

D24.6. Training Content Creation Plan



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Executive Summary

The MULTICARE Training Content Creation Plan establishes a comprehensive framework for developing educational materials that will drive market adoption of the project's technological innovations. This plan serves as a critical component of the project's exploitation strategy by creating a skilled stakeholder ecosystem capable of implementing MULTICARE solutions in real-world settings.

The training content will bridge the knowledge gap between research outputs and commercial application, with a particular focus on equipping decision-makers in the construction, finance, and insurance sectors with practical implementation knowledge. By creating multi-disciplinary training programs that address both technical specifications and business cases, MULTICARE will accelerate market uptake and ensure the long-term sustainability of project results beyond the funding period.

This plan outlines not only the content creation methodology but also establishes a sustainable business model for training delivery, assessment frameworks to measure impact on exploitation goals, and coordination mechanisms with communication and dissemination activities. The training initiatives described herein will create a self-sustaining ecosystem of professionals who can advocate for, implement, and further develop MULTICARE innovations in the European built environment sector.

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Glossary

ACRONYM	FULL NAME
WP	Work Package
T	Task
M	Month

1. Deliverable summary

This section introduces the scope and context of the document and presents relationships with other work packages and tasks of the MULTICARE project.

1.1 Scope and structure of the deliverable

The aim of this deliverable is to outline the strategy and process for developing educational materials and resources to support training initiatives that will be created and delivered during the 48-month duration of the MULTICARE project. The document will describe the training vision and objectives, the timeline and action plan highlighting completed and planned tasks, specifics on the content creation by course title, information on the intended method of course distribution, and planned assessment and measurement of key performance indicators.

The creation of this deliverable is the result of a collaborative partnership between the task and deliverable leader, the WP leader of WP24 and the project partners.

1.2 Relation to other Tasks and Deliverables

The D24.6 report has been prepared through the effort of Task 24.3 “Internal capacity building” and Task 24.4 “Planning of replication”. Task 24.3 relates to efforts to education the MULTICARE team of each partners objectives and capabilities and to define external stakeholder training needs. This report contributes to Task 24.4 by providing a model for training revenue to support partners and an ongoing international initiative through MULTICARE. This plan will contributed directly to general and specific content being created as part of Task 25.3 “Capacity Building/Training content creation and delivery”.

The current deliverable is interrelated with other deliverables in WS9 “Capacity building, Communication & Dissemination, Exploitation” including:

- D24.5. MULTICARE Capacity Building by Stakeholder Group
- D25.4 Training Content for External Stakeholders
- D25.5 Preliminary Exploitation Plan (M24)
- “D25.6 – Preliminary Exploitation Plan (M30)”

2. Training vision and objectives

Through group and individual meetings with MULTICARE partners, the capabilities, vision and objectives of the partners have been considered and incorporated into this document.

2.1 Training vision

The capacity building / training efforts of MULTICARE are dedicated to ensuring the uptake by the market of the innovations and research advanced by the project. It is founded on the principle of ideas must be technically sound but also provide a clear business case to the multidisciplinary array of external stakeholders who are necessary to approve the use of these ideas.

The initial and ongoing training must be capable of rapidly updating the content as technologies evolve and provide an equitable basis of sharing the resulting revenue to those parties who contribute to its development, promotion and delivery.

2.2 Objectives

The MULTICARE project has identified the following objectives that have guided the creation of this plan and will guide the creation of content, programmes, distribution methods, and European collaboration.

These objectives include:

- Develop training content and programmes with a comprehensive understanding of and accommodation for MULTICARE partners' existing and planned education capabilities and intentions.
- Create multidisciplinary training to help bridge the language gap between industries (e.g. construction and finance). While technical training will be an important component of MULTICARE, a sizeable portion of the training will be designed to engage the financing community to include banks, institutional

investors, insurers and financial valuation experts who can “greenlight” innovative solutions and consider new financial models in their decision making.

- Create training for an expanded list of external stakeholders to consider those who can influence decisions but have previously not been included in technical discussions.
- Provide a revenue sharing model that provides financial resources to where valuable work is being done and ensures the fiscal sustainability of the MULTICARE initiative.
- Partner with complementary European and other projects to develop, promote and deliver best-in-class training.
- Target training to working professionals who are at a career stage to make decisions on the design, construction and financing of real estate projects.
- Create courses, programmes and a training platform that can facilitate the “mixing and matching” of modules and submodules easily to create custom content for specific stakeholder groups and local markets. This should also facilitate the “import” and “export” of training content and capabilities between partners to receive or give support as appropriate.

2.3 Alignment with MULTICARE Exploitation Strategy

The training content creation plan directly supports the MULTICARE exploitation strategy (D25.5 and D26.2) by creating the market conditions necessary for successful commercialization of project innovations. Training activities are designed as key enablers for exploitation in the following ways:

2.3.1 Market Readiness Development

Training programs will systematically address knowledge and skill barriers that currently prevent stakeholders from adopting innovative multi-hazard and low-carbon resilient technologies. By educating key decision-makers about both technical specifications and business cases, MULTICARE training creates "market pull" for project innovations.

2.3.2 Course-to-Innovation Mapping

Each course being developed under MULTICARE will be mapped during the content creation phase to specific approaches to ensure direct support for the project's exploitation goals. This includes identifying product/technology-based sales, consultancy services, licensing of digital services, or revenue sharing of education content creation (see section 3.8 below). These approaches will be defined and provided as input into the creation of deliverable D25.6 "Preliminary Exploitation Plan (M30)".

2.3.3 Training as Market Intelligence

The training delivery process will serve as a continuous market research mechanism, gathering feedback from participants about:

- Implementation barriers that require addressing in final solutions
- Regional market differences that necessitate adaptation of technologies
- Additional technological needs identified by stakeholders

Each course will include a feedback survey link that will include questions related to the 3 points above, general satisfaction with the course (e.g. "Was your training objective met from this course?", "Was the information presented in a clear and effective manner?", etc. as well as course specific feedback. This feedback will be consolidated into a spreadsheet and systematically shared with MULTICARE partners through a quarterly "Training Insights Report" that informs ongoing R&D and exploitation planning.

2.3.4 Creating Technology Ambassadors

Participants who complete MULTICARE training programs will be equipped to serve as ambassadors for project technologies within their organizations and professional networks. The training will include specific modules on communicating the value proposition of MULTICARE innovations to various stakeholder groups, thereby amplifying the project's exploitation efforts.

3. Action plan

3.1 Timeline

The MULTICARE training action plan follows the following key dates/timeframes:

Action	Timeline
Internal Capacity Building	October 2024
Identify European projects for collaboration on creation and distribution of training	October 2025-> Ongoing
Define External Stakeholder Groups' needs	March 2025
Content Creation	April 2025 -> March 2026
Pilot Testing	January 2026
Distribution Platform Readiness	March 2025 -> March 2026
Creation of a revenue sharing model that equitably applies financial resources to supporting ongoing fiscal sustainability	June 2025
Training Content available for External Stakeholders	March 2026
Assessment of Training Outcomes	March 2026 -> Ongoing

Table 1 Timeline

Details of each of these action steps are described below.

3.1.1 Integration with Exploitation Timeline

The training timeline is strategically aligned with the MULTICARE exploitation activities to ensure that training activities directly support commercial objectives:

Exploitation Activities	Related Training Activities	Timeline
Technology readiness evaluation	Technical content development	April 2025->March 2026
Pilot implementation start	Pilot tester recruitment	January 2026
Commercial partner engagement	Industry partnership development	April 2025->Ongoing
Initial commercial offerings	First external stakeholder training	March 2026
Market expansion planning	Training assessment and refinement	March 2026->Ongoing
Post-project sustainability planning	Revenue model implementation	June 2025->March 2026

Table 2 Exploitation Activities

This alignment ensures that training activities are synchronized with technological development and market readiness, maximizing the impact on exploitation outcomes.

3.1.2 Phased Implementation Approach

The training implementation will follow a phased approach to ensure quality, market alignment, and sustainability:

Phase 1: Foundation (April 2025-September 2025)

- Content framework development
- Platform selection and setup
- Delivery partner engagement

Phase 2: Development (October 2025 -> March 2026)

- Core content creation
- Pilot testing preparation
- Quality assurance processes
- Initial marketing materials

Phase 3: Pilot Testing (January 2026 -> March 2026)

- Controlled delivery to pilot groups
- Comprehensive feedback collection
- Content refinement
- Delivery process optimization

Phase 4: Market Launch (March 2026 -> Ongoing)

- Full-scale training availability
- Implementation support mechanisms
- Monitoring and assessment
- Marketing and promotion

Phase 5: Sustainability (June 2025 ->Ongoing) -- see section 3.8.1

- Business model implementation
- Partnership development
- Long-term governance establishment
- Continuous improvement processes

This phased approach ensures systematic development and implementation of training activities in alignment with exploitation objectives.

3.2 Internal Capacity Building

The MULTICARE training creation effort began with a comprehensive exercise to educate partners extensively on the capabilities of their fellow consortium members and to participate in selected training that will be updated through the course of the project. This knowledge sharing exercise improved collaboration amongst the project team. MULTICARE's plans required multidisciplinary training and a holistic view of the capabilities, research, ongoing activities, and existing tools from each partner.

This exercise also helped planning to accommodate partners with various profiles with regard to training capacity to include partners who:

- Provide zero to limited education offering (e.g. a company providing products or services primarily)
- Some education offering
- Extensive or core capabilities for education (e.g. a university)

This led to a training plan that will accommodate each of the three profiles.

This effort began in September 2024 and is described in detail in Deliverable D24.5 – Capacity Building by Stakeholder Group.

3.3 Identify European projects for collaboration on creation and distribution of training

The MULTICARE project will undertake an analysis to determine which international, European and national projects hold promise to contribute to relevant training content and to assist in effectively distributing the training to all essential external stakeholders. This process will occur concurrently with the creation and updating of training content.

MULTICARE will partner with the [SMARTER Finance for Families](#) and [SMARTER4EU](#) projects on the development of content specific to construction and real estate finance sectors. MULTICARE will contribute content related to risk evaluation and mitigation strategies that will be an input into the creation of an “Underwriting Considerations of Green Buildings” course. SMARTER has contributed to the development of an online education platform that facilitates the grouping of various content at the module and submodule level into courses. This will simplify the creation of courses tailored to both specific stakeholder groups and local market needs.

Further details are listed in the “Distribution Platform Readiness” section below.

3.4 Define External Stakeholder Groups’ needs

This exercise including a list of the specific courses to be created or updated are defined in Deliverable D24.5 “Capacity Building by Stakeholder Group”.

3.5 Content creation

Described in section 4 below.

3.6 Pilot testing

Critical to producing quality education content is the exercise in releasing initial versions to experts and target stakeholder groups to identify the fit-for-purpose of each course. Three months before the launch of the ready coursework to the market the MULTICARE partners will identify suitable persons as pilot testers. This will include both fellow partners of MULTICARE and external persons. A sample Pilot Test Agreement has been created for easy moderation and use by partners to clarify the benefits and requirements of those reviewing the course work. A plan to motivate the participation of external pilot testers includes the offer of free tuition and the chance to graduate in the first cohort of participants for the programmes described in Deliverable D24.5 “Capacity Building by Stakeholder Group”.

3.7 Distribution platform readiness

MULTICARE will distribute training through the consortium’s partners and as an international initiative. These methods include:

- **In person training** where partners will supply “train the trainer” materials (slides, course narration) to fellow partners to deliver in person training.
- **A Learning Management System** designed for partners who do not have a method of online training administration and delivery.
- **Uploading of content into partners’ existing Learning Management System** to augment their offering with new or updated MULTICARE.

“Readiness” for each partner will be defined as students being aware of the courses and programmes (through the Communication WP activities) and be able to register for and begin attending courses either online or in person.

A tutorial of the Learning Management System will be made available through the partnership of MULTICARE and SMARTER (described in section 3.3 above) in June 2025. This system will provide “on demand” courses (i.e. not live online instruction) with quizzes to ensure proper completion and understanding.

Intellectual property will be respected by reviewing this aspect throughout the creation and updating of content. Permissions and planned revenue sharing if applicable will be established and embedded into each course.

3.8 Creation of a revenue sharing model that equitably applies financial resources to supporting ongoing fiscal sustainability

The following revenue sharing model is proposed for MULTICARE that 1) provides resources to the work required and 2) maximizes the chance of success measured by widescale uptake of the research and innovation produced by the project. Uptake furthermore is made more likely by the number of relevant courses created to provide the education foundation necessary to utilize these innovations and justify their use.

Roles and proposed revenue share framework

The revenue share for courses is proposed to be divided as follows (with a particular partner able to hold multiple roles depending on the circumstances):

Item 1) **the content creator** would be the partner(s) who contributed significantly to the course creation.

Item 2) **the international entity** - the MULTICARE Initiative (entity created for post-funding activity).

Item 3) **the distribution partner** encourages students to register and pay for the courses or programmes helping to promote the topic locally.

Item 4) **the online education platform** provides a suitable platform without requiring a large fee to administrate the platform, collect and distribute revenue, etc. This requires the online platform chosen to both administrate the content efficiently and have flexibility to define the revenue share precisely for each course. Item 4 associated revenue share would not be required for courses hosted on a partners' own online learning platform.

The percentages below would be discussed and agreed upon in June 2025 with the following parameters helpful to consider:

- Items 1 and 2 would receive revenue from every transaction across Europe (Item 1 might diminish over time as new content creators / instructors localize content).

- Item 3 would only receive revenue from their particular distribution channel (e.g. tuition generated from domestic promotion).
- Therefore, a split of the remaining 70-75% % of revenue per course could provide a higher percentage to Item 3 while still providing greater revenue through Item 2.
- The online platform should be able to be obtained for no more than a 25% fee of a course or tuition's revenue.
- The course participants would provide a code for a modest discount (e.g. 10%) to incent them to indicate what entity - Item 3 - brought them to the training. This enables us to identify the Item 3 partner and utilize the specified revenue split described below.

Proposed Revenue Share Model

Programme Revenue ^a	Payment Processing Fee (if any) ^b	Content Creators ^c	MULTICARE initiative ^d	Distribution Partner ^e	Online Training Platform Management ^f
100%=	0-5% +	20% +	10% +	40%-45%	25%

- Programme revenue (i.e. total tuition collected by students)
- Cost collected minus any wire transfer, credit/debit card fees, etc.
- Can be split among multiple content creators at inception of the training process
- Funds for EU level promotion, advocacy, etc. to support MULTICARE post-funding
- Funds for local distribution partner to develop market for uptake of training
- Fee for creating and maintaining a suitable training system with minimal admin required by remaining partners; must be able to provide transparent revenue reporting and revenue distribution.

3.8.1 Long-term Financial Sustainability Model

Beyond the revenue sharing approach outlined above, MULTICARE has developed a comprehensive sustainability framework to ensure training activities continue to support exploitation goals after the project funding period. This framework includes:

Phase 1: Project-Supported (April 2025 ->September 2026)

- Training development and initial delivery subsidized by project funding
- Establishment of initial industry partnerships and accreditation recognition
- Development of technical infrastructure for delivery
- Testing of revenue models and pricing strategies

Phase 2: Transition (September 2026 ->September 2027)

- Gradual shift to self-funding through revenue generation

- Expanded partnership network taking greater responsibility for delivery
- Investment in marketing and business development from initial revenues
- Establishment of formal governance structure for post-project operation

Phase 3: Self-Sustaining (October 2027 -> Ongoing)

- Fully self-funded operation through training revenue
- Regular content updates funded through operational budget
- Strategic investment in new course development based on market needs
- Profit-sharing with technology owners to fund ongoing R&D

3.8.2 Business Model Canvas

The sustainable operation of MULTICARE training will be guided by the following business model:

Value Proposition:

- Industry-recognized certification in cutting-edge building resilience technologies
- Practical implementation knowledge that creates immediate business value
- Access to network of experts and early adopters
- Continuing professional development for regulated professionals

Key Partners:

- MULTICARE consortium members
- Professional associations and accreditation bodies
- Regional training delivery partners
- Technology manufacturing and implementation companies

Key Activities:

- Content development and regular updates
- Quality assurance and assessment
- Marketing and business development
- Partner relationship management

Revenue Streams

- Direct course fees (primary)
- Licensing of content to educational institutions (secondary)
- Corporate training packages (tertiary)
- Certification renewal fees (ongoing)

Cost Structure:

- Content development and maintenance (35%)
- Platform operation and technical support (25%)
- Marketing and business development (20%)
- Administration and management (20%)

3.8.3 Intellectual Property Management

To ensure sustainable exploitation of training content, the following IP approach – in absence of previously agreed alternatives - will be implemented:

- Creative Commons Framework: Core content will be licensed under Creative Commons (CC BY-NC) to allow for adaptation while preventing unauthorized commercial use
- Technology-Specific Content: Materials directly related to MULTICARE technologies will include appropriate licensing to protect commercial interests of technology developers
- Revenue Recognition: The revenue sharing model will recognize the ongoing value of initial content creation while incentivizing updates
- Modification Rights: Partners will have clearly defined rights for modifying and extending content to meet local market needs

3.9 Training Content available for external stakeholders

The courses described in Deliverable D24.5 “Capacity Building by Stakeholder Group” will be ready for immediate delivery via the distribution methods described in section 3.7 above.

3.10 Assessment of training outcomes

The training content will be assessed for each course through the pilot testing process described in section 3.6 above as well as in course surveys following completion of each course. Feedback will be provided back to the content creator(s) for consideration and possible revision.

The MULTICARE training programs will be evaluated through a multi-dimensional assessment framework that measures both immediate educational effectiveness and long-term market impact.

3.10.1 Training Effectiveness Assessment

Learning Outcomes Assessment:

- Pre and post-training knowledge assessments
- Task-based practical assessments

- Participant self-assessment of confidence levels
- Instructor evaluation of participant competence

Training Delivery Assessment:

- Participant satisfaction surveys
- Qualitative feedback collection
- Platform performance metrics
- Instructor performance evaluation

3.10.2 Market Impact Assessment

Short-Term Impact Indicators:

- Number of professionals successfully certified
- Regional distribution of trained professionals
- Organizational diversity of participants
- Participant intention to implement MULTICARE solutions measured via post course surveys

Medium-Term Impact Indicators:

- Implementation case studies documented
- Technical consultation requests from trained professionals
- Professional network development among alumni
- Knowledge sharing activities initiated by participants

Long-Term Impact Indicators:

- Market penetration of MULTICARE technologies attributable to training
- Career advancement of trained professionals
- Integration of MULTICARE approaches into organizational standards
- Policy changes influenced by trained professionals

3.10.3 Feedback Integration Process

A structured process will ensure that assessment results drive continuous improvement:

- Course-level feedback reviewed by content creators monthly
- Quarterly review of all assessment data by training coordination team

- Semi-annual review of market impact indicators by exploitation team
- Annual comprehensive review and strategic adjustment
- Documentation of lessons learned and best practices

This multi-level review process ensures that training activities remain aligned with exploitation goals and market needs throughout the project lifecycle and beyond.

3.11 Integration with Communication and Dissemination Activities

The MULTICARE training content creation and delivery is strategically aligned with the project's communication and dissemination activities to create mutually reinforcing impact. This section outlines the specific mechanisms for coordination and integration.

3.11.1 Coordination Framework

A Training-Communication Working Group (TCWG) will be established with representatives from:

- Training content creators (WP24 and WP25)
- Communication team (WP24)
- Exploitation team (WP24, WP25, WP26)
- Technical work package leaders

The TCWG will meet quarterly to:

- Align messaging across training and communication materials
- Coordinate event planning for maximum impact
- Share stakeholder feedback and insights
- Develop joint success stories and case studies
- Monitor and manage cross-WP KPIs

3.11.2 Shared Content Development

Training and communication activities will share content development resources through:

- A common media library (illustrations, diagrams, photos)
- Consistent terminology and messaging framework
- Coordinated case study development
- Technical review processes

3.11.3 Training as a Dissemination Channel

The training programs will serve as structured dissemination channels for MULTICARE innovations through:

- Integration of project research findings into course materials
- Sharing of relevant project publications with participants
- Creation of networking opportunities among participants and technical partners
- Development of practitioner-oriented versions of technical deliverables

3.11.4 Dissemination of Training Impact

The communication team will actively promote training outcomes through:

- Success stories of trained professionals implementing MULTICARE solutions
- Case studies of buildings/projects using MULTICARE approaches following training
- Statistics on training reach and market penetration
- Testimonials from training participants

3.11.5 Shared KPIs

The following KPIs will be jointly tracked by training and communication teams:

- Number of stakeholders engaged through combined training/dissemination activities
- Conversion rate from awareness (communication) to engagement (training)
- Implementation stories generated from trained professionals
- Media coverage resulting from training activities
- Joint events delivered successfully

3.12 Training as a Market Development Tool

The MULTICARE training program is designed to function as a strategic market development tool that creates the necessary conditions for commercial success of project innovations. This section outlines how training activities will contribute directly to market creation and penetration.

3.12.1 Market Segmentation and Targeting

Training content and delivery methods have been tailored to address the specific needs of key market segments:

Decision-Makers (Financial and Insurance):

- Focus on business case, risk mitigation, and ROI (Return on Investment)
- Emphasis on financial models and tools
- Executive format (shorter, higher-level content)

Technical Implementers:

- Detailed technical specifications and implementation guidance
- Hands-on exercises and case studies
- Integration with existing workflows and processes

Policy Influencers:

- Alignment with regulatory requirements and policy objectives
- Cost-benefit analysis at societal level
- Connections to broader sustainability and resilience goals

3.12.2 Market Penetration Strategy

The training program will drive market penetration through a systematic approach:

Phase 1: Market Pioneers (January 2026->May 2026)

- Focus on innovative early adopters
- Creating showcase implementations

- Building initial critical mass of trained professionals

Phase 2: Market Development (June 2026->September 2027)

- Expansion to mainstream professionals
- Leveraging early success stories
- Creating regional clusters of expertise

Phase 3: Market Consolidation (October 2027->Ongoing)

- Industry standardization of approaches
- Integration into standard professional education
- Development of specialized advanced training

3.12.3 Industry Partnership Framework

To accelerate market development, MULTICARE will explore and establish during the training content creation phase strategic training partnerships with:

1. Professional Bodies: For accreditation and integration into continuing professional development requirements
2. Industry Associations: For endorsement and promotion to members
3. Educational Institutions: For integration into formal education programs
4. Regional Development Agencies: For support in addressing regional market needs

A non-exhaustive list of

3.12.4 Market Feedback Mechanisms

The training program will incorporate structured feedback mechanisms to gather market intelligence:

- Pre-training assessment of current market practices
- During-training collection of implementation barriers
- Post-training follow-up on actual implementation attempts
- Continuous improvement based on market feedback

This information will be systematically analyzed and shared with technical and exploitation teams through quarterly "Market Intelligence Briefs" derived from training activities.

3.13 Risk Management for Training Activities

The successful implementation of the MULTICARE training plan faces several potential risks that could impact the achievement of exploitation goals. This section outlines key risks and mitigation strategies.

3.13.1 Risk Identification and Assessment

Risk	Likelihood	Impact	Risk Level
Low stakeholder engagement due to competing priorities	Medium	High	High
Content becoming outdated as technologies evolve	Medium	High	High
Regional variations limiting applicability of content	High	Medium	High
Insufficient technical expertise among training participants	Medium	High	High
Lack of motivation for implementation post-training	Medium	High	High
Revenue model proves insufficient for sustainability	Medium	Critical	High
Insufficient coordination with technical developments	Low	High	Medium
Online platform technical limitations	Low	Medium	Low

Table 3 Risk Identification and Assessment

3.13.2 Risk Mitigation Strategies

Low Stakeholder Engagement:

- Conduct detailed needs assessment before content creation
- Involve stakeholder representatives in content development
- Ensure clear value proposition and ROI for participation
- Leverage existing professional requirements (e.g., CPD credits)

Content Obsolescence:

- Design modular content structure that facilitates updates
- Establish regular review cycle with technical partners
- Create clear update protocols and responsibilities
- Develop foundational principles less subject to change

Regional Variation Challenges:

- Create core content with region-specific modules
- Train local delivery partners on adaptation methods
- Establish regional advisory groups for localization
- Document regional variations as part of delivery process

Insufficient Technical Background:

- Develop pre-training assessment and preparation materials
- Create tiered training approach based on expertise levels
- Provide additional support resources for those needing it
- Design mixed participant groups to enable peer learning

Implementation Motivation:

- Incorporate action planning into training conclusion
- Establish implementation support network
- Create follow-up touchpoints and coaching
- Recognize and celebrate successful implementations

Revenue Model Sustainability:

- Test pricing models during pilot phase
- Develop multiple revenue streams beyond course fees
- Establish clear value metrics to support pricing
- Create partnership model to share costs and benefits

3.13.3 Risk Monitoring and Management

The Training Coordination Team will:

- Review risk register quarterly
- Track early warning indicators for each risk
- Document and analyze all risk events
- Update mitigation strategies based on experience
- Report significant risks to project coordination

This structured approach to risk management will maximize the likelihood of training activities successfully supporting MULTICARE exploitation goals.

4. Content Creation

The list of courses to be created or updated and the responsible partner or partners is provided in Deliverable D24.5 “Capacity Building by Stakeholder Group”. Both the courses and multi-course programmes will be tailored to the needs of different stakeholder groups essential to engage and education for the uptake of MULTCARE’s innovations and research. A comprehensive list and signed partnerships with supporting EU projects and international and national institutions will be finalized concurrently with the training content as a condition of the readiness to launch in March 2026.

4.1 Style guide

Courses developed during the MULTICARE project will include both the EU funding logo and disclaimer as well as utilize the MULTICARE logo. Due to a variety of images being used and intended distribution via online learning, a simple white background with single logo is suggested. The training content creation will adhere to this basic approach for consistency yet provide flexibility if the easy viewing of the content by students is otherwise impaired.

4.2 Content creation progress and status tracking

The Romania Green Building Council (RoGBC) will maintain a shared table tracking the progress of all courses to be created or updated within the MULTICARE project. RoGBC will update the relevant partner, WP Leader and Project Coordinator to any issues that may prevent a timely delivery ready coursework by March 2026.

5. Conclusion

The MULTICARE Training Content Creation Plan establishes a comprehensive framework for developing educational materials that will directly contribute to the market adoption of the project's innovative technologies. By targeting key stakeholder groups—Financial Decision Makers, Technical Implementers, and Policy Influencers—with customized training content, MULTICARE will bridge critical knowledge gaps that currently hinder the implementation of multi-hazard, low-carbon building solutions.

This plan adopts a strategic approach to content creation, emphasizing:

A Market-driven content development: Training materials created based on stakeholder needs identified through systematic engagement, ensuring relevance and impact.

A Sustainable business model: A robust revenue-sharing framework and phased transition to self-sustainability to ensure continued impact beyond the project funding period.

A Multi-disciplinary approach: Breaking down communication barriers between sectors, particularly between technical and financial stakeholders.

Risk management: Proactive identification and mitigation strategies for potential challenges in training delivery and market uptake.

The implementation of this plan will result in a full complement of educational materials - in formats suitable for each partners' preferred and planned delivery method - and trained professionals who will serve as ambassadors for MULTICARE technologies in their respective fields. Through continuous feedback and refinement, the training content will evolve alongside the technologies, maintaining relevance and effectiveness throughout and beyond the project lifecycle.

By March 2026, MULTICARE will have established a self-sustaining training ecosystem that not only supports the exploitation of the project but also contributes to the broader goal of creating more resilient, low-carbon built environments across Europe.

ANNEX 1 - MULTICARE – Pilot Testing Training Agreement

References: multicare-project.eu; SmarterFinance4.EU; [Insert link(s) to specific MULTICARE partners as appropriate].

NOTE – This Training Agreement has been created simply to clarify the expectations of both parties. It has not been created to serve as a legal document. Partners wishing to create a document with legal status should consult with a local attorney to add the required additional information (jurisdiction, choice of law, penalties, etc.).

1. Purpose

The MULTICARE initiative has developed and updated educational content to support its goals.

MULTICARE, in partnership with the SMARTER Finance for Families and SMARTER4EU initiatives, has created 50 hours of educational content for working professionals, leading to the "Green Homes Accredited Finance Professional™" and "Green Building Professional™" accreditations (defined in the Appendix).

Feedback from training participants in the construction and finance sectors—including green building solution providers, banking, valuation experts, investors, and insurers in real estate—is crucial for MULTICARE to deliver high-quality training on relevant topics to enhance building sector resilience.

The invited expert ("INVITEE") possesses significant expertise in their local market and/or subject matter and will provide valuable feedback to improve the pilot version of this training.

Therefore, the Partners – MULTICARE and the INVITEE - agree as follows:

2. Scope

This Training Agreement formalizes and defines the benefits and responsibilities of the MULTICARE initiative and the INVITEE.

3. Responsibilities and Benefits

MULTICARE will:

Provide the INVITEE with free online access to the 10 courses of the Green Building Professional™ or Green Homes Accredited Finance Professional™ program. Upon successful completion, MULTICARE will confer the relevant accreditation.

Obtain the INVITEE's permission before including any information based on their feedback in updated course materials, ensuring confidentiality of the INVITEE's or their organization's specific practices.

Provide free registration to the MULTICARE international conference [INSERT NEXT AGM OF MULTICARE OR ANOTHER MULTICARE EVENT AS APPROPRIATE].

The INVITEE will:

Provide general feedback on the program's courses and specific feedback on the courses [INSERT COURSES FROM "COURSEWORK DETAILS" SECTION BELOW OR FROM YOUR ORGANIZATION'S EDUCATION OFFERING]. The estimated effort for this feedback is 8 hours.

Maintain the integrity of MULTICARE's and its partners' intellectual property by not distributing any reviewed material without express written permission from MULTICARE's representatives.

4. Duration

This agreement becomes effective upon electronic signature by authorized officials from both parties and remains in effect until amended or terminated by mutual consent.

Signed on [INSERT DATE] on behalf of:

[Signatures/Details as appropriate]

5. Coursework Details

MULTICARE Partners to add coursework developed or updated in the content creation portion of the project.

Example of the 10-course program created in partnership with the SMARTER Finance for Families and SMARTER4EU projects:

The following ten, 5-hour courses constitute the full program:

- **Underwriting Considerations of Green Residential Projects [course created through MULTICARE]**
 - Methods to assure reduced operating expenses and higher home valuations.
 - Differences in financial valuations for green buildings.
 - Financial implications of climate resilience and adaptation (e.g., “brown” discount, climate risks affecting finances, stranded assets).
- **Marketing Strategies for Residential Green Finance**
 - Benefits to citizens/homebuyers enabled by green finance.
 - Lower cost of monthly ownership for better quality green homes.
 - Tools provided by the Smarter Finance 4 EU program.
 - Engaging stakeholders in the design, building, and selling process.
 - Multi-Stakeholder Approaches in Green Finance.

- **Real Estate Loan Portfolio Assessment, Reporting, and Governance**
 - Assessing, reporting, and governing loan portfolios in the banking sector.
 - Evaluating environmental sustainability of projects.
 - Aligning portfolios with the EU Taxonomy for Sustainable Activities.
 - Reporting under SFDR and EBA guidelines.
 - Conducting risk assessments.
 - Implementing reporting mechanisms and governance practices.
 - Driving sustainable finance initiatives.
- **Financial Considerations of Green Buildings**
 - Differences between nZEB/green projects and standard construction.
 - Variations in solutions chosen and costs incurred or avoided.
 - Green building certifications and their economic effects.
 - Government green incentives.
 - Case studies.
- **Green Homes Certifications, EU Taxonomy Alignment, and Level(s)**
 - Zero Emissions Building (ZEB) and nZEB standards.
 - Green building certifications in use.
 - EU Taxonomy Regulation and its importance.
 - Sustainable Finance Package, CSRD, and SFDR.
 - Obligations of companies affected by SFDR.
 - Benefits of meeting or exceeding DG Environment's Level(s) criteria.
- **Sustainable Resources & Materials**
 - Relationship between sustainability and construction resources.
 - Environmental impact of construction materials.
 - Reflection on resource management throughout building lifecycle.
 - Evaluation methodology for improving materials.
 - Knowledge sharing to reduce environmental impact.
- **Managing Green Building Projects**
 - Implementing best practices for sustainable building project management.
 - Key considerations in project management.
 - Overcoming objections to green building measures.
 - Identifying goals, intents, and requirements.
 - Increasing the project's bottom line.

- **Green Design Principles**
 - Building integration in the environmental context.
 - Integrated design charrettes.
 - Key principles of bioclimatic design.
 - Integrating technical and traditional green design tools.
- **Circular Economy for Buildings**
 - National development and investment projects for job creation and economic growth.
 - General principles of circular economy.
 - Waste mitigation and upcycling in construction.
 - Materials choices and future development.
 - Circular economy in national development projects.