



BUILD UP SKILLS 7th EU exchange meeting

**TWG Group 3: Innovations and
incentives to stimulate the demand
for training**

**Incentives to stimulate the demand
for training among the workers and
building companies**

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18th – 19th January 2016, Brussels



- Working in Economic Chamber of Macedonia as EU funded project manager and coordinator
- Project manager of Build up skills BEET project
- Role today in this project:
 - Supporting discussion of BUS EU exchange meetings including :
 - Discussion about the incentives to boost demand of building sector companies for trainings
 - Financial incentives
 - Required changes in Law as incentives



- **What are the incentives to stimulate and boost the demand for trainings by builders or building companies for energy efficiency?**



Incentives.?

How to boost demand of building sector companies and workers for training .?

- Gained knowledge, for example, is an incentive. The main expectation of participating in training is learning.
However, that is not always enough motivation to encourage participation.

Incentives- Measures are needed to boost demand for qualified workers




Which tools can be engaged to stimulate demand?

Existing incentives

1. **Compulsory legislation (obligation for building companies to have certain number of certified EE builders)**
 - **Public tenders**
 - **Law requirements' (EE passport for buildings , Health and safety standards)**
2. **Financial incentives**
 - **Paratarian fund**
 - **EU/National/Regional subsidies**
3. **Others**



Criteria for required number of skilled workers to be included in public tenders for building

 If energy efficiency as issue is important to the governments then the requirement for certain number of workers to be included as obligatory in public tenders will boost demand for training workers by building companies themselves

- Can Build up skills projects help ????
- Can Certification of workers for energy efficiency as obligatory
- Passport for building for EE



Financial incentive – to cover part of the costs for training

How to boost demand for trainings among workers and building companies through financial incentives ?

- 1. Governments through Agencies for employment to include in their operational programs activity measures for subsidizing the cost for trainings**
 - Trainings to be ensured by EU funded projects..... Projects funded by EU structural funds or any other public or private funds**
- 2. Companies themselves to have budget for training their workers**
- 3. The good and innovative quality of trainings to be as incentive for companies to be better positioned on markets**

Paritarian fund

Companies themselves to establish a fund for future trainings for their workers

- **Is this possible in reality??**
- **Can building companies see interest in establishment of such fund?**
- **Can associations of building companies establish paratarian funds ?**

Closer contact with the companies / promotion of trainings by training institutions

Promotion of quality trainings by formal or informal training institutions among building companies

Rising the issue of importance of qualified workers

Rising the issue of Energy efficiency in buildings

Awareness campaign

- for companies to build EE buildings**
- for customers to buy EE flats/houses**

Thank you

Thank you

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QUESTIONS ???????/



- 1. Regulatory measures or voluntary incentive systems?**
- 2. What are the best practices to boost demand for trainings in your country?**
- 3. Can financial incentives increase demand for trainings?**
- 4. Are there supporting structures in your countries for HR development?**
- 5. What is financial advantage/ competativeness for companies when construction is preformed by skilled /certified workers?**