



National Plans for Conduction nZEB Weeks

Deliverable 5.2 of the NZEB ROADSHOW project

Responsible partner: Bulgarian Construction Chamber

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1. *EXECUTIVE SUMMARY*

The core activities of nZEB Roadshow project are the organisation of national, regional and/or local initiatives aimed at increasing the demand for nZEBs and nZEB trainings as well as raising awareness of home and building owners, policy makers, producers and retailers of construction products and educational institutions about the benefits of sustainable energy skills. These interactive nZEB events are planned to combine commercial exhibitions, demonstrations, training courses, consultations, debates and job fairs, bringing together the identified project stakeholders. The commercial exhibitions are based on partnerships with producers and retailers. The training courses and demonstrations will be performed in parallel during the nZEB weeks targeted at construction professionals, workers and non-specialists. Partners will also strive to conduct on-site training at municipal construction projects. The consultations for end-users will promote the benefits of nZEBs, the importance of professional design and skilled work to avoid performance gaps and will present real estate investment choices for the end users.

The conduction of the national nZEB weeks is of critical importance for the achievement of the expected project outcomes, being directly related to the stimulation of the demand for skilled workers and dedicated training and educational services. The National Plans for Conduction of nZEB Weeks for each country are intended to provide an overview of all activities which will be performed during the nZEB events by each partner. The specific objectives of this document are as follows:

- To present a list with all planned interactive nZEB weeks and the preliminary plans for their conduction, including timing, location, event concept, short description of planned activities, main target groups to be attracted and key performance indicators;
- To present a preliminary plan for the conduction of the nZEB trainings, the on-site trainings and demonstration activities in each country, including location, timing, training schemes, trainers, target groups and performance indicators;
- To present a preliminary plan for consultations and career counseling activities.

The National plans for conduction of nZEB weeks are built upon the in-depth stakeholder analysis and the action plans of the marketing strategies performed in WP2, as well as on the guidelines for the stakeholders' engagement and preferred communication channels (D 5.1), exploiting synergies from the needs and demands of the key national actors influencing end-user behaviour. The planned activities of the nZEB weeks are customized to each regional context and national target groups and will be executed in collaboration with local partners and interested stakeholders.

The current document first presents the common project goals and the key performance indicators to measure the success of the national nZEB weeks. Afterwards each partner presents their national plans for the nZEB events, outlining the concept of the event, the main activities, the key partners and the structure of the event. Due to the COVID-induced economic and social uncertainty, the **National plans for conduction of nZEB weeks is designed as a living document**, which will be reviewed and updated at least every sixth month or whenever necessary upon changes in the respective national plans. In this way partners will be able to assess the viability and the feasibility of the planned activities and change them accordingly. Therefore three more versions of this document will be submitted as follows: two updates in Feb 2022 and in Aug 2022 and a final version in Feb 2023. After each event partners will strive to record and share their experience in a lessons log – success factors, what went good and what wrong, areas to improve, to make sure feedback and lessons learned are incorporated in the next events.

2. *PROJECT GOALS AND KEY PERFORMANCE INDICATORS*

The nZEB Roadshow partners have committed to conduct at least 15 large scale nZEB weeks or on average 3 initiatives per country, combining exhibitions, demonstrations, trainings, consultations and debates. Partners will strive to spread the nZEB weeks into 3 to 5 days, however, if this is not applicable the events will be broken down into nZEB days, targeted at specific stakeholders and combining appealing activities.

The project target and the average national targets for the planned activities are presented below.

SCOPE	ACTION	PARAMETER	PROJECT TARGET	NATIONAL TARGET
Raising awareness of home and building owners and tenants	nZEB roadshows	No of events	15	3
		No of visitors	3000	600
	Media publications	No of publications	250	50
	Social media	No of posts	500	100
		No of followers	Increase of 2000	NA ¹
		No of reactions	10000	2000
Partnerships with producers and retailers	Collaboration at events	No of joint activities	250	50
	Cooperation agreements	No of Memoranda	50	10
Support to public authorities	Collaboration at events	No of joint events	15	3
	Procurement support	No of trainings for municipal projects	10	2
Reduction of the performance gap	Training courses at roadshows	No of courses	25	5
		No of trainees	500	100
	Training at BKHs	No of courses	25	5
		No of trainees	500	100
	Demonstrations	No of visitors	1200	240
	Consultations	No of clients	100	20

3. *NATIONAL PLANS FOR NZEB WEEKS*

3.01 *BULGARIA*

a. *SUMMARY*

The Bulgarian partners are planning to organize six nZEB weeks and one Final nZEB Conference covering six regions of the country. The locations are carefully selected to leverage existing local partnerships and to enable participation from neighboring municipalities. The majority of the nZEB weeks will be executed during spring and summertime in order to use open air spaces and attract

¹ Project partners are using common social media profiles, therefore it is not easy to identify the national followers. This is why the number of followers is kept only as project target.

more passerbyers in addition to the officially invited stakeholders. With a few exceptions (nZEB conference, real estate fair and career days) the events will strive to attract all stakeholders groups, combining a wide range of interactive activities. All regional events are planned for a duration of three days on average, covering Saturdays too. The local events will be actively supported by the local branches of BCC, the Chamber of Architects in Bulgaria and the Chamber of Engineers in the Investment Design.

The theme of each regional nZEB week is aligned with the area of expertise of the local strategic partners. The pilot nZEB Roadshow in Pazardzhik/Plovdiv is organized at the premises of the most active construction vocational school with practical training facility to demonstrate the nZEB concept. The second event will take place at the mountain city Smolyan, close to the Greece border, which has introduced individual household energy efficiency measures targeting improvement of the air quality. The next event in the capital city will join forces with the largest annual construction and architecture exhibition. The fourth nZEB Roadshow will move to the middle of the country at the EU Green Leaf winner – Gabrovo, where the first passive kindergarten was built. The fifth event will take place at the smart, energy efficient city implementing the most up-to-date energy approaches and measures – Burgas. The sixth nZEB Roadshow, targeted at the higher educational sector, will go to the North in two of largest cities – Ruse and Varna. The last event – the nZEB Conference in Sofia will formulating recommendations to the policy making, business development and improvement of the vocational training and education system. The locations of the nZEB Roadshows are presented in the map below.

Fig. 1 nZEB Roadshow Map Bulgaria



The first draft of the national plans for the conduction of the nZEB weeks presented below are based on unofficial agreements with the external project partners. Therefore the presented dates and activities for 2022 and 2023 might undergo changes.

a. NZEB WEEKS

1	nZEB week – PAZARDZHIK/PLOVDIV
Dates	2-4 September 2021
Location(s)	Professional high school for construction and architecture - Pazardzhik
Target groups	<p>Citizens and end-users</p> <p>Young people / Students</p> <p>Real estate</p> <p>Media</p> <p>Producers and suppliers of building materials and systems</p> <p>Construction companies, workers and specialists (designers, architects, energy auditors)</p> <p>Professional chambers and associations</p> <p>Education service providers (high schools and other VET providers)</p> <p>Centers for carrier orientation & counselling</p> <p>Local government</p> <p>Ministry of education and science</p>
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, technology and innovative solutions for nZEB
X	Live practical demonstrations (training on demo models, Blower-Door tests on demo models)
X	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
X	Training courses (construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
X	Schools' visits

X	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: Pilot nZEB roadshow event, organized with one of the most active education and training providers, using the practical training facilities developed on previous project. Capacity for an open air event in the center of Southern Bulgaria, also attractive and easily accessible for stakeholders from Plovdiv. Opportunity for a visit to a completed nZEB/passive house project near Plovdiv. Good collaboration with the local branch of the construction chamber</p> <p>Main components: Construction fair, roundtable on the development of the educational standards, plans and programmes and training methodologies and tools, demonstrations, training courses for workers and designers, integration of online training tools, etc.</p> <p>Key partners:</p> <p>Professional high school for construction and architecture - Pazardzhik</p> <p>Bulgarian association for insulation in construction</p> <p>Oberon Kozeptbau</p> <p>Local branch of the construction chamber</p> <p>Ministry of education / National agency for vocational education and training</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	100
No of media publications	4
No of social media posts	15
No of social media reactions	300
No of joint activities (collaboration at events with producers and retailers)	7
No of joint activities/events (collaboration at events with public authorities)	-
No of Signed MOUs (with producers and retailers)	1
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	20
No of training courses at the BKH	-
No of trainees at the BKH	-
No of visitors at demonstrations	30
No of consultations/clients	3

2	nZEB week – SMOLYAN
Dates	23-25 September 2021
Location(s)	Central square / municipality hall / local schools
Target groups	Local government Citizens and end-users Young people / Students Producers and suppliers of building materials and systems Construction companies, workers and specialists (designers, architects, energy auditors) Professional chambers and associations Education service providers (universities, high schools and other VET providers) Real estate Media
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, technology and innovative solutions for nZEB
X	Live practical demonstrations (training on demo models, Blower-Door tests, infrared imaging)
X	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
X	Training courses (construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests, workshops and events for young people)
	Guided visit to nZEB buildings, passive or solar houses
	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
X	Schools' visits
X	Media coverage
	Photo competitions

Short description of planned activities

Concept: nZEB roadshow event, organized with one of the most active cities regarding introduction of individual household energy efficiency measures targeting improvement of the air quality. Attracting the attention of neighboring municipalities from Bulgaria and potentially Greece. Good collaboration with the local branch of the construction chamber and the municipal authorities, good potential to involve local schools.

Main components: Construction fair, games and contests for schools, roundtable on air quality and energy efficiency, training courses, demonstrations, potential cooperation with Greek cities (?), workshop for local authorities (?), workshop on energy communities (?)

Key partners:

Local branch of BCC

Smolyan Municipality

Za Zemiata

Black Sea energy research center

Local schools

Ministry of environment and waters / LIFE programme?

Key Performance Indicators

Parameter	Target
No of visitors	60
No of media publications	3
No of social media posts	10
No of social media reactions	250
No of joint activities (collaboration at events with producers and retailers)	5
No of joint activities/events (collaboration at events with public authorities)	-
No of Signed MOUs (with producers and retailers)	1
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	10
No of training courses at the BKH	-
No of trainees at the BKH	-
No of visitors at demonstrations	20
No of consultations/clients	2

3	nZEB week – SOFIA
Dates	Spring 2022 – together with the Bulgarian Construction and Architecture week, date tbd
Location(s)	Inter Expo Centre
Target groups	Producers and suppliers of building materials and systems Construction companies and specialists (designers, architects, energy auditors) Professional chambers and associations National government Citizens and end-users Education service providers (high schools and other VET providers) Centers for carrier orientation & counselling Young people / Students Real estate Media
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, technology and innovative solutions for nZEB
X	Live practical demonstrations (training on demo models, Blower-Door tests on demo models)
X	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
X	nZEB hours at local DIY shops
X	Training courses (construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
X	One-day presentations and workshops
	Schools' visits
X	Media coverage

X	Photo competitions
Short description of planned activities	
<p>Concept: Engagement of professional chambers and associations and product suppliers in order to strengthen the support for the 2022 roadshows. Organization of a conference focused on the new trends in the sector, including digitalization, circularity and mechanisms for quality assurance and monitoring of the performance. Organization of one nZEB day at the premises of the DIY store Toplivo with open air demonstrations, consultations and training for the staff of the store.</p> <p>Main components: Construction fair, policy conference, topic-specific workshops on methodologies and tools, demonstrations, training courses for workers and designers, application of online training tools, direct consultations, demonstrations, etc.</p> <p>Key partners:</p> <p>Inter Expo Center</p> <p>Bulgarian Construction Chamber</p> <p>Bulgarian Association for Insulation in Construction</p> <p>University for Architecture, Civil Engineering and Geodesy</p> <p>Product suppliers</p> <p>Invited participants: BAIC, CAB, UBA, BIA, BCCI, AIKB, CEIBG, BAAIC, SEDA, NAMRB, Chamber of Energy Auditors, Chamber of Professional Auditors</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	100
No of media publications	10
No of social media posts	15
No of social media reactions	200
No of joint activities (collaboration at events with producers and retailers)	10
No of joint activities/events (collaboration at events with public authorities)	3
No of Signed MOUs (with producers and retailers)	1
No of training courses for municipal projects	1
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	20
No of training courses at the BKH	5
No of trainees at the BKH	100
No of visitors at demonstrations	30
No of consultations/clients	3

4	nZEB week – GABROVO
Dates	19-22 May 2022
Location(s)	Central Square / municipality hall
Target groups	<p>Local authorities</p> <p>Construction companies and specialists (designers, architects, energy auditors)</p> <p>Producers and suppliers of building materials and systems</p> <p>Citizens and end-users</p> <p>Young people / Students</p> <p>Professional chambers and associations</p> <p>Education service providers (universities, high schools and other VET providers)</p> <p>Centers for carrier orientation & counselling</p> <p>Real estate</p> <p>Media</p>
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, technology and innovative solutions for nZEB
X	Live practical demonstrations (training on demo models, Blower-Door tests on demo models)
	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
X	Real estate fair
X	nZEB hours at local DIY shops
X	Training courses (construction workers, designers)
X	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
X	One-day presentations and workshops
X	Schools' visits
X	Media coverage

	Photo competitions
Short description of planned activities	
<p>Concept: Bringing the construction sector and the local authorities together, promoting advancement and piloting of innovative technologies and solutions in municipal projects. Using the experience of Gabrovo as EU Green Leaf winner, home of the first certified Passive House in Bulgaria and headliner in sustainable energy policies, as well as the outreach of the municipal network EcoEnergy.</p> <p>Main components: Construction fair, direct consultations and advice for homeowners, policy conference, training courses for workers and designers, visits to exemplary projects, involvement of DIY stores, on-site training, games for children, etc.</p> <p>Key partners:</p> <p>Gabrovo municipality</p> <p>EcoEnergy municipal energy efficiency network</p> <p>Sustainable Energy Development Agency</p> <p>Local branches of Bulgarian Construction Chamber, Chamber of Engineers in Investment Design, Chamber of Architects in Bulgaria</p> <p>Technical university - Gabrovo</p> <p>Product suppliers</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	100
No of media publications	8
No of social media posts	20
No of social media reactions	350
No of joint activities (collaboration at events with producers and retailers)	10
No of joint activities/events (collaboration at events with public authorities)	2
No of Signed MOUs (with producers and retailers)	1
No of training courses for municipal projects	1
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	20
No of training courses at the BKH	-
No of trainees at the BKH	-
No of visitors at demonstrations	40
No of consultations/clients	4

5	nZEB week – BURGAS
Dates	9-11 June 2022
Location(s)	“Flora” Expo Centre
Target groups	National government Local government Producers and suppliers of building materials and systems Citizens and end-users Construction companies and specialists (designers, architects, energy auditors) Professional chambers and associations Education service providers (universities, high schools and other VET providers) Centers for carrier orientation & counselling Young people / Students Real estate Media
Activities’ checklist	
X	Exhibition of nZEB-compatible construction products, technology and innovative solutions for nZEB
X	Live practical demonstrations (training on demo models, Blower-Door tests on demo models)
X	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
X	Real estate fair
X	nZEB hours at local DIY shops
X	Training courses (construction workers, designers)
X	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
X	One-day presentations and workshops
X	Schools’ visits

X	Media coverage
X	Photo competitions
Short description of planned activities	
<p>Concept: Continuation of the traditional national nZEB conference bringing together policy makers, construction industry, professional chambers and energy experts to speed up and optimize the nZEB and deep energy retrofitting policies. International event involving representatives of key policy consultants and think tanks, and potentially including various project meetings as side-events.</p> <p>Main components: Construction fair, policy conference, topic-specific workshops on methodologies and tools, live demonstrations, training courses for workers and designers, media events, involvement of DIY stores, on-site training, games for children, etc.</p> <p>Key partners:</p> <p>Burgas municipality</p> <p>Ministry of Energy, Ministry of Regional Development and Public Works</p> <p>Local branches of Bulgarian Construction Chamber, Chamber of Engineers in Investment Design, Chamber of Architects in Bulgaria</p> <p>Universities and high schools in Burgas</p> <p>Product suppliers</p> <p>Local innovation cluster</p> <p>Local media</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	100
No of media publications	8
No of social media posts	15
No of social media reactions	350
No of joint activities (collaboration at events with producers and retailers)	8
No of joint activities/events (collaboration at events with public authorities)	1
No of Signed MOUs (with producers and retailers)	2
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	20
No of training courses at the BKH	-
No of trainees at the BKH	-
No of visitors at demonstrations	40

No of consultations/clients	3
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6	nZEB week – RUSE/VARNA
Dates	29 September - 01 October 2022
Location(s)	Technical University – Ruse or Technical University - Varna
Target groups	<p>Education service providers (universities, high schools and other VET providers)</p> <p>Construction companies and specialists (designers, architects, energy auditors)</p> <p>Citizens and end-users</p> <p>Young people / Students</p> <p>Professional chambers and associations</p> <p>Producers and suppliers of building materials and systems</p> <p>Public authorities</p> <p>Centers for carrier orientation & counselling</p> <p>Real estate</p> <p>Media</p>
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, technology and innovative solutions for nZEB
X	Live practical demonstrations (training on demo models, Blower-Door tests on demo models)
X	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
X	Training courses (construction workers, designers)
X	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
	Guided visit to nZEB buildings, passive or solar houses
	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops

X	Schools' visits
X	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: nZEB Roadshow event targeted to the higher educational sector, promoting the advancement and innovation in the training contents, the new online tools and the development of continuous professional development system. Main target: to stimulate the supply of specialized courses for energy efficiency in buildings targeted to highly qualified specialists. Potential collaboration with partners from Romania</p> <p>Main components: Roundtables, workshops, construction exhibition, training courses for workers and designers, live demonstrations, gamification, etc.</p> <p>Key partners:</p> <p>Technical universities in Ruse and/or Varna</p> <p>Local authorities</p> <p>University of Architecture, Civil Engineering and Geodesy</p> <p>Sustainable Energy Development Agency</p> <p>Local branches of Bulgarian Construction Chamber, Chamber of Engineers in Investment Design, Chamber of Architects in Bulgaria</p> <p>Product suppliers</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	80
No of media publications	4
No of social media posts	10
No of social media reactions	250
No of joint activities (collaboration at events with producers and retailers)	5
No of joint activities/events (collaboration at events with public authorities)	-
No of Signed MOUs (with producers and retailers)	1
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	10
No of training courses at the BKH	-
No of trainees at the BKH	-
No of visitors at demonstrations	20

No of consultations/clients	2
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7	nZEB week – SOFIA
Dates	Spring 2023, date tbd
Location(s)	Tbd / University for Architecture, Civil Engineering and Geodesy
Target groups	<p>National government</p> <p>Professional chambers and associations</p> <p>Producers and suppliers of building materials and systems</p> <p>Construction companies and specialists (designers, architects, energy auditors)</p> <p>Education service providers (high schools and other VET providers)</p> <p>Young people / Students</p> <p>Centers for carrier orientation & counselling</p> <p>Citizens and end-users</p> <p>Real estate</p> <p>Media</p>
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, technology and innovative solutions for nZEB
X	Live practical demonstrations (training on demo models, Blower-Door tests on demo models)
X	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
X	Training courses (construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
X	One-day presentations and workshops
	Schools' visits

X	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: Final event targeting all major stakeholders and formulating recommendations to the policy making, business development and improvement of the vocational training and education system. Potentially combined with another major event in the sector organized by the Bulgarian Construction Chamber, or in collaboration with the University for Architecture, Civil Engineering and Geodesy</p> <p>Main components: Construction fair, policy conference, topic-specific workshops on methodologies and tools, demonstrations, training courses for workers and designers, application of online training tools, direct consultations, demonstrations, gamification, media events, etc.</p> <p>Key partners:</p> <p>Bulgarian Construction Chamber</p> <p>University for Architecture, Civil Engineering and Geodesy</p> <p>Bulgarian Association for Insulation in Construction</p> <p>National government – ministries of energy and regional development, ministry of education</p> <p>Sustainable Energy Development Agency</p> <p>Environmental NGOs</p> <p>Local energy agencies</p> <p>Product suppliers</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	100
No of media publications	5
No of social media posts	15
No of social media reactions	300
No of joint activities (collaboration at events with producers and retailers)	5
No of joint activities/events (collaboration at events with public authorities)	-
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	-
No of trainees at the roadshow	-
No of training courses at the BKH	-
No of trainees at the BKH	-

No of visitors at demonstrations	30
No of consultations/clients	3

3.02 CROATIA

a. SUMMARY

The Croatian partners plan to organize NZEB events both on a large scale (3-day events) and on a small scale (1-day events or continuous event). Based on the current favorable pandemic situation and the interest shown, the organization of eight NZEB weeks and at least two NZEB days is planned. The NZEB weeks will include larger, mid-sized and smaller cities in both the continental and littoral parts of Croatia. Mid-sized and small cities have a large zone of influence, i.e. a significant number of people gravitate to these cities. In the continental Croatia NZEB weeks will be organized in:

- Zagreb (2 NZEB weeks in different locations, targeting different stakeholder groups) – the capital and the largest city
- Osijek – large city (one of the 4 largest cities in Croatia)
- Varaždin – large city - region center
- Koprivnica – mid-sized city – one of the leading cities in Croatia regarding energy efficiency

In the littoral Croatia, NZEB weeks will be organized in:

- Split – 2nd largest city in Croatia
- Rijeka – 3rd largest city in Croatia
- Vodice – small city

In the Croatian context, a large city is a city with more than 35,000 inhabitants, a mid-sized city is a city with 10,000 – 35,000 inhabitants and a small city is a city with less than 10,000 inhabitants.

At least two NZEB days will be organized in Zagreb at the base location of the NZEB mobile house MUZA. These NZEB days will be tailored for specific target groups of stakeholders.

The locations of the Croatian NZEB Roadshows are presented in the map below.

Fig. 1 NZEB Roadshow map Croatia



The NZEB mobile house MUZA (Figure 2) will be a focal point of the events. MUZA will serve as an information and demonstration center to raise awareness of the benefits and specificities of NZEB and create the necessary prerequisites for effective communication between stakeholders. MUZA is a functional building designed, constructed and tested according to basic NZEB principles. Integrated technical systems, security systems, real-time monitoring, automation and control systems will provide participants with a first-hand experience of NZEB buildings. In addition, these systems will provide complete information on the processes relevant to the building's performance in terms of comfort, internal air quality parameters and energy consumption. The aim is to actively engage the target groups during their visit to MUZA. MUZA can be considered as an interactive exhibition itself, but it will additionally be combined with commercial exhibitions, demonstrations, training courses, consultations, debates, lectures and gamification. The plan is to use open air spaces around MUZA.

Fig. 2 The Croatian NZEB mobile house MUZA located in Technical Museum Nikola Tesla (TMNT) in Zagreb



Due to the fact that majority of people in Croatia gravitate to Zagreb and a lot of events are being organized in Zagreb, the largest number of NZEB events will be organized in the capital Zagreb but at the same time other parts of Croatia are not being neglected. The Croatian partners consider this justified also from the point of view of the cities' population density, i.e. Zagreb has over 4 times more inhabitants than 2nd largest city (Split). Other locations are carefully selected in cooperation with existing external project partners.

The pilot NZEB Roadshow event will be the NZEB day organized in Zagreb (TMNT) on 16 June 2021. This event will be tailored specifically for professionals, especially targeting producers and suppliers of building materials, systems and technologies. This target group is recognized as a forerunner of NZEB concept.

The placement of MUZA in the facilities of Technical Museum Nikola Tesla (TMNT) in Zagreb and organizing a small NZEB exhibition around MUZA enables us to have a continuous event during the summer 2021 (June, July, August and September) which is dedicated to young people (primary and high school students), citizens and end-users (passersby). Being continuously exposed to public, MUZA increases the visibility of project and raises stakeholders' interest for active engagement. Active engagement of interested stakeholders is facilitated by people involved in construction of MUZA and NZEB Roadshow project when large groups of TMNT visitors are organized.

The next event will be the first large scale event (the first NZEB week) and it will join forces with the largest construction and architecture fair ArhiBau 2021 in Zagreb (Sports hall Arena Zagreb). After that, Croatian NZEB Roadshow will get on the wheels and move from continental part to littoral part of Croatia. The second large scale event will be organized in Vodice as part of the 8th Congress of Croatian Builders targeting professionals. By moving further to the south of Croatia, MUZA will be exposed at the international trade fair SASO 2021 in Split and the third NZEB week will be organized as a part of the SASO fair thus ensuring more participants, media and stakeholders' support. The fourth NZEB week, targeting wide range of stakeholders, will go to the northern part of littoral Croatia – Rijeka. The next large scale event, again in the capital city, will target future university students at the University Fair. The sixth NZEB week will be hosted in the Varaždin city, after which MUZA will go back to its hometown Zagreb, where during the winter 2021/2022 MUZA will be used for continuous event with students and organized visits from VET's will be organized. The eastern parts of Croatia will host the seventh (Osijek) and the eight (Koprivnica) NZEB weeks. In Osijek, forces will be joined with Faculty of Civil Engineering from Josip Juraj Strossmayer University of Osijek. Koprivnica is a Croatian flagship city in energy efficient neighborhoods (first passive multi-residential buildings built within the socially

supported housing program), sustainable and innovative public procurement, sustainable urban mobility, etc. In the spring, summer and autumn of 2022, MUZA will also be used for continuous event at its base location.

Based on feedback from participants and lessons learned after each event, planned activities for future events will be revised and adapted if needed.

The first draft of the Croatian plans for the conduction of the NZEB Roadshow events presented below are based on current national pandemic conditions and interest shown by the external project partners. Therefore, there is certain risk that presented dates and activities might undergo changes.

b. NZEB DAYS

Planned small scale NZEB events (“NZEB days”) are presented in tables below.

1	NZEB day – ZAGREB
Date(s)	16 June 2021
Location(s)	Technical Museum Nikola Tesla (TMNT)
Target groups	Producers and suppliers of building materials and systems Construction companies, workers and specialists (designers, architects, energy auditors) Professional chambers and associations Education service providers (universities) Financial institutions (publicly owned) Environmental NGO's Media (professional)
Activities' checklist	
X	Exhibition of NZEB -compatible construction products, of technology and innovative solutions for NZEB (installed in NZEB mobile house MUZA)
X	Live practical demonstrations (real-time monitoring of energy consumption and IEQ parameters in MUZA, live demonstrations of automation and management systems)
X	NZEB cafés providing information sessions
	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies in practice and obstacles in realizing NZEB s (through all phases of building life cycle). Also provides opportunity for networking.
	Real estate fair
	NZEB hours at local DIY shops

	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (interactive BIM model of MUZA, QR online survey, QR cloud platform with all innovative materials and systems installed in MUZA)
X	Guided visit to NZEB building (MUZA has all elements of NZEB building – promotion of best practice examples)
	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
	School visits
X	Media coverage
	Photo competitions

Short description of planned activities

Concept: The 1st NZEB day will be organized in Zagreb, in the courtyard of Technical Museum Nikola Tesla (TMNT). This event will be organized in collaboration with TMNT, as they offered to be a base location for NZEB mobile house MUZA between roadshow events. The symbolism of MUZA's base location is also important and the message will be sent to both professionals and general public – MUZA as state-of-the-art building, is located in a technical museum named after one of the greatest visionaries and technical inventors who changed the world.

This 1st NZEB day will be focused on professionals, especially targeting producers and suppliers of building materials, systems and technologies, as well as construction companies, workers and specialists (designers, architects, energy auditors). Producers and suppliers of building materials and systems are probably the most active in the NZEB market, considering their interest in quality in the installation of their products and systems. Their interest in participating in the roadshow is to promote their technologies and remain competitive in the market, but also to raise the awareness of end-users.

Main components: Innovative technologies and products of MUZA will be presented for the first time to producers and suppliers of building materials and systems, technology providers, construction companies and specialists. Practical demonstrations will provide first-hand-experience to them, while informative sessions and round table discussions will establish effective communication with this specific target groups.

Key collaborators:

Technical Museum Nikola Tesla

Key partners:

- *Producers and suppliers of building materials and systems; technology providers:*

Robert Bosch d.o.o.

aluplast Austria GmbH

Marlex d.o.o.

Ravago Building Solutions d.o.o.

TRESPA International B.V.

Schneider Electric d.o.o.

Ejot Spojna Tehnika d.o.o.

Würth-Hrvatska d.o.o.

Elgrad d.o.o.

Fritz Egger GmbH&Co. OG

Fibran d.o.o.

Lipapromet d.o.o.

Knauf Insulation d.o.o.

Knauf d.o.o.

Dimenzija d.o.o.

ACO Građevinski elementi d.o.o.

LAMINAM

HUST d.o.o.

A1 Hrvatska d.o.o.

ZGL d.o.o.

Ursa Zagreb d.o.o.

Baumit d.o.o.

Rockwool Adriatic d.o.o.

Velux Hrvatska d.o.o.

JUB d.o.o.

Ytong Porobeton d.o.o.

- *Construction companies and specialists:*

ŽBUKA obrt za graditeljstvo

Haltor d.o.o.

IPRO inženjering d.o.o.

Krovopokrivačko-građevinski obrt Makoter

- *Financial institutions/ Public authorities:*

Fond za zaštitu okoliša i energetska učinkovitost (The Environmental Protection and Energy Efficiency Fund)

- *Professional associations:*

Hrvatska stručna udruga za sunčevu energiju (Croatian solar energy professional association)

Key Performance Indicators

Parameter	Target
No of visitors	100
No of media publications	10
No of social media posts	5
No of social media reactions (reaches)	100 (1500)
No of joint activities (collaboration at events with producers and retailers)	3
No of joint activities/events (collaboration at events with public authorities)	-
No of Signed MOUs (with producers and retailers)	20
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	-
No of trainees at the roadshow	-
No of training courses by UNIZAG GF	-
No of UNIZAG GF trainees	-
No of visitors at demonstrations	100

2	NZEB day – ZAGREB
Date(s)	June 2021 - September 2021 (continuous event) December 2021 – March 2022 (continuous event) June 2022 – September 2021 (continuous event)
Location(s)	Technical Museum Nikola Tesla (TMNT) University campus Borongaj – tbd Zagreb fair – tbd
Target groups	Citizens and end-users Young people Education service providers (universities, high schools and other VET providers) Media
Activities' checklist	
X	Exhibition of NZEB-compatible construction products, of technology and innovative solutions for NZEB (installed in NZEB mobile house MUZA)
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time NZEB construction, Blower-Door tests on demo models, real-

	time monitoring of energy consumption and IEQ parameters in MUZA, live demonstrations of automation and management systems)
X	NZEB cafés providing information sessions
X	Free consultations for citizens and end-users
	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	NZEB hours at local DIY shops
	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people, AR solutions, interactive BIM model of MUZA, QR online survey, QR cloud platform with all innovative materials and systems installed in MUZA)
X	Guided visit to NZEB building (MUZA has all elements of NZEB building – promotion of best practice examples)
X	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
X	School visits
X	Media coverage
X	Photo competitions

Short description of planned activities

Concept: In the period from the beginning of June 2021 till the end of September 2021, a certain number of short NZEB events will be organized in partnership with Technical Museum Nikola Tesla (TMNT) in Zagreb. These NZEB events will take place in the courtyard of the museum, around and in the NZEB mobile house MUZA. TMNT already has an excellent cooperation with vocational high schools, elementary schools and kindergartens and they have expressed their interest in helping us reach these target groups and co-organize their visits and participation in the NZEB events.

The same approach will be used during the winter months of 2021/2022, but also during summer 2022 when MUZA will be stationed at its base location.

Main components: Interactive exhibition of NZEB materials, systems and technologies, games and contests for schools, training courses, demonstrations and discussions.²

Key partners:

Technical Museum Nikola Tesla

Media³

Key Performance Indicators

² The complete list of components will be defined in the next version of the document

³ The media partners will be defined in the next version of the document

Parameter	Target
No of visitors	50
No of media publications	5
No of social media posts	5
No of social media reactions (reaches)	100 (800)
No of joint activities (collaboration at events with producers and retailers)	-
No of joint activities/events (collaboration at events with public authorities)	-
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	-
No of trainees at the roadshow	-
No of training courses by UNIZAG GF	-
No of UNIZAG GF trainees	-
No of visitors at demonstrations	50
No of consultations/clients	-

c. NZEB WEEKS

Planned large scale NZEB events (“NZEB weeks”) are presented in tables below.

1	NZEB week – ZAGREB
Date(s)	02 – 04 September 2021
Location(s)	Sports hall Arena Zagreb
Target groups	Local government Citizens and end-users Young people Producers and suppliers of building materials and systems Construction companies, workers and specialists (designers, architects, energy auditors) Professional chambers and associations Education service providers (universities, high schools and other VET providers)

	Centers for carrier orientation & counselling Financial institutions Real estate Media
Activities' checklist	
X	Exhibition of NZEB-compatible construction products, of technology and innovative solutions for NZEB (installed in NZEB mobile house MUZA and commercial exhibition)
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time NZEB construction, Blower-Door tests on demo models, real-time monitoring of energy consumption and IEQ parameters in MUZA, live demonstrations of automation and management systems)
X	NZEB cafés providing information sessions
X	Free consultations for citizens and end-users, but also for professionals
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	NZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (AR solutions, interactive BIM model of MUZA, QR online survey, QR cloud platform with all innovative materials and systems installed in MUZA)
X	Guided visit to NZEB building (MUZA has all elements of NZEB building – promotion of best practice examples)
	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
	School visits
X	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: The 1st NZEB week will be organized as part of the ArhiBau 2021 Fair of Construction Culture and Sustainable Development, which will be held at the Arena Zagreb sports hall in Zagreb. The central theme of ArhiBau 2021 is: The future after the crisis - the initiative of the New European Bauhaus! ArhiBau 2021 is intended to be the largest construction fair in the region, organized by the Zagreb Society of Architects, involving all stakeholders in the construction sector - from buyers to suppliers, from engineers to contractors, from financiers to managers and insurers, from laymen to professionals, from the real sector and civil society to the institutional sector and public administration.</p>	

The NZEB mobile house MUZA will be placed in front of the sports hall Arena Zagreb and all event activities will be organized in and around MUZA. This event will be organized in collaboration with Zagreb Society of Architects and GREENiKA company. A wide range of stakeholders from the general and professional public will be addressed.

Main components: Interactive and classic exhibitions, demonstrations, training courses for workers and designers, direct consultations, topic-related round table discussions, etc. ⁴

Key collaborators:

Zagreb Society of Architects

GREENiKA company

Key partners:

Producers and suppliers of building materials and systems; technology providers

Financial institutions / Public authorities

Media ⁵

Key Performance Indicators	
Parameter	Target
No of visitors	150
No of media publications	5
No of social media posts	15
No of social media reactions (reaches)	250 (1300)
No of joint activities (collaboration at events with producers and retailers)	8
No of joint activities/events (collaboration at events with public authorities)	1
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	15
No of training courses by UNIZAG GF	-
No of UNIZAG GF trainees	-
No of visitors at demonstrations	30
No of consultations/clients	3

⁴ The detailed description of main components will be defined in the next version of the document

⁵ The actual partners will be defined in the next version of the document

2	NZEB week – VODICE
Date(s)	03 – 05 October 2021
Location(s)	Vodice Olympia hotel
Target groups	Ministries, Local government Producers and suppliers of building materials and systems Construction companies, workers and specialists (designers, architects, energy auditors) Professional chambers and associations Education service providers (universities, high schools and other VET providers) Financial institutions Media
Activities' checklist	
X	Exhibition of NZEB-compatible construction products, of technology and innovative solutions for NZEB (installed in NZEB mobile house MUZA and commercial exhibition)
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time NZEB construction, Blower-Door tests on demo models, real-time monitoring of energy consumption and IEQ parameters in MUZA, live demonstrations of automation and management systems)
X	NZEB cafés providing information sessions
X	Free consultations for professionals
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	NZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (AR solutions, interactive BIM model of MUZA, QR online survey, QR cloud platform with all innovative materials and systems installed in MUZA)
X	Guided visit to NZEB building (MUZA has all elements of NZEB building – promotion of best practice examples)
	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
	School visits
X	Media coverage

	Photo competitions
Short description of planned activities	
<p>Concept: The 2nd NZEB week will be organized within the 8th Congress of Croatian Builders "Construction and Climate Change", organized by Croatian Association of Civil Engineers and Croatian Chamber of Civil Engineers. The congress will be held in Vodice in the Hotel Olympia and the NZEB house MUZA will be located in front of the hotel.</p> <p>The main goal of the 8th congress of Croatian Builders is to bring together builders from home and abroad to assess the state of the construction sector and present significant projects as well as interesting technical solutions and innovations from all areas of the construction sector. This specific stakeholder group will engage in the 2nd NZEB week.</p> <p>The main activities of the NZEB week will be organized in and around MUZA, but there is also the additional possibility to organize the whole congress session on project related topics in collaboration with Croatian Association of Civil Engineers and Croatian Chamber of Civil Engineers. The organization of the 2nd NZEB week and the implementation of its activities will be realized in partnership with Croatia Green Building Council.</p> <p>Main components: Interactive and classic exhibitions, demonstrations, training courses for workers and designers, direct consultations, topic-related round table discussions, conference session lectures, etc.⁶</p> <p>Key collaborators:</p> <p>Croatian Association of Civil Engineers</p> <p>Croatian Chamber of Civil Engineers</p> <p>Key partners:⁷</p> <p>Croatia Green Building Council</p> <p>Professional media</p> <p>The Environmental Protection and Energy Efficiency Fund</p> <p>Producers and suppliers of building materials and systems; technology providers</p> <p>Ministry of Physical Planning, Construction and State Assets</p> <p>Media</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	150
No of media publications	5
No of social media posts	15
No of social media reactions (reaches)	250 (1000)
No of joint activities (collaboration at events with producers and retailers)	8

⁶ The detailed description of main components will be defined in the next version of the document

⁷ The complete list of partners will be defined in the next version of the document

No of joint activities/events (collaboration at events with public authorities)	1
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	15
No of training courses by UNIZAG GF	1
No of UNIZAG GF trainees	30
No of visitors at demonstrations	30
No of consultations/clients	3

3	NZEB week – SPLIT
Date(s)	20 – 23 October 2021
Location(s)	Sports hall Spaladium Arena
Target groups	<p>Local government</p> <p>Citizens and end-users</p> <p>Young people</p> <p>Producers and suppliers of building materials and systems</p> <p>Construction companies, workers and specialists (designers, architects, energy auditors)</p> <p>Professional chambers and associations</p> <p>Education service providers (universities, high schools and other VET providers)</p> <p>Financial institutions</p> <p>Real estate</p> <p>Media</p>
Activities' checklist	
X	Exhibition of NZEB-compatible construction products, of technology and innovative solutions for NZEB (installed in NZEB mobile house MUZA and commercial exhibition)
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time NZEB construction, Blower-Door tests on demo models, real-time monitoring of energy consumption and IEQ parameters in MUZA, live demonstrations of automation and management systems)
X	NZEB cafés providing information sessions

X	Free consultations for citizens and end-users, but also for professionals
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	NZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people, AR solutions, interactive BIM model of MUZA, QR survey, QR cloud platform with all innovative materials and systems installed in MUZA)
X	Guided visit to NZEB building (MUZA has all elements of NZEB building – promotion of best practice examples)
	Career orientation & counselling hours (networking with employers)
X	One-day presentations and workshops at the technical universities
X	School visits
X	Media coverage
	Photo competitions

Short description of planned activities

Concept: The 3rd NZEB week will be organized in the framework of the 24th International Trade Fair SASO 2021, which will be held in the sports hall Spaladium Arena in Split. SASO is one of the most important trade fairs in the region for construction, wood and metal industry, tools and equipment, electronics, energy and telecommunications, crafts and small business. It is also an excellent meeting opportunity for small and medium enterprises, architects, engineers and investors.

The NZEB mobile house MUZA will be placed inside the sports hall Spaladium Arena and all event activities will be organized in and around the MUZA. This event will be organized in collaboration with SASO 2021 Trade Fair and partnered with Croatia Green Building Council.

Even though the main focus of the 3rd NZEB week will be on the professional public, citizens and end users will also be addressed.

Main components: Interactive and classic exhibitions, demonstrations, training courses for workers and designers, direct consultations, topic-related round table discussions, etc.

Key collaborators:

SASO 2021 Trade Fair

Key partners⁸:

Croatia Green Building Council

Producers and suppliers of building materials and systems; technology providers

Faculty of Civil Engineering, Architecture and Geodesy, University of Split

Faculty of Electrical Engineering, Mechanical Engineering and Naval Architecture, University of Split

⁸ The complete list of partners will be defined in the next version of the document

Local media	
Key Performance Indicators	
Parameter	Target
No of visitors	150
No of media publications	5
No of social media posts	15
No of social media reactions (reaches)	250 (1000)
No of joint activities (collaboration at events with producers and retailers)	8
No of joint activities/events (collaboration at events with public authorities)	-
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	15
No of training courses by UNIZAG GF	1
No of UNIZAG GF trainees	15
No of visitors at demonstrations	30
No of consultations/clients	3

4	NZEB week - RIJEKA
Date(s)	04 – 06 November 2021
Location(s)	Main pedestrian street Korzo
Target groups	<p>Local government</p> <p>Citizens and end-users</p> <p>Young people</p> <p>Producers and suppliers of building materials and systems</p> <p>Construction companies, workers and specialists (designers, architects, energy auditors)</p> <p>Professional chambers and associations</p> <p>Education service providers (universities, high schools and other VET providers)</p> <p>Centers for carrier orientation & counselling</p>

	Financial institutions Real estate Media
Activities' checklist	
X	Exhibition of NZEB-compatible construction products, of technology and innovative solutions for NZEB (installed in NZEB mobile house MUZA and commercial exhibition)
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time NZEB construction, Blower-Door tests on demo models, real-time monitoring of energy consumption and IEQ parameters in MUZA, live demonstrations of automation and management systems)
X	NZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	NZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people, AR solutions, interactive BIM model of MUZA, QR survey, QR cloud platform with all innovative materials and systems installed in MUZA)
X	Guided visit to NZEB buildings (MUZA has all elements of NZEB building – promotion of best practice examples)
	Career orientation & counselling hours (networking with employers)
X	One-day presentations and workshops at the technical universities
	School visits
X	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: The 4th NZEB week will be organized in collaboration with the city of Rijeka and partnered with Croatia Green Building Council. This event will target all major stakeholders from Kvarner region.</p> <p>Main components: Interactive and classic exhibitions, demonstrations, training courses for workers and designers, direct consultations, topic-related round table discussions, etc.⁹</p> <p>Key collaborators: City of Rijeka</p>	

⁹ Detailed description of the components will be defined in the next version of the document

Key partners¹⁰:

Croatia Green Building Council

Producers and suppliers of building materials and systems; technology providers

Faculty of Civil Engineering, University of Rijeka

Croatian chamber of economy

Local media

Key Performance Indicators

Parameter	Target	Achieved
No of visitors	150	
No of media publications	5	
No of social media posts	15	
No of social media reactions (reaches)	250 (1000)	
No of joint activities (collaboration at events with producers and retailers)	6	
No of joint activities/events (collaboration at events with public authorities)	1	
No of Signed MOUs (with producers and retailers)	-	
No of training courses for municipal projects	-	
No of training courses for construction professionals at roadshows	1	
No of trainees at the roadshow	15	
No of training courses by UNIZAG GF	1	
No of UNIZAG GF trainees	15	
No of visitors at demonstrations	30	
No of consultations/clients	3	

5**NZEB week – ZAGREB**

¹⁰ The complete list of partners will be defined in the next version of the document

Date(s)	18 – 20 November 2021
Location(s)	Student center (SC)
Target groups	Citizens and end-users Young people (future university students) Centers for career orientation & counselling Media
Activities' checklist	
X	Exhibition of NZEB-compatible construction products, of technology and innovative solutions for NZEB (installed in NZEB mobile house MUZA and commercial exhibition)
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time NZEB construction, Blower-Door tests on demo models, real-time monitoring of energy consumption and IEQ parameters in MUZA, live demonstrations of automation and management systems)
	NZEB cafés providing information sessions
X	Free consultations for young people
	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	NZEB hours at local DIY shops
	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people, AR solutions, interactive BIM model of MUZA, QR survey, QR cloud platform with all innovative materials and systems installed in MUZA)
X	Guided visit to NZEB building (MUZA has all elements of NZEB building – promotion of best practice examples)
X	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
	School visits
X	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: The 5th NZEB week will be organized as part of University Fair, hosted by the University of Zagreb. University Fair is a 3-day event where faculties have the opportunity to meet and engage with prospective high school students who are deciding about their higher education. Prospective students and their parents visit the fair during this time to learn about study opportunities, connect with faculty representatives and ask their questions.</p>	

Faculty of Civil Engineering decided to exhibit the NZEB mobile house MUZA at University Fair and use it as an interactive exhibition space. Showing perspective students and their parents that the construction sector has undergone a paradigm shift, that buildings can be challenging and high-tech products that require specific knowledge and skills, can stimulate their interest in becoming building specialists.

Main components: Interactive and classic exhibitions, demonstrations, training courses for workers and designers, direct consultations, topic-related round table discussions, etc.¹¹

Key partners:

University of Zagreb

Students' Council of the Faculty of Civil Engineering Zagreb

Media portals srednja.hr and bauštela.hr

Key Performance Indicators	
Parameter	Target
No of visitors	100
No of media publications	3
No of social media posts	15
No of social media reactions (reaches)	200 (800)
No of joint activities (collaboration at events with producers and retailers)	-
No of joint activities/events (collaboration at events with public authorities)	-
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	-
No of trainees at the roadshow	-
No of training courses by UNIZAG GF	-
No of UNIZAG GF trainees	-
No of visitors at demonstrations	100
No of consultations/clients	-

6	NZEB week – VARAŽDIN
Date(s)	24 – 26 November 2021

¹¹ The detailed description of the main components will be defined in the next version of the document

Location(s)	Main square
Target groups	<p>Local government</p> <p>Citizens and end-users</p> <p>Young people</p> <p>Producers and suppliers of building materials and systems</p> <p>Construction companies, workers and specialists (designers, architects, energy auditors)</p> <p>Professional chambers and associations</p> <p>Education service providers (universities, high schools and other VET providers)</p> <p>Centers for carrier orientation & counselling</p> <p>Financial institutions</p> <p>Real estate</p> <p>Media</p>
Activities' checklist	
X	Exhibition of NZEB-compatible construction products, of technology and innovative solutions for NZEB (installed in NZEB mobile house MUZA and commercial exhibition)
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time NZEB construction, Blower-Door tests on demo models, real-time monitoring of energy consumption and IEQ parameters in MUZA, live demonstrations of automation and management systems)
X	NZEB cafés providing information sessions
X	Free consultations for citizens and end-users, but also for professionals
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	NZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people, AR solutions, interactive BIM model of MUZA, QR survey, QR cloud platform with all innovative materials and systems installed in MUZA)
X	Guided visit to NZEB building (MUZA has all elements of NZEB building – promotion of best practice examples)
	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
	School visits

X	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: The 6th NZEB week will be organized in collaboration with the city of Varaždin and partnered with Croatia Green Building Council. This event will target all major stakeholders from Varaždin county.</p> <p>Main components: Interactive and classic exhibitions, demonstrations, training courses for workers and designers, direct consultations, topic-related round table discussions, etc.¹²</p> <p>Key collaborators:</p> <p>City of Varaždin</p> <p>Key partners:¹³</p> <p>Croatia Green Building Council</p> <p>Producers and suppliers of building materials and systems; technology providers</p> <p>The Environmental Protection and Energy Efficiency Fund</p> <p>Croatian chamber of economy</p> <p>Local media</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	150
No of media publications	5
No of social media posts	15
No of social media reactions (reaches)	250 (1000)
No of joint activities (collaboration at events with producers and retailers)	6
No of joint activities/events (collaboration at events with public authorities)	1
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	15
No of training courses by UNIZAG GF	1
No of UNIZAG GF trainees	15

¹² The detailed description of the main components will be defined in the next version of the document

¹³ The complete list of partners will be defined in the next version of the document

No of visitors at demonstrations	30
No of consultations/clients	3

7	NZEB week – OSIJEK
Date(s)	Spring/ Summer/ Autumn 2022 (date tbd, duration 3 days)
Location(s)	Josip Juraj Strossmayer University of Osijek / Main square
Target groups	<p>Local government</p> <p>Citizens and end-users</p> <p>Young people</p> <p>Producers and suppliers of building materials and systems</p> <p>Construction companies, workers and specialists (designers, architects, energy auditors)</p> <p>Professional chambers and associations</p> <p>Education service providers (universities, high schools and other VET providers)</p> <p>Centers for carrier orientation & counselling</p> <p>Financial institutions</p> <p>Real estate</p> <p>Media</p>
Activities' checklist	
X	Exhibition of NZEB-compatible construction products, of technology and innovative solutions for NZEB (installed in NZEB mobile house MUZA and commercial exhibition)
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time NZEB construction, Blower-Door tests on demo models, real-time monitoring of energy consumption and IEQ parameters in MUZA, live demonstrations of automation and management systems)
X	NZEB cafés providing information sessions
X	Free consultations for citizens and end-users, but also for professionals
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	NZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites

X	Gamification (web applications, contests and events for young people, AR solutions, interactive BIM model of MUZA, QR survey, QR cloud platform with all innovative materials and systems installed in MUZA)
X	Guided visit to NZEB buildings (MUZA has all elements of NZEB building – promotion of best practice examples)
	Career orientation & counselling hours (networking with employers)
X	One-day presentations and workshops at the technical universities
	School visits
X	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: The 7th NZEB week will be organized in collaboration with the city of Osijek and partnered with Josip Juraj Strossmayer University of Osijek and Croatian Chamber of Economy. This event will target all major stakeholders from Osijek-Baranja county.</p> <p>Main components: Interactive and classic exhibitions, demonstrations, training courses for workers and designers, direct consultations, topic-related round table discussions, etc.¹⁴</p> <p>Key collaborators: City of Osijek</p> <p>Key partners:¹⁵ Producers and suppliers of building materials and systems; technology providers Josip Juraj Strossmayer University of Osijek Croatian Chamber of Economy The Environmental Protection and Energy Efficiency Fund Local media</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	150
No of media publications	5
No of social media posts	15
No of social media reactions (reaches)	250 (1000)
No of joint activities (collaboration at events with producers and retailers)	6
No of joint activities/events (collaboration at events with public authorities)	1

¹⁴ The detailed description of the main components will be defined in the next version of the document

¹⁵ The complete list of partners will be defined in the next version of the document

No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	15
No of training courses by UNIZAG GF	1
No of UNIZAG GF trainees	15
No of visitors at demonstrations	30
No of consultations/clients	3

8	NZEB week – KOPRIVNICA
Date(s)	Spring/ Summer/ Autumn 2022 (date tbd, duration 3 days)
Location(s)	Main square
Target groups	<p>Local government</p> <p>Citizens and end-users</p> <p>Young people</p> <p>Producers and suppliers of building materials and systems</p> <p>Construction companies, workers and specialists (designers, architects, energy auditors)</p> <p>Professional chambers and associations</p> <p>Education service providers (universities, high schools and other VET providers)</p> <p>Centers for career orientation & counselling</p> <p>Financial institutions</p> <p>Real estate</p> <p>Media</p>
Activities' checklist	
X	Exhibition of NZEB -compatible construction products, of technology and innovative solutions for NZEB (installed in NZEB mobile house MUZA and commercial exhibition)
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time NZEB construction, Blower-Door tests on demo models, real-time monitoring of energy consumption and IEQ parameters in MUZA, live demonstrations of automation and management systems)
X	NZEB cafés providing information sessions
X	Free consultations for citizens and end-users, but also for professionals

X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	NZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people, AR solutions, interactive BIM model of MUZA, QR survey, QR cloud platform with all innovative materials and systems installed in MUZA)
X	Guided visit to NZEB building (MUZA has all elements of NZEB building – promotion of best practice examples)
	Career orientation & counselling hours (networking with employers)
X	One-day presentations and workshops at the technical universities
	School visits
X	Media coverage
	Photo competitions

Short description of planned activities

Concept: The 8th NZEB week will be organized in collaboration with the city of Koprivnica and partnered with Regional energy agency REA-North. This event will target all major stakeholders from Koprivnica-Križevci county.

Main components: Interactive and classic exhibitions, demonstrations, training courses for workers and designers, direct consultations, topic-related round table discussions, etc. ¹⁶

Key collaborators:

City of Koprivnica

Key partners:¹⁷

Producers and suppliers of building materials and systems; technology providers

Croatian Chamber of Economy

Regional energy agency REA-North

Local media

Key Performance Indicators

Parameter	Target
No of visitors	150
No of media publications	5
No of social media posts	15

¹⁶ The detailed description of the main components will be defined in the next version of the document

¹⁷ The complete list of partners will be defined in the next version of the document

No of social media reactions (reaches)	250 (1000)
No of joint activities (collaboration at events with producers and retailers)	6
No of joint activities/events (collaboration at events with public authorities)	1
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	15
No of training courses by UNIZAG GF	1
No of UNIZAG GF trainees	15
No of visitors at demonstrations	30
No of consultations/clients	3

3.03 GREECE

a. SUMMARY

HPHI, the Greek partner is planning to organize ten nZEB weeks covering ten regions of the mainland including some islands. The locations are carefully selected to leverage existing local partnerships and to show real examples onsite of nZEBs/ Passive Houses. The majority of the nZEB weeks will be executed during autumn, spring and summertime in order to use open air spaces in accordance with national directives due to COVID-19 and attract more people in addition to the officially invited stakeholders. It has to be mentioned that at the second stop of the Roadshow a mini-Conference about nZEB will take place including the awarding of the first prize of the second national student competition that has already been held, for the retrofit of the first existing public building to EnerPhit.

Furthermore, the local events are planned to last 3 to 4 days approximately, supported by the Ministry of Environment & Energy, the Ministry of Education, the majority of the Universities according the visited region, the Bank of Greece and the Chamber of Engineers. For that reason, we are expecting the events to attract all stakeholders' groups, combining a wide range of interactive activities.

The locations of the nZEB Roadshows are presented in the map below.



b. NZEB WEEKS

1	nZEB week - Nafplion
Month	September 2021
Target groups	<p>Citizens and end-users (home tenants)</p> <p>Young people / Students / Tourists</p> <p>Producers and suppliers of building materials and systems</p> <p>Construction companies, workers and specialists (designers, architects, energy auditors)</p> <p>Technical services of the municipality</p> <p>Local professional chambers and associations about Tourism</p> <p>Media</p>

Activities' checklist	
	Exhibition of nZEB-compatible construction products, of technology and innovative solutions for nZEB
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time nZEB construction, Blower-Door tests on demo models)
x	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
X	Schools' visits
X	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: Pilot nZEB roadshow event, using training facilities but also visiting the completed nZEB / Passive House Buildings in town. It is planned to be placed on an open-air space that is used for various events.</p> <p>Main components: Live demonstrations, training sessions for individual workers, designers but also for municipal workers, training tools, games for children.</p> <p>Key partners:</p> <p>Technical Chamber of Peloponnese</p> <p>Municipality of Nafplion</p> <p>Local Schools</p> <p>Local Hotel Association</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	120
No of media publications	4
No of social media posts	10

No of social media reactions	150
No of joint activities (collaboration at events with producers and retailers)	5
No of joint activities/events (collaboration at events with public authorities)	-
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	20
No of training courses at the BKH	-
No of trainees at the BKH	-
No of visitors at demonstrations	35
No of consultations/clients	3

2	nZEB week - Trikala
Month	November 2021
Target groups	Local government Citizens and end-users (home tenants) Young people / Students Producers and suppliers of building materials and systems Construction companies, workers and specialists (designers, architects, energy auditors) Professional chambers and associations Media
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, of technology and innovative solutions for nZEB
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time nZEB construction, Blower-Door tests on demo models)
	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair

	nZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)
x	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
X	Schools' visits
X	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: nZEB roadshow event, organized in a city that innovates in the technological and green field and influences the market considerably. Good collaboration with the Municipality and many potentials to spread the standard. Engagement of public authorities on energy policies.</p> <p>Main components: Among the live demonstrations, the games with children and the training sessions a mini-Conference for the nZEBs will take place. Additionally, the first prize will be awarded in the student competition, which has already been held, for the retrofit of the first existing public building to EnerPhit in Trikala.</p> <p>Key partners: National Municipalities Association Municipality of Trikala Municipality of Kalabaka Perfecture of Thessaly PPC SA Technical Chamber of Central and Western Thessaly Exalco SA Aluplast SA</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	200
No of media publications	7
No of social media posts	15
No of social media reactions	300
No of joint activities (collaboration at events with producers and retailers)	5

No of joint activities/events (collaboration at events with public authorities)	2
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	1
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	30
No of training courses at the BKH	-
No of trainees at the BKH	-
No of visitors at demonstrations	40
No of consultations/clients	5

3	nZEB week - Patras
Month	March 2022
Target groups	Citizens and end-users (home tenants) Young people / Students Producers and suppliers of building materials and systems Construction companies, workers and specialists (designers, architects, energy auditors) Real estate Universities Centers for carrier orientation & counseling Professional chambers and associations Media
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, of technology and innovative solutions for nZEB
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time nZEB construction, Blower-Door tests on demo models)
X	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops

X	Training courses (for decision makers, construction workers, designers)
x	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
X	One-day presentations and workshops at the technical universities
X	Schools' visits
X	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: nZEB roadshow event, organized in a city that has a profound educational background due to the Universities of the area. Centering on good collaboration with the Universities and on student influence for a more sustainable future.</p> <p>Main components: Construction fairs, live demonstrations, games for children, roundtables, training sessions and media events will take place.</p> <p>Key partners: Municipality of Patras University of Patras Hellenic Open University Technical Chamber of Western Greece</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	140
No of media publications	4
No of social media posts	7
No of social media reactions	160
No of joint activities (collaboration at events with producers and retailers)	3
No of joint activities/events (collaboration at events with public authorities)	-
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	30

No of training courses at the BKH	-
No of trainees at the BKH	-
No of visitors at demonstrations	40
No of consultations/clients	4

4	nZEB week - Kavala
Month	May 2022
Target groups	<p>Citizens and end-users (home tenants)</p> <p>Young people</p> <p>Producers and suppliers of building materials and systems</p> <p>Construction companies, workers and specialists (designers, architects, energy auditors)</p> <p>Centers for career orientation & counseling</p>
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, of technology and innovative solutions for nZEB
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time nZEB construction, Blower-Door tests on demo models)
X	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
X	Schools' visits
	Media coverage
X	Photo competitions
Short description of planned activities	

Concept: Typical nZEB roadshow event, with main target the citizens of the area.

Main components: Construction fairs, live demonstrations, games for children, roundtables and the training sessions will take place.

Key partners:

Municipality of Kavala

Technical Chamber of Eastern Macedonia

Thermoplastiki SA

Alumil SA

Key Performance Indicators

Parameter	Target
No of visitors	100
No of media publications	3
No of social media posts	5
No of social media reactions	120
No of joint activities (collaboration at events with producers and retailers)	2
No of joint activities/events (collaboration at events with public authorities)	-
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	20
No of training courses at the BKH	-
No of trainees at the BKH	-
No of visitors at demonstrations	20
No of consultations/clients	2

5	nZEB week - Paros
Month	July 2022
Target groups	Citizens and end-users (home tenants) Young people / Tourists Producers and suppliers of building materials and systems

	<p>Construction companies, workers and specialists (designers, architects, energy auditors)</p> <p>Centers for career orientation & counseling</p> <p>Real estate</p>
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, of technology and innovative solutions for nZEB
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time nZEB construction, Blower-Door tests on demo models)
X	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
	Schools' visits
	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: A summer version of nZEB roadshow event on a very touristic island, with the main targets are the citizens of the area as well as the influence of the real estate. Promotion of training programs and educational support. Potential collaboration with local practitioners of nearby islands too.</p> <p>Main components: Construction fairs, live demonstrations, games for children and the training sessions will take place.</p> <p>Key partners:</p> <p>Municipality of Paros</p> <p>Network of Sustainable Greek Islands</p> <p>Greenpeace</p> <p>University of the Aegean</p>	

Key Performance Indicators	
Parameter	Target
No of visitors	100
No of media publications	3
No of social media posts	5
No of social media reactions	117
No of joint activities (collaboration at events with producers and retailers)	2
No of joint activities/events (collaboration at events with public authorities)	-
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	20
No of training courses at the BKH	-
No of trainees at the BKH	-
No of visitors at demonstrations	20
No of consultations/clients	2

6	nZEB week - Kalamata
Month	July 2022
Target groups	Citizens and end-users (home tenants) Young people / Students Producers and suppliers of building materials and systems Construction companies, workers and specialists (designers, architects, energy auditors) Centers for career orientation & counseling Real estate Media
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, of technology and innovative solutions for nZEB
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time nZEB construction, Blower-Door tests on demo models)

X	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
X	Schools' visits
	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: A typical nZEB roadshow event, with the main targets are the citizens of the area as well as the education of the tradespersons. Promotion of training programs and educational support. Good collaboration with local practitioners and construction companies.</p> <p>Main components: Construction fairs, live demonstrations, games for children and the training sessions will take place.</p> <p>Key partners: Municipality of Kalamata University of Peloponnesse Technical Chamber of Peloponnesse</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	120
No of media publications	3
No of social media posts	6
No of social media reactions	125
No of joint activities (collaboration at events with producers and retailers)	3

No of joint activities/events (collaboration at events with public authorities)	-
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	20
No of training courses at the BKH	-
No of trainees at the BKH	-
No of visitors at demonstrations	30
No of consultations/clients	3

7	nZEB week – Kozani
Month	November 2022
Target groups	Local government Citizens and end-users (home tenants) Young people / Students Producers and suppliers of building materials and systems Construction companies, workers and specialists (designers, architects, energy auditors) Centers for career orientation & counseling Real estate Media
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, of technology and innovative solutions for nZEB
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time nZEB construction, Blower-Door tests on demo models)
X	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
	Round tables/debates focused on implementation of national policies and financing schemes
X	Real estate fair
	nZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)

	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
X	Schools' visits
X	Media coverage
	Photo competitions

Short description of planned activities

Concept: It will be a very important nZEB roadshow event, with the main support of the Ministry of Environment and Energy targeting on the change of the public policies related to the existing building stock. Promotion of training programs and educational support. Good collaboration with local practitioners and construction companies.

Main components: Construction fairs, live demonstrations, games for children and the training sessions will take place.

Key partners:

Ministry of Environment and Energy

Municipality of Kozani

Aluplast

University of W.Macedonia

Key Performance Indicators

Parameter	Target
No of visitors	160
No of media publications	4
No of social media posts	7
No of social media reactions	180
No of joint activities (collaboration at events with producers and retailers)	3
No of joint activities/events (collaboration at events with public authorities)	1
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	20

No of training courses at the BKH	-
No of trainees at the BKH	-
No of visitors at demonstrations	30
No of consultations/clients	4

8	nZEB week – Rethymnon
Month	March 2023
Target groups	Local government Citizens and end-users (home tenants) Young people / Students Producers and suppliers of building materials and systems Construction companies, workers and specialists (designers, architects, energy auditors) Centers for career orientation & counseling Education service providers (technical schools) Real estate Media
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, of technology and innovative solutions for nZEB
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time nZEB construction, Blower-Door tests on demo models)
	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
	Round tables/debates focused on implementation of national policies and financing schemes
X	Real estate fair
	nZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities

X	Schools' visits
	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: A nZEB roadshow event, oriented on the education of youngsters on the construction of nZEBs. Good collaboration with local technical schools, practitioners and construction companies. Influence of real estate for the buildings of the future. Promotion of training programs and educational support.</p> <p>Main components: Construction fairs, live demonstrations, games for children and the training sessions will take place. As well as exhibitions of Passive House projects.</p> <p>Key partners: Municipality of Rethymnon Network of Sustainable Greek Islands 1st Epal of Rethymnon Prefecture of Crete Technical Chamber of W.Crete University of Chania</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	130
No of media publications	3
No of social media posts	6
No of social media reactions	150
No of joint activities (collaboration at events with producers and retailers)	2
No of joint activities/events (collaboration at events with public authorities)	1
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	30
No of training courses at the BKH	-
No of trainees at the BKH	-
No of visitors at demonstrations	30
No of consultations/clients	4

9	nZEB week – Ioannina
Month	May 2023
Target groups	<p>Citizens and end-users (home tenants)</p> <p>Young people / Students</p> <p>Producers and suppliers of building materials and systems</p> <p>Construction companies, workers and specialists (designers, architects, energy auditors)</p> <p>Centers for career orientation & counseling</p> <p>Education service providers (University of Ioannina)</p>
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, of technology and innovative solutions for nZEB
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time nZEB construction, Blower-Door tests on demo models)
X	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)
X	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
X	Schools' visits
	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: A nZEB roadshow event, that focus on the implementation of airtightness, the most difficult factor to accomplish on the site. Good collaboration with local University and construction companies. Prosecution on training sessions over airtightness, live demos and demo of computational tool for airtightness.</p>	

Main components: Construction fairs, live demonstrations, games for children and the training sessions will take place.

Key partners:

Municipality of Ioannina

University of Ioannina

Key Performance Indicators	
Parameter	Target
No of visitors	100
No of media publications	3
No of social media posts	5
No of social media reactions	140
No of joint activities (collaboration at events with producers and retailers)	2
No of joint activities/events (collaboration at events with public authorities)	1
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	1
No of trainees at the roadshow	30
No of training courses at the BKH	-
No of trainees at the BKH	-
No of visitors at demonstrations	30
No of consultations/clients	2

10	nZEB week – Thessaloniki
Month	September 2023
Target groups	<p>Local government</p> <p>Citizens and end-users (home tenants)</p> <p>Young people / Students</p> <p>Producers and suppliers of building materials and systems</p> <p>Construction companies, workers and specialists (designers, architects, energy auditors)</p> <p>Centers for carrier orientation & counseling</p>

	Education service providers (University of Thessaloniki) Real estate Media
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, of technology and innovative solutions for nZEB
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time nZEB construction, Blower-Door tests on demo models)
X	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
X	Schools' visits
X	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: The last nZEB roadshow event, will take place at the second largest city in Greece. It will focus on the good collaboration with the market. Main target is to approach the construction industry and professional chambers to support the nZEBs with the formation of new products and innovating technologies. Prosecution on training sessions of tradespersons, live demos and exhibitions on site.</p> <p>Main components: Construction fairs, live demonstrations, games for children, training sessions, media events will take place.</p> <p>Key partners: Municipality of Thessaloniki University of Thessaloniki Technical Chamber of Central Macedonia Aluplast SA</p>	

Alumil SA	
Fibran SA	
CERTH	
Key Performance Indicators	
Parameter	Target
No of visitors	200
No of media publications	5
No of social media posts	10
No of social media reactions	200
No of joint activities (collaboration at events with producers and retailers)	3
No of joint activities/events (collaboration at events with public authorities)	1
No of Signed MOUs (with producers and retailers)	-
No of training courses for municipal projects	-
No of training courses for construction professionals at roadshows	2
No of trainees at the roadshow	50
No of training courses at the BKH	-
No of trainees at the BKH	-
No of visitors at demonstrations	100
No of consultations/clients	10

3.04 ITALY

a. SUMMARY

ZEPHIR, the Italian partner, is organizing 3+ nZEB days, covering Central-Southern and Northern Italy. All events are planned for a duration of at least one day and are located into nZEB/passive houses construction sites. The focus of the events will be increasing the knowledge on nearly Zero Energy buildings onsite. Practitioners, architects, engineers, home tenants will learn about energy efficiency by looking at details, confronting different ideas, exploring the economic feasibility of retrofit measures, etc.

Moreover, considering the still unstable pandemic situation, ZEPHIR is organizing several on-line events including webinars and courses about energy efficiency and nZEB/Passivhaus concepts. In addition, a series of videos will be prepared to be streamlined to potential interested people caught via marketing platforms with an improved engagement.

The nZEB events and activities are listed in the following tables.

b. NZEB DAYS/WEEKS

1	nZEB day – Jesi / Marche
Dates	5 July 2021
Location(s)	nZEB/passive house building site
Target groups	Citizens and end-users (home tenants) Young people / Students Producers and suppliers of building materials and systems Construction companies, workers and specialists (designers, architects, engineers, practitioners, energy auditors)
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, technology and innovative solutions for nZEB
	Live practical demonstrations (training on demo models, Blower-Door tests on demo models)
X	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
	Training courses (construction workers, designers)
X	On-site training at new buildings or building renovation sites
	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
	Schools' visits
	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: attractive and easily accessible event for stakeholders from the Central-Southern Italy. Opportunity for a visit to a nZEB/passive house project in the retrofit design phase. Good collaboration with local practitioners and construction companies.</p> <p>Main components: roundtable, training and demonstration activities, building site visit, construction details analysis, etc.</p>	

Key partners:	
Media	
Key Performance Indicators	
Parameter	Target
No of visitors	10
No of media publications	2
No of social media posts	3
No of social media reactions	75
No of joint activities (collaboration at events with producers and retailers)	
No of joint activities/events (collaboration at events with public authorities)	
No of Signed MOUs (with producers and retailers)	
No of training courses for municipal projects	
No of training courses for construction professionals at roadshows	
No of trainees at the roadshow	
No of training courses at the BKH	
No of trainees at the BKH	
No of visitors at demonstrations	10
No of consultations/clients	3

2	nZEB day – San Daniele del Friuli / Friuli – Venezia Giulia
Dates	16 July 2021
Location(s)	nZEB/passive house building site
Target groups	Citizens and end-users (home tenants) Young people / Students Producers and suppliers of building materials and systems Construction companies, workers and specialists (designers, architects, engineers, practitioners, energy auditors)
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, technology and innovative solutions for nZEB
	Live practical demonstrations (training on demo models, Blower-Door tests on demo models)

X	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
	Training courses (construction workers, designers)
X	On-site training at new buildings or building renovation sites
	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
	Schools' visits
	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: attractive and easily accessible event for stakeholders from the North-Eastern part of Italy. Opportunity for a visit to an under construction nZEB/passive house project. Good collaboration with local practitioners and construction companies.</p> <p>Main components: roundtable, training and demonstration activities, building site visit, construction details analysis, etc.</p> <p>Key partners: Media Construction company</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	10
No of media publications	2
No of social media posts	4
No of social media reactions	300
No of joint activities (collaboration at events with producers and retailers)	
No of joint activities/events (collaboration at events with public authorities)	
No of Signed MOUs (with producers and retailers)	
No of training courses for municipal projects	

No of training courses for construction professionals at roadshows	
No of trainees at the roadshow	
No of training courses at the BKH	
No of trainees at the BKH	
No of visitors at demonstrations	20
No of consultations/clients	5

3	nZEB days – Tavarnelle Val di Pesa / Tuscany
Dates	Early 2022
Location(s)	nZEB/passive house building site
Target groups	<p>Citizens and end-users (home tenants)</p> <p>Young people / Students</p> <p>Producers and suppliers of building materials and systems</p> <p>Construction companies, workers and specialists (designers, architects, engineers, practitioners, energy auditors)</p> <p>Mayor and public authorities, policy makers</p>
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, technology and innovative solutions for nZEB
	Live practical demonstrations (training on demo models, Blower-Door tests on demo models)
X	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
	Training courses (construction workers, designers)
X	On-site training at new buildings or building renovation sites
	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities

	Schools' visits
	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: attractive and easily accessible event for stakeholders from the Central part of Italy. Opportunity for a visit to an under construction nZEB/passive house project. Good collaboration with local practitioners and construction companies. Engagement of public authorities for consultancy on energy policies.</p> <p>Main components: roundtable, training and demonstration activities, building site visit, construction details analysis, etc.</p> <p>Key partners:</p> <p>Media</p> <p>Public Institutions</p> <p>Construction company</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	50
No of media publications	5
No of social media posts	10
No of social media reactions	500
No of joint activities (collaboration at events with producers and retailers)	
No of joint activities/events (collaboration at events with public authorities)	1
No of Signed MOUs (with producers and retailers)	
No of training courses for municipal projects	
No of training courses for construction professionals at roadshows	
No of trainees at the roadshow	
No of training courses at the BKH	
No of trainees at the BKH	
No of visitors at demonstrations	100
No of consultations/clients	10

4	nZEB days – online nZEB/CPHD courses
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Dates	Late 2021/ early 2022, mid 2022
Location(s)	online
Target groups	Young people / Students Construction companies, workers and specialists (designers, architects, engineers, practitioners, energy auditors) Technicians of Public Institutions
Activities' checklist	
	Exhibition of nZEB-compatible construction products, technology and innovative solutions for nZEB
X (online)	Live practical demonstrations (training on demo models, Blower-Door tests on demo models)
X (online)	nZEB cafés providing information sessions
	Free consultations for citizens and end-users
	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
X (online)	Training courses (construction workers, designers)
	On-site training at new buildings or building renovation sites
	Gamification (web applications, contests and events for young people)
	Guided visit to nZEB buildings, passive or solar houses
	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
	Schools' visits
	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: Course about nZEB and Passivhaus principles: thermal insulation, thermal bridges, high performing windows, airtightness, natural and mechanical ventilation</p> <p>Main components: course / workshop organized on online platform such as ZOOM – breakout rooms / class groups can be easily arranged</p> <p>Key partners: Sponsors, manufacturers</p>	
Key Performance Indicators	
Parameter	Target

No of visitors	
No of media publications	5
No of social media posts	10
No of social media reactions	500
No of joint activities (collaboration at events with producers and retailers)	
No of joint activities/events (collaboration at events with public authorities)	
No of Signed MOUs (with producers and retailers)	
No of training courses for municipal projects	1
No of training courses for construction professionals at roadshows	2-3
No of trainees at the roadshow	25
No of training courses at the BKH	
No of trainees at the BKH	
No of visitors at demonstrations	
No of consultations/clients	

5	nZEB days – online videos
Dates	All the years round
Location(s)	online
Target groups	Citizens and end-users Young people / Students Real estate Media Producers and suppliers of building materials and systems Construction companies, workers and specialists (designers, architects, energy auditors) Professional chambers and associations Education service providers (high schools and other VET providers) Local government
Activities' checklist	
X (online)	Exhibition of nZEB-compatible construction products, technology and innovative solutions for nZEB

X (online)	Live practical demonstrations (training on demo models, Blower-Door tests on demo models)
	nZEB cafés providing information sessions
X (online)	Free consultations for citizens and end-users
	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
	Training courses (construction workers, designers)
	On-site training at new buildings or building renovation sites
	Gamification (web applications, contests and events for young people)
X (online)	Guided visit to nZEB buildings, passive or solar houses
	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
	Schools' visits
	Media coverage
	Photo competitions

Short description of planned activities

Concept: Series of videos with interviews of Passivhaus and nZEB buildings' occupants who express their satisfaction for the overall quality standard, videos recorded onsite where low-energy buildings are located, free information about nZEB and Passivhaus

Main components: videos, interviews

Key partners:

Sponsors, manufacturers

Construction companies

Local authorities

Key Performance Indicators

Parameter	Target
No of visitors	
No of media publications	5
No of social media posts	5
No of social media reactions	1000
No of joint activities (collaboration at events with producers and retailers)	
No of joint activities/events (collaboration at events with public authorities)	

No of Signed MOUs (with producers and retailers)	
No of training courses for municipal projects	
No of training courses for construction professionals at roadshows	
No of trainees at the roadshow	
No of training courses at the BKH	
No of trainees at the BKH	
No of visitors at demonstrations	
No of consultations/clients	
<i>No of videos viewers¹⁸</i>	<i>400</i>
<i>No of video interactions¹⁹</i>	<i>200</i>

6	nZEB days – online webinars
Dates	All the years round
Location(s)	online
Target groups	Citizens and end-users Young people / Students Real estate Media Producers and suppliers of building materials and systems Construction companies, workers and specialists (designers, architects, energy auditors) Professional chambers and associations Education service providers (high schools and other VET providers) Local government
Activities' checklist	
	Exhibition of nZEB-compatible construction products, technology and innovative solutions for nZEB
X (online)	Live practical demonstrations (training on demo models, Blower-Door tests on demo models)
X (online)	nZEB cafés providing information sessions
X (online)	Free consultations for citizens and end-users

¹⁸ This KPI is added by the Italian partner to measure the impact of the additional online events

¹⁹ Same as above

	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
X (online)	Training courses (construction workers, designers)
	On-site training at new buildings or building renovation sites
	Gamification (web applications, contests and events for young people)
X (online)	Guided visit to nZEB buildings, passive or solar houses
	Career orientation & counselling hours (networking with employers)
X (online)	One-day presentations and workshops at the technical universities
	Schools' visits
	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: Series of webinars about energy efficiency and Passivhaus/nZEB buildings</p> <p>Main components: webinars</p> <p>Key partners:</p> <p>Sponsors, manufacturers</p> <p>Construction companies</p> <p>Local authorities</p> <p>Professional technical chambers</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	
No of media publications	5
No of social media posts	5
No of social media reactions	300
No of joint activities (collaboration at events with producers and retailers)	2
No of joint activities/events (collaboration at events with public authorities)	1
No of Signed MOUs (with producers and retailers)	
No of training courses for municipal projects	
No of training courses for construction professionals at roadshows	2

No of trainees at the roadshow	50
No of training courses at the BKH	
No of trainees at the BKH	
No of visitors at demonstrations	
No of consultations/clients	
<i>No of attendants²⁰</i>	<i>300</i>

7	nZEB days – locations tbd
Dates	2022 – 2023 according to COVID situation
Location(s)	Several locations (e.g. Verona, Bologna, regions: Marche, Tuscany, Lombardia)
Target groups	Citizens and end-users Young people / Students Real estate Media Producers and suppliers of building materials and systems Construction companies, workers and specialists (designers, architects, energy auditors) Professional chambers and associations Education service providers (high schools and other VET providers) Local government
Activities' checklist	
	Exhibition of nZEB-compatible construction products, technology and innovative solutions for nZEB
X	Live practical demonstrations (training on demo models, Blower-Door tests on demo models)
	nZEB cafés providing information sessions
	Free consultations for citizens and end-users
	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
	nZEB hours at local DIY shops
X	Training courses (construction workers, designers)

²⁰ This KPI is added by the Italian partner to measure the impact of the additional online event

	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
	Guided visit to nZEB buildings, passive or solar houses
	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
X	Schools' visits
	Media coverage
	Photo competitions

Short description of planned activities

Concept: Events about energy efficiency and benefits of nZEB approach (new construction and retrofit)

Main components: gamification, hands-on, presentations

Key partners:

Sponsors, manufacturers

Local authorities

Professional technical chambers

Schools

Key Performance Indicators

Parameter	Target
No of visitors	50
No of media publications	5
No of social media posts	5
No of social media reactions	500
No of joint activities (collaboration at events with producers and retailers)	1
No of joint activities/events (collaboration at events with public authorities)	
No of Signed MOUs (with producers and retailers)	
No of training courses for municipal projects	
No of training courses for construction professionals at roadshows	2
No of trainees at the roadshow	50
No of training courses at the BKH	
No of trainees at the BKH	
No of visitors at demonstrations	

No of consultations/clients	2
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3.05 ROMANIA

a. SUMMARY

It is clear for the Romanian partners that the previous nZEB initiatives related with training of target groups, created a new vision on the local nZEB market. The initiation and setting up of the Romanian *Building Knowledge HUB* (BKH) in Bucharest (as part of previous H2020 financed projects Train-to-nZEB and Fit-to-nZEB) clearly covered only one part of the improvement level in various construction skills needed. Most of the training courses/services offered were directed to public authorities and specialists in the Bucharest region (Bucharest and neighboring counties like Prahova, Dambovita, Brasov, etc.). It was remarkable the (2019) request of the Iasi Municipality (500 km north –east of Bucharest) for specialized training course within the premises of Iasi Municipality. Several other local initiatives (in Cluj Napoca) also might be mentioned. But except that, there were not enough market requests for such of performant nZEB training in other areas/regions of Romania.

The nZEB Roadshow activities were designed to satisfy such regional nZEB market training needs. The new business models created and the specific tools elaborated during the project activities, will stimulate demand of training and qualification products over the next years in Romania. As described in other project reports (D5.1) the pro-active engagement of regional stakeholders will be an essential request for achieving a satisfactory level for nZEB trainings. Low level of awareness, lack of legal nZEB implementation knowledge and several technological innovations in the energy performance in buildings will be only few of the topics which will create the base of consultations with local training groups.

The Romanian partners in the nZEB Roadshow project received very good feedback from several regions in Romania, in terms of engagement for achievement a certain level of awareness. Among all regions, the Romanian project team are planning to organize 4 “nZEB WEEKS”, in carefully selected cities such as Bucharest, Brasov, Iasi and Cluj-Napoca. In case of requests from other Romanian regions, the project team will take in considerations other locations for such nZEB WEEKS development (depending on local partners’ involvement and budget allocations).

The distribution, map and period of the Romanian “nZEB WEEKS”, as planned for the moment, is shown in figure below.



b. NZEB WEEKS ROMANIA

1	nZEB week - BUCHAREST
Date	July 12th-17th, 2021
Location(s)	<p>Monday, July 12th - online meetings</p> <p>Tuesday, July 13th - NIRD Urban- INCERC (The Building Knowledge HUB, BKH Bucharest)</p> <p>Wednesday, July 14th - ROMSTAL ACADEMY + 2 site visits at nZEB Schools (District 6th)</p> <p>Thursday, July 15th- EFdeN site (UTCB Campus)</p> <p>Friday, July 16th - NIRD Urban- INCERC (The Building Knowledge HUB, BKH Bucharest)</p> <p>Saturday, July 17th - EFdeN (UTCB Campus)</p>
Target groups	<p>Central and Local Government</p> <p>Citizens and end-users</p> <p>Young people</p> <p>Producers and suppliers of building materials and systems</p>

	Construction companies Workers and specialists (designers, architects, energy auditors) Professional chambers and associations Education service providers (universities, high schools and other VET providers) Centers for carrier orientation & counselling Financial institutions Real estate Media
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, of technology and innovative solutions for nZEB
X	Live practical demonstrations - airtightness, Blower-Door tests on demo models
	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
X	nZEB hours at local DIY shops (Romstal Academy tour and presentation)
X	Training courses (for decision makers, construction workers, designers)
X	On-site training at new buildings or building renovation sites (EFdeN, District6)
	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
	One-day presentations and workshops at the technical universities
X	Schools' visits - New afterschool nZEB & school retrofit nZEB, along with technical presentations from the designing teams and local authorities District 6, Bucharest)
X	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: The first Romanian nZEB week organized in Bucharest is a pilot event aimed to reach and engage all identified stakeholders in Bucharest and neighboring counties.</p> <p>The nZEB Week opens on July the 12th, with an <i>online event</i> designed for project presentation and promotion of the nZEB concept among participants.</p>	

The week will continue with a more practical approach at the *NIRD Urban-INCERC* in Bucharest (the *Building Knowledge HUB Bucharest*). Representatives of local administrations will get more familiarized with nZEB concept and possible solutions for project financing. At the same day, a training course dedicated to designers and other professionals in building performance sector will follow.

The week will continue on Wednesday July 14th in 2 locations. *Romstal Academy in South East Bucharest* are the nZEB Roadshow project partners and one of the regional promoters of nZEB buildings. At the same time, a group of interested persons will visit 2 school construction sites under renovation, in *District 6 of Bucharest (Western Bucharest)*

The next day, the activities will continue at the premises of Faculty of Installations, part of technical University of Bucharest(UTCB) situated in *District 2, Central Bucharest*.

During the rest of the week, the project team will return, with different topic agendas, in 2 of the already described sites (NIRD Urban-INCERC and Faculty of Installations).

The following Bucharest map shows the locations for the activities during the 1st nZEB WEEK Bucharest.



Bucharest is the capital and largest city of Romania, as well as its cultural, industrial, and financial center, situated in the southeast of the country, numbering a total of 1.9 million residents (2011 census). INCD URBAN INCERC, Cluster pRO NZEB and the Building Knowledge Hub are situated in Bucharest, facilitating a great start for the first nZEB Week. The first nZEB WEEK in Romania will try to attract in different Bucharest locations different target groups interested in nZEB concept, from South Western Romania, Muntenia region, Bucharest-Ilfov region and South Eastern Romania.

Partners: Existing Cluster pRO-nZEB members (33, 10 founders and 23 associate members), technology companies in Bucharest, local municipal authorities from districts 2 and 6.

Collaborators: technology companies (members or not members of the Cluster pRO-nZEB) which provided and helped in developing mock-ups and other course materials.

Influencers: Local authorities from all Districts of Bucharest, several media partners (MATEK, Romania Pozitiva, etc.)

Comments:

The Bucharest nZEB Week capitalizes on the existing Bucharest infrastructure (including past projects in NIRD Urban-INCERC and The Building Knowledge HUB, as well as the partners) and local partnerships.

It addresses to the largest pool of stakeholders in the building industry.

It combines theoretical (courses) with practical activities.

The first nZEB WEEK is important as it will be disseminated among several channels, creating the premises for effective next 3 nZEB WEEKS in other 3 cities of Romania.

The opening day events were held on ZOOM (open to more than regional identified stakeholders).

Key Performance Indicators

Parameter	Target per nZEB week / country
No of visitors	200 / 600
No of media publications	14 / 50
No of social media posts	25 / 100
No of social media reactions	500 / 2000
No of joint activities (collaboration at events with producers and retailers)	13 / 50
No of joint activities/events (collaboration at events with public authorities)	2 / 3
No of Signed MOUs (with producers and retailers)	4 / 10
No of training courses for municipal projects	0 / 2
No of training courses for construction professionals at roadshows	2 / 5
No of trainees at the roadshow	25 / 100
No of training courses at the BKH	2 / 5
No of trainees at the BKH	60 / 100
No of visitors at demonstrations	90 / 240
No of consultations/clients	8 / 20

2	nZEB week - BRASOV
Date	October 2021
Location(s)	Central City Square/ Parking Municipality of Brasov
Target groups	Local government in Brasov and neighboring counties, part of the central Romania region

	Citizens and end-users Young people Producers and suppliers of building materials and systems Construction companies, workers and specialists (designers, architects, energy auditors) Professional chambers and associations Education service providers (universities, high schools and other VET providers) Centers for carrier orientation & counselling Financial institutions Real estate Media
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, of technology and innovative solutions for nZEB
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time nZEB construction, Blower-Door tests on demo models)
	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
X	nZEB hours at local DIY shops(to be decided among several in Brasov)
X	Training courses (for decision makers, construction workers, designers)
(X)	On-site training at new buildings or building renovation sites (ZECAPH)
X	Gamification (web applications, contests and events for young people)
	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
X	One-day presentations and workshops at the technical universities
	Schools' visits
X	Media coverage
	Photo competitions
Short description of planned activities	

Concept: The second nZEB week will take place in Brasov in October 2021. As in the previous first nZEB WEEK (Bucharest) the nZEB Romanian project team believes that having different activities in a combined events agenda for the 2nd Roadshow week will cover many target groups in the area. At least 2 locations were considered by now, the Central City Square (very popular among young people and other citizens) or the parking of the municipality building. Other options might be taken in consideration, for example the open yard of the Metropolitan Agency of Brasov (NGO).

Brasov is a major city in the Central Region of Romania. Brasov Municipality is an associate member of Cluster pRO-nZEB and a promotor of the nZEB concept among the stakeholders in the region. Major real estate developments in quite cold (winter) environment makes the local administration to place energy performance in buildings as a major topic on local development agenda.

Partners: (envisaged, contacted): Municipality of Brasov, University of Brasov, Metropolitan Area Brasov Agency, Building Knowledge HUB Brasov.

Collaborators: Technology companies in Brasov area, previous collaborators in nZEB Bucharest WEEK interested in partnerships in Brasov, high-schools Brasov area.

Influencers: Municipality of Brasov and main Brasov County cities, Local media.

The nZEB Roadshow Romanian team and collaborators will try to cover a maximal area of interest, geographically and demand driven cooperation.

Key Performance Indicators

Parameter	Target
No of visitors	150 / 600
No of media publications	12 / 50
No of social media posts	25 / 100
No of social media reactions	500 / 2000
No of joint activities (collaboration at events with producers and retailers)	13 / 50
No of joint activities/events (collaboration at events with public authorities)	0 / 3
No of Signed MOUs (with producers and retailers)	2 / 10
No of training courses for municipal projects	1 / 2
No of training courses for construction professionals at roadshows	1 / 5
No of trainees at the roadshow	25 / 100
No of training courses at the BKH	1 / 5
No of trainees at the BKH	40 / 100
No of visitors at demonstrations	50 / 240
No of consultations/clients	4 / 20

3	nZEB week - IASI
Date	May2022
Location(s)	Vicinity of Municipality of Iasi(pedestrian area)
Target groups	<p>Local government</p> <p>Citizens and end-users</p> <p>Young people</p> <p>Producers and suppliers of building materials and systems</p> <p>Construction companies, workers and specialists (designers, architects, energy auditors)</p> <p>Professional chambers and associations</p> <p>Education service providers (universities, high schools and other VET providers)</p> <p>Centers for carrier orientation & counselling</p> <p>Financial institutions</p> <p>Real estate</p> <p>Media</p>
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, of technology and innovative solutions for nZEB
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time nZEB construction, Blower-Door tests on demo models)
	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
X	nZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)
	On-site training at new buildings or building renovation sites
	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)

X	One-day presentations and workshops at the technical universities
	Schools' visits
X	Media coverage
	Photo competitions
Short description of planned activities	
<p>Concept: The 3rd nZEB WEEK is planned to take place in Iasi, North Eastern Romania, in May 2022. Iasi is a well-known city with more than 300,000 inhabitants. Having a vibrant mobility of workers (mainly leaving for better jobs in Western Europe, with good appetite for new and healthy and modern houses at their return), but also inheriting a big stock of old and cheap(er) residential areas, Iasi can be considered a good spot for adapting new market trends in buildings to new modern times. The demand for improving the knowledge for the nZEB buildings is considered high and support from the Municipality of Iasi in diminishing the knowledge gap was always constant.</p> <p>Iasi is the capital of province of Moldova, situated strategically for being considered a focal point not only for the 6 counties in North Eastern Romanian region but also a magnet for the Republic of Moldova regions, interested in developing cooperation partnerships, including the energy performance in buildings sector. This event has the potential to raise the interest of the stakeholders in Republic of Moldova.</p> <p>Partners: Technical University Gh.Asachi, Iasi; Municipality of Iasi; Local companies' members or collaborators of Cluster pRO-nZEB.</p> <p>Collaborators: Municipality of Iasi, Smart& Passive House SRL, Regional Development Agency North Eastern Romania.</p> <p>Influencers: Municipality of Iasi, Local media, Republic of Moldova media.</p>	
Key Performance Indicators	
Parameter	Target
No of visitors	100 / 600
No of media publications	12 / 50
No of social media posts	25 / 100
No of social media reactions	500 / 2000
No of joint activities (collaboration at events with producers and retailers)	13 / 50
No of joint activities/events (collaboration at events with public authorities)	1 / 3
No of Signed MOUs (with producers and retailers)	2 / 10
No of training courses for municipal projects	1 / 2
No of training courses for construction professionals at roadshows	1 / 5
No of trainees at the roadshow	25 / 100

No of training courses at the BKH	0/ 5
No of trainees at the BKH	0 / 100
No of visitors at demonstrations	50 / 240
No of consultations/clients	4 / 20

4	nZEB week –CLUJ-Napoca
Date	October 2022
Location(s)	To be defined
Target groups	<p>Local government</p> <p>Citizens and end-users</p> <p>Young people</p> <p>Producers and suppliers of building materials and systems</p> <p>Construction companies, workers and specialists (designers, architects, energy auditors)</p> <p>Professional chambers and associations</p> <p>Education service providers (universities, high schools and other VET providers)</p> <p>Centers for carrier orientation & counselling</p> <p>Financial institutions</p> <p>Real estate</p> <p>Media</p>
Activities' checklist	
X	Exhibition of nZEB-compatible construction products, of technology and innovative solutions for nZEB
X	Live practical demonstrations (live building of demo models, Ice Challenge and real-time nZEB construction, Blower-Door tests on demo models)
	nZEB cafés providing information sessions
X	Free consultations for citizens and end-users
X	Round tables/debates focused on implementation of national policies and financing schemes
	Real estate fair
X	nZEB hours at local DIY shops
X	Training courses (for decision makers, construction workers, designers)

	On-site training at new buildings or building renovation sites
X	Gamification (web applications, contests and events for young people)
X	Guided visit to nZEB buildings, passive or solar houses
X	Career orientation & counselling hours (networking with employers)
x	One-day presentations and workshops at the technical universities
	Schools' visits
X	Media coverage
	Photo competitions

Short description of planned activities

Concept: The last nZEB Romanian WEEK will take place in Cluj Napoca in October 2022. Cluj Napoca is considered a cluster of sites where the activities under the nZEB Cluj WEEK can take place. The exact location will be defined later, depending on the collaboration with various stakeholders in the region. Cluj Napoca is the main development pole in Transylvania, with potential to cover the whole central and North Western Romania

Partners: Municipality of Cluj Napoca, Technical University Cluj Napoca, Local technology providers.

Collaborators: Existing pRO-nZEB cluster members; technical University of Cluj Napoca, Regional Development Agency North West region.

Influencers: Municipality of Cluj Napoca, Local media

Key Performance Indicators

Parameter	Target
No of visitors	150 / 600
No of media publications	14 / 50
No of social media posts	25 / 100
No of social media reactions	500 / 2000
No of joint activities (collaboration at events with producers and retailers)	13 / 50
No of joint activities/events (collaboration at events with public authorities)	0 / 3
No of Signed MOUs (with producers and retailers)	2 / 10
No of training courses for municipal projects	1 / 2
No of training courses for construction professionals at roadshows	1 / 5
No of trainees at the roadshow	25 / 100
No of training courses at the BKH	2 / 5

No of trainees at the BKH	40 / 100
No of visitors at demonstrations	50 / 240
No of consultations/clients	4 / 20

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КАМАРА НА СТРОИТЕЛИТЕ В БЪЛГАРИЯ
BULGARIAN CONSTRUCTION CHAMBER