



Executive Agency, Education, Audiovisual and Culture



ConClip – Development and utilisation of multi-lingual educational video clips (ConClips) applied by craftsmen and site supervisors (with a focus on migrants) to gain skills for the construction of passive houses

Final Report

Public Part

Project information

Project acronym:	ConClip
Project title:	ConClip – Development and utilisation of multi-lingual educational video clips (ConClips) applied by craftsmen and site supervisors (with a focus on migrants) to gain skills for the construction of passive houses
Project number:	540032-LLP-1-2013-1-AT-LEONARDO-LMP
Sub-programme or KA:	Development of Innovation
Project website:	www.conclip.eu
Reporting period:	From 01.10.2013 To 30.06.2016
Report version:	1
Date of preparation:	30.06.2016
Beneficiary organisation:	Development and Innovation
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This project has been funded with support from the European Commission.

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Executive Summary

Due to rapid energy efficiency policy development within the European Union during the last decade sustainable buildings such as low-energy and passive houses contribute more and more to climate protection strategies.

By 2020 "nearly zero energy buildings" should already be the standard for newly built properties. A big challenge to achieve this goal is to close gaps in skills and knowledge of craftsmen and building companies when transferring planning to real buildings. While design of passive houses is already state of the art, a large part of the defects and non-performance of passive houses lies in wrong applications by craftsmen on the building site.

When it comes to building a passive house, workers have to understand how and why technical details and methods are to be implemented differently from conventional practice. And they need a rudimentary understanding of a passive house as a technical system.

ConClip, a project under the EU-funded Leonardo Lifelong Learning Programme, pursues the goal of closing these knowledge gaps. ConClip is an online learning platform showing how to put the theoretical passive house knowledge into practice, thus building up common sense and a "common language" for European building sites where workers with different professional and language background work together. The main outcome has been the production of video clips which can be accessed via the ConClip website and also YouTube – in courses and trainings as well as directly on the building site.

The consortium involves ten organisations from seven countries with high educational, research and technical expertise. After it has identified the 20 most frequent defects in passive house construction, competent answers to the most important questions about passive house construction have been given in eight video clips. These clips, each of about three minutes length, support construction workers in avoiding long term defects. The videos, including a narrator's voice and text inserts, are kept short and understandable as they are also especially focussing immigrant and low-skilled workers. Each of these eight clips has been produced in Croatian, Danish, Dutch, French, German, Polish, Serbian and Turkish. Additionally, an English version was made, so in amount, 72 videos are available.

By means of an extra dissemination package and additional teaching and learning material, a wide range of stakeholders in economy, education and research can be reached in addition to the target groups (craftsmen and site supervisors, educators, building companies & labour organisations).

Within the project, an exemplary multi-purpose new media tool in accordance to the current standards of open educational resources (OER) was created – a freely accessible and openly licensed source for teaching, learning and assessing.

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1. Project Objectives

Overall objective

ConClip addresses the European Commission's approach in regard to lifelong learning focusing on the Decision No 1720/2006/EG of the European Parliament and at the same time contribute to the European Union's climate targets for 2020 (Strategy 2020).

Specific objective

ConClip develops and implements multi-lingual educational video clips to be applied by craftsmen and site supervisors (with a focus on migrants) to gain further skills for the construction of passive houses and thereby contribute to reaching the aims of the "Agenda for new skills and jobs".

Aims of the project and expected results

ConClip provides immediate and easy access to know-how on construction parts, fittings and installations of passive houses for craftsmen and site supervisors, but also to teaching staff and companies. The focus is laid on migrants and low-skilled workers by applying an innovative, new media-based learning approach.

A series of short educational video clips are created to avoid construction defects observed especially in passive house buildings. The clips can be watched via the ConClip website and are conceived to also serve their purpose on mobile devices with small screens. Each of these eight clips has been produced in Croatian, Danish, Dutch, French, German, Polish, Serbian and Turkish. Additionally, an English version was made, so that in amount 72 videos are available.

ConClips are a new media multi-purpose-tool. The main quality is their general accessibility via the web, so that they can be used directly on the building site via smartphone or tablet as soon as they are needed for explanation. They can also be integrated in vocational training, higher education and further training for adult learners, supplemented by additional teaching material.

Additional material in the main partners' languages Danish, Dutch, French, German and also English on the website helps in deepening the technical demands and skills on the one hand (learning material for users), on the other hand it opens up the project's specific didactical potentials to "multipliers" as teachers, instructors or foremen (handbooks, teaching material).

The utilisation of ConClip in a learning environment (vocational training, higher education and further training for adult learners) presents a new teaching approach in sense of open educational resources (OER): ConClip provides freely accessible, openly licensed documents and media for teaching, learning and overcoming language barriers.

Intensive and detailed needs analysis made the project highly visible within the target stakeholder groups (craftsmen and site supervisors, educators, building companies & labour organisations) and at the same time ensures the usage of the clips by them.

The project's sustainability is ensured by winning construction companies, vocational education centres and other actors in the field to use the already produced ConClips, but also to finance the production of further videos and additional material according to the ConClip approach in their specialised fields.

This easily accessible IT-based learning and teaching tool creates easy access to further education for skilled and non-skilled workers in the project countries and – due to the multi-lingual approach – other European countries in which Croatian, Dutch, English, French, German, Polish, Serbian or Turkish speaking migrants are working on construction sites. ConClips can easily be accessed through the ConClip website, also on devices like mobile phones or tablets. Two basic characteristics aimed with this project are **open access** and **low-threshold**: For maybe the first time the direct target group working in the construction business is being provided with a practice-oriented, location-independent and cost-free learning tool which will also improve their skills and make them fit for the demands of the "green job market".

2. Project Approach

The methodology of the proposed project is a participatory and comprehensive approach. Thus the main outcome of the project, the videos including additional teaching and learning material, are designed to be integrated in a large scale of educational services:

1. Vocational education
2. (Further) training for skilled workers
3. Education for teachers / instructors how to implement ConClips in their courses for workers
4. Vocational Training for Green Building Auditors (DGNB, BREEAM etc.)
5. In-house-Training of construction companies, training their own personnel (Employers / Site Supervisors / Site Foremen / Workers).

Supplementary materials like the *course implementation handbook* and the *teaching material* contain didactic instructions adaptable for these target groups. Additional *learning material* gives ad-hoc-information and guidelines that are designed to be used by workers themselves. Inclusion is an essential didactic quality of ConClip – the low-threshold accessibility also for unskilled workers and, because of the videos' multilingualism, for migrant workers. In addition, there is also material valuing the singular videos in regard to the principles of ECVET, the EU's credit transfer system for vocational education and training.

In the course of the project, ConClip more and more turned out to be an exemplary multi-purpose new media tool in accordance to the current standards of open educational resources (OER) – a freely accessible and openly licensed source for teaching, learning and assessing.

Major milestones:

M.1: Training gap analysis: The most relevant issues for the videos have been defined by compiling a list of the most common defects of passive houses. The empiric basis was a survey among craftsmen, site supervisors, planners and teachers. (month 22, together with the evaluation of the first ConClips)

M.2: Video implementation handbook, course implementation handbook and teaching material: The *ConClip video implementation handbook*, a guideline on how all the clips are to be produced, and the *ConClip course implementation handbook*, a guideline for teachers and instructors on how to implement ConClips in courses or at the site, have been finalized after the production of the first clip, so practical experience of production and the feedback from partners and target groups could be integrated. (month 21). *Teaching material*, derived from the course implementation handbook, contains didactic instructions for each of the videos. As important extras not foreseen in the proposal, e-learning material with additional information and guidelines for the users (*learning material*) and a presentation serving as a compact *user's manual* (being available in English, French and German) has been made (month 31).

M.3: Recommendation on how to apply ECVET criteria on courses involving ConClips: After collecting material how to define ECVET & EQUAVET principles within the education structure in the partner's countries, general position papers

and, finally, guidelines how to consider the singular ConClips within the credit system of existing courses have been developed. (month 33)

M.4: Production of the first 3 ConClips: It turned out to be most effective to produce one first video in English (month 16), so that the concept can be optimized in a discussion process involving all the partners. After that, video 2 and 3 were produced. As the consortium defined very high production standards, the production of the language versions' master tapes (Croatian, Danish, Dutch, French, German, Polish, Serbian and Turkish) turned out more expensive than planned and it took time to find a financially and technically viable solution (month 24).

M.5: The evaluation report based on feedback from target groups (craftsmen and site supervisors, educators, building companies & labour organisations) on the first 3 ConClips provide the basis for the production of the next 5 ConClips (month 22)

M.6: Production of the remaining 5 ConClips: Based on this evaluation, the partners together elaborated the screenplays for the rest of the videos; therefore, an extra consortium meeting took place in Vienna (month 25) before the production (months 26 to 28)

M.7: Commitments from companies and educational institutions have evidenced big interest of target groups and multipliers in the project (months 30 to 33)

Indicators of success:

I.1: To implement the expected results, it was necessary to prolongate the project for three months. In order to maintain the high quality of the videos and the online appearance which was defined by the partners as the project goal, costs had to be shifted, which was possible due to all of the partners' great commitment.

I.2: More than 30 representatives of the target groups 1, 2 and 3 have confirmed with the evaluation feedback to go on using ConClips.

I.3: A database with at least 100 planned contacts in the meantime comprises 557 contacts, and the amount is constantly growing even in the final phase. Among the stakeholders, there has also been an emphasis on media and on organizations representing immigrants from Croatia, Poland, Serbia and Turkey.

I.4: 4 public events with at least 30 participants per event have been implemented after all the ConClips have been finished (month 28). The project's online presence turned out to be even a more important factor of dissemination.

I.5: The ConClips have been integrated into at least 2 educational courses in each of the main targeted project countries – i.e. Austria, Belgium, Denmark and Germany. (months 28 to 32)

I.6: The ConClips are in use on at least 1 construction site per main targeted project country by the end of month 28. Success indicator is to be fulfilled by month 33.

I.7: At least 8 educational institutions commit themselves by the end of month 28 to include ConClips in existing courses, which is proved by the letters of intent.

I.8: By the end of month 33, institutions or companies agree to fund at least 4 more ConClips, which is proved by the letters of intent.

3. Project Outcomes & Results

The videos – ConClips:

The project's core result are the ConClips – short videos including a narrator's voice and text inserts, explaining in a quick and simple way important work steps at building sites of passive houses. The videos with 3 to 4 minutes length show what to do step by step in order to avoid frequently occurring failures.

Each ConClip highlights one specific working process and at the same time points out a general issue in passive house building such as thermal bridges or airtightness:

- ▶▶ ConClip 1: Thermal Bridges – Mounting of Wall Insulation Boards
- ▶▶ ConClip 2: Airtightness – Window Installation on Exterior Brick Wall With Insulation
- ▶▶ ConClip 3: Insulation – Installation of a Window Sill
- ▶▶ ConClip 4: Thermal Bridges – Correct Insulation of Fascia Brickwork
- ▶▶ ConClip 5: Airtightness – Sealing around Cables, Ducts
- ▶▶ ConClip 6: Airtightness – Sealing of Threshold Area
- ▶▶ ConClip 7: Thermal Bridges – Correct Insulation of Cavity Walls
- ▶▶ ConClip 8: Insulation – Foundation Skirting without Basement

ConClip 1 was finalized in month 16, ConClip 2 and 3 were produced in the period between month 19 and 24 (including mastering the language versions), the remaining 5 ConClips were produced between month 26 and 28. The delays in production resulted from the intense group process of developing the contents and the screenplays, but first of all an adequate format which is best adoptable for all the purposes was to be found: ConClips have been conceived as a multi-purpose tool which should function well with large scale video projections and also on small screens of mobile devices as smartphones. The high demands on quality of image, sound and graphic inserts sheerly exceeded the financial possibilities, and it took time to find adequate subcontracting partners to fulfil those high demands within budget.

Each of these clips has been produced in Croatian, Danish, Dutch, French, German, Polish, Serbian and Turkish. Additionally, an English version was made, so that in amount 72 videos are available.

To maintain the best possible availability, the videos are embedded in the ConClip website via YouTube, which is a reliable technical format and also guarantees that a large number of interested in the very subject who search contents via Google or YouTube will become aware of the project.

Website:

The website (www.conclip.eu) went online in month 5, it presents the central project platform and offers all relevant information about the project for the target groups:

- ▶▶ craftsmen and site supervisors
- ▶▶ educators
- ▶▶ building companies and labour organisations

In the beginning, the website gave opportunity to interested stakeholders to apply for more information and sign up for the newspaper, and material like the folder and the poster could be downloaded as pdfs.

In month 27, after a shift of budget had to be decided by all partners, a big relaunch was finalised. The website now can fulfil the demands crucial for the project, being a user-friendly multimedia tool attractive also for one very target group, the site workers. Sub-pages for each language were installed and are easy to find (e.g. www.conclip.eu/de for German, www.conclip.eu/pl for Polish). There, the target groups have a direct access to the embedded videos in their language and the learning material. At the start page, they can easily find the videos by clicking their country flag embedded in a film frame.

It was important to invest in responsive design thanks to which the site adapts to all screen formats – from screening to tablet or smartphone.

Communication Channels

In sense of the project's corporate identity, the specific e-mail address conclip@conclip.eu was set up. To keep up transparent communication with all the consortium partners, the address team@conclip.eu was installed, automatically reaching all the project partners.

After having installed this address which helped facilitating fast and transparent communication between all the project partners, the ConClip Database, an internal area of the website for the project partners where all material can be uploaded, was not longer such an attractive medium for data exchange as before.

Teaching and Learning Material

The supplementary material is available online in the main partners' languages (Danish, Dutch, French, German) and in English:

ConClip video implementation handbook: A guideline on how all the clips are to be produced.

ConClip course implementation handbook: A guideline for teachers and instructors on how to implement ConClips in courses or at the site.

Teaching material: Practical adaptable didactic instructions for each of the videos.

Learning material: It was not foreseen in the proposal, but the Consortium decided that it is important to have a low-threshold e-learning tool containing additional information and guidelines for the users, including a quiz as an interactive element and a glossary.

ConClip presentation: Also not foreseen in the project handbook, this brief overview of the course implementation handbook was estimated as an important low-threshold tool for making ConClip attractive to multipliers as teachers, instructors or site foremen. So far available in English, French and German.

EQAVET & ECVET principles:

ConClips have also been valued in regard to the principles of ECVET, the EU's credit transfer system for vocational education and training, and EQUAVET, the European quality assurance in vocational education and training. As the ECVET standards have not been unanimously implemented in the countries' vocational education and training yet and as the EQUAVET principles have not been bindingly elaborated yet, the outcome is just a recommendation on how to consider ConClips within the credit system of existing courses.

A general recommendation paper has been produced for VET institutions as a guiding tool on how to consider ConClips within the credit system (ECVET) of existing courses. It provides detailed information on the ECVET criteria used for the assessment of such courses. The website also contains documents valuing the singular videos in regard to the principles of ECVET. These materials are available in English, with a comprehensive introduction in the main partners' languages – Danish, Dutch, French and German.

Further Dissemination material

Four newsletters on latest project developments were sent out to the e-mail addresses of the contact database in December 2014, May 2015, December 2015 and June 2016.

Most of ConClip's communication and dissemination is web-based, so also the publications for print are available as downloads via the ConClip website:

Folder: Available in all project languages, i.e. Croatian, Danish, Dutch, English, French, German, Polish, Serbian and Turkish. The folder was a relevant dissemination instrument in the early phase of the project (month 5) – to be mailed to stakeholders in the field and for immediately reaching direct and indirect target groups. As the project developed, an update of the folder seemed advisable (although not foreseen in the project description), and it was realised in month 29 (English, French and German version).

Poster: The project poster, also available in all project languages, offers relevant information on the project in the format A0 and is to be used for visibility related to introductory workshops, the testing phase and other public and semi-public events. An updated version (available so far in German) was designed in month 32.

Surveys

Within a survey on didactics and methodology, the status of specific knowledge and skills of workers has been identified. With a second survey, professionals helped identifying the 20 most construction defects. The main target group for these surveys have been institutions for vocational and further training and for higher education, they are forwarding the questionnaires to their contacts in their countries. In a third survey, the first three clips have been evaluated due to their usefulness for the target groups.

Instead of distributing paper-based surveys by mail, the much more up-to-date online-tool SurveyMonkey was used, which also gives opportunity to automatic evaluation and graphics. This device was also used for the final internal evaluation carried out by the consortium partners (month 32).

Public presentations

Introductory workshops took place in the main partners' countries, i.e. Austria, Belgium, Denmark and Germany – for employees / workers and teaching staff to impart the specific potentials of using ConClips.

Participation at fairs: Besides a number of presentations in a smaller circle of stakeholders, Conclip was presented publicly at following fairs:

- Bauen & Energie Messe (Austria, February 2014)
- Passive House (Belgium, September 2015)
- Nordbau (Germany, September 2015)
- Energiesparmesse Wels (Austria, February 2016)
- TUN Fair (Denmark, March 2016)

Consortium Meetings

The meetings were important for team building, but especially for continuously elaborating the project's aims and strategies. Particularly important issues of the singular meetings are highlighted here:

December 2013: Kick Off Meeting, Vienna

Project overview, administrative demands; contracts; contact database for stakeholders; criteria for video formats and didactic approaches

June 2014: Consortium Meeting, Hamburg

Main defects in passive house construction; possible issues for the videos; design of the communication platform

February 2015: Consortium Meeting, Odense

New structure of work packages after the withdrawal of partner SDE; screening of ConClip 1 and suggestions of (small) improvements; teaching material; because of higher production costs, the partners decide to do translations on their own

October 2015: Additional Consortium Meeting, Vienna

Working on the screenplays for ConClips 4 to 8 considering the results of the evaluations of ConClips 1 to 3; relaunch website; teaching and ECVET material

February 2016: Consortium Meeting, Leuven

Tips for reporting; project extension until June 2016; suggestions for shifting costs; résumé of ConClip production; extension of the website; decision to produce teaching material and additional learning material; ConClip exploitation and further perspectives

4. Partnership

As building physics do not differ from country to country, contents of the ConClips are relevant for all participating countries in the partnership. Still, due to differing climate, building tradition and vocational (education) system, the experts from the participating countries bring in their specific experience. By bringing together inputs, jointly defining target groups and drafting outputs valid for all countries, the project value has been considerably raised due to the shared partners' competences and – not least – their contacts to stakeholders and multipliers. Thus ConClip has its small share in sense of a European integration process. Two things manifested quite in the project's beginning:

- a) Due to differing building traditions and definitions of professions, defining “universal” contents and values which are to be shown in the singular videos turned out to be a quite demanding process.
- b) Among the partners there was more in-house expertise in terms of passive house building, video production and didactics than estimated, which led to a very intense finding process for contents. The partners invested more work in exchanging inputs, at the same time less expertise from subcontractors was needed.

One major change within the partner consortium was the withdrawal of the Danish partner SDE in September 2014 because of organisational changes. The duties were taken over by EIW and EAL.

The partners' great commitment got manifest as it turned out that there was a lack of subcontracting costs for producing language versions in the quality demanded in the project: The partners (and even the “junior” partners from Croatia and Serbia with small amount of working hours) were willing to save costs e.g. by translating the voice-over and insert texts needed for the videos as well as the teaching and learning material on themselves – just to have the videos' quality maintained. EAL even made the Danish voice-over recordings in-house.

In the same way, the consortium decided unanimously to invest more than planned in the website so that it would meet the demands for a low-threshold tool which is attractive to target groups like construction workers. In this sense, it also became necessary to produce not just teaching material giving teachers, trainers and instructors a didactical and methodological superstructure, but also user-friendly learning material which provides the users with additional information.

The intense cooperation in order to define the contents of the videos and elaborate the screenplays made an additional consortium meeting necessary, which was organized by EIW in October 2015 in Vienna.

For quick and transparent communication, the ConClip Database was installed in November 2014 as an internal area of the website for the project partners, where all material can be uploaded. In the course of time it turned out that using an extra installed e-mail-address which automatically reaches all the partners is a much faster and efficient way of communicating and exchanging data and ideas.

5. Plans for the Future

The consortium partners have strongly in mind to extend ConClips to other countries by applying for further funding within the framework of Erasmus+ Strategic Partnerships or other suitable funding programmes.

As the large scale of positive feedback to ConClip indicates that the stakeholders (workers, experts and managers, teachers and instructors, construction and companies / companies producing building material) is interested in using this open access teaching device in the longer term, it will be important to keep up the project website <http://conclip.eu> after expiry of the project, as the website is the project's core which guarantees the low-threshold access to the contents. The lead partner will be able to finance the project website for at least two years after the project end. The Memorandums of Understanding have proved a vital interest of companies and institutions of producing further video learning devices (ConClip), in spite producing such a video is demanding in terms of time and financial resources. What the lead partner can offer them is a well-established team producing an attractive professional video format, elaborated in terms of the medium as well as in didactics, and in addition there is a ready-made concept for supplementary material. Those future partners who order videos and other devices have the benefit of access to an increasing large target group under the ConClip label, at the same time they have high-quality multimedia products which they can use within their own corporate identity.

ConClips have also been defined as a device for a “common language” at the site: They communicate the essential skills needed for passive house building and also key terms important for understanding the work flow, which make the complex cooperation of specialized workers easier. One of the main target groups are immigrant workers at the site, that's why ConClips have been produced in Croatian, Polish, Serbian and Turkish. And the field of migrant workers bears a lot of potential for a follow-up project:

Feasible follow-up project

With comparatively small effort the potentials developed in the project could be utilised more widely:

As it was not foreseen to produce within the ConClip budget additional learning and teaching material for the migrant languages mentioned above, translating the existing material would be an easily feasible extension.

A further extension enlarging the integrative potential of ConClip is the implementation of a translation machine within the ConClip website, specialized on terms important for (passive house) building; that would be a helpful practical tool especially for migrant workers.

Due to the actual refugee situation in Europe, pragmatic integration work is absolutely urgent: Lots of (young) people need low-threshold admission to skills and knowledge, which would open up chances for participating in society. ConClip would be able to serve as a practical tool, as it can easily be transferred to further languages, for instance Arabian or Farsi. In combination with the translation machine, it opens up good possibilities for autonomous learning. The ConClip communication model is also capable of being adapted e.g. for other crafts and professions.

6. Contribution to EU policies

The project addresses priority 3.3.3 by referring to the "Agenda for new skills and jobs" which aims at "equipping people with the right skills for the jobs of today and tomorrow". The project fosters the need of VET and further education being more responsive to labour market needs and the promotion of integrating learning with working with a focus on workers with a migrant background.

According to the Agenda, "the potential of intra-EU mobility and of third-country migrant inflows is not fully utilised and insufficiently targeted to meet labour market needs, despite the substantial contribution of migrants to employment and growth". Therefore the project is concerned with the following statements of the Agenda:

- "Improving access to lifelong learning, to help people move to [...] expanding occupations such as those emerging from 'sustainable growth' policies, equal opportunities policy and legislation."
- "More flexible learning pathways can facilitate transitions between the phases of work and learning."
- Flexicurity in many cases leads to "short-term working arrangements which have not been complemented often enough with training opportunities for employees".

ConClips especially address migrant workers in the construction business by also offering this learning tool in Croatian, Polish, Serbian and Turkish (countries with the highest portion of migrant workers in the sector).

Also the "Europe 2020 Strategy" and the "Energy 2020 Strategy" set clear targets ("shifting towards a resource-efficient, low-carbon economy", "helping people acquire new skills" and "encouraging people to update their skills by especially addressing older, low-skilled and migrant workers"). Since building structures account for 40% of EU's energy consumption, with the EU's "Directive on the energy performance of buildings" as of 2021 all newly built and refurbished buildings will have to follow at least passive house standards.

National efforts of the targeted project countries' Governments:

Austria: The Austrian Federal Ministry of Agriculture, Forestry, Environment and Water Management presented in 2010 its "Master plan green jobs" including, amongst others, assurance of a high qualification level.

Belgium: Since 2010 committed to the creation of jobs in "Green sectors" and for the "Greening" of the economy and the labour market.

Denmark: In 1997 the development of a "Green Jobs" concept and policy started and is to some extent being prolonged with the 2003 policy statement 'Making Markets Work for Environmental Policies'.

Germany: With its UFOPLAN 2010 the German Federal Ministry for the Environment, Nature Conservation and Nuclear Safety emphasizes further developing the national initiative for environmental innovation and employment.

