



**Plan A, No Plan B**  
Magazine & Fourth Edition



**Pllana  
Capital**

# Editorial

## Publisher's Message

Welcome to the fourth edition of Plan A, No Plan B Magazine. This edition marks a significant milestone in our journey, bridging our deep commitment to sustainable construction with the exciting frontiers of digital innovation.

This year, we transformed our Insta Innovation Center into a dynamic platform for meaningful industry dialogue. The successful gatherings of Sustainability Day 2025 and Green Finance Day 2025 brought together pioneering minds to tackle the critical intersection of ecological responsibility and financial strategy. These events reinforced our belief that the future is built not in isolation, but through collaboration and shared vision.

Looking ahead, we are proud to launch our 2026 event series, beginning with Tech & Web3 Day in January. This initiative will explore how blockchain, digital assets, and intelligent systems are revolutionizing our industry, creating new paradigms for transparency, efficiency, and community.

This magazine reflects our dual focus: celebrating the tangible progress we make on the ground today while actively shaping the digital landscape of tomorrow. We extend our sincere thanks to our dedicated team, visionary partners, and our entire community for your unwavering support and shared ambition.

Together, we continue to build with purpose, dialogue with intent, and lead with conviction. The blueprint is clear, and we are executing it without hesitation.

### **There is only Plan A.**

The Publisher  
PLAN A, no PLAN B Magazine



# The Architects of Change: Cultivating Minds for a Dual Transition

A Message from our CEO

## "From Vision to Voice: Leading Through Dialogue"

Leadership is not a solitary pursuit. It is a shared journey, fueled by the exchange of ideas and the courage to bring people together. Over the past year, I have had the honor of moderating and speaking at our flagship events Sustainability Day and Green Finance Day where we united pioneers from construction, finance, technology, and policy. These were not just meetings; they were catalysts for innovation, where sustainable foundations met digital futures.

At InstaBuilt and across the Pillana Group, we have always believed that the strongest outcomes are built on collaboration and a clear, reliable process. Our projects advance through defined stages: first through thoughtful design, then precision manufacturing, followed by strategic logistics and permitting, culminating in efficient on-site assembly. This structured approach ensures that every home we deliver is not only a dream realized but a promise kept built with integrity, compliance, and respect for the communities we join.

A prime example of this promise fulfilled is our project Cherry Dinkelsbühl, which has recently received all necessary building permissions. Here, sustainable building meets German quality. 91 modern apartments made from natural materials and designed for high energy efficiency stand at the heart of a community that lives in harmony with nature. This milestone is a testament to our commitment to turning vision into reality through a diligent and approved process. Reserve your new home now soon you will be able to start your daily life in a fully furnished house, ready to move in within 24 months.

In 2025, we celebrated tangible impact, from circular economy demonstrations to green finance frameworks. In 2026, we turn our focus to the digital layer that will define the next era of construction and investment. Tech & Web3 Day will explore how blockchain, tokenization, and digital twins can revolutionize transparency, efficiency, and accessibility in our industry.

This magazine is a reflection of that journey a bridge between the sustainability milestones we have achieved and the digital frontiers we are now embracing. Together, we are not only constructing buildings; we are building systems of trust, intelligence, and enduring value.

**Mentor Pillana**  
**Founder & CEO**



# From Administration to Finance Officer: The Success Story of Anisa Kamberaj at Instabuilt

At the heart of our company's growth lies an unwavering principle: meritocracy and belief in human potential. No story embodies this principle better than that of Anisa Kamberaj, a true professional and one of our brightest rising stars.

Anisa did not come to Kosovo from Albania merely to relocate, but to prove herself as a dedicated professional. And prove herself she did. At Instabuilt, we believe in recognizing and promoting those who demonstrate excellence, regardless of their place of origin, color, religion, or nationality. Anisa's journey is a testament to this very belief.

Originally from Tirana, Albania, Anisa relocated to Prishtina in 2021, driven by the goal of building her professional career in a dynamic and growing environment. This move marked an important turning point in her personal and professional journey.

In 2023, she joined Instabuilt in an Administrative role. Here, she immersed herself in supporting daily operations, managing documentation, coordinating internal processes, and collaborating closely with various departments. This foundational position allowed her to gain a deep understanding of the company's structure and workflows, while honing her organizational skills and meticulous attention to detail. It was here that her dedication and sharp intellect became unmistakable.

After just one year of continuous learning, unwavering dedication, and hands-on experience, Anisa's potential could no longer be confined to her initial role. In 2024, she earned a well-deserved promotion to the position of Finance Officer. In her current capacity, she is responsible for recording and monitoring expenses, performing bank reconciliations, supporting financial documentation, and assisting with reporting and internal controls. She works closely with the finance team to ensure accuracy, compliance, and operational efficiency.

This seamless transition from Administration to Finance is more than just a career progression; it is a powerful narrative of growth. It reflects not only Anisa's personal drive and professional agility but also Instabuilt's core commitment to recognizing talent, fostering internal development, and investing in our people.

"Anisa's journey has strengthened my analytical skills and deepened my understanding of financial processes," she notes. "It has enabled me to contribute more directly to the company's performance and long-term goals. I am grateful for the trust and the opportunity to grow within such a supportive environment."

Anisa Kamberaj's story is the story of Instabuilt: a story where ambition meets opportunity, where hard work is seen and rewarded, and where geographic borders fade before the universal language of professional excellence. She is not just a success story; she is a living example of our values in action.



People

Process

Product

Project

Profit

# Dutch Business Day: How it Forged a New Pathway for Kosovo's Global Ambition

In the landscape of global business, certain events transcend mere networking. They become declarative statements, geographies of ambition where a new commercial and diplomatic reality is mapped. The inaugural Dutch Business Day at the Insta Innovation Center was precisely such a moment. Far more than a seminar, it was a strategic convening that laid a foundational keystone in a bridge connecting Kosovo's innovative drive with the vast canals of Dutch enterprise and beyond.



The event was elevated by the weight of diplomatic partnership, with Deputy Ambassador of the Netherlands Ronald Goldberg lending his authoritative voice. His presence underscored a vital message: that Kosovo's entrepreneurial spirit finds a deliberate and strategic ally in the Dutch government, an entity renowned for its pragmatic globalism and trading prowess.



The day commenced not with conservative presentations, but with a tangible immersion into the future. Guests were welcomed into the Innovation Center and Demopark (a living laboratory of ideas) before proceeding to the beating industrial heart of the vision: the InstaBuilt factory. Here, the theoretical met the material. The hum of machinery crafting sustainable building components provided an undeniable soundtrack to the day's thesis: that Kosovo is not just a market, but a formidable incubator of scalable, world-class industrial innovation.



The intellectual cornerstone of the event was laid by Mentor Pllana, CEO of the interconnected ecosystem of Pllana Capital, InstaBuilt, and Cherry Communities. His keynote was both a personal testament and a strategic blueprint. He narrated a journey of reverse engineering global success, detailing the deliberate establishment of Pllana Venture in the Netherlands not as an end, but as a strategic aperture, a platform to validate, attract, and channel international capital and credibility back to transformative projects in Kosovo. This was living proof that from Kosovo, for the world, is not a slogan, but an operational model

The narrative of bilateral synergy was made visceral in a powerhouse panel discussion. It featured a unique dual perspective: Dutch leaders steering Kosovo-based operations, such as Rens Gerritsen, Head of Product at Buckaroo, alongside Kosovar entrepreneurs who have successfully navigated the Dutch market. Agon Lohaj, Founder and CTO of Prime Retail Solution, and Edona Toplica, Liaison Manager for Care for Kosovo Kids, provided firsthand accounts of transcending borders, stories of adapting, competing, and thriving within the sophisticated Dutch ecosystem. Their dialogue dismantled the simplistic "donor-recipient" dynamic, replacing it with a model of mutual value creation and learned expertise.

The day's architecture seamlessly blended high-level discourse with high-yield connection. Dozens of Dutch and Kosovar businesses engaged in a dynamic B2B session, transforming the center into a buzzing nexus of deal flow and collaborative potential. This was the theory of partnership made practice, where handshakes germinated future joint ventures.

As the afternoon softened into an early dinner, the atmosphere was one of palpable energy and nascent camaraderie. Conversations flowed beyond business cards, weaving personal stories with professional synergies. It was a poignant reminder that the infrastructure of international collaboration is built, on genuine human connection and shared purpose.



The Dutch Business Day was, in essence, a powerful origin story. It announced the Insta Innovation Center not just as a venue, but as a serious node in the global network of commerce and innovation. It demonstrated that Kosovo's journey (from its home soil to the Netherlands, Germany, and North America) is guided by a coherent strategy, world-class execution, and an unwavering commitment to building a better future. The bridge is open for business, and the traffic is moving in both directions.

# From Insight To Impact: Sustainability Day 2025 Ignites A New Era Of Value-Driven Esg

In an era where the imperative for sustainable development converges with the need for economic resilience, the Insta Innovation Center announces a pioneering initiative: Sustainability Day 2025. Slated for November 21st, this landmark event, titled “Turning ESG Insights into Value Creation,” marks the inaugural chapter of a transformative trilogy designed to reshape the nexus of innovation, finance, and technology for a sustainable future.



Moving beyond theoretical discourse, Sustainability Day 2025 is conceived as a strategic crucible where Environmental, Social, and Governance (ESG) principles are reframed not merely as ethical obligations, but as powerful engines for tangible value creation. Set in a hybrid format at the Insta Innovation Center on the Prishtina-Mitrovica Highway, the event will convene a distinguished cadre of architects, engineers, green finance pioneers, academics, and policymakers. Their collective mission: to decode how integrated sustainability directly fuels operational efficiency, cost reduction, brand equity, and robust cross-sector partnerships.

Adding a pulse of interactive engagement, the “Green Idea Blitz” will challenge participants through a digital sustainability quiz, with the winner receiving privileged access to the Insta Innovation Center’s ecosystem to nurture their projects.



The expected outcomes extend far beyond the event itself. Sustainability Day aims to forge stronger alliances between academia, industry, and government, elevate understanding of certification and carbon markets, and actively inspire the next generation of innovators. Its legacy will be amplified through a dedicated podcast and a comprehensive post-event report, serving as a strategic roadmap for future policy and projects.

The rationale is both urgent and promising. The global construction sector, a significant contributor to emissions, stands at the frontier of transformative potential. This event posits that the future of development is anchored in sustainable building, visionary design, and circular economies. Showcasing real-world exemplars like InstaBuilt and Cherry Communities, the day will demonstrate how embedding sustainability into core business strategy is the definitive pathway to long-term profitability and systemic resilience.



The agenda is meticulously crafted to transition from macro vision to actionable insight. It opens with keynote addresses from industry leaders such as Mentor Pllana, CEO of Pllana Capital, who will unveil the global vision for instantly-built sustainable communities, and a virtual contribution from the renowned Stefano Boeri Architects, exploring the symbiosis between architecture and nature.

As the first act in a trilogy culminating in Green Financing Day and Technology & Web3 Day, Sustainability Day 2025 is more than a conference; it is the launch of an integrated platform. It represents a bold declaration that the most compelling innovations of our time will be those that harmonize planetary stewardship with economic vitality, turning profound ESG insights into undeniable, lasting value.

# Green Finance Day: A Confluence of Capital, Diplomacy, and Cultural Vision

In the intricate global pursuit of sustainability, pathways to progress are often siloed. A compelling answer to this fragmentation recently emerged in Kosovo, where Green Finance Day, the latest installment of the Insta Innovation Series, demonstrated a powerful model of holistic action. This forum stood as a living testament to a core belief: the intertwined challenges of climate, housing, and energy demand solutions that are as interconnected as the problems themselves.



The intellectual rigor was established by a keynote address, a role historically held by the Ambassador of Finland, framing the climate challenge within a geopolitical and economic context. This set the stage for a dynamic panel moderated by Diedon Kica, where perspectives collided and converged. Ambassador Eric Dietz of Luxembourg brought a diplomatic lens on cross-border cooperation, while Visar Perani of the International Finance Corporation and Sergiy Maslichenko of the EBRD provided insights into de-risking green investments and scaling sustainable infrastructure. Their global viewpoints were grounded by the local expertise of Visar Paqarada from PCB Bank and Besnik Berisha from the Kosovo Credit Guarantee Fund, who detailed the practical mechanisms and credit instruments needed to translate international capital into local projects.

The theme, "A Global Problem Needs a Global Solution," served as both a call to action and a structural blueprint. The day elegantly wove together the threads of high finance, diplomatic statecraft, grassroots innovation, and cultural legacy into a single narrative of regenerative development.



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People

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## When Innovation Meets Culture

At Insta Innovation Center, collaboration extends beyond meetings and strategy. Following the Dutch Day we organized, we welcomed potential partners from the Netherlands for a visit that reflected how we build relationships across our ecosystem.

While discussions focused on innovation, sustainability, and scalable business models, one moment stood out. Through traditional national dancing, we shared a living expression of Kosovo's cultural heritage. It was not a performance, but a gesture of identity and openness. A reminder that strong partnerships are built not only on shared goals, but on mutual understanding and respect.

This exchange with our Dutch guests reflected the culture we live every day: profit with purpose, innovation with responsibility, and success that gives back. Because the future is not shaped by transactions alone, but by relationships that honor both tradition and progress.

At Plan A no Plan B, success is not a moment. It is a movement already in motion.



As Pllana Capital, InstaBuilt, and Cherry Communities expand internationally, every partnership represents alignment in purpose and values. From Eastern Europe to Western Europe, from North America to global markets, our ecosystem connects local roots with global ambition.



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# The Best in Two Years in a Row

For two consecutive years, the company has been celebrated among the nation’s top performers, receiving prestigious awards that reflect its balanced and impactful approach to growth, responsibility, and innovation.

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In 2024, at the NCC Best of 2024 awards, the company was honored with three significant titles: Taxpayer of



Taxpayer of the Year highlighted the company’s dedication to fiscal responsibility, transparency, and its role in supporting public infrastructure and social development.

Employer of the Year recognized the investment in people, creating stable jobs, fostering professional growth, and building a strong organizational culture as the foundation of long-term success.

Initiator of the Support of Circular Economy, a testament of our leadership in pioneering sustainable and regenerative business practices.



The recognition continued in 2025 at “The Best of 2025” Gala and Awards Ceremony, where the company was celebrated once again as the General Sponsor of the event.

During the gala, Founder and CEO Mentor Pillana inspired the audience with a clear message: “From here to the world, it is possible.” This statement captures the company’s ambition to build global impact through vision, discipline, and execution.



Beyond the awards, these ceremonies served as platforms for meaningful dialogue, reflection, and connection with business leaders and institutions. The back-to-back recognitions are a testament to a strategic direction rooted in sustainable development, innovation in construction and industry, and continuous investment in people.



This two-year streak of accolades reflects a consistent commitment to balancing economic performance with social responsibility and environmental stewardship, proving that excellence, when built with purpose, endures and inspires.

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# Another Completed Project

This completed multi-story development sets a new standard for urban excellence, demonstrating how forward-thinking design, technology, and responsibility can converge into a single, coherent vision. It represents a holistic approach to building—one that responds not only to today's needs, but to the long-term demands of cities and communities.



At its core is a commitment to planetary integrity. The building is engineered to minimize environmental impact through energy autonomy, regenerative systems, and cradle-to-cradle material principles, ensuring performance that extends beyond compliance toward true sustainability.



Equally central is technological synthesis. Integrated systems form a responsive ecosystem that continuously optimizes efficiency, comfort, and adaptability. The building operates as a living entity—intelligent, resilient, and capable of evolving alongside its users.

The project also embodies inclusive value, proving that architectural quality and enduring performance need not be exclusive. By balancing design excellence with accessibility, it establishes a benchmark for developments that serve broader social and economic needs.



Guided by conscious capital, the project was conceived, executed, and governed through a framework of ethical responsibility, transparency, and long-term value creation. This is not merely a building; it is a declaration of what is possible—a fully realized vision for a resilient, equitable, and future-ready built environment.

People

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## Cherry Dinkelsbühl: Project Update

A new chapter in sustainable living is taking shape in the heart of Bavaria. Cherry Dinkelsbühl, developed by Cherry Communities, has now entered its execution phase following the approval of construction permits. At the same time, offsite production has officially begun through InstaBuilt, marking a key milestone in the realization of the project.



Located in the historic town of Dinkelsbühl, the development continues to reflect a careful balance between contemporary design and its cultural surroundings. Conceived as a Built to Rent (B2R) residential concept, Cherry Dinkelsbühl is designed for long term value, operational efficiency and high quality living.

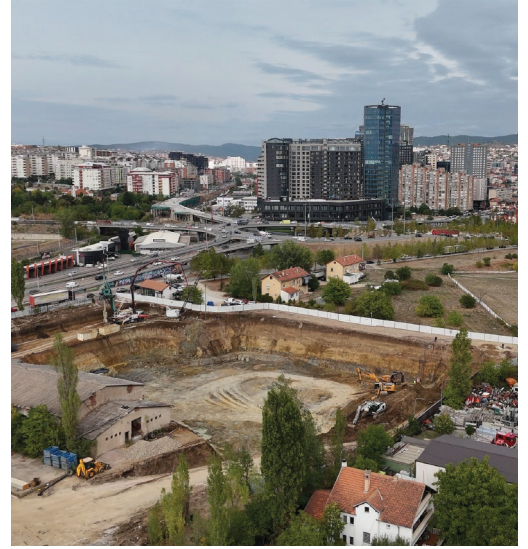
The project will deliver ninety one modern apartments built using advanced modular timber construction. InstaBuilt's offsite production system ensures precision, reduced environmental impact and accelerated delivery. The buildings are arranged around a shared green courtyard that supports social interaction and a strong sense of community.



Residents will have access to three apartment typologies tailored to different lifestyles, ranging from compact and efficient units to spacious family homes. All apartments include private balconies and benefit from high quality materials and thoughtful layouts.

Sustainability remains a core principle of the development. The project integrates renewable energy solutions, energy efficient building systems and green façades, while encouraging sustainable mobility through dedicated bicycle and e mobility infrastructure. Shared amenities and landscaped outdoor spaces further enhance everyday living.

As Cherry Dinkelsbühl progresses into construction and production, it stands as a clear example of how sustainable housing can move from concept to reality. This phase confirms the project's commitment to building not only homes, but a resilient and future oriented community.



## Innovation Hub: A New Foundation for Pristina's Future Rises

Pristina, Kosovo – The vision destined to redefine the capital's skyline has officially transitioned from concept to construction. Innovation Hub, the landmark twin development conceived as the future epicenter for business and innovation in Kosovo, announces the commencement of its building phase. The site is active, marking the pivotal first step in translating an ambitious blueprint into concrete reality.

Designed with profound purpose and meticulous precision, Innovation Hub represents a fundamental shift in the approach to integrated professional environments. As construction begins, it signals a direct investment in Pristina's rapid evolution into a regional hub. This is no longer a plan for a workplace, but an active project to create a holistic ecosystem where career and community converge.



### A Visionary Design, Now Underway:

The celebrated architectural plans (featuring expansive, light-filled floors and adaptable spaces for enterprises of every scale) are now guiding the construction process. The commitment to sustainable engineering and advanced environmental systems is being physically embedded into the very structure of the towers, establishing a new benchmark for responsible development from the ground up.

### A Blueprint for Integrated Living, Taking Shape:

The project's defining principle (a seamless blend of professional and personal life) is now being built. The foundations for the on-site kindergarten, restaurant, fitness center, and central courtyard are being laid. These are not future amenities, but core components currently under construction, designed to foster unprecedented synergy between productivity and well-being within a single, cohesive environment.

### An Architectural Aspiration, Now Anchored in Reality:

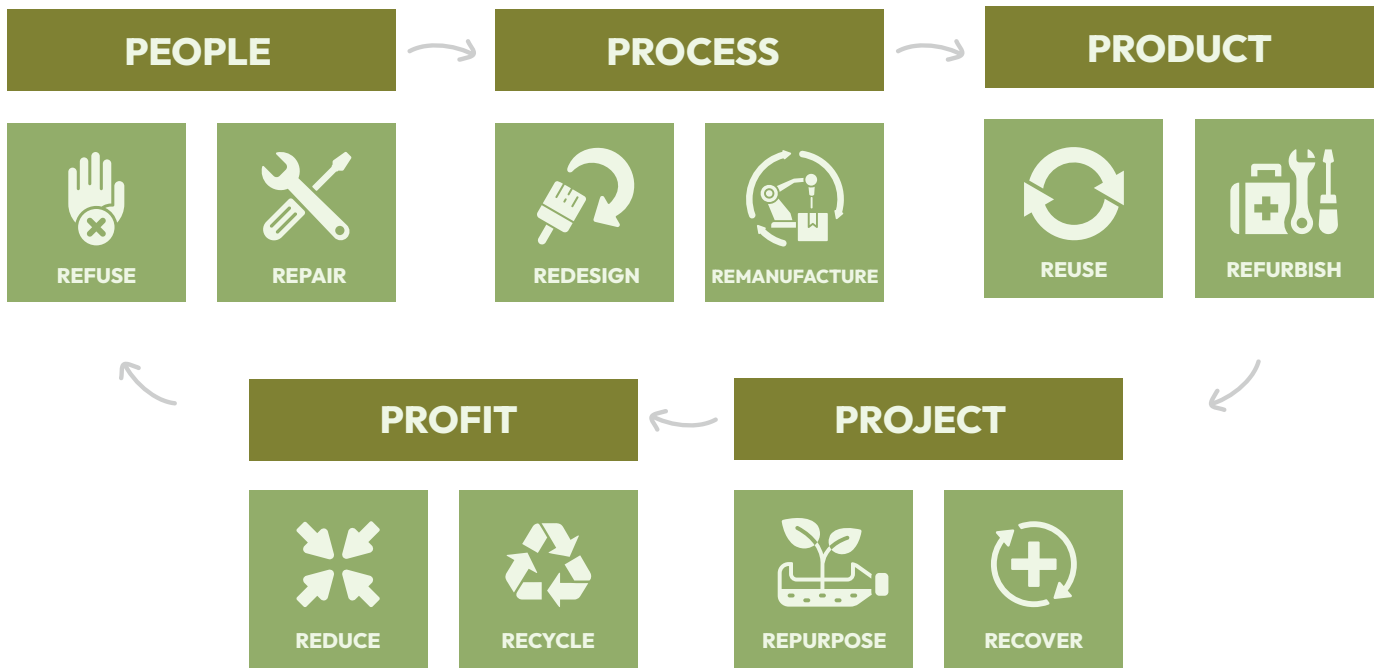
Encompassing 32,000 square meters and rising to heights of 21 and 20 stories, Innovation Hub has begun its ascent. The active construction site transforms the architectural dialogue from rendering to reality, physically symbolizing the balance of ambition and well-being, modernity and sustainability, that the finished towers will embody.

The launch of construction is the critical milestone. The

**Innovation Hub: The Construction of a Landmark for Pristina's Ambition Has Begun.**

# 10Rs of Circularity That Builds the Future

At InstaBuilt, circularity is not an ambition reserved for the future. It is the operating logic of the present. It is embedded at the core of our 5P Strategy, transforming sustainability from a concept into a measurable system of performance, resilience, and long-term value creation.



The 10Rs of Circularity are not treated as isolated actions. They are integrated across People, Process, Product, Project, and Profit, forming a closed-loop model that replaces linear consumption with regenerative development.

People sit at the foundation. Circularity begins with responsibility. We Refuse practices that harm communities, resources, or long-term wellbeing, and we Repair systems, skills, and assets to extend their useful life. This approach strengthens social capital while reducing unnecessary waste at its source.

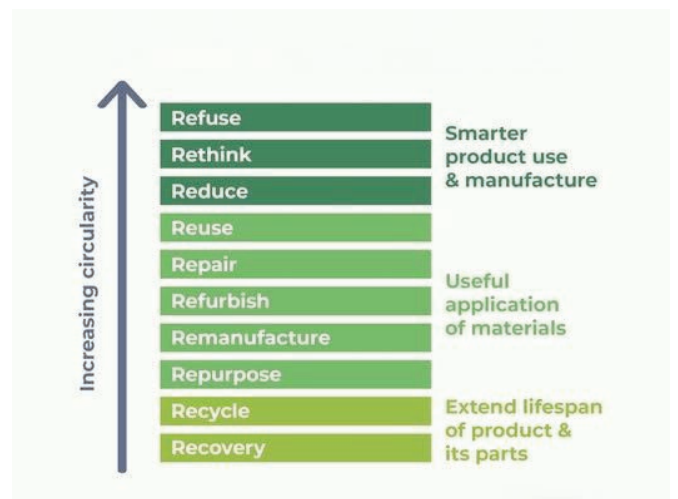
Process defines how value is created. By Redesigning from the start, circular thinking is embedded into planning, engineering, and production. Through Remanufacturing, materials and components are kept in continuous cycles, reducing dependency on virgin resources and increasing operational efficiency.

Product reflects durability and adaptability. We Reuse solutions across projects and contexts, and we Refurbish assets to ensure long-term performance rather than short-term replacement. Products are not endpoints; they are platforms for continuous value.

Project thinking ensures flexibility over time. As needs evolve, assets are Repurposed rather than abandoned, and value is Recovered at the end of each lifecycle. This enables communities and infrastructure to adapt without restarting from zero.

Profit is the outcome, not the compromise. By Reducing costs through efficiency and Recycling materials into new value streams, circularity proves that sustainability and financial performance are not opposing forces, but reinforcing ones.

Together, these 10Rs redefine how we build. They shift the system from extraction to regeneration, from short-term delivery to long-term stewardship. This is not circularity as compliance. This is circularity as strategy. This is how we build smarter, greener, and forever adaptable communities.



Where Ideas Rise and Businesses Grow

## Innovation Center & Innovation Hub

Within the evolving landscape of innovation and enterprise, the Insta Innovation Center has established itself as a dynamic nucleus for progress, hosting a series of pivotal gatherings that have catalyzed dialogue, partnership, and forward momentum. These curated events represent more than meetings; they are strategic engagements that connect Kosovo's potential with global currents of thought, capital, and technology.

The journey commenced with the Dutch Business Day, an inaugural forum that transcended traditional networking to forge substantive pathways between Kosovo's entrepreneurial drive and international markets. It set a precedent for collaboration grounded in mutual value and strategic ambition. Building upon this foundation, Sustainability Day 2025 convened architects, engineers, financiers, and policymakers to translate Environmental, Social, and Governance principles from commitment into tangible value creation, demonstrating that responsibility and profitability are intrinsically linked. Most recently, Green Finance Day elevated the discourse, gathering leaders from global financial institutions, diplomatic missions, and local enterprises to address how capital can accelerate the transition to an inclusive and sustainable economy, underscored by a profound cultural commitment to community and legacy.



Looking ahead, the momentum continues to build toward the next defining assembly: Tech & Web3 Day in January 2026. This gathering will explore the frontiers of digital transformation, delving into blockchain, decentralized systems, and the future of the internet. It is designed to connect developers, entrepreneurs, and investors, examining how emerging technologies can foster transparency, create new economic models, and further integrate Kosovo into the global digital economy.

For businesses ready to participate in this ongoing narrative of growth, the Innovation Hub offers the foundational environment to thrive. Now rising in the heart of Pristina, the Innovation Hub is conceived as the physical embodiment of this ecosystem, a purpose-built destination where ambition meets infrastructure. It provides more than premium workspace; it offers a seamless integration into a living community of innovators. Here, enterprises gain access to flexible, state-of-the-art facilities, sustainable design, and, most importantly, a network of peers and partners that fuels collaboration and accelerates development. The Hub is the tangible platform where the connections made during our events are nurtured into lasting ventures and where ideas mature into impact.



We invite visionary enterprises and entrepreneurs to join this continuum. Engage with us at upcoming forums, and secure your place within the Innovation Hub, where your business will find not just space, but a springboard for growth, a community for collaboration, and a partner in progress.

The future is being built here. Rise with it.  
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