



**Sustainable, Technological, Accessible and Resilient human- centric manufacturing supporting
the New European Bauhaus
through synergies between customized production and consumption models**

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Reimagining Local Manufacturing: People, Planet and Purpose

Month 18 of the **STARHAUS** implementation, marked by the M18 Review Meeting held in Brussels on June 24th, 2025 — expertly organized by the coordinator SINTEF — represented an important milestone in our collective initiative to rethink the way we produce, consume, and connect through the lens of the New European Bauhaus.

STARHAUS project, launched in December 2023 as a continuation and expansion of the DIY4U initiative, began with a bold vision: to transform manufacturing into something more inclusive, sustainable, and beautiful. Building on the foundation laid by DIY4U, **STARHAUS** takes the concept of customized, modular, and human-centered production further — developing new modules for the existing DIY4U Manufacturing Demonstration Facility, creating immersive VR experiences, building a comprehensive digital platform, and integrating social and environmental values into every step of the process.

During these first 18 months, **STARHAUS** has also provided financial support to third parties through open innovation competitions, communicated and disseminated its progress widely, and prepared a robust exploitation plan to ensure long-term impact.

What began as an evolution of DIY4U is now growing into a vibrant and meaningful model for sustainable, beautiful, and community-driven manufacturing.

Today, that vision is taking tangible form in cities, communities, and conversations across Europe. Behind the scenes, the foundation of **STARHAUS** has been carefully built through strong coordination, trust and ethical commitment. Our governance structures — monthly status meetings, executive boards, working group sessions — have enabled meaningful collaboration among all thirteen project partners. The Data Management Plan, far from being just a formal document, has actively shaped the way we collect



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and protect information. Ethics are not a checkbox in this project; they are part of our shared mindset.

From this strong base, the design and vision work led by our team in Siena brought ideas to life. They developed a co-design toolkit, designed to help both experts and citizens engage with the complex realities of production systems. Through playful and visual methods, participants could map current supply chains, imagine future improvements, and explore new technologies.

These tools were used in workshops held in Norway, Romania and Italy — and supported by remote engagement in France — where local stakeholders were invited to rethink everything from food packaging to neighborhood-based production units. Out of this process came deeper understanding: different local contexts require different solutions, and that sustainability is not only technical, but social and emotional. In many cases, participants imagined a shift from large-scale, centralized production to smaller, modular systems rooted in their own communities. The workshops sparked questions that still drive us: How do we ensure accessibility for all? What does beauty mean in a local production context? Can

digital tools empower rather than exclude?



M18 Review Meeting Presentation

From there, human-centered design took center stage. With leadership from our colleagues at Deep Blue, we launched a series of studies and prototypes based on real-life scenarios. The results were eye-opening. Participants didn't just want personalization — they wanted to feel in control. One story we developed was about Michelle, a young woman exercising in the park who uses a QR code to generate a customized beverage aligned with her activity. In another, Miguel in Coimbra creates pet food mixes suited to his animals' changing preferences. Through these personas and many others, we were able to test both emotional connection and practical usability



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through early-stage virtual prototypes. We saw strong indicators of trust and acceptance — especially when technology was transparent, easy to use, and tied to personal or community values.

Meanwhile, the use case pilots began their own transformation. The **STARHAUS** concept was brought into specific sectors — like pet food, fertilizers, and breakfast cereals — and explored through partnerships with local communities and innovators. To expand the project's creative energy and include new voices, we launched three Open Calls that attracted over sixty-seven applications. Through a rigorous process of mentoring, evaluation, and engagement, six promising projects were selected and funded. These projects, such as RAISE (which uses augmented reality to raise awareness of sustainable food habits among children) and BHOJANAM (which tackles plastic food packaging and encourages behavioral change), brought **STARHAUS** values into fresh, unexpected spaces — from schools to art studios. The Open Innovation Call 2 (OIC2) is Arts and Technology Residencies. It will contribute to raise the Technology Readiness Level (TRL) of the

Manufacturing Demonstration Facilities (MDF) and the software application while addressing real-world needs. The new concepts will serve as prototypes that align with the user-centred design (UCD) approach, ensuring solutions are intuitive, adaptable, and resonate with target communities.

There were two winners:

1) Master Iberia's project: CO2Footprint: Building a carbon footprint pathway for customized products. It focuses on the software application, developing a carbon footprint pathway integrated into STARHAUS digital ecosystems to enhance transparent and sustainable production across all use-cases.

2) Enthela's project: **Adapting MDFs for Biofertilizer Production: Sustainable & Scalable Solutions**. This project is related to Introducing modular automation and advanced drying processes to optimize localized, sustainable biofertilizer manufacturing. Use case: fertilizer.

The Open Innovation Call 3 (OIC3) is Business for Community. The winners of this open innovation call together with project partners will craft strategies that translate STARHAUS



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technologies into actionable solutions for local communities, emphasizing environmental and societal impact. There are two winners:

1) MOFY – Made Only For You project in which Domino Communications is working. This project focuses in translating STARHAUS technologies into actionable solutions for local communities, emphasizing environmental and societal impact. Use cases: Fertilizer, Breakfast Cereal.

2) The company HD Tech Labs, their project is **SUSCOM – Sustainability Incubator for Customized Products in Communities**. They are collaborating with STARHAUS partners in expanding STARHAUS impact into local artisan and consumer communities, focusing on pet food and beverage use-cases with scalable, culturally adaptable solutions. Use cases: Pet Food, Beverages.

The pilots have advanced significantly since the project's inception. The pet food pilot has completed its first user feedback cycle, leading to prototype refinements. The fertilizer pilot is now testing modular production models with local

agricultural partners. Similarly, the cereal pilot has moved towards co-developing sustainable packaging solutions with small producers. Each of these reflects STARHAUS's commitment to validating not only technical feasibility but also community relevance.



M18 VR Experience

At the same time, our communication and dissemination work has grown steadily. We've established our visual identity, expanded our online presence, and participated in over a dozen public events. The STARHAUS story has begun to spread — not just in academic circles, but also among community leaders, educators, designers, and small businesses. We are preparing to engage even more actively in the coming year, with our



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eyes set on the New European Bauhaus Festival in 2026 and beyond.

The M18 Review also emphasized the importance of our exploitation strategy. We're moving into an active phase of refining business models that prioritize both social impact and economic sustainability. Digital tools such as lifecycle assessments and digital twins are being leveraged to ensure our solutions remain transparent, sustainable and adaptable to local needs.

As we enter the second half of the project, we feel more aligned than ever. The months ahead will focus on deploying the technologies we've imagined, scaling prototypes, validating business models, and deepening community engagement.

The next phase will be crucial as we prepare for the New European Bauhaus Festival 2026 and scale our solutions. Key validation steps are planned to test technical deployment, user experience, economic models, and environmental impact. We remain committed to refining

STARHAUS into a replicable, meaningful model for sustainable local manufacturing.

We'll continue to refine our exploitation strategy, ensuring that what we build is not only innovative, but replicable and meaningful for the people who will use it.

Most importantly, we will remain committed to our founding values — inclusion, sustainability, and the power of beauty — as we navigate this next chapter together.

We thank you for your continued support, your insight, and your energy. Whether you're part of our consortium, a community member from one of our pilot cities, or a curious reader interested in what comes next, know that **STARHAUS** is a shared space — open to all who believe that manufacturing can do more than produce goods.

It can build relationships, restore environments, and bring communities together.



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M18 Review Meeting Main Results Presentation

The M18 Review Meeting was an important moment for the STARHAUS project, allowing us to take stock of what we have accomplished so far and to look ahead with clarity and confidence.

The presentation of the main results showed how much has been achieved through our collective efforts: creating practical, human-centered design tools, running workshops in several countries, launching and supporting innovative projects through our Open Calls, and advancing the pilot use cases in real communities.

Beyond the technical progress, the meeting highlighted the social and emotional value of our work — showing how inclusive design, transparent digital tools, and local production models can empower people and strengthen communities.

These results confirmed both the practicality and the meaning of our vision, and encouraged us all to continue working together toward making manufacturing more sustainable, more beautiful, and more connected to people's lives.



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STARHAUS M18 Review Meeting Group photo

Here's to a future filled with innovation, sustainability and community spirit
with **STARHAUS!**



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Warm regards,

STARHAUS Team

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