

Tettpå – mobilizing the consumer power in the construction industry

Norway

GENERAL INFORMATION	
Name of the organisation	The Norwegian Tax Administration
Type of organisation	Other
Address	Skatteetaten, Postboks 9200 Grønland, 0134 Oslo, Norway
Web page	https://www.skatteetaten.no/om-skatteetaten/om-oss/forebyggende-arbeid/tettpa/
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Topic of the good practice	Undeclared work
Geographical focus	Nation-wide
Duration	1/1/2015 - ongoing
Summary of the good practice	<p>Tettpå is a nationwide initiative led by the Norwegian Tax Administration to reduce the demand for non-compliant labour in the construction industry and promote a sustainable working life. The practice empowers consumers to make informed and lawful choices when hiring tradespeople by providing information, guidance, and easy access to verified resources.</p> <p>Key activities include the online Tettpå Guide, targeted calls to property builders and buyers, digital letters to property buyers, national media campaigns and co-creation with banks to integrate responsible building practices into financial advice.</p> <p>Developed in close collaboration with public authorities, employer and employee confederations, the construction and real estate industries, the financial sector, and consumer interest groups. Tettpå builds trust, engagement, and shared responsibility across sectors.</p>

	<p>Anchored in the Norwegian Government’s strategy against social dumping and work-related crime, the initiative helps create fair competition, safer workplaces, and greater sustainability across environmental, social, and economic dimensions.</p>
<p>OBJECTIVES AND ACTIVITIES</p>	
<p>Background/context</p> <p>What challenge, need or gap were you trying to solve or respond to?</p> <p>Why was this issue relevant or urgent in your context (sector, region, country)?</p>	<ul style="list-style-type: none"> ▶ The construction industry has always been the industry with the highest proportion of social dumping and workplace crime in Norway. Especially the consumer market where the public sector has few legal rights and instruments to influence the development. ▶ The government encouraged the Norwegian public sector to find new smart measures to promote compliance in the construction industry in 2015 (strategy against workplace crime).
<p>Objectives</p> <p>What were the main goals of this practice (e.g. better compliance, faster processing, improved worker protection)? (Please limit to three)</p> <p>Who or what were these goals intended to help or change? (Please limit to three)</p>	<ul style="list-style-type: none"> ▶ The purpose of Tettpå is to reduce the demand for non-compliant labour in the construction industry and to promote a sustainable working life. ▶ The initiative draws inspiration from positive psychology, nudging, coaching, mobilization, co-creation, and Action Reflection Learning (ARL). ▶ Tettpå seeks to create a win–win–win future for consumers, the construction industry, and society as a whole - through a constructive and engaging approach. ▶ The initiative is anchored in the Norwegian Government’s strategy for combating social dumping and work-related crime.
<p>Main activities</p> <p>What were the main steps or actions you carried out to put the practice into effect?</p> <p>Were any tools, materials, partnerships, or processes created?</p>	<ol style="list-style-type: none"> 1. The Tettpå-guide: A practical guide that helps consumers choose responsible tradespeople and contractors and follow regulations when building or renovating a home or holiday property. The guide is jointly developed and quality assured by the Tettpå partners. <ul style="list-style-type: none"> ▶ Call centre: The service team contacts consumers who have applied for building permits or purchased residential or holiday properties in prioritized municipalities. The aim is to guide and empower consumers in selecting qualified tradespeople.

	<p>During the call, they receive the Tettpå Guide with practical, smart and verified tips and advice.</p> <ol style="list-style-type: none"> 2. Campaign films: Awareness campaigns distributed via social media, online newspapers, and streaming platforms. 3. Digital letters via Altinn: Automated letters sent through Norway’s official digital platform (Altinn) to all consumers who have purchased property, providing information and guidance on responsible construction practices. 4. Tettpå Boligkjøper (Homebuilder and buyer Initiative): Co-created partnerships with banks to integrate information and knowledge about choosing responsible tradespeople into their advisory services and digital platforms. The project links Tettpå’s goals with key EU and UN sustainability frameworks and taxonomies. 5. Co-Creation and Innovation: Continuous collaboration with partners and stakeholders to expand Tettpå’s impact across relevant platforms and arenas.
<p>Funding/organisational resources</p>	<p>Tettpå is a joint initiative involving public authorities, employer and employee confederations, the construction and real estate industries, the financial sector, and consumer interest groups. The initiative helps consumers who are building or renovating to choose tradespeople and contractors - safe, reliable, and profitable.</p> <p>The Norwegian Tax Administration leads the Tettpå initiative.</p> <p>Tettpå is financed through regular operating budgets.</p>
<p>PARTICIPATION</p>	
<p>Stakeholders involved</p> <p>Organisations or entities actively contributing to the design, implementation, monitoring, or support of the good practice (e.g. labour inspectorates, social security institutions, trade unions, employers’ associations, or other).</p>	<p>The partners and key stakeholders involved in Tettpå are:</p> <ul style="list-style-type: none"> • Public authorities • Employer and employee confederations • Construction industry • Real estate industry • Financial industry

	<ul style="list-style-type: none"> • Consumers interest groups
<p>Target groups</p> <p>Main groups or categories that the practice is directly aimed at, who should receive its services or who engage with it (e.g. employers, mobile or posted workers, labour inspectors and social security officers, or other).</p>	<p>The practice targets:</p> <ul style="list-style-type: none"> • Consumers • Municipalities • Banks and insurance companies • Real estate agencies
<p>Final beneficiaries</p> <p>Individuals or groups that ultimately benefit from the outcomes of the practice, even if they are not the direct target or user (e.g. mobile or posted workers, vulnerable workers at risk of exploitation, employers benefiting from clearer rules or reduced admin burdens, or other).</p>	<p>The final beneficiaries and their benefits from Tettpå are:</p> <ul style="list-style-type: none"> ▶ Consumers / homebuilders and buyers: <ul style="list-style-type: none"> • Awareness, ordering competence and the best verified tools and resources to choose legitimate and skilled tradespeople. • Properly executed, documented work that gives stronger legal protection and reduced financial and project risks. • Increased property value, higher resale potential and a better position to negotiate loans and insurance settlements. • More confidence, better information and competence throughout the building process. ▶ The construction industry: <ul style="list-style-type: none"> • Reduction of the opportunities for non-compliance for the disreputable and criminal actors in the construction industry. • Fair play and equal opportunities for companies in the construction market. • Safe and healthy jobs in the construction industry according to the UN's and EU's sustainable development goals (environmental, social and governance) ▶ Strengthened trust and reputation in the market and among partners. ▶ Financial industry:

	<ul style="list-style-type: none"> • Access to better-documented, lower-risk projects, facilitating sound lending and valuation practices. • Preventive and resource-efficient way to reduce work-related crime, including social dumping and money laundering. • An operational method to implement key elements in EU and UN sustainability frameworks and taxonomies. • Improved advisory and digital services and a holistic approach to sustainability (ESG-integration in investment decision making). <p>▶ Public authorities and society at large:</p> <ul style="list-style-type: none"> • Reduced labour-market crime and tax evasion (high estimate of tax revenue per FTE). • Real values throughout “the building chain” - building project, valuations, loans and public applications, selling properties, claims and insurance settlements. • Safer, more transparent and sustainable construction industry. • Higher-quality buildings, fair play competition, safer working conditions and progress toward UN and EU sustainability goals. • Increased knowledge of the consumer market in the construction industry. • Common understanding, responsibility and commitments across organizations involved.
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GOOD PRACTICE CRITERIA

Achievements and outcomes

What specific results did the practice achieve? (e.g. How many workers or employers were reached, number of publications created? What processes became faster?)

What kind of broader benefits did it bring? (e.g. Did it improve understanding of rights and obligations, enhance cooperation

▶ Tettpå helps consumers who are in a building or renovating mood to choose reliable and law-abiding tradespeople and contractors. This is achieved by mobilizing, guiding, and empowering consumers to make informed decisions.

Key outcomes:

- Call centre: 2,750 calls made per FTA across 22 priority municipalities to consumers applying for building permits or purchasing property.

<p>between authorities, or reduce legal uncertainty and inconsistent application of rules?)</p>	<ul style="list-style-type: none"> • Digital letters: Sent via the Altinn platform to all consumers (100%) who have purchased property in Norway. • Film campaign: “Serious tradesperson or serious problems?” (Serious tradesperson or serious problems?) ran from May to June 2025, reaching 7.2 million views in a country with a population of 5.6 million. • Banking partnerships: Information and guidance provided to 100% of private bank customers applying for building or renovation loans in banks participating in the Tett på initiative.
<p>Cost effectiveness</p> <p>How did you keep costs low while still achieving results? (e.g. Did you reuse existing tools, automate processes, or share resources across teams?)</p> <p>Can you show that the outcomes were worth the investment? (e.g. Did small changes lead to big improvements, or were expensive tools avoided?)</p>	<ul style="list-style-type: none"> ▶ Automatic selection of cases, strong influence of the customers, short processing times, and efficient organization create a very high estimate of net tax revenue per FTE.
<p>Transferability</p> <p>What are the key features that make this practice work well? (e.g. a digital platform, clear guidelines, a joint inspection process, or strong coordination)</p> <p>What would another country or organisation need to make this work for them? (e.g. certain laws, IT systems, or staff training)</p>	<ul style="list-style-type: none"> ▶ If you would like to implement this practice in your country, focus first on building strong relationships and a shared sense of purpose among key public, private, and social partners. ▶ A digital platform, clear guidelines, joint processes, and strong coordination are essential but trust, engagement, and co-creation remain the key to success. ▶ Think in terms of co-creation, not just cooperation or interaction. ▶ Adopt a visionary, holistic, and sustainable approach that looks beyond your own organization. ▶ Select partners who bring genuine enthusiasm and commitment, not only those who fit a formal role.
<p>Sustainability</p> <p>How is the practice sustainable from a social, financial or environmental perspective?</p>	<ul style="list-style-type: none"> ▶ The Tett på Guide promotes holistic sustainability, integrating environmental, social, and governance (ESG) principles into everyday practice. In co-creation with the financial sector, Tett på has developed an operational method to help banks implement elements of the EU Sustainability Directive and

<p>What makes this practice able to continue over time? (e.g. It is now part of regular work or has been built into law or procedures?) and how are you making sure it lasts beyond the pilot or project phase?</p>	<p>related taxonomies. This ensures that responsible choices in construction are linked to broader sustainability goals.</p> <ul style="list-style-type: none"> ▶ Tettpå is supported by a broad and stable partnership across public authorities, industry organizations, and the financial sector. The initiative is anchored in the Norwegian Government’s plan to combat social dumping and work-related crime, ensuring long-term political and institutional support. This strong foundation enables Tettpå to continue as a permanent, integrated part of regular operations.
<p>Innovativeness</p> <p>What makes this practice new or different in your field or country? (e.g. Is it the first of its kind, or does it combine actors who don’t usually work together, or activities not performed before?)</p> <p>How does it improve older or less effective approaches? (e.g. By reaching more people, using data better, or simplifying complex procedures)</p>	<ul style="list-style-type: none"> ▶ Tettpå represents a new way of working - a movement that breaks down barriers between organizations and builds trust, engagement, and shared ownership. ▶ The Tettpå approach is inspired by positive psychology, nudging, coaching, mobilization, co-creation, and Action Reflection Learning (ARL), creating a collaborative and empowering model that differs from traditional top-down initiatives.
<p>Digitalisation</p> <p>What kind of digital tools or platforms were used in this practice? (e.g. online portals, automated case tracking, data sharing, digital databases or other)</p> <p>How did these tools help in reaching your goals? (e.g. Did they save time, facilitate access to data in real time, reduce errors, help detect fraud, or improve coordination between authorities?)</p>	<p>The Tettpå initiative uses several digital tools and platforms to reach consumers efficiently and support informed decision-making:</p> <ul style="list-style-type: none"> • The Tettpå Guide, available on Skatteetaten.no, provides consumers with practical information on choosing responsible tradespeople and contractors. • Real-time data flow from Kartverket and municipalities enables timely identification of relevant target groups. • Automated letters are sent to consumers via the Altinn platform through a robotized process, ensuring consistent and wide-reaching communication. • A call-centre log system helps monitor outreach and engagement with consumers. • Social media, online newspaper, and streaming platforms are used to run campaign films and raise public awareness.