

Concrete opportunities and a description of how companies process-realise their business ideas

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**GREEN TRANSITION IN CONSTRUCTION -
low-carbon construction and sustainable building materials
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Linking to previous presentations

- Brief link to topics already covered (funding, partnerships, platforms).
- Focus on concrete steps and opportunities to realise business ideas.
- The first presentation answered how to get funding from European programmes.
- The second presentation answered how to connect with key partners.
- We will now look at how to make the most of these opportunities.

Step 1: Identify and evaluate business ideas

- Criteria for selecting and evaluating business ideas that are suitable for implementation.
- The importance of coherence with the calls and programmes discussed in previous presentations.
- Identification of key challenges, risks, and assessment of the resources available to successfully implement the idea.
- Decision-making model: Go/No-Go.

Step 2: Preparing to apply

- Key elements of preparing a project application: documentation, partnerships, budget.
- Practical tips for successful preparation and application.
- The importance of building strong partnerships, realistic budgets and careful documentation.

Preparing a business plan

- Key elements of an effective business plan.
- How to integrate sustainability and digitalisation into your business plan.
- Preparing for EU calls and funding requirements.

Step 3: Process business ideas - from idea to realisation

- Steps to go from idea to reality: planning, development, application.
- Aligning business objectives with funding and tendering targets.
- The importance of consistently monitoring progress and adapting the strategy as necessary.

Risk analysis and risk management

- Identifying the main risks in implementing business ideas.
- Practical risk management strategies.
- The importance of flexibility and proactive project management.

Examples of successful projects

- Presentation of examples of successful projects:
 - **Sustainable urban regeneration** (Horizon Europe)
 - Description of the project, which focuses on the energy renovation of city centres with sustainable building materials.
 - **Application of bio-based materials** (CBE JU)
 - A project focusing on the development and use of bio-based materials to reduce the carbon footprint of construction.
 - **Digitisation of construction processes** (EIC)
 - A project involving the introduction of advanced digital tools to improve efficiency and accuracy in the construction industry.
- Key success factors:
 - Collaboration between different stakeholders, innovation, clearly defined objectives and consistent project tracking.

Practical lessons from successful projects

- In-depth analysis of successful projects in different fields.
- Lessons that companies can learn and apply to their applications.
- Comparison of different approaches and their effectiveness.

Using digital tools to realise business ideas

- An overview of digital tools that can improve project performance.
- How digital tools contribute to efficient project processing and monitoring.
- Demonstrate concrete examples of the use of digital technologies in the construction industry.

Concrete opportunities for 2024-2026

(1)

■ An overview of upcoming opportunities and calls:

- **Horizon Europe** <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/home>: Key calls for 2024 and beyond, focusing on low-carbon urban regeneration and energy efficiency. Calls: <https://ec.europa.eu/info/funding-tenders/opportunities/portal/screen/opportunities/topic-search>.
- **LIFE Programme** https://cinea.ec.europa.eu/programmes/life/life-calls-proposals_en: Environmental and climate opportunities, including projects to improve energy efficiency. Calls for tenders: https://cinea.ec.europa.eu/funding-opportunities/calls-proposals/life-clean-energy-transition_en.
- **CBE JU** <https://www.cbe.europa.eu/>: Bio-based solutions supporting sustainable construction in 2025 and 2026. Calls for tenders: <https://www.cbe.europa.eu/funding/calls>.
- **EIC** <https://eic.ec.europa.eu/>: Supporting breakthrough innovations in the construction industry, funding foreseen in 2025. Calls: https://eic.ec.europa.eu/eic-funding-opportunities/eic-accelerator_en.
- **Local and regional calls for tender**: Interreg and other regional programmes that facilitate cross-border cooperation.

Concrete opportunities for 2024-2026

(2)

I3 - Interregional Innovation Investments

https://ec.europa.eu/regional_policy/en/funding/financial-instruments/i3/.

- Programme objective: The I3 programme is designed to strengthen innovation cooperation between regions with different innovation potential. The main objective of the programme is to foster interregional cooperation in the introduction of innovations in enterprises and their transferability between regions.
- Sectoral support: the programme covers different sectors such as digitalisation, sustainable technologies, bio-based materials and energy efficiency. It is aimed primarily at small and medium-sized enterprises (SMEs) wishing to expand their innovation capacity and strengthen interregional cooperation.
- Target groups: SMEs, research institutions, regional and local authorities.
- Sector focus: Green transition, digitalisation, circular economy, sustainable technologies.
- Funding: co-funding of projects with high innovation value and potential for technology transfer between regions.
- Timeline: next calls expected to be published in Q4 2024, with the possibility of additional calls in 2025 and 2026. https://ec.europa.eu/regional_policy/en/funding/financial-instruments/i3/calls.

Conclusion and recommendations

- **Summary of key points:**
 - Proper identification and evaluation of business ideas.
 - Thorough preparation and planning.
 - Systematically process business ideas.
- **Practical recommendations for businesses:**
 - Monitoring calls for tenders and preparing them on time.
 - Building strong partnerships.
 - Practical application of the knowledge gained.
- **Conclusion and invitation:**

Join us for in-depth cooperation and support in applying for EU programmes to achieve successful project delivery in the construction industry.

Thank you for your attention!

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