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RECOVERY AND INCREASE OF RESILIENCE IS AN OPPORTUNITY FOR CREATING SUSTAINABLE ECONOMIC GROWTH

The pandemic collided with efforts to reduce climate change. Solutions for both crises must be integrated into a coherent response. After immediate measures of health protection, safety and social security, inclusive recovery programs must encourage economy towards sustainable growth and increased resilience.

We should not allow the present crisis and impatience for a speedy recovery to jeopardize the transition towards clean energy. Those are not opposite goals as they may create many jobs, encourage investments, support economic diversification, and reduce pollution, thus increasing public health.

USING EU FUNDS TO ENCOURAGE THE DEVELOPMENT OF NEIGHBORING COUNTRIES

The pandemic has caused the bonding of people, families, local communities... Mutual familiarity is a good direction for encouraging open partnerships between countries of Central and South-Eastern Europe. In the new reality, fundamental EU value: freedom of movement of persons, goods and capital should become a two-way street.

EU funds represent an opportunity for both member states and candidate states for a speedy recovery. It is to be expected that we have learned something in the last three decades and over the last few months.



FROM LEFT TO RIGHT: Clemens Hammerl, Ibrahim Imam, Domagoj Dolinsek, Sander van de Rijdt, Constantin Köck

DOMAGOJ DOLINSEK,
Founder of PlanRadar

FROM STARTUP TO SCALE-UP

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Since 2013, the Austrian scale-up PlanRadar supports companies from the construction and real estate industry around the world with the digitisation of processes. The market in Southeast Europe forms a cornerstone for the ongoing expansion. PlanRadar is a software for documentation and communication in construction and real estate projects that is used worldwide for construction management. Around 25,000 projects in 45 countries are carried out with PlanRadar every week and these numbers are increasing every month.

DIGITISING THE CONSTRUCTION AND REAL ESTATE INDUSTRY

PlanRadar was founded in Vienna in 2013. The idea for this came from my personal, many years of experience on large construction sites in Southeast Europe. At that time, I accompanied projects in the planning and construction management on site at shopping centres, logistics centres, but also hotel complexes in Croatia and Hungary. I founded PlanRadar out of my own need, because I saw a lot of untapped poten-

tial for increasing efficiency, especially in documentation and communication during construction projects.

The advantage of the software: It enables simple data acquisition and smooth exchange of information between those involved in the project on all devices and platforms (Android, iOS, Windows). Users locate texts, images, documents and more on digital building plans. As a result, facts are presented in a transparent and comprehensible manner and confusing paperwork is a thing of the past. Over the years we have added new functions to the product. Since this September, thanks to the new BIM functionality, users can also store data on services, defects, etc. in multidimensional building models.

We are so successful with our software that we were able to quickly establish ourselves in the DACH region. Because of my intimate knowledge of the SEE region, it became one of our first targets for an expansion.

THE MARKET IN SOUTHEAST EUROPE FORMS IDEAL CONDITIONS

PlanRadar has opened its location in Zagreb in 2019. From the Croatian capital we are successfully tackling the expansion in Southeast Europe. The market in SEE is very exciting for us, as the digitisation of processes is often not as advanced as in some Central and Western European countries. At the same time, however, we are seeing a great need for efficiency-increasing solutions among the companies and institutions located there. This is also favoured by the fact that in markets such as Serbia and Croatia a lot is currently being invested in infrastructure or in the tourism sector, including hotels and apartments.

In addition, the construction and real estate industry from German-speaking countries enjoys a high reputation in

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Park Resort Porec

SEE. We notice this when we come into contact with customers on site, including companies such as Kamgrad, ATP Architekten, and STRABAG.

WHEN UPSCALING, RELY ON THE RIGHT BASICS AND LEARN FROM EXPERIENCE

Thanks to cooperation with international investors and a continuously improved product, we were able to establish ourselves very quickly on the Southeast European market. Our “upscaling” strategy is to have a local presence in all of our core markets. In this way we can gather important operational knowledge in Croatia, Serbia and Slovenia and optimally adapt to the needs of our customers. An example: We published a feature in mid-2020 that allows users to digitally create various reports such as construction

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site diaries in PlanRadar. Feedback from our customers in Southeast Europe has helped us a lot in developing this new functionality.

The knowledge gathered in SEE has also helped us a lot with further internationalisation this year.

OPENING UP NEW MARKETS

In 2020 we opened further locations in Stockholm, Warsaw, Paris, and Moscow. We are also planning to expand into Italy, Spain, the Netherlands, and Romania. The United Arab Emirates and Australia are the first possible overseas locations, but that will depend on the overall economic situation and the further development of the COVID-19 crisis.