Interreg CENTRAL EUROPE

Co-funded by the European Union

ReBuilt

D 2.1.3 Community-based innovations

ReBuilt project partners

30.09.2025

Kazalo vsebine

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1. Introduction

The Rebuilt project places strong emphasis on the engagement of the general public, which is achieved through diverse dissemination activities such as website updates, articles in mainstream media, participation in a MOOC, and, notably, through the organization of community-based innovation events.

In alignment with the objectives outlined in the project's Application Form, the final phase of Activity 2.1 (Community-based innovations) is designed to present and promote novel circular and digital construction solutions to the general public and other relevant stakeholders. These efforts are not only aimed at raising awareness but also at actively involving citizens in the co-creation and adoption of sustainable construction innovations.

As per the Application Form, three community-based innovation events involving the general public must be organized. These events should also serve as opportunity for crowdsourcing and funding after the project, while also addressing challenges related to the acceptance and uptake of sustainable construction solutions and reluctance to new recycled materials.

The key objectives of Community-based innovation events are:

- Encouraging Adoption of Circular and Digital Construction Solutions: By engaging the public in discussions and co-creation activities, these events aim to build acceptance for sustainable materials and technologies.

- Addressing Public Resistance: Many circular solutions, such as the use of recycled materials in construction, face skepticism due to perceptions of being dirty, of lower value, expensive to test, or of poor quality. This often results in resistance characterized by NIMBY (Not In My Backyard), BANANA (Build Absolutely Nothing Anywhere Near Anyone), and CAVE (Citizens Against Virtually Everything) phenomena.

- Advocating for Social License to Operate (SLO): Given historical concerns about pollution and environmental degradation in some Central European regions, gaining public trust is crucial. These events will directly address such concerns and promote the benefits of circular and digital construction solutions.

- Leveraging Crowdsourcing and Crowdfunding: These events will create opportunities for general public to support and invest in promising sustainable innovations, as opportunities for crowdsourcing and funding of innovations after the project will be provided.

- Encourage Long-Term Partnerships: Networking and relationship-building to encourage long-term collaborations should be facilitated.

Comprehensive methodology for organizing the event was provided by PP7 (POR) and is attached to this report as an annex ("Input for D 2.1.3 – Community-Based Innovations: Methodology").

Activity 2.1 of the Rebuilt project had previous steps, namely implementation of Circathons and Innovation Cafés where project partners collaborated in designated country groups. For consistency and to build on existing partnerships, these same groups also implemented the community-based innovation events:

- Group 1: Austria, Hungary, Poland

- Group 2: Germany, Slovenia, Croatia
- Group 3: Slovakia, Italy, Czech Republic

Each country group has provided a dedicated report on its community-based innovation event.

2. Community-based innovation reports

2.1. EVENT GROUP 1: AUSTRIA, HUNGARY, POLAND

1. **Introduction**

   a. **Date of the event:** 30 September 2025; 10:00 – 12:00

   Moderator: Krisztina Rimányi – PP9 – Vas County Government Office, HU

   Note: The Community-Based Innovation Event of Event Group 1 took place on 30 September 2025, from 10:00 to 12:00, organised by the Vas County Government Office with contributions from Hungarian and Austrian partners. The event was moderated by Krisztina Rimányi (Vas County Government Office).

   Due to the missing organization part of one of the responsible partners of the event, the presentations were not able to be formerly advertised to the targeted audience. This led to the internal group decision (except the missing Partner) to hold the meeting primarily in an internal online format, and to record the event. To ensure wider accessibility, all presentations and recordings will be made available through the ReBuilt MOOC platform (within Activity "A1.4 Transnational MOOC on Circular and Digital Construction in Central Europe). This will ensure the use of the provided information for the target audience in the future.

   b. **Attendees:** project partners and speakers

   c. **Methodology:** The event was prepared based on the methodology provided by PP7 (POR) "Input for D 2.1.3 Community-based innovations – Methodology", mainly following the "Step-by-step guide to Community-based innovation events planning". The event lasted for 2 hours, as planned.

   It followed a two-part structure combining knowledge transfer and interactive elements:

   1. Expert presentations showcasing innovative materials, business models and start-ups.

   2. Crowdsourcing and crowdfunding sessions using also the Mentimeter platform, enabling participants to vote, rank and comment on challenges, risks and opportunities related to circular and digital construction.

   d. **Agenda**

   The event had the following agenda:

Circular and Digital Transformation in Construction

Community-based innovation Event AT-HU-PL

30th September 2025

10:00-12:00

Agenda

10.00 – 10.10	Welcome, Introduction **Importance of circular and digital construction: presenting the ReBuilt project**	VVÖH **Krisztina Rimányi**
10.10 – 10.25	Concerns about circular materials uptake and offering solutions **Possible solutions to overcome NIMBY, BANANA, CAVE, NOPE phenomena**	VVÖH **Krisztina Rimányi**
10.25 – 10.55	Innovation Pitch **Hempstatic® Advanced Insulation Biocomposites – Manufactured in Austria**	Hempstatic GmbH **Elena Yaneva**
10.55 – 11.25	Crowdsourcing/crowdfunding workshop **Mentimeter Quiz for use in MOOC**	BURST **Eszter Fodor-Kun**
11.25 – 11.45	Current trends in development of innovative sustainable building materials **Carbon negative materials, recycling, future foresights in cement consumption in Austria in general, and others**	TUW **Lukas Hausner**
11:45 – 12:00	**Q & A; discussion** **Wrap-up**	**All participants** VVÖH - **Krisztina Rimányi**

2. Explaining promotion activities:

Due to its internal format, external promotion was limited; however, accessibility will be ensured by uploading the recording and all presentations to the MOOC platform, where they remain available for stakeholders across Central Europe.

3. Details about the presented innovations and received feedback

The event had substantive presentations on circular materials, hemp-based biocomposites, crowdfunding models, and innovative low-carbon construction materials. The main themes were the need for standards, financing, public acceptance, and regulatory support to accelerate the adoption of circular and digital practices in construction:

a) **The presentation Circular Materials Uptake and Social Acceptance**, delivered by Krisztina Rimányi from the Vas County Government Office focused on the social acceptance of circular construction materials.

Key Challenges:

- Lack of quality assurance and standards
- Hazardous substances and health concerns

- Missing business models and market barriers
- Social stigma, distrust, and misinformation
- Complex logistics and technological hurdles

Solutions:

- Develop standards and ensure transparency
- Design products for circularity and safe reuse
- Create innovative business models (e.g. product-as-a-service)
- Establish material banks and digital registries
- Use digitalisation and traceability
- Ensure non-toxic supply chains

Overcoming Resistance:

- Community engagement, dialogue, and transparency
- Education to address misconceptions
- Compensation or benefits to affected groups
- Showcasing successful examples (YIMBY movements)
- Innovative approaches such as crowdfunding and crowdsourcing

The message: Building trust through transparency, dialogue, and innovation is key to the widespread uptake of circular materials.

b) **Hempstatic® GmbH** is an Austrian start-up (founded in 2022 by Elena Yaneva) dedicated to mainstreaming biogenic raw materials in construction to support decarbonisation.

Material Innovation:

- Biocomposites made of hemp, lime, and natural pigments
- Non-toxic, durable, circular, and fully compostable
- Offer advanced sound absorption, thermal insulation, and fire resistance
- Designed for modularity, repair, reuse, and recyclability

Environmental Impact:

- 84% fewer CO_2 emissions compared to conventional petrochemical-based insulation
- Demonstrated emission reductions of up to 34,000 kg CO_2-eq per m^2 of material
- Recognised and validated by leading institutions (Fraunhofer, EIT Climate-KIC)

Applications:

- Hempstatic® Sound Absorbers (excellent acoustic performance, hypoallergenic, UV-resistant, fire safe)
- Hempstatic® BioFireboard (plant-based, fire-resistant, high insulation capacity)

Vision & Standards:

- Promoting New European Bauhaus values: sustainable, inclusive, beautiful
- Active in European standardisation of biobased materials
- Advocating a "re:conomy" principle (reuse, repair, remanufacture, regenerate)

The message: Hempstatic® demonstrates that bio-based, circular insulation products can outperform traditional materials in performance, health, and sustainability.

c) **The presentation "Crowdfunding for Circular and Digital Transformation in Construction"**, delivered by Eszter Fodor-Kun from BURST explained crowdfunding as an alternative financing mechanism for sustainable construction innovation.

Types of Crowdfunding:

- Donation-based: altruistic, no financial return (e.g. disaster relief, eco-schools)
- Reward-based: pre-sales of sustainable products (e.g. HempWool® insulation, solar roofing)
- Equity-based: investors receive company shares (e.g. green-certified housing platforms)
- Lending-based: borrowing from many small investors with interest (e.g. energy-efficient renovation loans)

How to Succeed:

- Careful preparation: define goals, validate ideas, choose model/platform
- Strong storytelling: highlight problem, solution, and impact
- Compelling visuals: videos, infographics, prototypes
- Rewards & community engagement: e.g. sponsor panels, "buy a tile" initiatives
- Marketing: build an audience pre-launch, engage media, PR, influencers
- Transparency and credibility: clear team introduction, updates, and trust-building

The message: Crowdfunding empowers communities to co-finance circular and digital construction projects, turning citizens into active participants of the transition.

d) **The presentation "Current trends in development of innovative sustainable building materials"** delivered by Lukas Hausner form TU Wien (Faculty of Civil and Environmental Engineering), focuses on innovative approaches and materials to reduce the high carbon footprint of cement and concrete production.

Motivation

- Cement production is responsible for 7–8% of anthropogenic CO_2 emissions worldwide.
- The EU Paris Agreement aims for carbon neutrality in the building sector by 2050.
- Innovation in cement and concrete is needed to maintain strength and durability while reducing emissions.

Cement and Clinker

- Portland clinker production is the main source of emissions, as it requires significant energy and releases CO_2 from limestone decomposition.

- Cement types are classified by clinker content and by-products (EN 197-1).

Supplementary Cementitious Materials (SCMs)

- By-products like blast furnace slag, fly ash, and limestone powder can partially replace clinker.
- A key innovation: Limestone Calcined Clay Cement (LC3), which can save 16–18% CO_2 compared to ordinary Portland cement.

Carbon-Negative Materials

- Biochar: a carbon-rich product from pyrolysis, which can be incorporated into concrete to enhance sustainability.
- Challenges include water demand, density issues, and variable performance depending on feedstock.
- Research is ongoing to assess its multifunctional benefits.
- Paebble technology: engineered carbon mineralization in ultramafic rocks (like olivine), theoretically absorbing up to 0.62 t CO_2 per 1 t olivine.

Recycled Aggregates

- Innovative mixing methods, such as the two-stage mixing process, strengthen the Interfacial Transition Zone (ITZ).
- Microstructural improvements lead to higher compressive strength in recycled aggregate concrete (RCA) compared to natural aggregates.

Additional Innovative Concepts

- Self-healing and corrosion prevention to extend concrete lifetime.
- Recarbonatization of concrete to capture CO_2.
- Alternative binders such as improved slag cements, geopolymers, and magnesium binders.
- Bio-based and basalt fiber reinforced concretes with low CO_2 footprints.

Conclusions & Outlook

- Blending cement with by-products reduces CO_2 emissions.
- Carbon-negative materials like biochar and mineralization technologies have high potential.
- Recycled aggregates can even outperform natural aggregates in strength.
- Future directions include carbon capture integration, improved SCMs, and alternative binders that maintain equivalent durability.

4. Results on Crowdsourcing and Crowdfunding workshop

Participants engaged in interactive Menti sessions to explore the drivers, barriers, and opportunities for adopting circular innovations and financing them through crowdfunding. The results provide valuable insights into stakeholder perceptions.

a) Crowdsourcing Session

Key investment drivers

- Financial incentives and cost savings
- Durability and operational efficiency
- Clear regulation and legal certainty
- Visibility and alignment with corporate strategies
- Environmental aspects were seen as important, but secondary to economic factors.

Challenges in scaling innovations

- Regulatory fragmentation across countries
- Different national backgrounds and legal frameworks

Suggested solutions for start-ups

- Pilot projects to test innovations
- Stronger marketing and visibility campaigns (even via social media)
- Engagement through events, university courses, and expert networks
- Addressing perception and market acceptance barriers

Perceived risks

- Lack of durability or maintenance issues
- Unclear selling points
- Immaturity of solutions
- Risks linked to untested innovations

b) Crowdfunding Session

Experience with platforms

- Most participants had not previously used crowdfunding platforms (example mentioned: Niok.hu).

Preferred funding model

- A mixed approach (national/EU funds + major investors + crowdfunding) was considered most effective.

Main challenges

- Limited interest or visibility
- Complex ownership questions
- Information overload and lack of trust

Possible solutions

- Persistence and repeated efforts
- Professional online marketing campaigns
- Presentations at public events
- Ensuring realistic promises
- Creative approaches (e.g. merchandise)

c) Overall Insights

The exercise highlighted that economic and regulatory aspects outweigh environmental factors in investment decisions. Scaling across countries requires harmonisation of regulations and stronger support frameworks.

Crowdfunding is perceived as a complementary tool, most effective when combined with traditional public and private funding. Success depends on credibility, clear communication, and strong community engagement.

5. Networking and Stakeholder Engagement

Although the event was not fully open to the public, networking was encouraged through interactive sessions and Q&A. The MOOC-based dissemination ensures long-term engagement with students, SMEs, and policy stakeholders.

6. Organisers' perception

The Community-Based Innovation Event under the ReBuilt project brought together partners and stakeholders from Austria and Hungary to exchange knowledge on circular and digital construction. The event gave substantive presentations and discussions, ensuring that outputs will be available broadly through the project's MOOC platform.

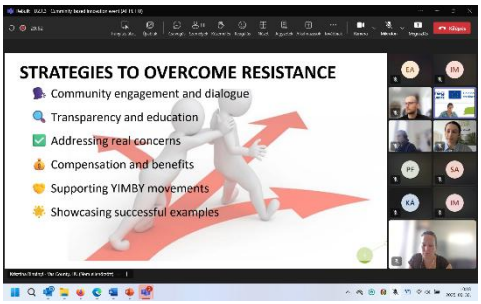
The event highlighted that circular and digital construction is feasible if supported by standards, financing, regulation, and social acceptance. Start-ups and research show promising innovations, but adoption requires stronger frameworks and community engagement.

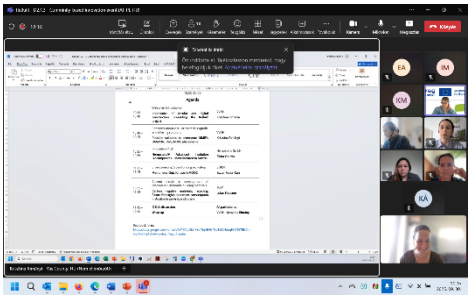
7. Photos of the event

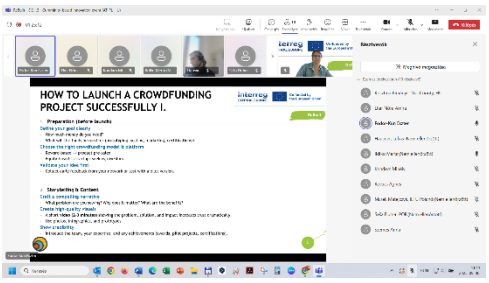


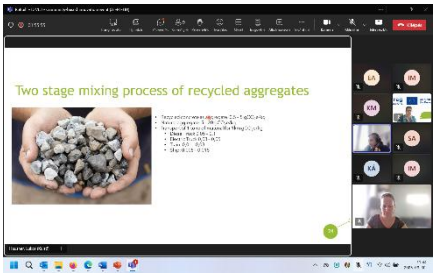

rowdfunding
Hempstatic


Hempstatic
Hempstatic®
Sound Absorbers
UNIQUE!


STRATEGIES TO OVERCOME RESISTANCE
Community engagement and dialogue
Transparency and education
Addressing real concerns
Compensation and benefits
Supporting YIMBY movements
Showcasing successful examples




HOW TO LAUNCH A CROWDFUNDING
PROJECT SUCCESSFULLY I.


Two stage mixing process of recycled aggregates

2.2. EVENT GROUP 2: GERMANY, SLOVENIA, CROATIA

1. **Introduction text**

   a. **Date of the event** (5.8.2025), **Moderator** (Saša Fluher – PP7 – POR Consult)

   b. **Attendees:** The community-based innovation event successfully attracted a diverse group of participants, reflecting the broad interest in circular and digital construction topics. In total, **33** individuals attended the event (excluding representatives of project partners that are working on the project), including

   Members of the general public, representing local residents and community stakeholders;

   Professionals from the construction sector;

   Local authorities and policymakers, providing insights into regulatory frameworks and municipal support for sustainable innovations;

   Researchers and academics, contributing scientific perspectives and ongoing research developments;

   Start-ups and entrepreneurs, presenting innovative solutions and exploring collaboration opportunities;

   Civil society organizations and NGOs, particularly those involved in environmental advocacy and urban development.

   The event encouraged **active participation and dialogue**, with attendees engaging in panel discussion, and co-creation session. This mix of backgrounds and perspectives enriched the discussions and contributed to a deeper understanding of the challenges and opportunities related to sustainable construction practices.

   c. **Methodology** - Event was prepared based on the methodology provided by PP7 (POR) "Input for D 2.1.3 Community-based innovations – Methodology", following the "Step-by-step guide to Community-based innovation events planning". The event lasted for 2h30min (planned 2h5min), and has included all Key Segments:

   - Panel Discussion: Experts discuss concerns about circular materials uptake and offering solutions (there were 4 panellist – 2 from consortium and 2 external - and a moderator).
   - Pitch: Innovators will present/pitch their innovations to general public, potential investors, potential partners, etc. for crowdsourcing and funding.
   - Crowdsourcing Workshop: Miro board or similar should be used to provide tool for feedback collection, or simply a discussion.
   - Crowdfunding session: Tips on gaining public and investor interest
   - Networking Zones: Participants should be encouraged to enhance informal networking and relationship-building.

   The event was co-hosted by Technology Park Ljubljana within their project EDIH DIGI-SI (EDIH is a one-stop-shop that helps companies and public sector organisations to respond to digital challenges and become more competitive), as they were able to offer their

expertise in crowd funding (panel discussion and crowdfunding session) and contributed to the event in other segments.

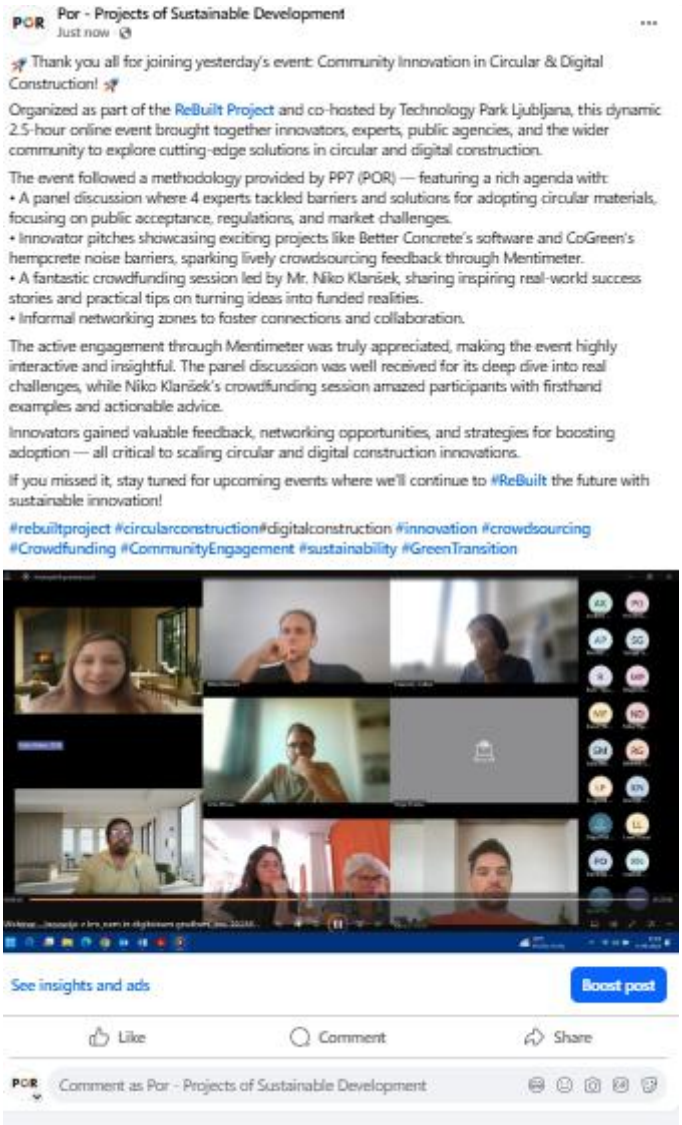
d. **Agenda** – the event followed the agenda as proposed by the methodology and is attached:



2. **Explaining promotion activities:**

1. **How did you promote the event**; The event was promoted on official project website, and websites or social media accounts of some project partners. The event was also promoted by the co-host Technology Park Ljubljana.

2. **Link to online summary or videoclip of the event (after the event):** https://www.facebook.com/profile.php?id=61550569917967



3. Insights from the panel discussion

At the panel discussion, the panellist discussed the following topics.

Experts discuss concerns about circular materials uptake and offering solution to overcome NIMBY, BANANA, CAVE, NOPE phenomena



Opening - Framing the Discussion
To all panellists: Circular materials are increasingly vital in sustainable construction—but uptake is still slow. From your perspective, what is the main barrier to their broader acceptance?

Barriers and Societal Resistance
To the representative from the public utility company: How have you experienced community resistance—NIMBY or similar—when introducing recycled or circular materials in public works? What strategies worked (or didn't)?

To the experts in recycled construction materials: What technical or aesthetic myths still dominate public perception, and how can we better educate both clients and citizens?

Solutions and Opportunities
To the crowdfunding specialist: Can community ownership through crowdfunding help overcome NIMBY/BANANA resistance? Have you seen successful examples where investment led to acceptance?

To the start-up panellist: What are the biggest challenges start-ups face when trying to scale circular construction innovations, and how can collaboration with public authorities and communities help overcome these hurdles?

Closing - Actionable Insights
To all: What is *one practical action* communities or cities can take to reduce resistance to circular innovation in the built environment?

Lightning round: If you had €10,000 in crowdfunded support tomorrow, what circular idea would you launch immediately?

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The panel discussion focused on the **challenges and opportunities** associated with the adoption of **circular materials in the construction sector**, with particular emphasis on **public acceptance**, **regulatory frameworks**, and **market dynamics**.

Key Barriers Identified

A recurring theme was the **resistance to change**. As one participant noted, **fear of the unknown** and perceived complexity on-site remains major obstacles. Concerns were raised about potential delays in construction schedules due to unfamiliar materials or processes, leading to hesitation from developers and contractors.

"Most of the time, they are afraid of having a more complicated building site, or fear losing time due to unfamiliar procedures."

Additional barriers discussed included:

- **Lack of education** among stakeholders about the safety, performance, and benefits of recycled materials.
- **Regulatory obstacles**, particularly surrounding **End-of-Waste (EoW)** criteria.
- **Economic challenges**, including the **low cost of virgin materials**, which often makes secondary raw materials **financially uncompetitive**.
- **Limited public or governmental incentives** to promote the use of circular materials at the local level.

Innovative Examples and Perspectives

Niko Klanšek shared an innovative example of a project that **recycles human hair into textiles**, illustrating the creative potential of circular thinking. However, he also highlighted **regulatory hurdles and marketing challenges** that such novel approaches face in gaining acceptance.

He also emphasized the importance of **community ownership through crowdfunding** as a way to overcome resistance. According to Klanšek, understanding the **value propositions** of different

consumer groups and crafting **targeted communication** strategies is crucial. He cited the example of **electric bikes** to illustrate how tailored messaging can successfully engage diverse audiences.

"If you build a truly good product, people will become your supporters — not just customers — from all around the world."

The Role of Education and Pilot Projects

Sergej Gutsmandl stressed the importance of:

- **Pilot projects** to demonstrate feasibility,
- **Educational initiatives** to build trust, and
- **Transparent communication** to counter skepticism within communities.

Andrea Kustermann addressed **persistent myths** about recycled aggregates — especially regarding **technical performance** and **aesthetics**. She advocated for **client education** as a tool to foster acceptance and combat misinformation.

Scaling Innovation and the Role of Policy

Rok Colarič discussed the challenges **startups face in scaling circular construction innovations**, particularly due to complex **regulatory environments**. He compared global markets:

“In the U.S., a single federal law applies across states. In China, there is strong national interest. But in Europe, startups must navigate a patchwork of national regulations, which can stifle innovation.”

He argued that **over-regulation** can hinder competitiveness and innovation on a global scale, emphasizing the need for **harmonized policies** and **supportive frameworks**.

Practical Actions for Communities and Cities

Panelists proposed **concrete actions** local governments and communities can take to promote circular construction:

- **Pilot projects** that are **visible**, **engaging**, and **locally relevant**. For instance, a **Nike basketball court** made from recycled shoes served as a fun and meaningful initiative that engaged the local youth.
- **Awareness campaigns**, such as **Open Doors Days** or **Circularity Awareness Days**, to educate the public and build community trust.

Lightning Round: Circular Innovation Ideas

In a final round, panelists were asked: *"If you had crowdfunded support tomorrow, what circular innovation would you launch?"* Answers included:

- A **Japanese innovation** that recycles **used diapers** as a binder for concrete.
- Projects focused on **recycling toys** into building materials.
- Innovations targeting **excavated soil reuse**, an area seen as **underregulated** and rich in potential.

Moderator: Saša Fluher, PP7, POR

Panellists: Sergej Gutsmandl, PP3 – Nigrad; Andrea Kustermann, PP 14 – HM; Rok Colarič – external expert – Ljubljana University Incubator; Niko Klanšek – external - BizMe Startup Studio

4. **Details about the presented innovations and received feedback (crowdsourcing); include the screenshot of Miro board or similar. How did the innovators benefit from the event?**

Two innovators were presenting their innovations.



Felix Wiese (Better Concrete) discussed the challenges associated with concrete production, particularly the high CO2 emissions from cement and its rising costs. He introduced Better Concrete's software solution, which optimizes the packing density of materials to minimize cement content. This software aims to assist ready-mix concrete companies in achieving cost savings and reducing their environmental footprint.

Dr. Shivakumar Mani (CoGreen d.o.o) introduced the concept of hempcrete noise barriers, emphasizing their potential to reduce noise pollution and their eco-friendly properties. He explained the multi-layering system of hempcrete and its advantages over conventional materials, including better durability and aesthetic options. The presentation also covered the company's objectives in testing and certifying the product, as well as strategies for market entry and collaboration with various stakeholders.

Crowdsourcing session was done by using the online tool Mentimeter, 4 questions related to each innovation - see screenshots below.

Crowdsourcing session – Better Concrete with Software tools for concrete plants

MENTIMETER

https://www.menti.com/alj1ehu3nrc5
Code: 2443 3871

Economic Benefits
•What cost savings or operational efficiencies would convince you or your company to invest in this technology?

Market & Scalability
•What barriers do you foresee for scaling this solution across different countries or plant sizes?

Innovation & Collaboration
•How can start-ups like ours best collaborate with industry experts, universities, or public authorities to improve and promote this technology?

Potential Concerns
•What risks or challenges do you foresee with implementing this kind of optimization software?

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The feedback:

Investment in new concrete technology would be justified by:

- **10-30% cost savings** on materials or production
- **Operational efficiencies** like faster curing, less waste, and easier construction
- **Environmental benefits**, such as reduced CO_2 emissions and recyclability
- **Improved performance**, including durability, quality, and low maintenance
- **Access to green incentives** and alignment with sustainability goals
- Decisions also depend on **project-specific needs** and **user demands**.

Key barriers identified for scaling the solution include:

- **For smaller plants:**
  - Limited **financial resources** and **tech infrastructure**
  - **Lack of skilled workforce** and training
- **Regulatory and market factors:**
  - **Different national legislation** and regulatory barriers
  - **Resistance to innovation** and risk aversion
  - **Market-specific attitudes** toward efficiency and novelty
- **Operational challenges:**
  - **Logistics and climate constraints**
  - **Dependence on locally available materials**

- **Need for proven long-term performance**

However, some participants noted that **harmonised technical standards in Europe** mean the solution is generally **scalable and transferable across countries**.

Start-ups can maximize impact by:

- **Co-developing pilot projects** with industry, universities, and municipalities
- **Partnering with universities** for **research, validation, and proof-of-concept studies**
- **Engaging material producers and industry experts** early in the process
- **Collaborating on joint communication and dissemination**, including platforms like **LinkedIn, YouTube**, and architecture networks
- **Building or joining innovation hubs** or **circular construction communities** to foster ecosystem collaboration
- **Working with public authorities** to access **pilot funding**, streamline **regulatory approvals**, and align with **green public procurement (GPP)**
- **Involving students** in hands-on projects for innovation and talent development
- **Sharing good practice examples** to build trust and credibility

Creating win-win partnerships and maintaining strong networks across sectors is key to scaling impact.

Key challenges foreseen include:

- **User resistance** due to lack of training, time constraints, or complexity of the software
- **Integration issues** with existing or legacy plant systems, potentially causing delays
- **Data-related risks**, such as poor data quality or limited availability
- **Cybersecurity and IP/confidentiality concerns**, especially in data-sensitive environments
- **Lack of long-term support** or software updates to match real-world conditions
- **Fast-paced software development (SaaS)** may outpace user adaptation or infrastructure readiness
- **Industry pushback**, e.g., from traditional material suppliers like cement producers

Successful implementation will depend on user-friendly design, strong support, secure data handling, and strategic stakeholder engagement.

Crowdsourcing session – CoGreen d.o.o. with Novel Highway/Railway Hempcrete Noise Barriers (NoHiRiNoise)

Economic Benefits
What cost savings or long-term maintenance efficiencies would convince you or your organization to invest in hempcrete barriers?

Market & Scalability
What challenges or barriers do you foresee for scaling hempcrete solutions across different markets or regulatory environments?

Innovation & Collaboration
How can start-ups like ours best collaborate with public agencies, researchers, or industry partners to promote and improve hempcrete products?

Potential Concerns
What risks or challenges do you anticipate with implementing hempcrete as a mainstream noise barrier material?

MENTIMETER

https://www.menti.com/alj1ehu3nrc5
Code: 2443 3871

11

The feedback:

Investment in hempcrete barriers would be justified by:

- **20-30% reduction in direct costs**
- **Lower lifecycle costs** and **reduced repair/maintenance frequency**
- **Durability** comparable to conventional barriers in terms of **strength**, **sound insulation**, and **weather resistance**
- **Better fire resistance** and compliance with **safety standards**
- **Clear LCA documentation** showing **carbon uptake** and overall environmental benefits
- **Long service life** and minimal upkeep
- Appeal to **green procurement policies** through the use of **eco-friendly materials**
- Functional performance must match or exceed traditional alternatives (not just ecological advantages)

Key barriers to scaling hempcrete solutions include:

- **Regulatory & Standards Issues**:
  - Lack of harmonized **technical standards** for noise barriers
  - Varying **local regulations** and certification requirements
- **Market & Perception Challenges**:
  - **Low awareness** of hempcrete's durability and performance
  - **Cultural resistance** to new or unfamiliar materials
  - Need for **user confidence** in long-term effectiveness and reliability

- **Economic & Supply Chain Limitations:**
  - **High upfront costs**
  - **Limited supply chains** and raw material availability
  - **Transport emissions and costs**
  - **Local competition** and risk of **technology replication**
- **Workforce & Capacity Issues:**
  - **Lack of trained labor** and implementation knowledge
  - Need for **strong commercial strategies** to enter conservative markets

Start-ups can effectively collaborate with public agencies, researchers, and industry by:

- **Launching pilot projects** to demonstrate performance and gather real-world data
- **Engaging with universities** for testing, certification, and credibility-building
- **Joining research consortia** to co-develop innovative biobased materials beyond hempcrete
- **Working with public agencies** to co-create **technical specifications** and support **policy development** for bioproducts in construction
- **Participating in trade fairs, seminars, and awareness campaigns** to increase visibility and educate stakeholders
- **Aligning with public sustainability goals** to access funding, testing grounds, and regulatory support
- **Building a reliable value chain** through industry partnerships

Key challenges to mainstream adoption of hempcrete for noise barriers include:

Technical and Performance Concerns

- Unclear **long-term durability**, especially under outdoor conditions
- **Moisture sensitivity**, **dust contamination**, and **pest resistance**
- **Fire resistance** and **acoustic performance** still under scrutiny
- Questions about **impact resistance** and suitability for **crash-tested barriers**

Regulatory & Standardization Barriers

- **Lack of technical specifications** and standards for infrastructure use
- **Lengthy and costly attestation of conformity** processes
- **Delays in regulatory approvals** due to limited precedent

Market & Investment Challenges

- **Low interest from public infrastructure investors**; sustainable materials not yet prioritized
- **Lack of experience** with hempcrete in large-scale infrastructure projects

Environmental & Social Factors

- **Weather resistance** under diverse climate conditions
- Concerns over **local corruption** or resistance from entrenched players

The PDF available from the crowdsourcing session is attached as an Annex.

How did the innovators benefit from the event? The benefit for the innovators was multi-fold. Innovators benefited from the event by gaining valuable networking opportunities with industry experts, which helped them build important connections for future collaboration. They received critical insights into market barriers and opportunities for regarding their innovations, along with practical feedback through crowdsourcing session. The event also provided a platform to showcase their solutions, increasing their visibility and credibility. Additionally, innovators learned effective strategies for improving user acceptance (e.g. make innovations meaningful) and communication, as well as discovered funding (through crowdfunding session), all of which collectively support the advancement and wider adoption of their innovations.

5. Highlights from the crowdfunding session

Crowdfunding session was done by Mr. Niko Klanšek, a Slovenian who raised over one million dollars in support for his projects on Kickstarter. As a mentor to startup companies, he often helps with business strategy, investments, and marketing.

Niko Klansek presented on crowdfunding, detailing his journey of raising over one million dollars and supporting numerous projects. He introduced various crowdfunding methods, including crowdsourcing, crowd giving, crowd investing, and crowd lending, using examples like NASA's crowdsourcing success and his own fundraising for the New York Marathon. He emphasized the importance of selecting the right platform for each type of crowdfunding.

Niko Klansek outlined the benefits of crowdfunding, including market testing, community building, and the potential for seed money. He stressed the significance of telling a compelling story to attract backers and the necessity of nurturing a community of supporters who can promote the project. Klansek also noted that incentives for early supporters can enhance engagement.

Audience posted questions regarding the long-term return on investment for eco-innovations in circular construction, prompting Niko Klansek to provide examples of effective crowdfunding strategies. Klansek highlighted the importance of engaging potential investors through creative initiatives, such as a "wall of fame" for donors and selling tiles for a floating swimming pool. The discussion emphasized the need for fun and meaningful approaches to attract investment in sustainable projects.

6. Highlight the possibilities for crowdfunding and possible partnerships

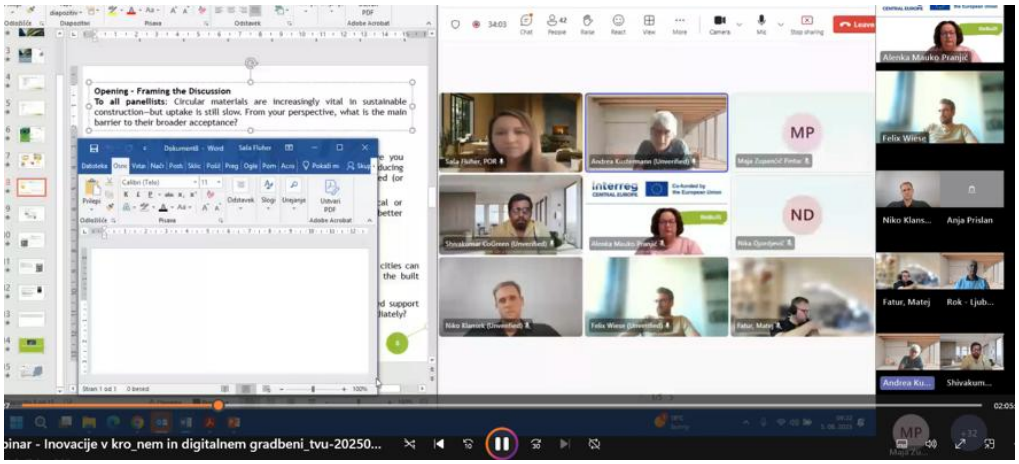
Mr Niko Klanšek emphasised that Equity-Based Crowdfunding (approach that involves supporters providing funds in exchange for a share of ownership in a company) would be the most suitable for our innovators. He also offered support to Better Concrete by connecting them with the industry leaders (concrete plant) in Slovenia. Also Mr. Rok Colarič, a managing partner at Rui VC, offered to exchange contacts to discuss investment opportunities with CoGreen d.o.o.

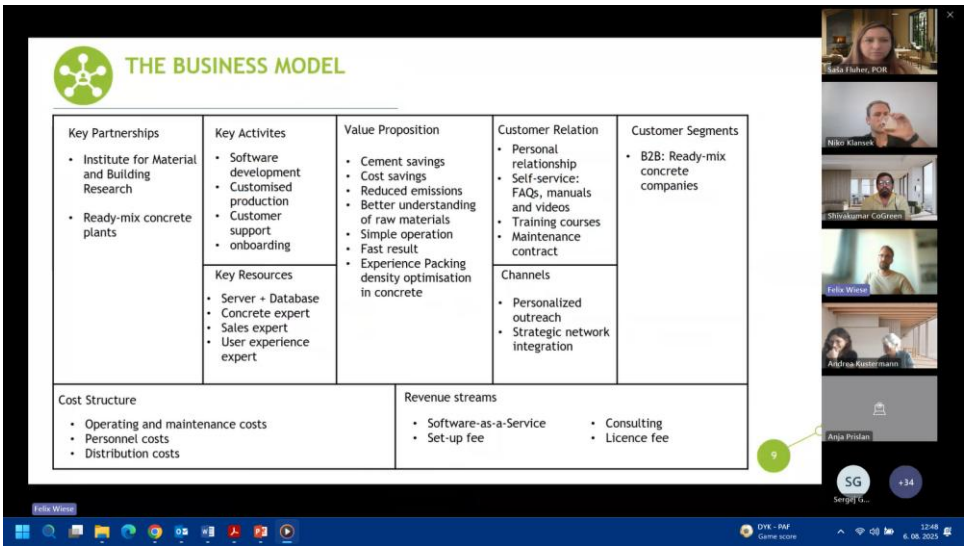
7. **How did you encourage networking?** As per the methodology provided, participants were encouraged to post a brief post about their organisation or interests of general public in chat section of the online platform. At the end of the session, the moderator read the posts and copy all chat messages to a file and distribute to the participants as a follow-up report to enhance informal networking and encourage relationship-building, so they can continue the conversation and explore funding possibilities.

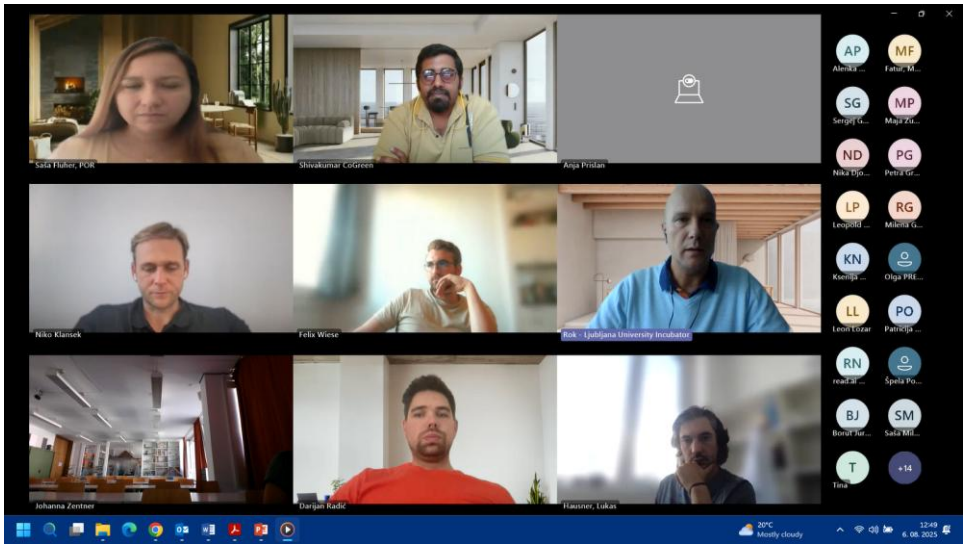
8. **What was the general perception of the organisers?**

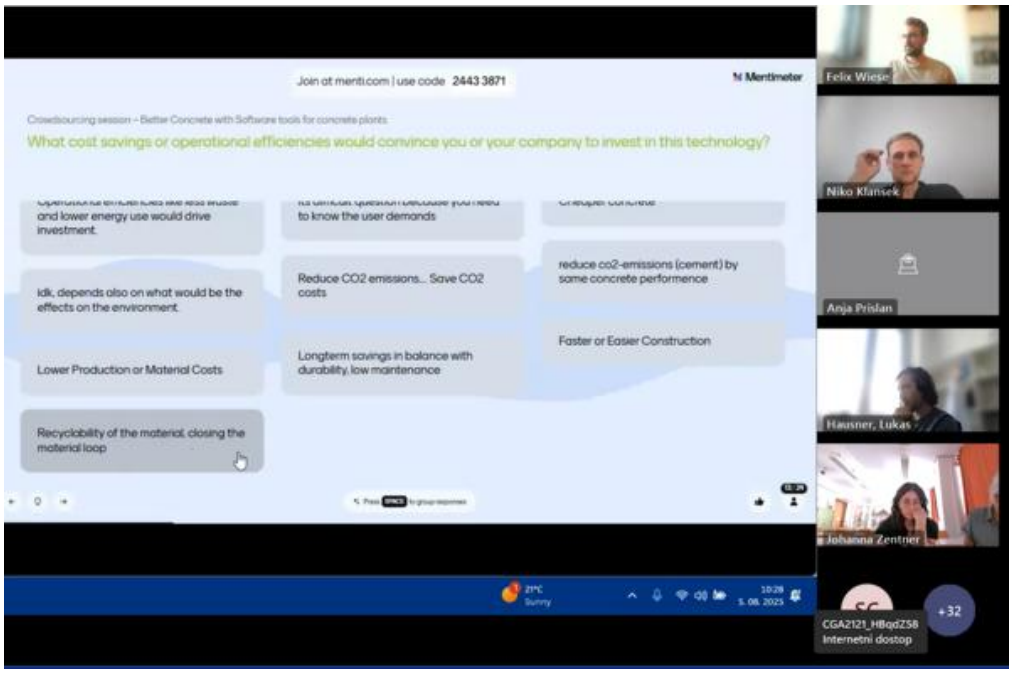
   The organisers perceived the event extremely positively, viewing it as a valuable platform for knowledge exchange and collaboration. They appreciated the open discussions on challenges and opportunities in adopting circular materials, the engagement of diverse stakeholders, and the potential to drive innovation in sustainable construction. The active contributions through Mentimeter were especially appreciated, as they enhanced participant interaction and feedback. The panel discussion was also highly valued for its insightful exchange of ideas. Additionally, the crowdfunding session led by Mr. Niko Klanšek was highlighted as extremely valuable, supported by many firsthand examples that provided practical insights. Overall, the event was seen as effective in raising awareness, fostering partnerships, and supporting the advancement of new technologies within the industry.

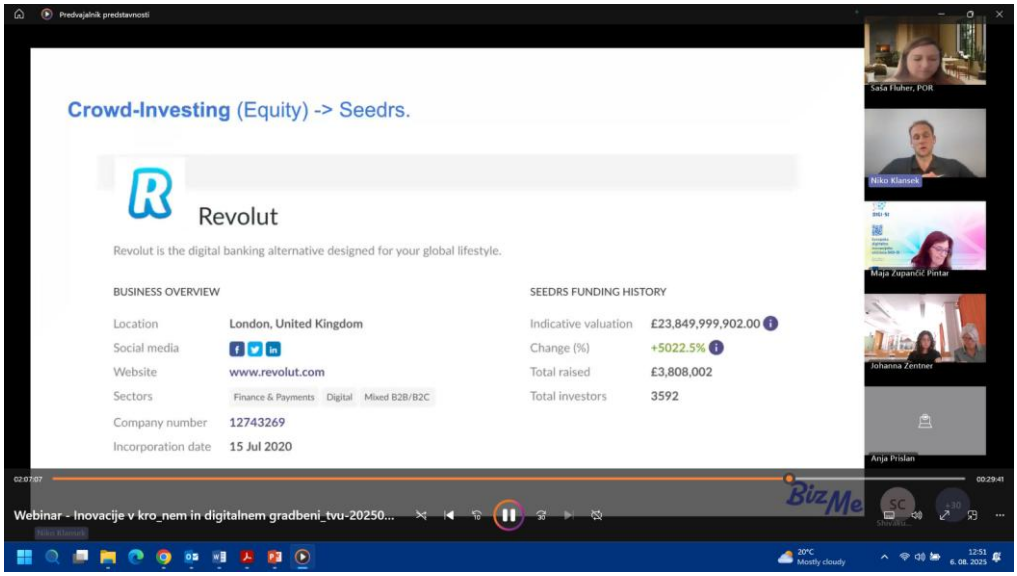
9. **Screenshots of the event, PPT presentations**




THE BUSINESS MODEL
Key Partnerships
Institute for Material and Building Research
Ready-mix concrete plants
Key Activites
Software development
Customised production
Customer support
onboarding
Key Resources
Server + Database
Concrete expert
Sales expert
User experience expert
Value Proposition
Cement savings
Cost savings
Reduced emissions
Better understanding of raw materials
Simple operation
Fast result
Experience Packing density optimisation in concrete
Customer Relation
Personal relationship
Self-service: FAQs, manuals and videos
Training courses
Maintenance contract
Channels
Personalized outreach
Strategic network integration
Customer Segments
B2B: Ready-mix concrete companies
Cost Structure
Operating and maintenance costs
Personnel costs
Distribution costs
Revenue streams
Software-as-a-Service
Set-up fee
Consulting
Licence fee







2.3. EVENT GROUP 3: SLOVAKIA, ITALY, CZECH REPUBLIC

1. **Introduction text**
   a. **Date of the event:** 12.9.2025, 11.00-13:00

      Moderator: Martina Le Gall Maláková

b. Attendees

Table 1. Attendees

Firm / Organization	Country
ARPAV	Italy
BAM Design	England
Bureau Veritas	Czech republic
CBRE Czech Republic	Czech republic
CEVRE Consultants	Czech republic
Colliers	Czech republic
CPI Property Group	Czech republic
CTP Invest, spol. s r.o.	Czech republic
Delta Group CZ	Czech republic
EnerScope EU	Ireland
Heimstaden	Czech republic
Hennig Living	Czech republic
Hilti	Czech republic
Institute of Construction and Architecture, Slovak Academy of Sciences	Slovakia
Ing. Jan Vontroba	Slovakia
Kováč architekt s.r.o.	Slovakia
MS architekti	Czech republic
Proengineers studio s.r.o.	Czech republic
Refsite Group	Czech republic
Saint-Gobain	Belgium
Servis-24	Czech republic
SKANSKA	Czech republic
Slovak University of Technology in Bratislava	Slovakia
Skanska Property Czech Republic	Czech republic
STRABAG a.s	Czech republic
Talpa House	Slovakia
USTARCH	Slovakia
Unibail Rodamco Westfield	Czech republic
Unlimit DB	Czech republic

Table 2. Participants number

Participants TOTAL	53
organiser	3
coordinate	9
speaker	5
attendee	36

The event convened a total of 53 participants, including 37 representatives from a variety of organizations, alongside speakers and project facilitators. Participants represented multiple target groups: large enterprises and developers contributed strategic insights into project planning and lifecycle management, SMEs including architectural and engineering studios shared practical design solutions, and higher education and research organizations provided evidence-based guidance on sustainable construction and carbon reduction.

c. Agenda

The ReBuilt event focused on advancing circular and digital construction solutions in Central Europe, aiming to engage the public and stakeholders in sustainable innovations while addressing resistance to these approaches. Martina Le Gall Maláková highlighted the event's goal of promoting awareness and collaboration in the construction sector, emphasizing the need for innovative strategies to overcome public skepticism.

- How can public trust be gained for innovative construction solutions?
- What are the main challenges faced by the construction sector in adopting circular solutions?
- What do you think about the innovation in Europe and how can it be improved?

Martin Pribila from Talpa House addressed the pressing challenges in construction, particularly the environmental impact of concrete waste. He advocated for the exploration of alternative materials and faster approval processes for new technologies, underscoring the potential benefits of recycling materials, including water, in construction practices.

Matej Roth from Mykilio introduced a novel solution using mycelium to create insulation materials from lignocellulosic waste, which offers advantages such as heat insulation and fire resistance.

Kateřina Soukupová from Red Beton discussed the environmental issues related to construction waste and the legislative hurdles in the Czech Republic that restrict the use of recycled materials.

Benjamin Hague from INCIEN emphasized the motivations for municipalities and companies to adopt circular economy practices, noting the importance of sustainability commitments and the development of a circular strategy in Prague. He also pointed out the need for cities to provide supportive frameworks to facilitate the adoption of innovative construction technologies.

Niko Klansek shared insights on crowdfunding, detailing various models such as donation-based rewards, crowdsourcing, and crowd investing. He highlighted the significance of community engagement and storytelling in successful campaigns, stressing that understanding community needs can enhance project outcomes. Niko's experience with

crowdfunding illustrated the potential for raising funds and building a supportive network, which can be crucial for the success of innovative construction projects.

2. **Promotion of the event**

Web & newsletter

CZGBC regularly publishes updates on its activities through its website, where the invitation to the event was also published. A newsletter is issued once a month, reaching over 1,400 views, and it served as one of the key communication channels for inviting participants.

Figure 1.Publication on CZGBC website

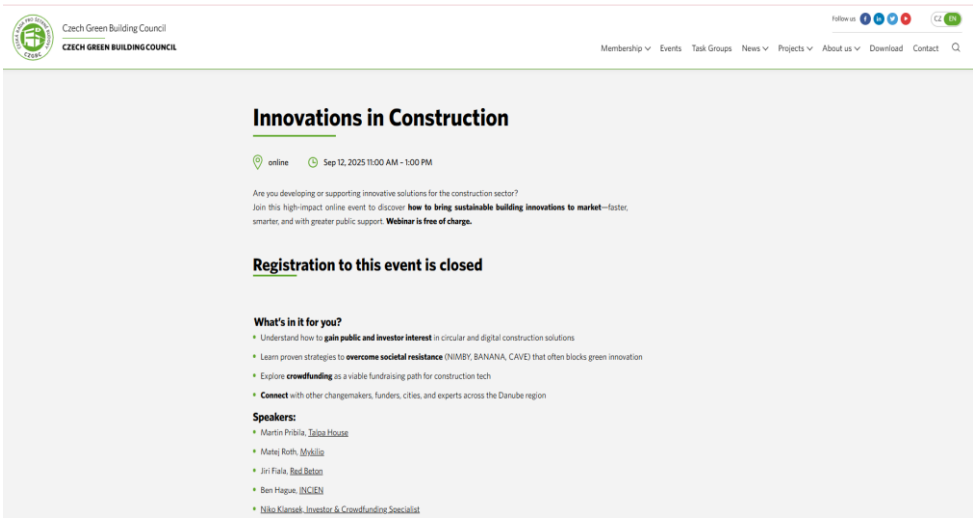
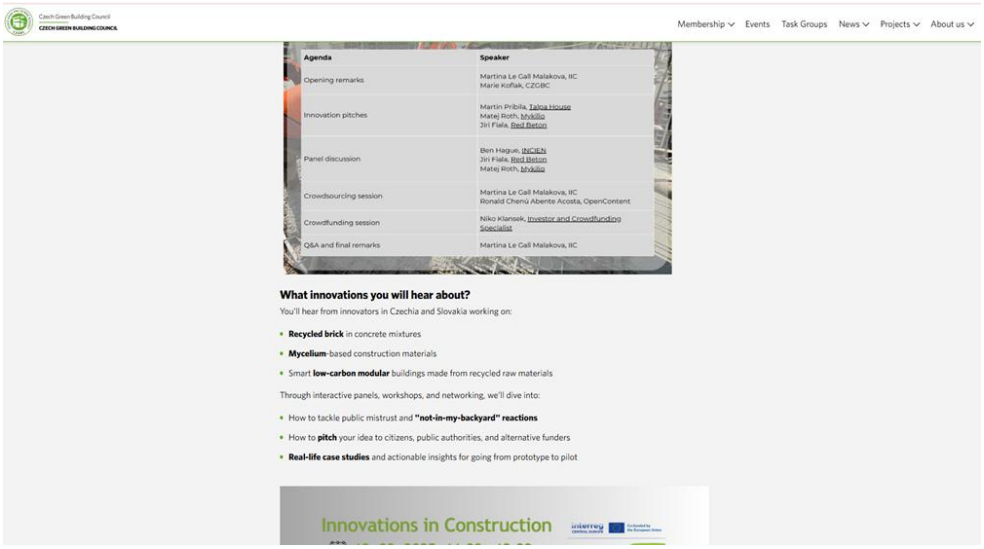


Figure 2: Publication on CZGBC website continuance



Promoting the event through LinkedIn:

The Community based event Innovations in Construction was promoted on LinkedIn through a structured series of posts, including invitations, speaker profiles, and thematic content designed to engage different segments of the professional community. To maximize visibility, one of the posts

was supported by a paid campaign, while the others relied on organic reach and impressions, the results of which are summarized in the following table.

Table 3. LinkedIn promotion on CZGBC´s profile

Date	LinkedIn post	Post name	Impression	Engagement
6.8.2025	https://www.linkedin.com/posts/czech-green-building-council_czgbc-rebuilt-activity-7358840327530500096-3bi3?utm_source=share&utm_medium=member_desktop&rcm=ACoAADdTr44B3ERvys0GkHRk8OfQDw7TPawIX5E	Innovations in Construction - Inovace ve stavebnictví	542	9,2%
26.8.2025	https://www.linkedin.com/posts/czech-green-building-council_czgbc-rebuilt-inovacevestavebnictvi-activity-7366040245823254528-QatA?utm_source=share&utm_medium=member_desktop&rcm=ACoAADdTr44B3ERvys0GkHRk8OfQDw7TPawIX5E	Je stavebnictví skutečně nejvíce konzervativní?	13542	0,72%
1.9.2025	https://www.linkedin.com/posts/czech-green-building-council_czgbc-rebuilt-inovacevestavebnictvi-activity-7368271563009286145-lq6f?utm_source=share&utm_medium=member_desktop&rcm=ACoAADdTr44B3ERvys0GkHRk8OfQDw7TPawIX5E	Chcete slyšet tipy od podnikatele, který má za sebou úspěšné startupové exity a dnes investuje do nejnovějších trendů Web3 a blockchainu? Niko Klansek	339	3,95%
3.9.2025	https://www.linkedin.com/posts/czech-green-building-council_czgbc-rebuilt-inovacevestavebnictvi-activity-7368989981937197056-pKZM?utm_source=share&utm_medium=member_desktop&rcm=ACoAADdTr44B3ERvys0GkHRk8OfQDw7TPawIX5E	Jak se dá stavět chytře, ekologicky a přitom z recyklovaných surovin? Martin Pribila	279	5,38%
5.9.2025	https://www.linkedin.com/posts/czech-green-building-council_czgbc-rebuilt-inovacevestavebnictvi-activity-7369647540763275265-NxDt?utm_source=share&utm_medium=member_desktop&rcm=ACoAADdTr44B3ERvys0GkHRk8OfQDw7TPawIX5E	Beton z recyklovaných cihel? Ano, a může být stejně kvalitní i levnější! Jiří Fiala	190	3,16%
10.9.2025	https://www.linkedin.com/feed/update/urn:li:activity:7371515283666038784/?actorCompanyId=826859	Mykilio je český startup, který pracuje s myceliem – podhoubím – a mění ho v udržitelné a plně rozložitelné materiály.	252	3,79%

Figure 3. Analytics to LinkedIn post from 26.8.2025

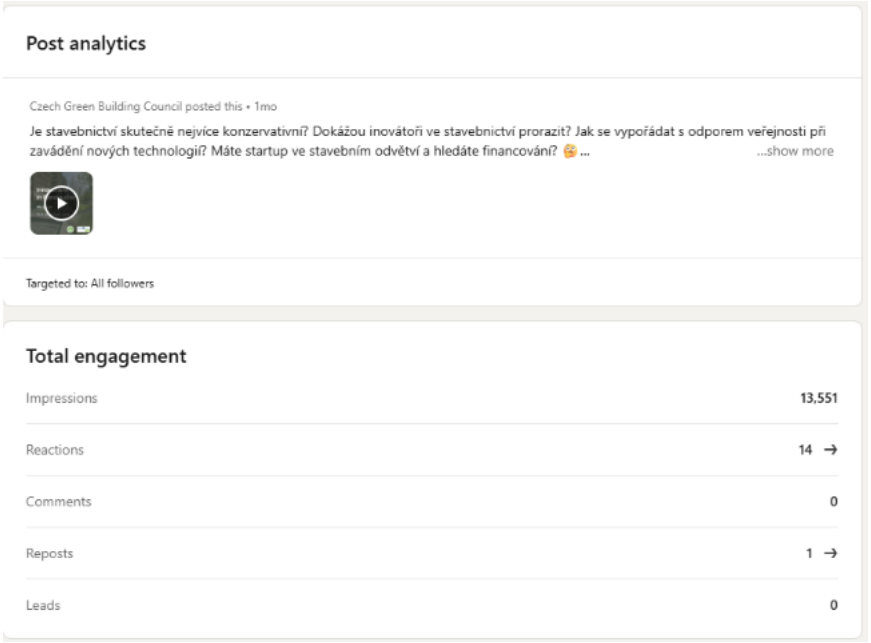
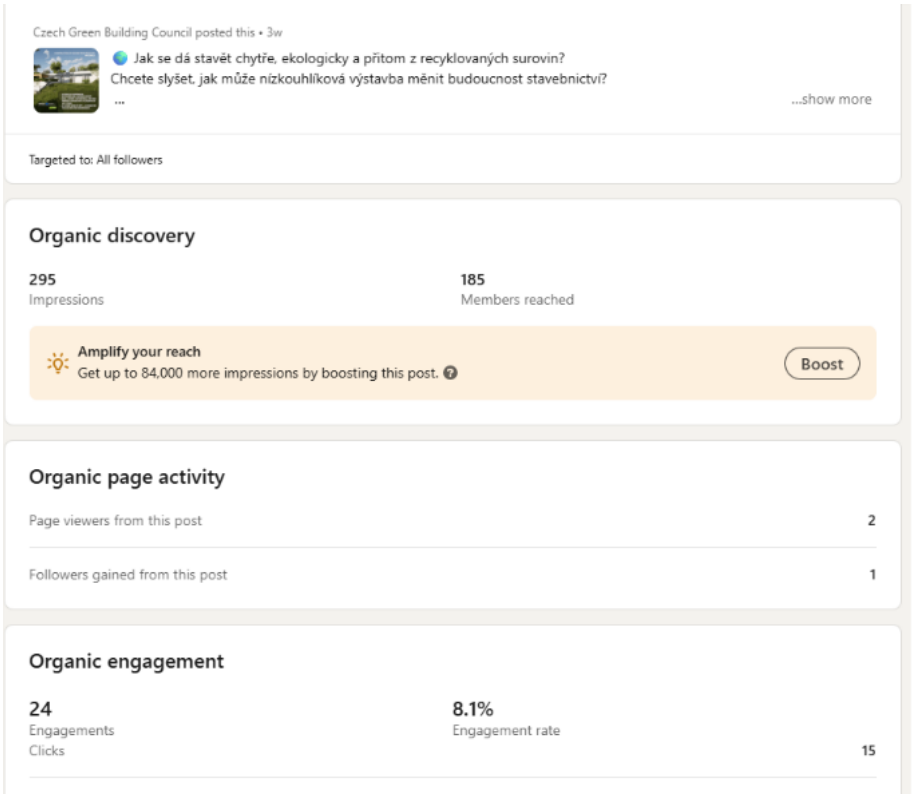


Figure 4 – Analytics to post from 3.9.2025



3. Insights from the panel discussion

The following is a list of the main points that emerged from the discussion panel

Adoption is pulled by policy & corporate commitments, not just tech: municipal strategies (e.g., circular procurement methodologies) and looming whole-life-carbon/taxonomy requirements are motivating early trials; even when rules are still evolving.
The main blocker isn't end-users, it's perceived cost/risk for implementers: developers and project teams fear budget/schedule risk from novel materials more than occupant pushback. Scaling and clear contracting frameworks are needed to de-risk choices.
Procurement can unlock scale: cities can help with template forms/clauses, recycled-content targets, and public-buying commitments, so project teams have clear access routes and red tape is minimized.
Permitting and specs are the choke points: reported 8–10-year permit timelines, inability to change materials mid-grant, and fragmented national rules stall innovation. Panelists called for fast-track lanes and EU-wider recognition to pilot across markets.
Proof beats promises: what convinces buyers and the public are independent tests, certification, LCAs, warranty programs, and documented case studies. Innovators should package these as standard "evidence kits."
Digital can help, but usage is uneven: AI is already useful for R&D discovery; digital twins and verified property models were seen as promising to speed specification,though not yet widely adopted by the innovators.
Coalitions matter: multi-actor partnerships (ministries, green building councils, universities/labs, banks) provide the governance, testing, and financing stack needed to move from pilots to programs.

4. Details about the presented innovations and received feedback (crowdsourcing)

Talpa House (Martin Pribila) - circular concrete + water reuse

What it is: Buildings using recycled-aggregate concrete and GFRP rebar (≈¼ CO_2 of steel, per claim), plus on-site treated wastewater (for toilets/showers).

Evidence shared: Proof-of-concept basement with water-tight concrete; won a government school contract using recycled concrete. Indicative calc (with a green roof) shows a 120 m^2 home CO_2-positive after ~21 years; 37–66% household water savings with reuse.

Barriers raised: Very slow permits (8–10 yrs), rigid grant specs (can't change materials mid-project), fragmented national rules; authorities want water reuse but don't know how to permit it.

Q&A notes: LCA/LCC often too costly for single houses; call for experimental buildings + data sharing to speed code updates.

Mykilio (Matej Rot) - mycelium composites/insulation

What it is: Mycelium + agro-waste grown into acoustic/insulation panels; slow-burn/charcoal-like behavior and good thermal performance demonstrated.

Use today: Interior acoustic panels (e.g., Dos Mundos café, Prague), furniture cores, lighting; bespoke installations. No health risks because the material has no fruiting bodies (so no spores on product); treat dust like wood when cutting (mask).

Scaling plan: Industrial process ~200 kg/h → ~6 t/h, target density ~70–80 kg/m^3 (vs ~220–240), >50% less energy, ~20% less water, recyclable PE bags.

Certification: Indoor panel certificate (particle-board route); building-insulation certification next.

Redbeton (Kateřina Soukupová) - recycled-aggregate concrete + licensing

What it is: Full know-how license (separation/crushing/grading/mix design) to produce high-replacement recycled concrete.

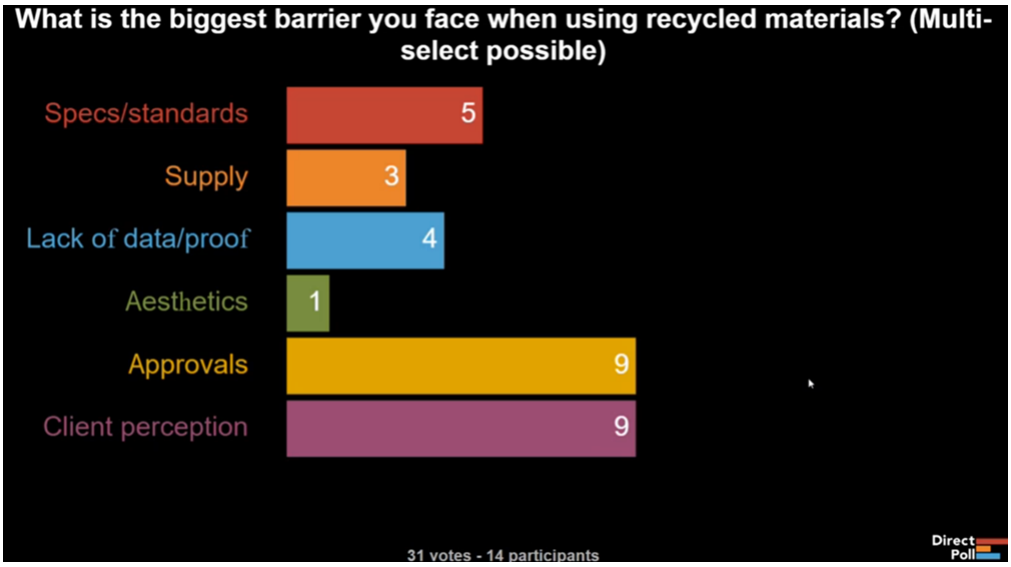
Impact claimed: Up to ~20% cost reduction; ~14% lower CO_2 vs standard; significant virgin resource savings if scaled.

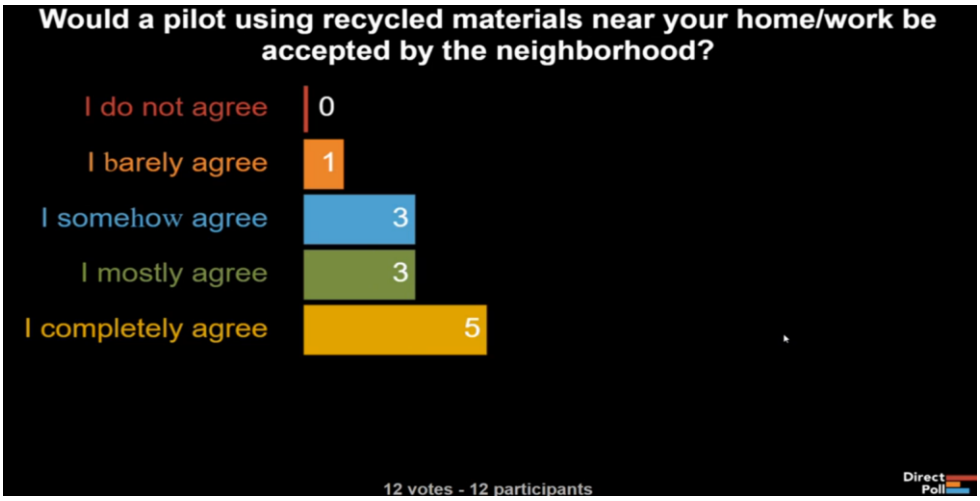
In use: Prefab blocks and ready-mix for monolithic works; multiple sites near Brno.

Barrier: CZ code mentions only 20% recycled content, while their mixes can approach 100% and meet performance; mindset + regs slow adoption.

Beyond the showcase of the three circular solutions, the session presented a roadmap for their next moves and key problems advantages. This was interesting for the varied audience, because they got to know new circular economy solutions and approaches that they might have not known.

On the other hand, we believe that the session and the event in general was positive also for the innovators because they got feedback and a quick reaction to their ideas, validation, go-to-market plans. Beyond this, there was also expressions of interest among the innovators themselves and also from the participants, to get into a deeper contact to discuss potential collaborations.





5. Highlights from the crowdfunding session

Speaker: Niko Klanšek - serial entrepreneur/investor; ran a $700k/40-day Kickstarter (Smart Wheel) and has supported 100+ campaigns (~$30M).

The "five crowds"

- Crowdsourcing (ideas/solutions): post a problem, reward best answers (e.g., NASA-style open challenges via platforms like OpenIDEO).
- Crowd-giving (donations for causes): GoFundMe-type campaigns; donors receive symbolic perks/recognition (Niko's NYC Marathon example).
- Crowd-investing (equity): platforms such as Seedrs allow customers/industry peers to buy equity; nominee structure keeps one line on your cap table. (Example shared: Revolut users co-investing alongside VCs.)
- Crowd-lending (loans): e.g., Mintos; platform prices risk/interest; lenders can diversify via baskets.
- Rewards crowdfunding (Kickstarter/Indiegogo): donation-for-reward model (historic analogies: Statue of Liberty tiles; U.S. campaign swag).

Why Crowdfunding is useful?

- Market test before scale (sell the vision + prototype first).
- Real-time feedback before/during the campaign (often shapes the roadmap; e.g., adding 20" wheel size mid-campaign).
- Seed money arrives right after campaign close to fund production.
- Community flywheel: early backers become evangelists; visible lift in local sales once shipments start.
- Traffic reality: ~30% of pledges can come organically from the platform; ~70% must be driven by your promotion.

What makes campaigns succeed

- Tell a story (lead with mission/feelings, not specs). Why people back: (1) mission/vision, (2) team, (3) product - in that order.
- Be native to the community (know its culture, problems, channels).
- Reward early backers (early-bird pricing, exclusives).

How to use Crowdfunding for construction and circular solutions

- B2B fit: Crowd-investing works well (industry peers/customers invest); use nominee structures to avoid cap-table clutter.
- Shorten B2B cycles with B2C showcases: run a small public-facing rewards campaign to create tangible demos/reference sites that de-risk procurement.
- For big/expensive assets: start with localized, fundable sub-projects with clear perks (e.g., named tiles, stay/use vouchers for demo houses/pavilions) that double as marketing and evidence.

6. **Highlight the possibilities for crowdfunding and possible partnerships**

A. Crowdfunding paths

- Crowd-investing (equity) Seedrs-style nominee structure. Useful for scaling pilots, certification/LCA budgets, production tooling. To make it work it is important to invite industry peers/clients to co-own the mission; anchor with 1–2 strategic investors.
- Rewards crowdfunding (Kickstarter/Indiegogo or local platforms) obtain funding for user-facing products or demo. For example acoustic/lightning panels DIY kits, a water-reuse demo or community assets like benches or playgrounds.
- Crowd-lending (loans; Mintos-type) Bridge working capital for batches (aggregates, molds, bags), or to stand up a pilot line (esp. Mykilio scaling 200 kg/h → 6 t/h).

B. Partnership lanes surfaced during the event

- municipal & public sector
- cities interested in circular procurement (e.g., Prague's upcoming methodology) for demo sites, fast-track permits, and template clauses.
- Public donors may also help towards the common good (creating reference projects and useful infrastructure like parks or schools)

C. Finance & ecosystem links and contacts

- Banks: Stavební spořitelna České spořitelny ("Buřinka")-bank referenced as potential anchor partner for a pilot portfolio.
- Industry bodies: Czech Green Building Council (panel link), Ancien/INCIEN (Benjamin Hague's institute), universities/test labs (LCA, fire, acoustics).
- And, of course, the three value-chain partners that presented their innovations (Redbeton, Talpa House and Mykilio)

D. Packaged pilots (tri-country, multi-innovator)

The possibility of building demo sites like a "REBUILT Demo Hub", that is a small public pavilion/room built to demonstrate the showcased innovations. Audience showed willingness to host demos and several crowdfunding strategies could be adopted. This would produce test data, case studies, warranty frameworks among other results that were identified by the attendance as what really help to convince buyers.

7. **How did you encourage networking?**

The whole event was focused around encouraging networking among the participants, the following are some of discrete elements that targeted it:

- Explicit networking prompt in chat: during the keynote, the moderator invited everyone to post their email, what they do, and what they're looking for; keeping the chat open as a live contact-exchange stream.
- "Open floor" invitation: from the start, participants were told there would be room for their own short presentations or sharing slides if interested, signalling that audience voices were welcome.
- Interactive crowdsourcing (QR + live link): a live survey was used to create a shared, real-time discussion focus and surfaced volunteers for pilots/host sites, giving organizers concrete leads to connect (e.g., "Would you host a demo site?").
- Structured Q&A after each pitch + panel: attendees could ask live or in chat, enabling direct expert–audience exchanges and follow-up threads (e.g., LCA questions to Talpa House; certification to Mykilio).
- Post-event continuity: Organizers encouraged email follow-up for reporting and next steps, channeling chat leads into concrete introductions.
- Structured Q&A after each pitch + panel: attendees could ask live or in chat, enabling direct expert–audience exchanges and follow-up threads (e.g., LCA questions to Talpa House; certification to Mykilio)
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Some more particular occurrences included:

- Water-reuse permitting contacts were offered to Talpa House (names shared in chat).
- Redbeton received strong audience validation (favorite vote) to leverage in follow-ups with recyclers/ready-mix partners.
- Mykilio gained inbound interest from designers/venues.
- One attendee publicly committed to contact the keynote speaker (Niko), catalyzing further coaching/financing links.

8. **What was the general perception of the organisers?**

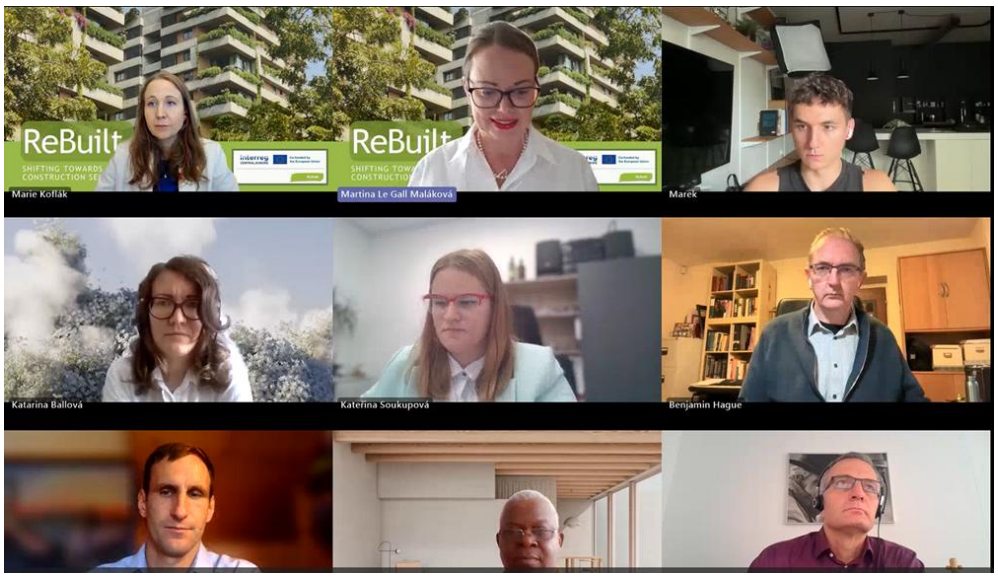
The feedback from the speakers, collected through telephone interviews after the event, highlighted that the atmosphere was pleasant, the event was well organised, and the timing of presentations was appreciated.

Minor technical issues with the invitation process were mentioned. Several speakers expressed interest in receiving ongoing information and opportunities for collaboration.

The crowdsourcing survey was considered valuable for understanding public perceptions, with gaps identified in marketing and limited stakeholder interest in life-cycle assessment. Barriers such as permitting were underlined as major challenges, while pilot demonstrations in cities and possible tax incentives were seen as effective tools to build acceptance.

Speakers also emphasised the importance of public awareness and education, and noted that crowdfunding can be useful but must be timed to match the stage of innovation development.

9. **Screenshots of the event, PPT presentations…**





3. Conclusion

Across all three community-based innovation events (Austria-Hungary-Poland; Germany-Slovenia-Croatia; Slovakia-Italy-Czech Republic), the Interreg CE ReBuilt project demonstrated that public engagement is most effective when it is practical, transparent, and anchored in real solutions. Start-ups and researchers

presented tangible innovations — such as hemp-based bio composites, recycled-aggregate concretes, cement-reducing mix-design software, mycelium insulation, and circular water-reuse — all framed with measurable impacts such as reduced CO_2 emissions, improved durability, and better acoustic and fire performance.

Crowdsourcing sessions consistently revealed that economic and regulatory factors outweigh purely environmental ones when it comes to adoption. Cost, durability, and legal certainty drive decision-making more than green messaging alone.

Crowdfunding was recognised as a complementary financing tool: equity-based models can help scale pilots and fund certification, while rewards campaigns work well to create public demonstration projects that build social proof. However, successful crowdfunding depends on strong storytelling, early-backer incentives, and pre-built community networks.

Several key lessons emerged during the events.

First, proof beats promise — buyers, regulators, and citizens are convinced by evidence kits that include independent tests, certifications, life-cycle and cost analyses, warranties, and case studies.

Second, policy and procurement can unlock scale by providing template clauses, recycled-content targets, and fast-track pilots.

Third, economic framing is pivotal: solutions need to show total cost of ownership savings, operational efficiency, and compliance benefits alongside environmental gains.

Fourth, education and visible pilots reduce resistance, helping to overcome NIMBY/BANANA/CAVE attitudes.

Fifth, digital tools such as material passports and design optimisation software can support adoption if integration and training needs are anticipated.