

IMAGINE A BUILT ENVIRONMENT THAT  
ENABLES A HIGH QUALITY OF LIFE FOR ALL



## RESIDENTIAL BUILDINGS RENOVATION - BARRIERS AND INITIATIVES

PROJECT BUILD UPON  
1<sup>st</sup> Czech National Workshop  
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Impact Hub Prague



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## Marketing and communication of residential buildings sector

First of series of workshops supporting the National Renovation Strategy was related to residential buildings and existing barriers that can be identified in this buildings sector. Main goal of the work was to find a solution, in other words initiatives and mechanisms that will improve present situation in residential sector towards accelerated renovation business with high number of high quality buildings.

Broad portfolio of stakeholders from different sectors of buildings construction, preparation, operation and use as well as from communication sector attended the workshop. We see huge benefit in meeting all these people in one place discussing common topics from different points of view and different orientation in the green buildings market.

Goals and principles of the workshop:

1. Accelerate discussion about buildings quality and renovation in the country - support National Renovation Strategy - in residential sector
2. Interconnect all actors in the area, starting from design and development through real estate and contractors to building users
3. Allow all to say their opinion no matter what it is and what is actor's strength
4. Discuss how to communicate quality solutions of residential buildings to broad civil society aiming to accelerate demand side

### Keywords: National Renovation Strategy Support – Barriers Identification – Communication

Main targets of the workshop:

- Renovation barriers identification and searching for initiatives to develop quality renovations
- Communication of quality buildings and sustainable solutions through media to final consumers – broad civil society

After short welcome speech and information on the Build Upon project by Simona Kalvoda, CEO of Czech GBC, panel speakers have been introduced. Morning informal networking with coffee and refreshments had been followed by moderator František Macholda speech from EkoWATT consultancy who started the program. Role and ambitions of represented organizations and companies on panel have been presented. Common aspect for all is interest of customers, i.e. demand side that defines supply side. Thus, business being done mainly by contractor and developer companies is motivated by broad public, i.e. non-professional society.

*"We have to have complex look at the renovations of residential sector and we have to look for complex solutions. Today's meeting of people from very different areas is an important step forward. In commercial buildings sector we are ahead as the sustainability is simply required by tenants. Here we need to work with broad public a lot."*, František Macholda, senior consultant, EkoWATT

We found out that developers and contractors are divided to three groups: low-cost solutions that reflect requirement of public on the lowest initial costs without reflecting quality, mainstream that reflects initial costs but basic quality aspects too, and third group are the market leaders in sustainable and passive buildings. They represent only few percent of the building construction sector.

Consultancies, designers and partly contractors are mostly ready to deliver quality sustainable buildings. Issue is quality of workforce and sufficiency of technical supervision. In case of intelligent and passive buildings, there are problems with adequate maintenance and knowledge on good operation behaviour of owners. It leads to not fulfilling expected performance of buildings. Key topics of sustainable solutions are sufficient ventilation and choose of adequate technology. It must be a part of awareness raising towards broad public as well as explanation of other benefits of quality sustainable solutions – better indoor climate, less overheating in summer etc. which lead to better quality of sleeping and better productivity.

At the end of the workshop, moderator summarized recommendations and conclusions as follows:

1. The discussions of different stakeholders must continue. Anyone will get an opportunity to present own opinion
2. In residential sector, awareness raising of broad public is crucial to accelerate demand side and push on suppliers of any relevant services.
3. Sufficient capacity of experts who could help to non-professional civil society has to be built. They are architects, designers, contractors, consultants, energy specialists, technical supervisors and subsidy schemes advisors.
4. Final benefits (effects) of quality renovation has to be well explained to public in simple form. It means quality indoor environment, temperatures.
5. Media have to play very active role and disseminate attractive arguments that shall be provided to them with the aim to visualize and promote quality and sustainability that are impossible to see or touch and thus are too virtual. Information must be clear, simple and undistorted.

During the final discussion, participants very positively reacted on Czech GBC work and invitation of all the persons to one table, especially those with different view on the market – progressive as well as mainstream representatives.

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