



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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Table of Contents

1	Introduction	0
2	Communications Strategy Implementation.....	1
3	Communications Strategy Activity To-Date and Interim Evaluation	2
3.1	Deliverables to-date.....	Error! Bookmark not defined.
3.1.1	Target Group Database	2
3.1.2	Project Presence at Industry Events	2
3.1.3	Stakeholder Engagement at Events	3
3.1.4	Success of Communications Campaign.....	4
3.1.5	Coffee Talks	8
3.1.6	Stakeholder Surveys.....	9
3.1.7	Web Portal Visits	10
3.1.8	Training Material Downloads.....	10
3.1.9	Radio Interviews.....	11
3.1.10	Press/Journal/Magazine Articles	12
3.1.11	Case Studies	12
4	Surveys of Attitudes to Quality	14
5	Appendix	Error! Bookmark not defined.

1 Introduction

The purpose of Work Package 5WP is to build on the core message of Quality Building and through a specific communication campaign enhance the reputation of the construction sector in relation to low energy building. This Work Package also supports WP3 and WP4 with outreach and promotion.

The development of a culture within the construction sector which has quality as a core value requires strong communication. During the QualiBuild project, a focused, innovative and targeted communication campaign was implemented to convince consumers, 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.

The following were the targets and actions for WP5:

- Development of target messages and markets
- Development and delivery of the Communications Campaign
- Development and delivery of the construction workers and professional briefings
- Outreach for FES and TtT courses
- Outreach and promotion for the Construction Worker Skills Register
- Development of a Target Group Database
- Project Presence at Industry Events, with a measured Stakeholder Engagement at Events
- Stakeholder Surveys to measure an increase in “value “placed on quality
- Tracking Web Portal Visits
- Tracking Training Material Downloads
- Ensuring media coverage of the project through Radio Interviews and Press/Journal/Magazine Articles
- Development of Case Studies
- Development of Video Interviews

During the project, we developed a significant amount of materials across the work packages, and were able to create a variety of interactions with stakeholders, both in-person and online. These resulted in over 14,000 unique visitors to the website; nearly 4,000 views of the QualiBuild videos; over 500 connections with builders, trainers and construction professionals through programmes; over 30,000 interactions through tradeshow and events.

The communication materials are hosted on the QualiBuild website at www.QualiBuild.ie, as well as on QualiBuild YouTube and SlideShare channels.

While just under 25% of the unique visitors to the QualiBuild website were looking for information regarding the training programme, the articles, events, the Quality Building ebook and case studies received a significant amount of traffic.

After materials are published online, it takes a fair amount of time for materials to gain traction – to be indexed by Google, to show up in the recommended video list on YouTube for example – so we are expecting that there will be continued impact in the two years that the QualiBuild website is live.

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. This action was led by the IGBC with support from the other partners.

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
 - As needed, 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 briefings (coffee talks)
- Media
 - Print
 - Radio
- Surveys
 - Trainers
 - Construction workers
 - Consumers

Content to support both channels includes

- Articles
- Blog/website content
- Case Studies
- Videos

3 Communications Strategy Activity and Evaluation

3.1 Key Performance Indicators

3.1.1 Target Group Database

Metric: Number of Entries

Target: Minimum of 1,000 organisations / employers listed by Month 12

Status: Database consists of 3842 companies that have either engaged with QualiBuild or have been part of the target group for outreach. (July 2016)

Evaluation: These databases have been used to promote the Foundation Energy Skills programme and to disseminate information regarding the programme.

3.1.2 Project Presence at Industry Events

Metric: Number of Events

Target: Minimum of 5 during project lifetime

Status: The project was involved (as participants, presenters and/or organisers) in 24 significant events and other smaller events during the project lifetime.

1. Better Building Conference, Dublin: Month 6 (presentation): April 2014
2. Architecture Expo, Dublin: Month 12 (an exhibitor booth at the conference): 12-13 October 2014
3. Better than Best Practice, Dublin (QualiBuild and SustainCo joint conference): October 14/15 2014
4. Innovation in Building, Dublin: Month 11 (an exhibitor booth at the conference): 12 September 2014
5. QualiCheck Conference, Brussels, Belgium: Month 13 (presentation): 4 September 2014
6. Self Build Show, Dublin: Month 11 (an exhibitor booth at the conference): 13/14 September 2014
7. Construction Industry Federation annual conference, Dublin: Month 12 (an exhibitor booth at the conference): 1 October 2014
8. Fuel Poverty Conference, Dublin: Month 12 (flyers in the delegate packs): 6 October 2014
9. Ren-Net - Low Energy Buildings and Supply Chains Conference, Donegal: Month 16 (presentation): 27 February 2015
10. National Construction Summit, Dublin: Month 20 (QualiBuild presentation): 16 June 2015
11. EU Sustainable Energy Week, EUSEW, Brussels, Belgium: Month 20 (presentation): 15-19 June 2015
12. Carlow Kilkenny Energy Agency Better Energy Finance Scheme event, Kilkenny: Month 20 (presentation): 25 June 2015
13. Green Oasis, Dublin: Month 21 (presentation): 9 July 2015
14. SureCon (NaSaBau) Train the Trainer and Pilot Delivery, Dublin: Month 19 and Month 21 (participant)
15. Self Build Show, Dublin: Month 23 (an exhibitor booth at the conference): 11-13 September 2015
16. Nordic Exchange, Finland: Month 23 (Joint exchange with BEEP and SWEBUILD): 14 September 2015
17. CIF annual Conference, Dublin: Month 24 (an exhibitor booth at the conference), 1 October 2015

18. IOWA annual conference, Killenard, Co Laois: Month 24 (presentation): 21 Oct 2015
19. Self Build Show, Cork: Month 25 (an exhibitor booth at the conference): 7-8 November 2015
20. International Conference on Engaging Pedagogy (ICEP), Dublin School of Computing: Month 26 (presenting the paper: "QualiBuild Train the Trainer - An approach to training trainers of construction workers using flipped learning and peer assessment": 3-4 December 2015
21. Building Energy Rating, BER, Assessors annual conference, Cork, Month 31 (presentation): 12 May 2016
22. Build Upon workshop: Deep renovation in the Residential Buildings Sector., Cloughjordan, Co Tipperary: Month 31 (participants): 31 May 2016
23. National Construction Summit, Dublin: Month 32 (Training presentation): 15 June 2016
24. QualiBuild National Roll Out Conference, Portlaoise, Co Laois: Month 32 (QualiBuild final conference): 21 June 2016

Evaluation: Through the efforts of all the partners, the project was well represented at industry events and in other relevant projects during the project lifetime.

3.1.3 Stakeholder Engagement at Events

Metric: Number of people who visit and engage with the project

Target: 1000

Status/Evaluation: During the project lifetime, the project team attended and participated in a number of events. Some were targeted at the industry, some at consumers, and some were in-depth workshops around key industry issues. The industry events that the project team organised and the in-depth workshops resulted in engagement with over 160 stakeholders. The industry events at which the project was presented had a combined attendance of over 4,300 people. The project also exhibited and supplied information at a number of industry events with over 1,400 stakeholders. To achieve outreach to consumers on the topic of Quality Building, the project exhibited at three consumer trade shows, with nearly 30,000 attendees.

20 events to date:	# attended
Better Building: Month 6 (presentation): April 2014	250
Architecture Expo: Month 12 (an exhibitor booth at the conference): 12-13 Oct 2014	350
Better than Best Practice (QualiBuild and SustainCo joint conference): Oct 14/15 2014	60
Innovation in Building: Month 11 (an exhibitor booth at the conference): 12 Sept 2014	300
Self Build Show: Month 11 (an exhibitor booth at the conference): 13/14 Sept 2014	10,050
CIF annual conference: Month 12 (an exhibitor booth at the conference): 1 Oct 2014	200
Fuel Poverty Conference: Month 12 (flyers in the delegate packs): 6 October 2014	200
Ren-Net - Low Energy Buildings & Supply Chains Conf: Month 16 (pres): 27 Feb 2015	144
National Construction Summit: Month 20 (presentation): 16 June 2015	2,000
Green Room Conference (pop up stand) 21 May 2015	120
Carlow Kilkenny Energy Agency Better Energy Finance Scheme event: Month 20 (presentation): 25 June 2015	unknown
Green Oasis: Month 21 (presentation): 9 July 2015	40
SureCon (NaSaBau) Train the Trainer & Pilot Delivery: Month 19 & Month 21 (participant)	18
Self Build Show, Dublin (an exhibitor booth at the show): Month 23, 11-13 Sept 2015	10,810

CIF annual Conference (flyers in delegate packs): Month 24, 1 October 2015	300
IOWA conference, Killenard, Co Laois: Month 24 (presentation): 21 Oct 2015	100
20 events to date: (continued)	# attended
Self Build Show, Cork: Month 25 (an exhibitor booth at the conference): 7-8 November 2015	8,200
International Conference on Engaging Pedagogy (ICEP), Dublin School of Computing: Month 26 (presenting the paper: "QualiBuild Train the Trainer - An approach to training trainers of construction workers using flipped learning and peer assessment": 3-4 December 2015	unknown
Build Upon workshop: Deep renovation in the Residential Buildings Sector., Cloughjordan, Co Tipperary: Month 31 (participants): 31 May 2016	23
National Construction Summit, Dublin: Month 32 (presentation): 15 June 2016	2,000
QualiBuild National Roll Out Conference, Portlaoise, Co Laois: Month 32 (QualiBuild final conference): 21 June 2016	60

3.1.4 Success of Communications Campaign

Metric: Number of consumers (home and building owners) reached

Target: 700 unique interactions

Metric: Number of professionals and craftsmen reached

Target: 1,000 unique interactions

Status: Completed, see metrics and analysis below

The Communications Campaign essentially began when the QualiBuild website was launched in June 2014. The Call to Action for the duration of the campaign was to drive traffic to the website, either to book a place on a training course or event, or to access the variety of materials available.

The primary method for reaching consumers was through an e-book on the topic of Quality Building. This contains articles and information about low-energy and quality building that is useful to homeowners considering building or renovating. Much of the information has been adapted from sections of the Train the Trainer and Foundation Energy Skills manuals.

QualiBuild partner IGBC attended three consumer-focused trade shows to promote the project and the e-book. These were Self Build in Dublin (September 2014 and September 2015) and Cork (November 2015). Emails were collected and the e-book was sent to the 437 consumers who signed up. (179 at the Cork show, 258 at the Dublin show). The e-book is also available for download on the QualiBuild website. The target for this asset, between emails and downloads, was 500. The Quality Building page with the e-book has had 465 unique views since the introduction of the e-book in August 2015, bringing the total to 902 at the end of July 2016.

The QualiBuild project was active on a number of social media channels, which resulted in 878 followers on Twitter, 186 likes on Facebook, 3,845 video views on YouTube and 1,569 views on SlideShare. (End July 2016, full metrics below)

In regards to outreach to the industry, the project has had over 700 responses to Foundation Energy Skills programme (mix of builders and craftsmen), over 130 responses to Train the Trainer

programme (professionals and craftsmen) and over 300 responses to the professional-worker briefings.

Evaluation:

The success of an awareness raising communications campaign is difficult to quantify, as calls to action are typically not sales or booking related. For the QualiBuild project, our best measure of success is evidence that individuals are accessing the materials and events that were available during the QualiBuild project. Metrics for the various QualiBuild channels are listed below.

3.1.4.1 Individual Channel Metrics at a Glance

www.QualiBuild.ie

Visits and Views

- Website visits 21,995
- New visitors 14,445
- Page views 57,406

Most popular pages

- FES Training programme
- Train the Trainer programme
- Heat Loss and Air-tight Construction (articles)
- Better than Best Practice Conference
- Events
- Quality Building E-book

Top referrers

- Twitter
- Facebook
- Send in Blue (mailing list)
- Irish Green Building Council
- LinkedIn

Twitter: [@QualiBuild](https://twitter.com/QualiBuild)

Followers 878

Facebook: www.facebook.com/QualiBuild/

Likes 186

Google +

<https://plus.google.com/+Qualibuildle-Upskill>

Total views: 5,411

YouTube

- Subscribers 28
- Views 3,845
- Minutes watched 12,602

Top videos (views)

- Why take the Foundation Energy Skills Training Course?
- Thermal Bridging
- Simon McGuinness
- Sealing Pipes, Joists & Cables
- Elements of Wall Build Up

LinkedIn Group:

www.linkedin.com/groups/8193022

Members 87

SlideShare: www.slideshare.net/QualiBuild

Views 1,569

3.1.5 Construction Worker/Professionals Briefings (Coffee Talks)

Metric: Number of coffee talks

Target: 10

Metric: Number of workers/professionals at each event

Target: 10/10

Status: 10 briefings delivered to 201 construction workers and professionals

Date	Location	Topic	Attendees
24/11/14	Dublin Construction Industry Federation	Foundation Energy Skills and the QualiBuild project	38
30/6/15	Athboy, Co Cavan Ecological Building Systems	Improving Energy Performance	11
8/9/15	Claregalway, Co Galway Partel Passive House Suppliers	Thermal Bridge-free Construction	14
3/11/15	Milltown, Co Cork Site of the Self Build Show	Delivering Quality Building	11
9/12/15	Dublin Croke Park Hotel	Getting Practical About Quality on Site – Quality Detailing and Airtightness	25
20/1/16	Dublin Croke Park Hotel	Getting Practical About Quality on Site – Insulation and Thermal Bridging	27
17/2/16	Dublin Croke Park Hotel	Getting Practical About Quality on Site – Ventilation Systems	18
9/3/16	Dublin Croke Park Hotel	Getting Practical About Quality on Site – Efficient Services and Heating Systems	10
8/4/16	Limerick LIT Moylish	Getting Practical About Quality on Site – Understanding Thermal Bridging	22
11/5/16	Limerick LIT Moylish	Getting Practical About Quality on Site – Airtightness and Detailing	25

Evaluation: The intention of the briefings was to get construction workers and design professionals in the same room to discuss issues related to quality, low energy building. The briefings were designed to be as attractive as possible to the participants – the times were either before or after the standard work day, the sessions were kept to 1 hour with some time for networking and discussion before and after, refreshments were served, the topics were timely and relevant and the presenters used visual and practical demonstration elements.

Overall there was a good balance between the numbers of construction workers and the number of professionals. While at the briefings, we made sure to give updates about the QualiBuild programme, and encouraged participants to sign up for other events and activities, especially the Foundation Energy Skills course.

There were challenges in getting the numbers booked for the briefings. The briefings in Athboy, Claregalway and Milltown had the most practical elements, but it was difficult to get the numbers in these more rural locations. The later briefings were in urban centres, so numbers were generally better.

3.1.6 Stakeholder Surveys

Metric: Survey Response Rate

Target: 200

Metric: Increase in value placed on Quality

Target: 10% of participants show an increase in value place on Quality

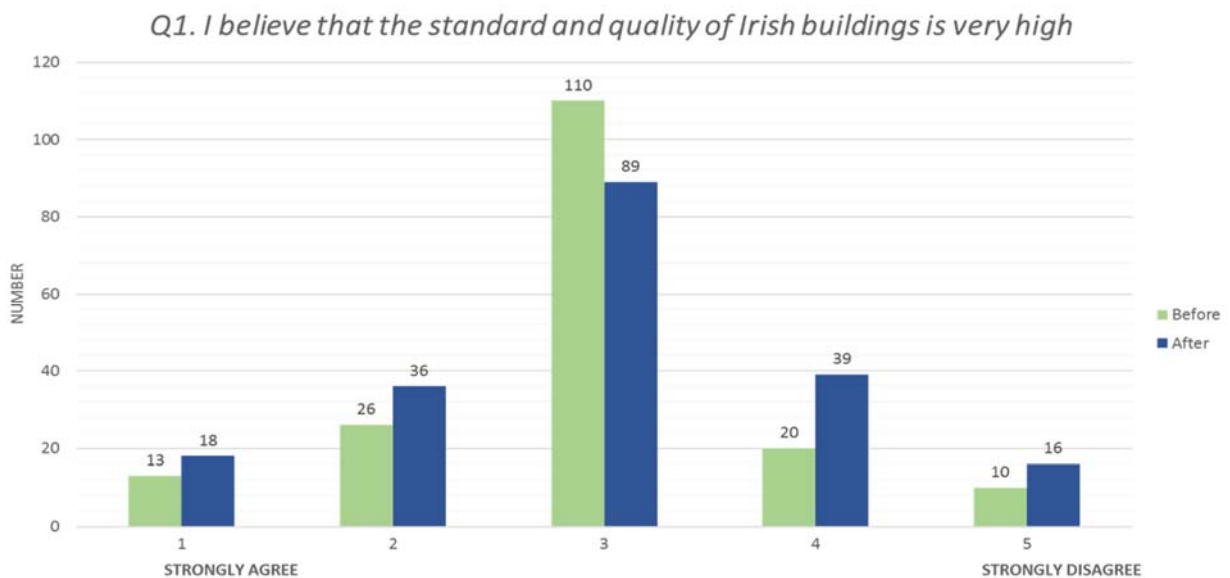
Status: Target met

Prior to the delivery of the Foundation Energy Skills training, a survey for the industry was posted on the Passive House Plus magazine website. For analysis of this, please see [Section 4](#).

It was decided that the most relevant stakeholder to survey regarding value placed on quality was the FES participant. There was a comprehensive survey that covered many factors, and is included in the FES evaluation report.

Highlighting the survey questions that reflected on Quality, three from the thirteen question survey questionnaire that was employed pre and post training are listed below.

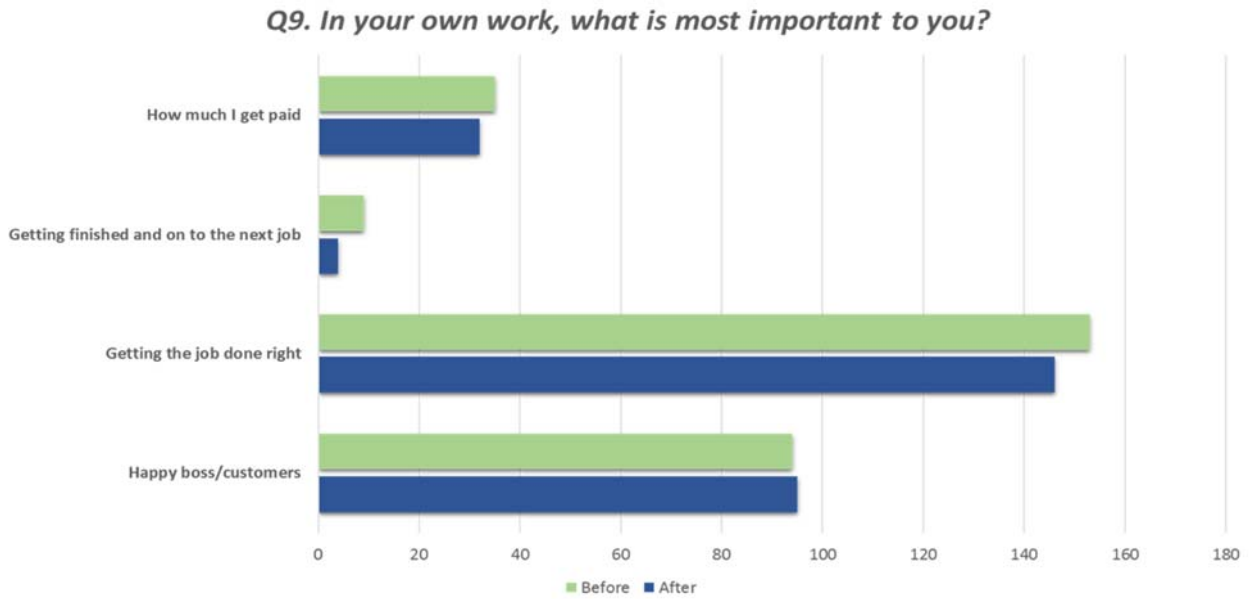
Q.1. I believe that the standard and quality of Irish buildings is very high



Over half of the participants responded in the mid-range of agreement with the statement on the quality of Irish buildings. Significantly, this dropped to 89 post-training, with a marginal increase in those strongly agreeing.

This shows that post-training, participants have a perspective that the quality of building in Ireland needs improvement (thus giving it value).

Q.9. In your own work, what is most important to you? (Rank your choices by writing 1 and 2 in the boxes)



The majority of FES participants ranked ‘Getting the job done right’ as being most important followed by ‘Happy boss/customers’. There were no significant changes post-training in answers relating to motivation in work. This would suggest that most participants on the FES pilot were already focussed on the quality of their work.

Q.10. I believe that there should be closer inspection of building works to enforce standards

Generally, the majority of participants appear to believe that there should be an increase in building control inspections to enforce building standards. There was a significant 40% increase post-training in those strongly agreeing that this is an important aspect of standards enforcement.

This shows that participants realise the self-regulation and on-the-job quality is important, but that there is value in outside inspection to ensure quality standards are met.

3.1.7 Web Portal Visits

Metric: Number of unique site visits

Target: 10,000

Status/Evaluation: QualiBuild.ie has had 14,465 unique visits, as of end of July, 2016. Please see section 3.1.4 for further details.

3.1.8 Training Material Downloads

Metric: Number of downloads

Target: 1,000

Status: 9,885

The QualiBuild programme developed three types of training materials during the project lifetime: materials for the Foundation Energy Skills programme, materials for the Train the Trainer programme and informal learning materials for the industry and consumers.

During the project, it was decided that using an online learning platform was not appropriate for the cohort enrolled in the FES programme. Instead, they received their materials in hard copy and through hands-on learning. However, there is a section on the QualiBuild website with links to

resources and other information. Additionally, videos were made from the FES demonstration activities that were posted on the QualiBuild website and the QualiBuild YouTube channel for use as a training resource. The animated videos developed for the FES course were also posted.

For the Train the Trainer programme, the participants used Moodle (online learning platform) to access training materials)

For the informal learning elements, there are additional informational videos posted on the QualiBuild website and the QualiBuild YouTube channel, project presentations on the QualiBuild website and QualiBuild SlideShare channel, as well as an 18-page Quality Building e-book that is available for download to consumers and professionals.

The numbers of downloads/views for each are listed below.

FES materials (on QualiBuild website)	313
FES demonstration videos (on the QualiBuild website and YouTube)	732
FES animated videos (on the QualiBuild website and YouTube)	175
QualiBuild Train the Trainer artefacts downloadable from Moodle - 43	3,225
Other videos (on the QualiBuild website and YouTube)	2,969
Quality Building e-book (on QualiBuild website)	465
Quality Building e-book (direct mailing)	437
QualiBuild presentation slide deck views (on SlideShare)	1,569
Total	9,885

Evaluation: The wide variety of materials offered over the course of the project has had a good reception. There was functionality built into the website for users to build portfolios of downloadable materials from the website, but this feature was not utilised by site visitors.

3.1.9 Radio Interviews

Metric: Number of interviews given

Target: 10

Status: Ten radio interviews have been given as of end July 2016

- Kildare Today FM - 16 Dec 2014: Pat Barry, IGBC
- Cork's Life FM - 18 Dec 2014: Pat Barry, IGBC
- Cork's Life FM - 29 Jan 2015: Pat Barry, IGBC
- Spirit Radio – 31 July 2015: Pat Barry, IGBC
- Connemara Community radio, 24 Sept 2015, 8.15pm. Interview about green building with information about the QualiBuild FES programme in Galway. : Pat Barry, IGBC
- Cavan Radio – 15 October, 2015: Pat Barry, IGBC
- Morning Ireland – 7 Nov 2015: IGBC member Saint Gobain
- Tipp FM – 1 March 2016: Elisabeth O'Brien, LIT
- Midwest Radio – 18 March 2016: Seamus Hoyne, LIT
- NearFM – 31 March 2016: Pat Barry, IGBC

Evaluation: It was a challenge during the project to get coverage via traditional media (radio/mainstream press), as the trend is to accept a story only when it is associated with advertising. Nonetheless, we were able to secure radio interviews throughout the project on regional stations throughout the country.

3.1.10 Press/Journal/Magazine Articles

Metric: Number of articles printed

Target: 20

Status: 21 articles have been published as of end July 2016.

- Irish Times 29 Sept 2014
- Construction Magazine Sept-Oct 2014
- Engineers Journal, October 2014
- Passive House Plus (web) 15 Oct 2014
- Passive House Plus (web) 17 Oct 2014
- theJournal.ie (web) 15 Oct 2014
- Construction Magazine Nov-Dec 2014
- Passive House Plus (web) 30 March 2015
- Self Build & Improve Your Home Magazine July 2015
- Engineers Journal, July 2015
- Passive House Plus magazine, August 2015
- Passive House Plus (web), August 2015
- Irish Times, 25 Sept 2015
- Passive House Plus magazine, November 2015
- Irish Times, 14 December 2015
- Self Build & Improve Your Home website, December 2015
- Nasz Glos Polish Newspaper, January 2016
- Passive House Plus magazine, January 2016
- Architecture Ireland, February 2016
- Self Build & Improve Your Home Magazine, May 2016
- Education and Training Board Ireland journal, July 2016
- Passive House Plus website, submitted July 2016

Evaluation: As mentioned in the previous section, it was a challenge during the project to get coverage via traditional media (radio/mainstream press), as the trend is to accept a story only when it is associated with advertising. We had success in getting consistent coverage through industry print and online media, with the occasional success in a story landing with the mainstream media.

3.1.11 Case Studies

Metric: Number of case studies produced

Target: 20

Status: 20 case studies have been completed by end July 2016

The case study section of the QualiBuild website highlights particular buildings and professionals that focus on the issue of quality and low energy construction. (www.qualibuild.ie/resources/case-studies/) For the building projects, the aim was to include details which provide sufficient information to allow building owners and developers to consider pursuing their own high quality, low energy building. For the professionals, we asked them to share information about how they got involved with quality, low energy building, and about how they approach their work.

Building Case Studies

[Low-energy retrofit of social housing in Co. Dublin](#)
[Two Semi-Detached Passive Houses in Salthill, Co Galway](#)
[Ultra low-energy cottage in Stepside](#)
[Passive House Pharmacy – a challenging low-energy project](#)
[Clonakilty Eco House in West Cork](#)
[Innovation and Attention to Detail Delivers Affordable Passive Semi-D Development in Wexford](#)
[Co Cork renovation – airtightness and ventilation are key components for success](#)
[Arts and Crafts Style Passive House in Co Tyrone](#)
[Energy Upgrade of Cork Bungalow](#)
[Delivering quality building on Ireland's first passive retrofit](#)
[Low Energy Refurbishment – Taking the Time to Keep Standards High](#)
[West Cork Passive Farmhouse](#)
[Technology Streamlines Communication and Drives Quality](#)
[Quality on Low-Energy Masonry Build in Galway](#)
[Simple Design and Great Attitude](#)
[The High Garden House](#)
[Ecovillage, Cloughjordan Case Study](#)

Professional Stories

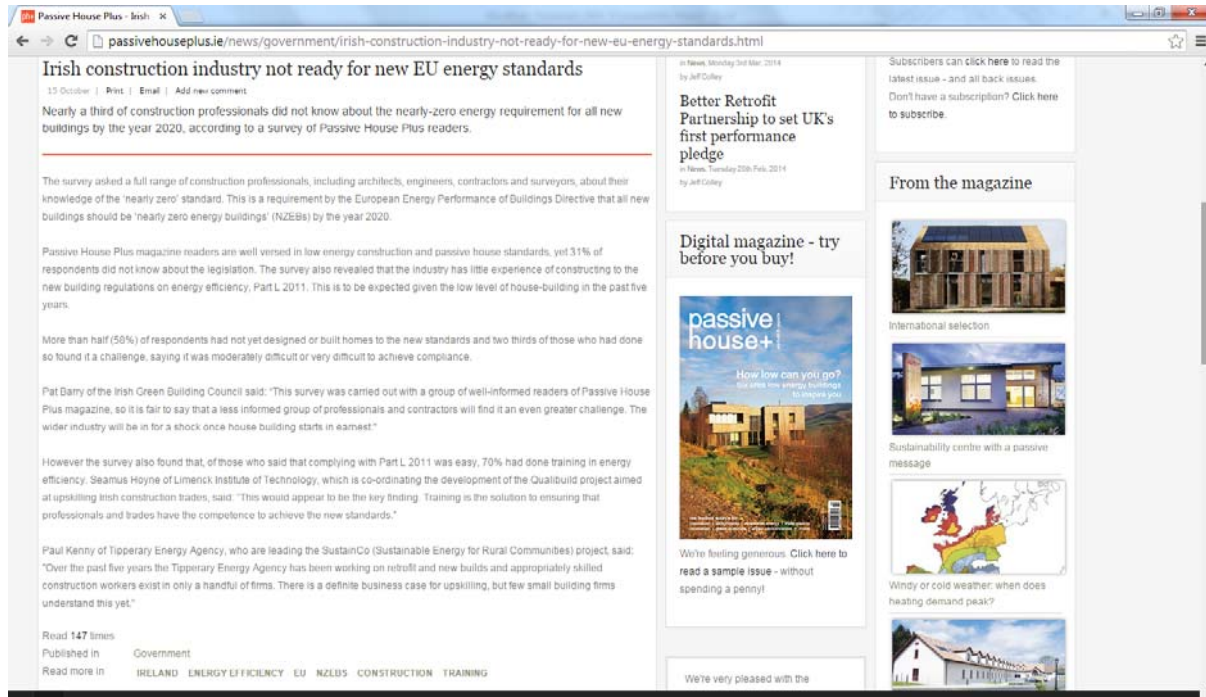
[Andrew Lundberg – Passivate](#)
[Gavin Ó Sé – GreenBuild](#)
[Fintan Smyth – Saint-Gobain](#)

Evaluation: As the focus of the campaign was Quality, low-energy construction, our intention for these case studies was to ensure that the builder's voice was heard. This proved to be a bit of a challenge as Irish builders are typically not used to describing and documenting their work in this context. However, when we were able to gather information from the builders, the case study improved greatly.

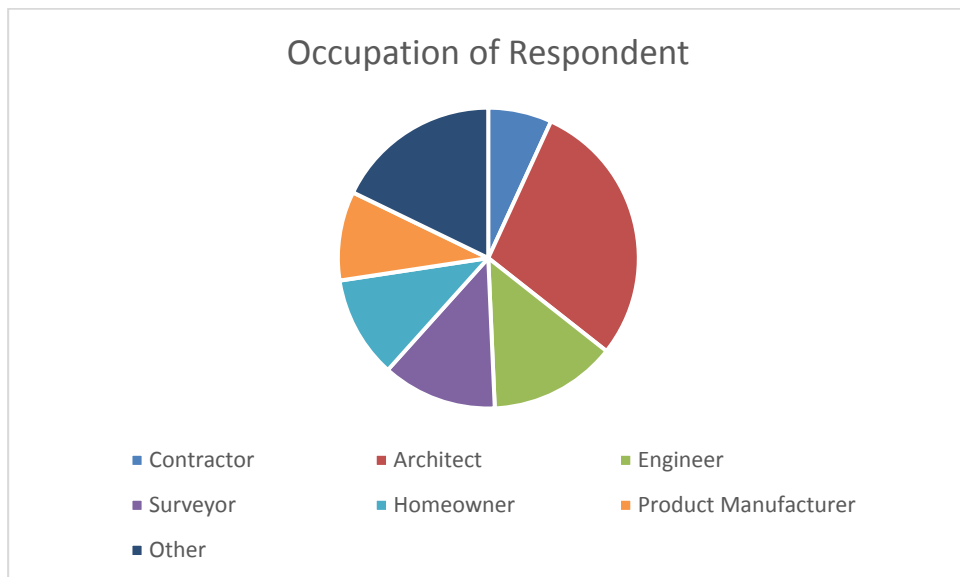
4 Surveys of Attitudes to Quality

Industry Survey

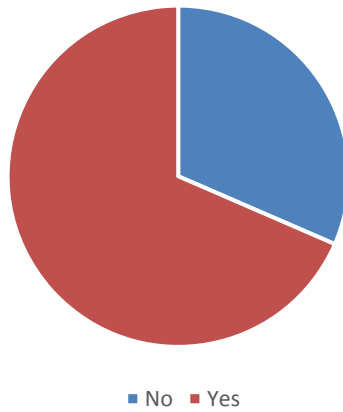
The Near Zero Energy Building Survey, published on the Passive House Plus website and distributed to industry professionals, was used to develop the article below and promote the Better than Best Practice conference.



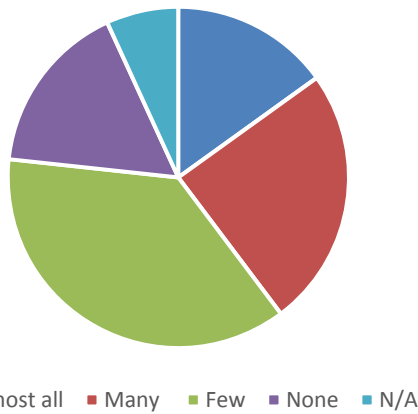
Reponses from this survey below:



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



Do customers ask for High performance in energy standards?



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

