



# Corporate Social Responsibility (CSR) Report 2024

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# Message from the CEO

At Pllana Capital, we believe our success depends not only on financial performance but also on the positive impact we create for people, communities, and the environment. Over the past year, we have accelerated our CSR strategy, focusing on economic development, social responsibility, and environmental sustainability. With our ecosystem—Pllana Capital, InstaBuilt, and Cherry Communities—we are pioneering off-site modular solutions that balance affordability, speed, and eco-conscious construction.

We remain committed to fostering inclusive growth, championing innovation, and advancing green building practices. From our global participation in industry forums like Blueprint 2024, Expo Real, and the Housing Innovation Summit, to educational partnerships and community events, our actions reflect our dedication to shaping a more sustainable future. I invite you to join us in our ongoing efforts to create resilient, modern, and environmentally responsible communities.

Sincerely,

**Mentor Pllana**

CEO - Pllana Capital



# Executive Summary (2025–2030)

Pllana Capital | InstaBuilt | Cherry Communities

Pllana Capital, InstaBuilt, and Cherry Communities are transforming real estate through sustainable, off-site modular construction. Our integrated vision—**"Plan A: Instantly Built Cherry Communities Globally"**—aims to redefine housing with efficiency, sustainability, and affordability at its core. By 2030, we plan to:

- **Establish 10 InstaBuilt factories worldwide**, each enabling faster, energy-efficient construction.
- **Construct 5,000 off-site modular homes annually** through a hybrid build-to-sell and build-to-rent model.
- **Expand Pllana Capital's global investment portfolio** to fund InstaBuilt factories, Cherry Communities, and strategic land development.
- **Scale Cherry Communities** powered by solar and geothermal energy, making sustainability affordable.



# Vision & Mission

## Vision

Redefine global construction, real estate (connected/shared communities), renewable energy (solar & geothermal), and technology (blockchain-based communities) by creating resilient, sustainable, and affordable living environments.

## Mission

Pioneer off-site (factory-built) modular housing solutions that integrate sustainability, efficiency, and affordability, revolutionizing global community development.

## Core Values & Culture

- **Innovation:** Cutting-edge modular construction and smart technologies.
- **Sustainability:** Minimizing carbon footprints and maximizing energy efficiency.
- **Social Responsibility:** Enhancing community life and fostering inclusive growth.
- **Our Culture:** Profitability | Fun | Giving Back



# CSR Strategy and Objectives

Pllana Capital embraces corporate social responsibility as an integral part of its mission, aligning profitability with positive social and environmental impact. Our CSR approach rests on three pillars—economic development, social responsibility, and environmental sustainability—ensuring that our business growth contributes to a more inclusive, prosperous, and ecologically balanced world.



## Economic Development

- Drive large-scale investments in modular construction, renewable energy, and infrastructure.
- Foster entrepreneurship by supporting local enterprises, hosting business forums, and providing mentorship.
- Create job opportunities through growth in InstaBuilt's factories and Cherry Communities' expansion.



## Social Responsibility

- Champion underrepresented groups, particularly women, by promoting inclusive hiring and professional development.
- Bridge education and industry through university outreach, career fairs, and innovative training programs.
- Support community-driven projects—from school modernization to engaging family events—enhancing quality of life in every market we serve.



## Environmental Sustainability

- Integrate low-carbon materials and innovative prefabrication processes to reduce waste.
- Adhere to energy-efficiency standards (KfW40 compliance), achieving a 40% reduction in energy usage.
- Scale solar and geothermal energy systems, cutting carbon emissions and strengthening self-sufficiency in Cherry Communities.

# Key CSR Activities

## Economic Development

### Business Forums & Industry Events

#### **Blueprint Conference (Las Vegas)**

Showcased InstaBuilt's modular technology and Cherry Communities' growth in Europe and North America, highlighting the speed, affordability, and sustainability of off-site construction.



#### **Expo Real (Munich)**

Launched Cherry Communities' eco-bio green developments, setting new benchmarks for sustainable living in Europe.



#### **Kosova Business Forum (Prishtina):**

Featured InstaBuilt's "Flying House," demonstrating rapid-assembly, energy-efficient housing solutions tailored for global markets.



## Recognitions & Partnerships

### Taxpayer–Employer–Exporter of the Year

Reflects Pillana Capital's ongoing commitment to ethical leadership, local economic impact, and sustainable growth.

### Retcon (New York)

Reinforced our ethos of "Sustainability Affordable," underscoring the role of off-site modular technology in modernizing global housing.



## Social Responsibility

### Bridging Education & Industry



#### University Outreach

Introduced the 5P Business Strategy (People, Process, Product, Project, Profit) at six universities across Kosovo, inspiring the next generation of industry leaders.



#### Career Fairs & MoU with IBCM

Strengthened ties between academia and industry, expanding internship and mentorship opportunities.



#### Diaspora Diplomacy School

Hosted 35 diplomats, showcasing InstaBuilt's global outlook on eco-friendly modular solutions.

## Community Engagement

### **Cherry Community Children's Day (Prishtina)**

Organized interactive games and workshops, promoting inclusivity and a people-first neighborhood.



### **Insta Business Park Open House**

Connected startups and local businesses, fostering entrepreneurial dialogue and collaboration.



### **SHMU "Enver Hadri" School Initiative**

Modernizing classrooms, integrating digital tools, and offering scholarships to elevate educational standards.



## Sports & Culture

### Basketball Sponsorship

InstaBuilt sponsored KB Trepça (2023/2024 champions) and KB Prishtina (2024/2025), reinforcing our dedication to teamwork, excellence, and community spirit.



### Porsche Sports Cup Deutschland

Supported driver Steve Caroli, mirroring InstaBuilt's commitment to pushing performance boundaries through precision and innovation.



# Environmental Sustainability

## Green Construction & Innovation



### Low-Carbon Prefabrication

Cutting 130,982 tons of CO<sub>2</sub> emissions annually through efficient materials and processes.

## KfW40

### KfW40 Compliance

Ensuring a 40% reduction in energy use by implementing robust insulation and energy-efficient technologies.

## Renewable Energy Integration



### Solar & Geothermal

Scaling photovoltaic capacity to 448.58 kWp and integrating geothermal systems for heat and power, ensuring Cherry Communities' self-sufficiency.



### Waste Reduction

Emphasizing eco-friendly building materials and minimizing on-site construction waste.

## Thought Leadership



### Sustainability Webinars & Panel Discussions

Addressing green building investments, digital transformation in real estate, and future trends in modular construction.



### Educating the Next Generation

Hosting interactive sessions for students to learn about green building and modular construction.

## Future CSR Commitments



#### Expand Educational Support

Launch scholarship programs for students in sustainability, modular construction, and real estate innovation.



#### Enhance Environmental Initiatives

Invest in advanced green technologies and biodiversity-focused landscaping across all communities.



#### Broaden Community Partnerships

Collaborate more deeply with local organizations, addressing specific community needs through tailored projects.



#### Integrate Blockchain & Smart Tech

Strengthen transparency and efficiency in Cherry Communities by leveraging blockchain-based systems.

# Conclusion

Pllana Capital's CSR framework aligns profitability with a broader purpose—nurturing sustainable economic growth, uplifting communities, and safeguarding the environment. Through strategic investments in modular construction and renewable energy, we set new industry standards for efficiency and sustainability. We remain dedicated to nurturing the next generation of entrepreneurs and professionals, championing inclusive growth and forging community bonds.

By uniting social responsibility, environmental stewardship, and innovation, Pllana Capital, InstaBuilt, and Cherry Communities strive to shape a resilient, future-proof real estate sector—one that benefits people and the planet for years to come.

For more information:

[pplanacapital.com](https://pplanacapital.com) | [instabuilt.com](https://instabuilt.com) | [cherrycommunities.com](https://cherrycommunities.com)