

# JICE Online Webinar Series 2026

## Buildings, 24<sup>th</sup> of June 2026, 10 am – 12 pm

### Agenda

10:00 – 10:15	Welcome and Introduction to the Webinar Series	BGK and KfW
10:15 – 10:35	<b>Keynote:</b> Circular Economy in the Buildings Sector	<b>Dr.-Ing. José Mercado,</b> Senior Expert Circular Economy in the Buildings Sector German Energy Agency (DENA)
10:35 – 10:45	<b>Analysis:</b> Financing along the Value Chain	<b>Bettina Dorendorf,</b> KfW
10:45 – 11:35	<b>Case Studies:</b> Circular Business Models and their Financing (details below)	<b>Monika Michalska,</b> Geocycle/ Holcim Group <b>Marta Promińska,</b> STRABAG <b>Dr. Patrick Bergmann,</b> Madaster <b>Sebastian Rauscher,</b> Heinrich Hees
11:35 – 11:55	Panel Discussion and Q&A	Facilitated by BGK and KfW
11:55 – 12:00	Closing and Outlook	BGK and KfW

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## Webinar Details

- In his **Keynote**, Dr. José Mercado (DENA) will frame the session by providing an overview on the status quo of circular economy in the building sector, important business models and the regulatory framework – highlighting in particular the role of start-ups and scale-ups and municipal actors.
- First results of a pre-webinar **Analysis** on circular economy related financing gaps and needs will be provided by Bettina Dorendorf (KfW).

## Case Studies

### 1. **Building material production — high recycled content in cement and concrete.**

Monika Michalska, Head of Commercial, Geocycle / Holcim Group

Cement and concrete drive the largest share of construction emissions. Producers that accept high recycled content create the demand-side market without which secondary materials remain

### 2. **Construction — circular design, component selection, and digital product information for new construction.**

Marta Promińska, Director of Sustainable Development, STRABAG

Contractors translate circular design into practice. Their choices on materials, components and digital documentation decide whether circular principles scale beyond pilot projects.

### 3. **Digital infrastructure and data — material passports as the digital backbone of circular material flows.**

Dr. Patrick Bergmann, Managing Director, Madaster

What is not documented today cannot be reused tomorrow. Material passports turn buildings into traceable material banks — the precondition for every downstream loop.

### 4. **Demolition and dismantling — material-specific dismantling for high-quality reuse; pioneer in R-concrete and CO<sub>2</sub> carbonation.**

Sebastian Rauscher, Project Lead, Heinrich Feeß GmbH & Co. KG, (German Environmental Award 2016)

Demolition decides at the source whether a building becomes waste or feedstock. The quality of selective dismantling sets the ceiling for every secondary material that follows.

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Circular buildings and construction value chain, digitalization, product passports, focus on financing needs and gaps

- Review of the **state of progress of the circular economy in the construction and building sector**, covering both emerging and existing business models.
- Raising **awareness of the circular elements, actors and complexity** of the value chain (i.e. secondary materials, design, contractors, demolition and dismantling, digital materials databases).
- Examination of the **economic and financial challenges** limiting the large-scale deployment of circular construction models along the value chain.
- Discussion of **financing sources, needs and gaps** from the perspective of key actors in the value chain.
- Sharing of **practical experiences and case studies** from practitioners, start ups and stakeholders managing circular construction activities.
- Objective of the webinar: **to build a shared knowledge base** that supports a more effective dialogue between industry and finance and helping to design better policies and financial tools for a circular building and construction sector.