

System Strategy Brief

Energy-Efficient Construction and Renovation

About

The energy-efficient construction and renovation (EECR) system is emerging as a strategic driver of inclusive and green economic development across the Eastern Partnership (EaP) countries. However, persistent systemic constraints prevent the sector from realizing its full potential. RECONOMY addresses the root causes of underperformance in the EECR system by facilitating systemic solutions across key market functions. It strengthens the skills ecosystem to ensure a qualified workforce for the green transition, enhances labor market intermediation to better match supply and demand, supports marketing of energy-efficient solutions to create demand, and strengthens systems for policy enforcement. By linking and empowering market players across these areas, RECONOMY fosters sector growth to unlock inclusive and green employment for youth, women, and disadvantaged groups across the EaP countries.



Countries Covered



Target Group

- ▶ Youth (15–34)
- ▶ Women of all ages
- ▶ Internally Displaced Persons (IDPs)
- ▶ Rural populations

Marketing of EECR Solutions

Limited consumer education and weak marketing coordination hinder the growth of the emerging EECR market. Inefficient marketing by energy-efficient providers, combined with low engagement from key influencers like construction and retail professionals, architects, engineers, retailers restricts widespread adoption. The lack of coordinated marketing, particularly promoting high-quality solutions, limits visibility and slows growth. Strengthening marketing, fostering provider collaboration, and improving industry influencer knowledge are crucial for accelerating sustainable construction practices across all EaP countries.



Intervention Area

- ▶ Strengthen marketing capacity of EECR solution providers through professional, consumer-focused campaigns and improved sales strategies.
- ▶ Build the capacity of key choice-influencers (architects, engineers, construction professionals, retailers) to promote high-performance EECR solutions.
- ▶ Facilitate demonstration projects and cross-country industry events to showcase innovative technologies.
- ▶ Promote joint marketing initiatives among EECR providers to overcome sector fragmentation and amplify market outreach.
- ▶ Enable the penetration of innovative EECR technologies across countries.

Policy Enforcement

Weak enforcement of energy efficiency regulations, fragmented institutional coordination, and limited technical capacities among public agencies and business associations continue to constrain the growth of the EECR sector in the EaP region. Despite alignment efforts with EU directives, gaps in implementation, compliance oversight, and stakeholder coordination hinder market development and innovation. Strengthening the technical and advocacy capacities of business membership organizations and promoting multi-stakeholder dialogue are critical.

Intervention Area

- ▶ Strengthen the technical and advocacy capacities of business membership organizations to represent EECR sector interests in policy development, enforcement, and dialogue processes.
- ▶ Engage EECR solution providers in multi-stakeholder platforms to advocate for improved enforcement of building standards, certifications, and subsidy mechanisms.
- ▶ Facilitate collaboration with public institutions to address regulatory gaps and improve market penetration for EECR solutions.
- ▶ Support cross-country knowledge-sharing and dialogue to promote best practices and support national alignment with EU energy efficiency standards.
- ▶ Enhance technical knowledge and learning through sharing EU and international experience.

Labor Market Intermediation

Labor market intermediation services in the EECR sector remain weak, failing to effectively match skilled jobseekers with employers, particularly for green jobs. Informal recruitment practices, limited adoption of digital tools, and insufficient career promotion and labour inequality restrict access for youth, women, and vulnerable groups to the sector, deepening sectoral skills gaps. Strengthening labor market intermediation is essential to enhance sector growth, improve employment access for target groups, and ensure the efficient allocation of skilled labor to emerging green jobs.



Intervention Area

- ▶ Pilot inclusive job matchmaking models, including digital recruitment tools and green job fairs, with a focus on EECR sector needs.
- ▶ Collaborate with training providers to establish green career centers offering career information, job placement services, and entrepreneurship support for youth and women entering the EECR sector.
- ▶ Promote inclusive and gender-responsive hiring practices by strengthening the sustainability, business models, and networks of associations representing women in energy at country and regional levels.
- ▶ Support organizations to develop targeted placement and mentorship services for underrepresented groups.
- ▶ Co-develop information and educational initiatives with industry stakeholders to improve the visibility of green career pathways and economic opportunities in EECR for youth and women.

Skills Development in EECR

The EECR sector across the EaP region faces a severe shortage of qualified professionals across both technical and advanced roles. Training offers are often outdated, misaligned with industry needs, and insufficiently inclusive of women, youth, and disadvantaged groups. New occupations such as energy auditors and performance certifiers remain underdeveloped, while youth unemployment and skill mismatches persist. Without targeted skilling and reskilling, the EECR sector risks stalled growth, low-quality service provision, and missed opportunities for inclusive green job creation.

Intervention Area

- ▶ Co-develop and update short-term, demand-driven training programs in technical EECR skills.
- ▶ Establish new training offers for emerging professions critical for EECR enforcement and link them to national qualification standards.
- ▶ Strengthen collaboration between private sector companies and training providers to ensure curricula are industry-relevant and better linked to job placement.
- ▶ Implement inclusive marketing of green career pathways to raise awareness among youth and women, including disadvantaged groups.
- ▶ Support training providers to establish business models ensuring continuous curricula updates, practical training opportunities, and private sector partnerships.