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Acronym: SEEtheSkills

Grant Agreement Number 101033743

HORIZON 2020

Report from the campaign for harvesting ideas from home owners "Ask the tenants" including the Promotional video "Our tenants appreciate energy skills"

- Final version -

Deliverable D5.2

Date: 31.05.2023

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ACKNOWLEDGEMENT

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EXECUTIVE SUMMARY

This document is a part of the Deliverable No.5.2, which results out of Task "Ask the tenants" campaign executed in consortium countries. This report consists of several parts, first is the survey, second is the output video

The survey is conducted to hear the opinion of end users of buildings, in terms of comfort for living and to identify whether they recognize the benefits of energy skills. The best ideas are being recorded and shared within the consortium and final video is being produced, covering important parts of national videos.

The document is summarized in the conclusion.

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1. Introduction

The research was conducted as part of a project "Sustainable Energy Skills in Construction: Visible, Validated, Valuable" – SEEtheSkills, and coordinated by project partner Slovak University of Technology in Bratislava, Faculty of Civil Engineering and Slovak Chamber of Civil Engineers.

The aim of the campaign is to hear the opinion both of owners and users of buildings, in terms of the comfort of living and to identify whether they recognize the benefits of energy skills.

1.1 Methodology

In order to get relevant information from the local markets, an initial strategy to gather information was set. In general, two methodologies were used - anonymous interviews and in-person interviews with more in-depth familiarisation of interviewees with the topic being addressed.

Plan was to:

- Identify potential sources of information
- Prepare the survey to harvest ideas or identify suitable candidate
- Filter out the best responses
- Set the schedule for the interviews and arrange recording
- At least One video per country

The methodology of the survey was prepared within the consortium and proposed by UL, focusing on all aspects of systematic approach to learn what building owners and end users think about living comfort and whether they appreciate the advantages of energy efficiency.

Typeform was chosen as the platform for survey execution in Slovakia, EUSurvey in North Macedonia. Evaluation is done at national level. Survey was anonymous and the short survey allows to engage more respondents. The prospective duration of the survey was set to 2-3 minutes.

Collection of a data was in the period February – April. Data were filled in by a combination of on-line engagement, direct interviews, and phone calls.

The on-line collection of data used multiple channels:

- Social media (FB, LinkedIN,…)
- Non-profit organizations
- Chambers

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The survey was than conducted in Slovakia and North Macedonia, and the best responses had been identified resulting selection of the tenants for recording one video from Slovakia and four videos from North Macedonia.

Slovenia and Spain had chosen the strategy of identifying suitable candidate via professional channels and arranged interviews with recording to capture the best idea.

2. Survey results

Two countries have executed the survey, collecting responses, Slovakia and North Macedonia.

2.1 Survey results for Slovakia

2.1.1 First part of the survey – Respondent info

First part of the survey gathers the information about regional distribution of participants, followed by the question – "What is your relation to the building?", where multiple answers are possible. The segregation is based on following options:

- owner of the residential building (or its part, e.g. apartment),

- owner of the business or office building (or its part, e.g. office or business unit),

- tenant of the residential building (or its part, e.g. apartment),

- tenant of the business or office building (or its part, e.g. office or business unit),

Multiple choices were allowed due to the fact, that it is quite common, that the owner is not in the position of renting the property but using it himself. So, it combines both options from the perspective of how they think about energies consumption.

Most of the respondents are from Bratislava region (57.6%), followed by Trenčín (15,2%), Košice (9,2%), Žilina (9,1%) and other (8,9%).

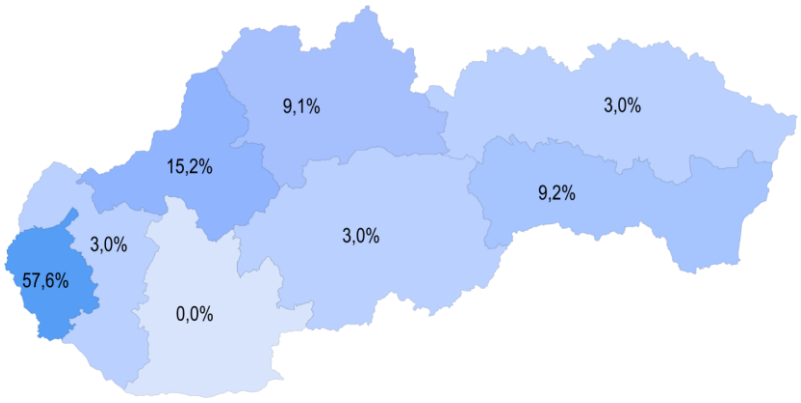

Figure 1 Overview of regions included in the survey

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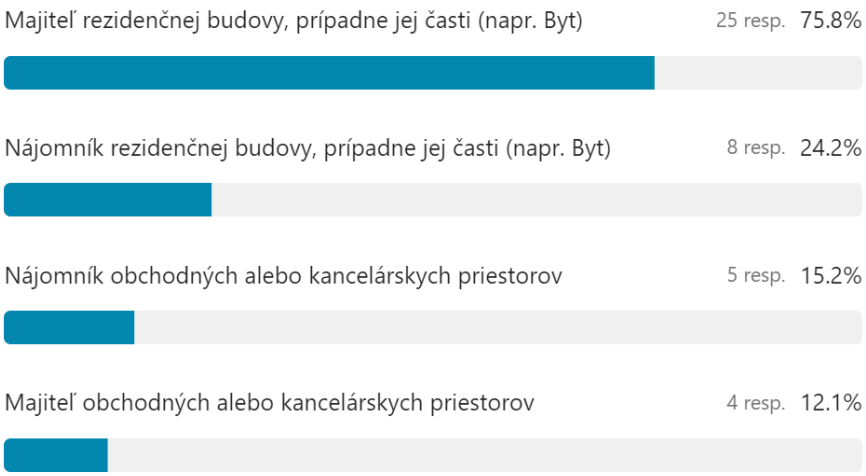
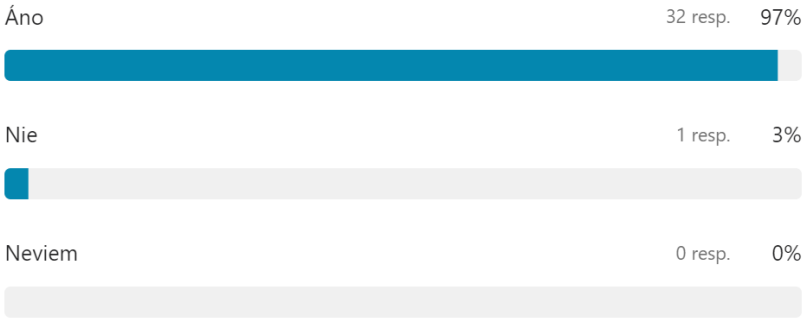
Most of the respondents are Owners of the residential building (or its part, e.g. apartment) (75,8%). Out of them 12% are tenants as well, using its own property. 24 respondents are from the segment of residential buildings, 9 respondents (4 are owners, 5 tenants) from the office / retail segment.



2.1.2 Second part of the survey – Conclusions on the awareness on energy skills

Second part of the survey focuses on awareness of selected facts interconnected with the energies use in the buildings. In total, 4 statements, 4 questions are provided in the form of Yes/No question type and 2 question with predefined answers and 1 question of open answer type – harvesting ideas how to reduce the energies consumption.

Question No. 1 – Do you agree that tenants can influence (directly or indirectly) the consumption of energies in the building? Most of the respondents (97,0%) agree with the statement. Only 3% disagree.



Question No. 2 – Tenants are responsible for 60-80% of the consumption of energies in the building? Most of the respondents (57,6%) agree with the statement, 27,3% disagree and 15,2% does not know.

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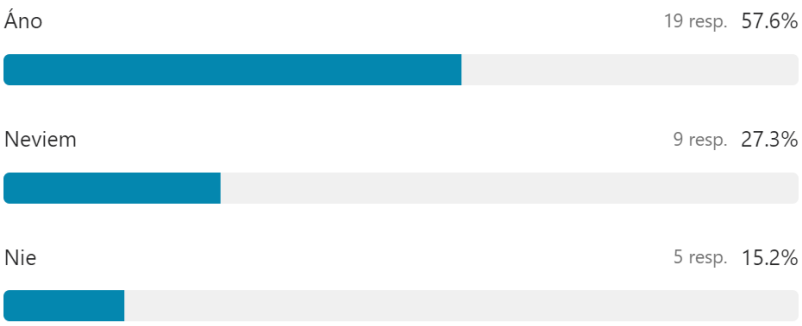
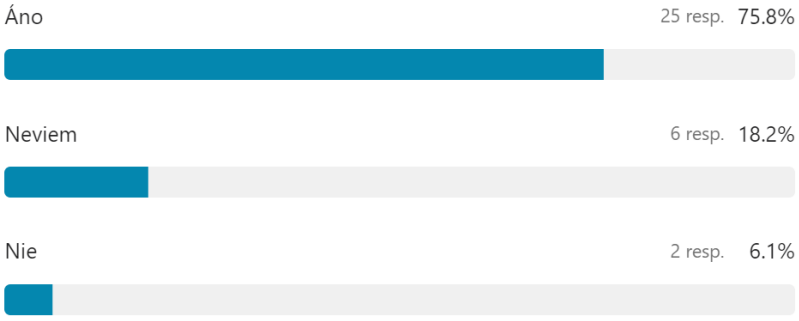
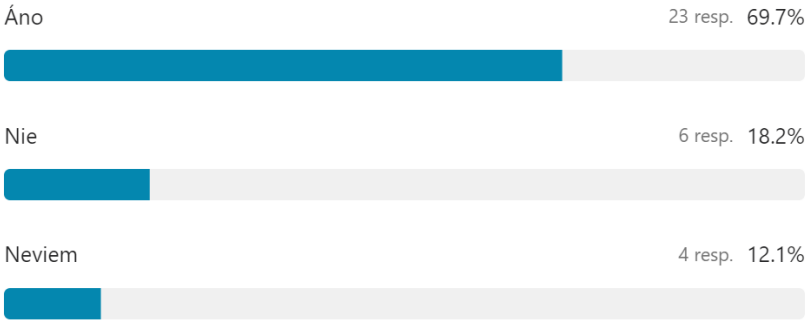


Question No. 3 – Typical tenant does not understand to energy characteristics of the building. Three quarters of the respondents (75,8%) agree with the statement, 18,2% disagree and 6,1% does not know.



Question No. 4 – There is a significant difference in the energies consumption in the buildings used by tenants comparing to those used by owners themselves. Most of the respondents (67,9%) agree with the statement, 18,2% disagree and 12,1% does not know.



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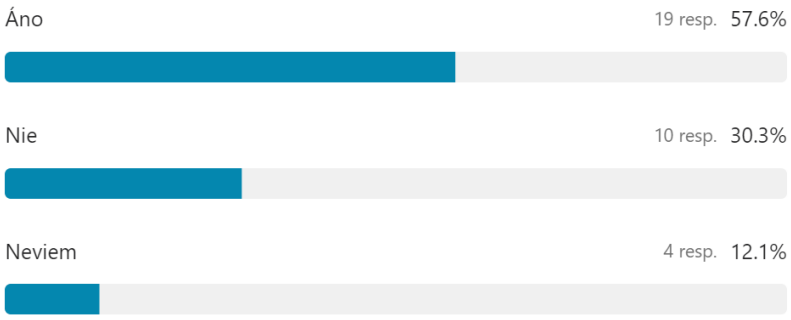
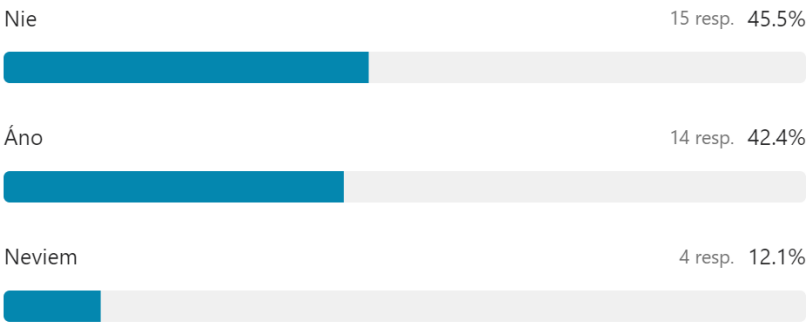
Question No. 5 – Do you know, how much you have spent on the cooling and heating? A little more than a half of the respondents (57,6%) are aware of the bill, 42,4% does not know this information.



Question No. 7 – Did you know the energies consumption can be significantly reduced - event to 1/5th? A little less than a half of the respondents (42,4%) know this, 45,5% of them did not know and 12,1% could not react.



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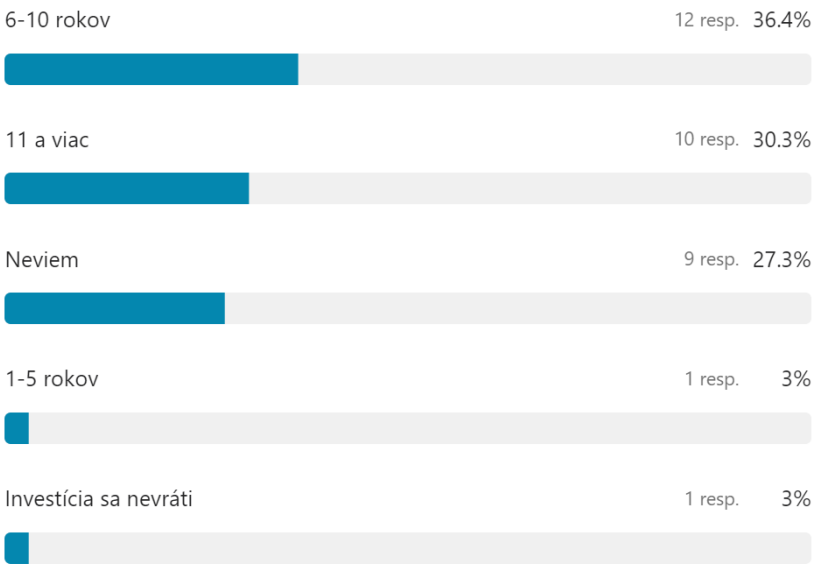
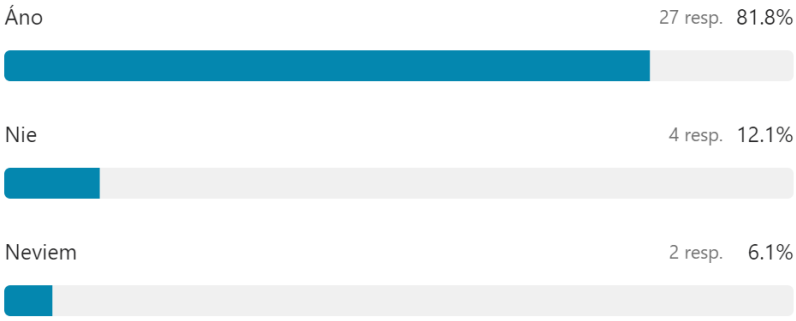
Question No. 8 – Do you know how long it will take to pay back your investment in energy efficiency? Most of the respondents (36,4%) expect the pay back in 6-10 years, one-third (30,3%) of them believes it is over 11 years, 3% believes it is 1-5years and 27,3% does not know. Some respondents (3%) believe that the investment will not be returned.



Question No. 9 – Do you think that renovation / reconstruction is necessary to achieve energy savings? Most of the respondents (81,8%) agree that without a renovation, the reduction cannot be achieved. Only 12,1% think that the reduction can be achieved even without reconstruction, 6,1% are not able to respond to this question.



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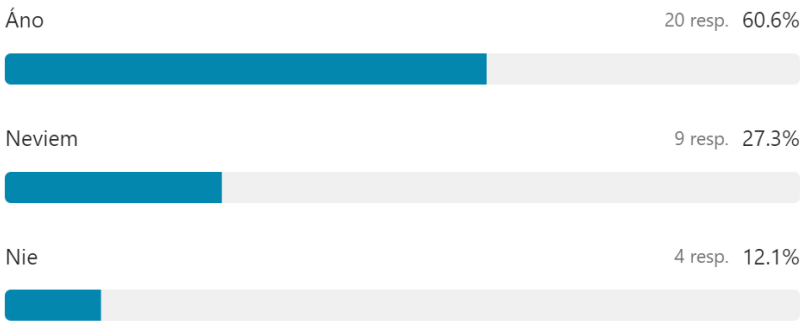
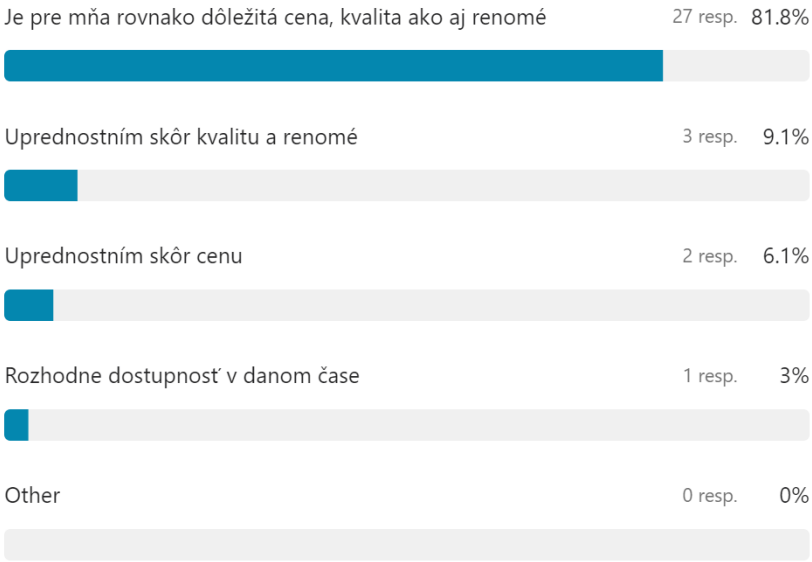
Question No. 10 – Are you convinced that companies can carry out quality restoration? Do you see the meaning in the trademark for qualified workers / companies (recognized within the EU)? Most of the respondents (60,6%) see a benefit in the EU recognized trademark, 27,3% does not know and 12,1% disagree.



Question No. 11 – If renovation / reconstruction is necessary, will your decision depend on the price for the service or on the quality and reputation of the given workers / company? Most of the respondents (81,8%) state that the price, quality, and reputation of the professional / company is equally important. Only 9,1% prefer the quality and reputation, 6,1% favour the price, remaining 3% state that it is a question of availability at a time.



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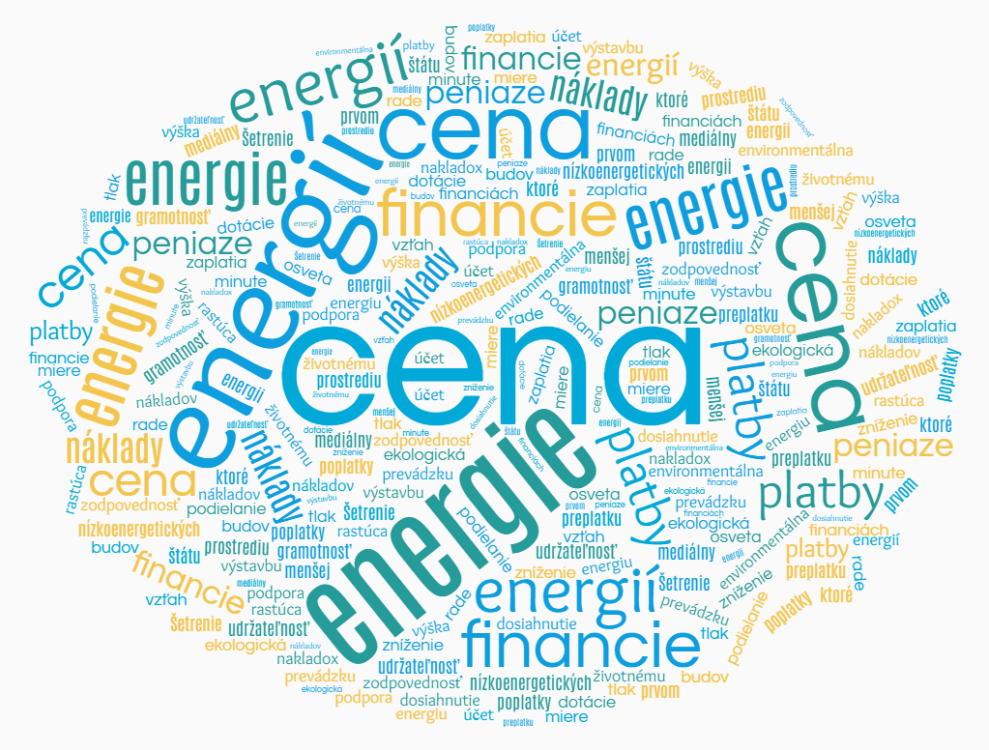
Question No. 11 – In your opinion, what motivates owners / users to reduce energy consumption? Most of the respondents (25,9%) indicate the price of the energies.



Two answers are provided in the sentence formulated form. The price of energy, relation to the environment, subsidies for the construction of low-energy buildings.

Operating costs, to a lesser extent environmental awareness.

2.1.3 Summary of the results from the survey for Slovakia

Of the 53 respondents, 33 completed the full survey, which is 78.6% completion rate.

57,6% of respondents are from Bratislava region and 42,4% are from other regions of Slovakia.

75.8% are owners of the building or its part, 24.2% are tenants of the residential building. 12.1% are owners of office /retail property or its part and 15.2 are tenants in this segment.

Almost all respondents, 97% believe they have the opportunity to influence energy consumption.

57,6% of the respondents agree, that tenants are responsible for 60-80% of energies spent and more than three-quarters (75,8%) think that tenants do not understand to energy performance characteristics of the property. Almost 70% feel that owners behave other than tenants when using the property, with only a little above half knowing exact consumption for heating and cooling.

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Less than a half are aware that the consumption can be reduced even to one-fifth, with over 80% believing that saving can not be done without renovation / reconstruction.

After investment in the energy-efficient systems, most people (36,4%) believe that the return on investment will be achieved within 6-10 years. When considering the renovation respondents (81.8%) declare that the price is equally important than the quality and reputation of the professional / company. The price as a key factor is important only for 6,1% of respondents.

2.2 Survey results for North Macedonia

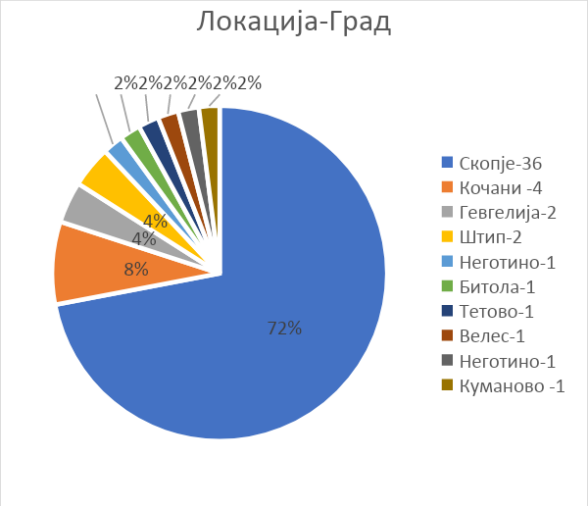
In the period 20.02.2023–12.03.2023, 50 tenants were contacted to gather opinions and ideas to improve the energy efficiency of buildings. The gathering went through the EU open -EU Survey https://ec.europa.eu/eusurvey/runner/8df459e3-2f54-c1b8-898c-0b67993639d0 tools, direct interviews and phone calls.

The document provides a summary of the answers given to the previously drafted questionnaire, a review of the answers and annexes received (pictures and videos from the conversations).

2.2.1 First part of the survey – Respondents info

First part of the survey gathers the information about regional distribution of participants, followed by the question – "What is your relation to the building?", where multiple answers are possible.

1. Location



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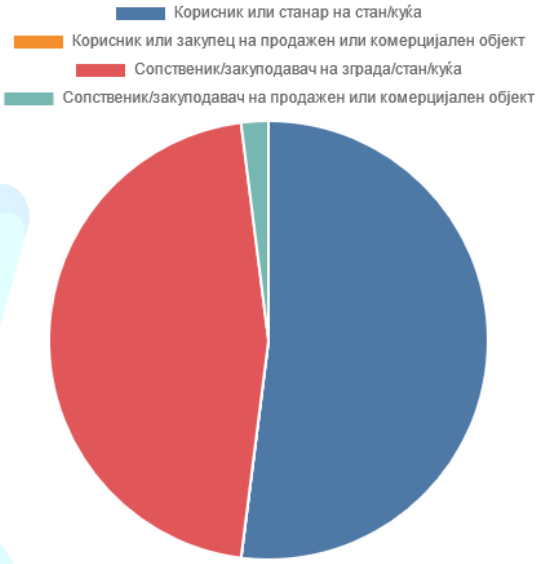
2. What type of user do you belong to

	Answers	Ratio
User or tenant of apartment/house	26	52%
User or retail of office buildings	0	0%
Owner/tenant of building/apartment/house	23	46%
Owner/landlords of retailor office buildings	1	2%
No Answer	0	0%



2.2.2 Second part of the survey – Conclusions on the awareness on energy skills

3. Which of the above statements do you consider accurate:

A. energy you have the opportunity to control it directly or indirectly from you (tenants)

	Answers	Ratio
YES	36	72%
NO	11	22%
I don't know	3	6%
No Answer	0	0%

B: 60 – 80% of energy in buildings is consumed by tenants

	Answers	Ratio
YES	33	66%

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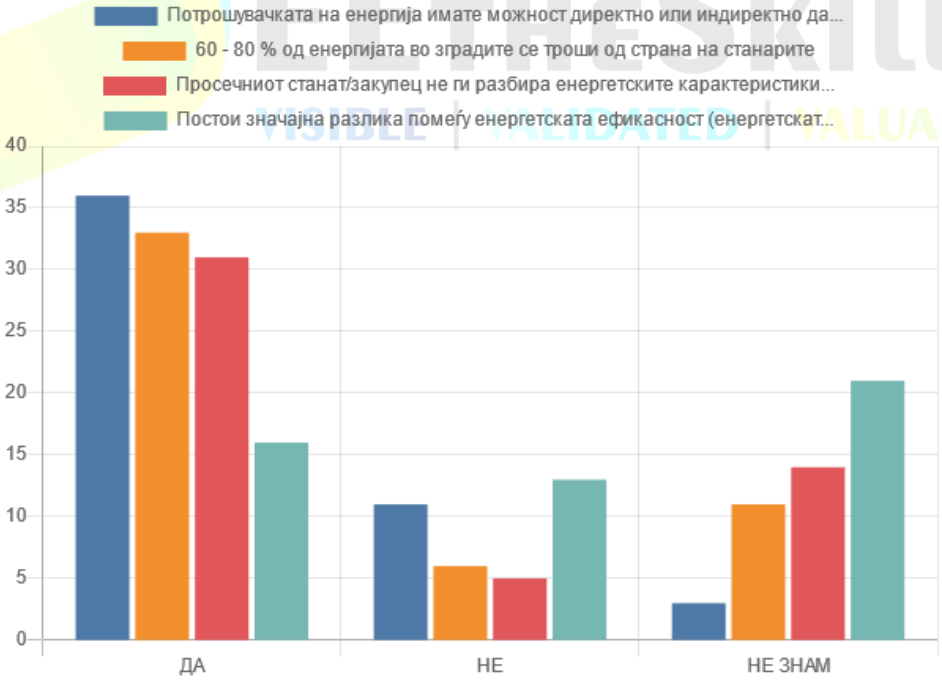
NO	6	12%
I don't know	11	22%
No Answer	0	0%

C. The average tenant does not understand the energy characteristics of the building in which he lives/works

	Answers	Ratio
YES	31	62%
NO	5	10%
I don't know	14	28%
No Answer	0	0%

D. There is a significant difference between energy efficiency (energy savings) of rented apartments/buildings versus those owned by tenants/companies

	Answers	Ratio
YES	16	32%
NO	13	26%
I don't know	21	42%
No Answer	0	0%



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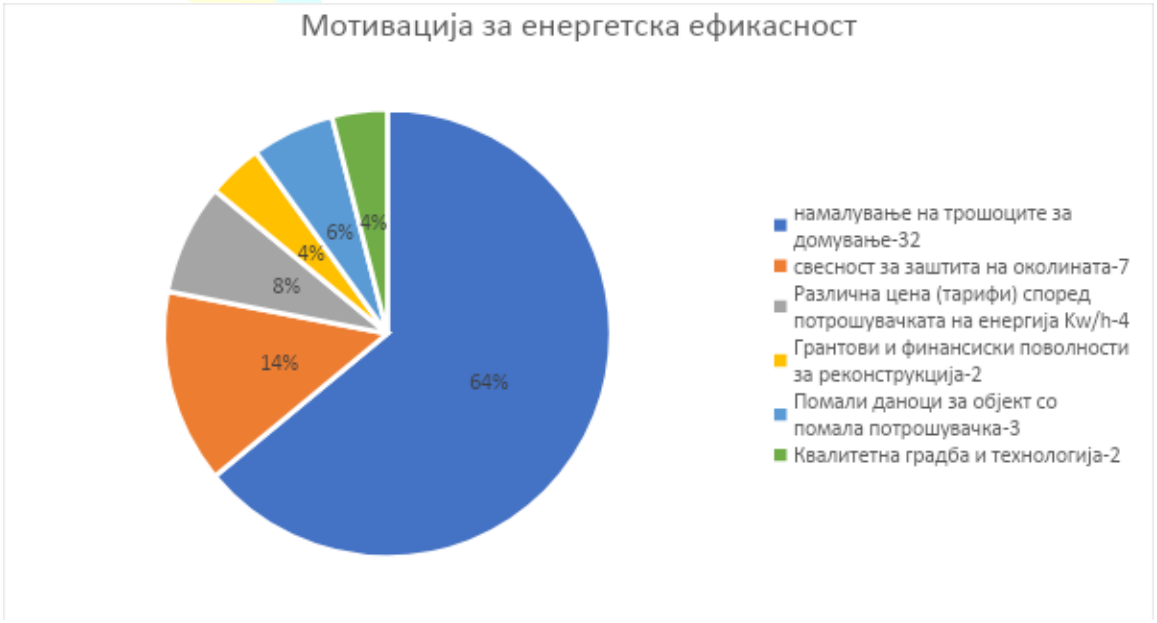
4. What motivates you most as an owner/user to reduce energy consumption?





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5. Do you know how much you spend annually on heating and cooling (in kWh or money)?



11 respondents (22%) do not know how much they spend annually

6. Do you know that by applying appropriate measures, energy consumption could reduce it to even 1/5 of total costs?

	Answers	Ratio
YES	33	66%
NO	17	34%
No Answer	0	0%

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7. What do you think from the statements below are accurate for measures to reduce energy consumption in buildings/apartments.

	Answers	Ratio
Household energy consumption (saving) is enough to significantly reduce energy consumption	31	62%
Energy saving through habit change results in a slight decrease in energy consumption, unless energy-efficient materials are used in the facility (façade, windows, etc.)	29	58%
If the building is built/renovated with energy efficient materials (façade, windows, etc.), not much care should be taken to save energy	13	26%
Renovation of energy-efficient facilities does not yield any approximate results in energy savings such as the construction of new facilities with energy-efficient materials	8	16%
No Answer	0	0%

8. Do you know the period of return on funds invested in energy efficiency?



23 respondents (46%) do not know what the period of return on investment is

9. Do you think reconstruction and renovation of existing facilities for greater energy efficiency is really necessary?

	Answers	Ratio
YES	48	96%
NO	2	4%
No Answer	0	0%

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10. Would any construction company or worker currently available to renovate your building/building/apartment be engaged? If there is a recognizable EU labelling



43 respondents (86%) would hire a company with recognizable EU designation (certification) for professional companies and skilled workers.

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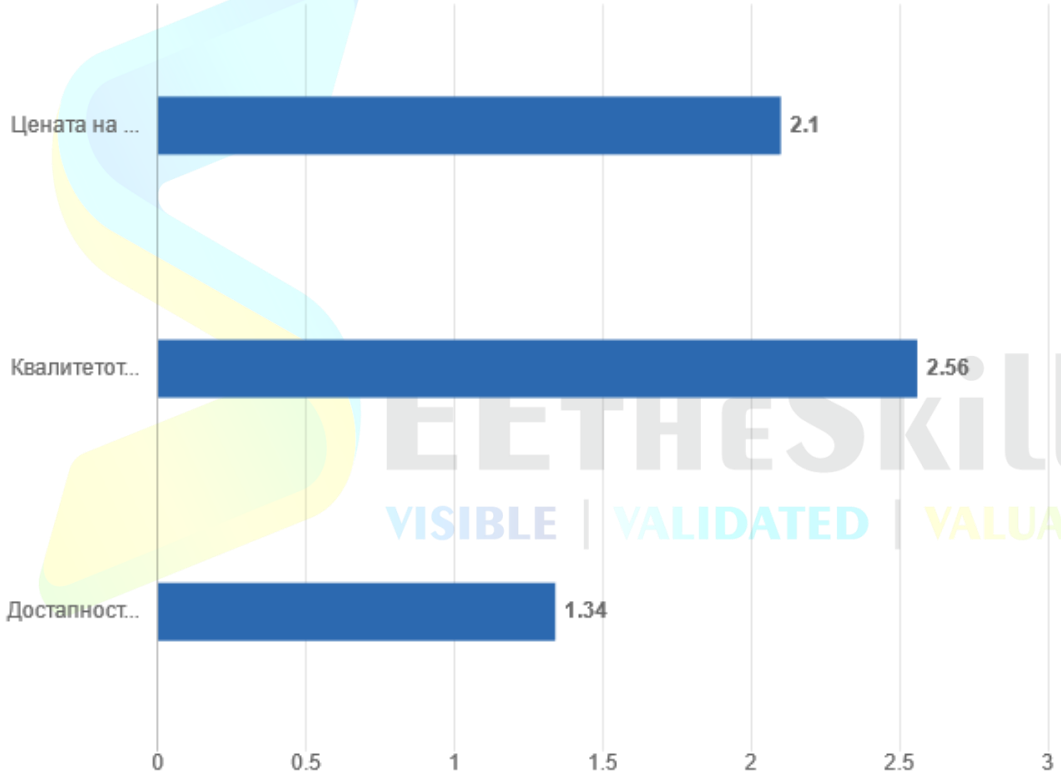
11.In case of need of construction or reconstruction, whether your decision will depend on: (put the worst thing that matters to you, and below less important)

	1	2	3	Score
The price of the service	28%	54%	18%	2.1
	14	27	9	50
The quality and reputation of the company or the professionals who will finish the work	70%	16%	14%	2.56
	35	8	7	50
Availability of the company/workers at the moment	2%	30%	68%	1.34
	1	15	34	50



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2.2.3 Summary of the results from the survey for North Macedonia

Of the 50 interviewed, 52% are users of the apartment/house. 46% tenant of the apartment and 2% of Landlords of commercial facilities.

72% of respondents are from Skopje and 28% are from other cities of the state;

The majority, 72% believe they have the opportunity to influence energy consumption, while 66% replied that the average tenant does not understand the energy characteristics of the building in which he lives/works;

By 64% (32 respondents), the motivation for reducing energy consumption is to reduce housing costs, and by 14% awareness of environmental protection. In addition, for 8% the different price they would pay according to energy consumed, 6% less taxes and 4% grants with financial advantages and quality construction are motivation for reducing energy consumption

Only 22% of respondents do not know how much they spend on heating and cooling energy.

31 response is given that household energy consumption is enough to reduce consumption, while 42 replied that austerity is negligible if energy-efficient materials are not used in the facility,

96% of respondents believe it is necessary to reconstruct and renovate existing facilities for greater energy efficiency.

43 respondents (86%) would hire a company with recognizable EU designation (certification) for professional companies and skilled workers.

For 70% of respondents, the quality and reputation of the company or professionals who will complete the work is the first criterion in the decision to renovate or reconstruct, and by 28% that is the price of the service.

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3. Video recording

As described in the Methodology, from Slovakia and North Macedonia, best responses had been identified resulting in one video from Slovakia and four videos from North Macedonia. Slovenia, Spain had chosen the strategy of identifying suitable candidate via professional channels and arranged interviews with recording to capture the best idea.

Outline for final video was prepared by UL consisting of:

Scene 1: Introduction

Scene 2: Focus text, including sound effect

Scene 3: Animated diagrams along with voice over statement

Scene 4: Video matrix of 6 respondents

Scene 5: Closing scene, including voice over

After submission of all videos from partner countries, final video compilation was presented to the consortium via YouTube channel. The video was edited by professionals for visual part, and, in addition, sound masters took care for the high quality of sound and background music and special effects that lift the delivery of the messages.

Prior to interviews the interviewees were introduced by facts from the survey "Our tenants appreciate energy skills":

- Energy consumption can be directly or indirectly controlled by tenants
- 60 - 80 % of the energy demand by buildings is consumed by the tenants
- Sharing of data to and among tenants can result in change of the behaviour
- An average tenant doesn't understand the energy performance of a building
- There is a significant difference between EE of rental vs non-rental buildings
- What: Questions:
- How would you motivate landlords/users to reduce energy use
- Do you know how much you spent yearly for cooling and heating?
- Do you know that Energy Consumption could be reduced substantially - even to ⅕?
- Do you know in what time the investment in energy efficiency pays-off?
- What is your view on the necessity of energy efficiency refurbishment?
- Would you trust anyone to do the refurbishment of your buildinWag? Would an EU recognised trademark for skilled workers make sense for you?
- In case of need for construction work or refurbishment, will your decision depend on the prize of the service or the quality and renome of the contracted company or professionals?

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3.1 Scene 1: Introduction



In the introduction part, transition to an animated SEEtheSkills Logo and EU flag was suggested allong with the introduction of the project title: See the skills - making energy efficiency skills valuable, visible and validated!

3.2 Scene 2: Focus text, including sound effect



As a key question, „What do tenants and owners think about energy efficiency?“ was selected, to underline that this was the objective of the „ask the tenant“ survey.

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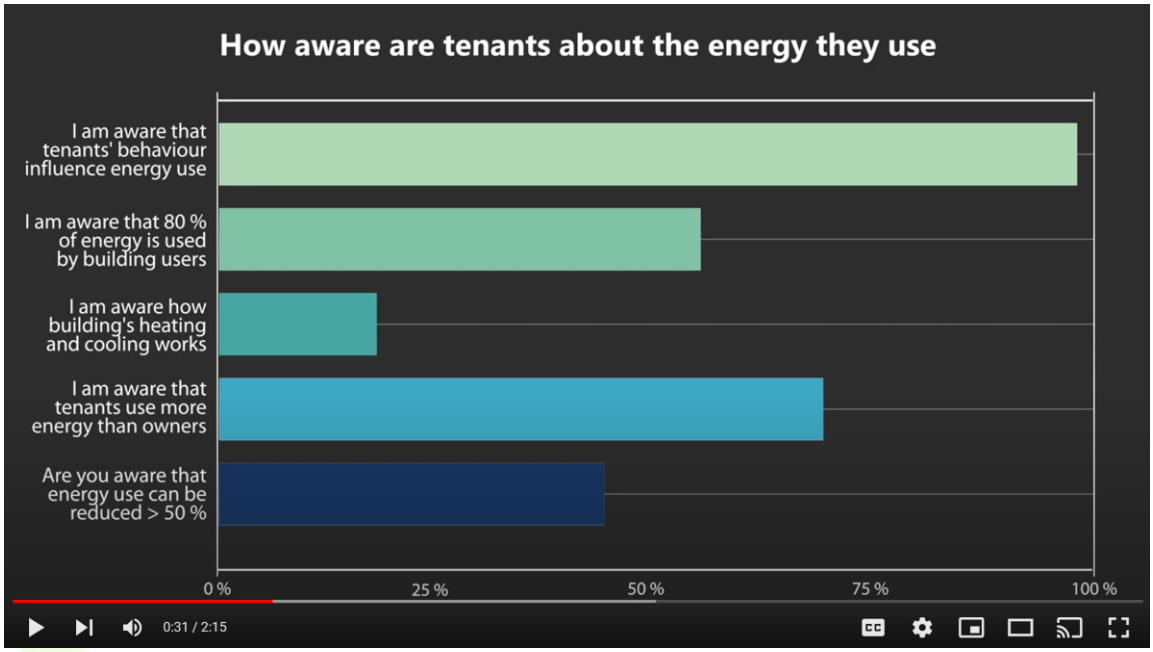
3.3 Scene 3: Animated diagrams along with voice over statement

Key and interesting facts were suggested to be included, revealed by the survey.

- almost all tenants are aware that they influence the energy consumption but
- only one half of them are aware that they consume even 80 % of all energy
- less than 20 % tenants have an idea how their building works.
- 70 % of tenants know that rented buildings consume much more energy, and
- Less than half are aware that energy consumption can be drastically reduced



3.4 Scene 4: Video matrix of 6 respondents

Scene 4 includes the main material – 6 selected video recordings, each covering approximately 15 sec to keep the final vide duration within acceptable length allowing successful dissemination. Let's hear who do tenants say how could we reduce energy consumption in buildings.

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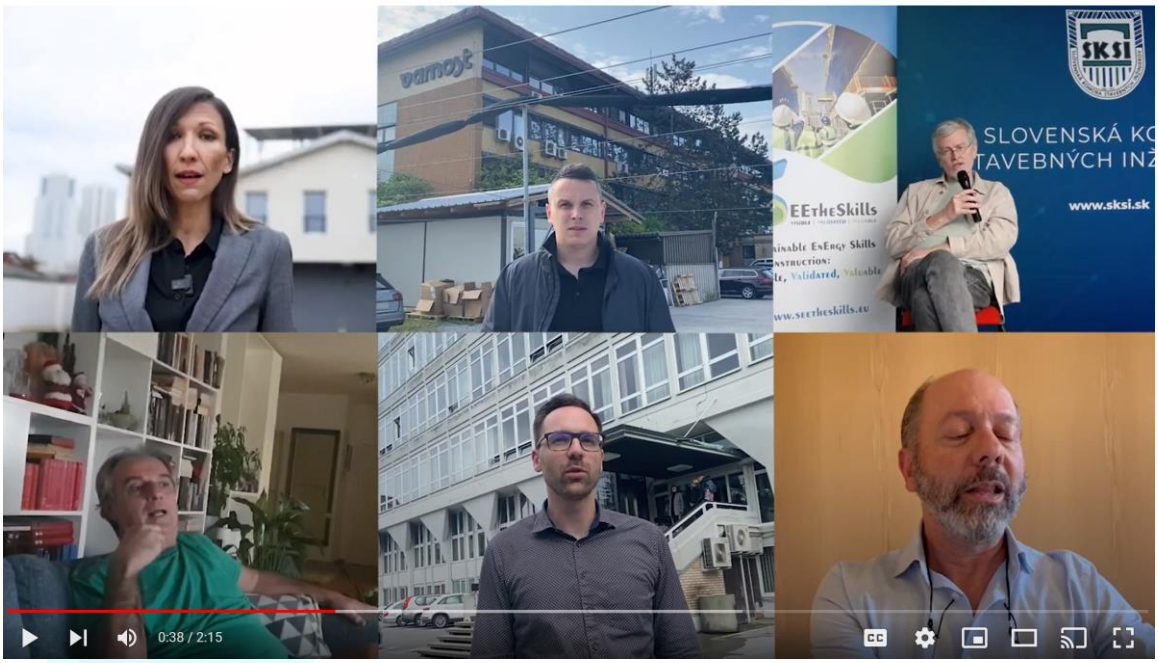

After grid presentation of all speakers, one-by-one present key parts of their recordings. As it has been previously agreed, all videos will be recorded in the national language, providing subtitles in English.

The interviewees are logically organised:

- Nadica, North Macedonia – gives a response to the survey on how buildings works and how can we drastically reduce Energy
- Rok, Slovenia – exposes the important issue for big office building – he is a main owner of 40 years old 4000 sq m2 office building where decisions on investment is not so easy and it is important that there are no problems after measures are taken
- Hennrich, Slovakia – explains what Tenants can do by themselves, take care of temperature, ventilation and use of hot water
- Zoran, North Macedonia – he provides a suggestion how to stimulate users, based on baseline use and actual use in certain period and suggest bonuses for the reduction of energy consumption
- Luka, Slovenia – user of a large public building suggest that we should increase awareness in public buildings by introducing digital dashboards that will inform users how much energy they spend on monthly and yearly level
- Luis, Spain – provides a view to the future, when buildings will be producers of energy

Finnaly, the video concludes that we should take care of our family and our one and planet.

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 https://youtu.be/zZZF3Vy81VU Original: https://drive.google.com/file/d/1td8g2Q3jSt7ThTkJ1O_MSB27DVajqxqr/view?usp=drive_link	 https://youtu.be/-Bv8Jl-wF1A Original: https://drive.google.com/file/d/1tdCqcxEDsNDiAMQ7iEgZaIFttCK8nHI3/view?usp=drive_link	 https://youtu.be/7T5HSeFIu8g Original: https://drive.google.com/file/d/13VoPlv5uAiJx50sVLBqmJEKbi3sidI8H/view
Video 1: Nadica, North Macedonia	Video 2: Rok, Slovenia	Video 3: Henrich, Slovakia
 https://www.youtube.com/watch?v=MR9HR09ONkA Original: https://drive.google.com/drive/u/0/folders/1kDh_eUJYXDxtEHW19pzkaykDcQefAzWz	 https://youtu.be/FCX3lilzyrs Original: https://drive.google.com/file/d/1i1eJKPT5F3BA7aEFO-C0gJ95PBb34zHC/view?usp=drive_link	 https://youtu.be/SK7R9CxY-iY Original: https://drive.google.com/file/d/1vPZGdx6QP4PNrXJMQBFP-X7tigZfpBri/view?usp=drive_link
Video 4: Zoran, North Macedonia	Video 5: Luka, Slovenia	Video 6: Luís, Spain

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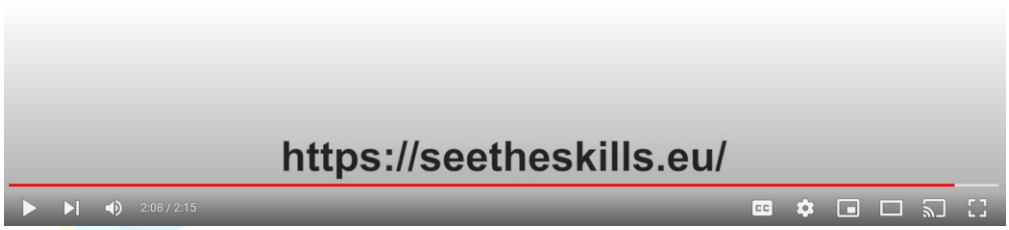
3.5 Scene 5: Closing scene, including voice over

Last scene closes the video by going to the initial empty screen including voiceover of See the skills indicating to web page of this project on bottom of the page: https://seetheskills.eu/



Final slide presents EU flag along with the projects website including the information about the funding "This video is a result of SEEtheSkills project. This project has received funding from the European Union's Horizon 2020 research and innovation programme under grant agreement Nº 101033743. "



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4. Conclusion

A video recording of what tenants and homeowners think about energy consumption can be a valuable tool in better understanding how energy savings can be achieved. Capturing the thoughts and experiences of tenants and homeowners regarding energy consumption can provide rich qualitative data that enhances understanding, informs decision-making, and facilitates the development of effective energy-saving strategies. The video recording allows consortium members to observe firsthand the awareness and attitudes of tenants and homeowners towards energy consumption. It can reveal their level of understanding regarding energy efficiency, their motivations, concerns, and any misconceptions they may have.

By listening to the opinions and experiences shared in the video, we can identify the specific challenges faced by tenants and homeowners in achieving energy savings. This may include barriers like lack of information, affordability issues, technical limitations, or behavioral habits that contribute to energy wastage.

Sharing the video recording with other homeowners and tenants can foster engagement and communication. When tenants and homeowners see their perspectives being valued and acknowledged, they may be more willing to participate in energy-saving initiatives or adopt recommended measures. The video can also serve as an educational tool, helping individuals understand the importance of energy conservation.

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