

●
From *challenges*
to **innovation** projects :

A **participatory innovation
journey** for the digitalisation
of the construction sector



in the framework of

Table of contents

Introduction

3

5

The participatory approach applied to the innovation journey

- A structured innovation journey: from challenge to idea to project
- The co-creative methodology embedded as a holistic approach
- The multi actor approach as a backbone of participatory innovation pathways

● Event formats and practical examples

14

Stage 1
From challenges to ideas

- 1.1. Identify challenges with the *challenge exploration Forum*
- 1.2. From company challenges to visionary ideas with the *Future makers lab*
- 1.3. From company challenges to concrete solutions or R&I idea with the *Match or create forum*

Stage 2
From ideas to projects

- 2.1. From innovative ideas to a collaborative project with *Project design workshops*
- 2.2. From company needs to proof of concept with the *POC Studio*

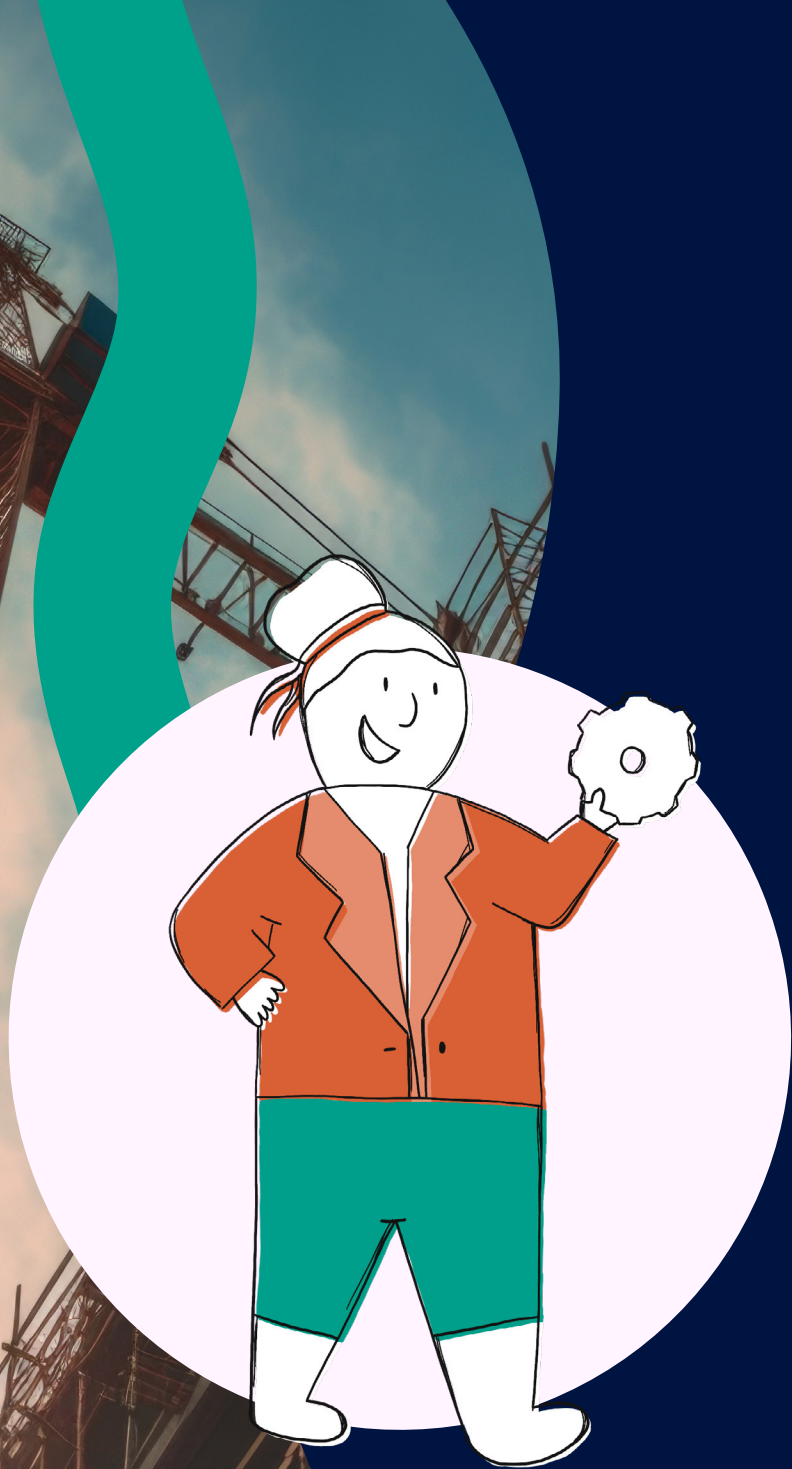
26

Conclusion

21

This document is interactive.

Click on the various buttons and sections to explore and navigate through it more easily.



Introduction

The digitalization of the construction sector poses significant challenges not only because of technical and social barriers, but also because organizations struggle to clearly identify their own digital needs, innovation priorities, and pathways for experimentation.

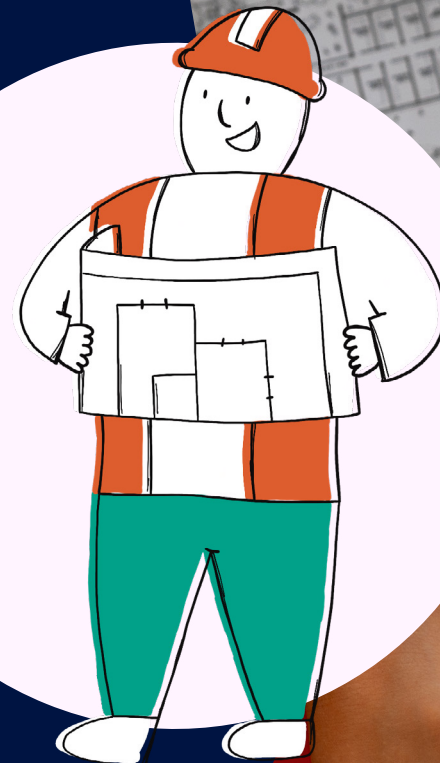
Companies and sector stakeholders often face difficulty articulating strategic digital requirements, aligning them with operational constraints, or translating them into feasible Research & Innovation (R&I) project ideas. This is further complicated by the sector's fragmentation, the limited interoperability of digital tools, and the diversity of organizational sizes—from large contractors to SMEs with limited innovation capacity. Testing proof-of-concepts (PoCs) also remains challenging: pilot environments are often complex, real-world data is difficult to access or share, and there is uncertainty about return on investment, scalability, and integration into established workflows. As a result, promising technological opportunities frequently remain disconnected from actual business needs, and innovation processes struggle to achieve maturity or long-term adoption.

These difficulties reveal that the main obstacles to digitalisation are **not purely technological**, but are closely linked to the **way innovation is initiated, structured, and supported over time**. In many cases, digital tools fail to deliver value not because they are technically inadequate, but because companies lack a clear pathway to move from problem identification to experimentation, validation, and implementation. This highlights the importance of viewing innovation as a **progressive journey**, composed of successive and interdependent stages—from the identification of needs and challenges, to idea generation, prototyping, and the structuring of collaborative R&I projects. In the construction sector, where operational constraints are strong and stakeholders are highly interdependent, such a journey must be iterative and grounded in real use contexts to ensure that digital solutions are both relevant and adoptable.

In the construction and digital sectors, innovation challenges are inherently **cross-cutting and interdependent**, making a **multi-actor approach** particularly critical. Digital solutions in construction affect the entire value chain—from design and engineering to on-site execution, asset management, and regulatory compliance—and require the alignment of multiple actors with distinct roles, constraints, and levels of digital maturity. Bringing together construction companies, workers, technology providers, clients, researchers, and public authorities enables a more accurate identification of needs and innovation opportunities, firmly grounded in operational realities such as site conditions, data availability, regulatory frameworks, and organisational practices. By integrating technical expertise from the digital domain with construction know-how and field experience, **participatory collaboration** helps ensure that R&I ideas are not only technologically robust but also compatible with real-world workflows and sector constraints. Moreover, involving these actors early in the co-definition, design, and testing of proofs of concept supports solution relevance, builds trust across the ecosystem, and increases the likelihood of adoption and scaling within the construction sector.

This document will depict the **participatory and the multi actor approaches** implemented for the innovation journey during the **eDIH Connect** project by GreenWin. The formats of these participatory events will be described, completed by concrete examples of events organised by GreenWin.

The *participatory approach* applied to the innovation journey





A structured innovation journey: from challenge to idea to project

Innovation in complex sectors such as construction and digital technologies is increasingly understood as a progressive and iterative journey, rather than a linear or technology-driven process. The literature on innovation systems, co-creation, and applied research highlights that successful innovation emerges from the ability to translate real-world challenges into actionable ideas and, ultimately, into structured projects capable of delivering impact. This journey typically evolves through three interconnected stages, although the participatory events presented in this document will focus only on the first two:





The innovation journey begins with the **identification and framing of challenges**. This step can take place at different levels—regional, sectoral, or company-specific—and may address short- to medium-term operational needs (*Challenge exploration round tables*) as well as more visionary, long-term challenges (*Future Makers labs*). Rather than starting from predefined solutions, this phase focuses on understanding unmet needs, operational constraints, and the broader contextual factors that shape innovation potential. The literature highlights that challenges are often ill-defined at the outset and require collective sense-making to uncover underlying problems, priorities, and opportunities. Achieving a clear and relevant problem definition therefore benefits from **multidisciplinary perspectives**, which help refine and contextualise needs more precisely.

Once challenges are clearly framed, the innovation journey moves toward the **exploration of possible responses**, ranging from the identification or adaptation of existing solutions to the development of entirely new approaches. At this stage, bringing together demand-side actors (*companies*), supply-side actors (*technology providers*), and researchers is essential to identify research and development gaps and to assess whether incremental innovation is sufficient or whether more substantial development efforts are required. In many cases, relatively small adaptations can enable existing solutions to better address company-specific needs,

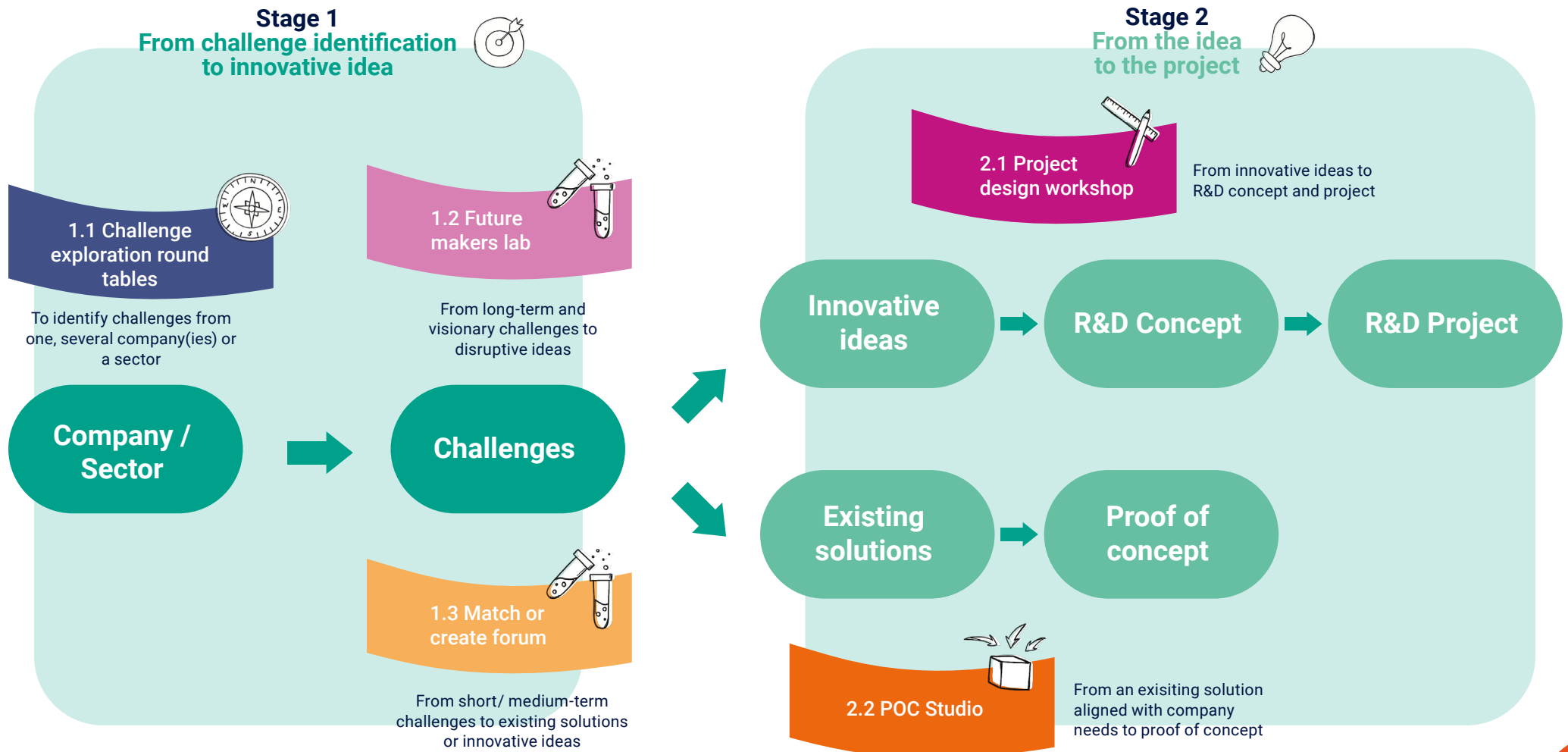
provided that their relevance and feasibility are validated through the **development of proofs of concept** or demonstrators (*POC studio*). When no suitable solution exists, or when existing approaches prove insufficient, idea generation and exploration become central to the process and are typically iterative, with ideas progressively refined through dialogue, feedback, and confrontation with existing practices and technological possibilities. While short, structured brainstorming formats are effective in generating practical R&D ideas addressing immediate or medium-term company needs (*Match or Create Forum*), more immersive and longer-term co-creation approaches—such as hackathon-style formats—can be particularly valuable for more complex or emerging challenges and anticipating future sectoral transformations (*Future Makers labs*). In a wider view, opening the process to a wider range of actors (*other disciplines, integrates citizens, public authorities...*) enables to align the generated ideas with everyone's expectations and therefore to facilitate its future acceptance and market uptake.

The final stage of the journey involves **transforming promising ideas into one R&D idea that can evolve into a funded project**. This requires moving from conceptual thinking to project logic: defining objectives, identifying required expertise and partners, clarifying expected impacts, and designing a work plan, which can constitute successive workshops. In Research & Innovation contexts, this stage also involves aligning ideas with funding frameworks, regulatory conditions, and implementation pathways (*Project Design Workshop*). A range of workshop formats may be implemented, from collective workshops involving multiple roundtables to more targeted sessions with a single consortium, depending on the level of maturity of the project concept.

Participatory event formats supporting the innovation journey

Click on each format to learn more about it

This figure presents the first two stages of the innovation journey together with the participatory event formats deployed by GreenWin within the EDIH Connect project. Each format was designed to support specific phases of the journey, enabling companies to progressively identify needs, refine ideas, and structure collaborative innovation initiatives. Inspiration activities, networking opportunities, and support for funding identification were implemented as transversal dimensions embedded across the different formats and stages.



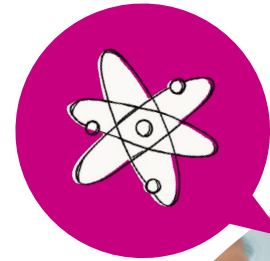
[Back to the table of contents](#)

The co-creative methodology embedded as a holistic approach

Participatory formats are powerful tools for identifying needs and shaping innovation projects, but their full impact is achieved when they are integrated into a broader, **holistic support approach**. For companies—particularly SMEs—digitalisation is not a linear process, but a journey requiring awareness, guidance, collaboration, and structured support. Embedding participatory activities within a comprehensive framework ensures that they contribute effectively to innovation, from early ideation to concrete implementation.

They also benefit from guidance in **navigating funding opportunities**, forming R&I consortia, and structuring project proposals that build on the insights generated during participatory activities. **Networking** events and **matchmaking** sessions are equally important, as they help maintain momentum, connect complementary expertise, and foster long-term collaboration beyond single workshops.

Integrating these elements into a coherent pathway ensures that participatory engagement does not remain an isolated moment, but becomes part of a structured journey that supports companies from awareness and ideation through to project development, experimentation, and eventual adoption. Such a holistic approach strengthens the sector's capacity to turn insights into tangible innovation outcomes and sustainable digital transformation.



The participatory approach applied for the innovation journey

Inspiration

A first essential step is to inspire companies and increase their understanding of what digitalisation can offer. Conferences, technology demonstrations, and showcases of best practices provide tangible examples of tools, innovative workflows, and successful use cases.

These activities help companies visualise how digital solutions can be applied to their own operations, reduce uncertainty, and build confidence in exploring new approaches. They also foster peer learning and allow companies to identify relevant trends and benchmark their practices, creating strong engagement for further innovation actions.



[Back to the table of contents](#)



Networking

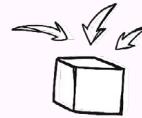
Networking and partner search are key to transforming ideas into collaborative projects. While participatory events generate valuable insights, their impact is significantly enhanced when companies can connect with complementary actors such as technology providers, research organisations, and industry stakeholders.

Networking moments and structured matchmaking sessions support the identification of partners, the development of trust, and the creation of long-term collaborations. By linking these activities with co-creation events, companies can move from ideation to concrete project development, pooling expertise and resources to address complex challenges.

Funding

To translate ideas into actionable projects, companies also require support in identifying and accessing suitable funding opportunities. This involves aligning their innovation concepts with relevant regional, national, or European programmes, as well as understanding application procedures and expectations.

Within the EDIH Connect project, this was addressed through tailored, step-by-step support, including the identification of funding mechanisms, assistance in proposal preparation, and guidance in structuring R&D strategies. These services were complemented by information sessions and capacity-building activities, enabling companies to strengthen their ability to engage in innovation funding schemes.



By combining inspiration, networking, and structured funding support, participatory approaches become part of a continuous innovation pathway rather than isolated activities.

This integrated approach enables companies to progress from awareness and idea generation to collaboration, experimentation, and implementation. Ultimately, it strengthens the capacity of the construction sector to transform insights into tangible outcomes and supports a more effective and sustainable digital transformation.



The multi actor approach as a backbone of participatory innovation pathways

In the construction sector, digitalisation affects multiple stages of the value chain—from design and engineering to on-site execution, asset management, and regulatory compliance. This complexity, combined with the sector's fragmentation and strong interdependencies, makes a **multi-actor approach essential**.

In practice, this means engaging a carefully selected set of stakeholders, each contributing distinct expertise and perspectives at different stages of the innovation journey.

Integrating participatory and co-creation processes enables challenges to be better understood in their real-world context, ensures that proposed solutions respond to actual needs, and increases the relevance, feasibility and impact of R&I projects.

By actively integrating these stakeholders into **different stages of the innovation journey**, the approach becomes concrete and targeted.

- **Challenge identification and framing:** At this stage, construction companies, site managers, and operational staff provide first-hand insights into daily bottlenecks, inefficiencies, and unmet needs, while digital technology providers and researchers contribute knowledge of emerging tools, methodologies, and data possibilities. Public authorities and regulators clarify compliance and policy requirements. Together, these actors co-define real-world problems and prioritise challenges, ensuring that subsequent innovation efforts are grounded in actual sectoral needs.
- **Idea generation and exploration:** Once challenges are framed, multidisciplinary teams—including engineers, architects, IT specialists, researchers, and sustainability experts—explore potential solutions. Companies bring operational constraints and business priorities; technology providers contribute awareness of existing solutions or technological frontiers; academic actors enrich the process with research-based knowledge, validation methods, and cross-sector insights. Civil society actors or end-users, where relevant, offer perspectives on usability, social acceptance, and broader societal impact.
- **Prototyping and proof-of-concept development:** During prototyping phases, student teams, R&I experts, and technology providers work closely with companies to transform ideas into tangible solutions. Here, operational feedback is crucial to ensure the prototype addresses practical constraints. Iterative co-creation ensures that solutions are validated technically and operationally before broader deployment.
- **Project design and implementation:** When moving from promising ideas to structured R&I projects, multi-actor involvement ensures that proposals are feasible, fundable, and aligned with sector needs. Companies define objectives and expected outcomes, researchers and academic institutions contribute expertise and methodological rigor, and technology providers ensure alignment with the latest digital capabilities. Policy and funding actors support the process by guiding alignment with regulatory and funding frameworks.

Stage 1



1.1 Challenge exploration round tables

R&D institution
Civil Society
Public authorities
Clusters
Companies



1.2 Future Makers lab

Students
Companies
Civil Society
Citizen & R&D
institution
Public authorities



1.3 Match or Create Forum

Companies (supply)
R&D institutions
Companies (demand)
Funding Bodies

Stage 2



2.1 Project design Workshop

Companies
R&D institutions



2.2 POC studio

Companies
Students



[Back to the table of contents](#)

Within the framework outlined in this report, the multi-actor approach is implemented through a variety of collaborative formats, each addressing specific stages of the innovation journey. These events can function individually or build on one another, fostering dialogue between supply and demand, encouraging shared ownership of outcomes, and contributing to enhanced innovation capacity, accelerated adoption, and greater sustainability and scalability of results.



Stage 1
From Challenge to
innovative idea

Identify challenges



1.1

Challenge exploration round tables

Objective

Foster a collective **reflection on sectoral challenges and needs**, focusing on a specific thematic angle while integrating the diverse perspectives of a broad range of stakeholders. By bringing together multidisciplinary actors in a participatory and reflexive setting, this format enables the joint identification and discussion of major challenges. Depending on the audience and context, the scope of discussion may be broad (e.g. the use of data in public administration) or more focused (e.g. the use of AI tools to facilitate contractors' administrative tasks).

Deliverable

A structured list of practical challenges faced by stakeholders will be established, serving as a basis for identifying potential solutions in a subsequent step. While solution identification will be further developed later, some potential solutions may already emerge during the discussions, as the co-creation process should not restrict participants or limit the development of their ideas.

Participatory Audience

This format engages multidisciplinary stakeholders from one or several sectors. The combined participation of academia, companies, public authorities, civil society organisations and clusters brings together diverse societal and economic roles as well as a wide range of disciplines (e.g. architecture, materials science, digital technologies, AI, engineering, construction).

Format

The half-day event begins with introductory presentations providing shared context and background information, enabling all participants to contribute effectively to the participatory process. The second part consists of facilitated roundtable discussions, with groups of 4–8 participants and one facilitator per table, designed to encourage in-depth exchanges and collective reflexion. Networking moments allow to facilitate further collaborations.

Click here to return to the innovation journey and event formats overview.

Concrete example: Colloque pouvoirs publics

The “*Colloque Pouvoirs publics*” was organised to support public and private stakeholders in collectively identifying and clarifying the challenges related to data sharing in public construction projects. While discussions occasionally led to the emergence of potential solution paths, the primary objective of the event was to foster a shared understanding of key barriers rather than to develop concrete solutions.

The event opened with a plenary session bringing together three speakers who presented current data practices in the public sector and in companies, as well as the tools used, establishing a common baseline for the 73 participants. This was followed by roundtables designed to enable experts and practitioners to clarify needs, identify expectations, and explore misalignments across stakeholders.

Structured around three thematic challenges – stakeholder mobilisation, strategic and regulatory frameworks, and digital collaboration tools – the roundtables focused on identifying barriers encountered in operational contexts. Through facilitated discussions and case-based exchanges, participants highlighted recurring challenges such as the lack of standardised practices, uncertainties related to governance and trust, and the limited availability of concrete examples demonstrating the value of data sharing.

Rather than delivering ready-made solutions, the roundtables generated a shared articulation of challenges, which subsequently served as reference points for follow-up activities, such as dedicated workshops focused on solution development, analytical reports on data usage, and further ecosystem-level discussions.



Stage 1 - From Challenge to Innovative idea

From long-term challenges to disruptive ideas



1.2

Future
Makers lab

Objective

Enable a collective and creative process that brings companies together to identify and frame **visionary challenges**, while co-creating and designing **disruptive, forward-looking ideas** that address societal and sustainability challenges, including dimensions of social and sustainable innovation. These challenges are proposed and mentored by companies, with a strong emphasis on exploring future-oriented, “dream-based” approaches that go beyond incremental innovation.

The guiding principle is to inspire companies to think outside the box, experiment with new ways of working, and explore alternative paths that challenge existing practices.

Deliverable

A set of disruptive, out-of-the-box solutions co-created, each in response to a forward-looking challenge defined by one company. Each solution is materialised through either a handmade or digital demonstrator and is showcased during an open final ceremony in front of a panel of diverse stakeholders.

Participatory Audience

The co-creation process brings together multidisciplinary teams of 4–5 students, each supported by a company mentor to ensure alignment with the thematic challenge and by a member of the organising team to ensure coherence with the overall framework and rules. The final event is open to and relevant for all stakeholders connected to the topic, including citizens, researchers, companies and other ecosystem actors.

Format

This event is a multi-step and immersive format, combining inspiration sessions, collaborative work phases, company visits and a final demonstration event. The process starts with the engagement of higher educational establishments and companies, followed by the collection and framing of challenges and the formation of multidisciplinary teams. Dedicated work sessions then allow participants to co-create, refine and mature their ideas, leading to the development of a demonstrator presented during the final awarding ceremony.

Concrete example: Home Sapiens

Home Sapiens is an open innovation initiative led by GreenWin as part of the Circular Wallonia strategy, aiming to accelerate the transition of the construction sector toward circularity and resilience.

The event brings together Walloon companies, higher education students from multiple disciplines in a co-creation process focused on imagining the “future-proof” habitat of 2100.

Through the Home Sapiens Challenge 2025, a six-day hackathon-style innovation journey, multidisciplinary student teams (3-5 persons / team) worked on 10 real challenges proposed by companies. The scenarios addressed extreme climate conditions, resource scarcity, the end of fossil fuels and imports, and the need to maintain social and human well-being (e.g. And what if in 2100, building made life flourish?). The demonstrators were presented to a jury during a final event attended by more than 150 participants (held in the late afternoon).

Home Sapiens promotes key principles such as circular construction, reversibility of materials, low-carbon design, biodiversity integration, water resilience, and modular living spaces.

[Click here to return to the innovation journey and event formats overview.](#)

The added value of the project lies in:

- 🎯 Bridging the gap between companies, academia, and creative sectors.
- 🎯 Stimulating disruptive thinking beyond current market constraints.
- 🎯 Generating concrete innovation leads that can evolve into demonstrator or R&D projects.
- 🎯 Increasing the visibility of circular materials and reversible building systems.
- 🎯 Encouraging young talents to actively contribute to climate solutions.

Beyond a competition, Home Sapiens acts as a catalyst for collaborative innovation, helping the construction sector anticipate long-term environmental, economic, and societal challenges while strengthening its competitiveness and sustainability.



From company challenges to concrete solutions or R&I idea

Objective

Facilitate a collaborative reflection on company-specific needs, existing solutions, and potential innovation opportunities, with the goal of bridging the gap between supply and demand. This format allows participating companies to engage with technology providers, research institutions, and other innovation actors in order to identify practical solutions, explore emerging technologies, and uncover new opportunities for innovation. The focus is on finding a solution to company challenges, whether the solution already exists, needs an adjustment or has to be developed from scratch.

[Back to the table of contents](#)



1.3

Match or Create Forum

Deliverable

Each participating company receives tailored insights reflecting the discussions held during the event, including: Identified gaps between current capabilities and desired solutions, identified solution or innovation opportunity, funding opportunity.

Participatory audience

The session brings together a multi-actor group of stakeholders, including companies seeking solutions and technology providers offering existing or emerging tools. These actors are supported by R&I organisations and funding bodies (public or private), enabling discussions to go beyond solution identification and explore pathways towards implementation. This diversity ensures that discussions capture both market needs and technological capabilities, fostering relevant and actionable insights.

Format

This event combines three complementary components. It begins with a plenary session providing key information, sectoral insights, and a shared overview of available technologies and challenges, with the aim of establishing a common understanding among all participants. This is followed by roundtable discussions organised in small, facilitated groups that bring together companies, technology providers, and other experts to explore challenges in greater depth, exchange perspectives, and assess the relevance and applicability of existing technologies. The event concludes with a networking moment, offering an informal setting for participants to connect, exchange ideas, and initiate potential collaborations, thereby strengthening the multi-actor ecosystem.

Concrete example: Get Together Hub on IA for construction companies

This half-day event, titled “**Get Together Hub: AI for Construction Companies**,” brought together 36 participants, including construction companies, AI technology providers, researchers, and funding bodies. It began with three presentations showcasing AI technologies applicable to the construction sector, along with an overview of relevant funding mechanisms and support opportunities for companies.

Participants then took part in roundtable discussions in small groups of at least four people, each including at least one technology provider and a facilitator from the organising team. The facilitation was prepared in advance to help structure the discussions and capture their main elements. During these sessions, companies shared their day-to-day operational challenges, while AI specialists helped assess whether a specific AI tool, an existing solution, or no AI intervention was appropriate.

The event enabled companies to better understand their needs and explore concrete pathways for innovation. It concluded with a one-hour networking session, allowing participants to continue discussions and initiate potential collaborations.

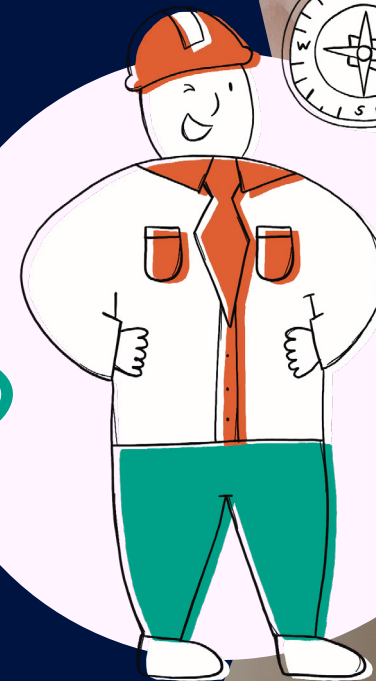
[Click here to return to the innovation journey and event formats overview.](#)



Stage 1 - From Challenge to innovative idea

Stage 2

From the idea
to the project



From innovative ideas to a collaborative project



2.1

Project design Workshop

Objective

Support companies and consortia in transforming their innovative ideas into structured, collaborative R&I projects, ensuring that the idea is translated into a concrete project concept with clear objectives, required expertise, and expected impact, aligned with a funding mechanisms. A secondary impact is to build a trust relationship between consortia member to ensure they can truly cooperate during the research, afterwards.

Deliverable

A small document that progressively describes each aspect of the project concept over successive workshops. This includes sections on the state of the art, innovation, consortium composition, expected impact, work plan, and budget.

Participatory audience

Consortium involving small and/or large companies, developing or refining innovative ideas with the intention of building a collaborative project. The initiative can start with one company or a core consortium, and additional partners may join in subsequent workshops.

Format

To develop a complete project concept, multiple successive workshops are typically required. These workshops refine the project idea and address specific sections of the project. Sessions are ideally held in person but may also be attended remotely to avoid delays in project development. Workshops include all consortium members and usually last 2–3 hours. Each session typically begins with a presentation providing foundational knowledge for the topic under discussion. This is followed by a participatory process focused on a specific aspect of the proposal, such as enhancing storytelling, identifying key innovations, defining the scope for market studies, structuring work packages, etc. if structured frameworks are available for specific project sections, they should be tailored and combined within the workshop formats to match the project's maturity and align with the submission schedule.

Concrete example: Project design workshop for Wallon

Two workshops were organized to initiate the co-creation phase of an R&I project and support the consortium in structuring their proposal.

Workshop 1: Held in person with the core consortium—comprising one large company, one research center, and three SMEs—this session built on the project idea already described in a pre-proposal: developing AI-based tools to assist owners, cities, and companies in planning the energy renovation of buildings. The workshop's primary objectives were to foster trust among partners, strengthen mutual understanding, clarify each partner's role and added value while defining the project objectives and deliverables.

In the second part of the session, the participants worked with a series of incomplete diagrams prepared by GreenWin's team based on the project descriptions. This exercise helped identify unclear aspects of the project and enabled participants to create their own figures and block diagrams for integration into the project documentation. Additionally,

participants gained knowledge on defining and managing innovation.

Following the three-hour meeting, two missing areas of expertise were identified, highlighting the need to include two additional partners: one research center and one SME with experience in renovation datasets and constraints.

Workshop 2: Conducted remotely, this session focused on identifying the project's impact. GreenWin guided the partners in analyzing the target audience for their products, processes, and services; evaluating demand, competition, and market size; and assessing potential financial, social, and environmental impacts in the Walloon region and beyond. This was achieved through a combination of theoretical instruction, practical tools, and structured exercises to translate their ideas into actionable insights.

As a result of these workshops, the consortium was able to continue developing the proposal and successfully secure funding from the Walloon Region.

*Click here to
return to the
innovation
journey and
event formats
overview.*



Stage 2 - From the idea to the project

From an existing solution aligned with company needs to a proof of concept

Objective

Transform promising ideas into tangible solutions by leveraging rapid experimentation via a proof of concept (POC). This approach allows for early validation of technical feasibility, assessment of practical application, and iterative refinement of the solution. By quickly moving from concept to prototype, the process minimizes risk, accelerates learning, and ensures that innovations are viable, scalable, and aligned with construction company needs and market requirements.

Deliverable

A validated concept or functional prototype demonstrating the feasibility of the proposed solution, developed by students iteratively with a company.



2.2

POC studio

Participatory audience

On one hand, companies seeking solutions and proposing constraints and needs that will orient the developments. On the other hand, multidisciplinary teams of students from higher educational establishments, providing expertise and innovation capacity and doing the proof of concept developments.

Format

The PoC Studio is a multi-step format culminating in a final event showcasing the developed proofs of concept. First, preparatory work is carried out with the companies to define their specific challenges and identify the most suitable student teams. An initial collective event brings together companies and students to present the PoC Studio concept and framework, introduce the participants, and outline the companies' projects and needs.

This is followed by multiple hands-on work sessions led by each student team, fostering co-creation, prototyping, and iterative testing, with guidance from the companies to ensure that development remains aligned with their needs. Finally, a closing event brings together the same stakeholders to present the proofs of concept and assess the next steps toward practical implementation.

Concrete example: **Digital POC Studio**

Three Walloon companies in the construction sector were supported in transforming identified operational needs into digital proofs of concept. This support was delivered over six weeks by a multidisciplinary team of Technobel Business Analyst students, supervised by their professors and a dedicated project manager.

An initial in-person event was held over two hours to introduce the students, the companies, the PoC Studio framework, as well as the three company projects. This marked the starting point of the iterative co-creation process between each student team and its respective company mentor. Based on interviews and on-site visits, the Business Analysts analysed existing processes, formalised the companies' requirements, and produced a functional specification document complemented by mockups. The work followed an agile methodology (Scrum), allowing companies to be closely involved throughout the process and to receive regular updates on project progress, ensuring that the solutions remained aligned with real-world operational constraints.

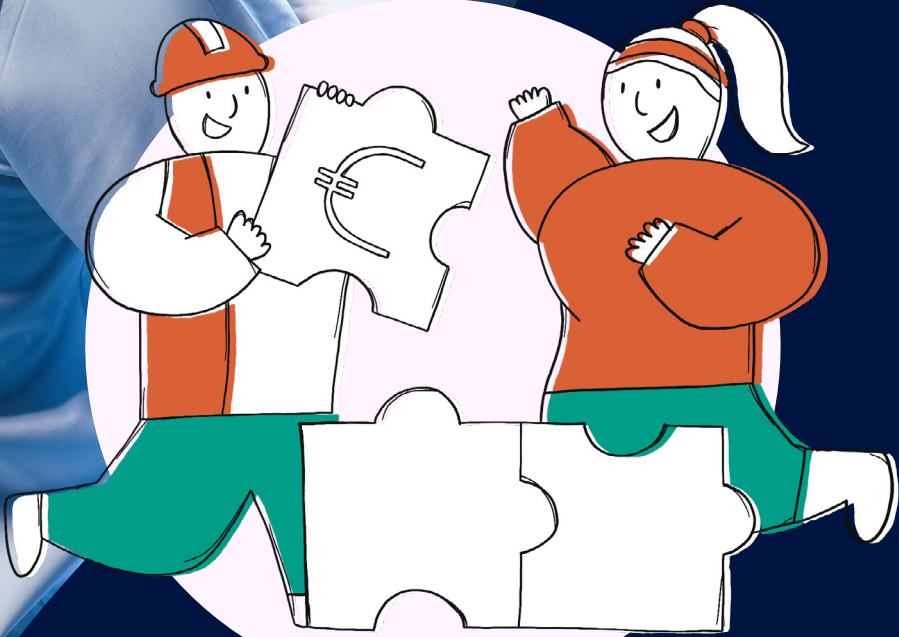
By working around shared challenges, the companies benefited from practical, rapidly implementable solutions ("quick wins"). At the end of the support period, each company had a validated proof of concept, accompanied by key deliverables—including the functional specifications, mockups, and recommendations—enabling them to assess feasibility and plan the next steps toward operational deployment. The POC were presented dur

This example illustrates the ability of the GreenWin / EDIH pathway to bridge the gap between needs identification, co-creation, and experimentation, supporting companies in achieving a pragmatic and progressive digital transformation.

Click here to return to the innovation journey and event formats overview.



Conclusion



The experience gathered through this work highlights several key lessons for supporting innovation in the digitalisation of the construction sector.

First, addressing complex and interdependent challenges requires structured and collaborative innovation processes, capable of guiding companies from problem identification to actionable outcomes.


In this context, a sequenced and multi-actor approach proves particularly effective, as it enables the progressive alignment of needs, solutions, and expertise while fostering shared understanding across stakeholders.

Flexibility is essential in designing and facilitating participatory formats. Companies need space to share constraints, priorities, and maturity levels, so formats should adapt to different contexts and evolving needs. The frameworks presented in this report



provide structure and guidance but must be tailored to each audience, topic, and objective. While events have defined goals—such as identifying challenges, generating ideas, or structuring projects—discussions may naturally expand, exploring solutions or unexpected topics. Such contributions are valuable, fostering trust, open dialogue, and insights that can inform later stages of the innovation journey. Organisers should guide the process while leaving room for these exchanges and capturing outcomes that emerge alongside planned objectives.

A critical success factor lies in the clear definition of the objective and expected outcomes of each event. This clarity directly informs the design of the format, the selection of participants, and the facilitation methods, ensuring that the process remains focused and productive. Equally important is the thorough preparation of events, which creates the conditions for meaningful exchanges and efficient co-creation during the sessions.



Finally, the innovation process does not end with the event itself. Ensuring impact requires active follow-up and continuity, with clear ownership of next steps and sustained engagement from participants. Supporting the transition from co-created ideas to concrete actions is essential to transform collaborative work into tangible results and long-term innovation outcomes.



From *challenges* to innovation projets

A **participatory innovation journey** for the digitalisation of the construction sector

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