive information via a newsletter, which is the best way to discuss specific subjects. A personal invitation or mailing also works fine.

It is best to take the above results into account when further rolling out networking events, trainings, workshops and other events for construction professionals.

'Nice to have'

The success of your networking event is linked to the way you manage to define your target group, using the communication channels that are typical for your target group and tailoring your event to the needs or wishes of your target group. In addition, make sure you have properly defined your objectives. What exactly do you want to achieve? Do you want to inform? Or do you want to convince participants to take action?

In this chapter, we will briefly discuss the importance of defining your target group as concretely as possible. Your networking event stands or falls with the way you communicate with your target group. The online survey clearly showed that construction professionals like to be contacted via a personal invitation and to receive information via a newsletter.

On the basis of a number of example templates, we go through a number of indispensable steps so that you too can draw up a communication plan tailored to your target group and thereby achieve your predefined objectives. The network event is then a tool to reach your target group and to achieve your proposed objective(s). (In attachment: template Brand Persona, template Communication plan).

The communication plan for your networking event

1. TARGET GROUPS

Who do you want to reach? Who do you want to communicate with?

What do you know about your target groups?

Divide your target groups into internal and external target groups.

Once you have mapped out your target groups, you can classify them according to "temperature".

Target groups by temperature

- **Hot audience:**

- **People who know your organisation/product(s)/service(s) very well;**
- **People who are actively involved.**
- **Inform this group what this can mean for them,**
- **What's in it for me.**

- **Warm audience:**

- People who know your organisation/product(s)/service(s) reasonably well and/or are interested in your organisation's activities and services.
- People who have a need/problem/wish and do not know that product/service offers a solution.
- You can usually find these people in your mailing list, on your Facebook page and Twitter.
- Try to find out what their problem is, what barriers they are facing. That way, you can respond to their need and share some results if they want to use your product/service.

- **Lukewarm audience:**

- People who are only moderately familiar with your organisation/product/service/s and are not necessarily (dis)interested.
- People who are aware that they have a need/problem/wish but are unaware that there is a solution.
- Show what happens if they don't address it. This can be done in different scenarios.

- **Cold audience:**

- People who know little or nothing about your organisation/product(s)/service(s) and/or people who have little or no interest in your organisation/product(s)/service(s);
- People who are not aware that they have a need/problem.
- Make sure they are aware of the need/problem/wish they have. Illustrate that you can solve the need/problem/wish. Show what will happen if they don't address it. This can be done in different scenarios.

- **Ice cold audience:**

- People who do not know your organisation and have no interest in it at all and/or people who - because of past experiences - have a negative image of your organisation.

2. COMMUNICATION BARRIERS

Research per target group where the communication barriers are. Pay particular attention and time to the "cold" and "frosty" audiences. After you have filtered out the pain points, inform them what it will bring them.

Possible barriers

- Material barriers
 - Cost, accessibility of infrastructure, presence/absence of facilities ...
- Physical barriers
 - Everything related to hearing and seeing, speed of the message...
- Intellectual barriers
 - Information overload
 - Finding the right contact point
 - Being able to ask targeted questions
 - Level of difficulty of the message, official language, abstract images, humour

- Psychological thresholds
 - Selectively looking, listening, reading, remembering...
 - Having doubts about the organisation, the subject, the approach, the employee...

Once you have detected the thresholds, you can target them if possible.

Target Groups	Information	Intern/extern	Temperature	Barriers

Example

You can choose to start by defining your objectives.

Afterwards, you look at which target group(s) you want to reach/involve in order to achieve your objective(s)..

3. OBJECTIVES

To set your objectives, you need to know what you want to achieve with your communication.

6 OBJECTIVES¹:

- Attracting attention
 - Being top of mind
 - Increasing awareness of services, activities, ideas
- Inform and/or increase knowledge
 - All information is available to those who ask for it
 - All information can be found by those who search for it
 - The target groups are actively informed
 - The information is of high quality: timely, correct and comprehensible
- Convince and recruit
 - Influencing awareness
 - Influencing attitude
 - Influencing Behaviour
- Support
 - Keeping the attention at regular intervals
 - Provide information for those who want more detailed or customised information.
- Maintain
 - Continue to reach your audience in a 'customer-friendly' and sustainable way.
 - Ensure a regularity in the communication
- Involving and connecting
 - Interacting with the target group
 - Always use a positive approach with your target group when asking questions, criticising, complaining and making suggestions.
 - Generating involvement
 - Engage

¹ Source: communication and channel strategy workshop by Eric Goubin

You may have a different communication objective for each target group. For example: you want to inform local residents and you want to convince and recruit them to take the next steps. So make it very concrete.

Target groups	Objectives

Example

4. MESSAGE & STRATEGY

Decide what message you want to convey:

- Not too much because it is confusing
- Maximum two sentences per message
- How do you want to get it across?
- What is your house style?
- Think from the recipient's point of view: what does he/she want to know?

Target groups	Objectives	Message

Example

5. CHANNELS

Per target group and per objective, you determine which channels you will use. These can be your own channels, such as your website or Facebook page. Above all, look for new communication carriers, such as a brochure or a leaflet.

Overview: channels best used per objective

COMMUNICATION OBJECTIVE	CHANNEL
ATTRACT ATTENTION	<ul style="list-style-type: none"> - Press releases - Audiovisual, (video) - Posters in suitable locations - Flyer/ Brochure - Personal letter or mail - Orally - Exhibition stand, event - Digital newsletter - Social media
INFORM & INCREASE KNOWLEDGE	<ul style="list-style-type: none"> - Press releases - Website - Magazine/Catalogue - Leaflet/Brochure - Direct mail - Orally
ABOUT & RECEIVE	<ul style="list-style-type: none"> - Oral - TV - Video - Social media
SUPPORT	<ul style="list-style-type: none"> - Website/App - Leaflet/Brochure - Social Media - Orally

MAINTAIN	<ul style="list-style-type: none"> - Oral - Magazine - Newsletter - Social Media
RELATE & CONNECT	<ul style="list-style-type: none"> - Oral - Social media - Survey - Interactive website

See what channels are available and whether it is necessary to create another one.

Existing channels	Objectives	New channels	Objective

Example

6. BUDGET

Make sure that there is a sufficient budget for communicating with your target group in order to achieve your goals.

7. ORGANISATION & ROLES

Make sure you work with partners and volunteers.

8. ACTIONS & TIMING

If you are planning specific actions, do this for each target group. For example: the layout and distribution of a brochure to a Facebook post to an information evening for the neighbourhood. Stick a timing on it already.

Date	Action	Target group	Channel	Message

Example

9. EVALUATION

It is important to evaluate your communication in the meantime and adjust it if necessary. Also at the end of your campaign. If you have organised a networking event, you should also evaluate it. Afterwards you can look at the whole thing. Did the communication lead to a conversion? Did you achieve the intended results?

'Nice good practicises'

Taking into account and based on the results of the survey, the project partners involved organised a number of networking events, trainings, workshops and other events for construction professionals.

Kamp C has obtained input from the project partners involved through a specific survey, which has been incorporated into this report. Project partners have organised several networking events for the construction professionals.

The report discusses three networking events that took place in three different regions during the SHINE project.

Parc Naturel Regional des Caps et Marais d'Opale *France*

Networking event: Breakfast with craftsmen

Organiser:

- Parc naturel régional des Caps et marais d'Opale

Network event:

- Breakfast with craftsmen.

Objective:

- Bringing professionals into contact with each other, informing them and raising their awareness

Target group within building professional:

- Insulation, heating engineer, renewable energy installer, small local contractors

Number of participants:

- 11

Used communication channels

- Newsletter, email, Facebook, local newspaper

Topic of the network event:

- Wood wool insulation and air tightness

Communication plan developed for this networking event:

- No, *"It is difficult to mobilise the craftsmen, we asked professional organisations to pass the events on to the artisans."*

Weaknesses:

- Low turnout of professionals

Strengths:

- Mobilisation of the community
- Mobilisation of professional organisations
- Quality training
- Quality intervention

Organisation or stakeholder you have worked with for this local networking event:

- The Chamber of Trade and Crafts
- The University of Littoral
- Lumbres Technical School
- Samer's town hall
- Intercommunal services

Conclusion:

The networking event brought together various building professionals. Professionals were informed about the new insulation materials. Participants were able to learn about our heritage and how best to carry out sustainable renovations while retaining the building's characteristics. Parc d'Opale's objective is to develop its own bio-based materials, with local professionals as ambassadors. The organised network events created a certain dynamic and were essential to reach and inform the target group. Based on the network events, Parc-Opale now has a development programme underway to develop Bio-based.

Hastings Borough Council, UK

Network event: Warmer Sussex Supply Chain Engagement

Organiser:

- Hastings Borough Council

Network event:

- Warmer Sussex Supply Chain Engagement-event, at the football stadium 'The Amex'.

Objective:

- Introducing construction professionals to the RetrofitWorks cooperative model.

Target group within building professionals:

- Construction company for SMEs and one-man businesses, regional companies specialising in façade work, architects.
- Dissemination of the SHINE project objective.

Number of participants:

- 41

Used communication channels:

- Facebook, Twitter, own communication channel (website), Word of mouth from cooperators, advertising on the screens of the football stadium on match days.

Topic of the network event;

- Presentation of 'The RetrofitWorks Model': What this model can mean for Sussex.

Communication plan developed for this networking event:

- No, we have not communicated through the following channels: word-of-mouth, social media and the Chamber of Commerce.

Evaluation of the networking event:

- Participants answered a number of questions related to the networking event. The results were discussed on the basis of a graph. (see attachment)

Weaknesses:

- A large number of participants were already convinced that retrofits offer opportunities for the future.
- Participants are sceptical about the high level of investment and the low outcome.

Strenghts:

- Mobilisation of construction professionals.
- Large number of participants (due to the lure of the event).
- We linked the networking event to a tour of the football stadium.
- SHINE ensured the involvement of the RetrofitWorks cooperative model in our area this created a number of opportunities. including links with CAB1066 and their work in WP1.
- A number of participants subsequently joined the cooperative.

Organisation or stakeholder you have worked with for this local networking event:

RetrofitWorks



Inspiration site visit: Leolyn House, St Leonards

Added value of the site visit:

- Because of the building typology of Leolyn House, this was a good example to inspire the visitors. Participants saw on site the possibility of a sustainable energy renovation. It was shown that despite the building's typology, this objective can be achieved.
- Leolyn House consists of 80 new energy-renovated houses, which local people can rent at an affordable price.

Target groups within building professionals:

- All contractors involved in the project.

Organisation or stakeholder you have worked with for this local networking event:

- OPTIVO
- The South East Local Enterprise Partnership



Leolyn House, work before and after energy renovation

City of Sint-Niklaas, *Belgium*

Network event: Fair Building and renovating sustainable

Organiser:

- City of Sint-Niklaas and Confederatie Bouw Oost-Vlaanderen (OP)

Network event:

- Fair Building and renovating sustainable

Objective:

- Bringing together local building professionals
- Sharing knowledge about energetic renovations and ecological building techniques
- Creating opportunities for possible partnerships between renovation projects in the community and building professionals
- Raising awareness and informing potential builders

Target groups within building professionals:

- Local contractors with expertise in sustainable building and renovation
- Local companies with expertise in ecological materials
- Energy experts
- Architects

Number of participants:

- 39 exhibitors of building professionals
- +/- 1.000 visitors

Used communication channels:

- Facebook, own communication channel (website), City magazine, mailing, personal invitations, outbound telephone calls

Topic of the network event:

- Sharing expertise and good practices

Communication plan developed for this networking event:

- Yes, based on the communication plan, we used various communication channels to reach the target group(s).
- We put a lot of effort into extra mailing, actions on social media, promotion via local media.
- Despite our efforts, it was still difficult to convince people to visit the fair. We had estimated the number of visitors to be higher than the actual (+/-) 1000 visitors.

Weaknesses:

- The intensive promotion campaign for this event has apparently not produced the desired results. (too few visitors)
- There were fewer visitors than in previous editions
- Too few partners willing to commit to organising this event.
- Apart from the communication plan, it is necessary to draw up a script for this type of event.
- Informing and sensitising appear to be difficult

Strenghts:

- The stand for the construction professionals at the fair was offered free of charge. (is exceptional)
- There was very good communication to and with the construction professionals and experts.
- We reached a large number of construction professionals and experts
- Despite the fact that there were fewer visitors than in previous editions, the visitors of this edition were really interested
- Fringe activities such as testing e-bikes were well received.

Organisation or stakeholder you have worked with for this local networking event:

Confederatie Bouw Oost-Vlaanderen (OP)



Trade fair sustainable building and renovation, 2017 edition



Trade fair sustainable building and renovation, 2017 edition



Promotion of the fair

Conclusion:

Construction professionals need such local networking events, and there is a great demand to set up a forum where construction professionals have a platform.

Networking events on innovative materials and energetic renovations are a success.

However, the Sustainable Building and Renovation Fair needs to be rejuvenated. We have the ambition to attract more (independent) partners from the building sector to help organise this event, to adjust the concept to reach an even wider audience. This seems to us an important step in attracting more visitors to the local network events. After all, the experience from our previous edition has taught us that the visitors who visited the fair often take action to build or renovate sustainably.

Clavis, *The Netherlands*

Networking event: How to make your house “Nul op de Meter” (NOM)

Organiser:

- Clavis

Network event:

- How to make your house “Nul op de Meter”

Objective:

- Sharing information and expertise on energy renovation at neighbourhood level

Target groups within building professionals:

- Local construction companies and suppliers, project partners within SHINE, fellow entrepreneurs, private homeowners, individuals

Number of participants:

- Number between 30 à 40

Used communication channels:

- Facebook, own communication channel (website), newsletter

Topic of the network moment:

- Presentation of renovation methods

Communication plan developed for this networking event:

- Yes, +/- 200 addresses were informed, this accounted for 20% of the number of visitors.
- The suppliers' market was well visited.

Evaluation of the network event:

- Yes, by telephone survey with the visitors

Weaknesses:

- A low turnout

Strenghts:

- Mobilisation of construction professionals
- Cross-border presence of suppliers
- Information on grants
-

Conclusion:

The network event, 'How to make your house 'Nul op de Meter'', took place before the start of the Bellamystraat renovation. Both building professionals and private individuals from the neighbourhood were invited. The building professionals informed the private individuals and the building professionals via an information stand. By means of a presentation, our construction partner informed the participants about the 'Nul op de Meter' working method.

There was a good mix of visitors and a lot of information was shared between the construction partner, private individuals and the construction professionals. Chain cooperation between the various building professionals is the next step.

Due to the pandemic, it was unfortunately not possible to organise a second network event with an even broader group of building professionals.

Inspiration site visit: Renovation '0' and Construction '0'

Added value of the site visit:

- The site visit was very informative; you can experience the building process in 'real time' and discuss the results.
- There is the opportunity to share expertise on site.
- You can talk to the contractor.

Target groups within building professionals:

- Project partners and local contractors involved in the project.

Conclusion

During the SHINE project, the project partners organised inspiring networking events and site visits. The aim of these events was to create a local network for and of building professionals.

Setting up a local network obviously starts with a needs analysis. What topics do the building professionals want to know more about, and in what format should the content be offered? The needs analysis shows that ventilation, insulation, energy storage, heat pump systems and innovative techniques are topics that they would like to make time for.

Subsequently, the project partners set to work on effective event design. From this we learned the following:

- The many new channels, formats and methods offer opportunities to reach your specific target group.
- Measuring the achieved target(s) turns out to be crucial to refine the next network project. Why was this action successful and/or where are the pain points? Did I reach my specific target group? What actions do you take based on what you measure?
- Linking up with an organisation or institution that is linked to your specific target group turns out to be a winner. Partnership and joining forces can be a catalyst to having more impact.
- And last but not least, link to your event or action a fun activity, this offers the participants to engage with each other.


We can conclude that setting up a local network for construction professionals is not an easy task. Even with a previous needs analysis, and a good network, it is a challenge to bring the construction sector together, but it is worth the effort. Bringing the sector together, and introducing them to new techniques and methods can only lead to a more innovative construction sector.



Annexes

- Template Brand Persona
- Template Communicatieplan

Template: Brand Persona

Persona X	
	<p>NAME:</p> <p>AGE:</p> <p>OCCUPATION:</p> <p>STATUS:</p>
	<p>USER STORY:</p>
<p>PAINS & GAINS</p> <p>PAINS</p> <p>GAINS</p>	<p>DRIVERS, BARRIERS AND BEHAVIOR</p> <p>DRIVERS TO PROCEED</p> <p>BARRIERS TO REGRESS</p> <p>BEHAVIOR</p>
<p>RESPONSABILITIES</p>	<p>CHALLENGES</p>

Bron: The house of marketing

Template: Communicatieplan

Datum	Actie	Doelgroep	Boodschap	Kanaal	Verantwoordelijk	Budget	Evaluatie

Project partners

