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Inside this publication

This publication is Deliverable D7.2 — Final Publishable Report of the BuildUPspeed project, which developed and implemented digital and physical Retrofitting Market Activation Platforms for the industrialised renovation of the EU building stock. It summarises the work carried out during the project from 1 November 2022 to 30 June 2026, presenting the main achievements, key outputs, and results that have attracted the attention of relevant stakeholders, building professionals, construction companies, and public authorities.

BuildUPspeed was implemented by a consortium of 20 partners from five European countries — Austria, France, Italy, the Netherlands, and Spain — bringing together research institutes, technology developers, housing associations, building companies, financial experts, municipal bodies, and two European umbrella associations (UIPI and Housing Europe).



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Terminology

Term	Definition
Assembling	Assembly of (pre-)fabricated materials/products used for construction projects.
Deep renovation	A renovation intervention that achieves energy savings above 60% of annual energy consumption, transforming buildings into nearly zero-energy or zero-emission buildings.
Ecosystem	In BuildUPspeed, an ecosystem refers to a national pilot market (Austria, France, Italy, Netherlands, Spain) comprising local demand and supply actors, institutional bodies, and the regulatory and financial context relevant to building renovation.
Industrialised renovation	An approach to deep renovation that applies prefabrication, modularisation, and standardised production processes to reduce cost, time, and on-site disruption.
Just-in-Time (JIT) delivery	JIT is a well-known Lean Management technique that involves small-scale production at the point of demand. The term "Just in Time" is often used in the construction industry to describe the delivery of goods to a job site. It means that materials will be brought to the site of final installation and installed right away, without being delayed by storage in a laydown or staging area.
Key Exploitable Result (KER)	A project output with clear post-project exploitation potential — products, platforms, methodologies, or services that can be taken to market or replicated independently of EU funding.
Manufacturing	(Pre-)Fabrication of materials/products used for construction projects.
Market Activation Platform (MAP / B-MAP)	A digital hub connecting supply and demand for industrialised renovation solutions. The BuildUPspeed version — the B-MAP — integrates a best practice catalogue, stakeholder directory, feasibility check tool, financial scheme finder, and training resources.
MS	Member State
Off-site	The opposite of on-site concept, where a factory is located in a different geographical area from the construction site.
On-site	Refers to the closeness of the pop-up factory to the construction project. Usually, it means that the factory is located close to the construction site (usually up to district or regional level).

Permanent structure	When a pop-up factory is set-up in a permanent building, e.g. in an abandoned building, old industrial building.
Pop-up factory (PuF)	Pop-up factories are temporary manufacturing and/or assembling facilities that can be quickly set up and taken down to produce components for construction projects. It is a factory in the district itself for the time of the retrofitting program. The factory will develop and assemble industrialized prefab building components that will be installed in the retrofitting projects.
Service	Here refers to any type of service that is provided locally, on-site specifically for construction/retrofitting projects. This could be a consultancy service offering advice on retrofitting activities. Could be a platform to bridge the local demand and supply for renovation projects. It could be a non-profit organization to connect local stakeholders and facilitate knowledge sharing about retrofitting, LCA tools or circularity frameworks.
Temporary structure	When a pop-up factory is set-up in a temporary way, e.g. housed in a container, industrial tent or modular building.

Welcome



Figure 1. Main image of the project website

Europe's building stock is one of the oldest in the world. More than 75% of existing buildings are energy-inefficient, and renovation rates across Member States remain stubbornly below 1% per year — far short of the 3% required to meet climate targets. The gap between technical solutions and real market uptake has been widening, and a generation of EU-funded research projects — despite producing highly promising innovations — has too often failed to translate into tangible renovation activity on the ground.

BuildUPspeed was designed precisely to close this gap. Rather than developing new technical solutions from scratch, the project built on the best results from previous Horizon 2020 projects on industrialised renovation and translated them into practical market activation strategies across five European countries. The result is a set of tools, methodologies, and living platforms that renovation actors — from housing associations and construction SMEs to local authorities and financial institutions — can use today.

The goal is to make industrialised deep renovation visible, its results replicable, and its benefits tangible — for building owners, local industries, and policymakers alike.

BuildUPspeed was implemented by a consortium of 20 partners from Austria, France, Italy, the Netherlands, and Spain, bringing together research institutes, technology developers, housing associations, construction companies, financial experts, municipal bodies, and two European umbrella organisations — UIPI and Housing Europe — ensuring both the technical quality and the European-scale replication potential of its results.

The project's key results — the B-MAP platform, the Pop-up Factory methodology, the best practice catalogue, the ecosystem activation frameworks, and the associated business plans — have been designed for long-term sustainability. The consortium is committed to maintaining the BuildUPspeed Open Platform for a minimum of five years beyond the project's conclusion.



Introduction

BuildUPspeed developed and implemented digital and physical Retrofitting Market Activation Platforms for the industrialised renovation of the EU building stock, running from November 2022 to June 2026 under the LIFE Programme of the European Union (Grant Agreement no. 101075843). The project was coordinated by ACR GOIALDE (Spain) and implemented by a consortium of 20 partners across five countries.

The project was structured around five key pillars:

- Capitalisation of prior EU project results — building on the knowledge base from H2020 projects such as MORE-CONNECT, DRIVE0, P2Endure, re-MODULEES, BIMspeed, and Energiesprong.
- Market and context analysis — mapping the five national ecosystems, their building stock, regulatory frameworks, and financing instruments.
- The BuildUPspeed Market Activation Platform (B-MAP) — a digital hub connecting renovation actors, best practices, solutions, stakeholders, and financing.
- The Local Pop-up Factory (PuF) concept — a flexible framework for establishing temporary, near-site production and assembly facilities for industrialised renovation at district level.
- Five demonstration pilot markets — validating and activating the B-MAP and PuF concepts in real contexts across Austria, France, Italy, the Netherlands, and Spain.

BuildUPspeed placed particular emphasis on modularity, prefabrication, and industrialisation as primary strategies to improve both production efficiency and renovation quality, in line with the EU Renovation Wave Strategy and the revised Energy Performance of Buildings Directive (EPBD 2024). All building types were addressed — residential, social housing, and non-residential — given the high versatility of industrialised renovation solutions across building typologies.

Objectives

BuildUPspeed aimed to accelerate the volume and depth of deep renovation of the European building stock by introducing a Market Activation Platform (MAP) for industrialised renovation solutions, demonstrated across five national ecosystems. The five specific objectives were:

Objective 1 — Accelerating renovation volume and depth

Develop and operate a Market Activation Platform for the promotion and implementation of industrialised renovation solutions, connecting supply and demand across the European building renovation market.

Objective 2 — Local Pop-up Factory concept

Introduce and validate the local pop-up factory concept to speed up industrialised building renovation at local and district level, engaging the full value chain in a site-specific, tailored approach.

Objective 3 — Quality, upskilling, and cross-trade collaboration

Improve the performance of deep renovation through industrialised solutions, enhanced quality control, and targeted local upskilling and training, addressing the full value chain in a multidisciplinary cross-trade approach.

Objective 4 — Demonstration across five national ecosystems

Foster the implementation of BuildUPspeed actions in five national pilot markets — Austria, France, Italy, the Netherlands, and Spain — as demonstration ecosystems for market activation.

Objective 5 — European-scale exploitation and replication

Roll out the BuildUPspeed concept at European level, supported by a bottom-up, end-user and locally driven go-to-market exploitation strategy at Member State level.



Challenges and benefit of the approach

Despite significant EU investment in building renovation research over the previous decade, one of the most persistent barriers has been the absence of market uptake strategies capable of capitalising on the technical and non-technical solutions already developed. This missed opportunity — the gap between EU-funded innovation and real renovation activity on the ground — was the central problem that BuildUPspeed set out to solve.

Ecosystem mapping

The ecosystem mapping process provided a structured overview of the local context, needs, and building sector capacity across the five national pilots. The mapping covered four categories of information systematically collected for each ecosystem:

- Climate and geographic data: climatic conditions characterised using the Köppen-Geiger classification to enable cross-ecosystem comparison.
- Building stock characterisation: reference buildings and traditional renovation packages drawing on the TABULA-EPISCOPE and REMODULEES methodologies.
- Building codes and regulations: national and regional policies governing minimum performance requirements, including energy, seismic, and circularity rules.
- Business models and financial instruments: subsidies, incentives, bonuses, and other schemes applicable to energy renovation and circular economy approaches.

Key challenges addressed

- Absence of market uptake strategies for EU-funded renovation solutions.
- Labour capacity constraints and lack of skilled support personnel in the renovation supply chain.
- Lack of affordable and accessible financing, particularly for individual homeowners and small building owners.
- Top-down approaches that fail to engage local communities; need for bottom-up, demand-driven strategies.
- Insufficient trust among stakeholders and limited adoption of innovative construction technologies.
- Regulatory and permitting barriers slowing the implementation of innovative renovation solutions.
- Absence of recognised quality labels for reused materials, making circular renovation difficult to validate.

Benefits of the BuildUPspeed approach

- A modular, replicable methodology adaptable to diverse climatic, regulatory, and market contexts across Europe.
- A people- and context-centred approach inspired by anthropology and ethnography-based methods, maximising end-user engagement and community ownership.
- Digital tools and the B-MAP platform connecting supply and demand for industrialised renovation solutions in one accessible, open hub.



- The Local Pop-up Factory concept offering flexible, community-rooted production models for deep renovation at district level — five ecosystem blueprints and two fully operational factories by project end.
- An exploitation strategy designed to sustain results beyond the project, with the consortium committed to a minimum of five years of platform maintenance post-project.

Overview of project results

Crosscutting results

Across all five ecosystems and throughout the 44-month project, BuildUPspeed delivered the following overarching results:

- An active, multi-actor stakeholder community around the five pilot markets, covering demand side (building owners, housing associations), supply side (SMEs, manufacturers, installers), institutional bodies, and financial actors.
- Training materials and at least 5 national training courses (one per country) and 2 European-level training courses for building professionals — covering BIM for renovation, industrialised construction techniques, circular economy approaches, and pop-up factory operation.
- Policy recommendations to support the replication of the MAP concept and pop-up factories at EU level, addressed to national and European policymakers and submitted through UIPI and Housing Europe channels.
- Monitoring of the energy performance of renovated buildings across the five pilot sites, covering energy use, CO₂ emissions, and material circularity metrics.

Across the eight industrialised renovation pilots benchmarked under Task 5.4 — together covering close to 68,000 m² of renovated floor area in Austria, France, Italy, the Netherlands, and Spain — the project recorded combined final energy savings of around 5.3 GWh/year, primary energy savings of around 4.8 GWh/year, and a GHG emissions reduction of roughly 844 tonnes of CO₂ per year, alongside around 0.3 GWh/year of new renewable energy generation. The four urban mining pilots — the three Austrian Re-Use Box cases and the French Palmer case — reused over 5,600 construction product units, prevented around 170 tonnes of waste, generated more than €27,000 in direct cost savings and close to €90,000 in avoided transport costs, and created the equivalent of over 4 full-time jobs. (Source: D5.3, draft, June 2026.)

Pilot ecosystems – key outcomes

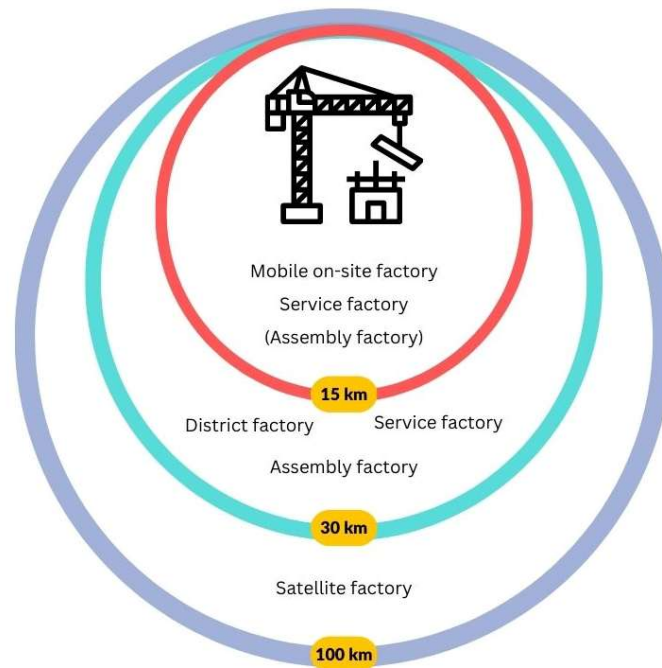


Figure 2. Proximity of pop-up factories to the construction site.

Each of the five national ecosystems produced specific outputs validated under real market conditions:

Tabel 1. Description of ecosystems under real market conditions.

Ecosystem	Pop-up Factory type	Pilot project	Key output
Netherlands	District Factory	Deep retrofit of apartment blocks	Modular mass-customisation approach; digital material passports and retrofit roadmaps.
France	Mobile Factory	Selective deconstruction in Palmer	Reuse of on-site materials (bricks, wood); Just-in-Time logistics model.
Austria	Assembly Factory	Social urban mining pilots	Temporary ownership model for reusable products; infrastructure for safe assembly and transport.
Italy	Satellite Factory	Social housing renovation	Off-site prefabricated components (windows, PV, green roofs); Energiesprong comparison study.
Spain	Assembly Factory	Pontoneros Military HQ — CLT renovation	BIM-coordinated CLT (wood-based) industrialised renovation; circular materials multicriteria analysis.

Lessons learned

BuildUPspeed generated a rich set of lessons relevant not only for the consortium but for any future initiative seeking to accelerate the market uptake of industrialised renovation solutions in Europe. The following key takeaways emerged from four years of project implementation across five diverse national ecosystems.

On market activation and platform development

- ▶ A digital Market Activation Platform is only effective if it is co-designed with real users. Stakeholder interviews and co-creation workshops across the five ecosystems proved essential for defining relevant functionalities and ensuring uptake.
- ▶ The best practice catalogue, the stakeholder directory, and the feasibility check tool were consistently identified as the most valued modules, reflecting the core information gaps that renovation actors face.
- ▶ Matchmaking between supply and demand — connecting available industrialised solutions to specific building typologies and local contexts — is a critical function that static information resources cannot provide.
- ▶ Early adopter engagement is crucial: validating platform assumptions with 5–10 stakeholders per iteration significantly improved the quality and relevance of the final product.

On pop-up factories and local renovation ecosystems

- ▶ Pop-up factories function not only as technical infrastructures but as socio-technical mediators, reshaping relationships among stakeholders, regulations, and resources. Their success depends as much on governance and stakeholder coordination as on technical capability.
- ▶ The appropriate type of pop-up factory (mobile, satellite, district, assembly, or service factory) varies significantly by ecosystem, depending on market readiness, geographic density, BIM maturity, and the degree of stakeholder coordination available locally.
- ▶ Ecosystems with high technological readiness (such as the Netherlands) are well positioned for centralised production models; those with fragmented markets (France, Spain, Italy) benefit more from service factory approaches focused on capacity building and knowledge transfer.
- ▶ Integrating local SMEs, vocational training institutes, and building owners in the design of the pop-up factory concept from the outset is essential to ensure community acceptance and long-term sustainability.

On ecosystem diversity and replication

- ▶ The five ecosystems covered by BuildUPspeed represent a highly diverse range of climatic conditions, building typologies, regulatory frameworks, and market maturity levels. This diversity, while complex to manage, was a major asset: solutions validated across such different contexts have a much stronger claim to European-wide replicability.
- ▶ A common methodology with locally adapted implementation is more powerful than a one-size-fits-all approach. Harmonised tools and templates enabled cross-ecosystem comparison, while local adaptation ensured relevance and uptake.
- ▶ Capitalising on existing EU project results — rather than developing new technical solutions from scratch — proved highly efficient and allowed the project to achieve impact at scale within a 44-month timeframe.



On exploitation and long-term sustainability

- ▶ Identifying Key Exploitable Results (KERs) early and iteratively validating their market potential through Lean Canvas sessions, SWOT analyses, and pitch sessions significantly improved the quality of the final exploitation plan.
- ▶ Business model sustainability beyond project funding requires clear value propositions, identified revenue streams, and active engagement of partners with a commercial interest in maintaining the platform and services.
- ▶ The involvement of UIPI and Housing Europe was instrumental in ensuring European-scale dissemination and providing a credible pathway to replication across Member States not represented in the consortium.

Project results

Key Exploitable Results (KERs)

Through a structured exploitation process — including KER scouting workshops, Lean Canvas sessions, early adopter interviews, and pitch preparation activities — the consortium identified and developed six Key Exploitable Results. These represent the most promising outputs for post-project deployment and market impact:

KER 1 — The Market Activation Platform (MAP / B-MAP)

A scalable, open digital platform for discovering, comparing, and sharing industrialised renovation solutions, best practices, stakeholders, financial schemes, and training resources. The consortium is committed to maintaining the platform, [Market Activation Platform-BuildUPspeed](#), for a minimum of five years post-project.

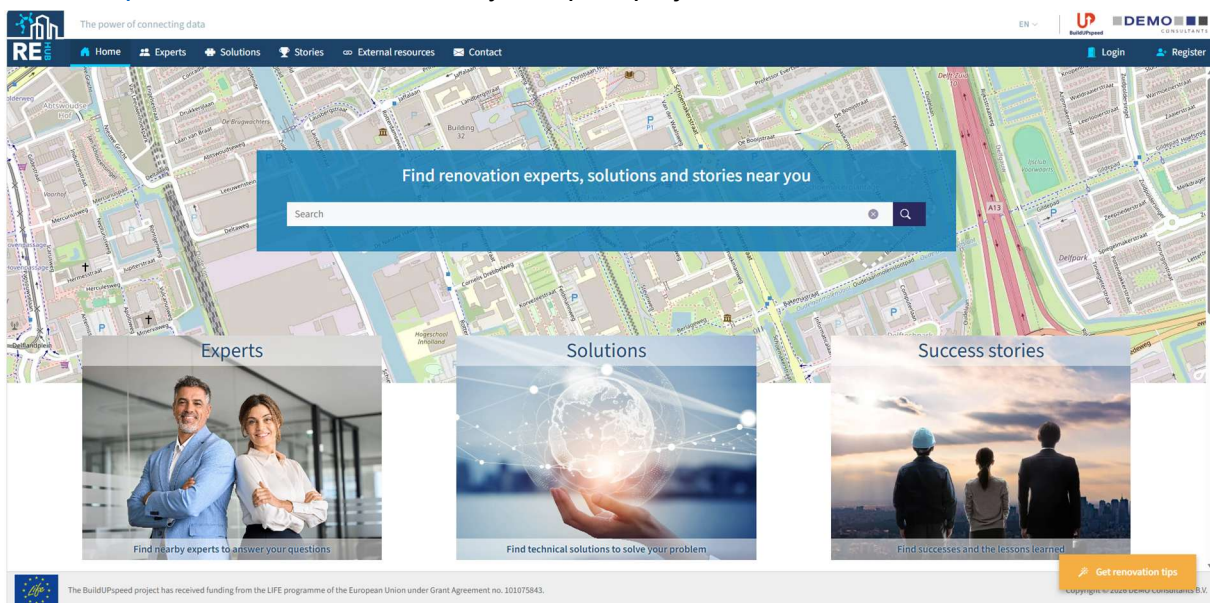


Figure 3. Homepage of the BuildUPspeed Market Activation Platform (B-MAP)

KER 2 — Financial Consulting

An advisory and crowdfunding service connecting citizens and investors with renovation projects through crowdlending, helping building owners and renovation companies access and combine financing schemes, incentives, and innovative instruments. Led by Ener2Crowd, with pilot deployments in Spain, Italy, and the Netherlands.

KER 3 — Pop-up Factory Concepts

A consultancy and planning service — covering typology definitions, business case templates, and ecosystem-specific scenarios — for establishing local pop-up factories as drivers of deep renovation at district level. The methodology covers five PuF typologies (mobile on-site, satellite, district, assembly, and service factory) and is being taken forward by DEMO with ZUYD.

KER 4 — Re-Use Box

A service package that turns deconstruction sites into temporary, mobile stores for reusable construction materials, making valuable materials visible and sellable instead of discarded as waste. Led by the Austrian Institute of Ecology together with BauKarussell.

KER 5 — Re-Use Truck



A mobile "pop-up factory on wheels" — a specially equipped workshop truck that travels directly to construction, demolition, and renovation sites to recover, clean, repair, and refurbish sanitary fixtures such as toilets, sinks, and bathtubs for reuse. Led by Nobatek, with a first pilot deployment around Bordeaux Métropole.

KER 6 — Spanish Training Program "Getting to Know Industrialisation"

A concise, 100% online introductory course on industrialised construction and renovation for architects, engineers, surveyors, and public-sector technicians, with tutor support and a certificate on completion. Developed and run by IVE, launched through a newsletter reaching around 27,000 subscribers.

Reports as project results / insights

- The BuildUPspeed consortium produced a series of public deliverables synthesising the project's analytical work, methodology, and findings. All documents are available on the project website and on the European Commission's LIFE project portal:
- ▶ D2.1 — Market Profiling and Capitalisation of Actions & Networks: Ecosystem mapping, best practice catalogue, innovative solution matching, and call-to-action plans for the five ecosystems.
- ▶ D3.1/D3.2 — The BuildUPspeed MAP Tool Definition and Platform: Functional requirements, use cases, data model, mock-ups, prototypes, and deployment roadmap for the B-MAP.
- ▶ D4.1 — Pop-up Factory Implementation Plans and Scenarios: Analysis of PuF typologies, ecosystem-specific design visualisations, implementation plans, and SWOT assessments.
- ▶ D5.2/D5.3 — Market Activation Platform Evaluation and Final Report: Evaluation of the digitised MAP and PuF concepts; monitoring of ecosystem activation results.
- ▶ D6.1 — Exploitation Plan and Business Models: KER validation process, business model canvases, exploitation roadmaps, and business plans for each pilot market.
- ▶ D6.2 — BuildUPspeed Road Shows: Report on European awareness-raising and dissemination events catalysing industrialised renovation.
- ▶ D6.3 — Policy Recommendations: Final policy recommendations for the replication of the MAP concept and pop-up factories at EU level.

Digital solutions & e-tools as project results

The central digital output of BuildUPspeed is the BuildUPspeed Market Activation Platform (B-MAP), a web-based tool designed to be scalable, open, and accessible to a wide range of renovation actors across Europe. The B-MAP was developed using an Agile/Scrum methodology to ensure iterative improvement and responsiveness to user feedback throughout the project.

B-MAP modules

- ▶ **Best Practices module:** A searchable finder for renovation case studies, products, digital tools, and reuse examples from the five ecosystems and beyond. Presented in map and list format to facilitate discovery and knowledge transfer.
- ▶ **Directory module:** A database of producers, suppliers, contractors, and other renovation stakeholders, enabling users to identify and contact relevant actors in their region.
- ▶ **Feasibility Check:** A diagnostic tool allowing users to assess the suitability of industrialised renovation for their building type and context, providing a quick pre-sizing of potential savings and costs.
- ▶ **Financial Information module:** A curated overview of available financing schemes, subsidies, incentives, and innovative instruments applicable to energy renovation (European, national, and regional).
- ▶ **Training and Events:** Access to capacity-building resources, training materials, and an events calendar for renovation professionals.
- ▶ **Renovation Wizard and PuF Wizard:** Step-by-step guided tools helping non-expert users navigate the platform, identify renovation options, and understand the pop-up factory concept.

Data infrastructure

The B-MAP is underpinned by a structured Catalogue Data Model that interconnects solutions, stakeholders, projects, financing schemes, and events, enabling matchmaking between user needs and available resources. This interconnected design transforms static information into actionable knowledge — a key distinction from existing renovation information portals.

The platform was designed for long-term sustainability, with direct database input for initial deployment, complemented by API/web service integration as the most scalable and sustainable strategy for ongoing data management.

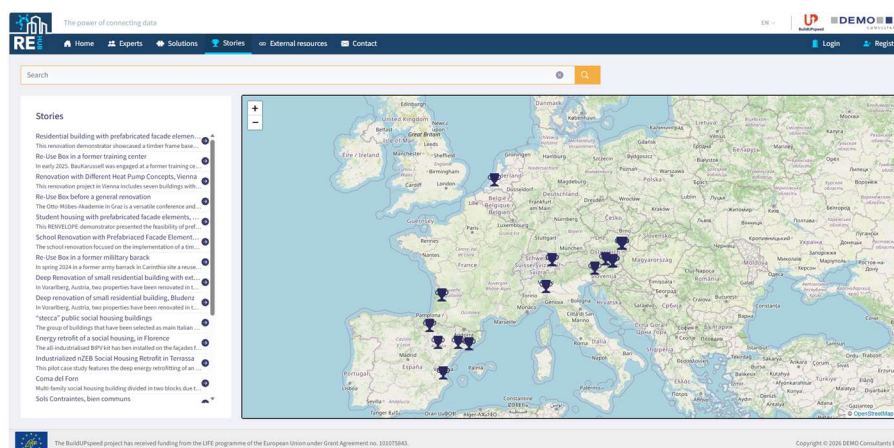


Figure 4. Stories page of the B-MAP webtool.

Recognised scientific value of the project results

BuildUPspeed contributed to the scientific and technical knowledge base on industrialised building renovation through several recognised channels:

- The ecosystem mapping methodology, drawing on Köppen-Geiger climate classification and the TABULA-EPISCOPE and REMODULEES building typology frameworks, provides a replicable analytical structure for cross-European renovation market analysis.
- The pop-up factory typology framework — distinguishing mobile on-site factories, satellite factories, district factories, assembly factories, and service factories — offers a novel conceptual contribution to the field of industrialised renovation.
- The Actant Mapping Canvas methodology, applied in ecosystem workshops to analyse barriers and solutions across human and non-human actors, demonstrated the value of socio-technical analysis frameworks in renovation planning.
- The best practice catalogue, with its standardised technical specifications and implementation checklists, provides practitioners and researchers with a validated resource for comparing and replicating industrialised renovation solutions across diverse contexts.
- Project findings were disseminated through conference presentations, contributions to the European Sustainable Energy Week (EUSEW), and Concerted Action EPBD sessions.

BuildUPspeed partners have contributed to several scientific publications linked to project results, covering topics such as industrialised renovation, Pop-up Factory concepts, market activation, and energy performance. The number of publications and their citation metrics will be reported in the final project monitoring report (D1.1). Three contributions stand out. The paper "From Technical Innovation to Market Uptake" was presented by the consortium at the 4th International Sustainable Energy Conference (ISEC 2026, Graz, April 2026), examining the BuildUPspeed pilots' implementation of the Pop-up Factory concept and analysing ESCO and crowdfunding (loan and equity) models for the Italian social-housing pilot. At the 7th Symposium on Circular Economy and Sustainability (CESUST 2026, Maastricht, June 2026), Zuyd University presented "Pop-Up Factories as scalable and circular solutions for accelerating deep renovation processes across diverse European renovation ecosystems", as both an oral presentation and a written abstract, reinforcing the academic visibility of the Dutch ecosystem's results. Finally, PTEC published the Glossary of Industrialized Construction Terms, a free, open-access digital tool (plataformaptec.es) standardising terminology for the sector — from manufacturers and developers to public administrations and training institutions — strengthening the Spanish ecosystem's role in consolidating industrialized construction terminology.

Media products and communications

BuildUPspeed produced a range of communication outputs targeting diverse audiences including policymakers, market actors, the education sector, and the general public:

- ▶ **Project website:** A dedicated website providing public access to project news, deliverables, partner information, and platform access, regularly updated throughout the project duration.
- ▶ **Social media presence:** Regular communications on LinkedIn covering project updates, ecosystem stories, consortium meeting highlights, and policy-relevant content.



Figure 5. Statistics of the linkedin page of the last year of the project.

- ▶ **Promotional video:** A multilingual promotional video (3–5 minutes) summarising the project's goals, approach, and key results, with subtitles available in all five project languages.
- ▶ **Communication materials:** Factsheets, posters, roll-ups, and folios produced in all project languages, providing accessible overviews of the B-MAP, the PuF concept, and ecosystem results.
- ▶ **Policy briefs:** Targeted documents addressed to national and European policymakers, summarising BuildUPspeed's policy recommendations on harmonisation of standards for industrialised renovation, financial support mechanisms for pop-up factories, and integration of the MAP into national advisory services.
- ▶ **BuildUPspeed Final Event:** Closing conference (June 2026) presenting final results to a broad European audience of renovation professionals, policymakers, and investors, and launching the post-project exploitation phase. In total 58 people were registered, 34 of them being out of the project.



Acknowledgements

BuildUPspeed has received funding from the LIFE Programme of the European Union under Grant Agreement no. 101075843. The consortium gratefully acknowledges the European Commission's CINEA agency for its support throughout the project.

The project was coordinated by ACR GOIALDE (Spain) and implemented by 20 partners from Austria, France, Italy, the Netherlands, and Spain. The consortium also thanks the hundreds of local stakeholders — building owners, construction companies, municipalities, housing associations, financial institutions, and training centres — who participated in the ecosystem activities and contributed to making BuildUPspeed's results credible and replicable.