

PEOPLE-CENTRED EPC PRODUCTS AND SERVICES





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PEOPLE-CENTRED EPC PRODUCTS AND SERVICES

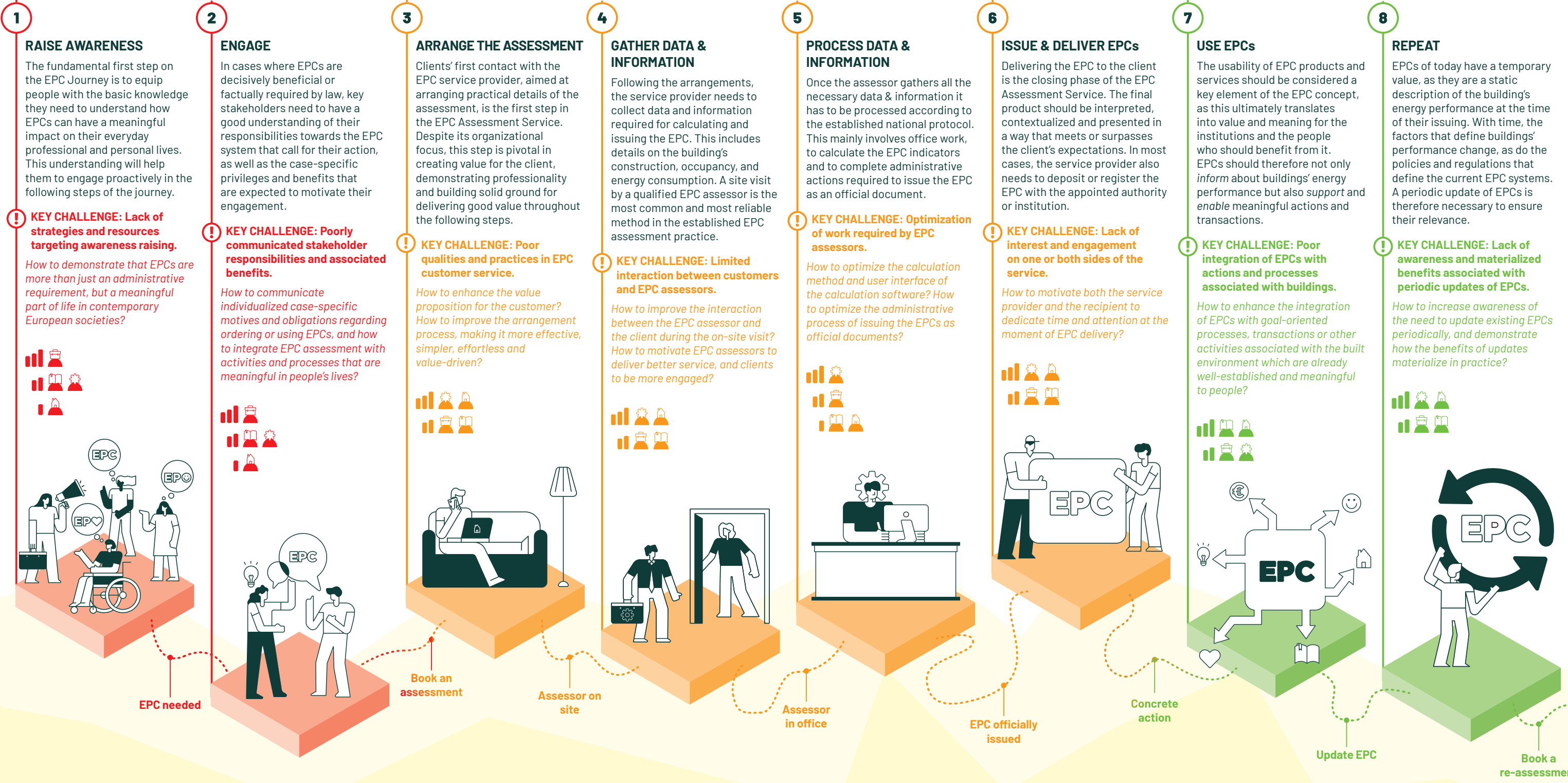
Welcome to People-Centred EPC Products & Services, an infographic booklet that defines Energy Performance Certificates (EPCs) as social objects – things that exist within networks of socio-cultural relations and influence the dynamics of our everyday life. The booklet presents various segments of the EPC System, highlighting areas with significant potential for enhanced people-centred design. Developed in collaboration with a professional designer, these infographics serve as a tool for analysing and assessing the current state of EPC Systems across Europe.

Whether you're an EPC professional or someone seeking to understand the complexities of EPC Systems, you'll find these infographics invaluable. They break down the EPC System into logical building blocks, offering insights for improvement. Additionally, these visuals can be used to promote public awareness, serve as educational materials, or facilitate specialized topical workshops. Our aim is to provide a comprehensive, user-friendly resource that illuminates the people-centric nature of EPCs, fostering a better understanding and more effective implementation of EPC-associated policies. For more information, visit the crossCert website (www.crosscert.eu) or read crossCert Deliverable 5.5 - Towards people-centred EPCs: Guidelines and recommendations for development of people centred EPC products and services.



TABLE OF CONTENT

- 1.** EPC Journey
p 02
- 2.** EPC Design
p 03
- 3.** EPC Assessors' Journey
p 04
- 4.** EPC Promotion and Marketing
p 05



Why This infographic Matters

The crossCert EPC Journey describes the creation of an **Energy Performance Certificate (EPC)**, an official document used to rate the energy performance of buildings. It is a map of steps involved in obtaining and utilizing an EPC, keeping the EPC as the main 'protagonist' of the mapped process, yet highlighting the key stakeholders involved at each step. The **EPC Assessment Service** is at the core of the journey, outlining dynamics between the service provider and the customer, contextualized with key steps before and after the service takes place, which provide the basis for the EPC products and services to create value for everyone involved, and have a meaningful impact on the world.

EPC System

The EPC system is a functional network of stakeholders and institutions that enable, co-create and otherwise support the existence and functioning of the national EPC schemes. Besides people who drive the system, it includes the **EPC Scheme** – a conceptual and legislative framework that includes protocols and methods that define the national rules and standards regarding the issuing of EPCs – and other non-animate means they use in their efforts to keep the system working.

EPC Profiles

EPC Service Support Network refers to profiles that develop the conceptual framework for implementation of the national EPC schemes, as well as stakeholders that enable and/or implement (enforce or exercise) the official conceptual framework.

EPC Expert Users are people assumed to possess considerable knowledge in the area of buildings and the built environment, which also implies a capacity to interpret EPCs as advanced users, and possibly use EPCs as part of their professional practice.

EPC Assessors are people trained and certified to do EPC assessments. In essence, they are part of the EPC service support network yet play a pivotal role in translating EPC theory into practice, connecting the EPC system with the public.

EPC General Users are people assumed to possess a lesser extent of relevant EPC-related knowledge yet are expected to interpret and use EPCs meaningfully in pursuit of their specific goals related to buildings.

Involvement level

- KEY** The level of involvement and responsibility is high.
- INDIRECT** The level of involvement and responsibility medium.
- CONTEXTUAL** The level of involvement and responsibility is low.

Legend

- KEY CHALLENGE** Key issues associated with individual steps, complemented with a guiding question aimed at provoking solution-oriented thinking.
- Milestones**

Design Thinking for Impactful & Meaningful Design of EPC Products & Services

Design thinking is a people-centred iterative problem-solving approach that emphasizes empathy, collaboration, and experimentation. Throughout this process, it's essential to maintain a people-centred mindset, involving stakeholders at every stage to ensure that the outcomes truly meet the needs of the people they are intended to serve, as well as to ensure they contribute towards the core purpose of the Energy Performance Certificates (EPCs) and EPC systems across Europe – to promote energy efficiency, sustainability, and transparency in the built environment and to support decision making for building renovations.

6. IMPLEMENT

Develop a plan for the full-scale implementation of new solutions or a change management plan for the already existing EPC products or services. Collaborate with key stakeholders to integrate the solutions into the existing processes and systems. Consider scalability, cost-effectiveness, and long-term maintenance requirements. Monitor and evaluate the implementation to ensure it meets the defined goals and objectives.

5. TEST

Conduct usability testing and gather feedback on the prototypes. Assess the performance, user experience, and effectiveness of the proposed energy-efficient solutions. Identify any issues or areas for improvement and refine the prototypes accordingly. Keep the purpose of the EPC system firmly in mind throughout this process and observe if tested solutions lead towards desired results.

4. PROTOTYPE

Develop prototypes for the most promising ideas shaped in the previous step. For physical or technology-based solutions, create physical or digital prototypes that illustrate functionality. For behavioural interventions, consider creating simulations or interactive experiences to test user engagement, for instance with the EPC or the building.

3. IDEATE

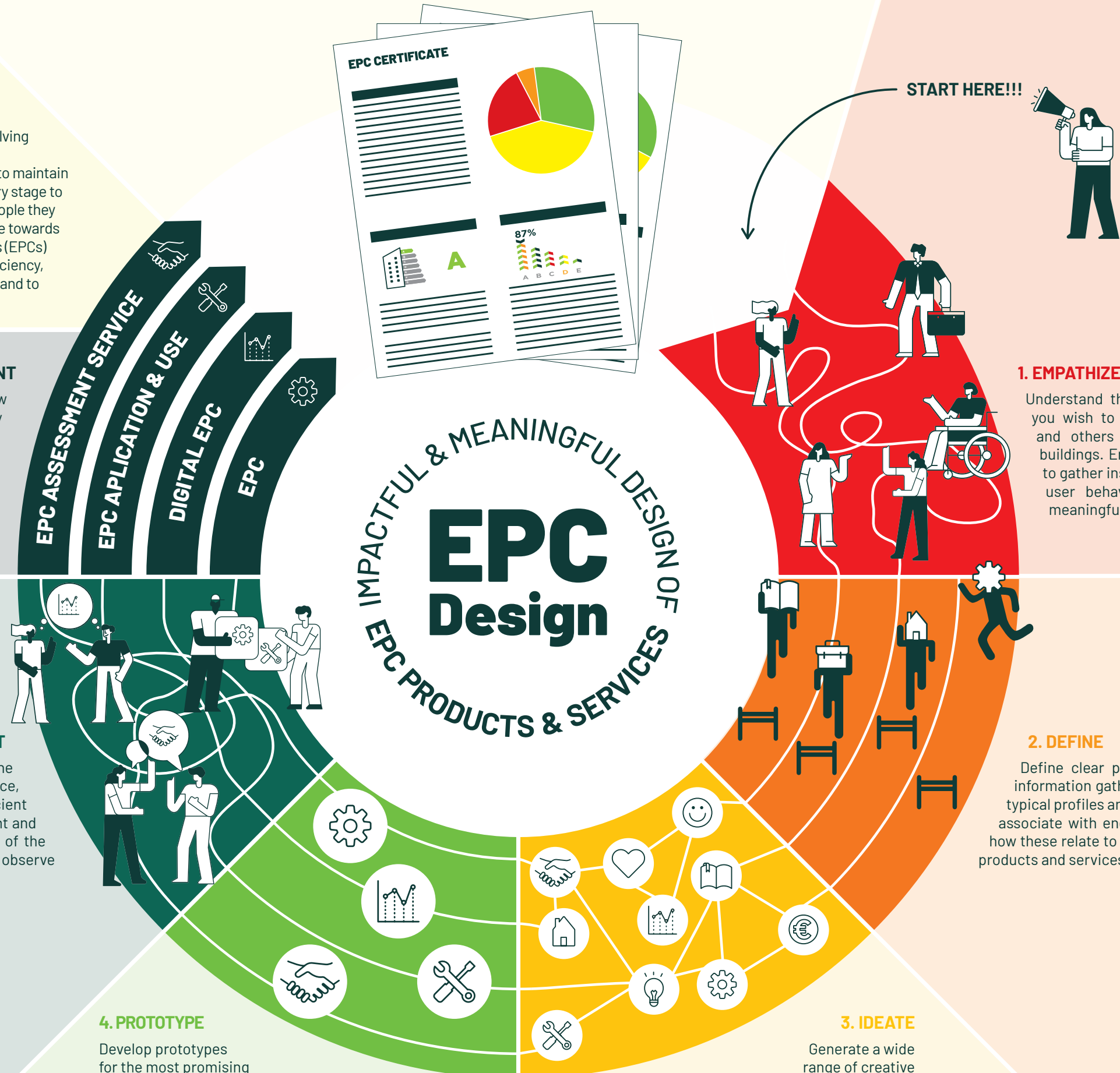
Generate a wide range of creative ideas for addressing the problems and opportunities defined in the previous step. Conduct brainstorming sessions, engage team members from a variety of backgrounds, and involve the people for whom you are developing. Explore both technological and behavioural solutions, products, and services, and prioritize them based on feasibility, impact, and alignment with user needs.

2. DEFINE

Define clear problem statements by synthesizing the information gathered during the empathy phase. Identify typical profiles and specify typical problems and goals they associate with energy efficiency in buildings. Also, define how these relate to your own objectives associated with EPC products and services, and search for synergies.

1. EMPATHIZE

Understand the needs and challenges of the people you wish to address – building occupants, owners, and others interested in the topic of energy in buildings. Engage with a wide range of stakeholders to gather insights into energy consumption patterns, user behaviours, and pain points these people meaningfully associate with the topic.



△ Before -The introduction

○ During -The training

□ After -The service

1

INFORM AND MOTIVATE

Access to adequate information is the key prerequisite to spark an interest in prospective EPC Assessors to begin their training journey. Potential candidates need to understand the general purpose & goals of the EPC System, and to grow motivated, they need to understand how EPCs are related to their personal professional goals and aspirations.

KEY CHALLENGE: Recognition of the role of EPCs.

How to onboard committed professionals that will bring the purpose of the EPC System to life?



Want to become an EPC Assessor

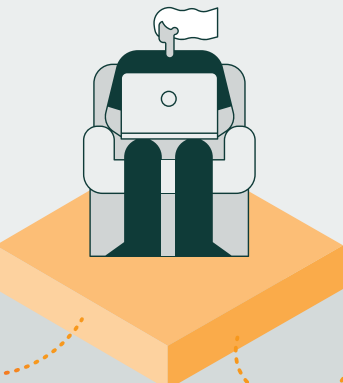
2

ENGAGE

As the first step, interested candidates need to apply with the establishments that offer training courses or certification. In most EU countries, candidates must meet specific educational background requirements (in engineering, architecture, or similar technical expertise) or prove specific professional experience in a relevant field of work.

KEY CHALLENGE: Differences in EPC training frameworks.

How to harmonize the training frameworks across Europe for enhanced effectiveness of EPC Systems?



Attend training

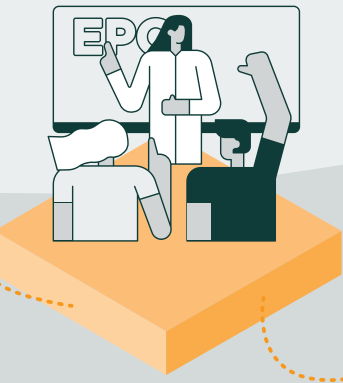
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TRAIN AND BUILD COMPETENCE

Following successful application, the candidates receive a combination of theoretical courses and materials, practical training, and learning support from the training provider. The institutional frameworks across Europe vary substantially both in terms of content (structure, length, and balance of theory and practice) and organisation (the degree to which they are regulated, institutionalized, or open to the market).

KEY CHALLENGE: Unharmonized training content.

How to design the training to optimize the learning experience and maximize the benefit for training participants?



Attend training

4

CERTIFY

In most European countries, candidates need to pass an official post-training examination if they wish to obtain the status of a certified EPC Assessor. Typically, the exam consists of a theoretical and practical part, the latter being focused on mastering the process of collecting and processing of data for production of the EPCs.

KEY CHALLENGE: Different competences of the EPC Assessors.

How to harmonize the learning objectives across Europe to ensure optimal qualification standards for EPC Assessors?



Study hard!

Do the first EPC assessment

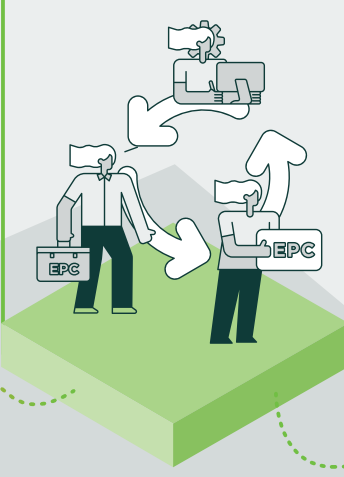
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PRACTICE EPC ASSESSMENT

Certified EPC Assessors are the primary ambassadors of the EPC System, raising public awareness about the relevance of the EPC System and offering their services to all segments of the system. This implies communication with the clients, gathering and processing of the necessary data and information, energy modelling, identifying suitable energy savings measures, and ultimately issuing and delivery of the EPCs.

KEY CHALLENGE: Inconsistent quality of EPC assessments.

How to motivate EPC Assessors to deliver top quality service to their customers and the system?



Strive for excellence

6

PERFORM QUALITY CHECKS

Continuous quality control and efforts for improvement are essential for maintaining high quality standards and public trust in the EPC System. In this regard, all EPC Assessors should periodically undergo performance checks. Poor performance should be adequately addressed while outstanding performance should be recognised and rewarded.

KEY CHALLENGE: Insufficient quality control.

How to streamline quality control and reward top-performing EPC Assessors?



Gain experience

7

CONTRIBUTE TO THE EPC COMMUNITY

Experienced assessors should share their knowledge and experience with peers, promote best practices, and contribute to the overall development and improvement of the EPC System. The focus is on fostering professional growth of community members through mutual support and cooperation for the advancement of the field of expertise.

KEY CHALLENGE: Lack of positive identification with the role of an EPC Assessor.

How to motivate EPC Assessors to actively contribute towards the community of EPC professionals?



Seek professional advancement

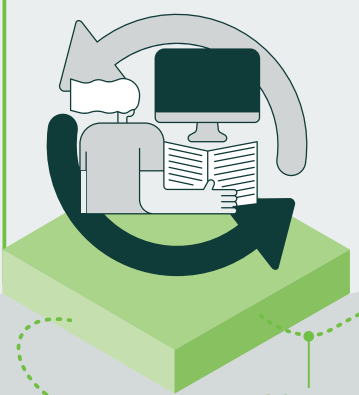
8

UPSKILL AND GROW PROFESSIONALLY

Energy performance in buildings is a rapidly evolving field of expertise. Periodic refresher courses, advanced qualification trainings, and other forms of upskilling are available in several European countries. Although not universally obligatory, practicing EPC Assessors are widely expected to participate and pursue continuous professional growth.

KEY CHALLENGE: Adequate response to the growing ambition in building renovation.

How to motivate EPC Assessors to actively seek professional advancement for the benefit of the EPC System?



Advocate sustainable future for Europe

Why This infographic Matters

EPC Assessors are the cornerstone of the EPC System and are widely recognized as key actors in realizing the purpose of EPCs. The crossCert EPC Assessor's Journey maps key steps by which they progress in their career and contribute towards keeping the system in function. Each step of the journey represents a reflection point to understand better the role of EPC Assessors, and search for potential improvements of the existing system in the future. Despite the specific focus on EPC Assessors, the purpose of this infographic is to support future advancement of the EPC System for the benefit of all EPC Profiles involved in its functioning.

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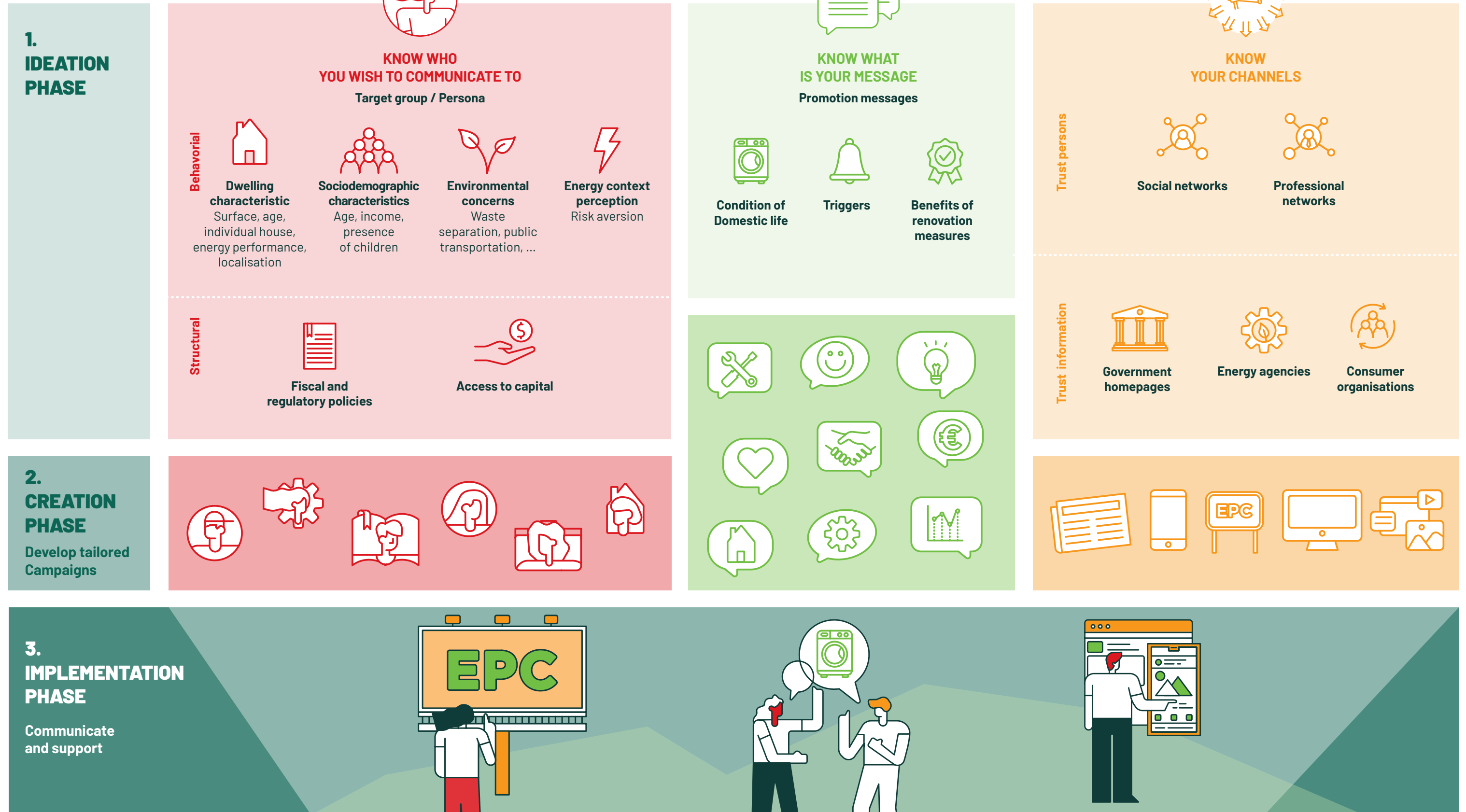
Legend

- KEY CHALLENGE** Key issues associated with individual steps, complemented with a guiding question aimed at provoking solution-oriented thinking.
- Key signpost**

EPC PROMOTION & MARKETING

To optimize the influence of Energy Performance Certificates (EPCs) on energy efficiency, sustainability, and transparency in the built environment, promotion and marketing strategies should be considered an integral part of the policy implementation process. The crossCert approach to EPC Promotion and Marketing emphasizes a people-centred strategy that consists of three stages.

In the **ideation phase**, we analyse target groups, craft key messages, and identify effective channels. The **creation phase** assembles these elements into actionable campaign plans tailored to our audience. Finally, the **implementation phase** puts these plans into real-life action, supporting informed building renovation decisions and fostering sustainable futures across Europe.





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