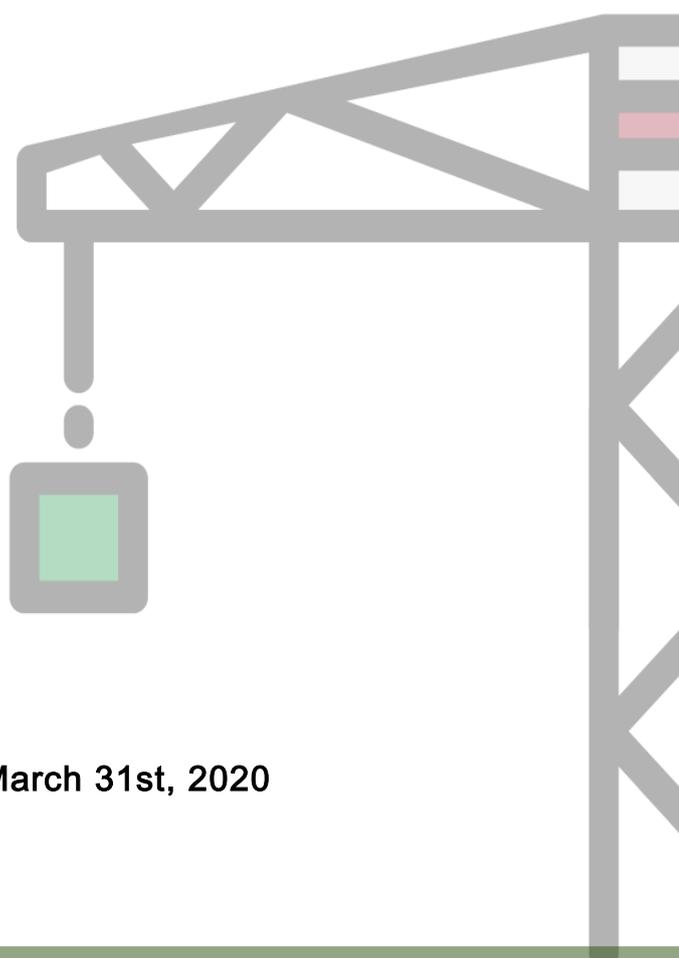


BUILDING UP GREEN SKILLS OF TRAINERS FROM THE CONSTRUCTION INDUSTRY

R25 Final Dissemination Event (EN)



March 31st, 2020



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Sector Skills Alliances for the Design and Delivery of VET

Project number:
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Partnership:

- Fundación Laboral de la Construcción (FLC). Spain
- Confederación Nacional de la Construcción (CNC). Spain
- Institut de Robòtica i de Tecnologies de la Informació i de les Comunicacions (IRTIC). Spain.
- Associazione Nazionale de Costruttori Edili (ANCE). Italy
- Ente per la Formazione e l'addestramento professionale nell'edilizia (FORMEDIL). Italy
- Centro de Formação Profissional da Indústria da Construção Civil e Obras Públicas do Sul (CENFIC). Portugal
- National Laboratory of Energy and Geology (LNEG). Portugal
- Centre for Renewable Energy Sources and Saving (CRESS). Greece
- The Small Enterprises' Institute of the Hellenic Confederation of Professionals, Craftsmen and Merchants (IME GSEVEE). Greece
- The Gozo Business Chamber (GBC). Malta
- Malta Intelligent Energy Management Agency (MIEMA). Malta

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Bus.Trainers

1 INTRODUCTION

The final dissemination event had its raison d'être in the scope and improvement of the dissemination and exploitation of Bus.Trainers' results as a way to showcase the work that has been done (Eco.Trainers course, main project objective) and sharing lessons learned, outcomes and findings beyond the partner organisations, in order to ensure the transmission of knowledge to a wider audience.

The entire partnership decided to organise the Bus Trainers dissemination event at the end of the project, on the January 27th, 2020, in the country of the coordinating entity, Spain.

We choose Madrid because it is the capital and the heart of the business activity. Likewise, we had to select a central site to facilitate the transport of the attendees and the stakeholders invited as part of the expert panels. For this reason, the headquarter of Confederación Nacional de la Construcción (CNC) were a perfect space to host the event.

Throughout this document **Final Dissemination Event Report** (Result No.25) we will address the objectives, development and conclusions achieved during the event.

2 OVERALL VIEW

The Final Dissemination Event was an expected result of the project, established in the proposal of Bus.Trainers. It was included inside the dissemination actions (Task 9.3) under the Work Package 9 (WP9) that addressed the dissemination, exploitation, sustainability and impact. The main data of this event are described in the following list:

- **Name of the Event:** Desarrollo de competencias medioambientales en el sector de la construcción. (English translation: “Development of environmental skills in the construction sector”).
The name was based on the need to increase the number of attendees and the public relevance. Therefore, we decided to use the term "environmental skills", a concept understandable to the average public.
- **Date:** January 27th, 2020; from 10 am to 2 pm.
- **Place:** Confederación Nacional de la Construcción (CNC). Street Diego de León, No.50, Madrid (Spain).
- **Organisers:** Confederación Nacional de la Construcción (CNC) and Fundación Laboral de la Construcción.
- **Event partners:** Associazione Nazionale de Costruttori Edili (Ance); Ente per la Formazione e l'addestramento professionale nell'edilizia (Formedil); Centro de Formação Profissional da Indústria da Construção Civil e Obras Públicas do Sul (Cenfic); National Laboratory of Energy and Geology (LNEG); Centre for Renewable Energy Sources and Saving (Cres); The Small Enterprises' Institute of the Hellenic Confederation of Professionals, Craftsmen and Merchants (IME GSEVEE); The Gozo Business Chamber (GBC); Malta Intelligent Energy Management Agency (Miema); and Institut de Robòtica i de Tecnologies de la Informació i de les Comunicacions (Irtic).
- **Link of inscription:** <https://www.fundacionlaboral.org/formulario/inscripcion-a-la-jornada-de-difusion-final-de-bustrainers-desarrollo-de-competencias-medioambientales-en-el-sector-de-la-construccion>
- **Language:** The event was celebrated in Spanish, but in deference to the European assistant we offered simultaneous translation to English.
- **Number of attendees:** 75, who profile was trainers and staff of VET centres, professionals of the sector, workers, trainees, media, Administration, entrepreneur, SMEs, and stakeholders of the construction sector.
- **Media actions:** Press Call by mailing, sent on January 21st, 2020; and a Press Release with 3 photos by mailing, sent January 27th, 2020.
- **Media impact:** 19 appearances in Media that reach more than 48,200 people. And three news on a corporate website that had 500,000 unique visitors/year and four appearances in four different newsletters of Fundación Laboral de la Construcción that achieve more than 29,000 subscribers.
- **Web impact:** 204 visitors, 240 visits and 482 page views in the website of the project.
- **Social Media impact:** 412 interaction in Twitter and Facebook.

2.1 OBJECTIVE OF THE EVENT

The objective of the Final Dissemination Event of Bus.Trainers was to present publicly the Eco.Trainer course for teachers of the construction sector, and to bring to public the results achieved by the project throughout its development.



In this way, we try to make known the need to increase competitiveness in the construction sector, through promotion of skills in Energy Efficiency (EE) and Renewable Energy Systems (RES) in the Vocational and Educational Training (VET) trainers, so these teachers can transfer their new skills to the workers and future employees of the industry.

2.2 AGENDA OF THE EVENT

The agenda was designed in a triptych format to make it easier to use. We also maintained the graphic line of the project and incorporated visual elements that highlighted the main information: date, place and language. Likewise, the logos of the organizers were incorporated, as well as logo of Erasmus+ Co-funded programme and the disclaimer of the European Commission.

Also, we included the project logo, together with the website as an information resource and the social networks profile to allow the interaction with the public.

Evento de difusión final
Desarrollo de competencias medioambientales en el sector de la construcción

Lunes, 27 de enero de 2020
 10:00 – 14:00

Confederación Nacional de la Construcción
 Calle Diego de León, 50
 28006 Madrid (España)

Traducción simultánea ESPAÑOL-INGLÉS

Visita nuestra web:
ecotrainers.eu

Síguenos en:
[@EcoTrainersEU](https://twitter.com/EcoTrainersEU)

Organizan:
 Confederación Nacional de la Construcción
 FUNDACIÓN LABORAL DE LA CONSTRUCCIÓN

Cofinanciado por el programa Erasmus+ de la Unión Europea
 Este proyecto ha sido financiado por el Ministerio de Trabajo, Economía y Asuntos Sociales de la Unión Europea. El contenido de este proyecto es responsabilidad exclusiva de los autores y no refleja necesariamente la opinión de la Comisión Europea.

AGENDA

10:00	Registro de asistentes	12:00	Fomento de competencias para una construcción sostenible en la Formación Profesional para el Empleo
10:15	Bienvenida y presentación de la jornada	12:30	
10:15	Juan Lazcano Presidente de la Confederación Nacional de la Construcción (CNC) y de la Fundación Laboral de la Construcción		Carmen Prieto Jefa de la Unidad de Evaluación, Estudios y Ordenación de la Formación de la Fundación Estatal para la Formación en el Empleo (Fundae)
10:20	La industria de la construcción ante los retos del Pacto Verde Europeo, la Economía Circular, la Eficiencia Energética y los Objetivos de Desarrollo Sostenible	12:30	Alianzas estratégicas para las competencias sectoriales
11:10	Raquel Gómez Directora de Programa, Subdirección General de Estudios, Ministerio para la Transición Ecológica	13:00	Dominiko Campogrande Director General de la Federación de la Industria Europea de la Construcción (FIEC)
11:20	Luis Vega Subdirector General de Arquitectura y Edificación, Ministerio de Transportes, Movilidad y Agenda Urbana	13:00	Mesa REDONDA: Bus Trainers. Presentación del proyecto y resultados alcanzados
11:30	La respuesta del sector ante las necesidades de cualificación	14:00	Foro:
11:40	Enrique Corral Director General de la Fundación Laboral de la Construcción		Beatriz Ollate Coordinadora de Bus Trainers en Fundación Laboral (España)
11:40	Café		Paula Duarte Investigadora de LNEG (Portugal)
12:00			Lefteris Chalkourakis Investigador de CITE (Grecia)
			Francesco de Falco Investigador de ANCE (Italia)
			Jasmond Xuxarab Director de MIDMA (Malta)
			Debate y conclusiones
		14:00	Clausura
			Vino español

3 PREVIOUS ACTIONS

As part of prior actions of the event, a Press Call was sent by email on January 21st, 2020 to Media Data Bases of Fundación Laboral de la Construcción composed of more than 300 local, regional and national media.

Besides, FLC sent an invitation email to 29,500 people or institutions of its corporate Data Bases, which the main target were: workers and professionals, trainers, representatives of Administration, companies and entrepreneurs, and training centres staff. For its part, CNC sent a circular to the members of its organization to invite them to the event.

In addition, Fundación Laboral de la Construcción published several news about the event on its corporate website and also disseminated it through its two newsletters:

- Two invitations in the weekly corporative newsletter: one in the No.651, January 16th, 2020; another in the No.652, January 23rd, 2020. This publication was sent to more than 29,000 subscribers, with an opening rate between 30% and 60%:
 - <https://www.fundacionlaboral.org/actualidad/boletin-digital/651>
 - <https://www.fundacionlaboral.org/actualidad/boletin-digital/652>
- An invitation in the International Projects Newsletter of Fundación Laboral ‘Building Europe’, quarterly: in the No.006, from January to March 2020. This publication was sent to more than 29,000 Spanish users (called ‘Construyendo Europa’) with an opening rate between 30% and 60%, and more than 380 English users (called ‘Building Europe’) with an opening rate between 60% and 80%:
 - https://www.fundacionlaboral.org/ mailing/006_construyendoeuropa_enero_marzo_2020/006_construyendoeuropa_enero_marzo_2020.html
 - https://www.fundacionlaboral.org/ mailing/006_buildingeurope_january_march_2020/006_buildingeurope_january_march_2020.html

The call was organized through an online form hosted on the website of Fundación Laboral de la Construcción, which allowed an updated registration of potential attendees. The link to the registration was:

- <https://www.fundacionlaboral.org/formulario/inscripcion-a-la-jornada-de-difusion-final-de-bustrainers-desarrollo-de-competencias-medioambientales-en-el-sector-de-la-construccion>

The mailing of Fundación Laboral de la Construcción was launched on January 21st, 2020:





Press Call mailing

The circular of CNC was sending January 16th, 2020, to all CNC member organisations.



Circular mailing

In social networks we reinforced the call through a campaign launched in the project profiles and supported 100% by Fundación Laboral de la Construcción corporate profiles.

The campaign tried to advertise and promote the panel of experts of the event as a media appeal. In this sense, six posts were published in networks from January 17th to 25th, 2020.

The campaign was called «Sign up for the #EcoTrainers Event!» and was available at the following links:

- <https://twitter.com/EcoTrainersEU/status/1218070684716453888>
- <https://twitter.com/EcoTrainersEU/status/1219998257180561410>
- <https://twitter.com/EcoTrainersEU/status/1220677001838825473>
- <https://twitter.com/EcoTrainersEU/status/1220707177377226752>
- <https://twitter.com/EcoTrainersEU/status/1220995262828687366>

- <https://twitter.com/EcoTrainersEU/status/1221047642647605249>

These tweets reached a total of 2,985 impressions and 151 total interactions. A very positive impact that allow us to gain echo and visibility.

The campaign:





Carmen Prieto, jefa de la Unidad de Evaluación, Estudios y Ordenación de la Formación de la Fundación Estatal para la Formación en el Empleo (Fundae), hablará sobre:

Fomento de competencias para una Construcción sostenible en la Formación Profesional para el Empleo




Domenico Campogrande, director general de la Federación de la Industria Europea de la Construcción (FIEC), hablará sobre:

Alianzas estratégicas para las competencias sectoriales




Consortio europeo Bus.Trainers, hablará sobre:

Presentará el curso 'Eco-formadores' y la certificación europea de 'Eco-formador'



4 EVENT DEVELOPMENT

4.1 PANEL OF EXPERTS

As part of the previous actions, we decided to compose a relevant and media-influenced panel of experts. We invited representatives from leading institutions in the field of education, energy efficiency and sustainability, and from the building sector to give a global overview of the importance to achieve an environmentally and climate friendly sector. Therefore, the panel of experts was composed of both national and European stakeholders:

- Juan Lazcano, President of CNC and Fundación Laboral de la Construcción.
- Enrique Corral, Managing Director of Fundación Laboral de la Construcción.
- Luis Vega, Deputy Director of Architecture and Building of the Ministry of Transport, Mobility and the Urban Agenda.
- Raquel Gómez, Programme Director of the Deputy Directorate General for Waste of the Ministry for Ecological Transition.
- Carmen Prieto, Head of the Training Evaluation, Studies and Organization Unit of Fundación Estatal para la Formación en el Empleo (Fundae).
- Domenico Campograndre, Managing Director of the European Construction Industry Federation (FIEC).
- Project Officers of Bus.Trainers that represent the different partner countries:
 - Beatriz Oliete, representative of Fundación Laboral de la Construcción.
 - Lefteris Giakoumelos, representative of Cres.
 - Jesmond Xuereb, representative of Miema.
 - Francesco de Falco, representative of Ance.
 - Paula Duarte, representative of LNEG.

4.2 PRESENTATIONS

The opening was in charge of Juan Lazcano, President of CNC and Fundación Laboral de la Construcción, as event's host. Lazcano gave an overview about the Spanish construction sector and the importance of Bus.Trainers to promote sectoral training through the trainers' learning, which make impact in the labour force.

Afterwards he welcomed to Luis Vega, Deputy Director of Architecture and Building of the Ministry of Transport, Mobility and the Urban Agenda, and Raquel Gómez, Programme Director of the Deputy Directorate General for Waste of the Ministry for Ecological Transition. Both of them gave a presentation about "The construction industry in the face of the challenges of the European Green Pact, the circular economy, energy efficiency and Sustainable Development Objectives".

Their presentations highlighted the state of climate emergency we are facing, and the need to strengthen the recycling systems in the construction industry. They also mentioned the European deal for the climate action and the environmental measures taken at national level.





Luis Vega, Juan Lazcano and Raquel Gómez (in the photo: left to right).

Enrique Corral, Managing Director of Fundación Laboral de la Construcción, presented: “The answer of the sector to the qualification needs”. During his speech, Corral took the opportunity to offer a review of the projects in which Spain has participated related to energy efficiency and the qualification of workers in the sector.



Enrique Corral and Juan Lazcano (in the photo: left to right).

Carmen Prieto, Head of the Training Evaluation, Studies and Organization Unit of Fundación Estatal para la Formación en el Empleo (Fundae), explained: “The Skills promotion for a sustainable construction in the Vocational Training for Employment”. She also offered her institutional vision on Vocational Training in Spain and the importance of strengthening it at a national and European level.



Enrique Corral and Carmen Prieto.

Domenico Campogrande, Managing Director of the European Construction Industry Federation (FIEC), discussed about: “Sectoral Strategic Alliances for Skills”. Campogrande highlighted the European Green New Deal and the need of digitisation -with its close to circular economy and BIM- as two of the European objectives for period 2019-2024.



Enrique Corral and Domenico Campogrande (in the photo: left to right).

To close the event, the Bus.Trainers Project Officers presented the project outcomes and their national overview of training for trainers in the Spanish, Italian, Greek, Maltese and Portuguese construction sectors:

- Beatriz Oliete, representative of Fundación Laboral de la Construcción (Spain).
- Paula Duarte, representative of LNEG (Portugal).
- Lefteris Giakoumelos, representative of Cres (Greece).
- Jesmond Xuereb, representative of Miema (Malta).
- Francesco de Falco, representative of Ance (Italy).

The partners presented the Eco.Trainers course and its qualification. They highlighted the recognition at a European level and its ultimate goal of increasing competitiveness of

construction industry, thanks to transfer these new skills by trainers to workers and future employees.



Enrique Corral, Beatriz Oliete, Lefteris Giakoumelos, Jesmond Xuereb, Francesco de Falco and Paula Duarte (in the photo: left to right).

4.3 DELIVERED MATERIAL

For the Bus.Trainers Final Dissemination Event, we gave to attendees publicity bags with: the agenda of the Day, the project brochure -which contains all the information about Bus.Trainers, partnership, results, and the communication channels to facilitate access to information-, and a Construye 2020+ runner's belt, as one of the projects that was presented during the event, and with which Bus.Trainers has established synergies.



What is 'Bus.Trainers'?

'Bus.Trainers', Building up green Skills for Trainers from the construction industry is a project belonging to the 2016 call of the Erasmus+ Programme of the European Union. Within the framework of the Sector Skills Alliances, its objective is to design and deliver, in cooperation between educational institutions and the business world, joint training programmes to overcome skills mismatch and boost sustainability in the construction sector, in line with European trends and based on EU recognition instruments (EQF, ECVET, EQAVET).

Led by Spain, the main Sectoral Organisations, Vocational Education and Training (VET) providers and Energy Agencies from five countries in the South of the European Union (Spain, Italy, Portugal, Greece and Malta), cooperate in this strategic alliance to improve the response of initial and continuous VET systems to the challenges and needs that the construction sector faces in the "de-carbonization" of the European economy.

Visit our web site

ecotrainers.eu

and follow us



ecotrainers.eu



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Training for trainers in energy efficiency and renewable energy systems in the construction sector



Co-funded by the Erasmus+ Programme of the European Union

Why betting on the training of trainers in green skills?

- To update the training of trainers with key knowledge about energy efficiency (EE) and renewable energy systems (RES), in line with the EU's demands.
- To improve the skills-set of trainees and apprentices of VET paths and dual systems, the future professionals of the sector.
- To modernise the training portfolio of Vocational Education and Training providers.
- To strengthen the competitiveness of professionals, companies, and ultimately, of the whole construction industry in Europe.
- To commit to lifelong learning and the exchange of knowledge and good practices.
- To set up a sectoral alliance around a new standard for qualification and certification of competences in EE and RES in construction sector.

Outcomes

Report on the existing skills gap in vocational trainers and a competency map of specific skills, required for teaching EE and RES.



New European sectoral qualification "Eco-trainer in the construction industry", with a total of 225 learning hours.



European certification for the training in efficient construction, through the qualification of "Eco-Trainer", recognised in the five participating countries.



Development of an e-learning platform for the training of trainers and the self-assessment of knowledge.



Memorandum of Understanding (MoU), as institutional support and endorsement of the qualification programme.



Accreditation system and European recognition to promote the excellence of the qualification.



Other actions

Meetings with experts, coming from authorities and public institutions, social agents, professional associations, VET providers, intermediary organizations, etc.

Specific informative sessions and seminars for the support and commitment of key stakeholders of the industry.

Contact project coordinator:

Fundación Laboral de la Construcción International projects department

internationalprojects@fundacionlaboral.org

Calle Rivas, 25
28052 Madrid
(España)

91 323 34 59

91 323 34 59

ecotrainers.eu



4.4 TECHNICAL ASPECTS

Among the technical aspects, we provided a simultaneous translation to English, in deference to the guests from other European countries, such as: Domenico Campogrande, Managing Director at Fiec; and the Project Officers of the partners' institutions.

Likewise, the other attendees had this resource during the presentations of these stakeholders.

A roll up was available at the room hall, as a reference point where the event was being held, and to offer attendees a global vision of the project.

In addition, we provided to all attendees a coffee break around 11.40 am and a Spanish wine with a small cocktail around 14.00 pm, as part of the event close.

4.5 ATTENDEES

The total number of pre-registered were 123 people, of which 75 external people finally attended; therefore, Bus.Trainers had a 61% attendance rate, more than the normal rate. According to our institutional experience and as Project Officers of DissComm, the percentage of attendance at this type of event is usually around 50%.

The profile of the event attendees was varied, among the different targets we could count on construction workers and professionals, trainers and staff of the VET centres, trainees, policy makers, educational stakeholders, entrepreneurs and SMEs, representatives of the Public Administration and of construction companies; in addition to Media, project officers and other stakeholders.

Even though, the number of attendees did not reach expected public presence, the public participation through social networks reached a high impact, which grew during that one to 172 followers. Thanks to the media and social coverage that had the Final Dissemination Event we managed to exceed 75% of the number of participants expected in Spain (20 per country, making a total of 100), as we overcome the 116 registered.

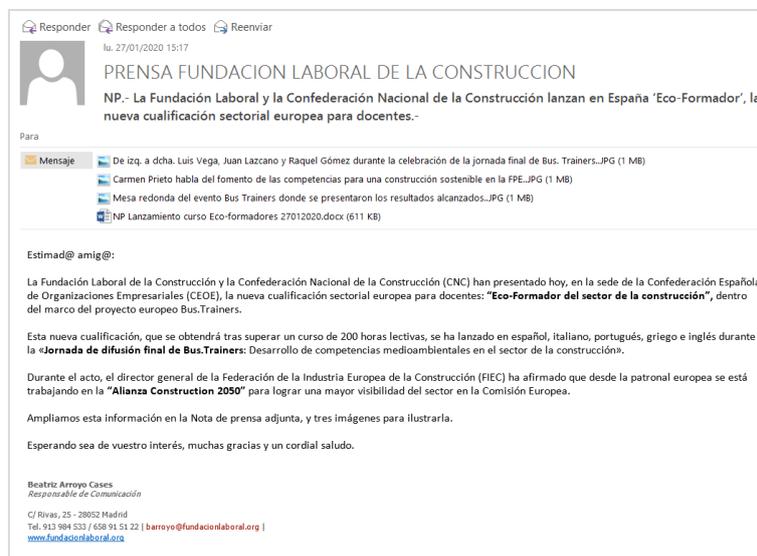
In the **Impact on Social Network** section we have analysed the activity in these channels.

5 SUBSEQUENT ACTIONS

As part of the dissemination actions after the event, Fundación Laboral de la Construcción launched a Press Release to its databases by email, to more than 300 Media contacts. In addition, this diffusion was later posted on the corporate website, available through the following link:

- <https://www.fundacionlaboral.org/actualidad/notas-de-prensa/la-fundacion-laboral-y-la-patronal-cnc-lanzan-en-espana-eco-formador-la-nueva-cualificacion-sectorial-europea-para-docentes>

The Press Release was sent from the Corporate Communications email address prensa@fundacionlaboral.org, on January 27th to national, regional, local, generalist and specialised media, together with media agencies.



The shipment to the press was composed by the Press Release “La Fundación Laboral y la Confederación Nacional de la Construcción lanzan en España ‘Eco-Formador’, la nueva cualificación sectorial europea para docentes” (English translation, “Fundación Laboral and Confederación Nacional de la Construcción launch in Spain ‘Eco.Trainer’, the new European sectorial qualification for trainers”) and three pictures, which we show below:



NOTA DE PRENSA

La Fundación Laboral y la Confederación Nacional de la Construcción lanzan en España 'Eco-Formador', la nueva cualificación sectorial europea para docentes

Desde la patronal europea se está trabajando en la "Alianza Construction2050" para lograr una mayor visibilidad del sector en la Comisión Europea

Madrid, 27 de enero de 2020.- La Fundación Laboral de la Construcción y la Confederación Nacional de la Construcción (CNC) han presentado hoy, en la sede de la Confederación Española de Organizaciones Empresariales (CEOE), la [nueva cualificación sectorial europea para docentes: "Eco-Formador del sector de la construcción"](#), dentro del marco del [proyecto europeo Bus.Trainers](#).

Esta nueva cualificación se ha lanzado en español, italiano, portugués, griego e inglés durante la «Jornada de difusión final de [Bus.Trainers](#): Desarrollo de competencias medioambientales en el sector de la construcción», a la que han asistido alrededor de 70 profesionales, docentes y representantes de empresas y centros de Formación.

Este nuevo reconocimiento, el de "Eco-Formador", se obtendrá tras superar un curso de 200 horas lectivas, que corresponden a 8 créditos del Sistema Europeo de Transferencia de Créditos para la Educación y la Formación Profesionales ([European Credit system for Vocational Education and Training-ECVET](#)).

Como ha destacado el presidente de la Confederación Nacional de la Construcción (CNC) y de la Fundación Laboral, Juan Lazcano: "Además de informar sobre el proyecto, hemos querido abordar con representantes de nuestra Administración cuestiones tan relevantes y tan de actualidad para la industria de la construcción como son la transición hacia una economía más circular y la mejora de la eficiencia energética de edificios como factor importante para, entre [otros](#) aspectos, contribuir al logro de los objetivos climáticos en el escenario que la Unión Europea está planteando".

En ese escenario, destaca el Pacto Verde Europeo lanzado en diciembre de 2019, que "refleja el compromiso de la Comisión Europea (CE) en su objetivo de responder a los retos del clima y el medio ambiente, y diseña una hoja de ruta con una serie de medidas que prevé poner en marcha próximamente, para conseguir la neutralidad climática de la Unión Europea (UE) en 2050 y promover un crecimiento económico con mayor eficiencia en el uso de los recursos, así como



6 IMPACT OF THE EVENT

6.1 CORPORATIVE DISSEMINATION

We published three news on the corporative website of Fundación Laboral de la Construcción that had 2,000,000 page view/year (pv/y) and 500.000 unique visitors/year (uv/y). In addition, these news were disseminated in four corporative newsletters: a weekly one with more than 28,000 subscribers and an opening rate between 30% and 60%; and another quarter newsletter, with more than 29,000 Spanish users and an opening rate between 30% and 60%, and more than 380 English users and an opening rate between 60% and 80%:

Media	Impact and target	Headline	Date	Evidence
Appearance in the Newsletter 'Building Europe' ES and EN versions No.006 of Fundación Laboral de la Construcción	'Building Europe' : ES version more than 29,000 subscribers, opening rate 30-60% and EN version more than 380 contacts, opening rate 60-80% Target: Project Officers, European organizations, European VET providers, VET students, trainers, companies, stakeholders, trade unions, journalists...	We invite you to 'Development of environmental skills in the construction sector' event at Madrid ES and EN versions	01-03/2020	https://www.fundacionlaboral.org/mailling/006_construyendoeuropa_enero_marzo_2020/006_construyendoeuropa_enero_marzo_2020.html https://www.fundacionlaboral.org/mailling/006_buildingeurope_january_march_2020/006_buildingeurope_january_march_2020.html
News on the website of Fundación Laboral de la Construcción	Web: 2,000,000 pv/y and 500,000 uv/y	Te invitamos a la Jornada 'Desarrollo de competencias medioambientales en el sector de la construcción' del proyecto Bus.Trainers	15/01/2020	https://www.fundacionlaboral.org/actualidad/noticias/fundacion/te-invitamos-a-la-jornada-desarrollo-de-competencias-medioambientales-en-el-sector-de-la-construccion-del-proyecto-bustrainers
Appearance in the Newsletter No.651 of Fundación Laboral de la Construcción	Newsletter: more than 28,000 subscribers, opening rate 40-55% Target: VET students, trainers, VET managers, companies, stakeholders, trade unions, journalists...	Te invitamos a la Jornada 'Desarrollo de competencias medioambientales en el sector de la construcción' del proyecto Bus.Trainers	16/01/2020	https://www.fundacionlaboral.org/actualidad/boletin-digital/651
News on the website of Fundación Laboral de la Construcción	Web: 2,000,000 pv/y and 500,000 uv/y	La nueva cualificación sectorial europea para docentes: 'Eco-Formador, en la industria de la construcción'	22/01/2020	https://www.fundacionlaboral.org/actualidad/noticias/reportajes/eco-formador-en-la-industria-de-la-construccion-la-nueva-cualificacion-sectorial-europea
Appearance in the Newsletter No 652 of Fundación Laboral de la Construcción	Newsletter: more than 28,000 subscribers, opening rate 40-55% Target: VET students, trainers, companies, stakeholders, trade unions, journalists...	La nueva cualificación sectorial europea para docentes: 'Eco-Formador, en la industria de la construcción'	23/01/2020	https://www.fundacionlaboral.org/actualidad/boletin-digital/652
News on the website of Fundación Laboral de la Construcción	Web: 2,000,000 pv/y and 500,000 uv/y	La Fundación Laboral y la patronal CNC lanzan en España 'Eco-Formador', la nueva cualificación sectorial europea para docentes	28/01/2020	https://www.fundacionlaboral.org/actualidad/noticias/fundacion/la-fundacion-laboral-y-la-patronal-cnc-lanzan-en-espana-eco-formador-la-nueva-cualificacion-sectorial-europea-para-docentes
Appearance in the Newsletter No 653 of Fundación Laboral de la Construcción	Newsletter: more than 28,000 subscribers, opening rate 40-55% Target: VET students, trainers, companies, stakeholders, trade unions, journalist...	La Fundación Laboral y la patronal CNC lanzan en España 'Eco-Formador', la nueva cualificación sectorial europea para docentes	29/01/2020	https://www.fundacionlaboral.org/actualidad/boletin-digital/653

6.2 PRESS RELEASE IMPACT

We have analysed the media impact of the Press Release sent on January 27th, 2020. Bus.Trainers appeared in 19 national, regional and digital media, specialized magazines and digital portal about efficiency and construction sector. We evaluated the repercussion economic and the impact through the data provided by the audience measurement company Kantar Media:

- We achieved relevant impacts in reference media in the sector, for example: Construible, Observatorio Inmobiliario, Promateriales.
- Economic valuation of the apparitions, according to diffusion: 1,100€.
- Impact/Scope: 48,200 people.

**The cost and audience impact assessment of Kantar Media is based on the Media audited by the company Comscore (formerly Nielsen). Some of the digital media that have picked up the news are not registered at Kantar, so their value and impact is not quantified.*

Country	Media	Headline	Date	Evidence
Spain	Construible	El proyecto Bus.Trainers presentará los resultados sobre el fomento de competencias en construcción sostenible	17/01/2020	https://www.construible.es/2020/01/17/proyecto-bus-trainers-presentara-resultados-fomento-competencias-construccion-sostenible
	Cemento homigón	La Fundación Laboral y la Confederación Nacional de la Construcción lanzan en España 'Eco-Formador'	27/01/2020	http://www.cemento-hormigon.com/Noticias/Noticia?id=33386
	Cic construcción	Lanzamiento en España de 'Eco-Formador', la nueva cualificación sectorial europea para docentes	27/01/2020	http://www.cicconstruccion.com/es/notices/2020/01/lanzamiento-en-espana-de-eco-formador-la-nueva-cualificacion-sectorial-europea-para-docentes-72259.php#.XjvB3DJkipo
	E-Ficiencia	«Eco-Formador», la nueva cualificación europea para docentes del sector construcción	28/01/2020	https://e-ficiencia.com/eco-formador-cualificacion-europea-docentes-construccion/
	Ingenieros Civiles	La Fundación Laboral de la Construcción presenta el Eco-Formador	28/01/2020	https://ingenieros-civiles.es/actualidad/actualidad/1/587/la-fundacion-laboral-de-la-construccion-presenta-el-eco-formador
	Inmoley	Desarrollo de competencias medioambientales en el sector de la construcción	28/01/2020	https://www.inmoley.com/NOTICIAS/2012345/2020-1-inmobiliario-urbanismo-vivienda/01-20-inmobiliario-028-23.html
	Observatorio Inmobiliario	La Fundación Laboral y la CNC lanzan Eco-Formador para educar sobre el medio ambiente	28/01/2020	https://observatorioinmobiliario.es/empresas-y-organizaciones/la-fundaci%C3%B3n-laboral-y-la-cnc-lanzan-eco-formador-para-educar-sobre-el-medio-ambiente-en-el-sector/
	Promateriales	La Fundación Laboral y la Confederación Nacional de la Construcción lanzan 'Eco-Formador'	28/01/2020	https://promateriales.com/la-fundacion-laboral-la-confederacion-nacional-la-construccion-lanzan-espana-eco-formador/
	Interempresas	Competencias medio ambientales en el sector de la construcción	29/01/2020	https://www.interempresas.net/Instaladores/Articulos/263838-Competencias-medio-ambientales-en-el-sector-de-la-construccion.html
	CONSTRUIBLE	'Eco-Formador del sector de la construcción', nueva cualificación sectorial europea para docentes	29/01/2020	https://www.construible.es/2020/01/29/eco-formador-sector-construccion-nueva-cualificacion-sectorial-europea-docentes
	Eco Construcción	'Eco-Formador', la nueva cualificación sectorial europea para docentes	29/01/2020	https://www.ecoconstruccion.net/noticias/eco-formador-la-nueva-cualificacion-sectorial-europea-para-docentes-WMxK0
	Info Construcción	La Fundación Laboral de la Construcción y la CNC presentan "Eco-Formador", una cualificación sectorial europea para docentes	29/01/2020	https://www.infoconstruccion.es/noticias/20200129/cualificacion-sostenible-ecoformador#.XjvHhzJKipo

Política Local	La Fundación Laboral y la patronal CNC lanzan en España 'Eco-Formador'	29/01/2020	https://politicalocal.es/72178/la-fundacion-laboral-la-patronal-cnc-lanzan-espana-eco-formador/
Profesioanles Hoy	La Fundación Laboral y la CNC lanzan 'Eco-Formador'	29/01/2020	https://profesionaleshoy.es/alquiler/2020/01/29/la-fundacion-laboral-y-la-cnc-lanzan-eco-formador/14009
Prefieres	Eco-Formador del sector de la construcción, nueva cualificación sectorial europea para docentes	31/01/2020	https://www.prefieres.es/eco-formador-del-sector-de-la-construccion,-nueva-cualificacion-sectorial-europea-para-docentes
Metro 7	Llega a España la nueva cualificación sectorial europea "Eco-Formador" para docentes	01/2020	Print Version*
Construnario	"Eco-Formador", la nueva cualificación sectorial europea para docentes de la Fundación Laboral y la Confederación Nacional de la Construcción	05/02/2020	https://www.construnario.com/notiweb/51336/eco-formador-la-nueva-cualificacion-sectorial-europea-para-docentes-de-la-fundacion-laboral-y-la-confederacion-nacional-de-la-construccion
Obras Urbanas	Lanzamiento 'Eco-Formador', la nueva cualificación sectorial europea para docentes	21/02/2020	https://www.obrasurbanas.es/eco-formador/

More information about the press clipping in the following link:

<https://reputation.kantar.com/public/ReviewKiosk?ticket=BA97810BBFF7EC69F0E3C52B552395398ABDFF367BA072F9253F1B3A5C5EED2EC66B2B0B485FFC1E16E584E5080FBB38134291E66FCB79BFC0979C0B067F14C0F2704EE47EF7557031F50E522D39545A43B4DA1BBCA6F37D66C027A8631FE7BC84DA9461717B526F17F0F431256C7E579D09D153067D91959D44D77F081D5755>

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6.3 IMPACT ON WEB

Bus.Trainers website reached during this days -January 27th and 28th, 2020- 204 visitors, 240 visits and 482 page views. In this sense, the channel registered the highest growth in terms of audience in the January month.



Website audience during January 27th and 28th, 2020.

6.4 IMPACT ON SOCIAL MEDIA

To analyse the social activity during this day, we evaluated the project profile @EcoTrainersEU on January 27th, 2020 and compared this data with the following day - January 28th, 2020- as a normal activity day in social networks, even if we consider that the impact continues, we found out a big difference.

According to data extracted from the social network management tool Metricool on **Twitter** we gained ten followers, which allowed us to reach 172 followers, just on that day. It is also important to note that despite the high number of publications launched (30 tweets) we did not lose any followers.



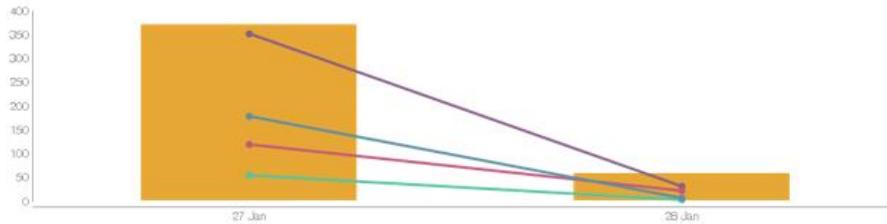
The following graph shows the Bus.Trainers community growth on Twitter. A strong increase can be seen in January that stands out from the usual growth of this social network. In addition, we have to mention that since Final Dissemination Event, the Twitter profile reached close to 200 followers in the following months.



Twitter community growth during 2019 and 2020.

The Bus.Trainers Twitter profile reached 382 interactions, of which 184 were likes, 57 retweets and 141 mentions. In the following chart we can see the engagement reached by the Bus.Trainers profile that day, compared to the one received the day after. This leads us to positively value the impact achieved in social media.



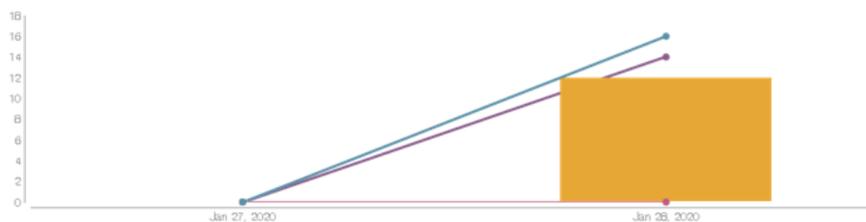


Twitter interaction growth between January 27th and 28th, 2020.

In the case of Facebook and taking into account its intrinsic characteristics (such as less immediacy), the activity performance was reflected the day after the event, with the publication of an image gallery and a brief post summarizing the event.



This post obtained 30 interactions (16 reactions and 14 clicks), and a reach of 42, and had an engagement percentage of 714.29. In the chart below the purple line shows the growth of the clicks and the blue line shows the reactions.



Facebook Page interaction during January 27th and 28th, 2020.

In the LinkedIn Group we have shared a post summarizing the Event and some pictures that reach 5 recommendations, a normal impact because it is a privacy group, which penalised the impact: <https://www.linkedin.com/feed/update/urn:li:activity:6627886158409932800>

7 THE EVENT IN PICTURES



The hall of the event with the roll up and the simultaneous translation equipment.



The event auditorium at the beginning.



First panel of speakers: Luis Vega from Ministry of Transport, Mobility and the Urban Agenda; Juan Lazcano from CNC; and Raquel Gomez from Ministry for Ecological Transition (in the photo: left to right).



Resource photos of the attendees.



Resource photos of the advertising materials.



Second panel of speakers: Enrique Corral, from Fundación Laboral de la Construcción during his speech, and Juan Lazcano from CNC and FLC (in the photo: left to right).



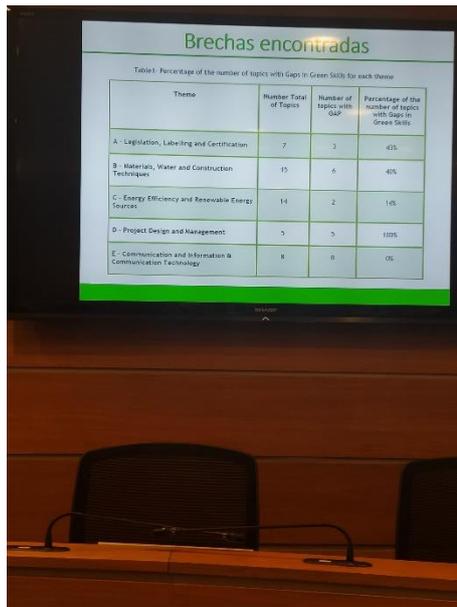
Third panel of speakers: Enrique Corral from Fundación Laboral de la Construcción, and Carmen Prieto from Fundae, during her speech.



Fourth panel of speakers: Enrique Corral from Fundación Laboral de la Construcción, and Domenico Campogrande from Fiec, during his speech in English (in the photo: left to right).



The round table of the Project Officers: Enrique Corral and Beatriz Oliete from Fundación Laboral de la Construcción, Lefteris Giakoumelos from Cres, Jesmond Xuereb from Miema, Francesco de Falco from Ance, and Paula Duarte from LNEG (in the photo: left to right).



An example of the presentations made during the event.



Photomontage of the Bus.Trainers Project Officers during the round table.



8 CONCLUSIONS

After analyzing the impact reached by the Final Dissemination Event of Bus.Trainers and its repercussion on the promotion of Eco.Trainers course, we evaluated in a positive way the communicative outcome of this activity.

We highlight the strong attendance rate of the project (61%), and also its convocation influence that obtained a total of 123 registered people of which 75 attended (trainers and staff of VET centres, professionals of the sector, workers, trainees, media, Administration, entrepreneur, SMEs, and stakeholders of the construction sector...).

The media and social impact achieved by the project both on the event and in the following days is part of the success in communication. While the Press Release had repercussions in almost twenty national, local, specialized and reference media of construction and sustainability, the social networks had a high performance.

The data recorded on the event's day in Twitter showed that more than 380 interactions were reached, which made the number of followers grow in a day, until reaching currently about 200. In Facebook, despite the algorithm (established by the social network) that determines the relevance of the posts by reducing its scope, we reached a total of 42 people, who made 30 interactions. So the high impact produced allowed us to obtain an engagement of 741.29%.

Likewise, the project's website increased its activity, the data registered on January 27th and 28th counted a total of 204 visitors, 240 visits and 482 page views.

Without a doubt, the success of this call can be seen in the participants' number in the Eco.Trainers course. We have obtained more than 110 registrations in the Spanish version, exceeding in a 75% the figure established in the proposal (20 per country, making a total of 100).