

BUDI
WP1 Market analysis and awareness raising for the Building Directive

Slovenia

Marketing strategy, awareness raising activities

dr. Marjana Šijanec Zavrl, Katja Repic
 Building and Civil Engineering Institute ZRMK

Meeting in Dublin, September, 27-28 2005

What can BCEI ZRMK do to support the up-take of energy performance certificate

Information and awareness raising about the content and the message of the energy performance certificate – for building owners, building management companies, real estate agents

Advice on recommended investment in energy efficient refurbishment of existing building

Offer assistance to bigger building owners in provision of certificates for a large number of their buildings

Exchange of experiences with governmental bodies on local and national level, responsible for development of legal procedures

Train the experts

Communication Strategies (by CODEMA)

Early adopters:

- Niche market directly targeted
- Demonstration housing project
- Demonstration public buildings project
- Informing related stakeholders
- Interactive communication strategies (workshop, round-table, informal meetings) to get feed-back

Mass Market

- Trade literature & Exhibitions
- Real-estate Agents
- Developers
- Investors
- Architects and engineers
- Craftsmen working in energy refurbishment

Launch Strategies
 - Promotion budget – BCEI ZRMK

€7,000	€7,900
--------	--------

PR agency (activities in house)
 Information folder
 Local Dissemination
 Workshops
 Travel & Sub (local)

Information pack X2
 Training workshops X2
 PR activities
 Travel & Sub (local)
 International Dissemination

Awareness raising

Pilot actions

Dissemination

2005 Jan May Oct 2006 Jan May Oct

Public Relations

Media articles

Gradbenik (magazine for construction and building sector)

EGES (magazine for energy, economy & environment)

Ljubljana (journal of Ljubljana Municipality)

Ucinkovito z energijo (Bulletin for energy efficiency)

Svet nepremičnin (real estate magazine)

Finance (daily newspaper with supplements)

other

Direct meetings with stakeholders

Informal meetings, contacts to potential "BUDI experts"

Communication at events (for general public and professionals)

Web site contacts, national web site

<http://www.gi-zrmk.si/EUprojekti/budi/BUDIhome.htm>

The screenshot shows a web browser window displaying the BUDI website. The page title is "BUDI - France «Directive EU o energijski učinkovitosti stavb (2002/91/EC) v praksi - Pilotni projekt za rešitev tujih energetskih izzivov". The content includes a list of news items with dates and a section titled "CELUS PROJEKTA" which details the project's goals and activities.

... done



PR paper in EGES magazine June 05

Leaflet printed

National conference on 29-30 Sept. 2005:

BUDI leaflets

Lecture on EPBD



Advertising

Magazine advertisements

- In support of workshops
- workshops for building sector organised by BCEI ZRMK



Other Promotion

Direct marketing

- Local Authority contacts
- Building owner contacts

Third-party marketing

- Web site links
- E-mail newsletters

Communication with professionals

- Lectures at various professional events
- Energy advisory network ENSVET

Interviews

- PR activities to place energy certificate in interviews

ZRMK INSTITUT
Gradbeni inštitut ZRMK

Thank you for your attention!

SWOT analysis - Slovenia

Strengths

- In Slovenia energy performance certificate will be obligatory since 2006 for new buildings and since 2009 for existing buildings
- The budget allocated for subsidies for energy efficient refurbishment of buildings (can be linked to certificates)
- Ministry responsible for transposition is co-operation closely with BUDI partner
- National strategic documents support introduction of certificates
- The knowledge about building energy certificate and understanding of the content increased in last two years (general public and decision makers)
- Energy audits were introduced in 1997, best practice available

SWOT analysis - Slovenia

Weaknesses

- Not enough experts available to cover the demand
- Quality of certificates, repeatability
- Quality of expert work
- Legal procedures are not always capable of control mechanisms for certificates (grey market of renting may be increased)
- Low level of experience in final energy performance (traditionally heat demand is considered)
- Misunderstanding of information given in certificate (will actual energy consumption match the declared value)

SWOT analysis - Slovenia

Opportunities

- Support from ministry (Ministry of environment and physical planning) responsible for EPBD transposition
- Support from local energy agencies (new in Slovenia)
- Added value for property owners, cost-effective future investment
- Increase the capital value of a property
- Improve the quality of living and rental potential of the building
- Job opportunity for qualified experts
- Environmental benefits

SIAS

INSTITUT
Gradbeni inštitut ZRSR

SWOT analysis - Slovenia

Threats

- Performance certificate may be considered as a barrier, slowing down the conclusion of the selling-buying (and renting) contract
- Lack of actors (staff) involved in control (municipal housing fund may control certification in renting)
- Lack of enthusiasm in the construction sector
- Perceived as just an added cost and additional paperwork
- Low interest in case of bad performance buildings
- Reduction of real estate price and rent

SIAS

INSTITUT
Gradbeni inštitut ZRSR

Positioning

- where the key to the property is handed over

Energy Performance Certificates will apply at point of conveyance of a property

- Construction
- Sale
- Rental

The marketplace is around the people involved in the transaction

- Purchasers
- Real-estate agents
- Technology providers

Professionals, that also influence the up-take of the certificate

- Architects
- Engineers
- Suppliers of insulation, RES and HVAC technologies
- Building managing companies

SIAS

INSTITUT
Gradbeni inštitut ZRSR

International Dissemination

International Transfer of Experience

- Web-based communication platform
- Project results leaflet
- Actions

Conference participation
Papers and articles in newsletters
Networking with other projects
Distributing materials

Common Dissemination by GEA

Localization issues

- Country-specific information package in national language

SIAS

INSTITUT
Gradbeni inštitut ZRSR