

SUBJECT: BUILD UPON Workshop 5

The fifth BUILD UPON workshop „Communication and Awareness“, organized jointly by the Croatia Green Building Council and HUPFAS (Croatian Association of Façade Producers), took place on November 22nd 2016 in the Antunović hotel in Zagreb. It involved over 80 stakeholders divided into 10 groups and addressed the barriers in communication between relevant stakeholders and creating overall awareness.

Presentations included speakers from the Center for Monitoring Business Activities in the Energy Sector and Investments, Public real estate agency, Environmental Protection and Energy Efficiency Fund, Labin Stan, housing authority, North-west Croatia Regional Energy Agency, GRE-Liege (RENEWATT project) and the German Sustainable Building Council (DGNB). The groups were coordinated by members of the National Core Group and they analyzed the barriers in communication between relevant stakeholders in the process of creating overall awareness about the benefits of EE building renovation.

The workshop was concluded with the following recommendations: Inform the public about the multiple benefits of EE building renovation; Simplify and adapt information content to varying target groups (building types); Use best practice examples in communication, also including achieved savings; Address the importance of building users' emotions, such as comfort, safety and health; Start the information process from childhood, so people will grow up with the „green“ way of thinking; Organise awareness research and use relevant data for preparing marketing campaigns; Open information centres (one-stop-shops) where information on renovation can be obtained; Ensure a high quality platform for two-way communication between institutions and users.

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