Energy Training for Construction Workers for Low Energy Buildings

BUILD Up Skills QualiBuild

Report Title: Evaluation Report of Communications Campaigns (including Survey of Attitudes to Quality)

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1 Introduction

This document is the Evaluation Report of the Communications Campaign (including Survey of Attitudes to Quality) and is at an interim stage. At the completion of the project, this document will detail the completion of Work Package 5 and the outcomes.

The development of a culture within the construction sector which has quality as a core value requires strong communication. QualiBuild will implement a focused, innovative and targeted communication campaign to convince consumers, building construction workers and construction companies of the value of addressing quality when completing low-energy building projects. This includes a campaign to develop a common Quality Building language between construction professionals and workers.
2 Communications Strategy Implementation

The primary approach to the communication strategy implementation is via content marketing. The aim is to create a collection of informative content for those in the industry and for home owners, and distribute this via our communications channels.

Current online channels are:

- Website
  - www.QualiBuild.ie
- Facebook
  - https://www.facebook.com/QualiBuild
- Twitter
  - https://twitter.com/QualiBuild
- LinkedIn
  - https://www.linkedin.com/groups?home=&gid=8193022&trk=anet_ug_hm
- Newsletter
  - Monthly, to list developed from partner lists and website sign ups
- YouTube
  - Video channel
- SlideShare
  - Presentation channel

Current offline channels are:

- Trade shows
  - Industry
  - Consumer
- Construction worker/professional coffee talks
- Media
  - Print
  - Radio
- Surveys
  - Trainers
  - Construction workers
  - Consumers

Content to support both channels includes:

- Articles
- Blog/website content
- Case Studies
- Fact Sheets
- Videos
3  Communications Strategy Activity To-Date and Interim Evaluation

3.1  Deliverables to-date

3.1.1  Target Group Database
Metric: Number of Entries
Target: Minimum of 1,000 organisations / employers listed by Month 12
Status: Target met

Database currently consists of:
- 1368 contractors
- 281 heating and plumbing contractors
- 428 carpenters
- 1020 electricians
(June 2015)

**Evaluation:** These databases have primarily been used to-date to promote the Foundation Energy Skills programme. This resulted in over 400 Expressions of Interest by April 2015. They will also be used to promote the National Register of Construction Workers and the National Roll-out.

3.1.2  Project Presence at Industry Events
Metric: Number of Events
Target: Minimum of 5 during project lifetime
Status: Target met

8 events to date:
- Better Building: Month 6 (presentation): April 2014
- Architecture Expo: Month 12 (an exhibitor booth at the conference): 12-13 October 2014
- Better than Best Practice (QualiBuild and SustainCo joint conference): October 14/15 2014
- Innovation in Building: Month 11 (an exhibitor booth at the conference): 12 September 2014
- Self Build Show: Month 11 (an exhibitor booth at the conference): 13/14 September 2014
- Construction Industry Federation annual conference: Month 12 (an exhibitor booth at the conference): 1 October 2014
- Fuel Poverty Conference: Month 12 (flyers in the delegate packs): 6 October 2014

**Evaluation:** Even though the target is met in terms of number of events, there will be a focus on consumer events and other industry events in 2015.
3.1.3 Stakeholder Engagement at Events
Metric: Number of ppl who visit and engage with the project
Target: 1000
Status: to be assessed
Evaluation: Numbers from the above events need to be collected and assessed.

3.1.4 Success of Communications Campaign
Metric: Number of consumers (home and building owners) reached
Metric: Number of professionals and craftsmen reached
Target: TBD
Status: Target to be confirmed

Evaluation: Current analysis shows nearly 400 responses to Foundation Energy Skills programme (mix of builders and craftsmen) and 130 responses to Train the Trainer programme (professionals and craftsmen). Additionally, the communication channel metrics show good progress in outreach to-date.

3.1.4.1 Individual Channel Metrics at a Glance

www.QualiBuild.ie
Visits and Views
- Website visits 7,663
- New visitors 4,700
- Page views 19,543

Most popular pages
- FES Training
- Train the Trainer
- Better than Best Practice

Top referrers
- Twitter
- Send in Blue (mailing list)
- LinkedIn
- Facebook

Twitter: @QualiBuild
Followers 418

Facebook
Likes 31

Google +
Total views: 1,688
Which includes:
- Page views — 837
- Post views — 379
- Photo views — 472

YouTube
- Subscribers 3
- Views 349
- Minutes watched 2,038

Top videos (views)
- Thorston Windmueller
- Simon McGuinness
- QB Registration WS intro
- NZEB conf highlights
- What does Quality Building mean to you?

LinkedIn Group
Members 67
3.1.5 Coffee Talks
Metric: Number of coffee talks
Target: 10
Metric: Number of workers/professionals at each event
Target: 10/10
Status: Pilot delivery

**Evaluation:** Programme has been designed, currently working on confirming topics, location, and venues. The first Breakfast Briefing will be run in June 2015, with the remainder running from September 2015 to February 2016.

3.1.6 Stakeholder Surveys
Metric: Survey Response Rate
Target: 200
Metric: Increase in “value” placed on quality
Target: TBD
Status: Design stages

**Evaluation:** A few surveys have been implemented. There were 16 surveys completed from the Train the Trainer cohort. Additionally, there was a survey prior to Better than Best Practice posted on Passive House + website, as well as a small survey for homeowners distributed at the Self-Build show in September 2014.

A survey with larger distribution will go out to FES candidates, will a follow up survey to be completed by those who complete the course. This has been prepared by ITB.

For analysis of the surveys completed to-date, please see Section 4.

3.1.7 Web Portal Visits
Metric: Number of unique site visits
Target: 10,000
Status: In progress

**Evaluation:** QualiBuild.ie has had 4,700 unique visits, as of 31 May 2015. Please see Individual Channel Metrics at a Glance for further details.

3.1.8 Training Material Downloads
Metric: Number of downloads
Target: 1,000
Status: Not yet started

**Evaluation:** Training material is not yet uploaded to QualiBuild.ie. We will be able to track this metric when the Foundation Energy Skills programme launches. The website functionality of
www.Qualibuild.ie will need to include a way to track downloads. Current functionality around the Content Builder will need to be tested.

### 3.1.9 Radio Interviews

**Metric:** Number of interviews given  
**Target:** 10  
**Status:** In progress

Three radio interviews have been given as of 31 January 2015:

- Kildare Today FM - 16 Dec 2014  
- Cork's Life FM - 18 Dec 2014  
- Cork's Life FM - 29 Jan 2015

**Evaluation:** A focus in 2015/2016 will be on booking interviews about the various elements and outcomes of the project, as well as general topics in Quality Building. Interviewees should come from all the partners and stakeholders if possible.

### 3.1.10 Press/Journal/Magazine Articles

**Metric:** Number of articles printed  
**Target:** 20  
**Status:** In progress

Six articles have been published as of 31 January 2015:

- Construction Magazine Nov-Dec 2014  
- Construction Magazine Sept-Oct 2014  
- Irish Times 29 Sept 2014  
- Passive House Plus (web) 15 Oct 2014  
- Passive House Plus (web) 17 Oct 2014  
- theJournal.ie (web) 15 Oct 2014  
- Passive House plus (web) 30 March 2015

Upcoming articles submitted to Construction Magazine, Passive House Plus and a joint article with Ren Net submitted to Engineers Ireland.

**Evaluation:** A focus in 2015 will be on publishing consumer targeted articles in the mainstream media. There has been some difficulty in getting articles to consistently land in the media. The intention is to use some of the budgeted Communication Consultant services for this.

### 3.1.11 Case Studies

**Metric:** Number of case studies produced  
**Target:** 20  
**Status:** In progress

**Evaluation:** Template for case studies is being developed. This will be circulated to stakeholders, IGBC members, CIF members, and directly to contractors, sub-contracts and designers.
4 Surveys of Attitudes to Quality

The focus of the Surveys of Attitudes to Quality is the Building Construction Worker, and there will be a survey distributed to them pre- and post-participation in the Foundation Energy Skills programme. The survey has been prepared by ITB, and will begin distribution in September. The responses from cohorts in the courses will be evaluated on an ongoing bases.

A few surveys have been implemented. There were 16 surveys completed from the Train the Trainer cohort. Additionally, there was a survey prior to Better than Best Practice posted on Passive House + website, as well as a small survey for homeowners distributed at the Self-Build show in September 2014.

Currently the data from the Train the Trainer cohort and the homeowners is being use anecdotally, however the Near Zero Energy Building Survey, which was distributed to industry professionals, was used to develop the article below and promote the Better than Best Practice conference.

Reponses from this survey are found in the Appendix.
5 Appendix

### Occupation of Respondent

- Contractor
- Architect
- Engineer
- Surveyor
- Homeowner
- Product Manufacturer
- Other

### Have you heard of Near Zero energy building standard (NZEB)?

- No
- Yes
Do customers ask for High performance in energy standards?

- Almost all
- Many
- Few
- None
- N/A

How much should it cost annually to heat an average sized NZEB house?

- €200
- €200–€500
- €500–€1000
- >€1000

Do you know how to achieve compliance with building regulations for a residential building?

- No
- Yes
- N/A
Have you completed any dwellings to Part L 2011?

- No
- Yes
- N/A

If yes how did you find achieving compliance?

- Easy
- Moderately Difficult
- Very Difficult
- N/A

Have you completed any low energy building training in the last 2 years?

- No
- Yes